

# CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

## INTRODUCTION

### 1.1 OVERVIEW

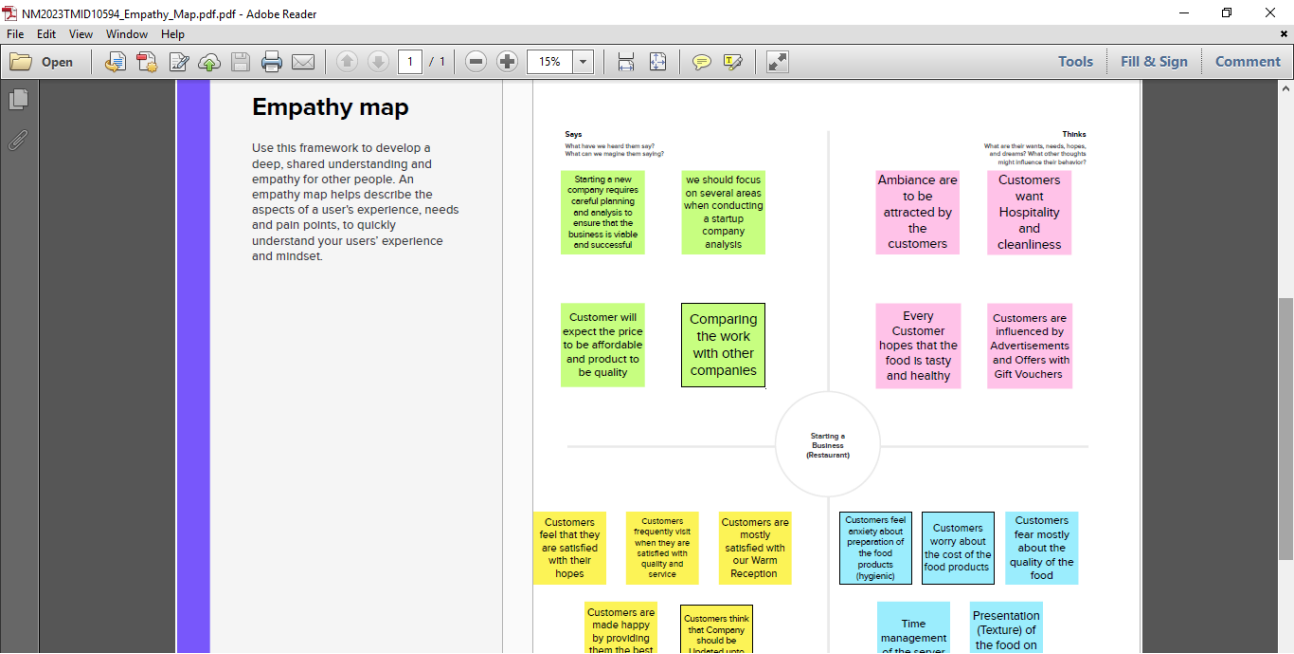
Our project is to describe the problems, basic requirements, literature survey, social impact and to find the solutions for the problems happen when startup a new company.

### 1.2 PURPOSE

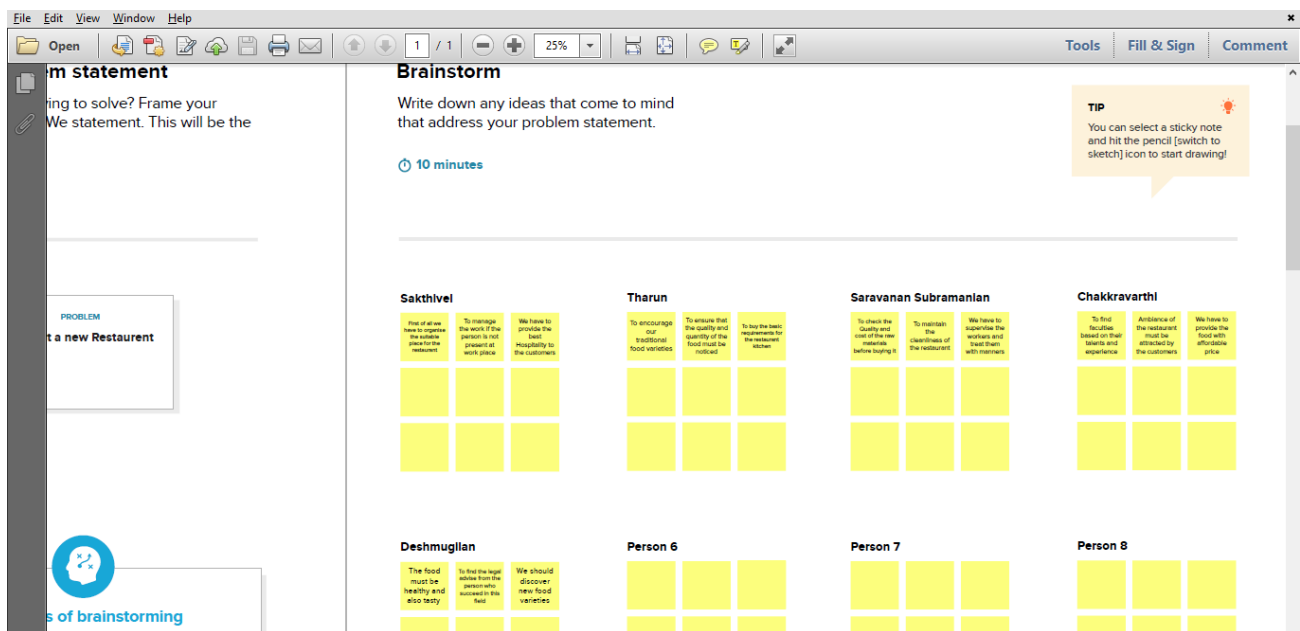
The use of the project is to understand the analysis and to grow a new company with hope.

## PROBLEM DEFINING & DESIGN THINKING

### 2.1 EMPATHY MAP



### 2.2 IDEATION & BRAINSTORMING MAP



## RESULT

The does, needs, thinks, feels of the customer and the company are noted and used to make a startup company successful.

## ADVANTAGES & DISADVANTAGES

This empathy map and ideation and brainstorming map is used to develop the company.

It involves all the critics which may happen when a company will start and the solution for all those problems are noted.

## APPLICATIONS

Health, ambience, location, cleanliness, expectations, hospitality, quality and quantity are the problems there we applied our solutions.

## CONCLUSION

The needs and requirements for a new startup company beginners are noted. It helps them to begin a new company with all the analysis and findings without any trouble.

## FUTURE SCOPE

This works to create a well organised company for the society. It may create a new revolution in the particular industry.

## **APPENDIX**

**Dashboard link -**

**[https://public.tableau.com/views/Book01\\_16809372336880/ASTARTUPANALYSIS?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Book01_16809372336880/ASTARTUPANALYSIS?:language=en-US&:display_count=n&:origin=viz_share_link)**

**Story link -**

**[https://public.tableau.com/views/Book2\\_16809371247930/STORYABOUTSTARTUPANALYSIS?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Book2_16809371247930/STORYABOUTSTARTUPANALYSIS?:language=en-US&:display_count=n&:origin=viz_share_link)**