



Research Topic

Study on factors that contributes to the success and failure of the IT Entrepreneurship in India(Bangalore)

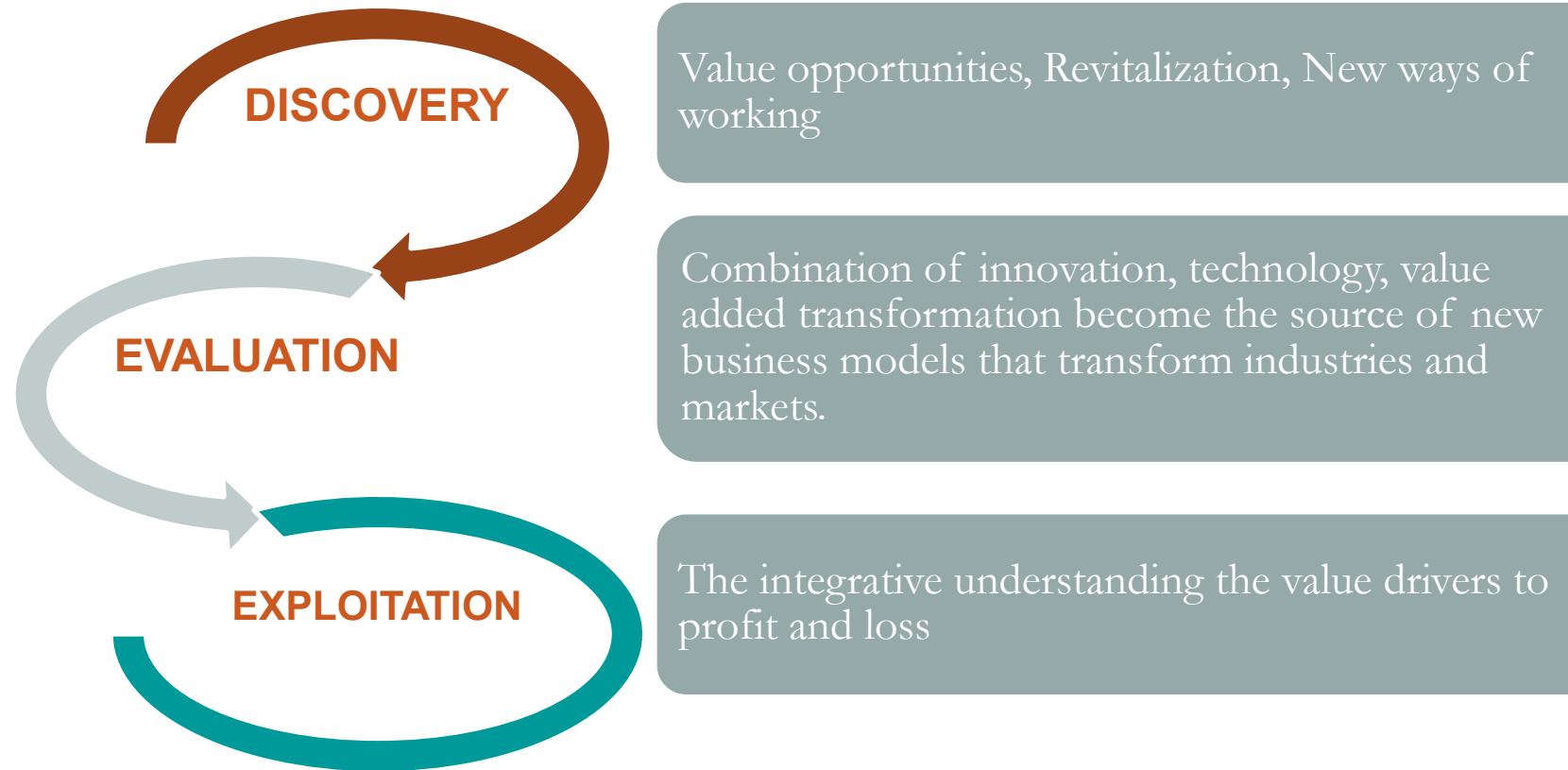
Presenter Name Rajib Kumar Roy

Date: TBD

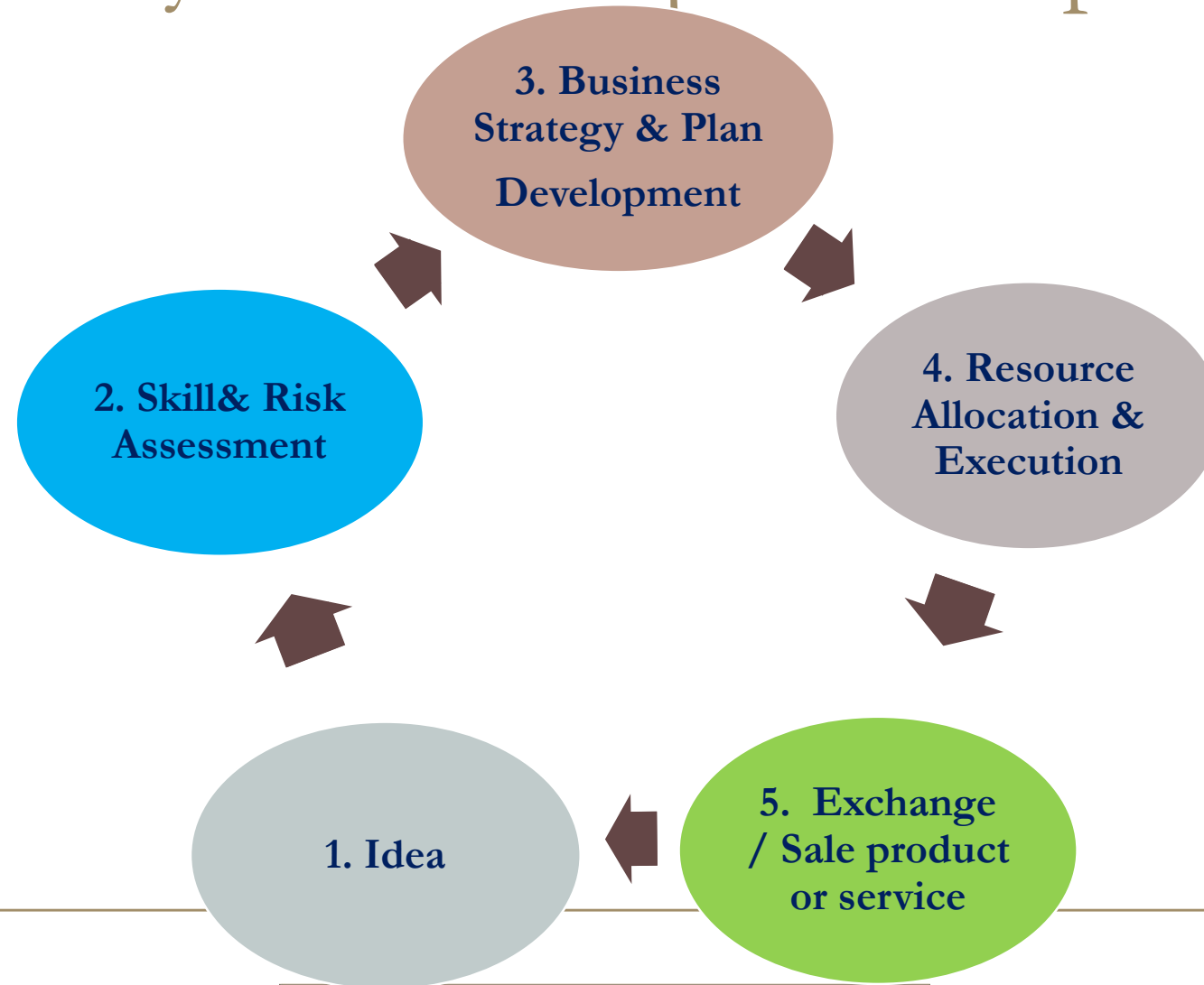
Background of the study – On Entrepreneurship

- India has the **3rd largest Startup / Entrepreneurship ecosystem in the world with YoY growth of 12-15%**
- Among yearly startups , almost 2-3 Technology based start ups / day
- Bangalore has been listed within the world's 20 leading startup cities in the 2019 Startup Genome Project ranking. It is also ranked as one of the world's five fastest growing startup cities
- And there are many small business which are outside of the above parameters
- Bangalore has Max funded startups in India (approx. no is 900 till 2019)

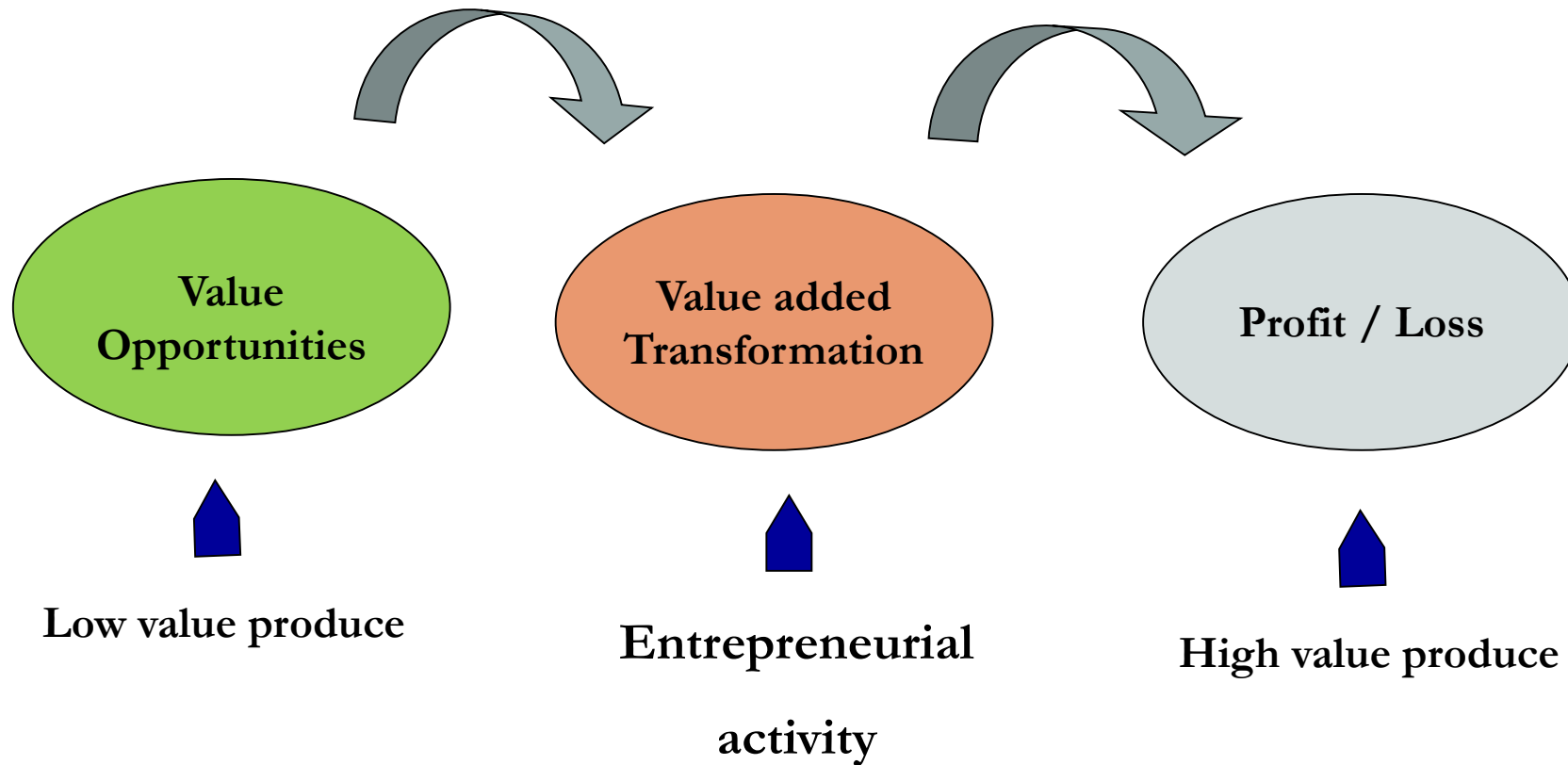
Background of the study – Understanding Entrepreneurships in General



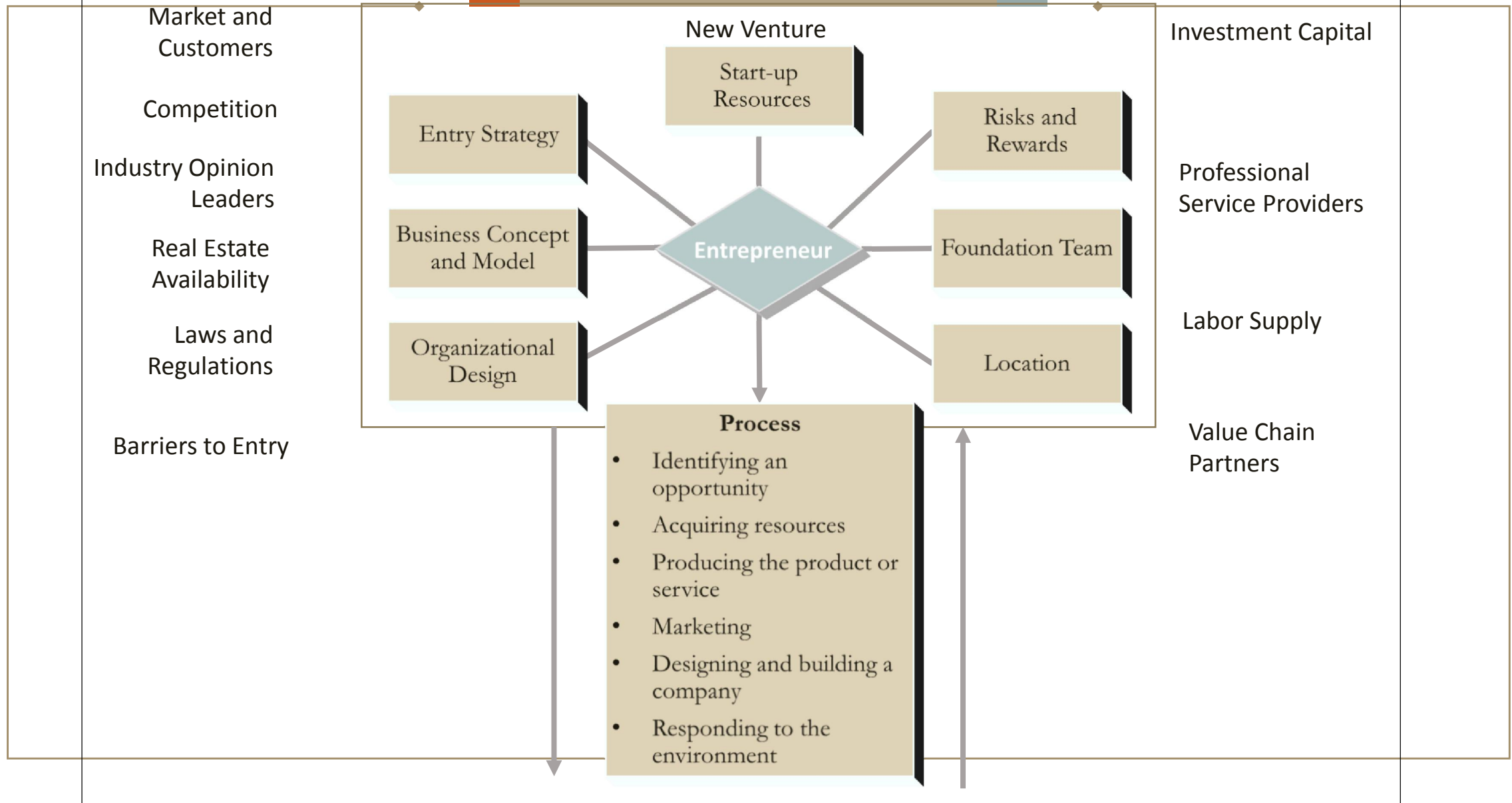
Cycle of Entrepreneurship



Menger's model of Value added transformation

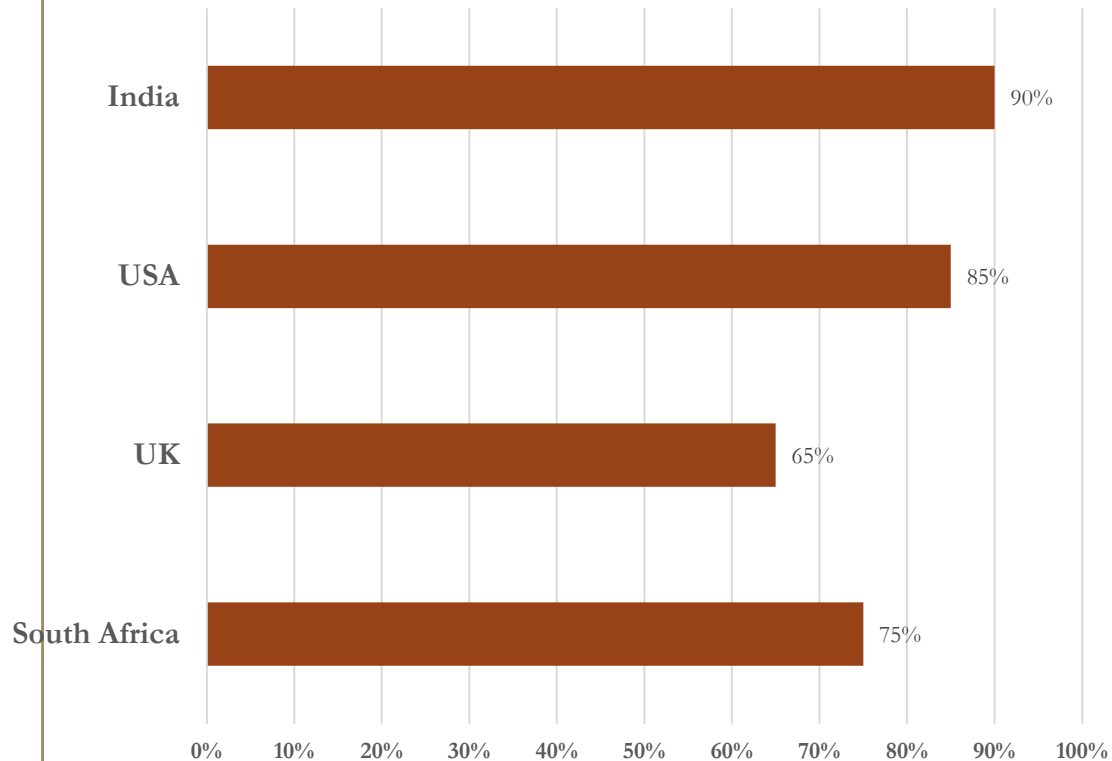


The Environment



Background of the study - Reality

Start up Business Fails within 5 years

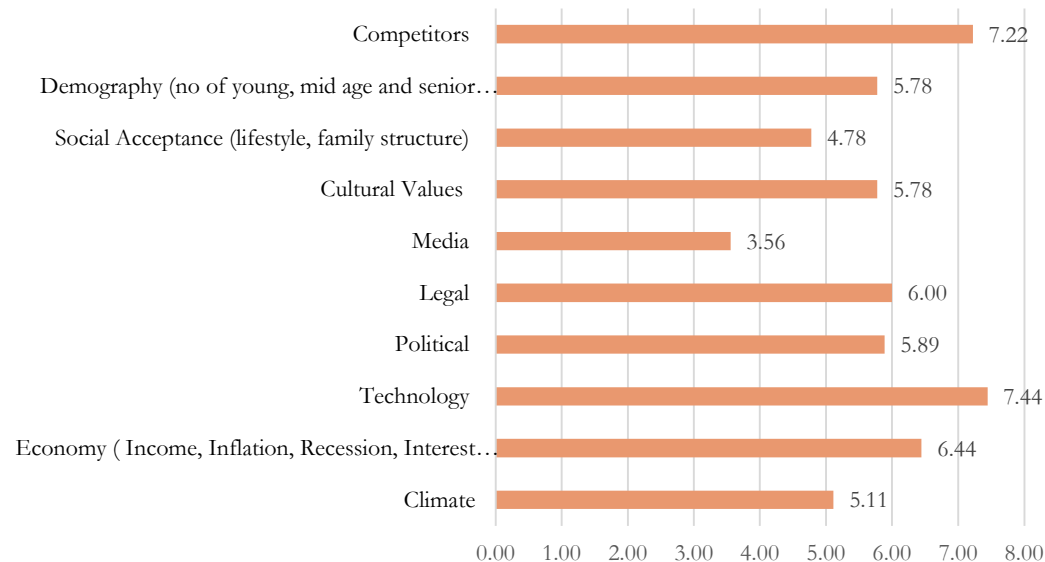


Business journal Contributors in Forbes

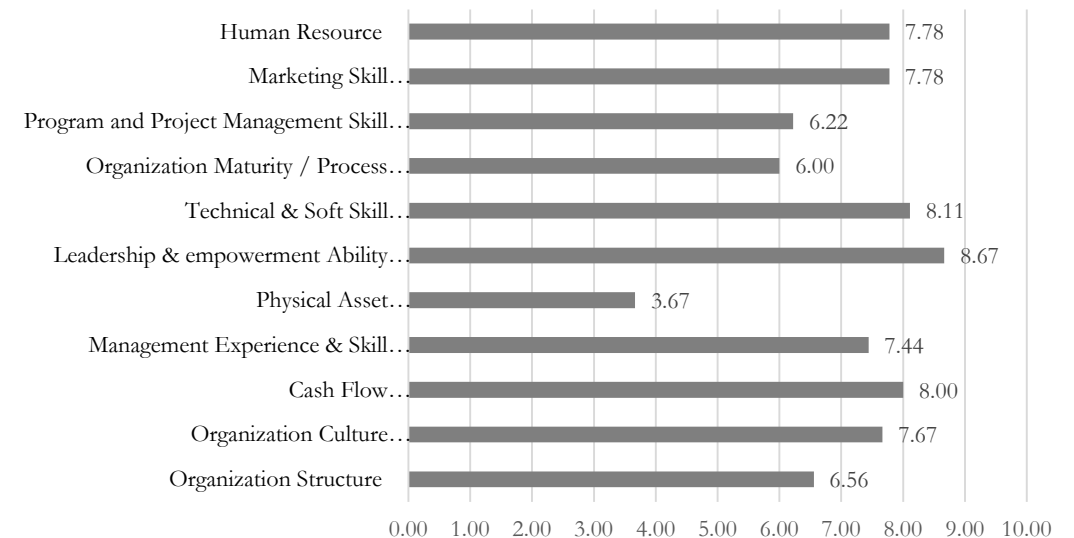
- There is a Fundamental problem with the way Entrepreneurships has been structured
- Entrepreneurship is not only related with "creating a product or service" and "identify customer base" to sell it
- It is vital to identify the various factors affecting entrepreneurship and the related impacts
- Bangalore is having one of the highest no of entrepreneurships in India for IT and a seeding ground for new businesses as well

High level study with 15 IT entrepreneurship firms

Business External factors



Business Internal factor



Statement of the problem

- **Statement 1 (The Ideal)** : Entrepreneurships should be able to identify all the causal business factors affecting them and the impact of such affect. This will enable them to take corrective actions to ensure that business is successful.
- **Statement 2 (The Reality)** : Entrepreneurships unable to control the business, identify the root cause of the problems and undergo multimodal failures (Idea development, adopting right strategy , ineffective execution, competitive failures)
- **Statement 3 (The consequences)**: Unfortunately , Approx. 80-90% start-ups fails globally, and approx. 75% VC funded projects are unable to recover the projected RoI.

Objective of Study

To study the IT
entrepreneurial
environment in Bangalore



To examine the factors
contributing to
entrepreneur's success and
business development of
IT entrepreneurships in
Bangalore



To Identify the impact
level of factors affecting
the performance of IT
entrepreneurships in
Bangalore

Research Methodologies

HYPOTHESIS

- **Ho**

1. There is no influence of external factors on performance of IT entrepreneurship of Bangalore
2. There is no influence of internal factors on performance of IT entrepreneurship of Bangalore

- **Ha**

1. There is strong influence of external factors on performance of IT entrepreneurship of Bangalore
2. There is strong influence of internal factors on performance of IT entrepreneurship of Bangalore

Research Methodologies- Questionnaire Development

To understand & isolate the top priority business environmental factors from

- Business Plan
- Business External / Internal Factors
- Market analysis Understandings
- Regulatory Factors
- Business Diversification Factors
- Business Diversification competitive Factors
- Key Factors measuring business Success
- Factors contributing Risks to entrepreneurships
- Entrepreneurship development Factors
- Project Management Factor
- Resource and Operational Factors

Research Methodologies- Sample Data Collection

Sampling Type: Stratified Random sampling

Company Types : IT (development / service)

Population count: 900

Sample Count: 90

Survey Type: F2F/Email / Telephonic

Location : Bangalore

Size of Company: 10-50 People company with min 3 years in service

Respondents: CEO / CIO / OWNER / DIRECTOR / CO-OWNER

Progress: Collected 50% Data as some rework on scope changes been done

Research Methodologies- Data Analysis

Factor Analysis (Kaiser-Meyer-Olkin) to identify the similar pattern of response

Multiple Regression analysis of business External factors to business performance

Multiple Regression analysis of business Internal factors to business performance

Coefficient of relationship of business External factors to business performance

Coefficient of relationship of business Internal factors to business performance

ANOVA for business External factors to business performance

ANOVA for business Internal factors to business performance

And related other analysis

Research Associated Papers

1. Paper Title "Evaluating Environmental Factors Entrepreneurship Strategy" –International Journal for Research & Management, Vol 5, ISSN 2348-9006
2. Paper Title “Success Strokes of Entrepreneurship” – International Journal for Research & Management,, Vol 6, ISSN 2348-9006
3. Paper Title Effective Knowledge Transfer is the Root Cause for successful IT projects -- International Knowledge Transfer Conclave
4. Presented model of Entrepreneurship mentoring to Wadwani floundation
5. **In progress** SCOPUS SITE PAPER ON “FACTORS AFFECTING BANGALORE IT

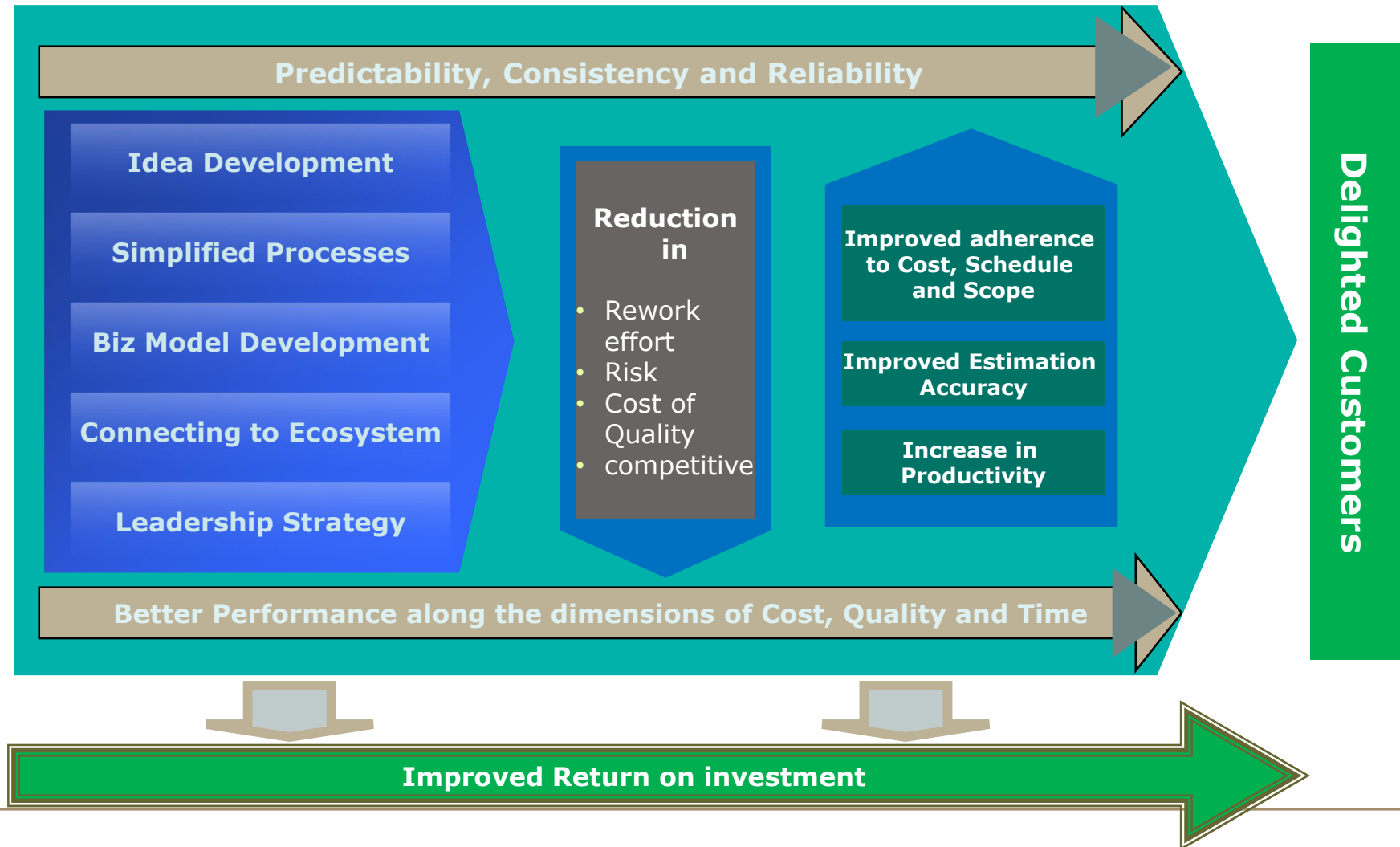
ENTREPRENEURSHIPS”

Conclusion of Research

Publish the result of analysis to check if the alternate hypothesis is “TRUE” & showcase the business factors which has significant impact on IT

Entrepreneurship business performance

Impact on Industry





Impact of Society

1. **Robust understanding of business Factor Impact for IT industry Entrepreneurships**
2. **Reduction in Loss of business / Investment**
3. **Improve confidence in business eco-system / competitiveness**

Thank You
Sir/Madam



Email
Racehorseind@gmail.com



Phone
6289595007