BUSINESS ANALYSIS REPORT

INNOVENTES TECHNOLOGY

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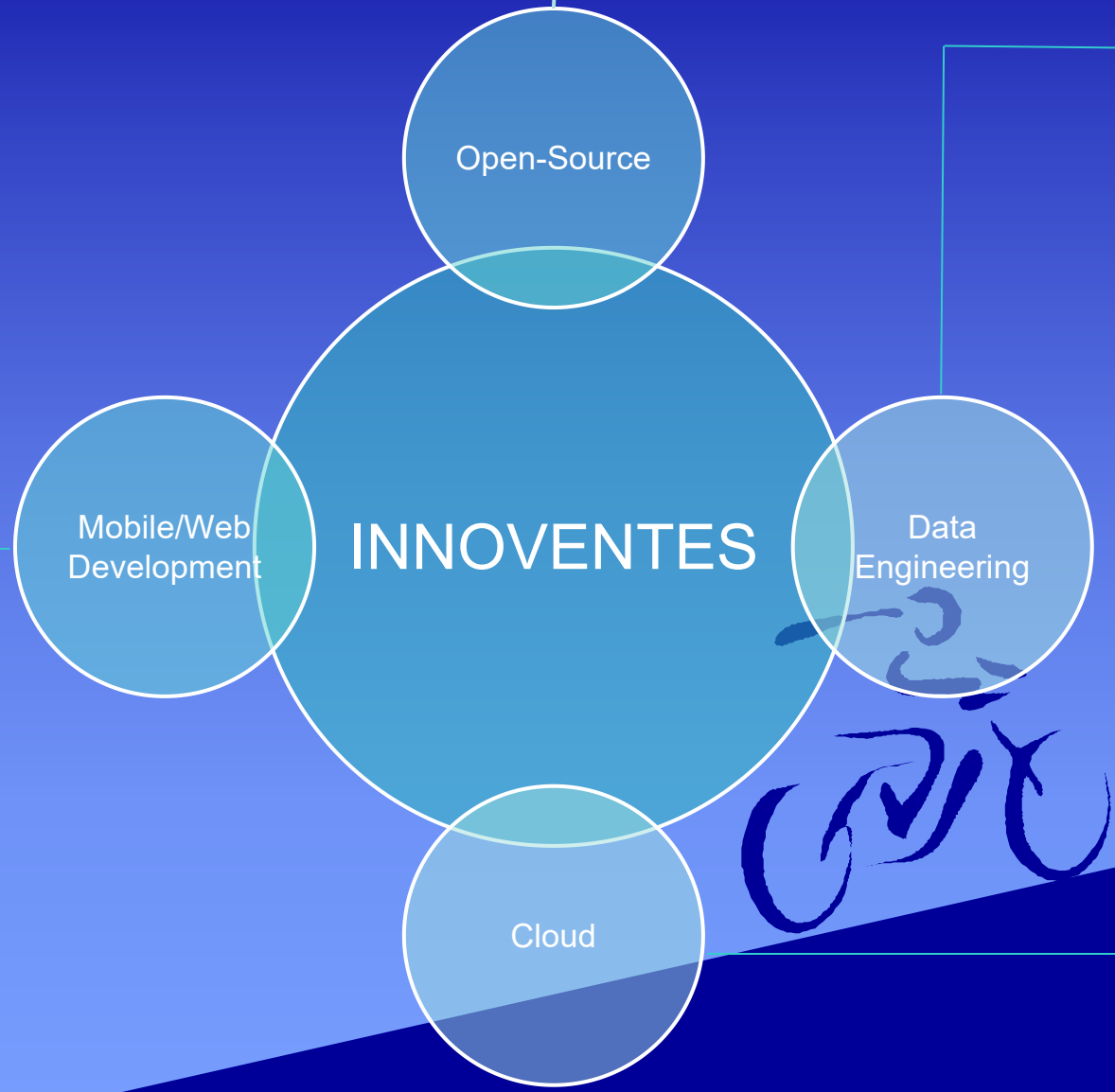
“Great results, can be achieved with small forces.”

- Sun Tzu, The Art of War

Who are we?

Software for which the original source code is made freely available and may be redistributed and modified



Data engineer gathers and collects the data, stores it, does batch processing or real-time processing on it, and serves it via an API to a data scientist who can easily query it.

Mobile and web development will build the skills in creating web applications and native mobile apps for Android and iOS

Systematic approach to concerns of commercialization, standardization, and governance of cloud computing applications

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What are the Technologies used?

Who are our Official Clients?

What is SPOTIFY ENGINEERING CULTURE?

Spotify Engineering Culture
Part 1 of 2

Henrik Kniberg
Jan 2014

Agile > Scrum
Principles > Practices
Servant > Master

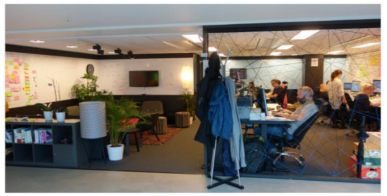
Screw the rules! Rules are a good start, then break them when needed.

Agile Coach — Scrum Master

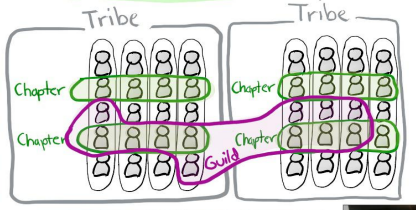
Task breakdown — OPTIONAL — Velocity — Estimation — Burndown chart — Sprint planning meeting

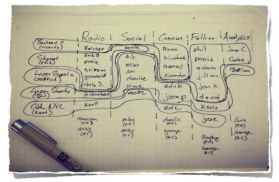
Autonomous Squads
Be autonomous, but don't suboptimize!

Squad mission, product strategy — Short-term goals

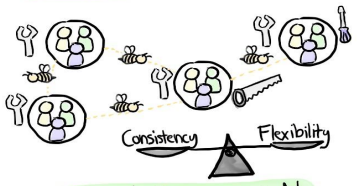


Community > Structure

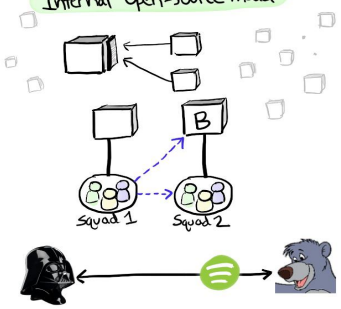




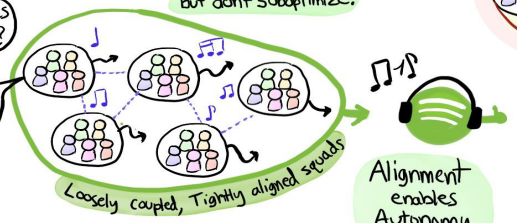
Cross-pollination > Standardization



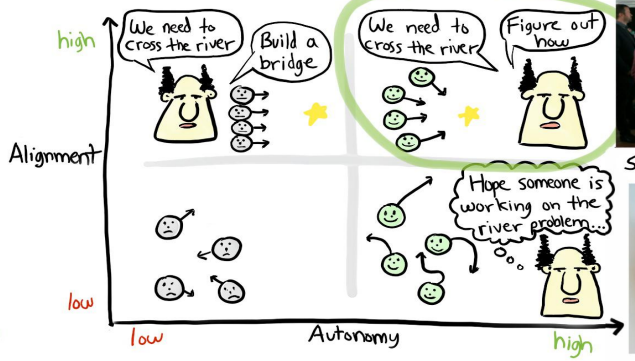
Internal Open-source model



How does Spotify X?
Depends on which squad

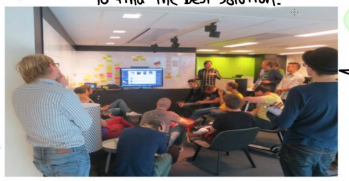


Alignment enables Autonomy



Leader's job: Communicate what problem needs to be solved. And Why.

Squads' job: Collaborate with each other to find the best solution.



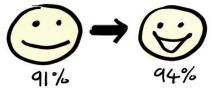
If you need to know exactly who is making decisions, you are in the wrong place.

Focus on Motivation

Hi everyone,
Our employee satisfaction survey says
91% enjoy working here,
and 4% don't.

This is of course not satisfactory,
and we **want to fix it.**

If you're one of those unhappy 4%,
please contact us.
We're here for your sake, and nothing else.



Trust > Control

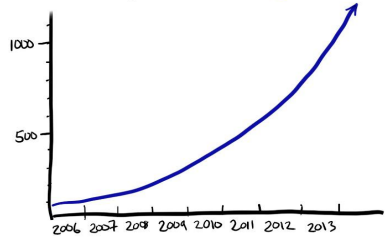
Agile at scale requires Trust at scale

Politics — Fear

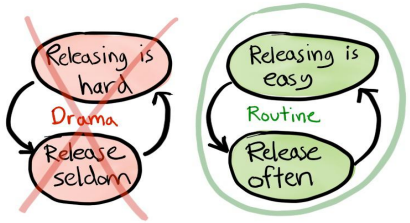
People > *

My colleagues are awesome!

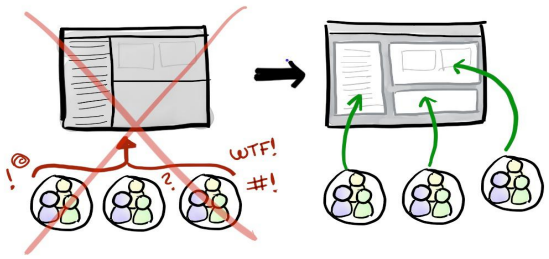
Ego



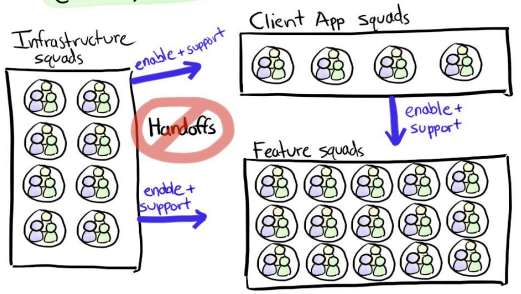
Small & frequent releases



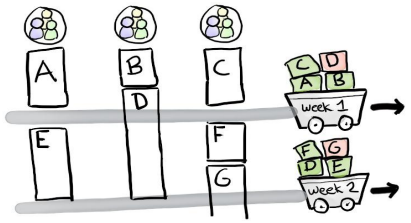
Decoupled releases



Self-service model
enable > serve



Release Trains & Feature Toggles



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Let us know the practises followed!

Continuous Integration

- We believe in cycle of quick development, gathering feedback and iterative improvement.

Leveraging Solutions

- We leverage our existing products as well as open source to the maximum to deliver highest ROI in shortest possible amount of time.

Business Continuity

- We ensure business processes continue to run smoothly from discovery to completion of a project.

Distributed Development Teams

- Whether people are in india, in US or in China, our processes make sure that communication happens and we deliver on time, every time.

Vertically Integrated

- We take care of everything from design, development to deployment. Once product, one integrated team.

Minimum Viable Product

- Several of our projects start as MVPs. We do a 6-8 weeks MVP to identify and develop the core solution which can be launched for gathering feedback.

What are the fields of Industries?

S. No	Field of Industries	Established
1	Information Technology	Amagi
2	Accomodation	Treebo
3	Accounting	Happay, Instamojo, Ezetap
4	Air Transportation	-NIL-
5	Shopping, Beauty & Cosmetics	Urban Ladders, ConsulNeowatt
6	Communication	Fresh Chat
7	Education	Imaginators, Embibe, Vidyartha
8	Entertainment & Recreation	Vault29
9	Finance & Loaning	FlexiLoan, Credit Mantri, Vizury
10	Health & Pharma	Murgency

Let us know who are the Competitors!

INDIA

*https://www.gadgetsnow.com/slideshows/16-most-promising-startups-of-2017/healthifyme-lifestyle-tracking-platform/photolist/56317706.cms

Ranking	Companies	Mode of Business
1	Fintech	Cashless Transaction
2	Tripoto	Online community for travellers to share stories and itineraries
3	UNBXD	Product discovery for e-commerce companies
4	Faircent	Peer-to-peer lending marketplace
5	Pinelabs	Payments solutions for credit debit cards
6	Canvasflip	Prototyping & testing platform
7	Staqu	AI-driven solutions for retailers
8	Finomena	Facilitates loans for young professionals
9	Nowfloats	Platform to get local businesses online
10	Fresh Menu	Online food delivery
11	Capital Float	Digital financing platform for SMEs
12	Healthifyme	Lifestyle tracking platform

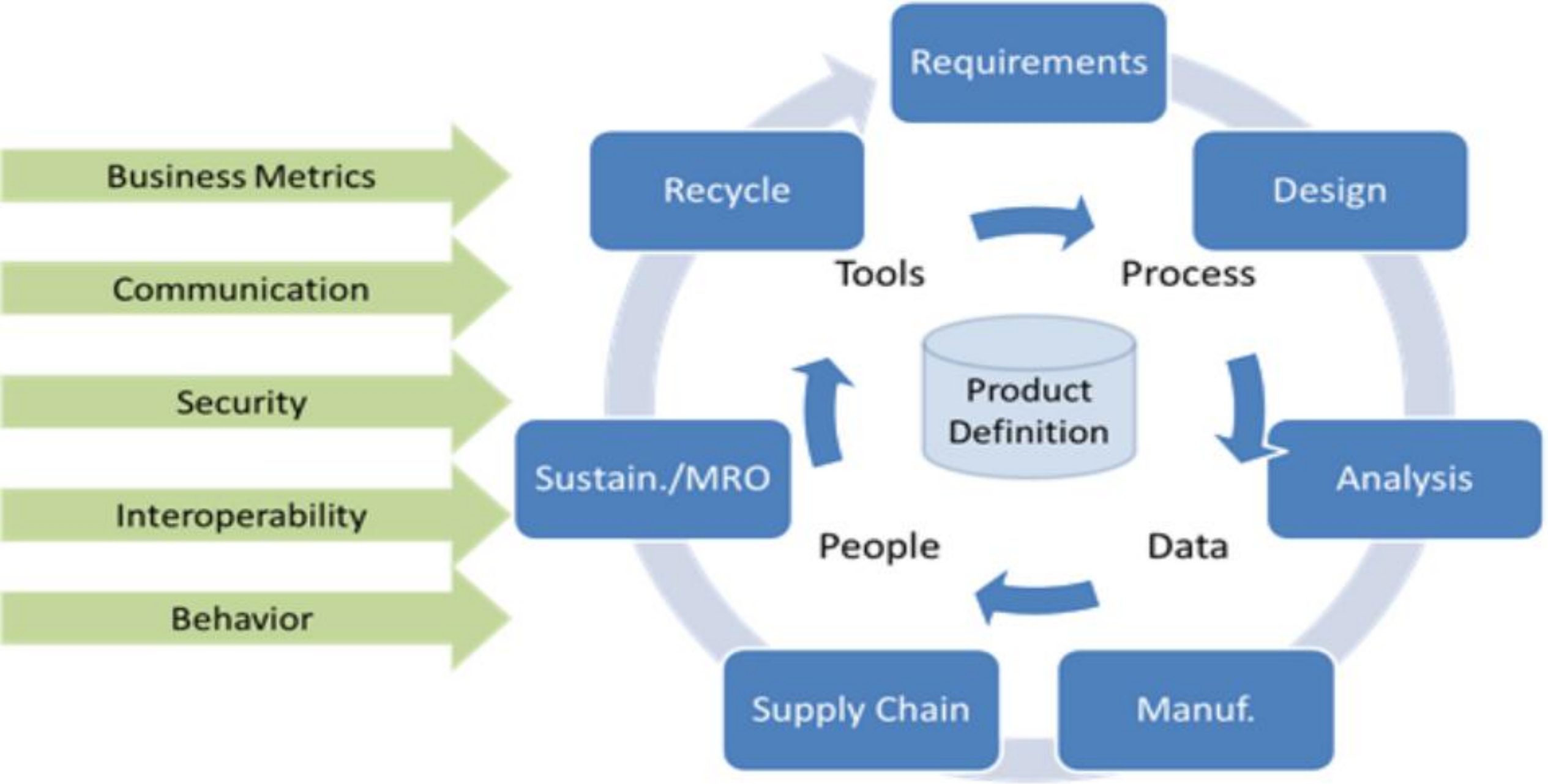
UNITED STATES OF AMERICA

Ranking	Company	Mode of Business
1	Hooked	bite-sized stories for your phone
2	Robinhood	Free stock trading
3	Laurel & Wolf	Interior designing online
4	Opendoor	A different kind of real estate
5	Gametime	Mobile ticket buying for live events
6	TheSkimm	Morning newsletter for millennials
7	Zipline	Drones that will save lives
8	Hollar	The online dollar store
9	Affirm	New way to pay for purchases

UNITED KINGDOM

Ranking	Company	Mode of Business
1	Eve Sleep	Selling mattresses
2	Flight Club	Bringing darts up to date
3	Perkbox	Discounts to British corporations
4	Tails.com	Supplies dog food by post
5	Simba Sleep	Sell the world's best new mattress
6	Housekeep	Cleaners to London households
7	Bulb	Green Energy
8	LeadStream UK	Online customer acquisition
9	Social Chain	Social media marketing agency

PRODUCT LIFECYCLE MANAGEMENT(PLM) STRATEGY



DIGITAL CITIZENSHIP

NINE THEMES

Access	• full electronic participation in society
Commerce	• electronic buying and selling of goods
Communi-cation	• electronic exchange of information
Literary	• process of teaching and learning about technology and the use of technology
Etiquette	• electronic standards of conduct or procedure
Law	• electronic responsibility for actions and deeds
Rights & Responsibili-ties	• those freedoms extended to everyone in a digital world
Health & Wellness	• physical and psychological well-being in a digital technology world
Security	• electronic precautions to guarantee safety

THANKYOU!

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