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	Mis.	Names
1	142203002	Sohel Bangin
2	142203003	Chinmay Sheth
3	142203004	Protyey Dhond
4	142203010	Avdhut Kamble
5	142203011	Sanika Kulkanni
6	142203012	Sanvesh Kulkanni
7	142203013	Sarvesh Mankan
8	142203017	Sakshi Mahajan
9	142203018	Onkar wagh.

- Q.1) 1) Considering our specific needs, a Private Limited

  Company' offers most advantages. Limited liability protects

  our personal assets, while the ability to raise capital

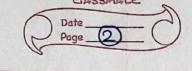
  adds to our expansion plans. The professional image of

  a Private Limited Company' will attract talent & investors,

  further increasing our growbth. While the increase

  compliance and costs are factors to consider, the long term

  benefits Outweigh them.
  - a. Proprientorship and and the sand plans add of
    - D. Aros i. Simplicity Establishing a proprie torship for our app could mean a quick and straight-forward. Setup, allowing us to focus more on the app, it's content and features.
      - ii. Direct Control As the sole owner, we would have complete decision making authority, ensuring a unified vision for the app's offering.
      - ©. Cons i. Unlimited Liability Given the nature of providing
        therapies the potential for legal
        issues may arise. Unlimited
        liability exposes personal assets
        to these risks.
        - 11. Limited capital It may require significant investments. It could be challenging raising funds from investors.



b. Partnership.

Pros: - i. Combiened Expertise -

Partnerships can be beneficial if we collaborate with individuals possessings diverse skills, such as expertss in psychology, meditation and music therapy, enhancing the overall quality of our app.

ii. Shared Responsibility - -

Distributed workload and decision—
making among partners can ensure a well-rounded
approach to the application development and also
the management.

Tons: - i. Potential Conflicts

Differences in opinion among the partners may onise, potentially affecting the smooth operations of the app.

ii. Unlimited Liability - Show

Similar to proprietorship, the partners would share unlimited liability for any legal or finance issues related to app.

C. Co-operative Society

Pros: - 1. Member Centric - - 11 199 1 1 200 1 100

If our goal is to create a community ground atternative therapies, a cooperative society would engage users as members, fostering a sense of belonging and ownership.

ii. Tax Benefits - Enjoying tax exemptions could be advantageous, especially if our approperates as a In non-profits or with a social impact focus.

Cons:- i. Limited fundraising =

If our app requires substantial funds for development and marketing, relying solely on the member contributions may not be sufficient.

11. Complex Governance + 1011 to 1 milett ii

Decision - making involves members may slow down the development and implementation processes.

Private Limited Company

-> Pros :- i. Limited Liability -

Considering the sensitive nature of alternative therapies, protecting personal assets through limited liability is crucial, ensuring the financial risks associated with the app do not extend to individual owners.

ii. Acress capital: - It allows us to attempt investments
through equity offerings, providing the necessary funds
for app development, marketing & expansion.

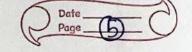
Cons:- i. Increased Compliance -

While adhering to legal and regulatory requirements is essential, the additional compliance might necessitate dedicate resources & attention.

ii. Higher Costs -

The initial & ongoing costs of forming and maintaining a company can be higher, but the benefits of attracting investors & fostering credibity may outweigh these expenses in the benefits of attracting investors & fostering credibility may outweigh these expenses in long run.

Therefore, we belive that establishing our app as a Parivate Limited Company provides the optimal Path for success. This Structure works with our vision of Sustainable & impactful business, empowering audience to embrace mental well-being.



There are a few potential downsides to bank

Financing for startups that entrepreneurs should be aware

of. First, qualifying for a bank loan can be callenging if your

new business needs more collateral or revenue. Even if you

qualify, the interest rates on business loans can be

higher than other types of financing, such as venture

capital and already, the startup is prone to risks

of financial losses, so it's not preferable to use equity

Shares at the Start of the organization.

The best two choices for any startup Organization are the 'MUDRA YOGANA' and the Startup India Seed Fund Scheme' (SISFS). The Pradhan Mantri Mudra Yojana (PMMY) is a flagship scheme of Government of India. The system facilitates micro credits/Loans upto Rs. 10 lakhs to income-generating micro-enterprises engaged in the non-farm Sector in Manufacturing, Trading, or Service Sectors, including activities allied to agriculture such as poultry, dairy, keekeeping, etc. The Scheme provides the financial assistance extended by Member Leading Institues to the non-comporate, non-farming Sector income-generating activities of micro and small entities.

Startup India Seed fund Scheme also known as (SSIFS) aims to provide financial assistance to startups for proof of concept, prototype development, product trails, marketentry, and commercialization. It would enable these startups to graduate to a level where they can raise investments from angel investors or venture capitalists or seek loans from commercial banks or financial institutes.

The state of	
	For this Therapy Mobile Application, we will choose
-	Startup India Seed Fund Scheme (SISFS) for following
	reasons :- at utilide alt silder steel language mo
	1. Targets technology-driven startups and innovative
7	business ideas: tempto this passons basinal strains
	2. Aims to address funding gaps in the future startup
	ecosystem and Support Proof of concept, prototype
	development and market entry. It discuss the and
	3. Incubators are agencies that support entrepreneurs
	in the early Stages of their business development. Under
	this scheme, Startups will get incubators to help them.
	- + (1) fine - i. Simplicity - Retablishing a proprietorship for
	App distance a quick and s
2	forward, setup, allowing us to
	more on the app. It's control
100	features.
	ii. Direct Control - As the sole corner, we un
	Complete decision - making
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	to these wisks.
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3	Marketing strategy for online and offline sales.
Commence	Marketing strategy for online and offline sales.  Cuse the concept of 7 p's of marketing)
->	Product:
Orio d	i) The app will be frequently updated with new content features, and functionalities.  ii) Different subscription plans will be available to cater to diverse user needs.  iii) Partnerships will be established with therapy professionals and institutions to provide exclusive content and services.  iv) Customised programs for specific health conditions or goals will be developed.
(—)	at an area parigatorias pomentoros atranto die
	Price:
	i) A freemium model will be implemented, offering basic features for free and premium features with subscriptions. ii) Tiered pricing will be offered based on access to the rapists, content and features. iii) Discount will be provided for students, seniors and lang-term subscriptions.
<i>→</i>	Place: Residence in the stangers of
	i) The app will be primarily distributed online through mobile app stones (ios and Android).

ii) Pontnership with wellness centres, yogo studios, and healthcare providers will be explared. iii) The app will have presence in relevant online forums, communities, and social media groups. iv) Strategic partnerships with complementary buisinesses will be developed. -> Promotion: i) A comprehensive online marketing strategy will be implemented including social media marketing influencer marketing and search engine optimization ii) Partnership with health and wellness bloggers and influencers will be formed. iii) Content marketing strategies, such as blog posts, articles and infographics, will be used. therapists and expents will be organized. -> People: i) A strong team of developers, marketers, therapists and customen service representatives will be built. ii) Partnerships with qualified and experienced therapists will ensure high quality services. iii) Employee training and development will be invested in to maintain high standards of customer

iv) A strong community around the app will be built through user engagement and feedback. -> Process: i) The app will have a user friendly and intuitive interface A secure and reliable payment processing System will be implemented. iil Booking therapy sessions will be easy. iii) Responsive and helpful customen support will be provided to users. iv) The app will be continuously monitored and improved based on user feedback and data analysis. -> Physical Evidence: i) The app will have a professional and pleasing design. ii) High quality manketing materials and website content will be created. iii) Physical menchandise, such as branded yoga mats and meditation pillows, may be offered to enhance brand awareness. iv) The app may have presence at affline events and workshops.

MICO-PRIME THE PERSON NAMED IN	
4.	Name of the firm, slogan / tagline
	Name: EnchantEase App
_>	Tagline: Enchant your mind, Empower your Spirit.
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1	PAGE No.	7	
L	DATE	11	

- Q.2. From the following case, identify any 5 successes factors of the entrepreneur from various perspectives.
  - 1. Proactive learning and researching to keep up with the growing technology

    Quickheal came into market with a great solution but after that also it kept on growing with the modern technologies and approaches. They maintained and persisted in the market, thus upgrading the product and its quantity.
  - 2. Market research and Networking
    He gathered and analysed information about the market. He understood the cons and pros of similar products in the market. He designed a solution that was better than existing solutions. He kept expanding his business via networking.
  - 3. Adaptability, learning and innovative thinking. His journey from a local repair shop to founding. Quick Heal reflects a willingness to adapt and continuously learn, staying abreast of technological advancements. Kailash Katkar demonstrated innovative thinking by identifying a market need for affordable antivirus solutions that didn't require formatting the hard drive.

/	PAGE No. /	/	
L	DATE	11	

4-Customer-centric approach and proper market positioning

Quick Heal's customer-centric approach, providing easily deployable and trustworthy security solutions, contributed to customer satisfaction and loyalty.

Also strategically positioning Quick Heal in various market segments, including computers, mobiles, tablets and NGN's allowed the company to tap into diverse markets.

5. Strategic Decision Making and Formulating solution for pre-existing problem, Risk-taking. The decision to focus an antivirus software that could remove viruses without formatting showrased strategic decision-making. Starting his own repair shop and later venturing into the development of antivirus software required a willingness to take risks.