



MKSSS's CUMMINS COLLEGE OF ENGINEERING FOR WOMEN

ORGANIZATIONAL BEHAVIOR ESE PRESENTATION

# ENTREPRENEURSHIP

Group B11

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# AGENDA

- ✔ Entrepreneurship
- ✔ Employee vs Entrepreneur
- ✔ Case Study – Boat Lifestyle
- ✔ Conclusion



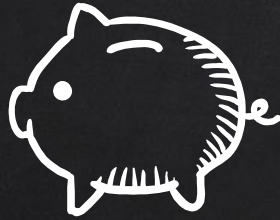
# ENTREPRENEURSHIP



# ENTREPRENEUR



Knowledge



Investment



Innovation



Strategy



Goal



“Free spirited but irregular”



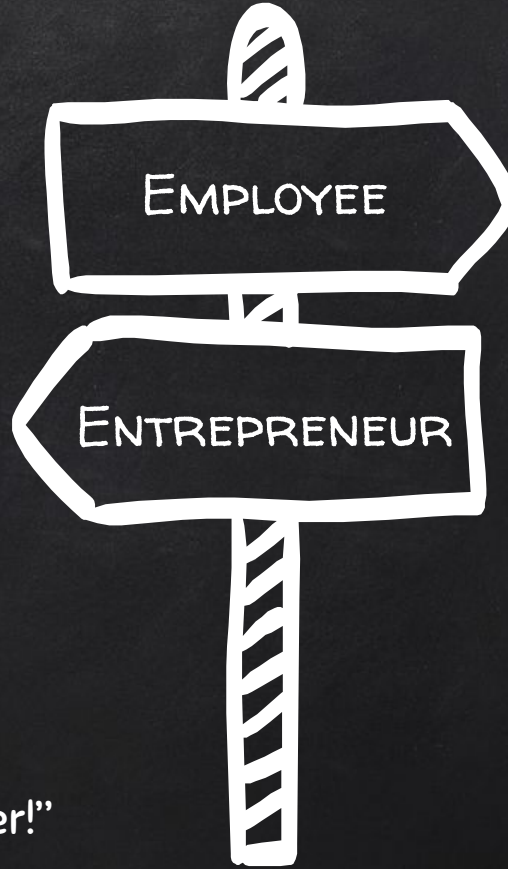
“You are the boss, Answer the customer”



“Higher risk, more exposure”



“Work now earn later!”



“Consistent but strict”



“Pecking order,  
Answer the boss”



“Lower risk, less exposure”

“Time is Money!”



BEFORE DRAWING A CONCLUSION, SOME MIGHT WANT TO TAKE A NEUTRAL APPROACH!



# Case Study



Delhi-based startup started in 2016 by **Aman Gupta** and **Sameer Mehta**, who discovered that the dopest people of our land were in search of **affordable, durable** and **ultra fashionable** audio products to groove to.



# KNOWLEDGE

Organizational building ability



Knowledge entrepreneurship describes the ability to **recognize** or **create** an opportunity and take action aimed at realizing an innovative knowledge practice or product.

# AMAN GUPTA



- »» Chartered Accountant
- »» Worked in Citibank between 2003 and 2006
- »» Familiar with the electronics trade
- »» Completed his MBA
- »» Managed JBL's offline distribution, Managed products to identify the right products for the Indian market

His learnings while working for JBL came in handy during product developments at boAt.



# SAMEER MEHETA



- »» Owner of Redwood Interactive, which distributes computer gaming hardware and peripherals under the Redgear brand.
- »» Entrepreneurial and executive leadership experience
- »» Executive Director of Kores
- »» Co-founded Imagine Marketing Pvt.Ltd

# RETURN ON INVESTMENT

Entrepreneurship is associated with high ROI.



Everything I do, everything  
I spend, I **look at ROI**  
—Aman Gupta

$$\text{ROI} = \frac{\text{RETURN} - \text{INVESTMENT}}{\text{INVESTMENT}}$$

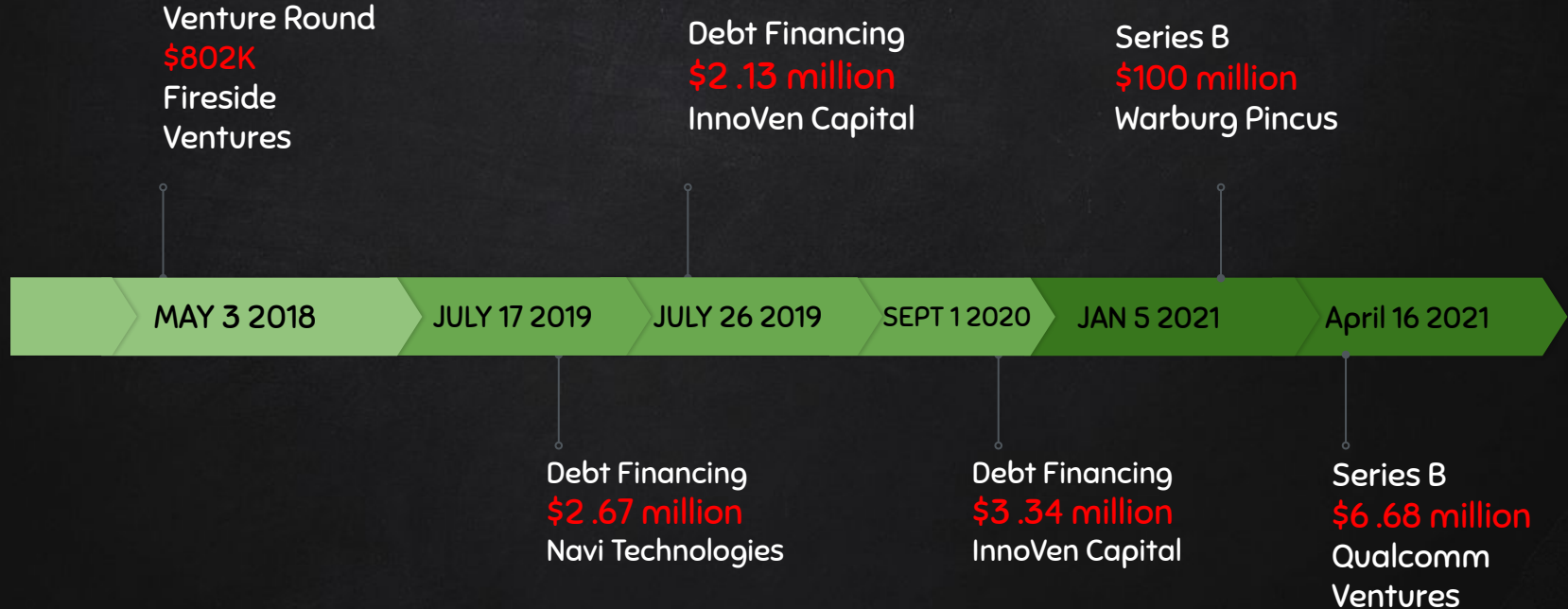


# FUNDING AND INVESTORS

Started with a capital of around **3 million**, coming from the two founders.

Boat has raised a total amount of **\$116.3 million** in funding over 6 funding rounds.

## TIMELINE





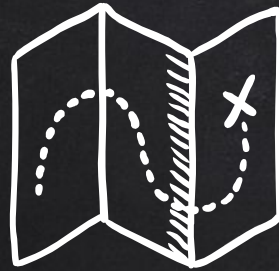
# INNOVATION

existing product with enhanced potential

Started with the sole aim of bringing affordable, durable, and more importantly, 'fashionable' audio products and accessories to millennials. Music systems are not portable! Hence, as a matter of fact, we all want such devices that can easily be carried with us while traveling.

This is the idea that gave rise to headphones and earphones as a portable alternative to the traditional music systems.

“keep **listening**, keep **adapting**, keep **changing**. That's the mantra with which you survive” – Aman Gupta, CEO and Co-Founder, boAt



STRATEGY

Move where Millennial Moves!



# CONSUMER FIRST APPROACH AND IMPROVISATIONS

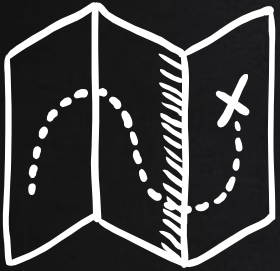
1. Tangle free wires
2. Electronic Dance Music (EDM)
3. Growth of technology

The company believes in closely observing the needs of users and developing products accordingly.

- » Its first product was an indestructible Apple charging-cable and charger.
- » Launched fall-proof headphones



Strategy

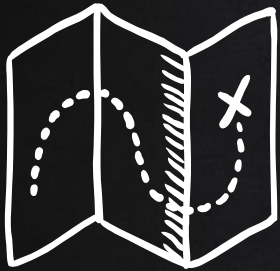


# PORTRAYAL AS A LIFESTYLE BRAND

“We have tried to change the **consumer mindset**. We don’t sell our products as electronics only. We sell them as **lifestyle accessories**. We are trying to portray that our products can be a part of your **everyday fashion**.”

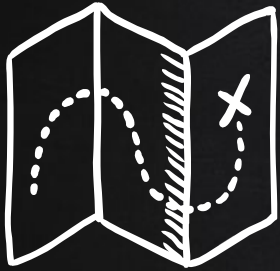
– Aman Gupta, CEO and Co-Founder, boAt

It's you!  
*each one of you!*

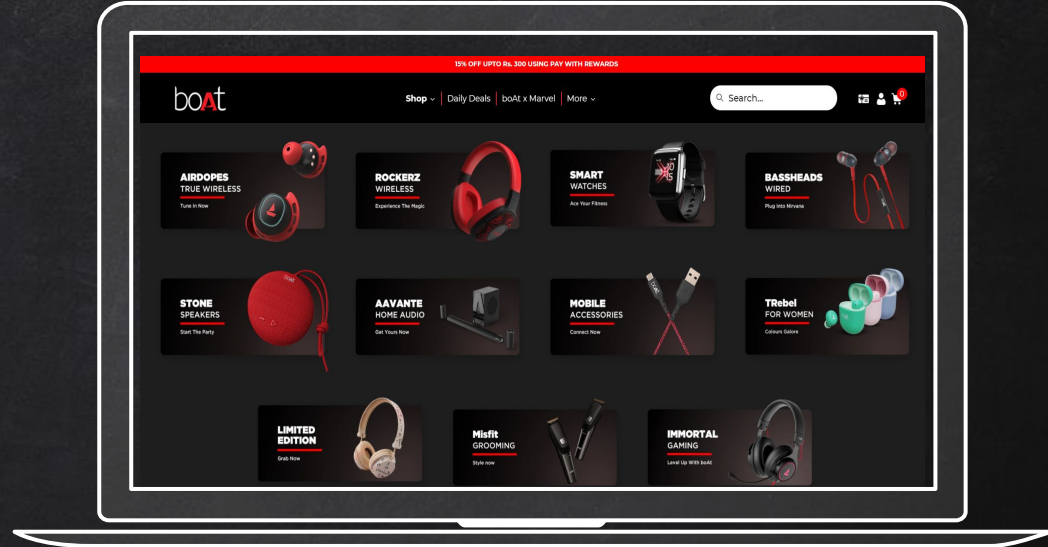


Strategy

# CONTINUOUSLY EXPANDING CATALOG

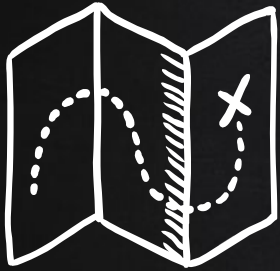


## Strategy



1. Indestructible Apple charging-cable and charger
2. First earphone called BassHeads.
3. Grooming and Smart Watches

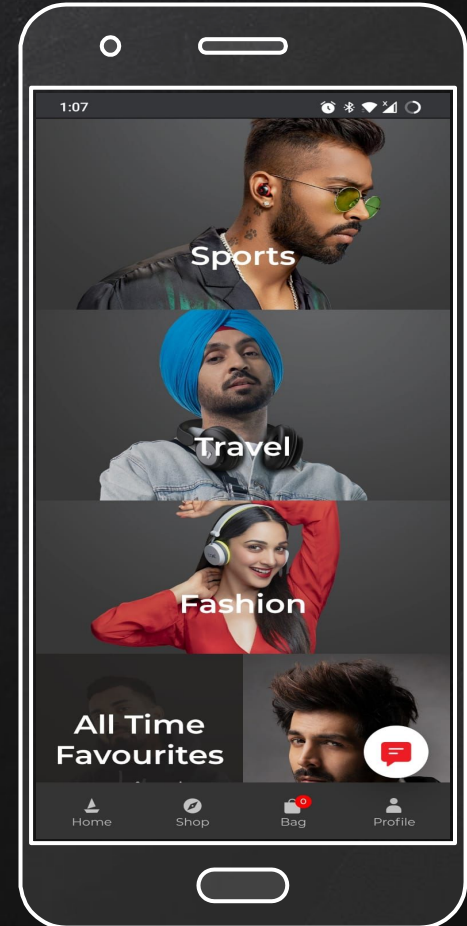
# RIGHT TARGETING



Strategy

“In India, there are three things that sell: **movies, cricket and music**. These are pillars around which marketing revolves. We, Too, are backing these three because we know people will interact with it. We are heavily investing in cricket and music videos.”

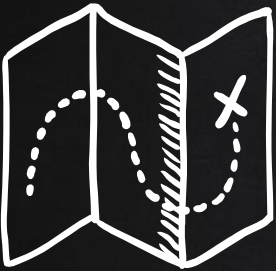
– Aman Sadana, Quartermaster of BoAt.



# ONLINE MARKETING

“Our product is excellent and coupled with **understanding marketing**, that is what is the secret to our success”

– Aman Gupta, CEO and Co-Founder of BoAt.



Strategy







# SUCCESS STORY

INDIA'S boAt IS THE 5<sup>TH</sup> LARGEST WEARABLE BRAND GLOBALLY



**VALUATION** : \$299.59 MN  
[INR 2200 CRORE]  
April'21

**REVENUE** : \$95.38 MN  
[INR 700.44 CRORE in  
FY20]



**800,000+ customers** within a short span of 5 years



products in 5,000+ retail stores and is supported by more than 20 distributors



official audio partner for 6 **Indian Premier League (IPL)** teams in 2021

**#1**  
WEARABLE  
WATCH  
BRAND  
IN INDIA

**#1**  
TRUE  
WIRELESS  
BRAND  
IN INDIA

**#1**  
EARWEAR  
AUDIO  
BRAND  
IN INDIA



# FUTURE PLANS

Help the **Indians** get all the quality technological devices that they need from the **homegrown brand** Boat, without letting them rely on the other foreign brands!



## AUDIO SETS BUNDLED WITH SMARTPHONES

It has come to notice that almost all the major phone makers have partnerships with audio companies.



## IPO

The company is currently looking to raise up to \$500 Mn (Rs 3500 crores) at a valuation of \$1.4 bn and then list itself between March and June 2022.



# CONCLUSION



**Knowledge** : ability to white spots, the product quality, and right targeting.



**Investment** : started with a capital of around 3 million, but the numbers are promising since then as they continuously rise amidst all the competition.



**Innovation** : brainchild of idea – fashionable audio products and accessories for the millennials.



**Strategy** : Consumer's Needs , Consumer's Desires , Consumer's Behaviour Pattern.



**Goal** : 'That is where the market is moving', says Aman Gupta.



# REFERENCES



## Exploring Entrepreneurship

Book by Catherine L. Wang, Nigel Lockett, and Richard Blundel



## boAt lifestyle official website

<https://www.boat-lifestyle.com/>



## boAt Success Story – How the Brand Entertains People and Resets Minds!

<https://startuptalky.com/boat-success-story/>



## Deep diving into boAt Lifestyle's success playbook with Co-founder Aman Gupta

<https://yourstory.com/2021/09/deep-diving-boat-lifestyles-success-playbook-aman-gupta/amp>

THANK YOU!