Charting the Course of Innovation: A Startup Analysis

1. Introduction

1.1 Overview

India has emerged as a hub for startups in recent years, with its vibrant ecosystem of entrepreneurs, investors, and incubators. The Indian startup landscape is diverse, with companies in various sectors such as e-commerce, fintech, healthtech, edtech, agritech, and more. One of the key factors driving the growth of startups in India is the availability of a large pool of talented and skilled professionals, particularly in the areas of technology, engineering, and management. Additionally, the increasing adoption of smartphones and internet connectivity has created a huge market for digital services, providing ample opportunities for startups to innovate and disrupt traditional industries. Some of the most successful startups in India include Flipkart, Paytm, Ola, Zomato, Swiggy, and Byju's. These companies have achieved significant success in their respective industries and have attracted substantial funding from investors both in India and globally. The Indian government has also taken several initiatives to support and encourage the growth of start-ups in the country.

In 2016, the government launched the Startup India initiative, which provides various benefits to startups such as tax exemptions, easier access to funding, and a simplified regulatory environment. However, the Indian startup ecosystem also faces several challenges, such as the lack of adequate funding, infrastructure, and regulatory hurdles. Nevertheless, with the support of the government and the increasing interest of investors, India's startup ecosystem is poised for continued growth and success in the years to come. In this project we are using a powerful visualization tool, namely Tableau, to understand the startups insight recognized by DPIIT in india. We have collected the data sets from data.gov.in and analysed the data by industry, state, yearwise startups made in India during the year 2016 to 2022.

1.2 Purpose

This project aims to promote entrepreneurship, innovation, and economic growth in the country. The project has several objectives and initiatives that can help achieve various outcomes, including:

Promoting job creation: Startups have the potential to create new jobs and provide employment opportunities to people.

Encouraging innovation: Startups are known for their innovative ideas and disruptive business models.

Simplifying regulations: The project aims to simplify the regulatory environment for startups by reducing compliance burden and paperwork, making it easier for entrepreneurs to start and run their businesses.

Providing funding and support: The project provides access to funding and mentorship support to startups, which can help them scale up and grow their businesses.

Fostering a startup-friendly ecosystem: The project aims to create a startup-friendly ecosystem in the country by building a network of incubators, accelerators, and investors, which can provide resources and support to startups.

The visualising the Startup ideas to create a vibrant ecosystem for startups in the country, which can drive innovation, job creation, and economic growth. By providing various incentives and support systems, the project can help startups overcome some of the challenges they face and achieve success.

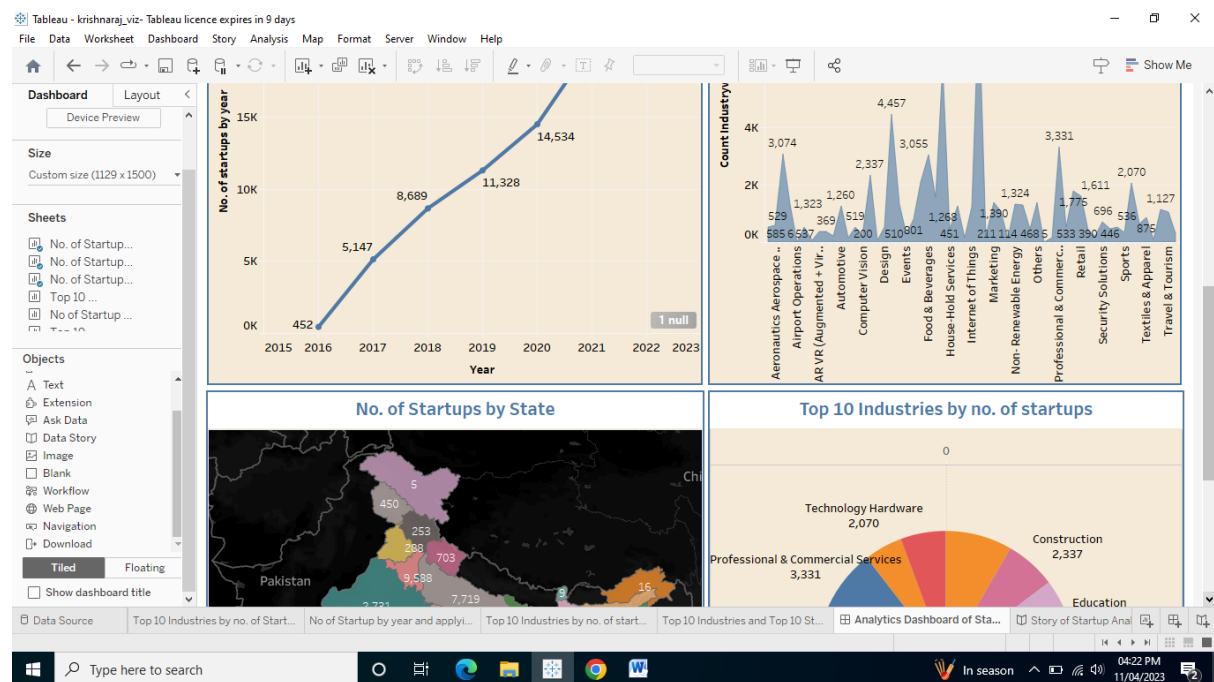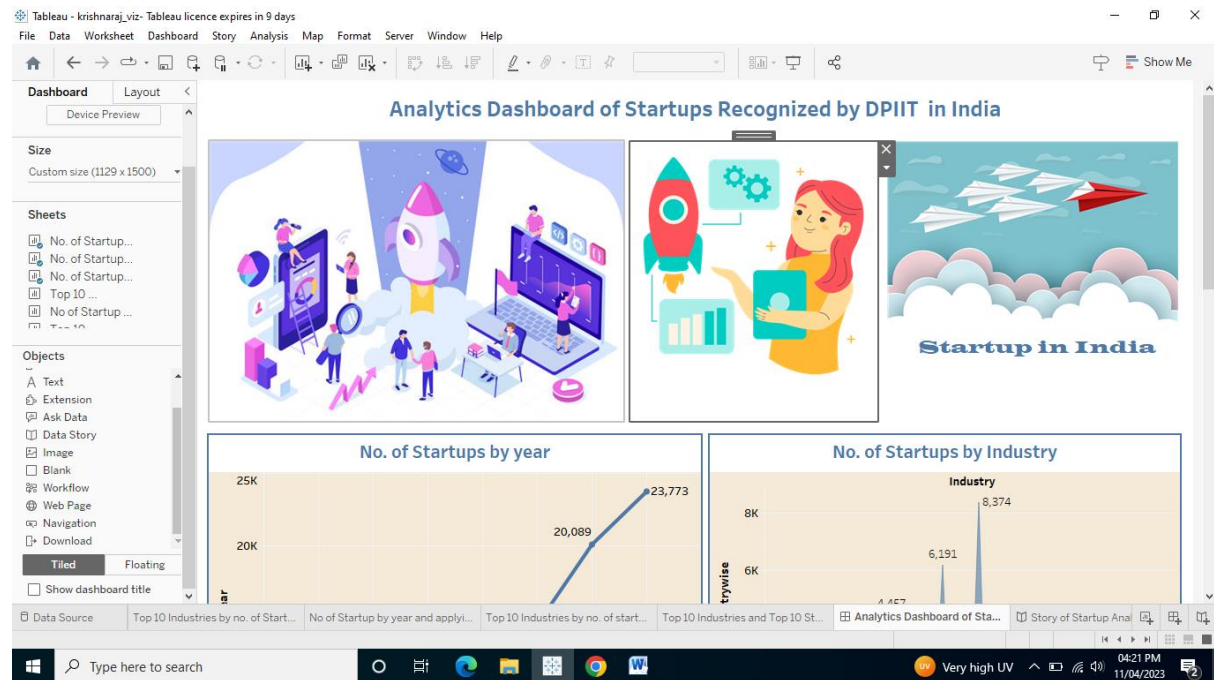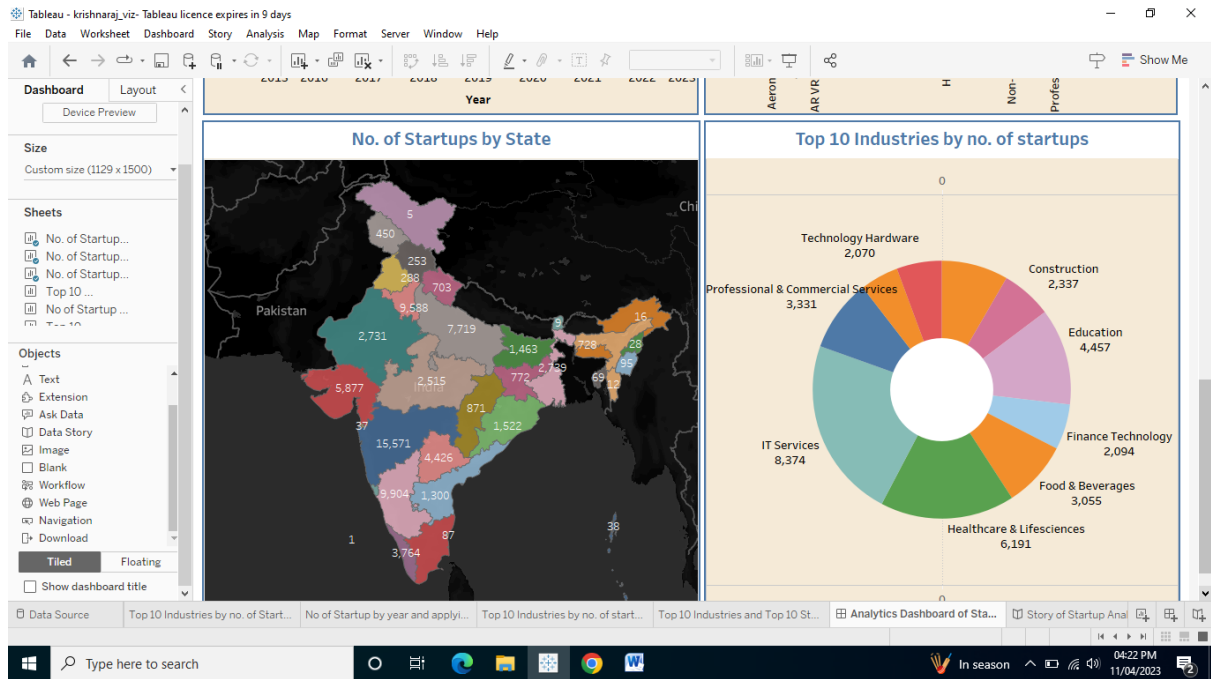# 2. Problem Definition &Design Thinking:

2.1 Empathy Map
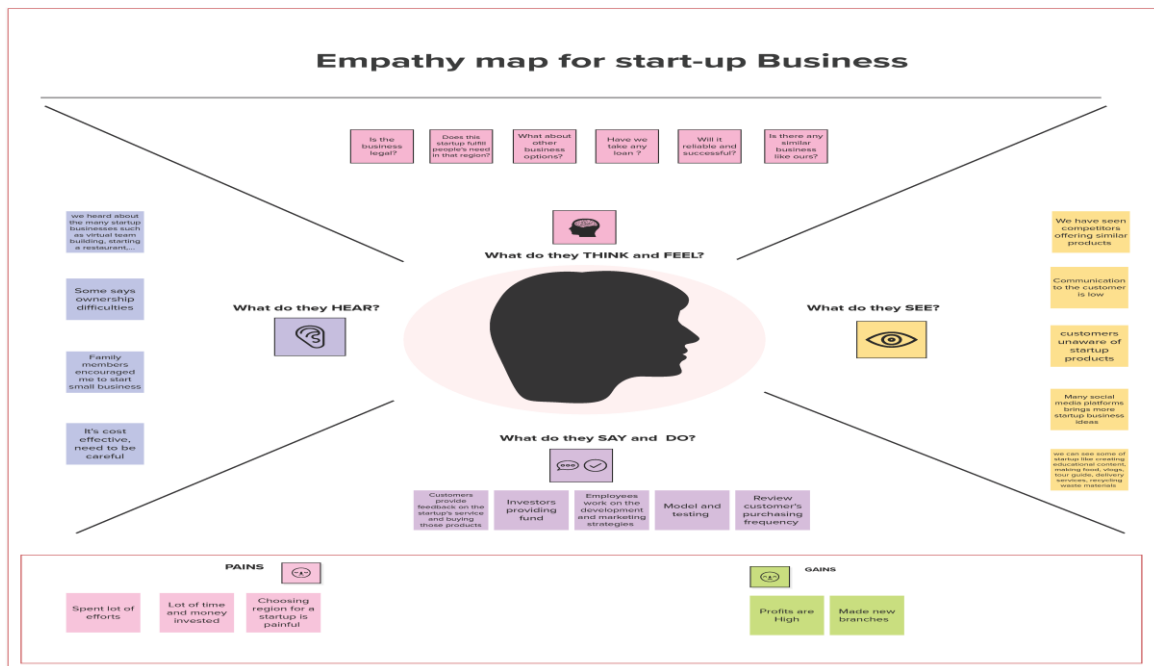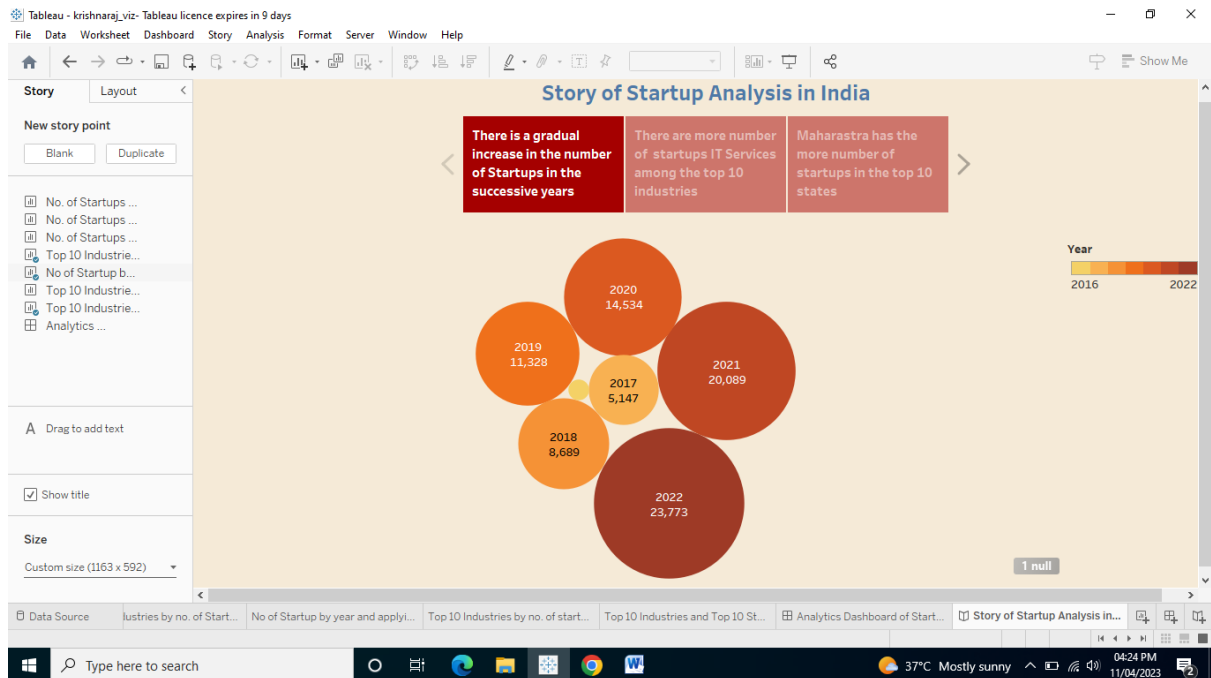

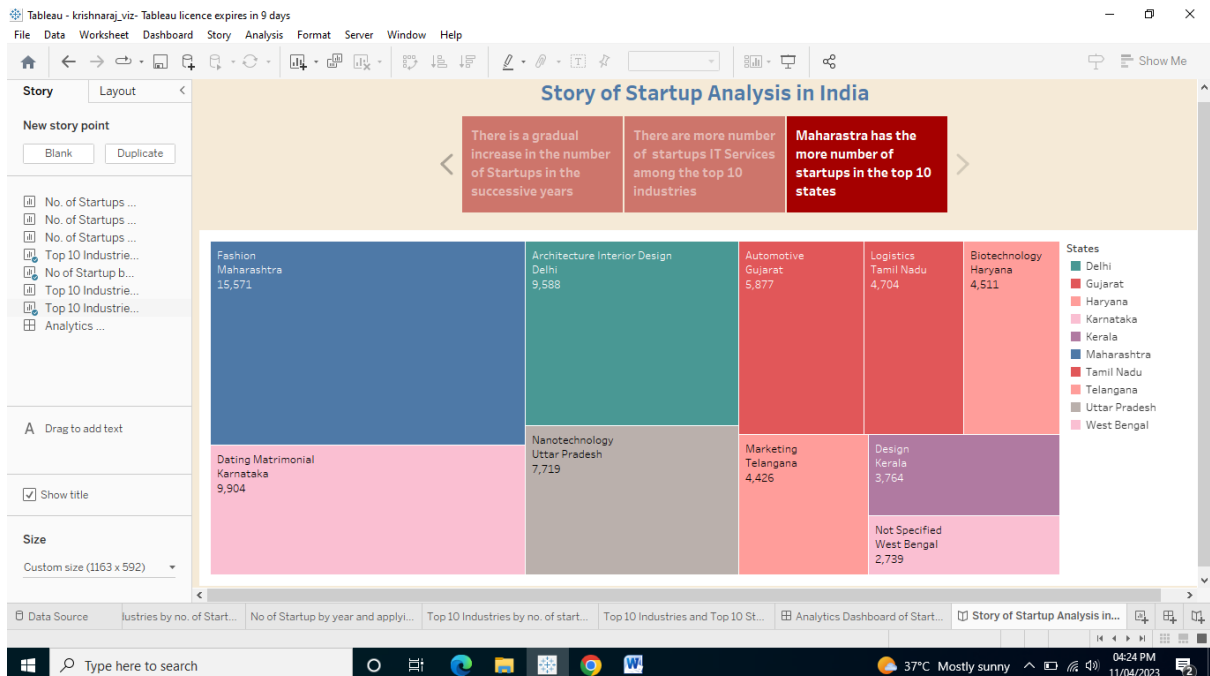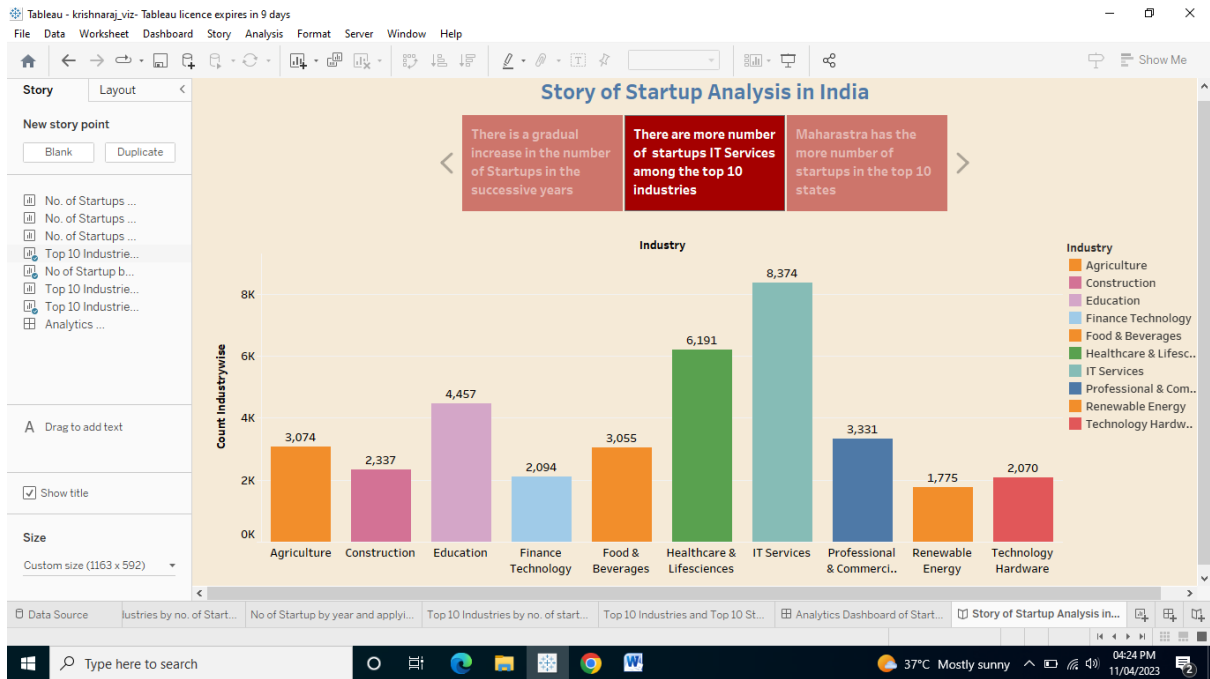## 2.2 Ideation & Brainstorming Map
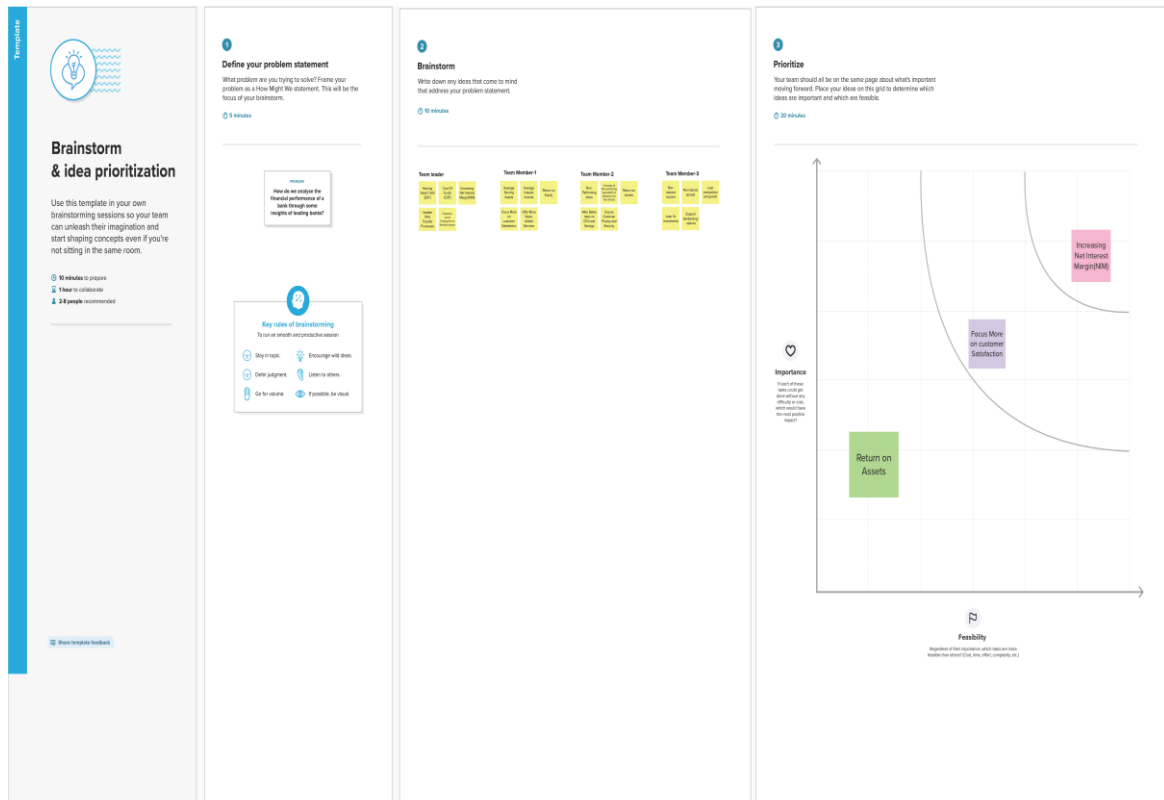
3.Results

Dashboard

Story

4.Advantages & Disadvantages

Advantages

1. Growing economy: India's economy is growing at a rapid pace, providing numerous opportunities for startups to establish and grow their businesses.

2. Large and diverse market: With a population of over 1.3 billion, India provides a large and diverse market for startups to tap into.

3. Government initiatives: The Indian government has introduced several initiatives and policies to promote entrepreneurship and startup growth, such as Startup India and Make in India.

4. Low operational costs: The cost of setting up and running a startup in India is relatively low compared to other countries, especially when it comes to salaries and office space rent.

5. Skilled workforce: India has a large pool of highly skilled and educated professionals, making it easier for startups to find the right talent.

Disadvantages

1. Regulatory hurdles: The regulatory environment in India can be challenging for startups due to complex laws and regulations that are difficult to navigate.

2. Infrastructure challenges: Despite significant progress in recent years, infrastructure in India, such as roads and electricity, can still be unreliable and pose challenges for startups.

3. Limited access to funding: Access to funding can be limited for startups in India, especially in the early stages of development.

4. Talent retention: While there is a large pool of talented professionals in India, retaining them can be a challenge due to intense competition and high demand for skilled workers.

5. Cultural barriers: India's diverse cultural landscape can present challenges for startups in terms of navigating local customs and preferences, especially for companies targeting specific regions or communities.

5.Application

Data analytics can be a powerful tool for startups in India to gain insights into their operations and make informed decisions. Here are some applications of data analytics in startup India:

1. Customer behavior analysis: Startups can use data analytics to understand customer behavior, preferences, and trends. This can help them tailor their products and services to better meet customer needs and increase customer retention.

2. Financial analysis: Startups can use data analytics to track and analyze their financial data, including revenue, expenses, and cash flow. This can help them identify areas of inefficiency and optimize their financial performance.

3. Marketing optimization: Startups can use data analytics to measure the effectiveness of their marketing campaigns and optimize them for better results. This can include analyzing website traffic, social media engagement, and conversion rates.

4. Supply chain optimization: Startups can use data analytics to optimize their supply chain operations, including inventory management, procurement, and logistics. This can help them reduce costs and improve efficiency.

5. Predictive analytics: Startups can use predictive analytics to forecast future trends and anticipate customer needs. This can help them make informed decisions about product development, marketing strategies, and business expansion.

6.Conclusion

Among other states Maharashtra is one of the top states for startups in India. The state government has launched initiatives like Maharashtra Startup Week and Maharashtra State Innovation Society to support entrepreneurship.

1. Maharashtra: With cities like Mumbai and Pune, Maharashtra is one of the top states for startups in India. The state government has launched initiatives like Maharashtra Startup Week and Maharashtra State Innovation Society to support entrepreneurship.

2. Karnataka: Home to the Silicon Valley of India, Bengaluru, Karnataka has a vibrant startup ecosystem. The state government has launched initiatives like the Karnataka Startup Cell and Elevate 100 to support startups.

3. Delhi: The national capital region of Delhi has a growing startup ecosystem, with initiatives like Startup Delhi and increase startups in Architecture and Interior design.

4. Tamil Nadu: Chennai, the capital of Tamil Nadu, has a growing startup ecosystem. The state government has launched initiatives like Startup Tamil Nadu and Tamil Nadu Innovation Initiatives to support entrepreneurship. Also there are numerous startups in the industry logistics

5. Telangana: Hyderabad, the capital of Telangana, is home to several successful startups in Marketing. The state government has launched initiatives like T-Hub and Telangana State Innovation Cell to support startups.

7.Future Scope

The future scope of data analytics in the Startup India project is vast and promising. Here are some potential areas where data analytics can be used to further the growth and success of startups in India:

Personalized Customer Experience: Startups can use data analytics to gain insights into customer behavior and preferences, allowing them to create personalized customer experiences tailored to each individual's needs.

Predictive Analytics: Startups can use predictive analytics to anticipate market trends and customer demands, allowing them to make data-driven decisions about product development, marketing strategies, and business expansion.

Improved Operations: Data analytics can be used to optimize various operational processes such as supply chain management, inventory management, and logistics. This can help startups reduce costs, improve efficiency, and streamline operations.

Risk Assessment: Startups can use data analytics to assess risks associated with business decisions such as investments, partnerships, and expansion plans, allowing them to make informed decisions.

Enhanced Cybersecurity: Startups can use data analytics to monitor and detect cyber threats, enabling them to take proactive measures to protect their systems and data.

Data analytics can play a crucial role in the success of startups in India, by providing them with valuable insights, improving their operations, and helping them make informed decisions. As the use of data analytics continues to grow, startups that incorporate it into their business strategies will be better positioned to thrive in the competitive business landscape of India.

8. Appendix
Source Code

```html
<!DOCTYPE html>

<!--
 // WEBSITE: https://themefisher.com
 // TWITTER: https://twitter.com/themefisher
 // FACEBOOK: https://www.facebook.com/themefisher
 // GITHUB: https://github.com/themefisher/
-->

<html lang="zxx">

<head>
  <meta charset="utf-8">
  <title>Startup India</title>

  <!-- mobile responsive meta -->
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">

  <!-- theme meta -->
```

```html
    <meta name="theme-name" content="dtox" />

    <!-- ** Plugins Needed for the Project ** -->
    <!-- Bootstrap -->
    <link rel="stylesheet" href="plugins/bootstrap/bootstrap.min.css">
    <!-- themefy-icon -->
    <link rel="stylesheet" href="plugins/themify-icons/themify-icons.css">
    <!-- slick slider -->
    <link rel="stylesheet" href="plugins/slick/slick.css">
    <!-- venobox popup -->
    <link rel="stylesheet" href="plugins/Venobox/venobox.css">
    <!-- aos -->
    <link rel="stylesheet" href="plugins/aos/aos.css">

    <!-- Main Stylesheet -->
    <link href="css/style.css" rel="stylesheet">

    <!--Favicon-->
    <link rel="shortcut icon" href="images/favicon.ico" type="image/x-icon">
    <link rel="icon" href="images/favicon.ico" type="image/x-icon">

</head>

<body>


    <!-- navigation -->
    <section class="fixed-top navigation">
        <div class="container">
            <nav class="navbar navbar-expand-lg navbar-light">
                <a class="navbar-brand" href="index.html"><img src="images/logo.jpg"
alt="logo"></a>
                <button class="navbar-toggler border-0" type="button" data-
toggle="collapse" data-target="#navbar"
                    aria-controls="navbar" aria-expanded="false" aria-label="Toggle
navigation">
                    <span class="navbar-toggler-icon"></span>
                </button>
                <!-- navbar -->
                <div class="collapse navbar-collapse text-center" id="navbar">
                    <ul class="navbar-nav ml-auto">
                        <li class="nav-item">
                            <a class="nav-link" href="index.html">Home</a>
                        </li>
                        <li class="nav-item">
                            <a class="nav-link" href="about.html">About</a>
                        </li>
```

```html
            <li class="nav-item">
              <a class="nav-link page-scroll"
href="dashboard.html">Dashboard</a>
            </li>
            <li class="nav-item">
              <a class="nav-link" href="story.html">Story</a>
            </li>
            <li class="nav-item">
              <a class="nav-link page-scroll" href="#feature">Team</a>
            </li>
            <li class="nav-item">
              <a class="nav-link" href="contact.html">Contact</a>
            </li>
          </ul>
        </div>
      </nav>
    </div>
  </section>
  <!-- /navigation -->

  <!-- hero area -->
  <section class="hero-section hero" data-background="" style="background-
image: url(images/hero-area/banner-bg.png);">
    <div class="container">
      <div class="row">
        <div class="col-lg-12 text-center zindex-1">
          <h1 class="mb-3">Startup Analysis in India<br>
            A Visualization Project by Tableau</h1>
          <p class="mb-4">The visualising the Startup ideas to create a
vibrant ecosystem for startups in the country,
            which can drive innovation, job creation, and economic growth. By
providing various incentives and support
            systems, the project can help startups overcome some of the
challenges they face and achieve success.</p>
          <a href="#" class="btn btn-secondary btn-lg">explore us</a>
          <!-- banner image -->
          <img class="img-fluid w-100 banner-image" src="images/hero-
area/banner-img.png" alt="banner-img">
        </div>
      </div>
    </div>
    <!-- background shapes -->
    <div id="scene">
      <img class="img-fluid hero-bg-1 up-down-animation"
src="images/background-shape/feature-bg-2.png" alt="">
```

```html
        <img class="img-fluid hero-bg-2 left-right-animation"
src="images/background-shape/seo-ball-1.png" alt="">
        <img class="img-fluid hero-bg-3 left-right-animation"
src="images/background-shape/seo-half-cycle.png" alt="">
        <img class="img-fluid hero-bg-4 up-down-animation"
src="images/background-shape/green-dot.png" alt="">
        <img class="img-fluid hero-bg-5 left-right-animation"
src="images/background-shape/blue-half-cycle.png" alt="">
        <img class="img-fluid hero-bg-6 up-down-animation"
src="images/background-shape/seo-ball-1.png" alt="">
        <img class="img-fluid hero-bg-7 left-right-animation"
src="images/background-shape/yellow-triangle.png" alt="">
        <img class="img-fluid hero-bg-8 up-down-animation"
src="images/background-shape/service-half-cycle.png" alt="">
        <img class="img-fluid hero-bg-9 up-down-animation"
src="images/background-shape/team-bg-triangle.png" alt="">
      </div>
    </section>
    <!-- /hero-area -->

    <!-- about us -->
    <section class="section-lg about pb-0">
      <div class="container">
        <div class="row">
          <div class="col-lg-12">
            <h2 class="section-title">About Startup India</h2>
          </div>
          <div class="col-lg-12 mb-100">
            <p>In 2016, the government launched the Startup India initiative,
which provides
              various benefits to startups such as tax exemptions, easier access
to funding,
              and a simplified regulatory environment. However, the Indian
startup ecosystem
              also faces several challenges, such as the lack of adequate
funding, infrastructure,
              and regulatory hurdles. </p>
            <p>The project aims to simplify the regulatory environment for
startups by reducing
              compliance burden and paperwork, making it easier for
entrepreneurs to start and
              run their businesses.</p>
          </div>
          <div class="col-lg-12">

            <!-- background shapes -->
            <img src="images/background-shape/green-dot.png" alt="background-
shape" class="about-bg-1 up-down-animation">
```

```html
            <img src="images/background-shape/blue-dot.png" alt="background-
shape"
                class="about-bg-2 left-right-animation">
            <img src="images/background-shape/green-half-cycle.png"
alt="background-shape"
                class="about-bg-3 up-down-animation">
            <img src="images/background-shape/seo-ball-1.png" alt="background-
shape"
                class="about-bg-4 left-right-animation">
            <img src="images/background-shape/team-bg-triangle.png"
alt="background-shape"
                class="about-bg-5 up-down-animation">
            <img src="images/background-shape/service-half-cycle.png"
alt="background-shape"
                class="about-bg-6 left-right-animation">
    </section>
    <!-- /about us -->


    <!-- dashboard -->
    <section id="values" class="values">
        <div class="container">
            <header class="section-header">
                <h2>Dashboard</h2>
                <p>Startup Analytics Dashboard</p>
            </header>

            <div class="row">
                <div class='tableauPlaceholder' id='viz1681956522794' style='position:
relative'><noscript><a href='#'><img
                        alt='Analytics Dashboard of Startups Recognized by DPIIT  in
India  '
                        src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&
#47;Da&#47;Dashboard_startup&#47;AnalyticsDashboardofStartupsRecognizedbyDPIIT
inIndia&#47;1_rss.png'
                        style='border: none' /></a></noscript><object
class='tableauViz' style='display:none;'>
                    <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F'
/>
                    <param name='embed_code_version' value='3' />
                    <param name='site_root' value='' />
                    <param name='name'
value='Dashboard_startup&#47;AnalyticsDashboardofStartupsRecognizedbyDPIITinIn
dia' />
                    <param name='tabs' value='no' />
                    <param name='toolbar' value='yes' />
                    <param name='static_image'
```

```
                       value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&
#47;Da&#47;Dashboard_startup&#47;AnalyticsDashboardofStartupsRecognizedbyDPIIT
inIndia&#47;1.png' />
              <param name='animate_transition' value='yes' />
              <param name='display_static_image' value='yes' />
              <param name='display_spinner' value='yes' />
              <param name='display_overlay' value='yes' />
              <param name='display_count' value='yes' />
              <param name='language' value='en-US' />
          </object></div>
        <script
          type='text/javascript'>                    var divElement =
document.getElementById('viz1681956522794'); var vizElement =
divElement.getElementsByTagName('object')[0]; if (divElement.offsetWidth >
800) { vizElement.style.width = '1129px'; vizElement.style.height = '1527px';
} else if (divElement.offsetWidth > 500) { vizElement.style.width = '1129px';
vizElement.style.height = '1527px'; } else { vizElement.style.width = '100%';
vizElement.style.height = '2227px'; } var scriptElement =
document.createElement('script'); scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement,
vizElement);                    </script>
        </div>
      </div>
    </section>
    <!-- /dashboard -->


    <!-- story -->
  <!-- <section class="section-lg team" id="story">

  <div class='tableauPlaceholder' id='viz1681956576554' style='position:
relative'><noscript><a href='#'><img
          alt='Story of Startup Analysis in India  '
          src='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;St
&#47;Story_startup&#47;StoryofStartupAnalysisinIndia&#47;1_rss.png'
          style='border: none' /></a></noscript><object class='tableauViz'
style='display:none;'>
        <param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' />
        <param name='embed_code_version' value='3' />
        <param name='site_root' value='' />
        <param name='name'
value='Story_startup&#47;StoryofStartupAnalysisinIndia' />
        <param name='tabs' value='no' />
        <param name='toolbar' value='yes' />
        <param name='static_image'
          value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;St
&#47;Story_startup&#47;StoryofStartupAnalysisinIndia&#47;1.png' />
        <param name='animate_transition' value='yes' />
```

```html
            <param name='display_static_image' value='yes' />
            <param name='display_spinner' value='yes' />
            <param name='display_overlay' value='yes' />
            <param name='display_count' value='yes' />
            <param name='language' value='en-US' />

        </object></div>
</section>
    <script
      type='text/javascript'>                          var divElement =
document.getElementById('viz1681956576554'); var vizElement =
divElement.getElementsByTagName('object')[0]; vizElement.style.width =
'1163px'; vizElement.style.height = '619px'; var scriptElement =
document.createElement('script'); scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement,
vizElement);                   </script>
-->
    <!-- /story -->
  <!-- service -->
  <section class="section-lg service">
    <div class="container">
      <div class="row justify-content-between">
        <div class="col-md-5 order-2 order-md-1">
          <h2 class="section-title">Purpose of Startups</h2>
          <p class="mb-4">This project aims to promote entrepreneurship,
innovation, and economic growth in the country.</p>
          <ul class="pl-0 service-list">
            <li><i class="ti-layout-tab-window text-purple"></i>Promoting job
creation</li>
            <li><i class="ti-layout-placeholder text-purple"></i>Encouraging
innovation</li>
            <li><i class="ti-support text-purple"></i>Simplifying
regulations</li>
          </ul>
        </div>
        <div class="col-md-7 order-1 order-md-2">
          <img class="img-fluid layer-3" src="images/service.jpg"
alt="service">
        </div>
      </div>
    </div>
    <!-- background image -->
    <img class="img-fluid service-bg" src="images/backgrounds/service-bg.png"
alt="service-bg">
    <!-- background shapes -->
    <img class="service-bg-shape-1 up-down-animation" src="images/background-
shape/service-half-cycle.png"
```

```html
    alt="background-shape">
  <img class="service-bg-shape-2 left-right-animation"
src="images/background-shape/feature-bg-2.png"
    alt="background-shape">
</section>
<!-- /service -->

<!-- team -->
<section class="section-lg team" id="team">
  <div class="container-fluid">
    <div class="row">
      <div class="col-lg-12 text-center">
        <h2 class="section-title">Team</h2>
        <p class="mb-100"> </p>
      </div>
    </div>
    <div class="col-10 mx-auto">
      <div class="team-slider">
        <!-- team-member -->
        <div class="team-member">
          <div class="d-flex mb-4">
            <div class="mr-3">
              <img class="rounded-circle img-fluid" src="images/team/team-
1.jpeg" alt="team-member">
            </div>
            <div class="align-self-center">
              <h4>Krishnaraj V</h4>
              <h6 class="text-color">BSc Mathematics</h6>
            </div>
          </div>
          <p>Sengunthar Arts and Science College Tiruchengode</p>
        </div>
        <!-- team-member -->
        <div class="team-member">
          <div class="d-flex mb-4">
            <div class="mr-3">
              <img class="rounded-circle img-fluid" src="images/team/team-
2.jpg" alt="team-member">
            </div>
            <div class="align-self-center">
              <h4>John Doe</h4>
              <h6 class="text-color">BSc Mathematics</h6>
            </div>
          </div>
          <p>Sengunthar Arts and Science College Tiruchengode</p>
        </div>
        <!-- team-member -->
        <div class="team-member">
```

```html
            <div class="d-flex mb-4">
              <div class="mr-3">
                <img class="rounded-circle img-fluid" src="images/team/team-
3.jpg" alt="team-member">
              </div>
              <div class="align-self-center">
                <h4>Erik Ligas</h4>
                <h6 class="text-color">BSc Mathematics</h6>
              </div>
            </div>
            <p>Sengunthar Arts and Science College Tiruchengode</p>
          </div>
          <!-- team-member -->
          <div class="team-member">
            <div class="d-flex mb-4">
              <div class="mr-3">
                <img class="rounded-circle img-fluid" src="images/team/team-
4.jpeg" alt="team-member">
              </div>
              <div class="align-self-center">
                <h4>Erik Ligas</h4>
                <h6 class="text-color">BSc Mathematics</h6>
              </div>
            </div>
            <p>Sengunthar Arts and Science College Tiruchengode</p>
          </div>
        </div>
      </div>
    </div>
    <!-- backgound image -->
    <img src="images/backgrounds/team-bg.png" alt="team-bg" class="img-fluid
team-bg">
    <!-- background shapes -->
    <img class="team-bg-shape-1 up-down-animation" src="images/background-
shape/seo-ball-1.png" alt="background-shape">
    <img class="team-bg-shape-2 left-right-animation" src="images/background-
shape/seo-ball-1.png"
      alt="background-shape">
    <img class="team-bg-shape-3 left-right-animation" src="images/background-
shape/team-bg-triangle.png"
      alt="background-shape">
    <img class="team-bg-shape-4 up-down-animation img-fluid"
src="images/background-shape/team-bg-dots.png"
      alt="background-shape">
  </section>
  <!-- /team -->
```

```html
    <!-- background shapes -->
    <img class="pricing-bg-shape-1 up-down-animation" src="images/background-
shape/seo-ball-1.png"
        alt="background-shape">
    <img class="pricing-bg-shape-2 up-down-animation" src="images/background-
shape/seo-half-cycle.png"
        alt="background-shape">
    <img class="pricing-bg-shape-3 left-right-animation"
src="images/background-shape/team-bg-triangle.png"
        alt="background-shape">
  </section>
  <!-- /pricing -->

  <!-- client logo slider -->
  <section class="section">
    <div class="container">
      <div class="client-logo-slider align-self-center">
        <a href="#" class="text-center d-block outline-0 p-5"><img class="d-
unset img-fluid"
            src="images/clients-logo/client-logo-1.png" alt="client-logo"></a>
        <a href="#" class="text-center d-block outline-0 p-5"><img class="d-
unset img-fluid"
            src="images/clients-logo/client-logo-2.jfif" alt="client-
logo"></a>
        <a href="#" class="text-center d-block outline-0 p-5"><img class="d-
unset img-fluid"
            src="images/clients-logo/client-logo-3.png" alt="client-logo"></a>
        <a href="#" class="text-center d-block outline-0 p-5"><img class="d-
unset img-fluid"
            src="images/clients-logo/client-logo-4.png" alt="client-logo"></a>
        <a href="#" class="text-center d-block outline-0 p-5"><img class="d-
unset img-fluid"
            src="images/clients-logo/client-logo-5.png" alt="client-logo"></a>
        <a href="#" class="text-center d-block outline-0 p-5"><img class="d-
unset img-fluid"
            src="images/clients-logo/client-logo-6.png" alt="client-logo"></a>
      </div>
    </div>
  </section>
  <!-- /client logo slider -->

  <!-- newsletter -->
  <section class="newsletter">
    <div class="container">
      <div class="row">
        <div class="col-lg-12 text-center">
          <h2>Subscribe</h2>
          <p class="mb-5">Receive updates, news and deals</p>
```

```html
          </div>
          <div class="col-lg-8 col-sm-10 col-12 mx-auto">
            <form action="#">
              <div class="input-wrapper position-relative">
                <input type="email" class="newsletter-form" id="newsletter"
placeholder="Enter your email">
                <button type="submit" value="send" class="btn newsletter-
btn">subscribe</button>
              </div>
            </form>
          </div>
        </div>
      </div>
      <!-- background shapes -->
      <img class="newsletter-bg-shape left-right-animation"
src="images/background-shape/seo-ball-2.png"
        alt="background-shape">
    </section>
    <!-- /newsletter -->

    <!-- footer -->
    <footer class="footer-section footer" style="background-image:
url(images/backgrounds/footer-bg.png);">
      <div class="container">
        <div class="row">
          <div class="col-lg-4 text-center text-lg-left mb-4 mb-lg-0">
            <!-- logo -->
            <a href="index.html">
              <img class="img-fluid" src="images/logo.png" alt="logo">
            </a>
          </div>
          <!-- footer menu -->
          <nav class="col-lg-8 align-self-center mb-5">
            <ul class="list-inline text-lg-right text-center footer-menu">
              <li class="list-inline-item active"><a
href="index.html">Home</a></li>
              <li class="list-inline-item"><a href="about.html">About</a></li>
              <li class="list-inline-item"><a class="page-scroll"
href="#team">Team</a></li>
              <li class="list-inline-item"><a
href="contact.html">Contact</a></li>
            </ul>
          </nav>
          <!-- footer social icon -->
          <nav class="col-12">
            <ul class="list-inline text-lg-right text-center social-icon">
              <li class="list-inline-item">
                <a class="facebook" href="#"><i class="ti-facebook"></i></a>
```

```html
            </li>
            <li class="list-inline-item">
              <a class="twitter" href="#"><i class="ti-twitter-alt"></i></a>
            </li>
            <li class="list-inline-item">
              <a class="linkedin" href="#"><i class="ti-linkedin"></i></a>
            </li>
            <li class="list-inline-item">
              <a class="black" href="#"><i class="ti-github"></i></a>
            </li>
          </ul>
        </nav>
      </div>
    </div>
  </footer>
  <!-- /footer -->

  <!-- jQuery -->
  <script src="plugins/jQuery/jquery.min.js"></script>
  <!-- Bootstrap JS -->
  <script src="plugins/bootstrap/bootstrap.min.js"></script>
  <!-- slick slider -->
  <script src="plugins/slick/slick.min.js"></script>
  <!-- venobox -->
  <script src="plugins/Venobox/venobox.min.js"></script>
  <!-- aos -->
  <script src="plugins/aos/aos.js"></script>
  <!-- Main Script -->
  <script src="js/script.js"></script>

</body>

</html>
```