CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

1. Introduction

1.1. Overview

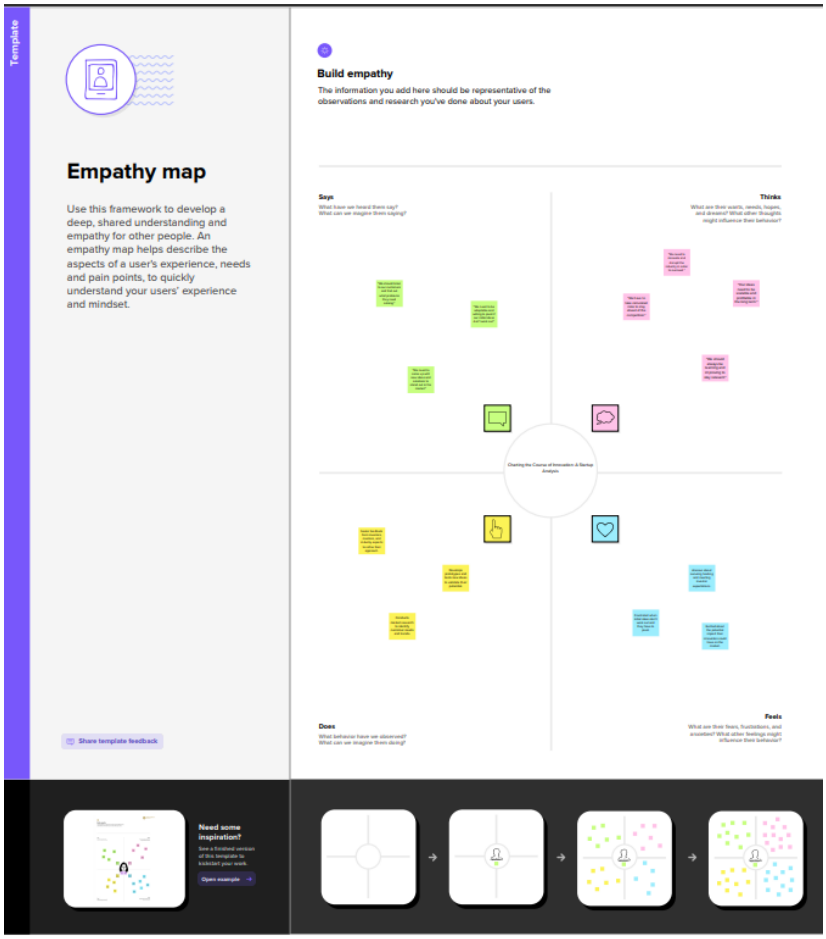
"Charting the course of innovation: A start up analysis “analysing the Process of innovation within startup companies. This process typically Involves several stages, including idea generation, market research, Product development, and commercialization. During the idea Generation stage, startups identify ideas that have the potential to disrupt existing markets or create new ones. This stage often involves the product or service. This involves designing and prototyping the Product to reach a larger market

1.2. Purpose

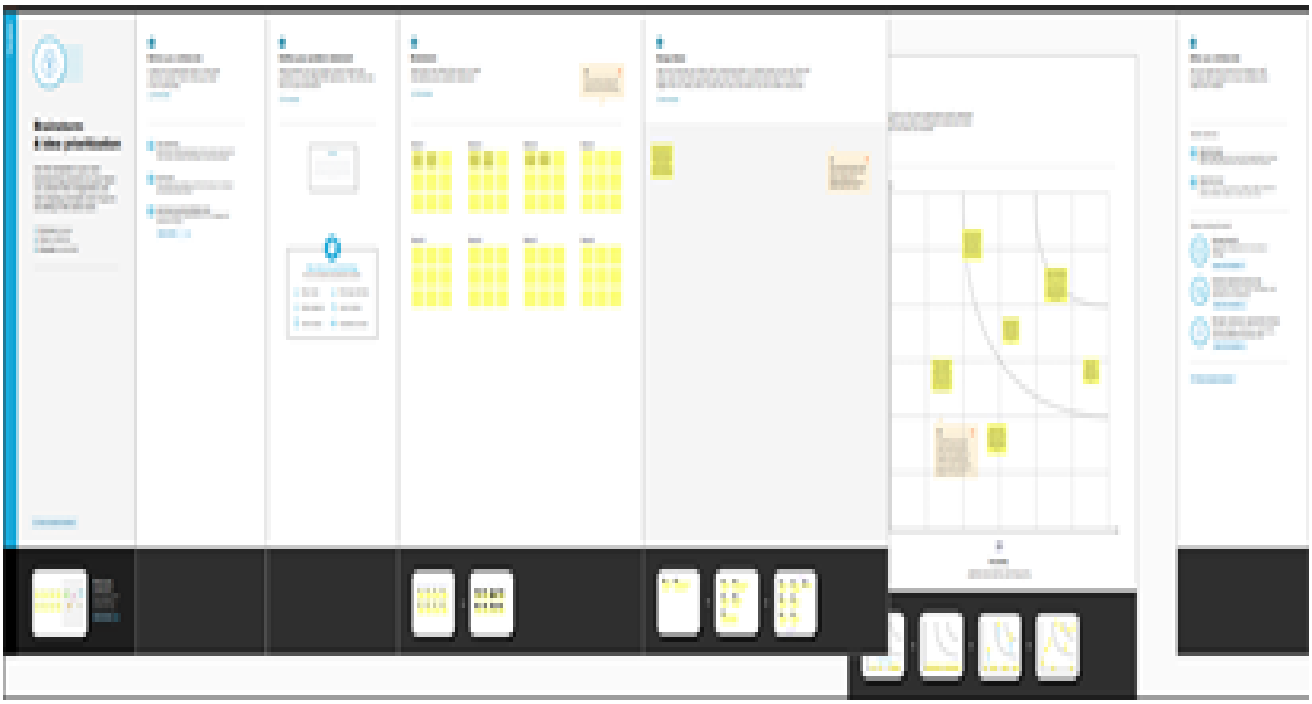
The purpose of studying the course of innovation within startup companies is to gain insights into the process of innovation and its impact on the development of new products and services. Knowledge can be useful for a variety of stakeholders, including entrepreneurs, investors, and researchers. For entrepreneurs, understanding the process of innovation within startups can help them plan and execute their own innovation strategies. They can learn from successful startups and avoid common pitfalls that can derail their efforts to develop innovative products or services. Investors can use their knowledge of the innovation process within startups to identify promising investment opportunities. By understanding the factors that contribute to successful innovation, they can make informed investment decisions and allocate their resources more effectively

2. Problem Defining and Design Thinking

2.1. Empathy map

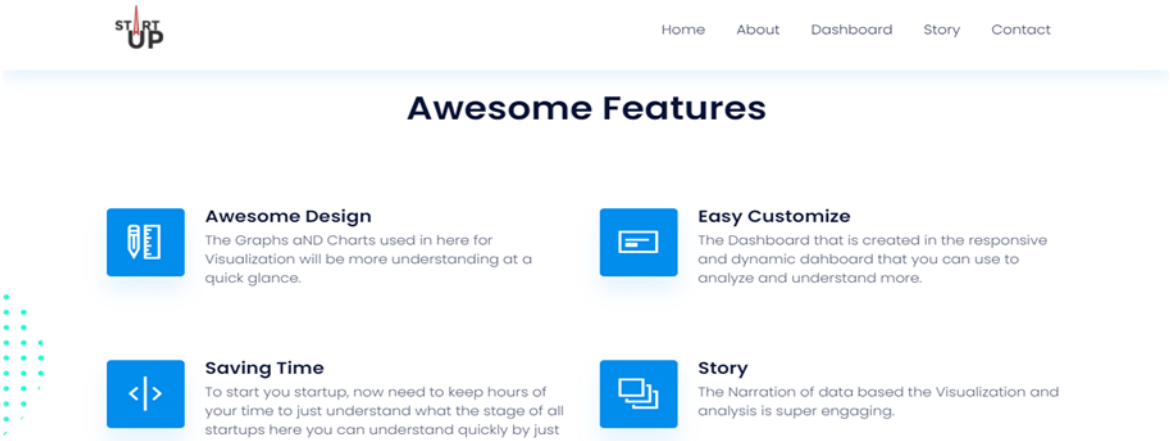


2.2. Brainstorming map



3. Results

START UP
Home
About
Dashboard
Story
Contact
Indian StartUp
Analysis and Visualization
We have anyalized and about the startups that are especially in India and approved by Indian Govt.
Explore Us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The Graphs aND Charts used in here for Visualization will be more understanding at a quick glance.
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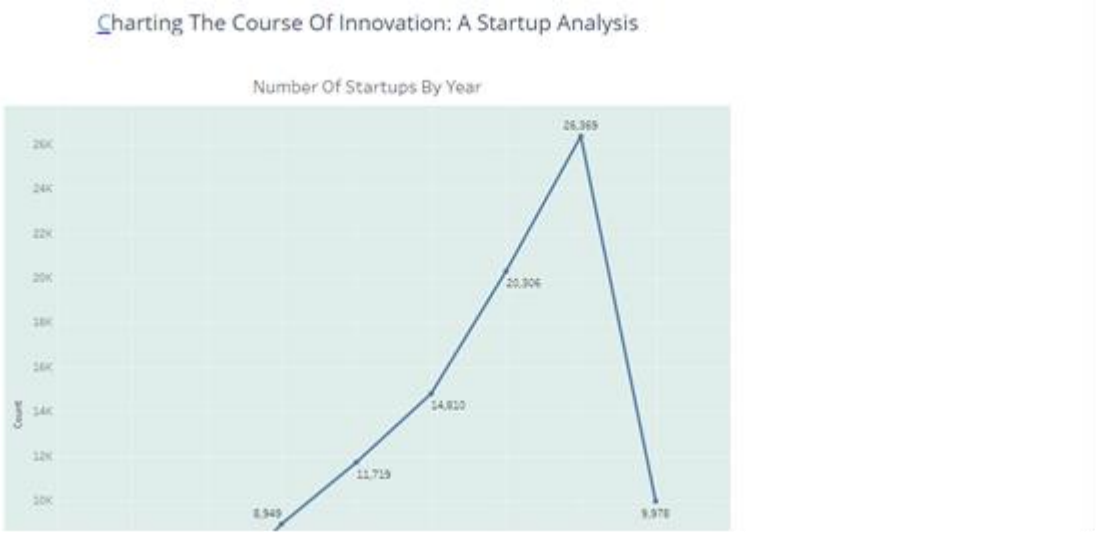
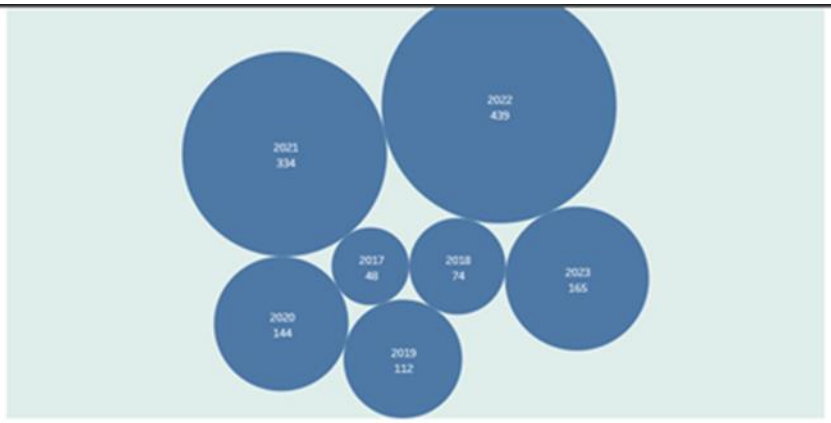
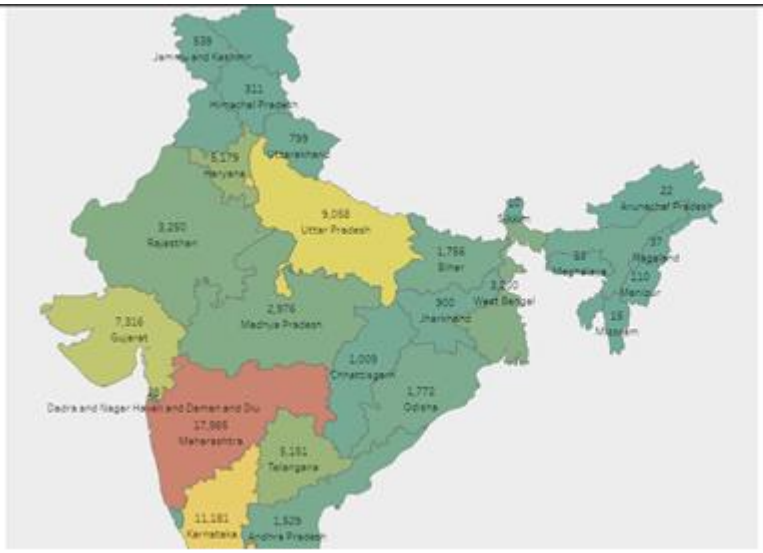
The Dashboard that is created in the responsive and dynamic dahboard that you can use to analyze and understand more.
Saving Time
To start you startup, now need to keep hours of your time to just understand what the stage of all startups here you can understand quickly by just looking the Visualization.
Story
The Narration of data based the Visualization and analysis is super engaging.


Charting The Course Of Innovation: A Startup Analysis
Number Of Startups By Year
Count
26K
24K
22K
20K
18K
16K
14K
12K
10K
8,949
11,719
14,810
20,304
26,365
9,978

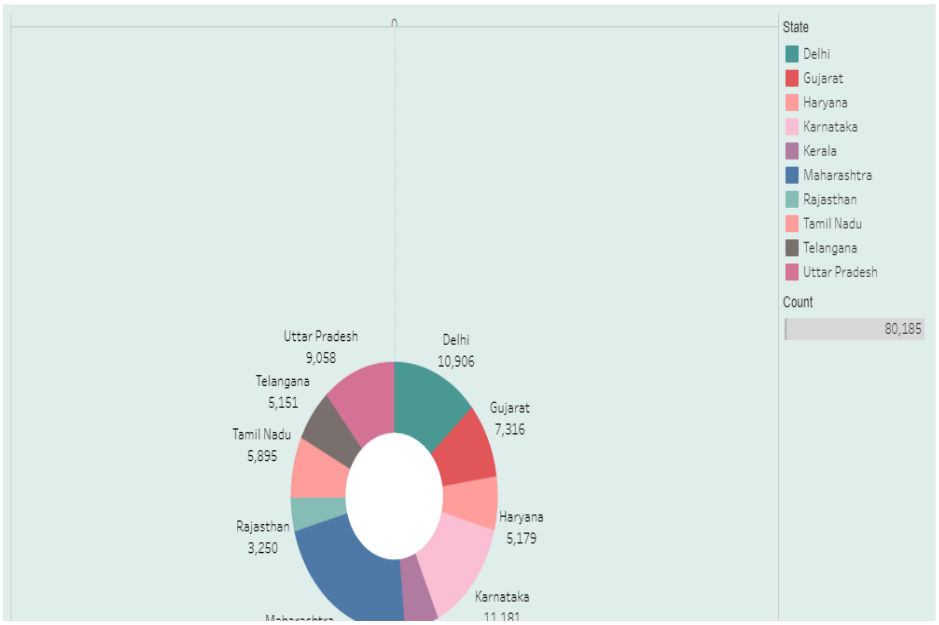

2022
439
2021
334
2017
48
2018
74
2023
165
2020
144
2019
112

Top 10 Industries By No Of Startups
Uttar Pradesh
9,058
Delhi
10,906
Count
90,188
State


539
311
Himachal Pradesh
799
Uttarakhand
5,179
Haryana
3,290
Rajasthan
9,058
Uttar Pradesh
1,786
Bihar
22
Arunachal Pradesh
37
Nagaland
110
Manipur
16
Mizoram
300
Jharkhand
2,976
Madhya Pradesh
7,314
Gujarat
1,009
Chhattisgarh
1,772
Odisha
17,965
Maharashtra
8,181
Telangana
11,181
Karnataka
1,529

Story 1

"Entrepreneurship is thriving: A look at the increasing number of | "Tracking the Pulse of Innovation: Exploring the Industries Driving | "From Silicon Valley to the Big Apple: Mapping the Top | "Breaking Down the Startup Ecosystem: Discovering the Top 10 | "Digging Deeper into Startup Trends: Analyzing the Number | "Unleashing Innovation: The Top 10 Industries with the



Story 1

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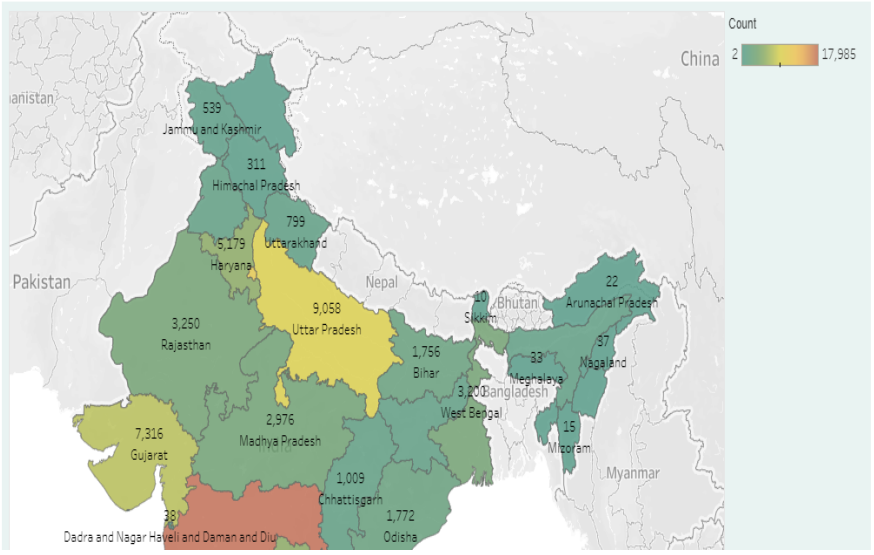


project Teammates

Ramya

Team leader

Rathi

Team member

Olivilakku

Team member

back to home

4. I. Advantages

Identification of new trends and opportunities: Startups often operate at the forefront of technological and social change, and the innovations they develop can have far-reaching implications for industry, society, and the economy. By studying startups, we can identify emerging trends and opportunities and adapt to them more quickly**.** Economic growth and job creation: Startups have the potential to create new jobs and drive economic growth by developing innovative products and services that meet the needs of consumers and businesses

4. II. Disadvantages

Limited generalizability: Startups are often highly unique and may not be representative of other organizations or industries. As a result, insights gained from studying startups may have limited generalizability to other contexts.

Reliance on limited data: Because startups are often small and relatively new, there may be limited data available to study their innovation processes. This can make it challenging to draw meaningful conclusions about the factors that contribute to successful innovation.

Rapidly changing landscape: The startup landscape is constantly evolving, with new companies and technologies emerging at a rapid pace. This can make it challenging to keep up with the latest trends and innovations and stay ahead of the curve.

5. Applications

Evaluating investment opportunities: A startup analysis can help investors evaluate investment opportunities by analyzing the financial performance and growth potential of startups.

Developing growth strategies: A startup analysis can help startups develop growth strategies by identifying areas where they can improve operations, marketing, and sales.

Conducting competitive analysis: A startup analysis can help businesses understand their competition by analysing the strengths and weaknesses of their competitors and identifying areas where they can differentiate themselves.

Improving innovation management: A startup analysis can help businesses improve their innovation management by analyzing the factors that contribute to successful innovation and identifying best practices for managing.

6. Conclusion

Identifying new business opportunities: A startup analysis can help identify new business opportunities by analyzing trends in the market and identifying areas where there is unmet demand.

Evaluating investment opportunities: A startup analysis can help investors evaluate investment opportunities by analysing the financial performance and growth potential of startups.

Developing growth strategies: A startup analysis can help startups develop growth strategies by identifying areas where they can improve operations, marketing, and sales. Conducting competitive analysis: A startup analysis can help businesses understand their competition by analysing the strengths and weaknesses of their competitors and identifying

7. Future scope

Increased use of data analytics: As data analytics tools become more sophisticated and widely available, businesses and investors will be able to conduct more in-depth and comprehensive startup analyses. This will enable them to identify new opportunities and make more informed investment decisions.

Greater focus on social and environmental impact: With increasing awareness of the importance of social and environmental responsibility, startups will need to demonstrate their impact on these issues. A startup analysis can help businesses and investors evaluate a startup's social and environmental impact and make investment decisions that align with their values

Integration of emerging technologies: Emerging technologies such as block chain, artificial intelligence, and the Internet of Things will continue to transform the startup ecosystem. A startup analysis can help businesses and investors evaluate startups that are using these technologies and assess their potential for success.

8. APPENDIX

SOURCE CODE

```
<!DOCTYPE html>

<html lang="en">
  <head>
    <meta charset="utf-8" />
    <title>StartUp</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 -->
    <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" />
```

```
    <!-- 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/logo1.png" alt="logo" width="70" height="70"
          /></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>

                <li class="nav-item">
                  <a class="nav-link" href="team.html">team</a>
                </li>
                <!-- <li class="nav-item">
                  <a class="nav-link page-scroll" href="#feature">Feature</a>
                </li>                -->
                <li class="nav-item">
                  <a class="nav-link" href="dashboard.html">Dashboard</a>
                </li>
                <li class="nav-item">
                  <a class="nav-link page-scroll" href="story.html">Story</a>
                </li>
                <li class="nav-item">
                  <a class="nav-link" href="contact.html">Contact</a>
                </li>
              </ul>
              <!-- <a href="#" class="btn btn-primary ml-lg-3 primary-shadow"
                >Try Free</a
              > -->
            </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">
          Indian StartUp <br>
          Analysis and Visualization
        </h1>
        <p class="mb-4">
          We have anyalized and about the startups that are especially in India and approved by Indian Govt.
        </p>
        <a href="about.html" 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=""
    />
```

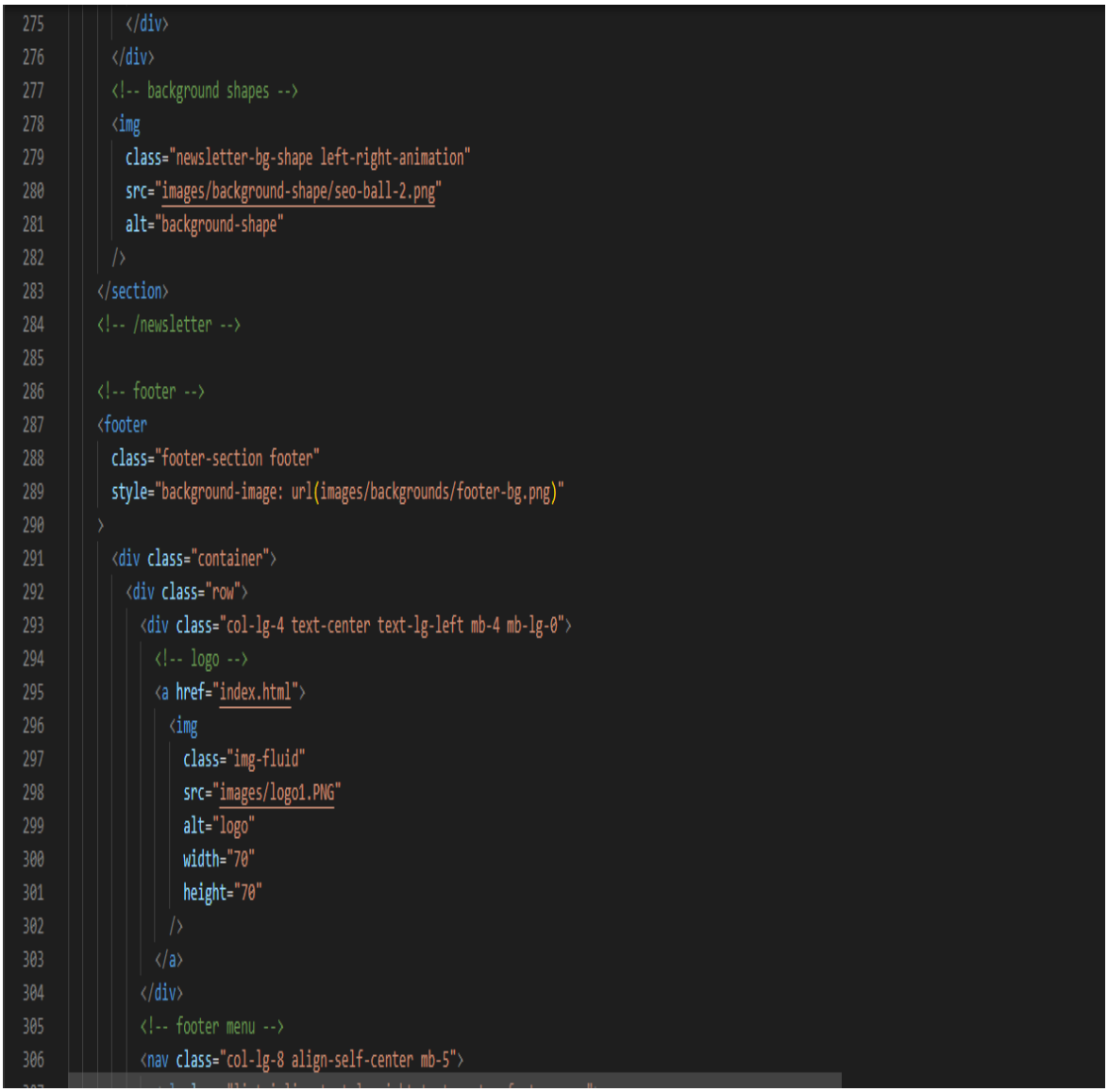
```
    <img
      class="img-fluid hero-bg-2 left-right-animation"
      src="images/background-shape/seo-ball-1.png"
      alt=""
    />
    <img
      class="img-fluid hero-bg-3 left-right-animation"
      src="images/background-shape/seo-half-cycle.png"
      alt=""
    />
    <img
      class="img-fluid 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 -->

    <!-- feature -->
    <section class="section feature mb-0" id="feature">
      <div class="container">
        <div class="row">
          <div class="col-lg-12 text-center">
            <h2 class="section-title">Awesome Features</h2>
            <p class="mb-100">

            </p>
          </div>
          <!-- feature item -->
          <div class="col-md-6 mb-80">
            <div class="d-flex feature-item">
              <div>
                <i class="ti-ruler-pencil feature-icon mr-4"></i>
              </div>
              <div>
```

```
                <i class="ti-ruler-pencil feature-icon mr-4"></i>
              </div>
              <div>
                <h4>Awesome Design</h4>
                <p>
                  The Graphs aND Charts used in here for Visualization will be more understanding at a quick glance.
                </p>
              </div>
            </div>
          </div>
          <!-- feature item -->
          <div class="col-md-6 mb-80">
            <div class="d-flex feature-item">
              <div>
                <i class="ti-layout-cta-left feature-icon mr-4"></i>
              </div>
              <div>
                <h4>Easy Customize</h4>
                <p>
                  The Dashboard that is created in the responsive and dynamic dahboard that you can use to analyze and understand more.
                </p>
              </div>
            </div>
          </div>
          <!-- feature item -->
          <div class="col-md-6 mb-80">
            <div class="d-flex feature-item">
              <div>
                <i class="ti-split-v-alt feature-icon mr-4"></i>
              </div>
              <div>
                <h4>Saving Time</h4>
```

```
                <div>
                  <h4>Saving Time</h4>
                  <p>
                    To start you startup, now need to keep hours of your time to just understand what the stage of all startups here you can unders
                  </p>
                </div>
              </div>
            </div>
            <!-- feature item -->
            <div class="col-md-6 mb-80">
              <div class="d-flex feature-item">
                <div>
                  <i class="ti-layers-alt feature-icon mr-4"></i>
                </div>
                <div>
                  <h4>Story</h4>
                  <p>
                    The Narration of data based the Visualization and analysis is super engaging.
                  </p>
                </div>
              </div>
            </div>
          </div>
        </div>
        <img
          class="feature-bg-1 up-down-animation"
          src="images/background-shape/feature-bg-1.png"
          alt="bg-shape"
        />
        <img
          class="feature-bg-2 left-right-animation"
          src="images/background-shape/feature-bg-2.png"
```

```
          src="images/background-shape/feature-bg-2.png"
          alt="bg-shape"
        />
      </section>
      <!-- /feature -->

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



```
275          </div>
276        </div>
277        <!-- background shapes -->
278        <img
279          class="newsletter-bg-shape left-right-animation"
280          src="images/background-shape/seo-ball-2.png"
281          alt="background-shape"
282        />
283      </section>
284      <!-- /newsletter -->
285
286      <!-- footer -->
287      <footer
288        class="footer-section footer"
289        style="background-image: url(images/backgrounds/footer-bg.png)"
290      >
291        <div class="container">
292          <div class="row">
293            <div class="col-lg-4 text-center text-lg-left mb-4 mb-lg-0">
294              <!-- logo -->
295              <a href="index.html">
296                <img
297                  class="img-fluid"
298                  src="images/logo1.PNG"
299                  alt="logo"
300                  width="70"
301                  height="70"
302                />
303              </a>
304            </div>
305            <!-- footer menu -->
306            <nav class="col-lg-8 align-self-center mb-5">
```

```
306            <nav class="col-lg-8 align-self-center mb-5">
307              <ul class="list-inline text-lg-right text-center footer-menu">
308                <li class="list-inline-item active">
309                  <a href="index.html">Home</a>
310                </li>
311                <li class="list-inline-item">
312                  <a class="page-scroll" href="#feature">Feature</a>
313                </li>
314                <li class="list-inline-item"><a href="about.html">About</a></li>
315                <li class="list-inline-item">
316                  <a class="page-scroll" href="#team">Team</a>
317                </li>
318                <li class="list-inline-item">
319                  <a class="page-scroll" href="#pricing">Pricing</a>
320                </li>
321                <li class="list-inline-item">
322                  <a href="contact.html">Contact</a>
323                </li>
324              </ul>
325            </nav>
326            <!-- footer social icon -->
327            <nav class="col-12">
328              <ul class="list-inline text-lg-right text-center social-icon">
329                <li class="list-inline-item">
330                  <a class="facebook" href="#"><i class="ti-facebook"></i></a>
331                </li>
332                <li class="list-inline-item">
333                  <a class="twitter" href="#"><i class="ti-twitter-alt"></i></a>
334                </li>
335                <li class="list-inline-item">
336                  <a class="linkedin" href="#"><i class="ti-linkedin"></i></a>
337                </li>
```

```
336                  <a class="linkedin" href="#"><i class="ti-linkedin"></i></a>
337                </li>
338                <li class="list-inline-item">
339                  <a class="black" href="#"><i class="ti-github"></i></a>
340                </li>
341              </ul>
342            </nav>
343          </div>
344        </div>
345      </footer>
346      <!-- /footer -->
347
348      <!-- jQuery -->
349      <script src="plugins/jQuery/jquery.min.js"></script>
350      <!-- Bootstrap JS -->
351      <script src="plugins/bootstrap/bootstrap.min.js"></script>
352      <!-- slick slider -->
353      <script src="plugins/slick/slick.min.js"></script>
354      <!-- venobox -->
355      <script src="plugins/Venobox/venobox.min.js"></script>
356      <!-- aos -->
357      <script src="plugins/aos/aos.js"></script>
358      <!-- Main Script -->
359      <script src="js/script.js"></script>
360    </body>
361  </html>
362
```

SOURCE FOLDER LINK:

https://drive.google.com/drive/folders/1Dd6bibp3qWLmsLu_WVNZ0IJcCv-dJjqS?usp=share_link

SOURCE CODE LINK:

https://drive.google.com/file/d/1Lox8f11VgM9Av5uM38yHVrCInbI61q5P/view?usp=share_link

VIDEO LINK :

https://drive.google.com/file/d/1x3PNEtysZlKNMcAWi1-4CnBliucKg3nK/view?usp=sharing

TABLEAU PUBLIC:

Story:

https://public.tableau.com/views/story_16830957197170/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Dashboard:

https://public.tableau.com/views/dashboard_16830949302310/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link