CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

A Project Report Submitted By

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1.INTRODUCTION

1.1 OVERVIEW:

Starting a new company can be an exciting and rewarding experience, but it also requires careful

planning and analysis to ensure that the business is viable and successful. There are several key

areas that you should focus on when conducting a startup company analysis. Conducting a

through analysis of these areas can help you identify potential challenges and opportunities, and

develop strategies to address them. It is also important to regularly review and update your

analysis as the business progresses, in order to adapt to changing market conditions.

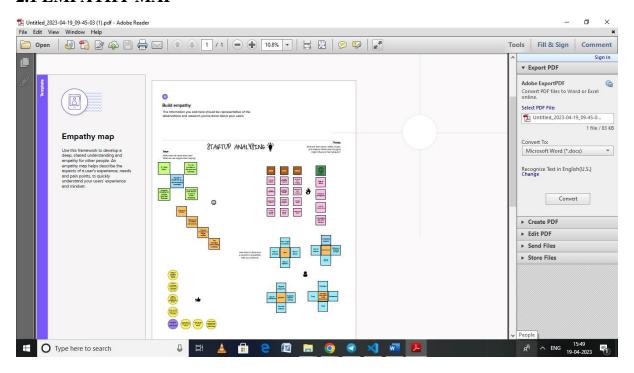
1.2 PURPOSE OF THIS PROJECT

This project used for "STARTUP ANALYSIS" in problem defining.

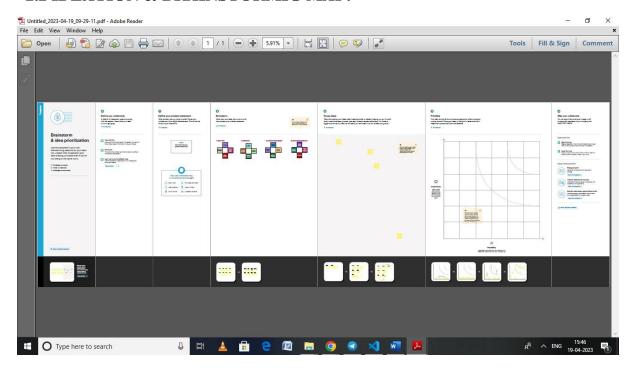
Understanding the problem, specify the business problem, requirements of business, literature survey and business impact. Through this project we learned how to do data preparation and how to visualize data produced. In this project helps for creating the dashboard and the story using the visualization. We learned how to upload the prepared dashboard and story to the web. Through this project have learned the charge and range analysis for electric vehicles. This project helps for how to handle many software. Also, this project contains many uses full details.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMIG MAP:

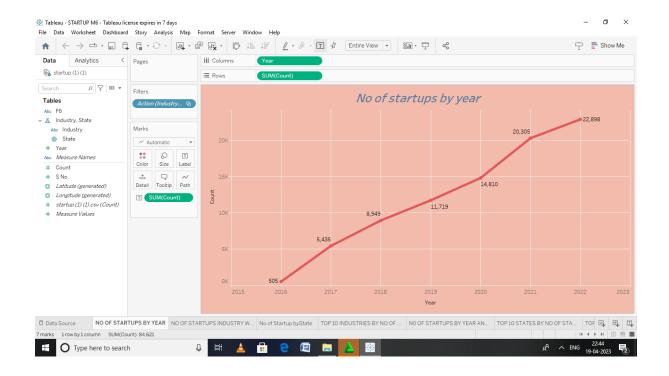


3. RESULTS

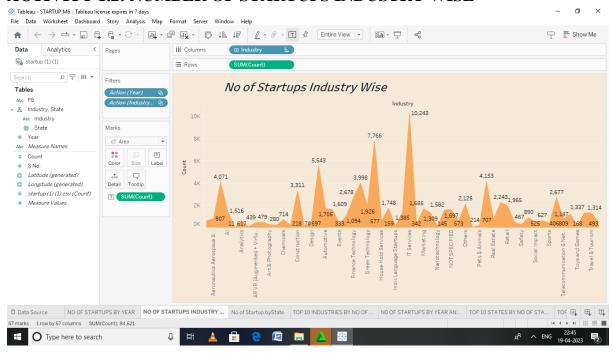
MILESTONE 4: DATA VISUALIZATION

ACTIVITY 1: NO OF UNIQUE VISUALIZATION

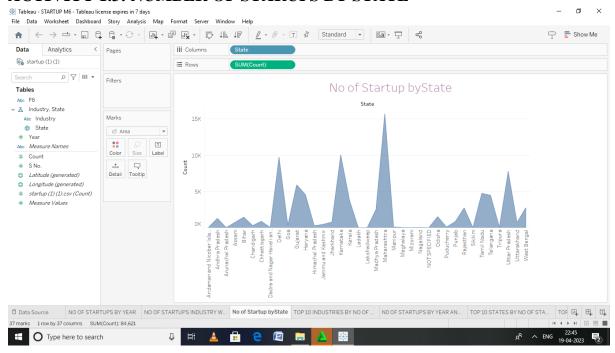
Activity 1.1: Number of Startups by Year



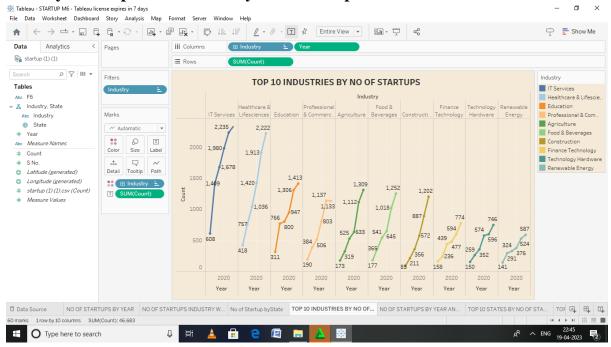
ACTIVITY 1.2: NUMBER OF STARTUPS INDUSTRY WISE



ACTIVITY 1.3: NUMBER OF STARUPS BY STATE

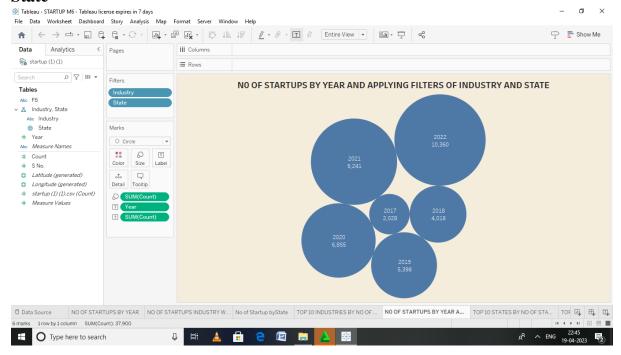


Activity 1.4: Top 10 Industries by no of startups

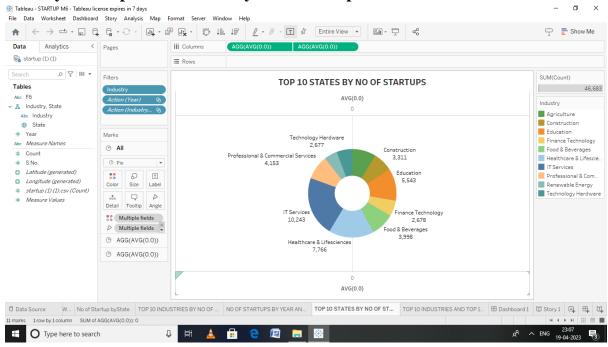


Activity 1.5: Number of Startups by year and applying filers of Industry and

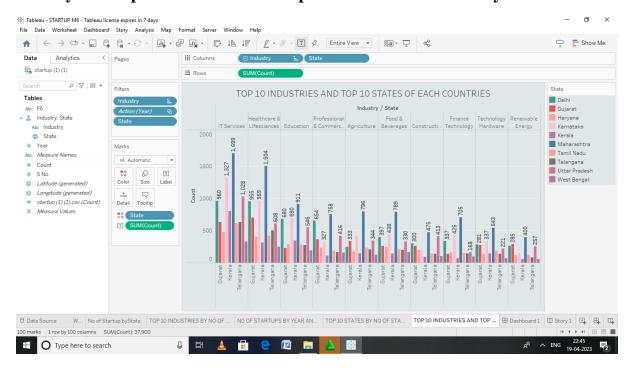
State



Activity 1.6: Top 10 Industries by no of Startups

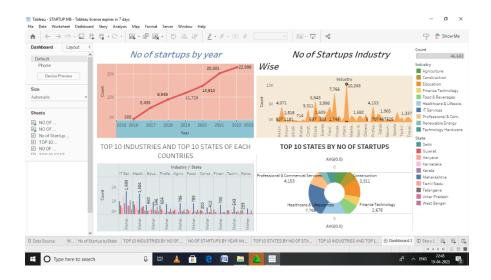


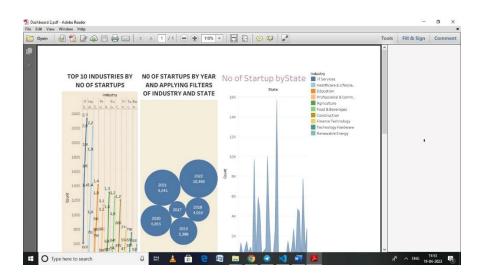
Activity 1.7: Top 10 Industries and Top 10 States of each industry



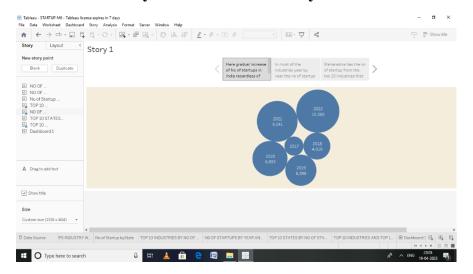
Milestone 5: Dashboard

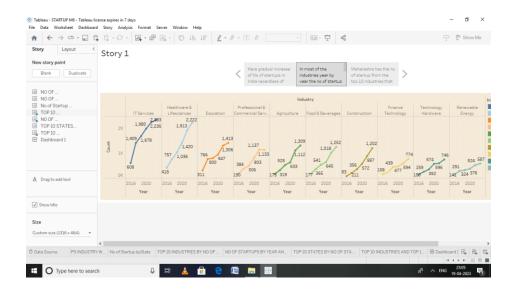
Responsive and Design of Dashboard

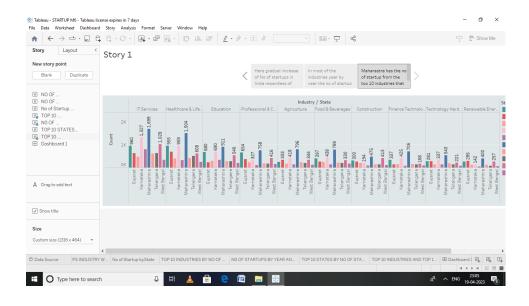




Milestone 6: Story No of Scenes of Story







4. ADVANTAGES & DISADVANTAGES

4.1 ADAVANTAGES

Innovation: Startups focus on creating innovative disruptive solutions to problems or unmet needs in the market. They often use emerging technologies and business models to offer new products or services that are more efficient, cost effective or user friendlythan existing ones.

Creativity: Srartups foster a culture of creativity and open mindedness, which enables them to think outside the box and come up with new and innovative ideas. They encourage employees to be proactive, entrepreneurial, and collaborative, which is dynamic and innovative work environment.

Job creation: Startups are significant drivers of job creation, particularly for young people and those with high level skills. They often create new employement opportunities in emerging growing, which contributes to economic growth and development.

4.2 DISADVANTAGES:

High risk: Startups are often associated with high risk, as they operate in an uncertain and dynamic environment. They can face several risks, such as competition, regulation, market fluctuations, and technological disruption, which can lead to failure or bankruptcy.

Limited resources: Startups have limited financial, human, and physical resources, which can hinder their ability to develop and scale their business. They often rely on

external funding, such as venture capital or angel investment, which can be difficult to secure, and may require giving up a significant stake in the company.

Limited resources: Startups have limited financial, human, and physical resources, which can hinder their ability to develop and scale their business. They often rely on external funding, such as venture capital or angel investment, which can be difficult to secure, and may require giving up a significant stake in the company.

Uncertain revenue: Startups often have uncertain revenue streams in the early stages of development, and may struggle to generate consistent income or profitability. This can make it difficult to attract investment or sustain the business over the long term.

5. APPLICATIONS

Healthcare: Startups are developing innovative solutions to improve healthcare delivery and patient outcomes.

Finance: Startups are disrupting traditional financial services by offering more accessible, efficient, and affordable alternatives.

Education: Startups are transforming education by leveraging technology to make learning more engaging, personalized, and accessible.

Energy: Startups are developing new technologies and business models to improve the sustainability and efficiency of energy production, distribution, and consumption.

Transportation: Startups are developing innovative solutions to improve the efficiency, safety, and sustainability of transportation.

Retail: Startups are transforming the retail industry by leveraging the power of ecommerce, social media, and data analytics.

Food and Agriculture: Startups are revolutionizing the food and agriculture industries by offering sustainable, efficient, and organic farming practices and food delivery services.

Social Media and Communication: Startups are leveraging new communication technologies to offer alternative social media platforms, messaging tools, and virtual meeting solutions.

Real Estate: Startups are disrupting the traditional real estate industry by offering alternative models such as co-living, home-sharing, and affordable housing solutions.

Environmental and Sustainability: Startups are creating innovative solutions to combat climate change and improve sustainability measures across various industries, such as recycling and green energy

6.CONCLUSIONS

A data analysis project is a complex undertaking that requires the collection, processing, and interpretation of data to extract insights that will drive business decisions. The conclusion of this project is a critical aspect as it offers a comprehensive summary of the findings obtained from the data analysis in industries. By this we can represent the graphical presentation for top 10 startup industries various states. Overall, a well-concluded data analysis project will provide significant value to the business, help in making data-driven decisions and drive growth and development.

7.FUTURE SCOPE

Emerging Technologies: Startups are at the forefront of emerging technologies such as artificial intelligence, blockchain, quantum computing, and the internet of things. The future scope for startups in these areas is vast, with applications across various industries, such as healthcare, finance, and transportation.

Sustainability and Environmental Protection: The world is facing major environmental challenges such as climate change, deforestation, pollution, and loss of biodiversity. Startups have the potential to offer sustainable and innovative solutions to these challenges, such as renewable energy, waste reduction, and circular economy models.

Healthcare: The healthcare industry is rapidly advancing, with new technologies and breakthroughs in fields such as genomics, immunotherapy, and digital health. Startups have the potential to offer disruptive and personalized healthcare solutions that improve patient outcomes, reduce costs, and increase access to care.

Social Impact: Startups are also focusing on creating social impact and addressing some of the world's most pressing problems, such as poverty, inequality, and discrimination. Future scope for startups in this area includes alternative models of education, affordable housing solutions, and social entrepreneurship.

Space Exploration: Space exploration is another area with significant future scope for startups, as private companies increasingly lead the way in space travel, satellite technology, and even colonizing other planets.

Overall, startups are well-positioned for future growth and success, as they continue to offer innovative and disruptive solutions to complex problems, leverage emerging technologies, and create positive social and environmental impact.

8. APPENDIX

8.1 Scan code: <!DOCTYPE html> <html lang="en"> <head> <meta charset="utf-8"> <meta content="width=device-width, initial-scale=1.0" name="viewport"> <title>Data Analytics</title> <meta content="" name="description"> <meta content="" name="keywords"> <!-- Favicons --> <link href="assets/img/favicon.png" rel="icon"> k href="assets/img/apple-touch-icon.png" rel="apple-touch-icon"> <!-- Google Fonts --> link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,60 0i,700,700i|Roboto:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,4 00,400i,500,500i,600,600i,700,700i" rel="stylesheet"> <!-- Vendor CSS Files --> k href="assets/vendor/aos/aos.css" rel="stylesheet"> k href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet"> k href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet"> k href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">

```
k href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
 k href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">
 <!-- Template Main CSS File -->
 <link href="assets/css/style.css" rel="stylesheet">
 * Template Name: Techie
 * Updated: Mar 10 2023 with Bootstrap v5.2.3
 * Template URL: https://bootstrapmade.com/techie-free-skin-bootstrap-3/
 * Author: BootstrapMade.com
 * License: https://bootstrapmade.com/license/
</head>
<body>
 <!-- ===== Header ===== -->
 <header id="header" class="fixed-top ">
  <div class="container d-flex align-items-center justify-content-between">
   <h1 class="logo"><a href="index.html">Startup Analysis</a></h1>
   <!-- Uncomment below if you prefer to use an image logo -->
   <!-- <a href="index.html" class="logo"><img src="assets/img/logo.png" alt=""
class="img-fluid"></a>-->
   <nav id="navbar" class="navbar">
    \langle ul \rangle
     <a class="nav-link scrollto active" href="#hero">Home</a>
     <a class="nav-link scrollto" href="#about">About</a>
```

```
<a class="nav-link scrollto" href="#services">Dashboard</a>
     <a class="nav-link scrollto" href="#portfolio">Story</a>
     <a class="nav-link scrollto" href="#contact">Contact</a>
     <a class="getstarted scrollto" href="#about">Get Started</a>
    <i class="bi bi-list mobile-nav-toggle"></i>
   </nav><!-- .navbar -->
  </div>
 </header><!-- End Header -->
 <!-- ===== Hero Section ====== -->
 <section id="hero" class="d-flex align-items-center">
  <div class="container-fluid" data-aos="fade-up">
   <div class="row justify-content-center">
    <div class="col-xl-5 col-lg-6 pt-3 pt-lg-0 order-2 order-lg-1 d-flex flex-column">
justify-content-center">
     <h1>CHARTING THE COURSE OF INNOVATION</h1>
     <h2>A STARTUP ANALYSIS</h2>
     <div><a href="#about" class="btn-get-started scrollto">Get Started</a></div>
    </div>
    <div class="col-xl-4 col-lg-6 order-1 order-lg-2 hero-img" data-aos="zoom-in"</pre>
data-aos-delay="150">
     <img src="assets/img/hero-img.png" class="img-fluid animated" alt="">
    </div>
   </div>
  </div>
```

```
</section><!-- End Hero -->
 <main id="main">
  <!-- ===== About Section ====== -->
  <section id="about" class="about">
   <div class="container">
    <div class="row">
     <div class="col-lg-6 order-1 order-lg-2" data-aos="zoom-in" data-aos-</pre>
delay="150">
       <img src="assets/img/about.jpg" class="img-fluid" alt="">
     </div>
     <div class="col-lg-6 pt-4 pt-lg-0 order-2 order-lg-1 content" data-aos="fade-</pre>
right">
       <h3>Voluptatem dignissimos provident quasi corporis</h3>
       Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore
        magna aliqua.
       \langle ul \rangle
        <i class="bi bi-check-circle"></i> Ullamco laboris nisi ut aliquip ex ea
commodo consequat.
        <i class="bi bi-check-circle"></i> Duis aute irure dolor in reprehenderit
in voluptate velit.
        <i class="bi bi-check-circle"></i> Ullamco laboris nisi ut aliquip ex ea
commodo consequat. Duis aute irure dolor in reprehenderit in voluptate trideta
storacalaperda mastiro dolore eu fugiat nulla pariatur.
```

```
<a href="#" class="read-more">Read More <i class="bi bi-long-arrow-
right"></i></a>
     </div>
    </div>
   </div>
  </section><!-- End About Section -->
  <!-- ===== Services Section ====== -->
  <section id="services" class="services section-bg">
   <div class="container" data-aos="fade-up">
    <div class="section-title">
     <h2>Dashboard</h2>
    </div><div class='tableauPlaceholder' id='viz1681895053484' style='position:
relative'><noscript><a href='#'><img alt='Dashboard 1 '
src='https://public.tableau.com/static/images/st/story
Tableaudb1/Dashboard1/1_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='storyTableaudb1/Dashboard1' /><param name='tabs'
value='no' /><param name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/st/st
oryTableaudb1/Dashboard1/1.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>
                                                                var divElement
                         <script type='text/javascript'>
= document.getElementById('viz1681895053484');
                                                         var vizElement =
divElement.getElementsByTagName('object')[0];
                                                        if (
divElement.offsetWidth > 800) {
vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.7
5)+'px';} else if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.7
5)+'px';} else {
```

```
scriptElement = document.createElement('script');
                                                         scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
                                                            vizElement.parentNo
de.insertBefore(scriptElement, vizElement);
                                                  </script>
   </div><div class='tableauPlaceholder' id='viz1681895329272' style='position:
relative'><noscript><a href='#'><img alt='Dashboard 2 '
src='https://public.tableau.com/static/images/st/story
Tableaudb2/Dashboard2/1_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='storyTableaudb2/Dashboard2' /><param name='tabs'
value='no' /><param name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/st/st
oryTableaudb2/Dashboard2/1.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('viz1681895329272');
                                                           var vizElement =
divElement.getElementsByTagName('object')[0];
                                                         if (
divElement.offsetWidth > 800) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else if (
divElement.offsetWidth > 500) {
vizElement.style.width='1000px';vizElement.style.height='827px';} else {
vizElement.style.width='100%';vizElement.style.height='977px';}
                                                                         var
scriptElement = document.createElement('script');
                                                         scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
                                                            vizElement.parentNo
de.insertBefore(scriptElement, vizElement);
                                                  </script>
   </div>
  </section><!-- End Services Section -->
  <!-- ====== Portfolio Section ====== -->
  <section id="portfolio" class="portfolio">
   <div class="container" data-aos="fade-up">
    <div class="section-title">
```

vizElement.style.width='100%';vizElement.style.height='1427px';}

var

```
<h2>Story</h2>
    </div><div class='tableauPlaceholder' id='viz1681895186830' style='position:
relative'><noscript><a href='#'><img alt='Story 1 '
src='https://public.tableau.com/static/images/st/story
Tableau/Story1/1_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='storyTableau/Story1' /><param name='tabs' value='no'
/><param name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/st/st
oryTableau/Story1/1.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('viz1681895186830');
                                                          var vizElement =
divElement.getElementsByTagName('object')[0];
                                                        vizElement.style.width=
'1016px';vizElement.style.height='991px';
                                                 var scriptElement =
document.createElement('script');
                                         scriptElement.src =
'https://public.tableau.com/javascripts/api/viz v1.js';
                                                           vizElement.parentNo
de.insertBefore(scriptElement, vizElement);
                                                 </script>
   </div>
  </section><!-- End Portfolio Section -->
  <!-- ===== Contact Section ====== -->
  <section id="contact" class="contact section-bg">
   <div class="container" data-aos="fade-up">
    <div class="section-title">
     <h2>Contact</h2>
```

Magnam dolores commodi suscipit. Necessitatibus eius consequatur ex

aliquid fuga eum quidem. Sit sint consectetur velit. Quisquam quos quisquam

cupiditate. Et nemo qui impedit suscipit alias ea. Quia fugiat sit in iste officiis commodi quidem hic quas.

```
</div>
<div class="row">
<div class="col-lg-6">
  <div class="info-box mb-4">
   <i class="bx bx-map"></i>
   <h3>Our Address</h3>
   A108 Adam Street, New York, NY 535022
  </div>
 </div>
<div class="col-lg-3 col-md-6">
  <div class="info-box mb-4">
   <i class="bx bx-envelope"></i>
   <h3>Email Us</h3>
   contact@example.com
  </div>
 </div>
 <div class="col-lg-3 col-md-6">
  <div class="info-box mb-4">
   <i class="bx bx-phone-call"></i>
   <h3>Call Us</h3>
   +1 5589 55488 55
  </div>
 </div>
```

```
</div>
    <div class="row">
     <div class="col-lg-6">
       <iframe class="mb-4 mb-lg-0"
src="https://www.google.com/maps/embed?pb=!1m14!1m8!1m3!1d12097.43321346"
0943!2d-
74.0062269!3d40.7101282!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x0%3A0xb89d1f
e6bc499443!2sDowntown+Conference+Center!5e0!3m2!1smk!2sbg!4v15399437556
21" frameborder="0" style="border:0; width: 100%; height: 384px;"
allowfullscreen></iframe>
     </div>
     <div class="col-lg-6">
       <form action="forms/contact.php" method="post" role="form" class="php-</pre>
email-form">
        <div class="row">
         <div class="col-md-6 form-group">
          <input type="text" name="name" class="form-control" id="name"</pre>
placeholder="Your Name" required>
         </div>
         <div class="col-md-6 form-group mt-3 mt-md-0">
          <input type="email" class="form-control" name="email" id="email"</pre>
placeholder="Your Email" required>
         </div>
        </div>
        <div class="form-group mt-3">
         <input type="text" class="form-control" name="subject" id="subject"</pre>
placeholder="Subject" required>
        </div>
        <div class="form-group mt-3">
```

```
<textarea class="form-control" name="message" rows="5"
placeholder="Message" required></textarea>
        </div>
        <div class="my-3">
         <div class="loading">Loading</div>
         <div class="error-message"></div>
         <div class="sent-message">Your message has been sent. Thank you!</div>
        </div>
        <div class="text-center"><button type="submit">Send
Message</button></div>
      </form>
     </div>
    </div>
   </div>
  </section><!-- End Contact Section -->
 </main><!-- End #main -->
 <!-- ===== Footer ===== -->
 <footer id="footer">
  <div class="footer-top">
   <div class="container">
    <div class="row">
     <div class="col-lg-3 col-md-6 footer-contact">
      <h3>Techie</h3>
```

```
A108 Adam Street <br>
       New York, NY 535022<br>
       United States <br><br>
       <strong>Phone:</strong> +1 5589 55488 55<br>
       <strong>Email:</strong> info@example.com<br>
      </div>
     <div class="col-lg-2 col-md-6 footer-links">
      <h4>Useful Links</h4>
      <l
       <i class="bx bx-chevron-right"></i> <a href="#">Home</a>
       <i class="bx bx-chevron-right"></i> <a href="#">About us</a>
       <i class="bx bx-chevron-right"></i> <a href="#">Services</a>
       <i class="bx bx-chevron-right"></i> <a href="#">Terms of</a>
service</a>
       <i class="bx bx-chevron-right"></i> <a href="#">Privacy</a>
policy</a>
      </div>
     <div class="col-lg-3 col-md-6 footer-links">
      <h4>Our Services</h4>
      ul>
       <i class="bx bx-chevron-right"></i> <a href="#">Web Design</a>
       <i class="bx bx-chevron-right"></i> <a href="#">Web
Development</a>
       <i class="bx bx-chevron-right"></i> <a href="#">Product</a>
Management</a>
```

>

```
<i class="bx bx-chevron-right"></i> <a href="#">Marketing</a>
        <i class="bx bx-chevron-right"></i> <a href="#">Graphic</a>
Design</a>
      </div>
     <div class="col-lg-4 col-md-6 footer-newsletter">
      <h4>Join Our Newsletter</h4>
      Tamen quem nulla quae legam multos aute sint culpa legam noster
magna
      <form action="" method="post">
       <input type="email" name="email"><input type="submit"</pre>
value="Subscribe">
      </form>
     </div>
    </div>
   </div>
  </div>
  <div class="container">
   <div class="copyright-wrap d-md-flex py-4">
    <div class="me-md-auto text-center text-md-start">
     <div class="copyright">
      © Copyright <strong><span>Techie</span></strong>. All Rights
Reserved
     </div>
     <div class="credits">
      <!-- All the links in the footer should remain intact. -->
```

```
<!-- Licensing information: https://bootstrapmade.com/license/ -->
       <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/techie-free-skin-bootstrap-3/ -->
       Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
      </div>
    </div>
    <div class="social-links text-center text-md-right pt-3 pt-md-0">
      <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
      <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
      <a href="#" class="instagram"></i class="bx bxl-instagram"></i></a>
      <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
      <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
    </div>
   </div>
  </div>
 </footer><!-- End Footer -->
 <a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i
class="bi bi-arrow-up-short"></i></a>
 <div id="preloader"></div>
 <!-- Vendor JS Files -->
 <script src="assets/vendor/purecounter/purecounter_vanilla.js"></script>
 <script src="assets/vendor/aos/aos.js"></script>
 <script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
 <script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
 <script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
```

<!-- You can delete the links only if you purchased the pro version. -->

```
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
 <script src="assets/vendor/php-email-form/validate.js"></script>
 <!-- Template Main JS File -->
 <script src="assets/js/main.js"></script>
</body>
</html>
```

