



Course: MGT1022 Lean Start-up Management
Winter Semester 2024-25
Digital Assignment 1

Maximum Marks: 20

Due date: 20-01-2025

Task –

- 1) Think of one unique idea for a start-up (in any domain, i.e., digital business, services, research, manufacturing, etc.). (4 Marks)
- 2) Compare your idea with the closest (to your idea) existing successful start-up and also with one failed start-up under the following categories:
 - Target market/ domain (4 Marks)
 - Competition with other players (4 Marks)
 - Marketing plan and sales strategy (4 Marks)
 - Operations (4 Marks)

Points to be consider for evaluation

- Quality, Suggestion, Analysis, Originality/uniqueness of idea etc.
- Copying the assignment is not allowed at all.
- Max 10 pages for report.

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