

# A STARTUP ANALYSIS

# 1 INTRODUCTION

## 1.1 OVERVIEW

### VISUAL REPRESENTATION OF STARTUP ANALYSIS

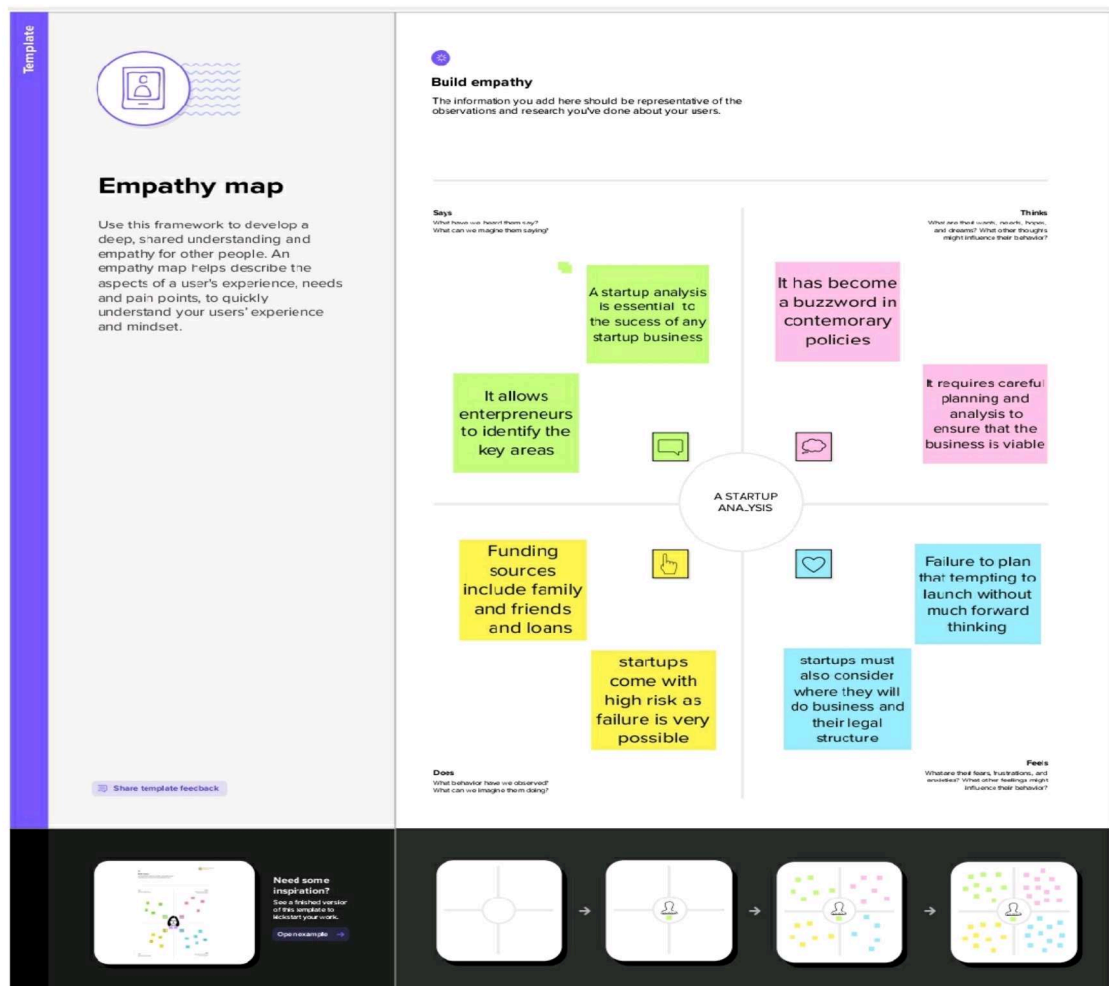
- Number of startups by year
- Number of startups Industry wise
- Top 10 Industries by number of startups
- Number of startups Industry wise
- Number of startups by year and applying filters of Industry and State
- Top 10 Industries and Top 10 states of each Industry

## 1.2 PURPOSE

Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

## 2 PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 EMPATHY MAP



### 2.2 Ideation and brainstorming map



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👤 2-8 people recommended

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### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

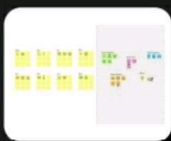
Problem: 70% of the startups were not able to connect the bridge between their product and target audience



#### Key rules of brainstorming

To run a smooth and productive session

- 👤 Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.



Need some inspiration?  
See a finished version of this template to kickstart your work.

[Open example](#) →

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Tip

You can select a sticky note and hit the pencil button to switch to edit mode.

Person 1

8 out of 10 startups do not have forecasted business model for sustainable growth

Person 2

Higher speculated scaling in businesses without accumulative data needed for market estimation

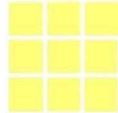
Person 3

aving windows closed for multiple A/B testing insights for better customer acquisition

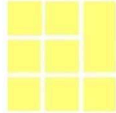
Person 4

4 out of 10 startups dissolve due to getting exposed to a bigger competition

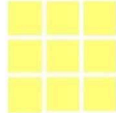
Person 5



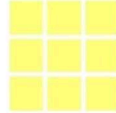
Person 6



Person 7



Person 8



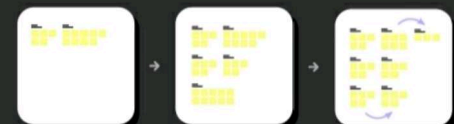
3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

In recent times there's has been a higher decline rate in the stock market in various industries like IT, Automotive and raw materials, ect, due to assorted financial chain investment. This led loans went inadequate to companies and the door are closed due to lack of resources. A notable recession can be seen as growing more.

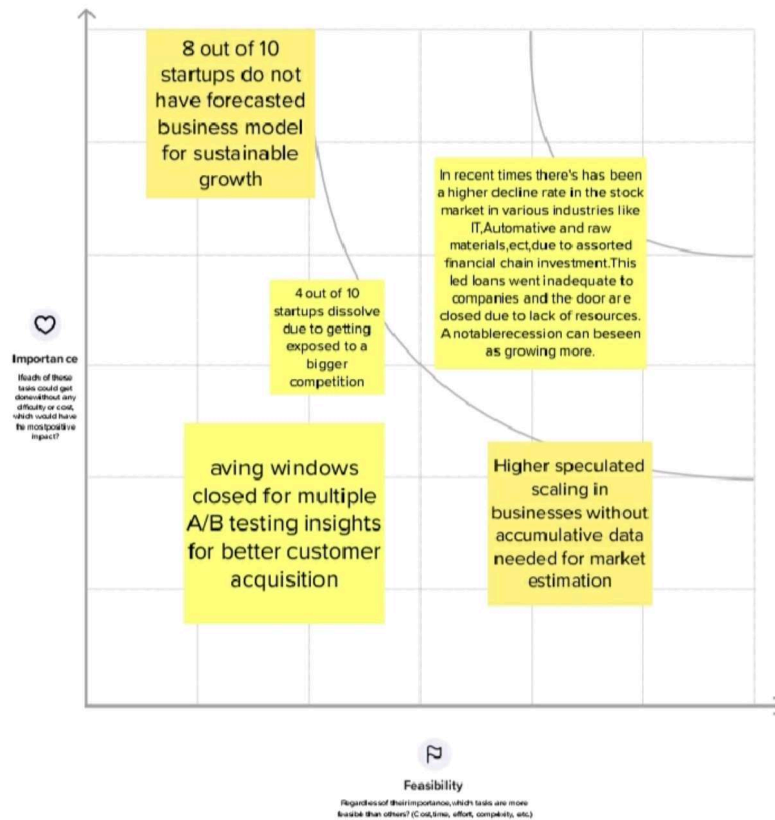


4

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



5

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

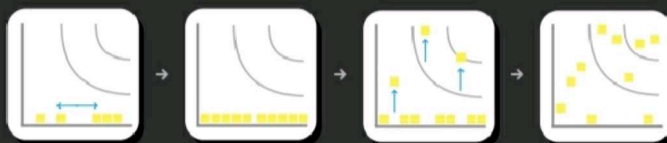
#### Quick add-ons

- A Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- B Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

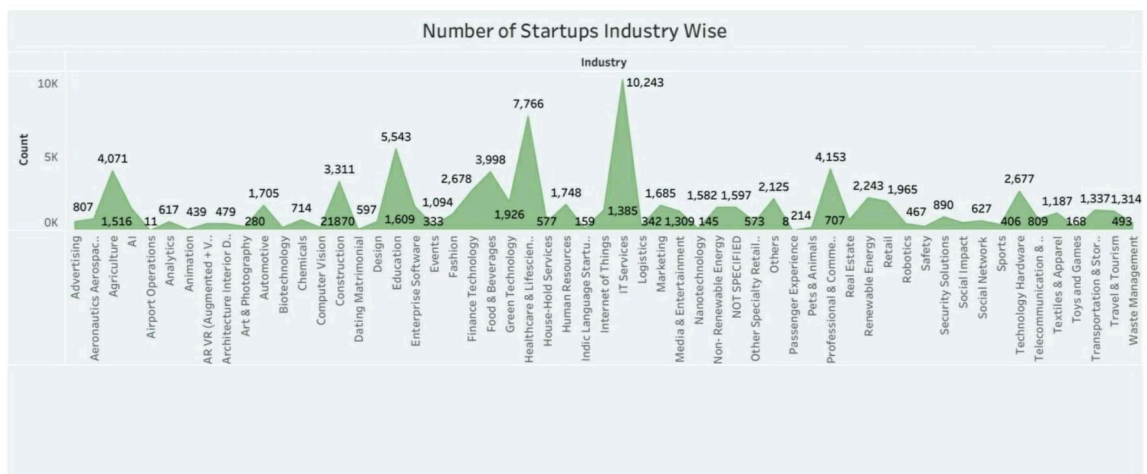
- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

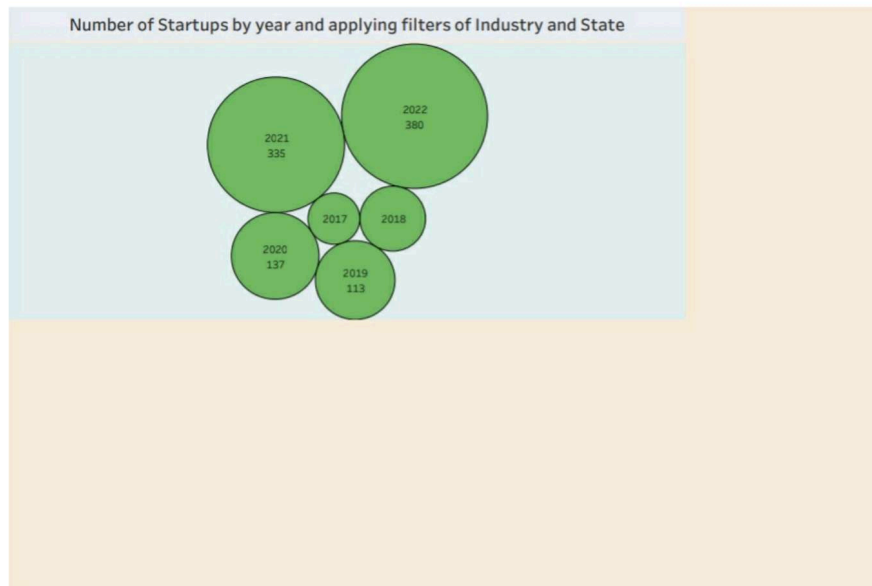
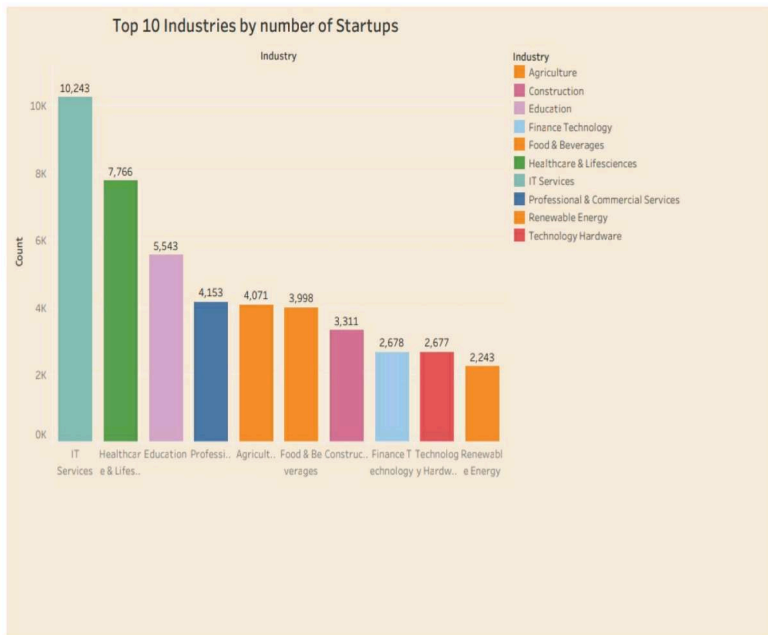
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### 3. RESULT

- No. of startups gradually increased by years
- IT Services has more number of startups by industries wise
- IT Service and Health Care and Life Science has increased number of startups among the others

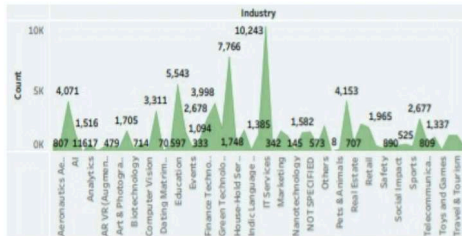




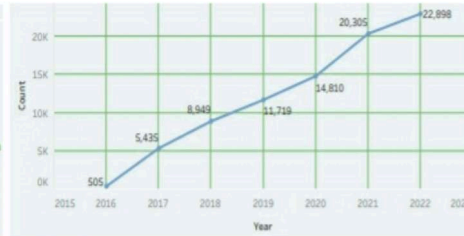




Number of Startups Industry Wise



Number of startups by year



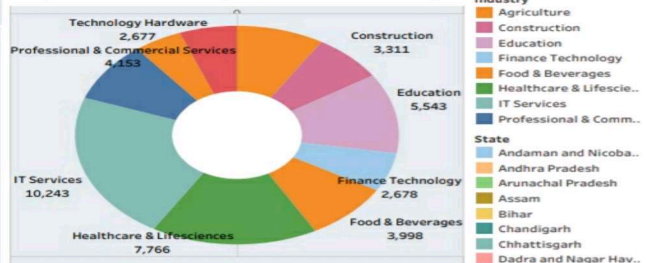
Top 10 Industries by number of Startups



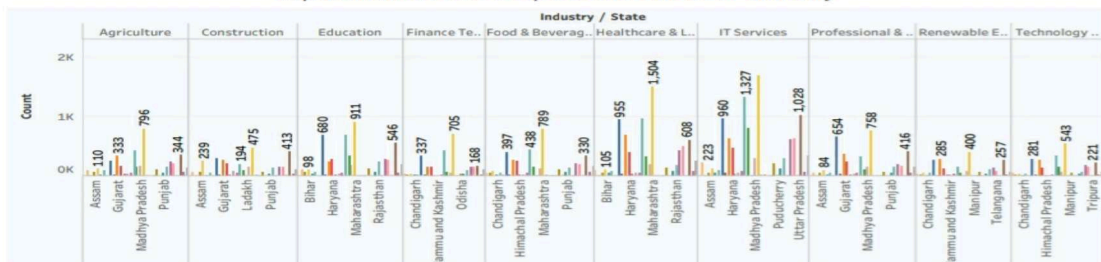
Number of Startups by year and applying filters of Industry and State



Top 10 Industries by numbers of Startups

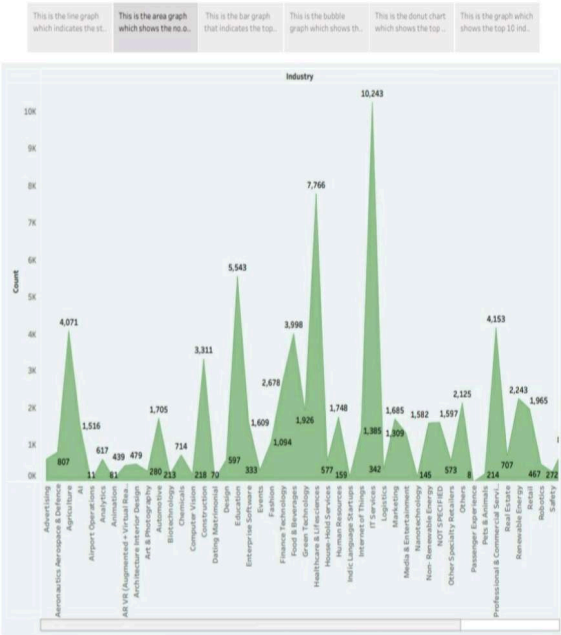


Top 10 Industries and top 10 states of each industry

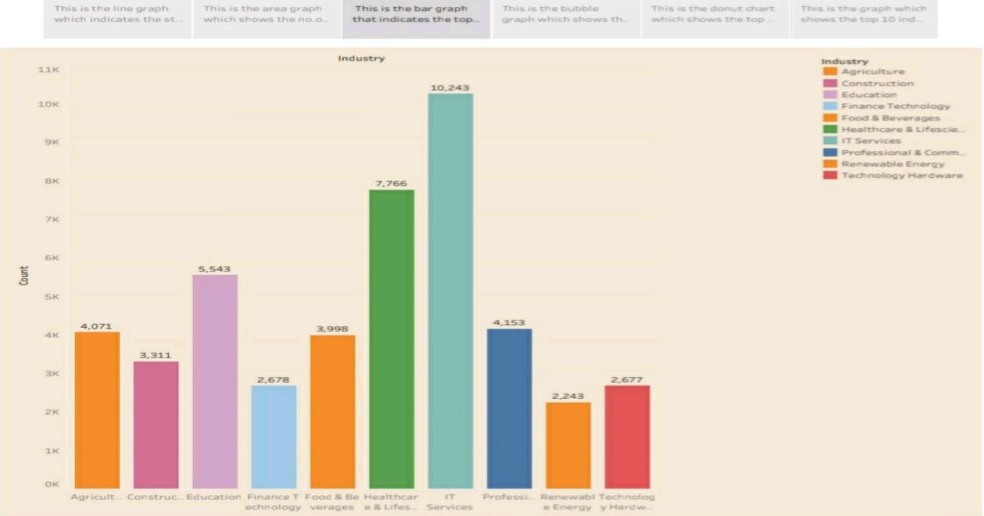




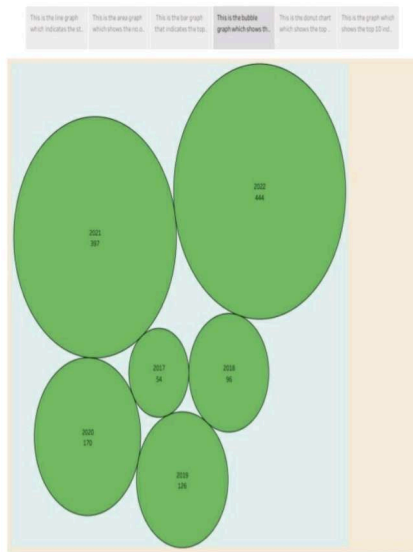
Story 1



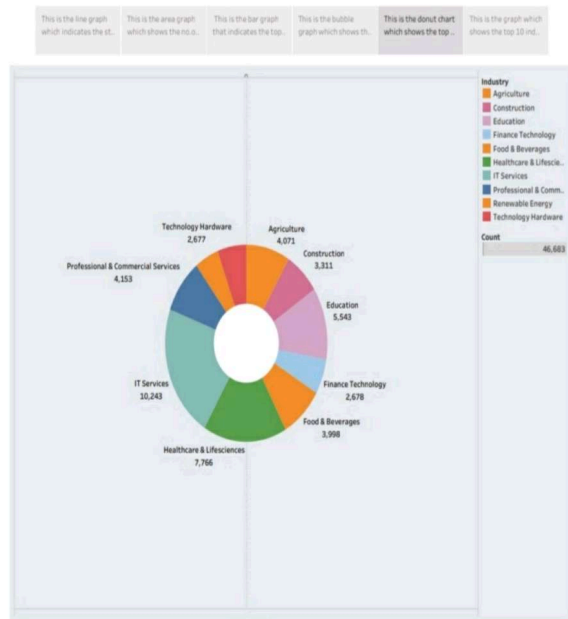
Story 1



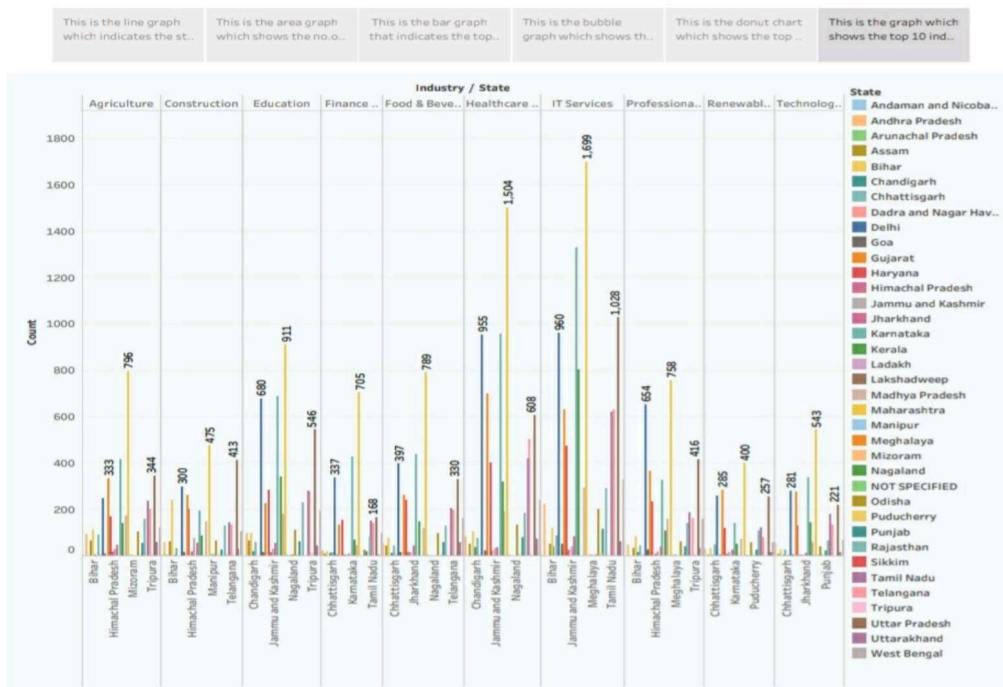
Story 1



Story 1



Story 1



## **4 ADVANTAGE AND DISADVANTAGE**

### **ADVANTAGE**

- Efficiency
- Team Culture
- Personalization
- Versatility
- Flexibility
- Having Fun

### **DISADVANTAGE**

- Risk of Failure
- Low Compensation
- Poor Market access
- Team conflicts
- Lack of Resources
- Lack of Process
- Stress Out

## **5 CONCLUSION:**

Startup India is as flagship initiative of the government of india, intended to build a strong eco-system for nurturing

innovation and startups in the country that will drive sustainable economic growth and generate large scale employment opportunities.

In order to meet the objectives of the initiatives, Government of India is announcing this action plan that addresses all aspect of the Startup ecosystem

This is a most effective campaign which will create more jobs opportunities to the Indian youth.

This scheme will directly help people in their own successful entrepreneurship

It will help our country to show the talent of youths through their innovative business all across the world.

## 6 FUTURE SCOPE

- **Robotics:** There is an enormous level of new interactions that are in store between people and machines
- **Transportation tech:** There are a number of self-driving startups already. We will come to a point where the cars will become like PCs - where the hardware becomes less important/commoditized and there will be a host of software players who will help run the system & add features.
- **Energy tech:** As solar becomes cheaper than conventional fuels, it will take over the grids everywhere. That will require smart

load balancing, better battery technologies.

- **Space tech:** With nanosatellites able to be built by anyone and low orbit rockets launched by private companies, we will come to a point where there will be a number of tiny SpaceX all building equipments for the new space race. Over 100 countries will wait for their services to get them to space.
- **Health tech:** There is already some tech in healthcare, but it is a sector that has evaded big transformation and the regulations have aided that. Over the next 10 years, there will be new challenges imposed due to rapidly greying population and bankrupt governments will be forced to open up this sector to automation.