

Project Report Template

1 INTRODUCTION

A startup is a company that's in the initial stages of business. Founders normally finance their startups and may attempt to attract outside investment before they get off the ground. Funding sources include family and friends, venture capitalists, crowdfunding, and loans.

1.1 Overview A brief description about your project

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 thorough 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

Conducting a thorough 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.

2 Problem Definition & Design Thinking


What are the challenges faced and made strategies for startups.

Design thinking is **an approach to creative problem solving** that is widely recognized as a valuable course to human-centered product innovation. It has been called a methodology, a culture, and a philosophy.

2.1 Empathy Map



Date	17 March 2023
Team ID	NM2023TMD03967
Project Name	CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

SAYS

THINKS

FEELS

DOES

**CHARTING THE COURSE OF INNOVATION:
A STARTUP ANALYSIS**

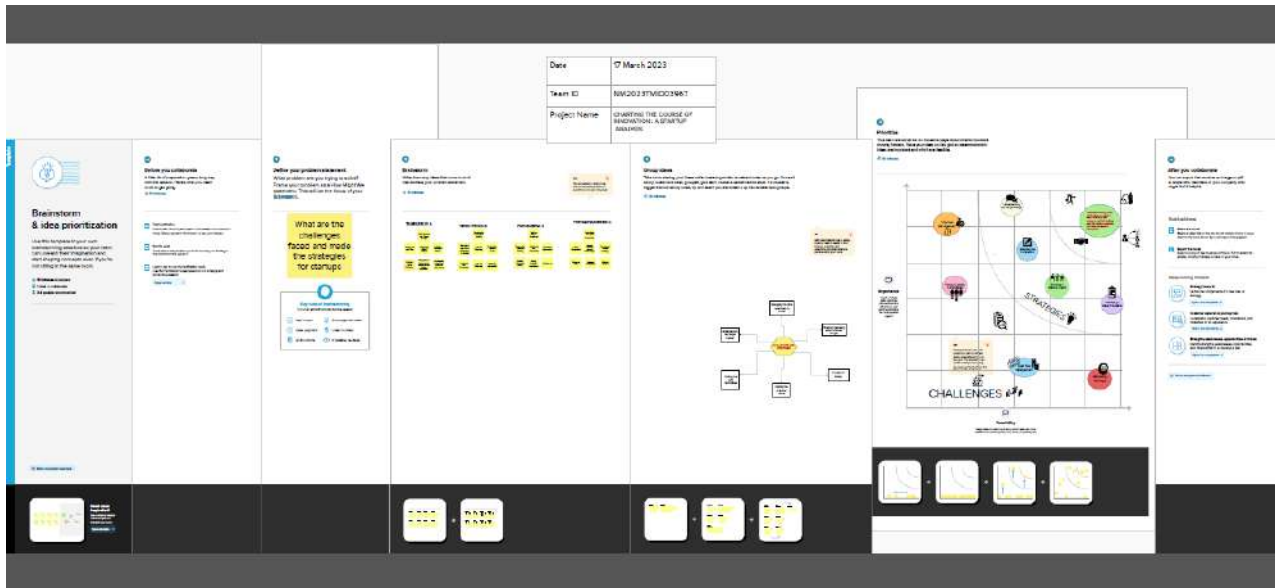
Key: What does he/her/they say? What are we hearing them saying?

Needs: What are their needs, needs, hopes and dreams? What other insights opportunities may be gained?

Does: What behavior does he/she/they do? What are we hearing them doing?

Pain: What are their fears, frustrations and obstacles? What else looks like might obstruct their behavior?

2.2. Ideation & Brainstorming Map

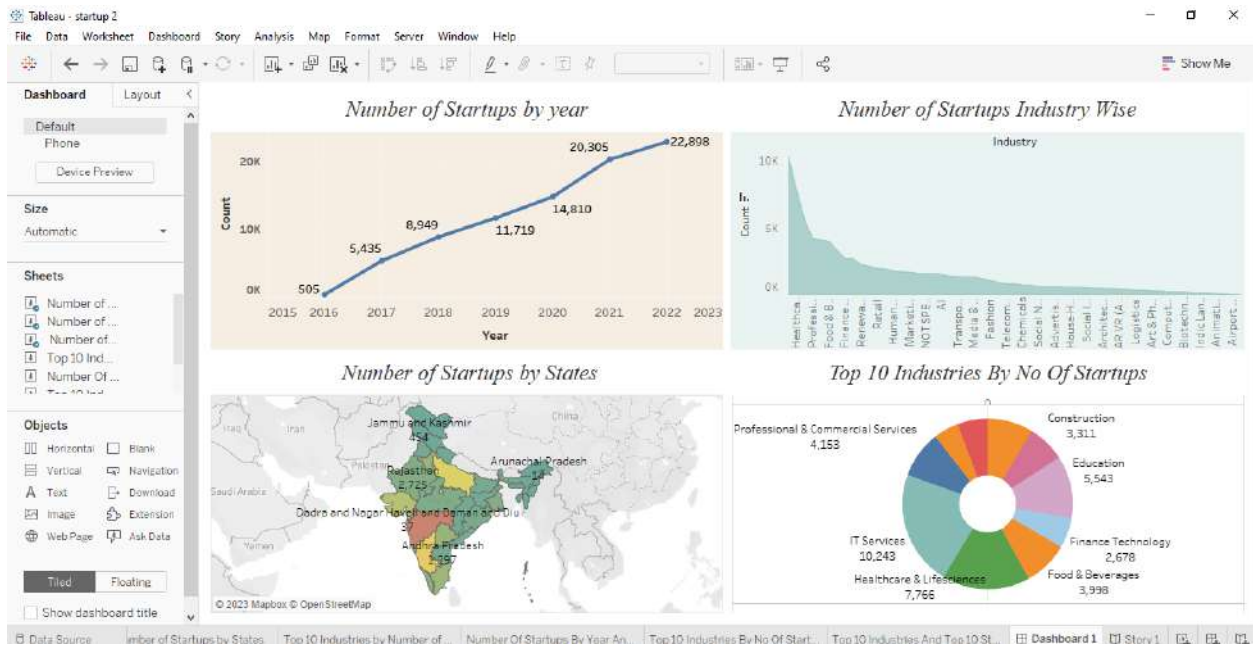


Data set :

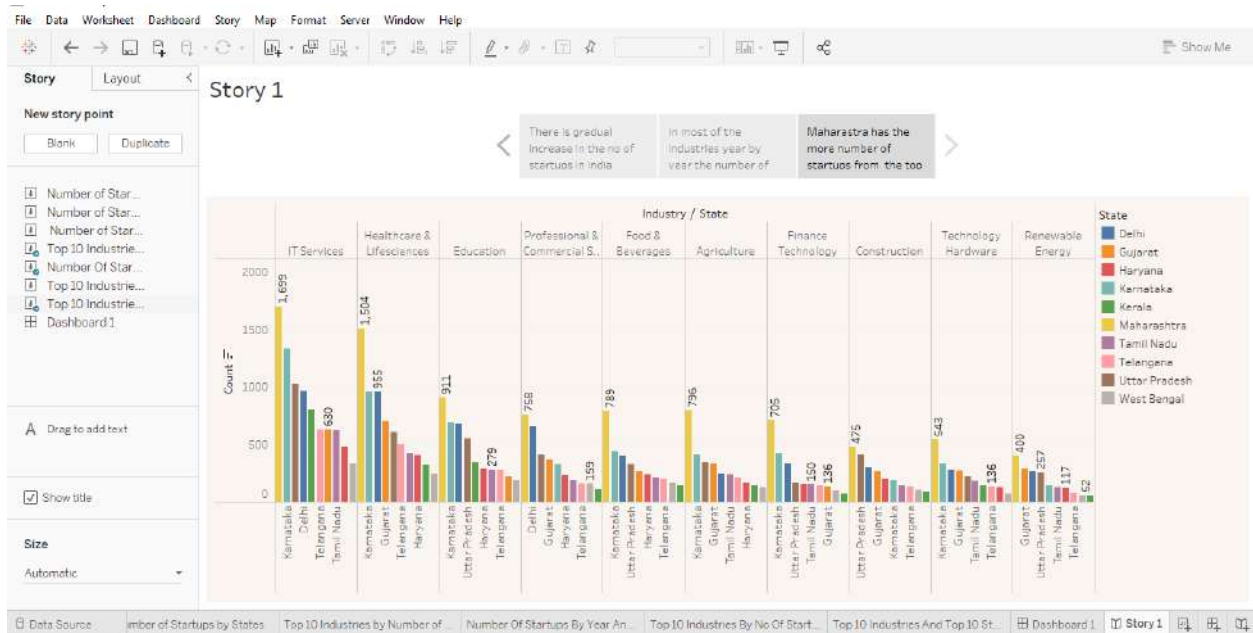
https://drive.google.com/drive/folders/1mnYjhHge_eSHNhMrphmAi1r0Xlbi9xae?usp=share_link

3. RESULT

Dashboard :



Story:



Web Integration:



Edit with WPS Office

File | C:/Users/ELCOT/Desktop/Naam%20Mudhalvan/startup/index.html

Gmail YouTube Maps Inbox (1) - sivithaga... New Tab Login

logo

- [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](#)

Awesome Features

Awsome Design

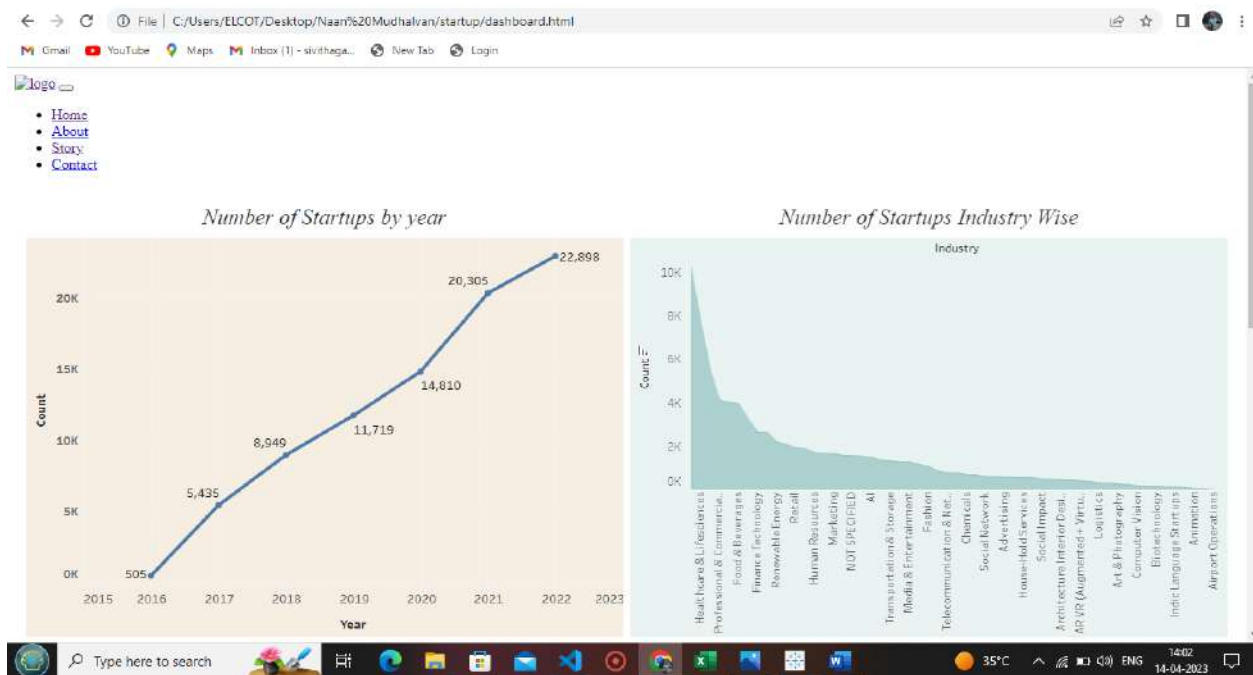
The Graphs aND Charts used in here for Visualization will be more understanding at a quick glance.

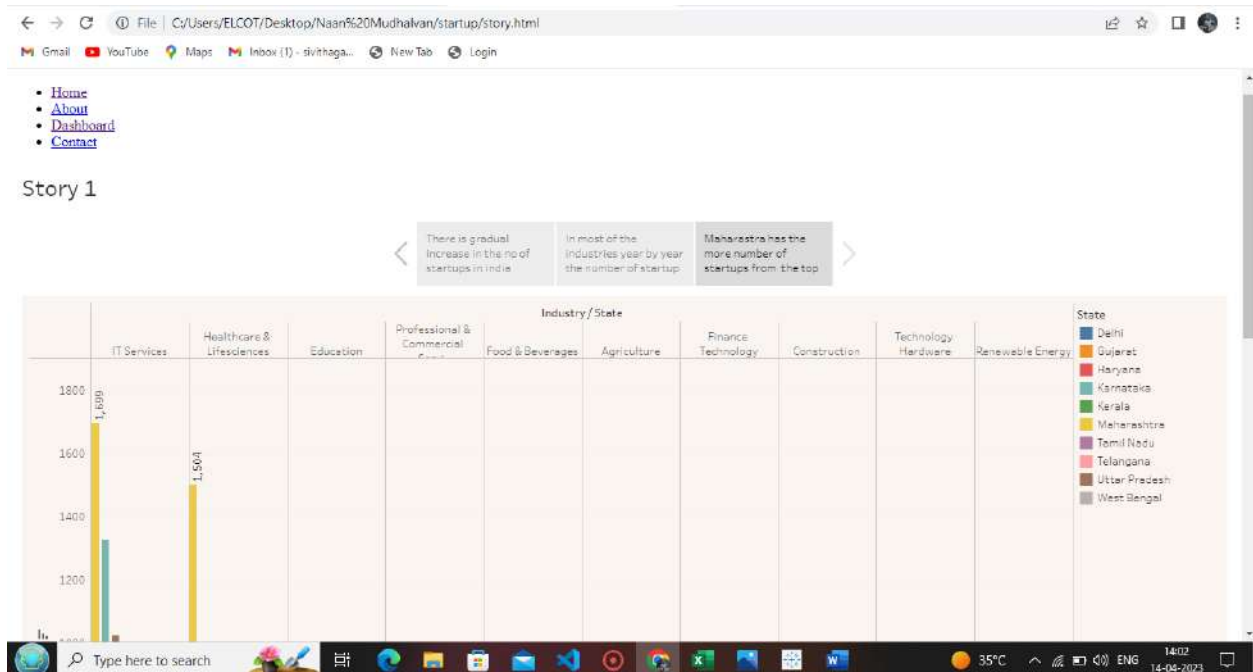
Easy Customize

The Dashboard that is created in the responsive and dynamic dashboard that you can use to analyze and understand more

Type here to search

35°C 1402 14-04-2023





4. ADVANTAGES & DISADVANTAGES

Advantages	Disadvantages
Agility <p>Startups are smaller and less structured. They are also innovative and keep improving their business models, processes, and portfolio</p>	Risk <p>Most startups fail within their first year of operations, so the risk of failure is high. Working under such high risk can blur a startup's strategic vision.</p>
Efficiency (Lean and Mean) <p>Established companies have high administrative overheads. Startups offer their services in a more efficient, cost-effective and competitive manner</p>	Compensation <p>The rewards might be low since it takes time to generate revenue and make profits. Some startups give up since it's demotivating to work without proper compensation.</p>

Personalization <p>Startups deliver their products and services with a personal touch. This creates a uniquely personal experience for their customers.</p>	Team Composition <p>Some startups are born out of desperation since the founder could not find or hold on to a job. Such founders often struggle to build a team that the business needs to succeed. A successful startup requires founders/co-directors with complementary personalities and competencies. Even then disagreements can creep in when the going gets tough.</p>
Versatility <p>Startup employees multitask and the salesperson could double up as the relationship manager</p>	Resources <p>Growth hacking, cloud computing, and venture capitalism allow startups to gain market entry. Most startups operate on a shoestring budget, against competitors that are well-resourced.</p>
Flexibility <p>Startups are very flexible and are more likely to work at the hours, the place and in the manner that suits you.</p>	Processes <p>Startups are flat organizations that lack defined business processes and operational procedures. This exposes them to poor customer service, legal liability, and financial losses.</p>
Fun <p>Spontaneous fun activities after work are a lot easier to organize in a startup. Your colleagues could become your best friends.</p>	Stress <p>Low compensation, many responsibilities and long working hours are more or less expected. Add legal prosecution, imminent business failure, and screaming customers and work becomes unbearable.</p>

5. APPLICATIONS

1 Business-to-Business (B2B) Software and Services

Startups that operate in the B2B Software and Services space made up 30



and 40percent of the Summer 2018 and Winter 2019 Y Combinator groups. This sector creates services for companies to better manage their business or interact with their customer base. Examples include Slack, the messaging platform, and Asana, the project management software.

2. Healthcare

Startups that operate in the Healthcare space made up 28 and 14 percent of the Summer 2018 and Winter 2019 Y Combinator groups. Startups in this sector typically offer new and more convenient ways for people to manage and track their well-being. Examples include Flo Health, which helps women track their menstrual cycles, ovulation and fertility days, and Keeps, which offers a simplified prescription and delivery process for hair-loss medication.

3. Consumer Goods and Services

Startups that operate in the Consumer Goods and Services space made up 9 and 13 percent of the Summer 2018 and Winter 2019 Y Combinator groups. Startups in the Consumer Goods and Services sector provide fresh spins on existing goods and services, or bring entirely new ones to consumers. Examples include food delivery services, like DoorDash, and home-sharing services, like Airbnb.

4. Financial Technology (FinTech)

Startups that operate in the FinTech space made up 6 and 8 percent of the Summer 2018 and Winter 2019 Y Combinator groups. FinTech startups leverage technology to make financial services more accessible and convenient. Examples include Venmo, the mobile payment service, and Robinhood, the financial services company that makes investing in stocks more accessible.

5. Consumer Media

Startups that operate in the Consumer Media space made up 7 and 6 percent of the Summer 2018 and Winter 2019 Y Combinator groups. Consumer Media startups provide new ways for people to interact with and enjoy media. Examples include live-streaming platforms, like Twitch, and online communities and forums, like Reddit.

6. CONCLUSION

Startups are companies or ventures that are focused on a single product or service that the founders want to bring to market. These companies typically don't have a fully developed business model and, more crucially, lack adequate capital to move onto the next phase of business

Startups are young companies founded to develop a unique product or service, bring it to market and make it irresistible and irreplaceable for customers.



1. First we create Empathy map and Ideation and brainstorm map.
2. Download data set from the Project manual.
3. Put the data into SQL and cover into Tableau and doing all the activities.
4. Compare the activities and Public into Tableau Public Server.
5. Create a Web integration by using with HTML code.

7. FUTURE SCOPE

To qualify as a start-up, a company must have a number of characteristics, namely scalability, technology, a global approach, youth and low initial costs. These characteristics can be expanded or reduced, depending on the source, but the ones listed above are the most common.

8. APPENDIX

Html coding for Integration:

<file:///C:/Users/ELCOT/Desktop/Naan%20Mudhalvan/startup/story.html>

Source code:

Dashboard html

```
<!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" />

<!--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"
        ></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 page-scroll" href="#feature">Feature</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 -->

<!-- dashboard -->
<div class="container">
  <div class="row">
    <div class="col-lg-12">
      <!-- <h2 class="section-title">About us</h2> -->
    </div>
    <div class="col-lg-12 mb-100">
      <div class='tableauPlaceholder' id='viz1681372759918' style='position:
relative'><noscript><a href='#'><img alt='Dashboard 1 '
src='https://public.tableau.com/static/images/st/startup2_168119347
36880/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='startup2_16811934736880/Dashboard1' /><param name='tabs' value='no' /><param
name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/st/startup2_1681193
4736880/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>
      <script type='text/javascript'>

```



```

var divElement = document.getElementById('viz1681372759918');
divElement.getElementsByTagName('object')[0];
{ vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.75)+'px';} else if
( divElement.offsetWidth > 500 )
{ vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.75)+'px';} else
{ vizElement.style.width='100%';vizElement.style.height='1227px';}
document.createElement('script');
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</div>
</div>
</div>

```

```

<!-- footer -->
<footer
class="footer-section footer"
style="background-image: url(images/backgrounds/footer-bg.png)"
>
<div class="container">
<div class="row">
<div class="col-lg-4 text-center text-lg-left mb-4 mb-lg-0">
<!-- logo -->
<a href="index.html">

</a>
</div>
<!-- footer menu -->
<nav class="col-lg-8 align-self-center mb-5">
<ul class="list-inline text-lg-right text-center footer-menu">
<li class="list-inline-item active">
<a href="index.html">Home</a>
</li>
<li class="list-inline-item">
<a class="page-scroll" href="#feature">Feature</a>
</li>
<li class="list-inline-item"><a href="about.html">About</a></li>
<li class="list-inline-item">

```



```

        <a class="page-scroll" href="#team">Team</a>
    </li>
    <li class="list-inline-item">
        <a class="page-scroll" href="#pricing">Pricing</a>
    </li>
    <li class="list-inline-item">
        <a href="contact.html">Contact</a>
    </li>
</ul>
</nav>
<!-- footer social icon -->
<nav class="col-12">
    <ul class="list-inline text-lg-right text-center social-icon">
        <li class="list-inline-item">
            <a class="facebook" href="#"><i class="ti-facebook"></i></a>
        </li>
        <li class="list-inline-item">
            <a class="twitter" href="#"><i class="ti-twitter-alt"></i></a>
        </li>
        <li class="list-inline-item">
            <a class="linkedin" href="#"><i class="ti-linkedin"></i></a>
        </li>
        <li class="list-inline-item">
            <a class="black" href="#"><i class="ti-github"></i></a>
        </li>
    </ul>
</nav>
</div>
</div>
</footer>
<!-- /footer -->

<!-- jQuery -->
<script src="plugins/jquery/jquery.min.js"></script>
<!-- Bootstrap JS -->
<script src="plugins/bootstrap/bootstrap.min.js"></script>
<!-- slick slider -->
<script src="plugins/slick/slick.min.js"></script>
<!-- venobox -->
<script src="plugins/Venobox/venobox.min.js"></script>
<!-- aos -->
<script src="plugins/aos/aos.js"></script>
<!-- Main Script -->
<script src="js/script.js"></script>
</body>

```



```
</html>
```

Story html

```
<!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" />

    <!--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"
        ></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="dashboard.html">Dashboard</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 -->
<!-- story -->

```




```

<div class='tableauPlaceholder' id='viz1681373369775' style='position: relative'><noscript><a
href='#'><img alt='Story 1 '
src='https://public.tableau.com/static/images/st/startup2_168119347
36880/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='startup2_16811934736880/Story1' /><param name='tabs' value='no'
/><param name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/st/startup2_1681193
4736880/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('viz1681373369775');
var vizElement =
divElement.getElementsByTagName('object')[0];
vizElement.style.width='100%';vizElement.style.height=(divElement.offsetWidth*0.75)+'px';
var scriptElement = document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

<!--/story-->
<!-- footer -->
<footer
class="footer-section footer"
style="background-image: url(images/backgrounds/footer-bg.png)"
>
<div class="container">
<div class="row">
<div class="col-lg-4 text-center text-lg-left mb-4 mb-lg-0">
<!-- logo -->
<a href="index.html">

</a>
</div>
<!-- footer menu -->
<nav class="col-lg-8 align-self-center mb-5">
<ul class="list-inline text-lg-right text-center footer-menu">
<li class="list-inline-item active">

```



```

    <a href="index.html">Home</a>
  </li>
  <li class="list-inline-item">
    <a class="page-scroll" href="#feature">Feature</a>
  </li>
  <li class="list-inline-item"><a href="about.html">About</a></li>
  <li class="list-inline-item">
    <a class="page-scroll" href="#team">Team</a>
  </li>
  <li class="list-inline-item">
    <a class="page-scroll" href="#pricing">Pricing</a>
  </li>
  <li class="list-inline-item">
    <a href="contact.html">Contact</a>
  </li>
</ul>
</nav>
<!-- footer social icon -->
<nav class="col-12">
  <ul class="list-inline text-lg-right text-center social-icon">
    <li class="list-inline-item">
      <a class="facebook" href="#"><i class="ti-facebook"></i></a>
    </li>
    <li class="list-inline-item">
      <a class="twitter" href="#"><i class="ti-twitter-alt"></i></a>
    </li>
    <li class="list-inline-item">
      <a class="linkedin" href="#"><i class="ti-linkedin"></i></a>
    </li>
    <li class="list-inline-item">
      <a class="black" href="#"><i class="ti-github"></i></a>
    </li>
  </ul>
</nav>
</div>
</div>
</footer>
<!-- /footer -->

<!-- jQuery -->
<script src="plugins/jQuery/jquery.min.js"></script>
<!-- Bootstrap JS -->
<script src="plugins/bootstrap/bootstrap.min.js"></script>
<!-- slick slider -->
<script src="plugins/slick/slick.min.js"></script>

```



```
<!-- venobox -->
<script src="plugins/Venobox/venobox.min.js"></script>
<!-- aos -->
<script src="plugins/aos/aos.js"></script>
<!-- Main Script -->
<script src="js/script.js"></script>
</body>
</html>
```

