**FAT SYLLABUS - Long summer semester - 2022 23**

**May – June – July 2023**

**ONLINE COURSE**

**MGT 1002 – LEAN STARTUP MANAGEMNET -**

**87 STUDENTS – CLOSED BOOK EXAM**

**5 Questions X 12 Marks Each = 60 Marks Total**

**10% from CAT 1 Syllabus and the following topics for FAT Syllabus.**

* Break Even Analysis

Break even analysis is a financial calculation that helps businesses determine the point at which company start making the profit by comparing the fixed cost,variable cost and revenue.the break even point is the level of sales or production at which the total costs equal to the total revenue

Break-even point is measured in units

Diagram

Ex:ABC soap bar

FC

VC

SC

Contribution margin per unit-selling price per unit-variable cost per unit

BREAK EVEN POINTS in units=fc/contribution margin per unit

Contribution margin ratio=contribution margin per unit/selling price per unit

Break even point in sales revenue=fc/contribution margin ratio

* Venture capital funding - Angel Investors / & / Venture Capitalists
* Lean Tools and Techniques

Lean tools and techniques are a set of principles and practices aimed at optimizing processes, eliminating waste, and improving efficiency in various industries. These tools and techniques originated from the Toyota Production System (TPS) and have since been widely adopted in manufacturing, services, and other sectors. Here are some commonly used lean tools and techniques:

**1. Value Stream Mapping (VSM):** VSM is a visual tool used to analyze and document the flow of materials and information required to deliver a product or service. It helps identify non-value-added activities and opportunities for improvement.

**2. 5S:** 5S is a workplace organization methodology consisting of five principles: Sort, Set in Order, Shine, Standardize, and Sustain. It aims to create a clean, organized, and efficient work environment.

**3. Just-in-Time (JIT):** JIT is a production strategy that seeks to minimize inventory levels by delivering materials or components at the precise time they are needed in the production process. It helps reduce waste related to excess inventory and storage costs.

**4. Kaizen:** Kaizen refers to continuous improvement through small incremental changes. It encourages employees at all levels to identify and implement improvements in their work processes regularly.

**5. Kanban:** Kanban is a visual scheduling system that uses cards or other visual cues to signal the need for more inventory or work. It helps balance workloads, prevent overproduction, and reduce lead times.

**6. Poka-Yoke:** Poka-Yoke, also known as mistake-proofing, involves designing processes or tools in a way that prevents or detects errors before they occur or reach the customer. It helps eliminate defects and improve quality.

**7. Single-Minute Exchange of Die (SMED):** SMED focuses on reducing the time required to change over a machine or process from one product to another. By minimizing changeover time, it enables smaller batch sizes, reduces inventory, and increases flexibility.

**8. Total Productive Maintenance (TPM**): TPM aims to maximize equipment effectiveness by involving all employees in the maintenance process. It focuses on proactive and preventive maintenance to minimize downtime and improve overall equipment efficiency.

**9. Visual Management:** Visual management involves using visual cues, such as charts, signs, and indicators, to communicate information and make it easily understandable at a glance. It enhances communication, standardixzes processes, and enables quick decision-making.

**10. Standard Work:** Standard work refers to the establishment and documentation of the best-known method for performing a particular task or process. It provides a baseline for continuous improvement and helps ensure consistency and quality.

These are just a few examples of lean tools and techniques. There are many more tools and methodologies available, and organizations often tailor their approach to suit their specific needs and challenges.

* - Business Model Development (Channels and Partners, Revenue Model and streams, Key Resources, Activities and Costs
* Business model canvas / Lean Canvas
* Business Continuity plan
* FinTech Start-up’s Issues – Market – Challenges

While FinTech start-ups have ga8ined significant attention and success, they also face their fair share of issues, challenges, and market-specific obstacles. Here are some common challenges faced by FinTech start-ups:

1. **Regulatory Compliance:** FinTech companies operate in a highly regulated industry, and compliance with financial regulations can be complex and costly. Start-ups must navigate various legal requirements, such as anti-money laundering (AML) and know-your-customer (KYC) regulations, which can create challenges in terms of resources and expertise.

2. **Security and Data Privacy:** FinTech start-ups handle sensitive financial data, making them attractive targets for cyberattacks. Maintaining robust security measures and ensuring data privacy is crucial. Meeting industry standards and building trust with customers is an ongoing challenge for start-ups.

3. **Market Competition:** The FinTech industry is becoming increasingly crowded, with numerous start-ups entering the market. Established financial institutions are also launching their own digital initiatives, intensifying the competition. Start-ups must differentiate themselves by offering unique value propositions and innovative solutions to stand out from the competition.

4. **Customer Trust and Adoption:** Gaining customer trust is essential for FinTech start-ups. Many consumers are still hesitant to adopt new financial technologies due to concerns about security, privacy, and the lack of familiarity. Building a solid reputation, ensuring transparency, and providing excellent customer service are vital for overcoming this challenge.

5. **Funding and Investment:** While FinTech has attracted significant investment in recent years, securing funding can still be challenging for start-ups. Investors may be cautious due to the high level of risk associated with early-stage companies in the financial industry. Start-ups need to demonstrate a compelling business model, market potential, and a clear path to profitability to attract investment.

6. **Partnerships with Traditional Financial Institutions**: Collaborating with traditional banks and financial institutions can be both an opportunity and a challenge. Establishing partnerships with incumbents can provide access to resources, infrastructure, and customer bases. However, navigating complex partnerships, aligning strategic goals, and overcoming cultural differences can be difficult for start-ups.

7. **Scalability and Infrastructure:** As FinTech start-ups grow, they need to ensure their infrastructure can scale efficiently to handle increasing customer demand. Scaling can be challenging due to legacy systems, technological constraints, and the need for continuous innovation. Developing scalable technology infrastructure is crucial to support growth and maintain a competitive edge.

8. **Changing Regulatory Landscape:** The regulatory environment for FinTech is continually evolving as governments and regulatory bodies adapt to new technologies. Start-ups must stay updated on regulatory changes and adapt their operations accordingly, which can be a challenge due to the dynamic nature of regulations.

Overall, FinTech start-ups face a combination of industry-specific challenges, including regulatory compliance, security, market competition, customer adoption, funding, partnerships, scalability, and adapting to the changing regulatory landscape. Successfully navigating these challenges requires a combination of innovation, strategic planning, adaptability, and a customer-centric approach.

* Access to Funding(visioning your venture, taking the product/ service to market), Market plan including Digital & Viral Marketing,
* start-up finance
* Costs/Profits & Losses/cash flow,
* Angel Investor
* VC – Venture Capitalist
* Bank Loans for startups
* Bank Loans and Key elements of raising money)

Bank Loans and Key Elements of Raising Money:

**Business Plan:** For entrepreneurs or businesses seeking funds, a well-structured and comprehensive business plan is essential. It outlines the company's objectives, market analysis, financial projections, and strategies for growth. A solid business plan demonstrates the viability of the venture and attracts potential investors or lenders.

**Pitch/Presentation:** When approaching potential investors, an effective pitch or presentation is crucial. It should highlight the unique value proposition, market opportunity, competitive advantage, and growth potential of the business. A compelling pitch increases the likelihood of attracting investment.

**Equity Financing:** Raising money through equity financing involves selling a portion of the company's ownership (shares or stocks) to investors in exchange for capital. This method is commonly used by startups and high-growth businesses.

**Debt Financing:** Debt financing involves borrowing money from lenders or financial institutions, such as banks. This can be in the form of bank loans, lines of credit, or bonds. Debt financing requires regular repayment with interest over a specified period.

**Crowdfunding:** Crowdfunding platforms enable individuals or businesses to raise money from a large number of people who contribute small amounts. This approach often involves offering rewards, pre-orders, or equity shares to the contributors.

**Angel Investors and Venture Capital**: Angel investors and venture capitalists are individuals or firms that invest in startups or early-stage companies in exchange for equity. They typically provide not only financial support but also expertise, industry connections, and guidance.

**Grants and Government Programs:** Governments and various organizations offer grants and funding programs to support specific sectors, research initiatives, social enterprises, or projects that have a positive impact. Identifying and applying for relevant grants can be a viable option for raising money.

It's important to note that the specific methods and elements of raising money can vary depending on individual circumstances, the purpose of funding, and the available resources. Consulting with financial professionals or advisors can provide valuable guidance tailored to your specific needs.

* IPR Intellectual Prosperity Rights

I believe you may be referring to "Intellectual Property Rights" (IPR), which are legal rights granted to individuals or entities for their intellectual creations or inventions. Intellectual property refers to intangible assets that are a result of human creativity and innovation. These rights provide protection and exclusivity to the creators or owners of intellectual property, allowing them to control the use and distribution of their creations.

The main types of intellectual property rights include:

1**. Copyright:** This protects original works of authorship, such as literature, music, artwork, and computer software. It gives the creator exclusive rights to reproduce, distribute, display, and perform their work.

2**. Patents:** Patents grant inventors exclusive rights to their inventions. They provide protection for new and useful processes, machines, compositions of matter, or any new and inventive improvement thereof. Patents enable inventors to prevent others from making, using, selling, or importing their invention without permission.

3. **Trademarks:** Trademarks protect distinctive **signs, symbols, or logos used to identify** and distinguish goods or services. They can include brand names, logos, slogans, or even specific product packaging. Trademark rights allow businesses to prevent others from using similar marks that may cause confusion in the marketplace.

4. **Trade Secrets:** Trade secrets refer to **confidential and valuable business information** that provides a competitive advantage. Examples of trade secrets can include formulas, manufacturing processes, customer lists, and marketing strategies. Unlike patents or copyrights, trade secrets are not publicly disclosed and are protected by maintaining their sec recy.

5. **Industrial Design Rights**: Industrial design rights protect the visual appearance or aesthetic aspects of a product. These rights cover the ornamental or aesthetic features of an object and prevent unauthorized copying or imitation of the design.

6. **Geographical Indications:** Geographical indications protect products originating from a specific geographical region. They link the quality, reputation, or other characteristics of a product to its geographic origin. Examples include Champagne, Scotch whisky, and Parmigiano-Reggiano cheese.

1**. Enforcement and Protection:** Intellectual property rights are enforced through legal mechanisms and remedies. If someone infringes upon another party's intellectual property rights, the affected party can take legal action to stop the infringement and seek damages.

**3. Duration of Protection:** The duration of protection varies depending on the type of intellectual property right. Copyright protection typically lasts for the author's lifetime plus a certain number of years after their death. Patents usually have a fixed term, typically 20 years from the filing date. Trademarks can be renewed indefinitely as long as they are actively used and renewed according to the laws of the respective country.

5. **Licensing and Transfer:** Intellectual property rights can be licensed or transferred to other parties. Licensing involves granting permission to use the intellectual property in exchange for royalties or other forms of compensation. Transfer of intellectual property rights can occur through assignment or sale of the rights to another entity.

**6. Emerging Issues:** With advancements in technology, new challenges and issues arise in the field of intellectual property. For example, the digital age has led to concerns about online piracy, unauthorized file sharing, and the protection of digital content. Additionally, emerging technologies like artificial intelligence and blockchain raise questions about ownership and protection of intellectual property in these contexts.

It's important to note that intellectual property laws may vary between countries, so it's advisable to consult the specific laws and regulations of the jurisdiction in question for detailed and accurate information.

* Legal aspects of Start-Ups
* AR-MR-VR
* Jargons

**CASE STUDIES**

ZUDIO - TATA - NEW FASHION RETAIL ENTRY (2019)

TRIBES STAY - PU NE <https://www.youtube.com/watch?v=QdMdOwtn7Mc&t=827s> 2018)

AIR BNB(2008)

UBER(2009)

Guest Lectures by Entrepreneurs and Startups Experts.

* My Video interviews will be posted
* Few Expert Startup founders’ videos will be posted

**CASE STUDY OF**

**For more case studies - plz visit** [**https://startuptalky.com/tag/insights/**](https://startuptalky.com/tag/insights/)

**Chingari Startup** Fires 20% employees in Bangalore.

* **The Airbnb Story**

This case study explores the challenges of launching a new startup in a crowded market. Airbnb was founded in 2008, at a time when there were already a number of other companies offering online accommodation bookings. However, Airbnb was able to differentiate itself from the competition by focusing on the sharing economy.

The Airbnb case study can be used to discuss the importance of finding a unique selling proposition, the need to build a strong brand, and the importance of customer acquisition. Students can also discuss the challenges that Airbnb faced in its early days, and how it overcame them.

* **The Uber Saga**

This case study explores the challenges of scaling a startup. Uber was founded in 2009, and it quickly grew to become one of the most valuable startups in the world. However, Uber's growth was not without its challenges. The company faced regulatory hurdles in many countries, and it was also involved in a number of controversies.

The Uber saga can be used to discuss the importance of regulatory compliance, the need to manage risk, and the importance of corporate culture. Students can also discuss the decisions that Uber made that helped it to scale, and the challenges that it faced along the way.

Central schemes

Credit Guarantee

Micro & Small Enterprises Cluster Development Programme (MSE-CDP)

MSME Market Development Assistance (MDA)

National Awards (Individual MSEs)

Micro Finance Programme

State Schemes:

Zero Interest Loans for MSMEs

Andhra Pradesh Information Technology (IT) Policy

Andhra Pradesh Industrial Development Policy

Andhra Pradesh MSME Development Corporation (APMSME)

Andhra Pradesh Micro Small and Medium Enterprises Facilitation Council

fintech

Loantap

Moneytap

Early salary

Credit mantri

Credit vidhya