

INTRODUCTION:

OVERVIEW:

Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

PURPOSE:

The purpose of a startup is multi-faceted, depending on the individual or team behind the venture. Generally, though, the purpose of a startup is to create something new and innovative. A startup is often the first step in launching a business venture, and is the beginning of an entrepreneurial journey.

Startups are created to fill a void in the marketplace, or to take advantage of a new trend or opportunity. They are often driven by ambitious individuals with a desire to make money or have an impact on the world by developing a product or service that is unique. Startups often start small and grow as they attract funding or customers.

Startups can be used to test out ideas, explore new technologies, and develop products and services that can eventually turn into successful businesses. Startups often rely on venture capital funding to get off the

ground and are typically run by entrepreneurs who are passionate about their ideas.

In addition to creating something new, startups are also about problem-solving. They look for innovative ways to solve existing problems or create solutions to challenges that people face in their daily lives. Startups can also be used to create new markets and disrupt existing ones by offering something that was previously unavailable or too costly for most people.

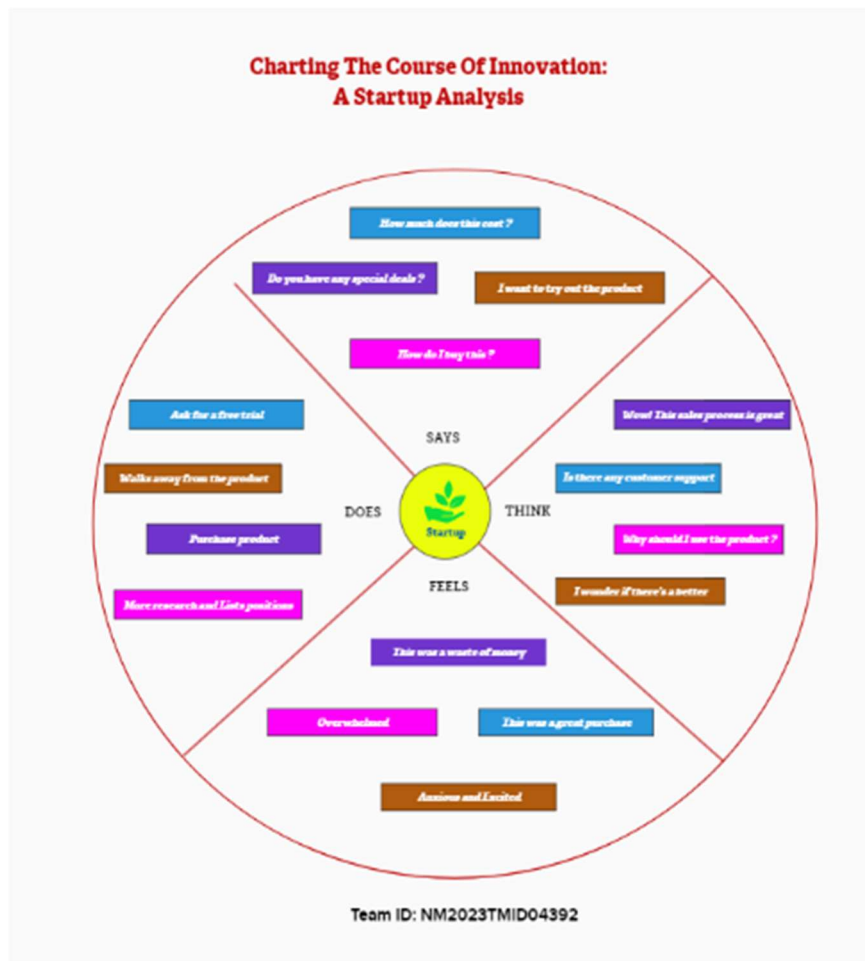
Startups aren't limited to technology-related businesses either; they can be found in almost any industry. From fashion startups to food startups, there is an endless array of potential business ventures that can be launched under the umbrella of a startup.

Regardless of what industry they are in, startups are all about taking risks and pushing boundaries in order to create something innovative and valuable. They are often backed by investors who provide funding in exchange for a stake in the company, which gives them the opportunity to reap the rewards of success if things go well.

Ultimately, the purpose of a startup is to fulfill an ambition or goals bring an idea to life and turn it into something tangible and meaningful. Whether it's making money, having an impact on society, or simply following one's passion, startups provide individuals with the opportunity to pursue their dreams and create something extraordinary.

PROBLEM DEFINITION & DESIGN THINKING:

EMPATHY MAP:



IDEATION & BRAINSTORMING MAP:

Template



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕒 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 2-8 people recommended

[Share template feedback](#)



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes



A Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.



B Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.



C Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

RAJAVEL K

Start with a Great Idea...

Operate ethically with integrity...

Don't be afraid to start small...

Provide Comprehensive Information...

KISHORE M

Make a Business plan...

Startups attracts Passionate Individuals...

Find a niche market...

Specify the project...

SANJAI RAJAN R

Secure Funding for your Startup...

Accountability can be Important...

Build a strong team...

Market Analysis...

NITHISH P

Build a Customer Base...

Innovation and Creativity

Keep your overhead low...

Financial details...

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Don't be afraid to Start Small...

Startups attracts Passionate Individuals...

Market Analysis...

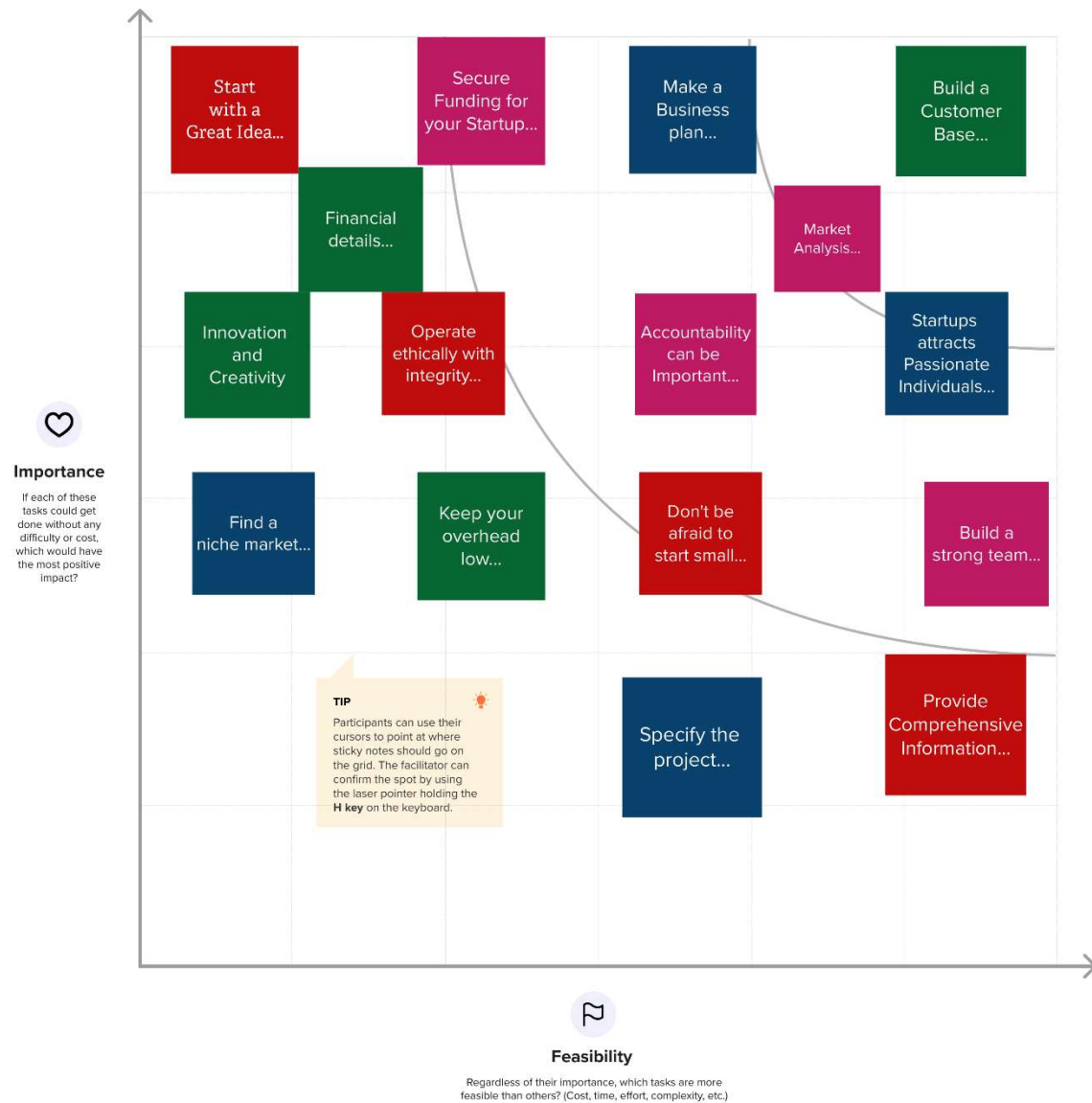
Build a Customer Base...

4

Prioritize

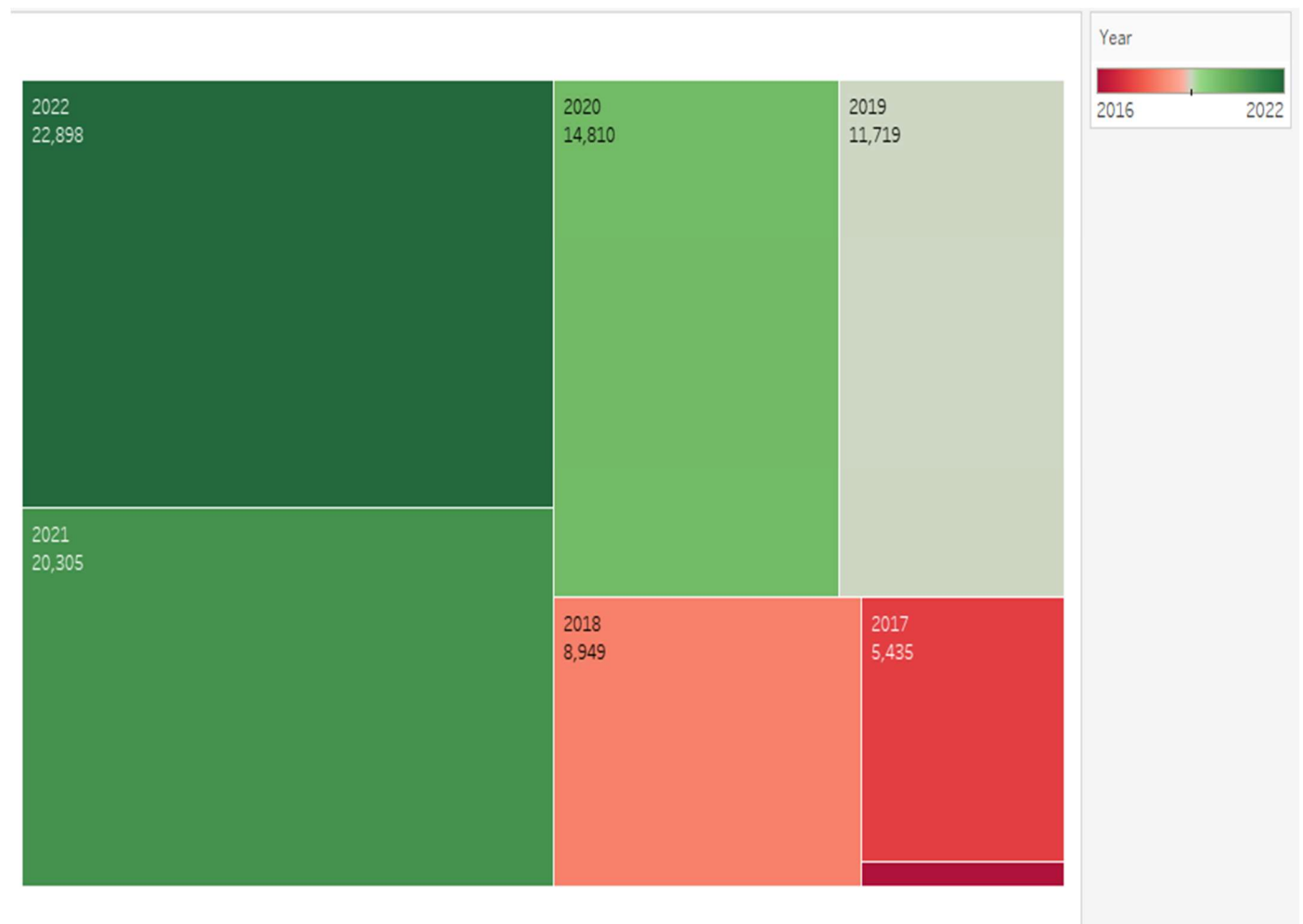
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

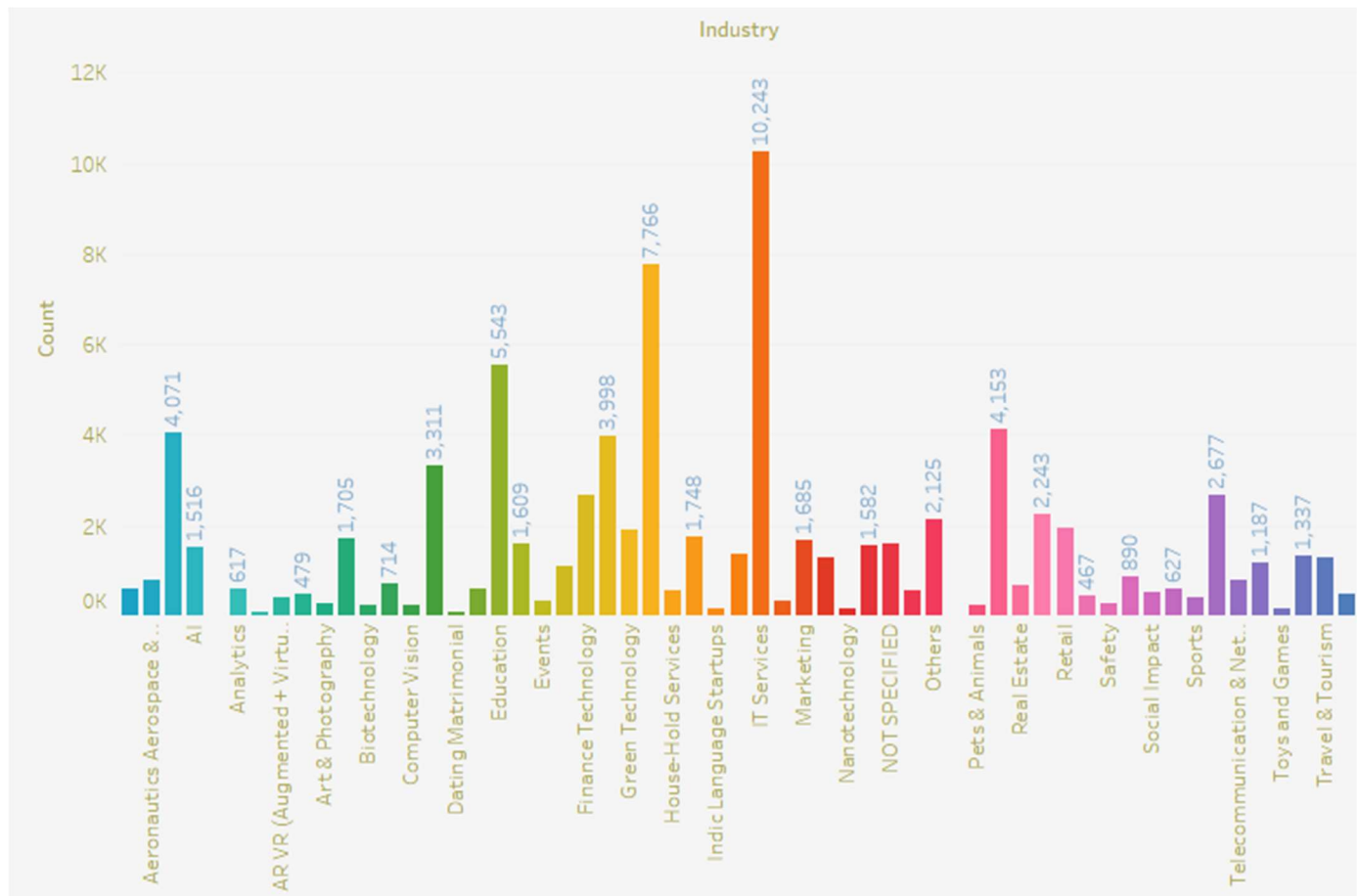


RESULT:

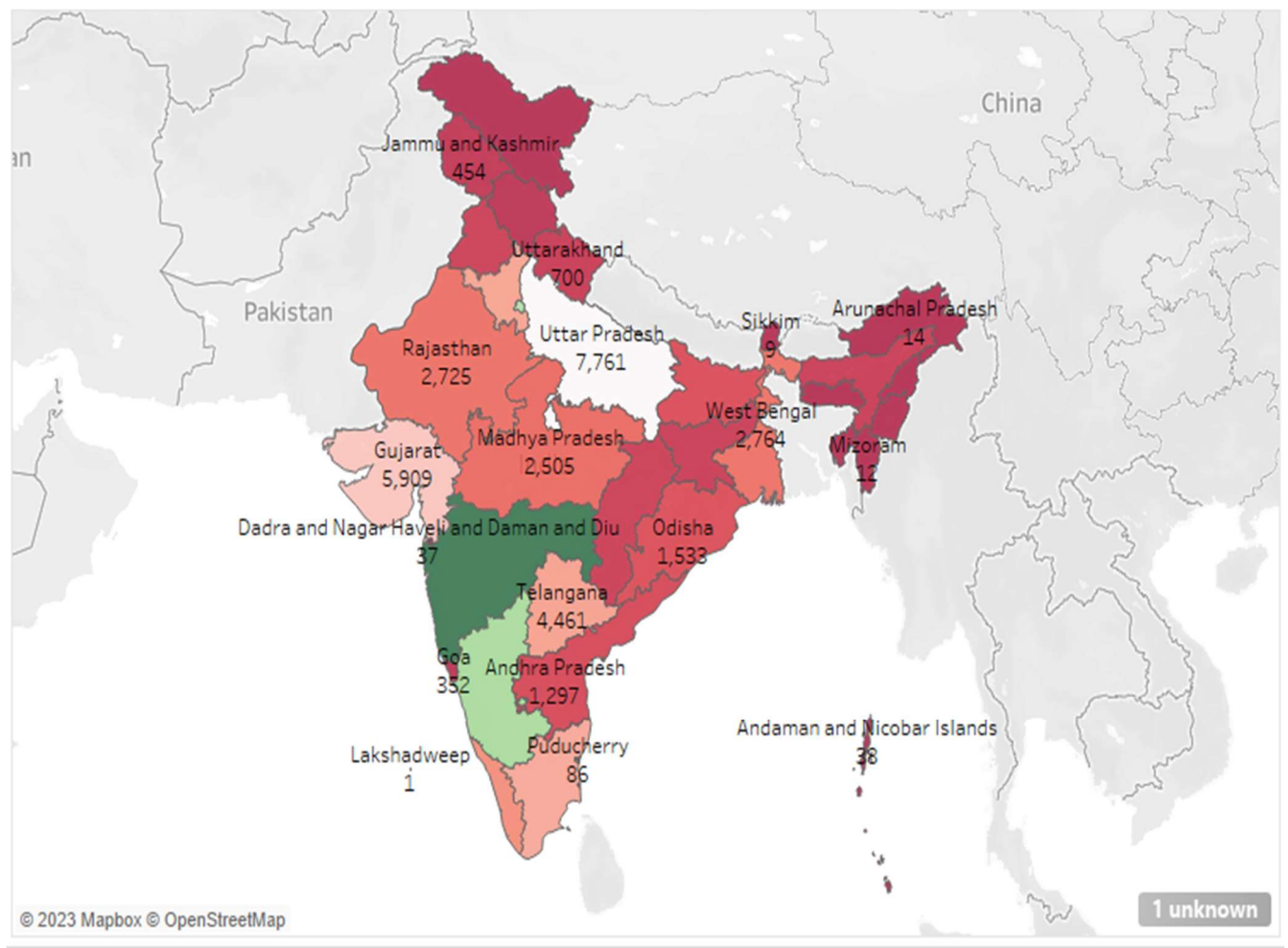
NUMBER OF STARTUPS BY YEAR:



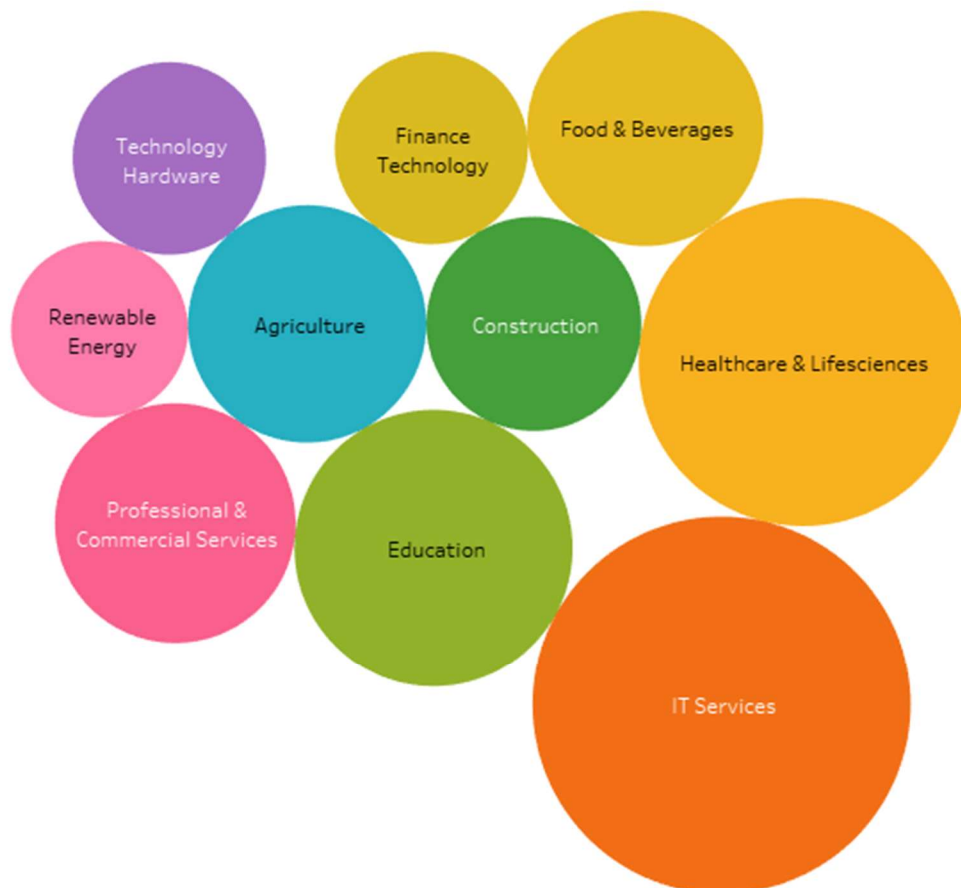
NUMBER OF STARTUPS INDUSTRY WISE:



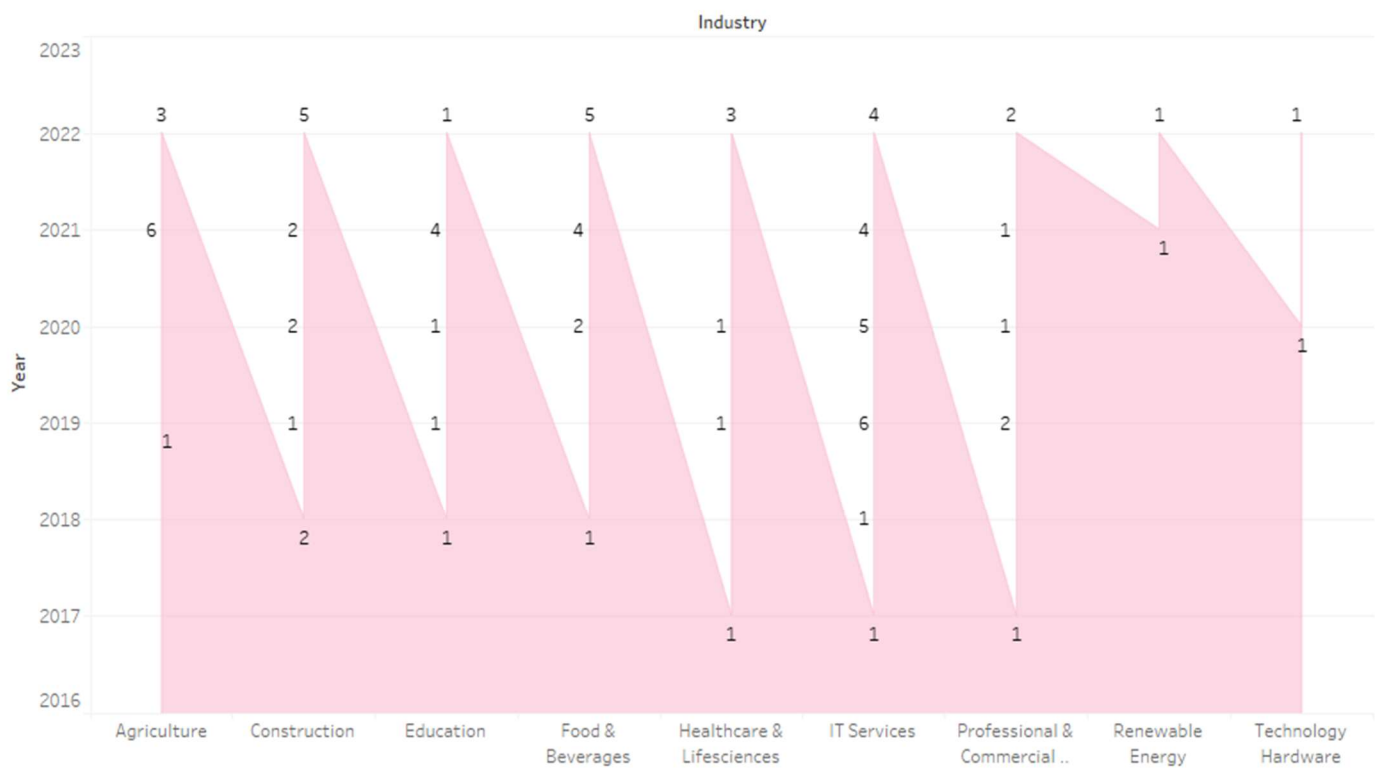
NUMBER OF STARTUPS BY STATE:



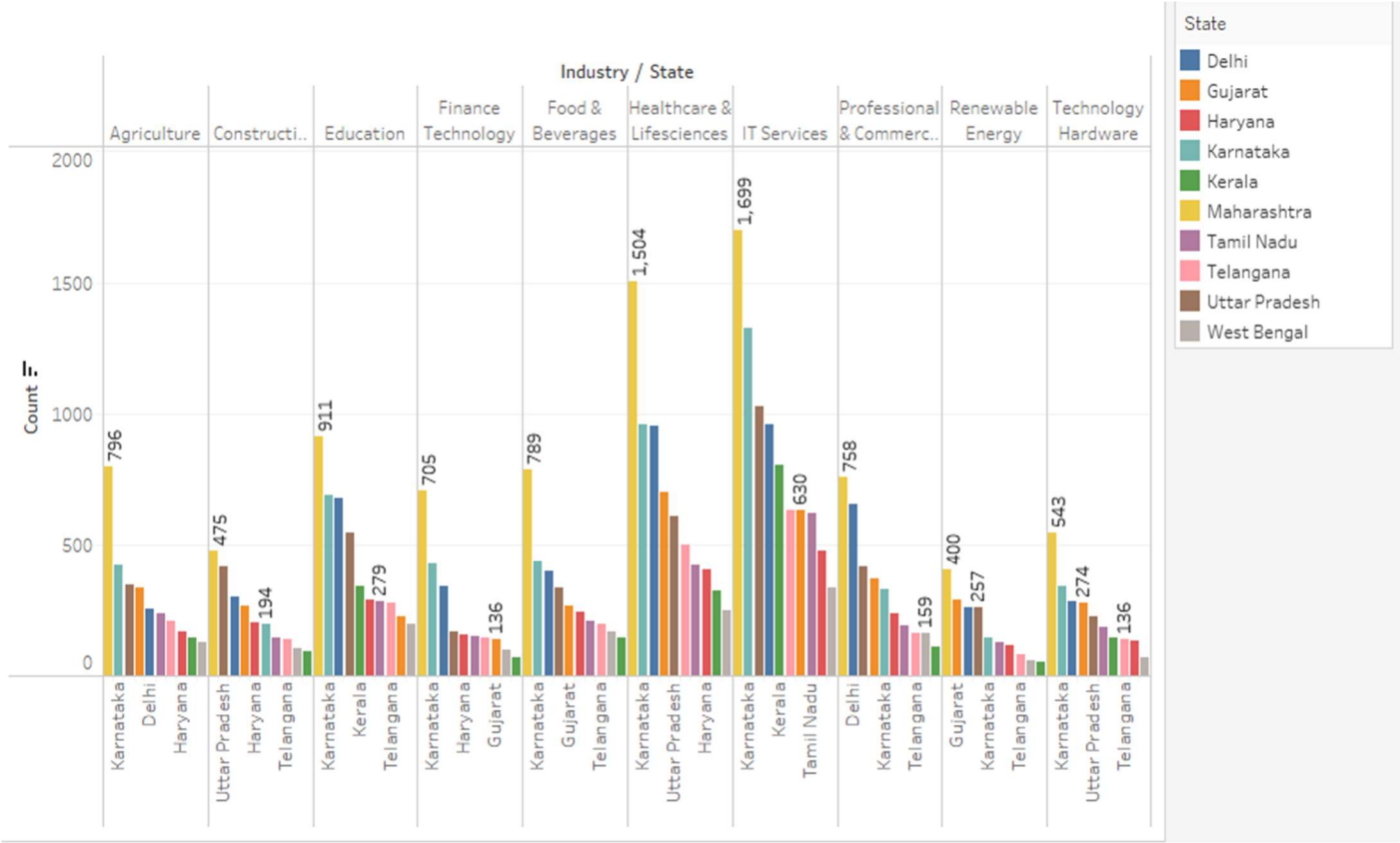
TOP 10 INDUSTRIES BY NO. OF. STARTUPS:



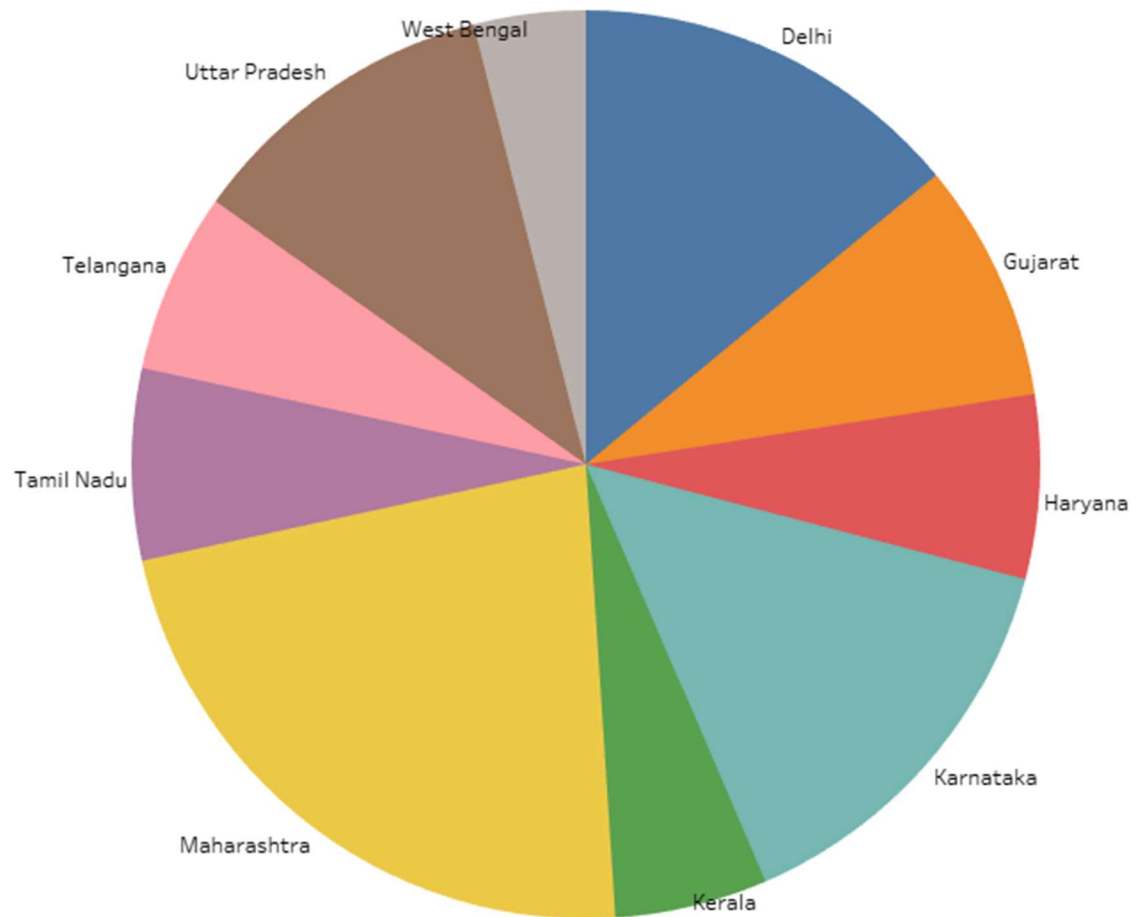
NUMBER OF STARTUPS BY YEAR:



TOP 10 INDUSTRIES AND TOP 10 STATES BY EACH INDUSTRY:



TOP 10 STATES BY NO. OF STARTUPS:



ADVANTAGES OF STARTUP ANALYSIS:

- It clearly shows the overview of the all industrial sector according to respective states.
- It shows that which industrial sector grow exponentially over states
- It defines the clear-cut view of top 10 states by number of startups
- Maharashtra is no.1 state in number of startups also in all industry sector
- IT service is the wide sector with great increase in number of startups

DISADVANTAGES OF STARTUP ANALYSIS:

RISK OF FAILURE:

The biggest problem and disadvantage of starting a new business is the huge risk involved. Unfortunately, 90% of startups fail, and 10% of them fail within the first year of existence.

FUNDING PROBLEMS:

In the case of startups, the financial risk is also very high. One out of four companies are unable to obtain the required funding, and only 1% of them turn into unicorn startups.

LIMITED RESOURCES:

New ventures usually operate on small budgets, which has its consequences. You can't allow yourself to swing the imagination and spend a lot on marketing campaigns

APPLICATIONS:

- Data analytics can help an organization with everything from personalizing a marketing pitch for an individual customer to identifying and mitigating risks to its business.
- Data analysis helps businesses acquire relevant, accurate information, suitable for developing future marketing strategies, business plans, and realigning the company's vision or mission
- Data analytics helps finance teams gather the information needed to gain a clear view of key performance indicators

CONCLUSION:

NUMBER OF STARTUPS BY YEAR:

By our analysis, number of startups gradually increases over years.

- Number of startups in **2016** is **505**

- Number of startups in **2017** is **5435**
- Number of startups in **2018** is **8949**
- Number of startups in **2019** is **11719**
- Number of startups in **2020** is **14810**
- Number of startups in **2021** is **20305**
- Number of startups in **2022** is **22898**

NUMBER OF STARTUPS BY STATES:

- Uttar Pradesh show more on number of startups.
- At the bottom Lakshadweep has 1 starts which is very low.

NUMBER OF STARTUPS INDUSTRIAL WISE:

- Dating matrimonial has low number of startups.
- IT services has highest number of startups.

TOP 10 INDUSTRIES BY NUMBER OF STARTUPS:

- Top 1st Industry is **IT Services**
- Top 2nd Industry is **Healthcare & Lifesciences**
- Top 3rd Industry is **Education**
- Top 4th Industry is **Professional & Commercial Services**
- Top 5th Industry is **Agriculture**

- Top 6th Industry is **Food & Beverages**
- Top 7th Industry is **Construction**
- Top 8th Industry is **Finance Technology**
- Top 9th Industry is **Technology Hardware**
- Top 10th Industry is **Renewable Energy**

TOP 10 INDUSTRIES AND TOP 10 STATES OF EACH INDUSTRY:

- Maharashtra is the top state in the average top 10 industries
- Kerala is the bottom state in the average top 10 industries

Dashboard of Startup Analysis is mentioned in below link

https://public.tableau.com/views/dashboard_16812942169460/Dashboard1?:language=en-GB&:display_count=n&:origin=viz_share_link

Story of Startup Analysis is mentioned in below link

https://public.tableau.com/views/story1_16811197368830/Story1?:language=en-GB&:display_count=n&:origin=viz_share_link

FUTURE SCOPE:

ROBOTICS:

There is an enormous level of new interactions that are in store between people and machines.

TRANSPORTATION TECH:

There are a number of self-driving startups already. We will come to a point where the cars will become like PCs - where the hardware becomes less important/commoditized and there will be a host of software players who will help run the system & add features.

ENERGY TECH:

As solar becomes cheaper than conventional fuels, it will take over the grids everywhere. That will require smart load balancing, better battery technologies.

SPACE TECH:

With nanosatellites able to be built by anyone and low orbit rockets launched by private companies, we will come to a point where there will be a number of tiny SpaceX all building equipment's for the new

space race. Over 100 countries will wait for their services to get them to space.

HEALTH TECH:

There is already some tech in healthcare, but it is a sector that has evaded big transformation and the regulations have aided that. Over the next 10 years, there will be new challenges imposed due to rapidly greying population and bankrupt governments will be forced to open up this sector to automation.

APPENDIX:

For the further information click the link below:

<file:///D:/FlexStart/index.html#>