

# CHARTING THE COURSE OF INNOVATION:A STARTUP ANALYSIS



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# INTRODUCTION

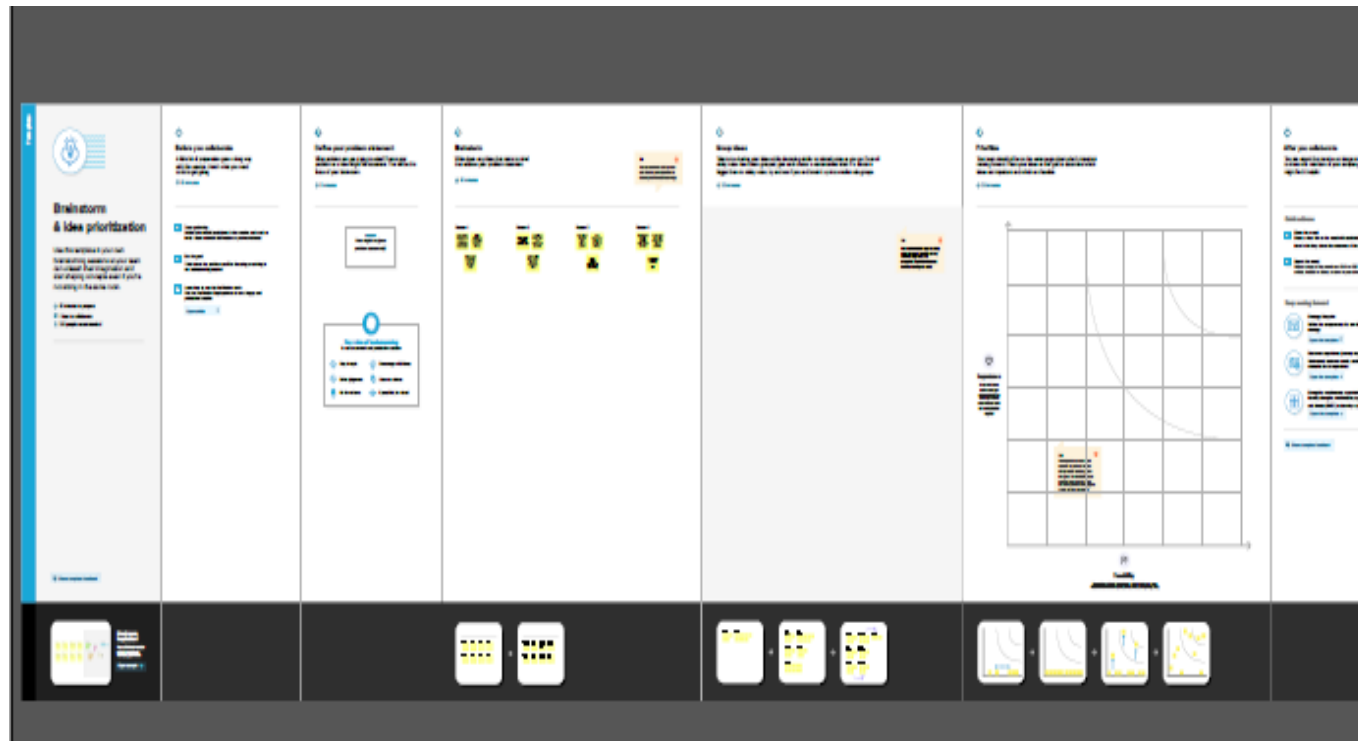
- ❑ Starting a new company can be exciting and rewarding experiences, but it also requires careful planning and analysis to ensure that the business is viable and successful.
- ❑ There are several key areas that we should focus on when conducting a startup company analysis.

# PROBLEM DEFINITION & DESIGN THINKING

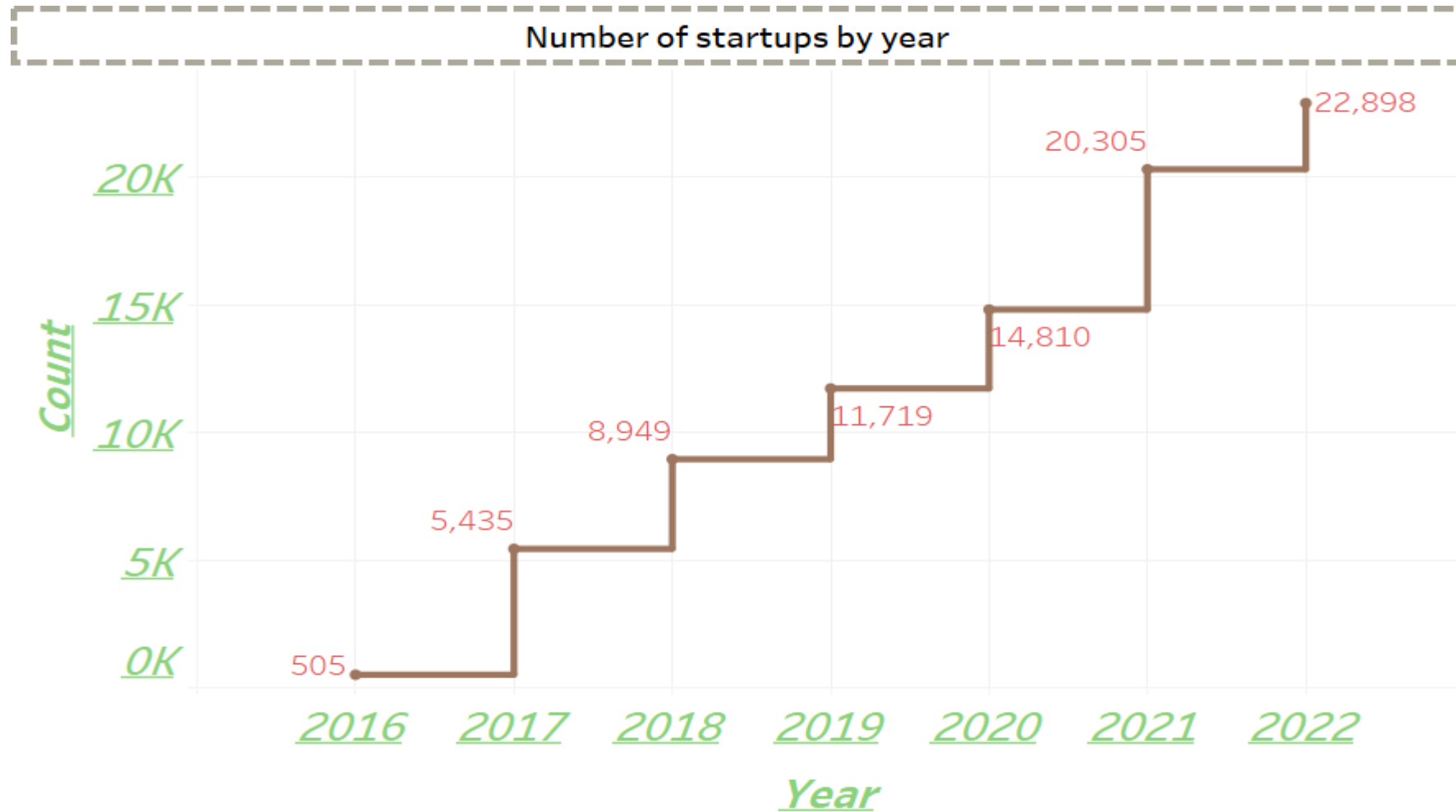
## EMPATHY MAP



# IDEATION AND BRAINSTORMING MAP

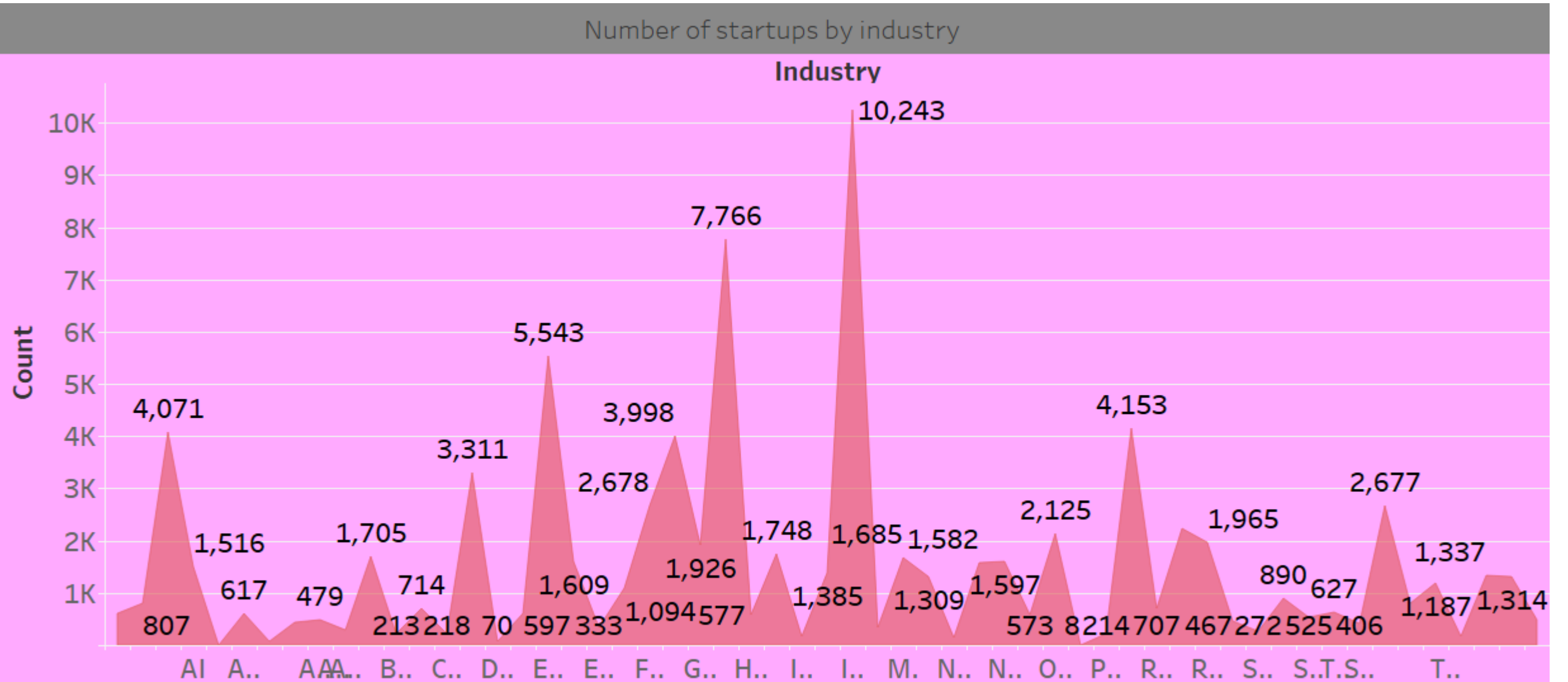


# RESULT SHEET-1

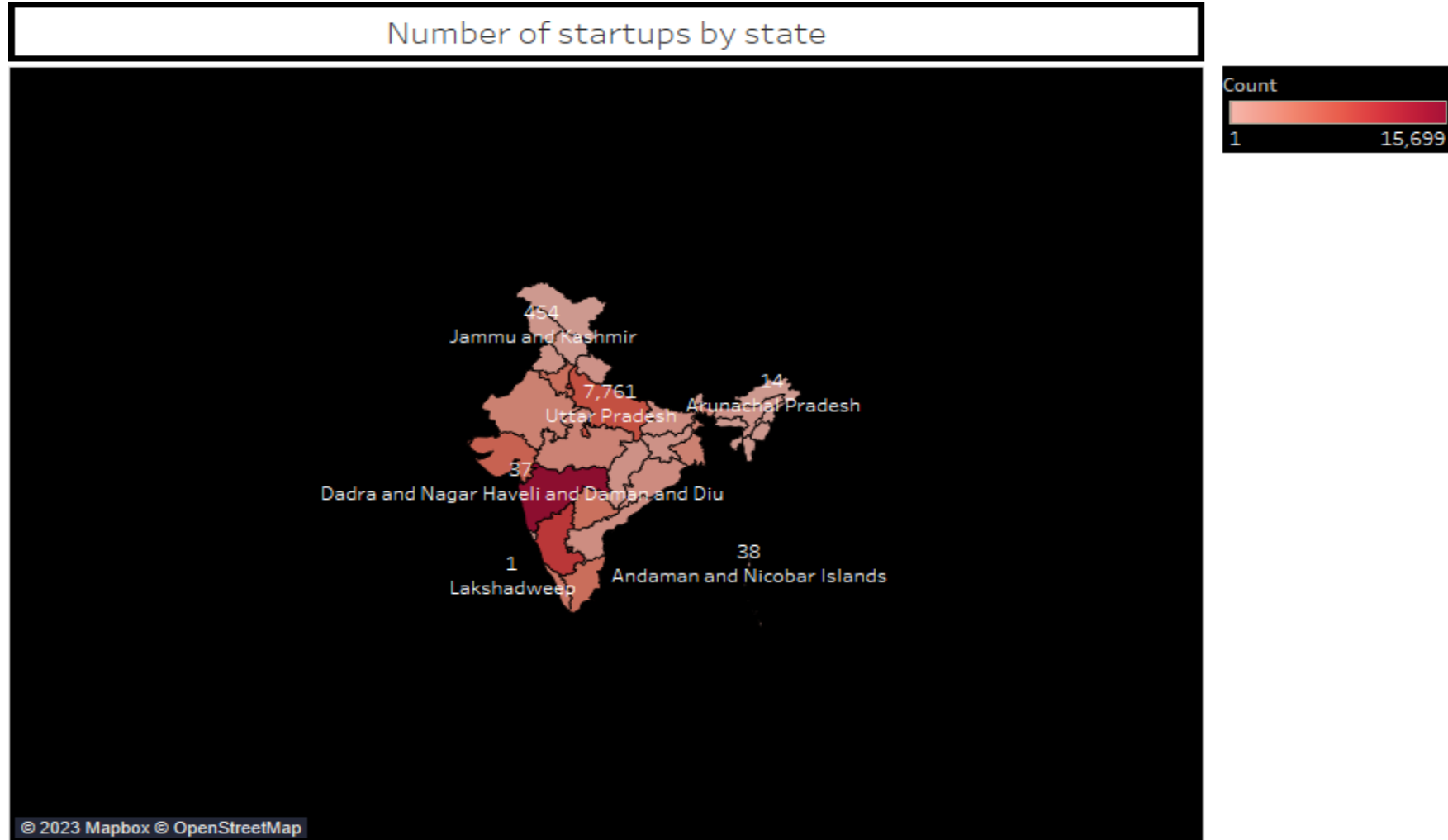


The trend of sum of Count for Year. The marks are labeled by sum of Count.

# SHEET-2



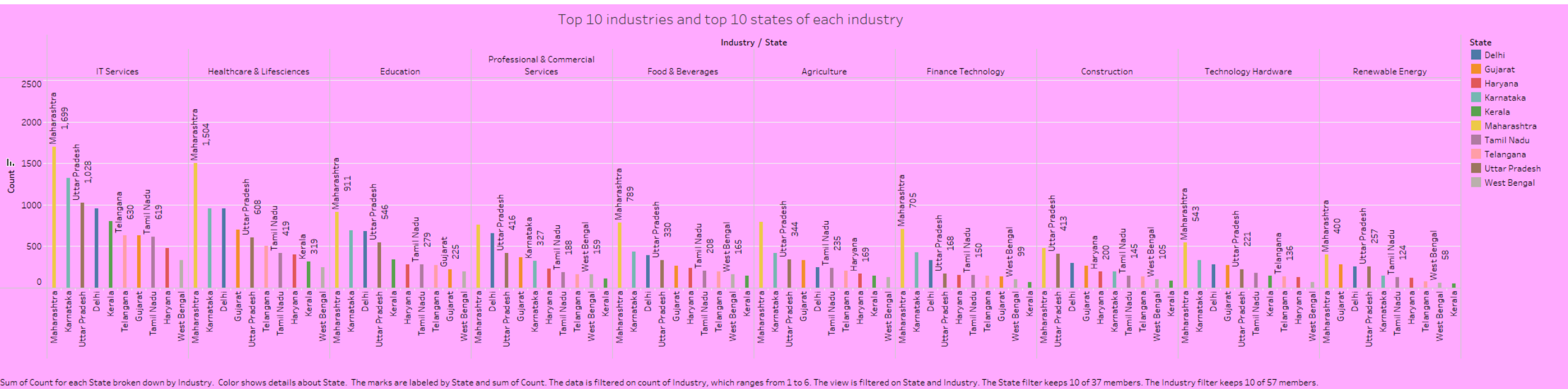
# SHEET-3



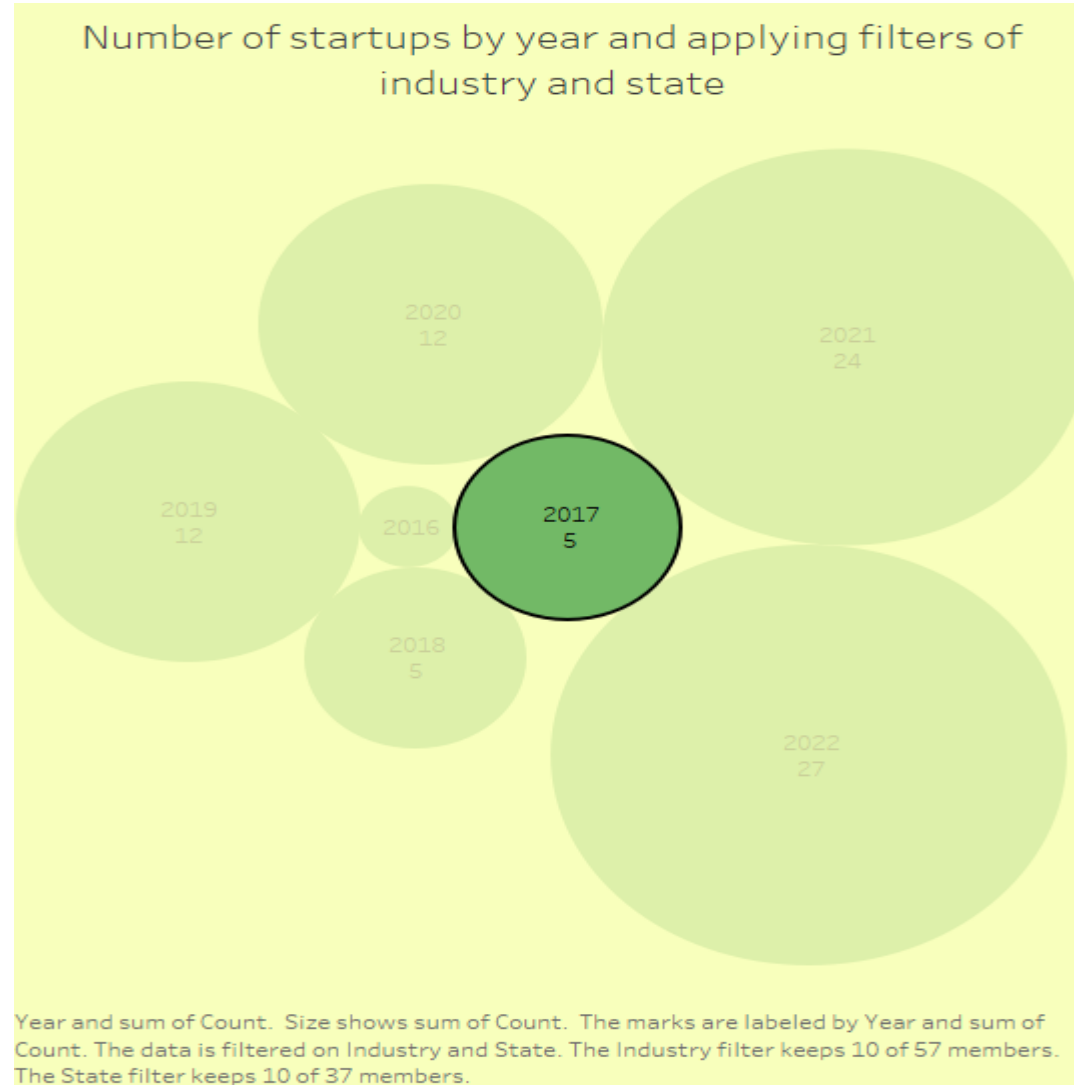
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Count. The marks are labeled by sum of Count and State. Details are shown for State.



# SHEET-4

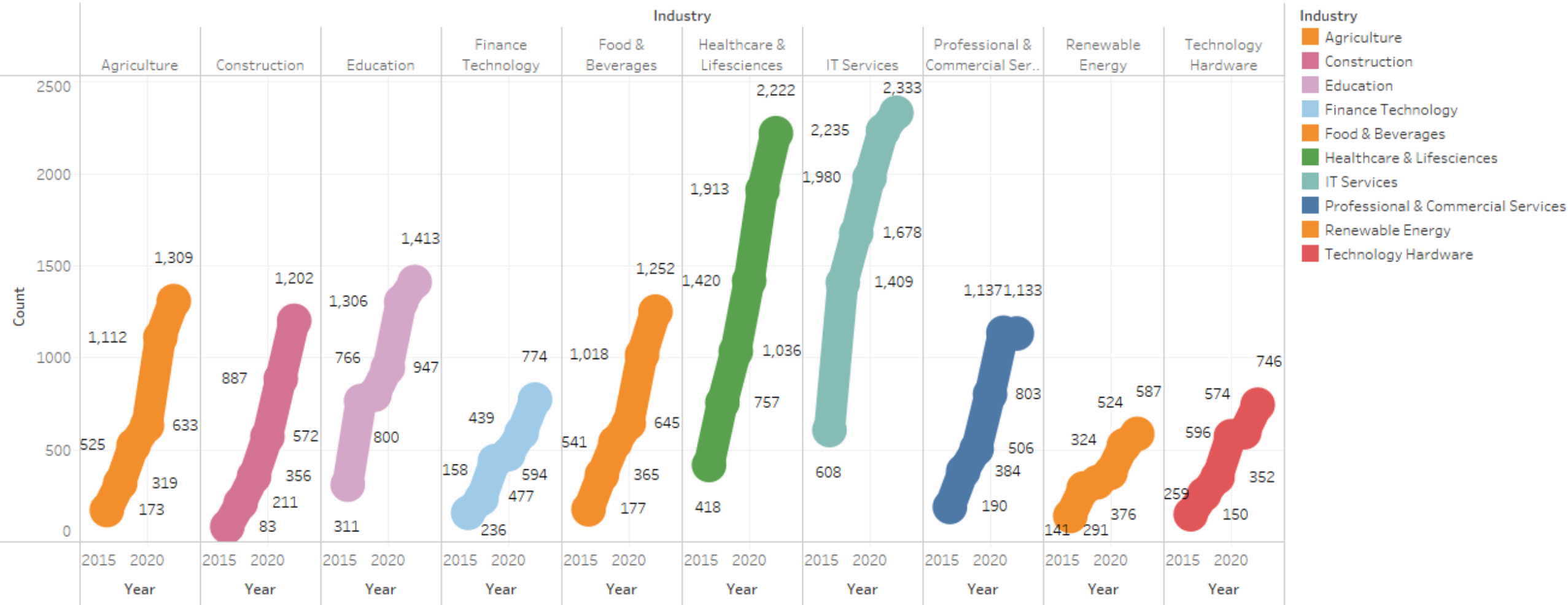


# SHEET-5

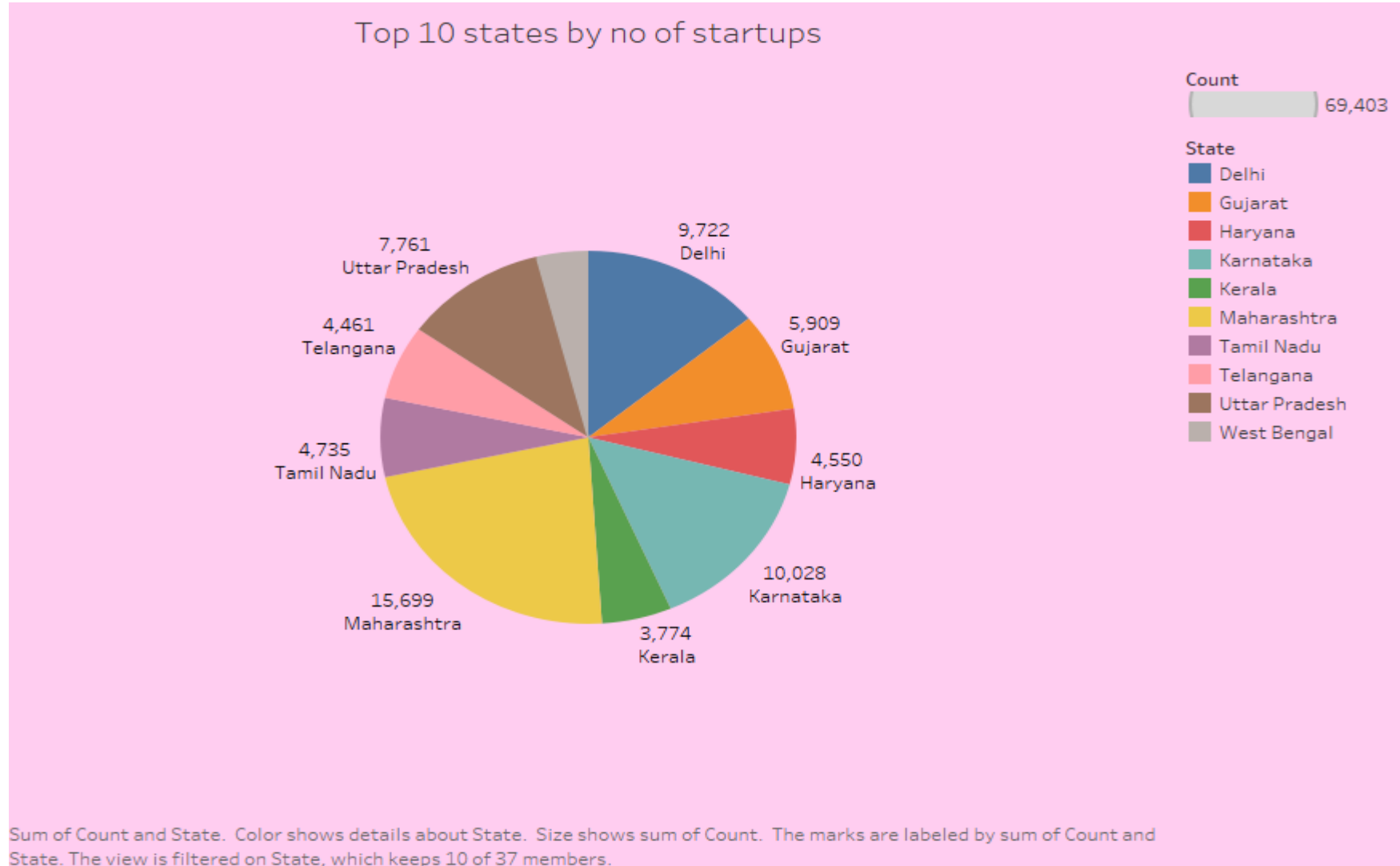


# SHEET-6

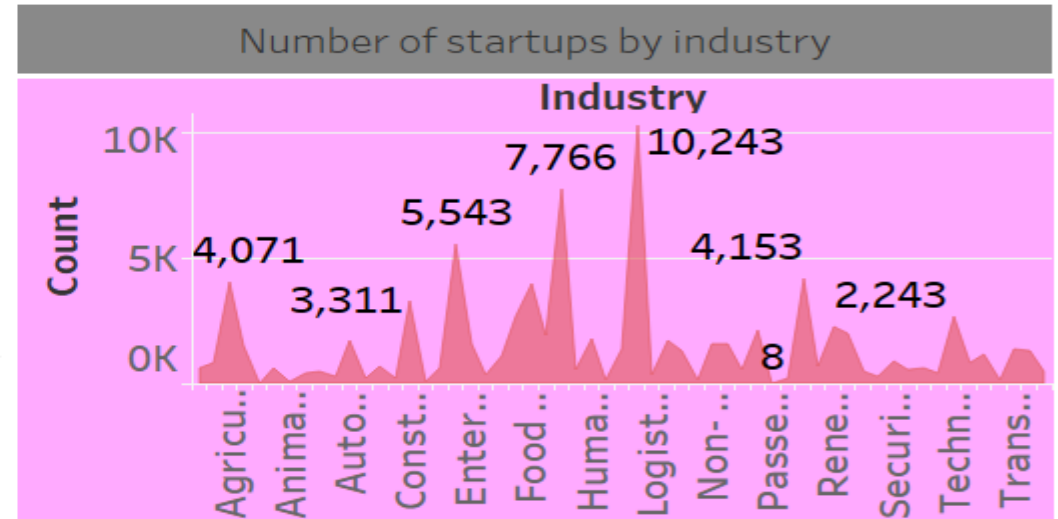
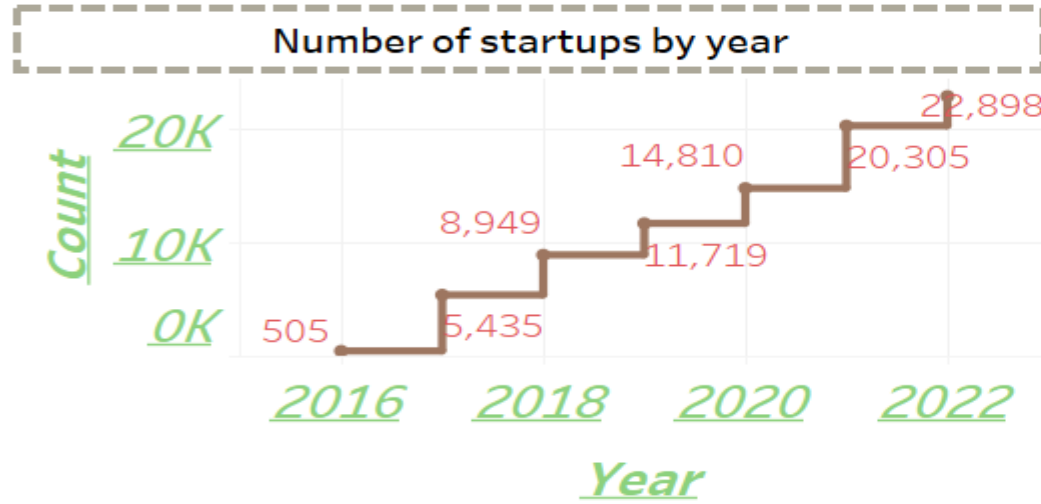
Top 10 industries by no of startups



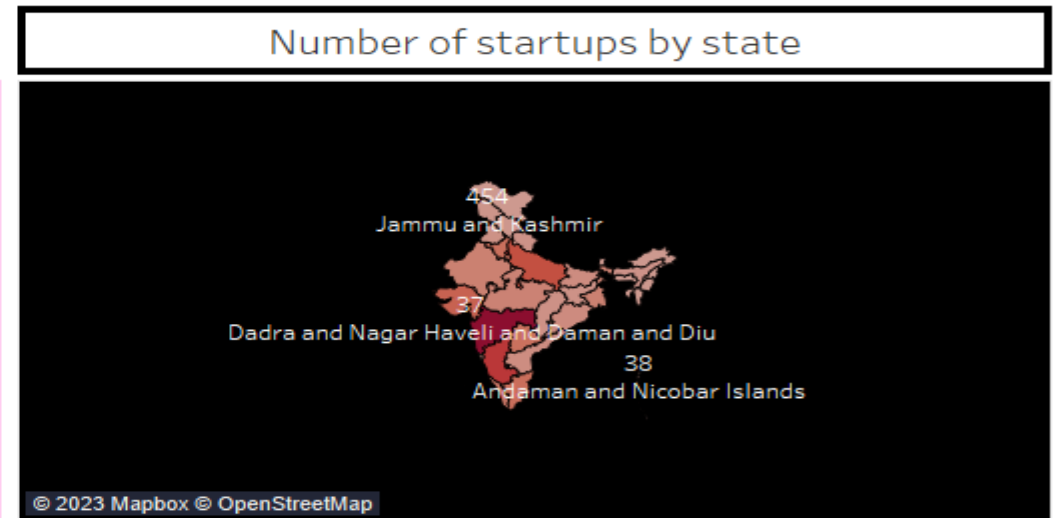
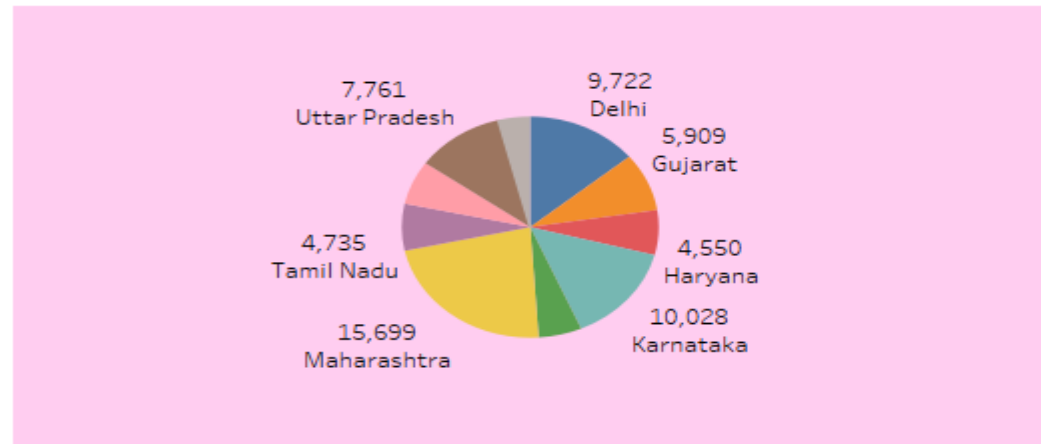
# SHEET-7



# DASHBOARD-1

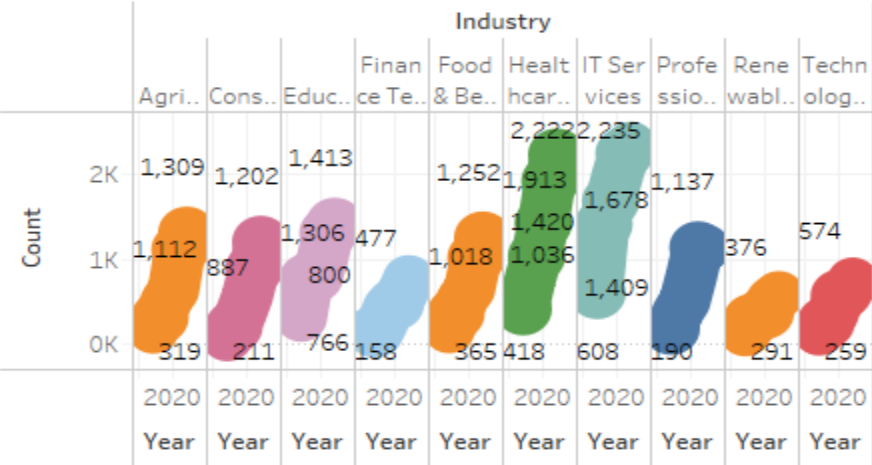


Top 10 states by no of startups

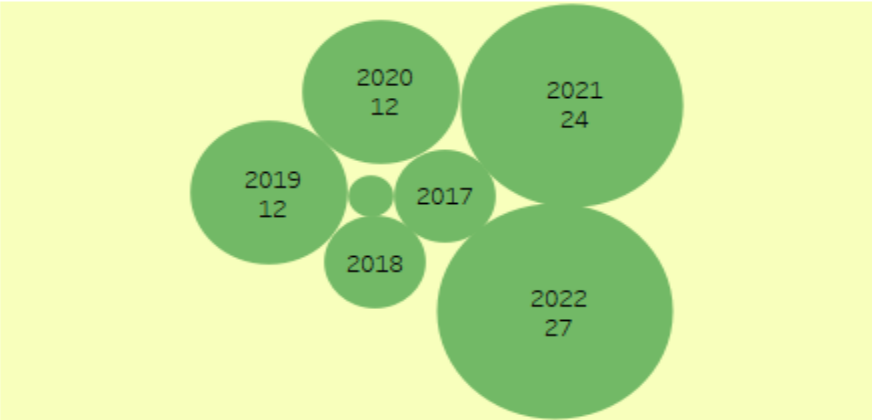


# DASHBOARD-2

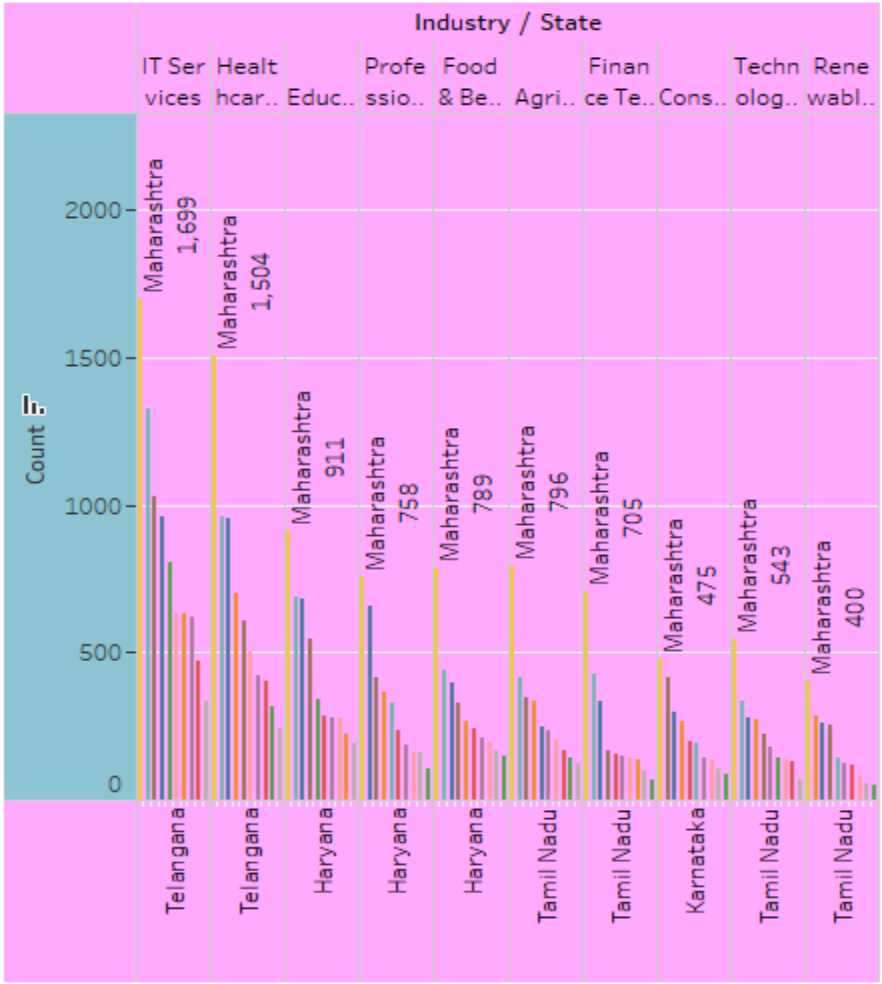
Top 10 industries by no of startups



Number of startups by year and applying filters of industry and state



Top 10 industries and top 10 states of each industry



Industry

- ☒ Advertising
- ☒ Aeronautics Aerospace
- ☒ Agriculture
- ☒ AI
- ☒ Airport Operations

Limit

Top 10 by SUM([Count])

Industry

- ☒ Agriculture
- ☒ Construction
- ☒ Education
- ☒ Finance Technology
- ☒ Food & Beverages
- ☒ Healthcare & Lifesciences
- ☒ IT Services
- ☒ Professional Services
- ☒ Renewable Energy
- ☒ Technology

State

- ☒ Delhi
- ☒ Gujarat
- ☒ Haryana
- ☒ Karnataka
- ☒ Kerala
- ☒ Maharashtra
- ☒ Tamil Nadu
- ☒ Telangana
- ☒ Uttar Pradesh
- ☒ West Bengal

State

- ☒ Andaman and Nicobar Islands
- ☒ Andhra Pradesh
- ☒ Arunachal Pradesh
- ☒ Assam

Limit

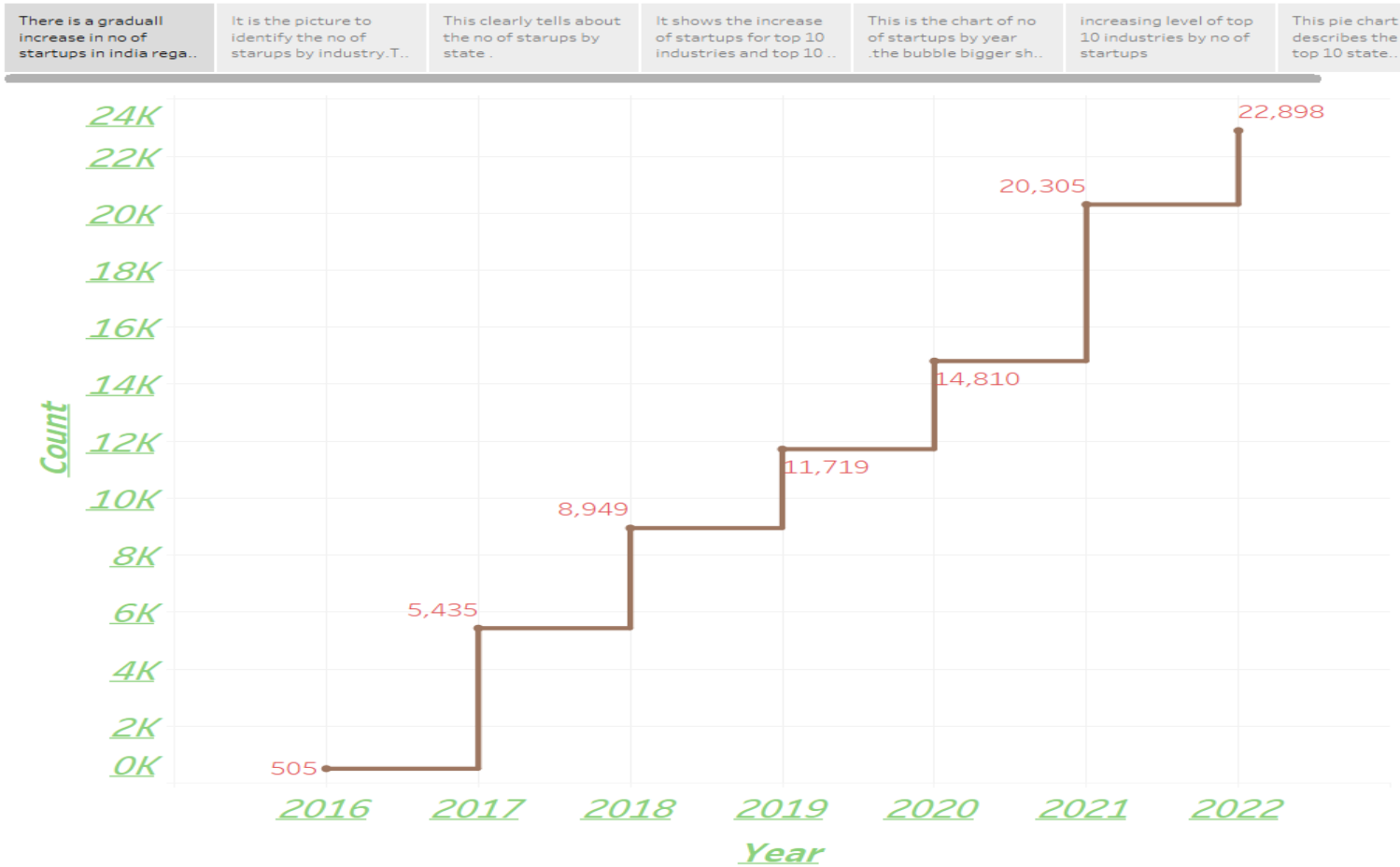
Bottom 10 by SUM([Count])

# STORY

## SHEET-1

### NUMBER OF STARTUPS BY YEAR

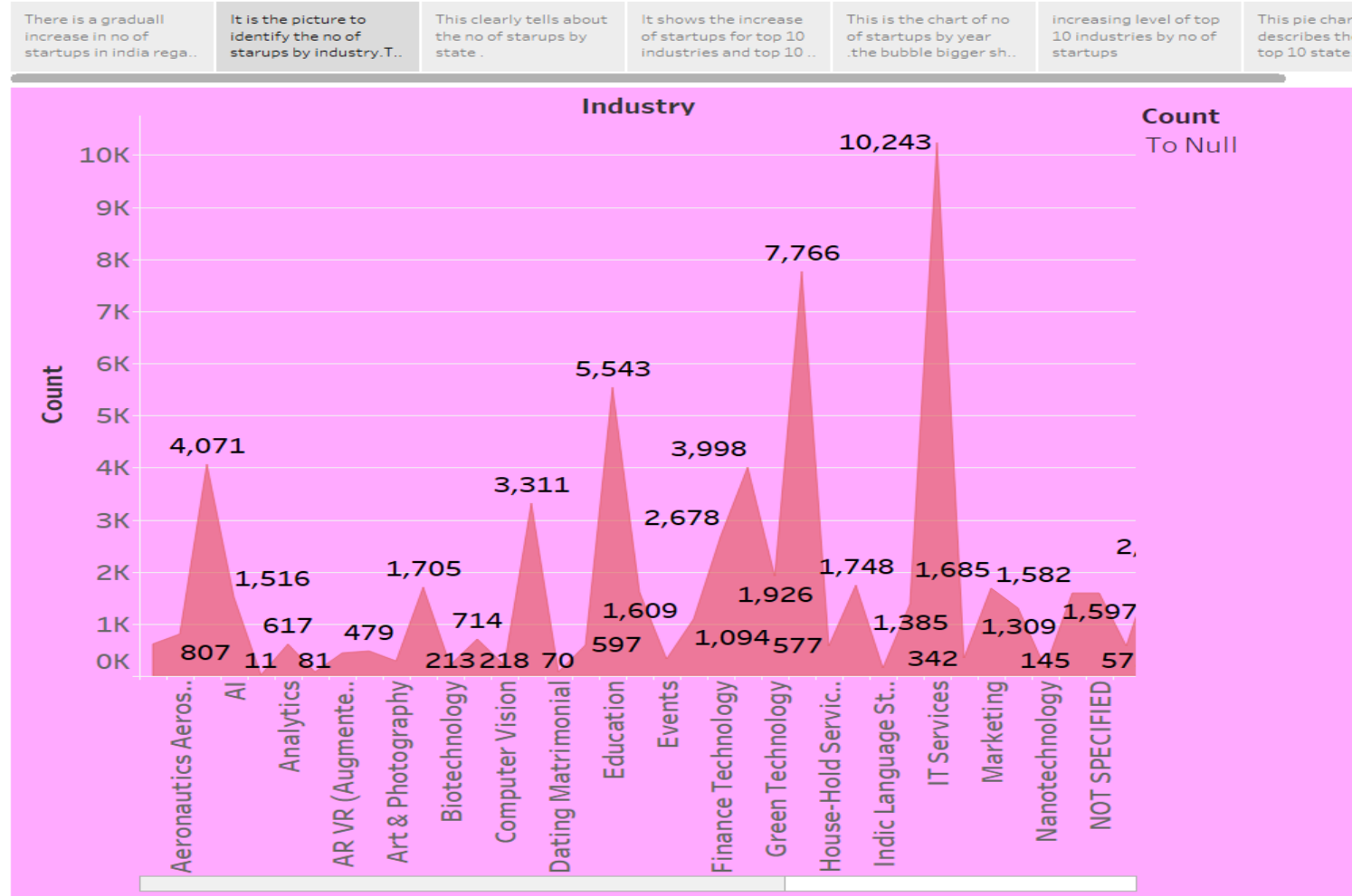
Story 1



# SHEET-2

## NUMBER OF STARTUPS BY INDUTRY

### Story 1





# SHEET-3

## STATE AND THE TOTAL NO OF STARTUPS

### Story 1

There is a gradual increase in no of startups in India rega..

It is the picture to identify the no of starups by industry.T..

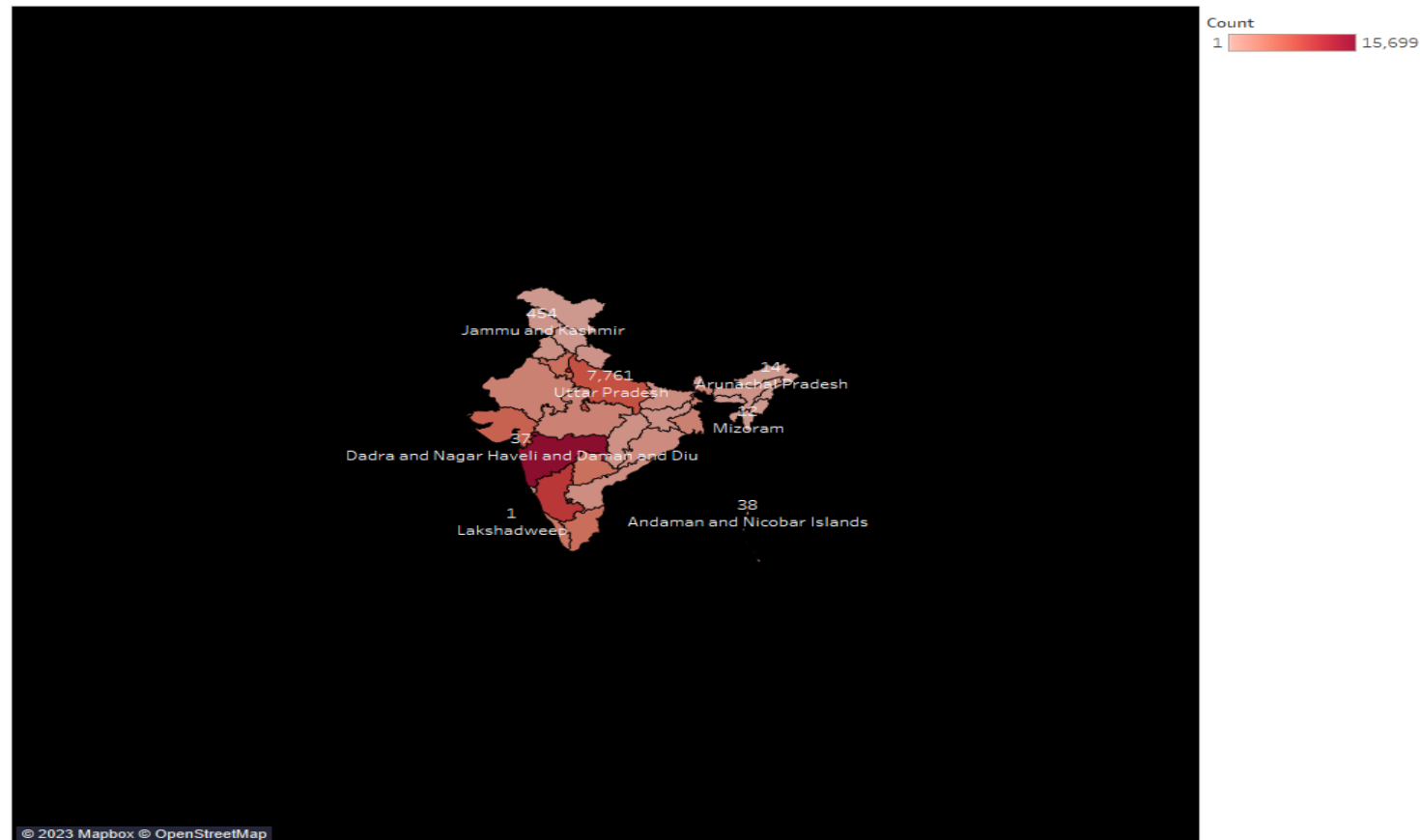
**This clearly tells about the no of starups by state .**

It shows the increase of startups for top 10 industries and top 10 ..

This is the chart of no of startups by year .the bubble bigger sh..

increasing level of top 10 industries by no of startups

This pie chart describes the top 10 state..

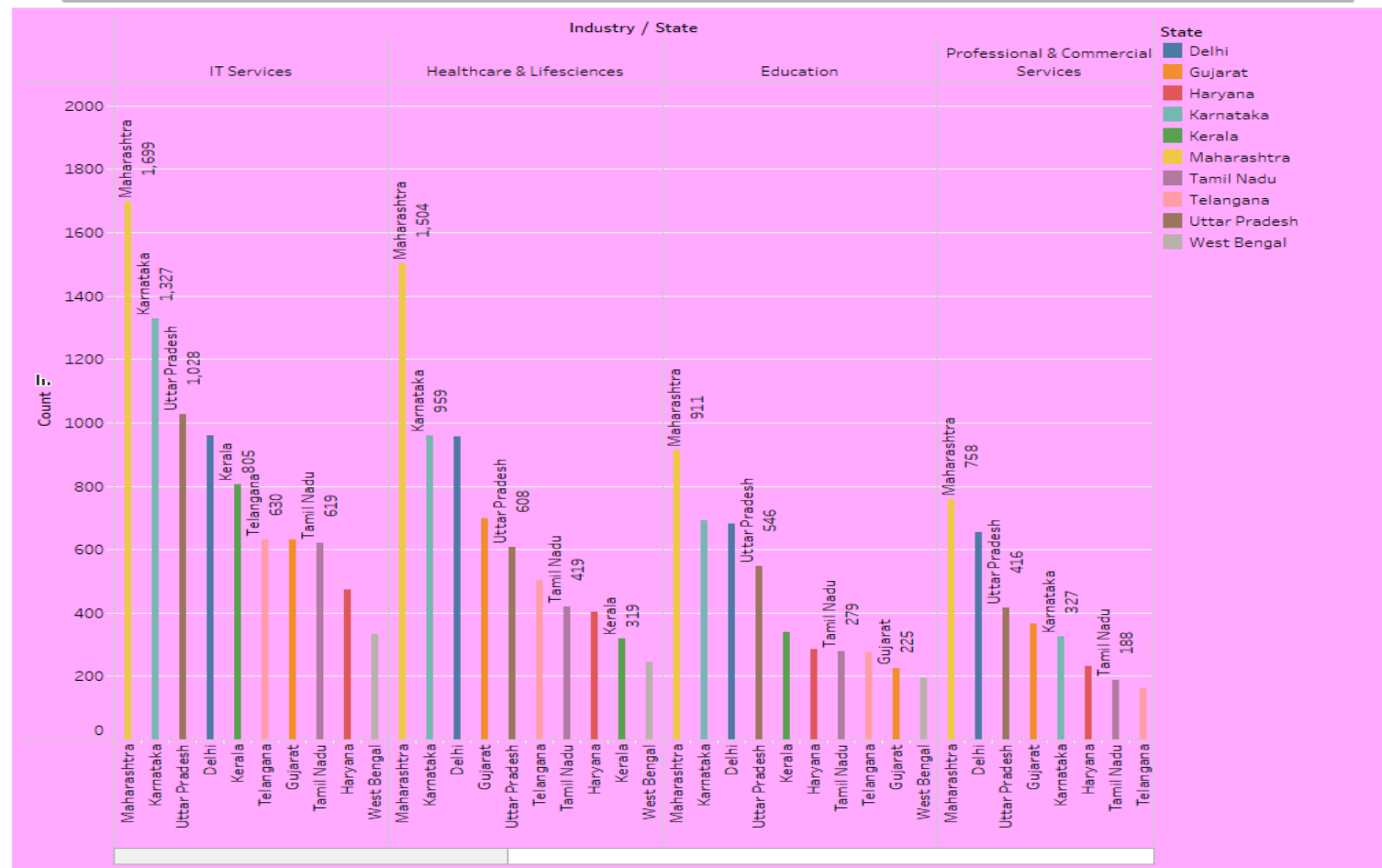


# SHEET-4

## TOP 10 INDUSTRIES AND TOP 10 STATES OF EACH INDUSTRY

### Story 1

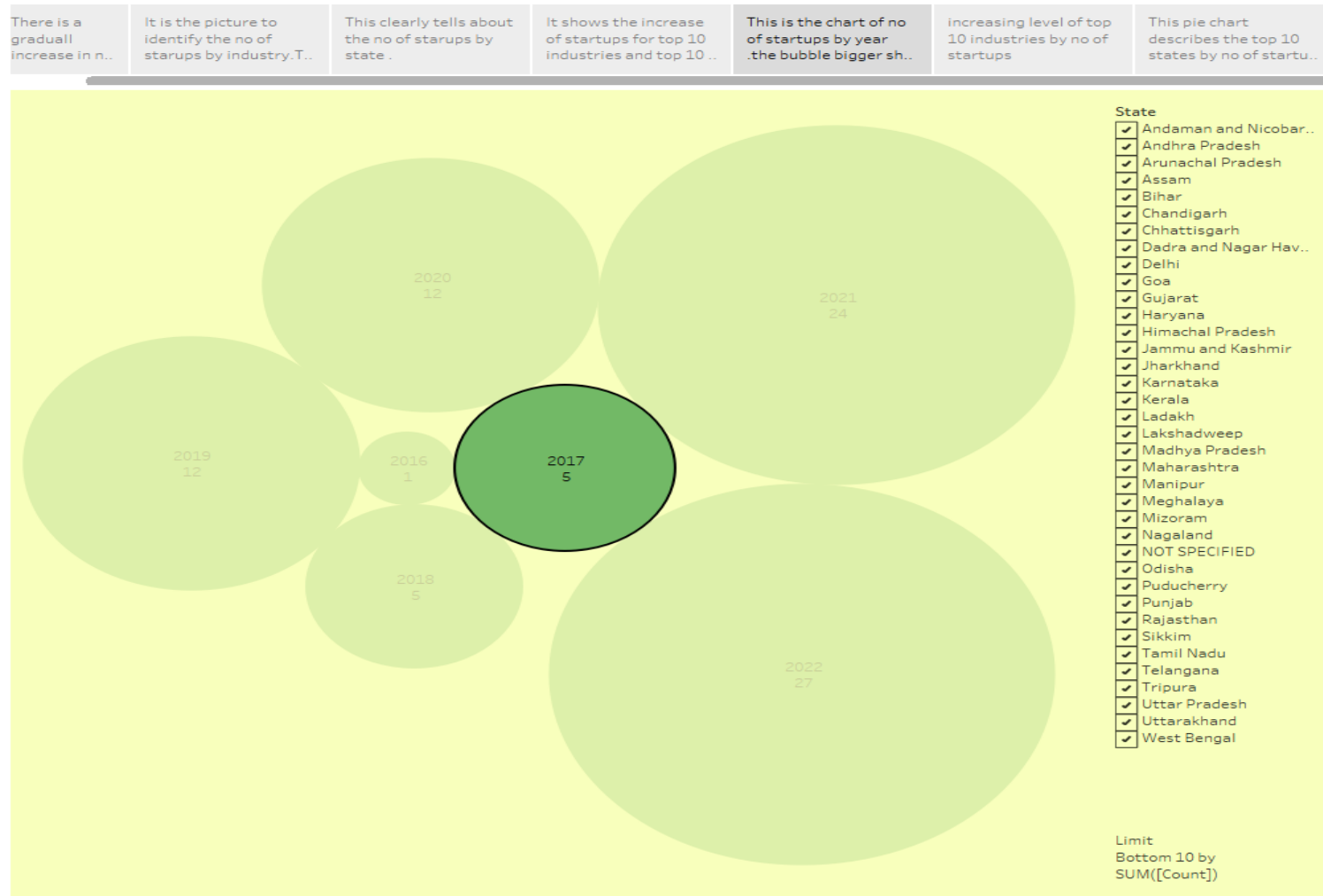
There is a gradual increase in no of startups..	It is the picture to identify the no of startups by industry.T..	This clearly tells about the no of startups by state .	It shows the increase of startups for top 10 industries and top 10 ..	This is the chart of no of startups by year .the bubble bigger sh..	increasing level of top 10 industries by no of startups	This pie chart describes the top 10 states by no of star..
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# SHEET-5

## NO OF STARTUPS BY YEAR AND BY APPLYING FILTERS INDUSTRY AND STATE

### Story 1



# SHEET-6

## TOP 10 INDUSTRIES BY NO OF STARTUPS

### Story 1



# SHEET-7

## TOP 10 STATES BY NO OF STARTUPS

### Story 1

There is a gradual increase in n...

It is the picture to identify the no of starups by industry.T...

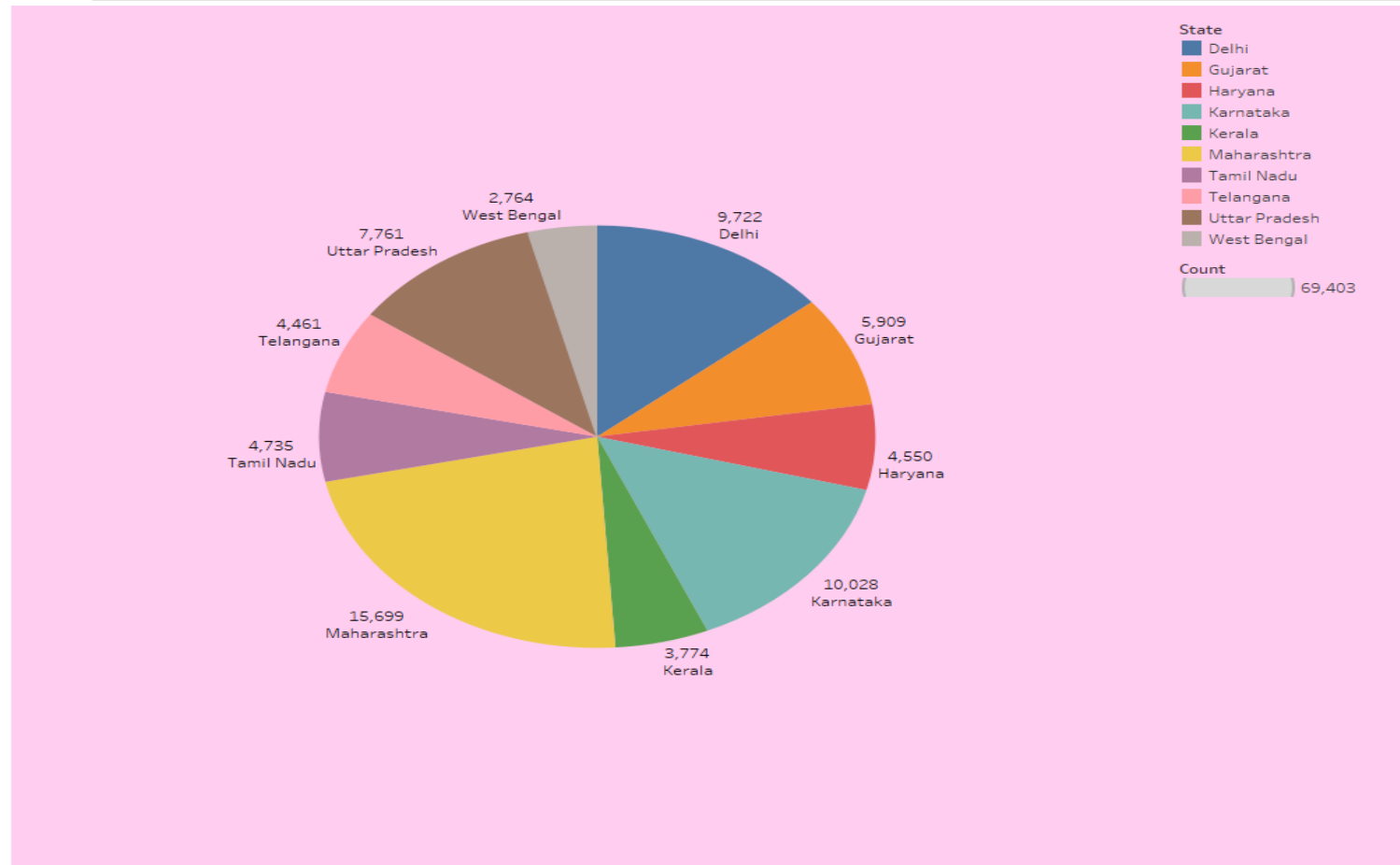
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## **ADVANTAGES&DISADVANTAGES**

Many startups will give their employees a lot more responsibility than more established company.

There are also a number of disadvantages , financial risk . The financial resources needed to start and grow a business can be extensive, and if things don't go well , you may face substantial financial loss.

## **APPLICATIONS**

The primary aim is to answer market demand by creating new and innovative products or sevices.

## Conclusion

While the world changing potential in startups is sometimes overhyped , successful startups do have the potential to create a significant positive impact on the world.

## **FUTURE SCOPE**

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.