

## A start up analysis

### Introduction

- **OVERVIEW:**

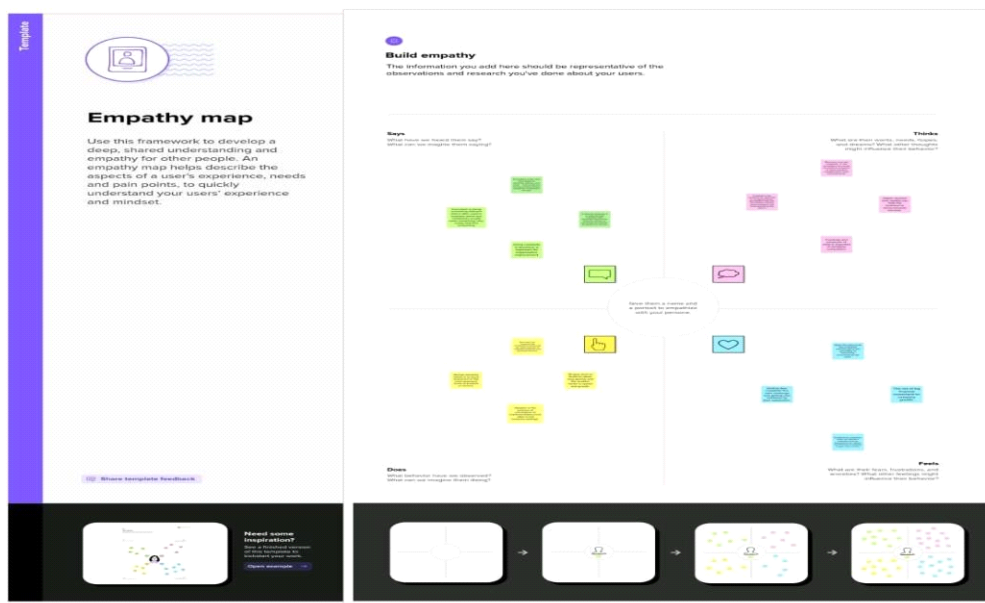
- A start up is a company or organization in its early stages, typically characterized by high uncertainty risk.
- A startup's success depends on its ability to solve a problem that people care about, and to do so better than anyone else.
- The first step in starting a start up is to define what the 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.

- **PURPOSE:**

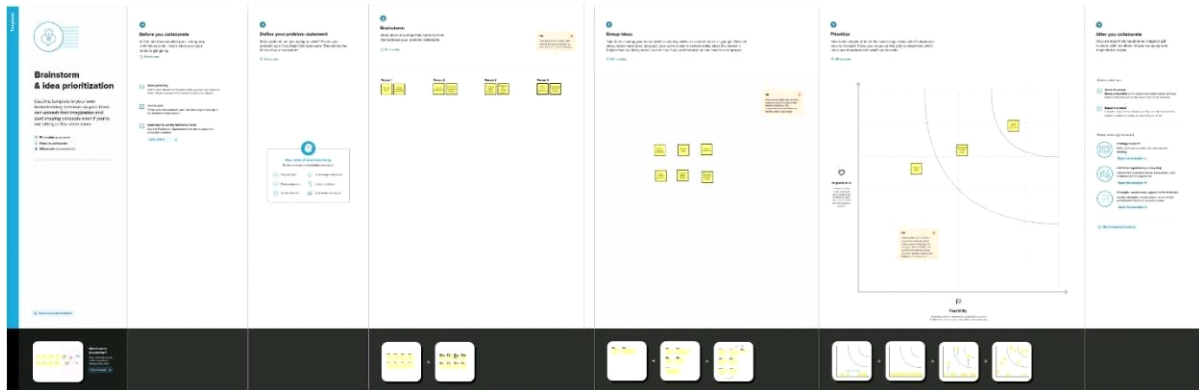
- It allows entrepreneurs to identify the key are that need the key area that need improvement and make necessary changes early on.
- The primary aim is to answer market demand by creating new and innovation products or services.

### PROBLEM DEFINITION AND DESIGN THINKING:

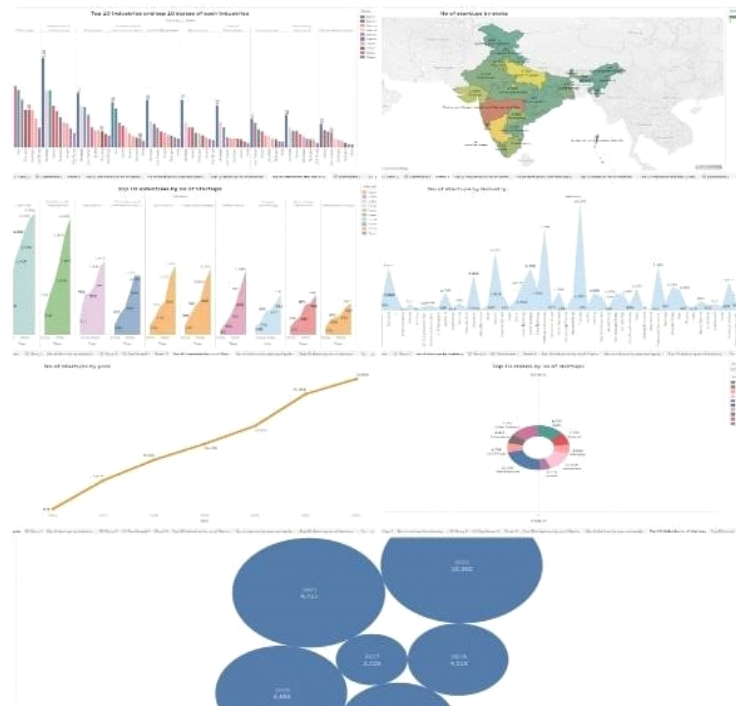
#### Empathy map :



## 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 a 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 is high.
- Working under such high risk can blur startups strategic vision.
- It takes blood, sweat and tears to build company and long working hours are the norm for startups.
- The rewards might be low since it takes time to generate revenue and make profits.
- Growth hacking, cloud computing, and venture capitalism allow startups to gain market entry.

### **APPLICATIONS:**

- A startup program is a program or application that runs automatically after the system has booted up.
- Startup programs are usually services that run in the background.
- Services in Windows are analogous to the daemons in Unix and Unix-like operating systems.
- Some startup programs like Cortana, Microsoft OneDrive, Windows Update, Windows Security notification icon, etc.

### **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 startups 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:

Dashboard embed code -

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0331800/DASHBOARD/1_rss.png' style='border: none' /></a></noscript><object
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'https://public.tableau.com/javascripts/api/viz_v1.js';
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Story embed code -

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divElement = document.getElementById('viz1682066975370'); var vizElement =
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```

```
var scriptElement = document.createElement('script');          scriptElement.src =  
'https://public.tableau.com/javascripts/api/viz\_v1.js';  
vizElement.parentNode.insertBefore(scriptElement, vizElement);    </script>
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