<div align="center">**A start up analysis**</div>

Introduction

1. OVERVIEW:

- A start up is a company or organization in its early stages, typically characterized by high uncertainty risk.
- A startup's success depends on its ability to solve a problem that people care about, and to do so better than anyone else.
- The first step in starting a start up is to define what the company is and what it does.
- This may seem like a simple task, but its actually one of the most important and difficult parts of starting a company.
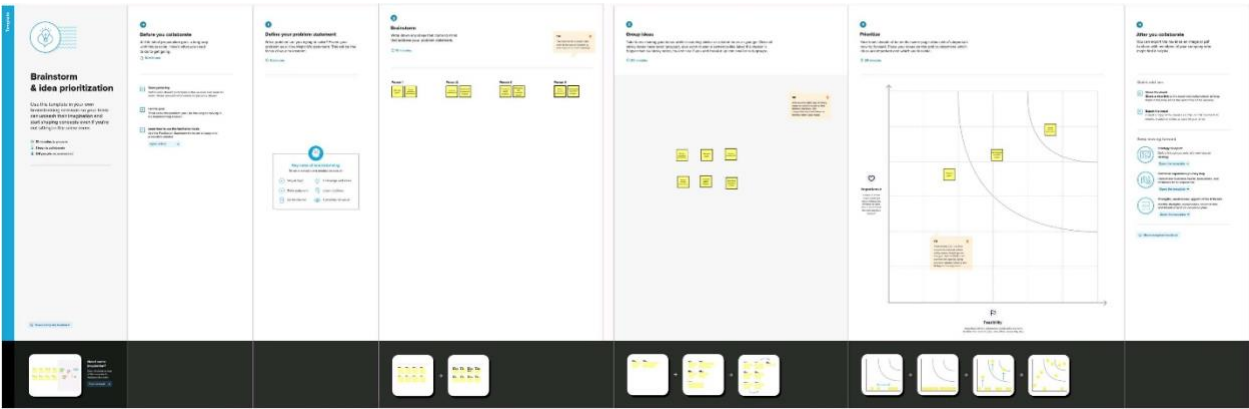
2. **PURPOSE:**

- It allows entrepreneurs to identify the key are that need the key area that need improvement and make necessary changes early on.
- The primary aim is to answer market demand by creating new and innovation products or services.

PROBLEM DEFINITION AND DESIGN THINKING:

Empathy map :
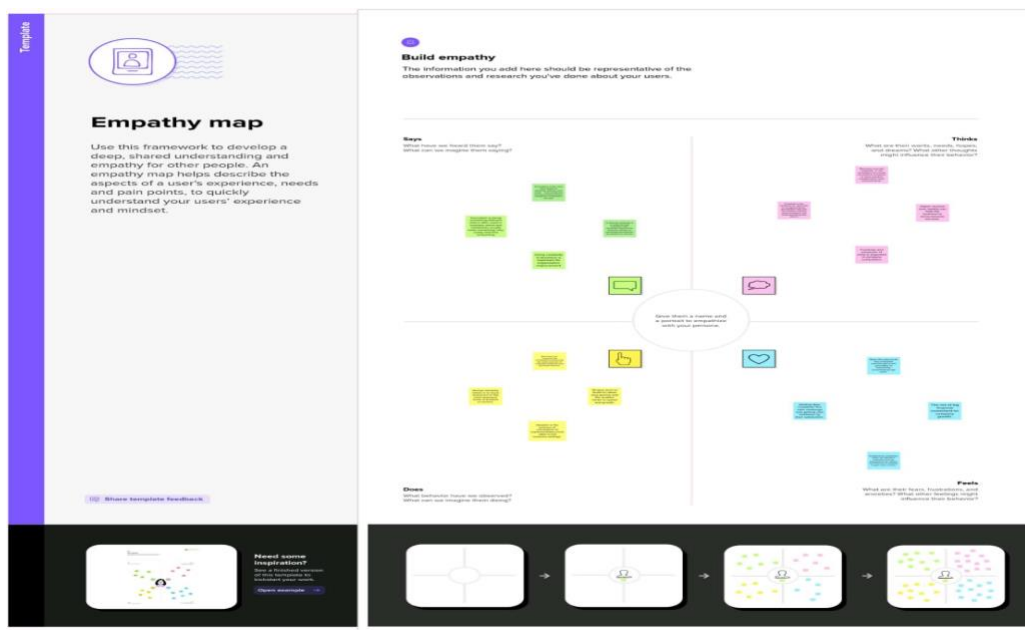
Brainstorm and ideation map:

RESULT:

ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- Startups are smaller and less structured.
- They are also innovative and keep improving their business models, processes, and portfolio.
- Established companies have high administration overheads.
- Startups offer their services in a more efficient, cost-effective and competitive manner.
- Most startups support learning and have to higher tolerance for mistakes, both factors enhance the versatility of startups employees.

DISADVANTAGES:

- Most startups fail within their first year of operation, so the risk of failure as high.
- Working under such high risk can blur startups strategic vision.
- It takes blood, sweet and tears to build company and long working hours are the norm form startups.
- The rewards might be low since it takes time to generate revenue make profits
- Growth hacking, cloud computing, and venture capitalism allow startups to gain market entry.

APPLICATIONS:

- A startups program is a program or application that runs automatically after the system has boated up.
- Startups program are usually services that run in the background.
- Services in windows are analogous to the daemons in Unix and Unix like operating system.
- Some startups programs like Cortana, Microsoft one drive, updater startups utility, windows security notification icon.

CONCLUSION:

A business plan conclusion is a summary of a business plan's strength designed to convince the reader of the company's success.

Successful startup do have the potential to create a significant positive impact on the world.

SCOPE AND FUTURE:

- Startups are small companies but they play a big role in the economic process.
- They create more jobs which insinuates more employment, and more employment means an improved economy.

- Not only that, a start-up contributes to economic development by increasing innovation and including competition.

APPENDIX: