PROJECT FOR STARTUP ANALYSIS

1. INTRODUCTION

1.1 Overview

The term start-up refers to **a company in the first stages of operations**. Start-ups are founded by one or more entrepreneurs who want to develop a product or service for which the believe there is demand.

Project start-up is a very short phase of the project management cycle. It is a transition step between project planning and execution. While it is a short step, important events occur, including: Baselining of the project plan with management sign – off.

The purpose of a start-up is multi-faceted, depending on the individual or team behind the venture. Generally, though, the purpose of a start-

1.2 Purpose

up is to create something new and innovative. A start-up is often the first step in launching a business venture, and is the beginning of an entrepreneurial journey.

Start-ups can be used to test out ideas, explore new technologies, and develop products and services that can eventually turn into successful businesses.

Start-ups often rely on venture capital funding to get off the ground and are typically run by entrepreneurs who are passionate about their ideas.
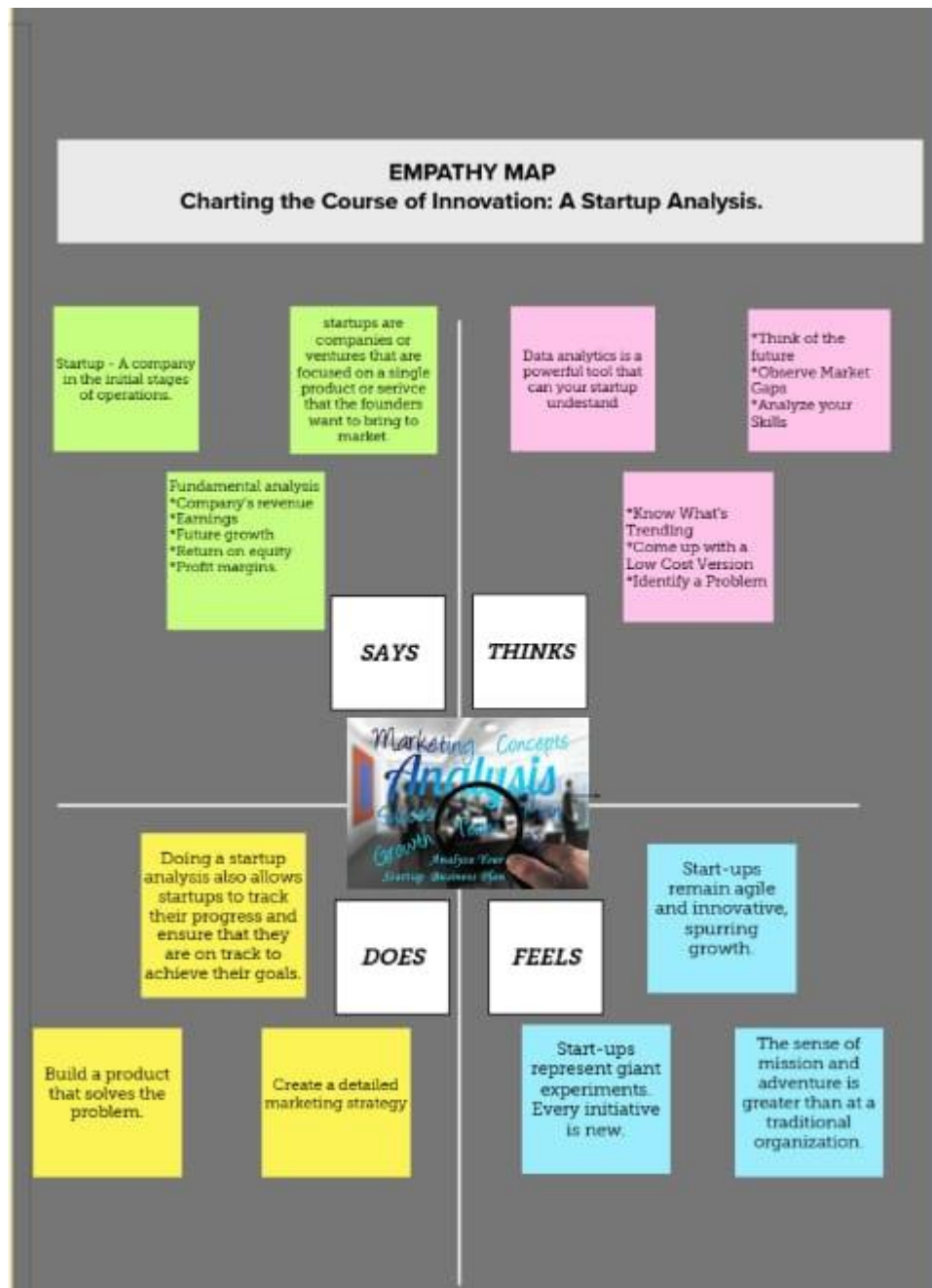
Start-ups aren't limited to technology-related businesses either; they can be found in almost any industry. From fashion start-ups to food start-ups, there is an endless array of potential business ventures that can be launched under the umbrella of a start-up.

In addition to creating something new, start-ups are also about problem-solving. They look for innovative ways to solve existing problems or create solutions to challenges that people face in their daily lives. Start-ups can also be used to create new markets and disrupt existing ones by offering something that was previously unavailable or too costly for most people.

A start-ups primary goal is to create a product or service that customers will find useful and will pay for. This means that the founders of the **start-up have to understand their target market** and what people need.
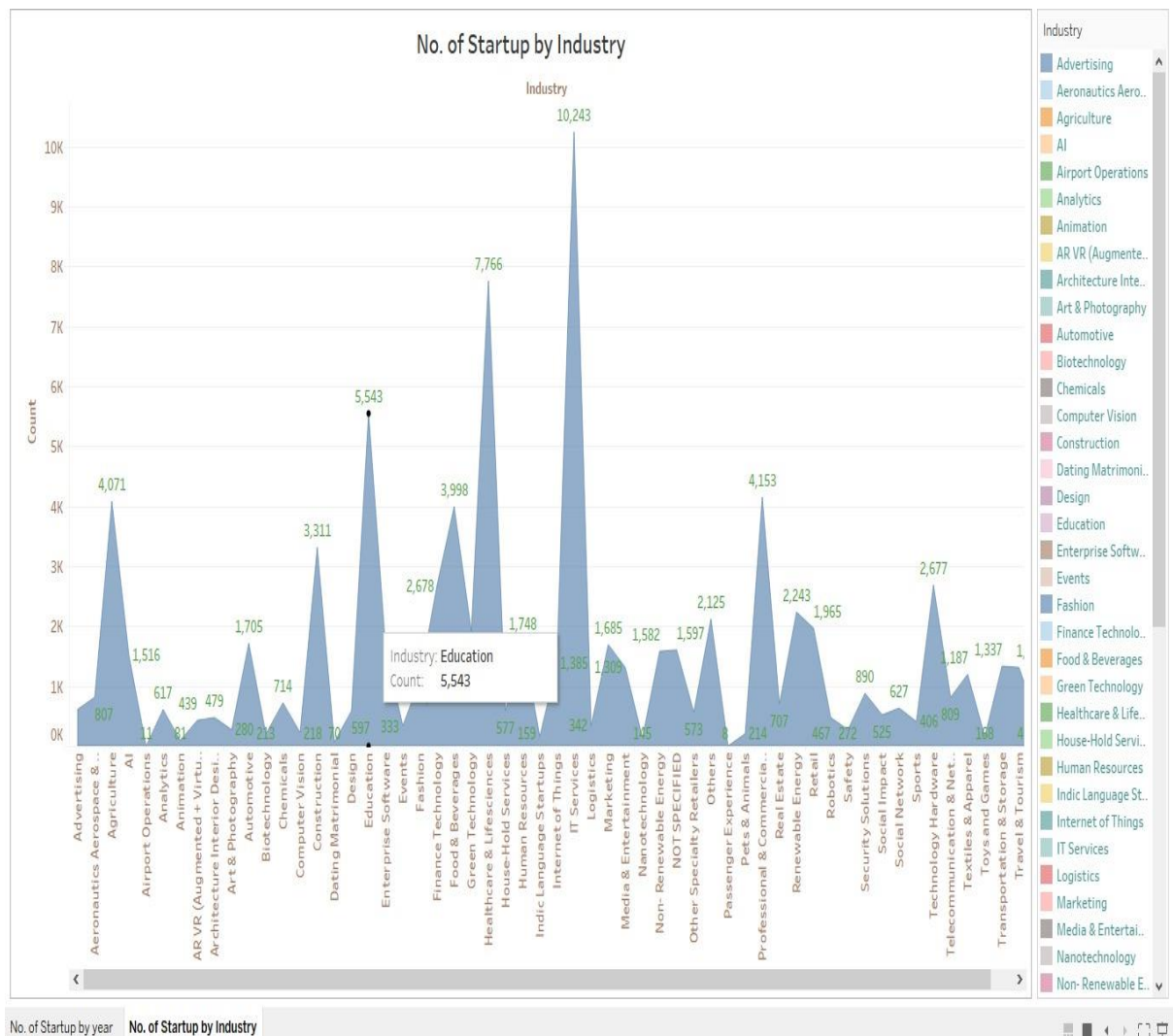
2. PROBLEM DEFINITION & DESIGN THINKING
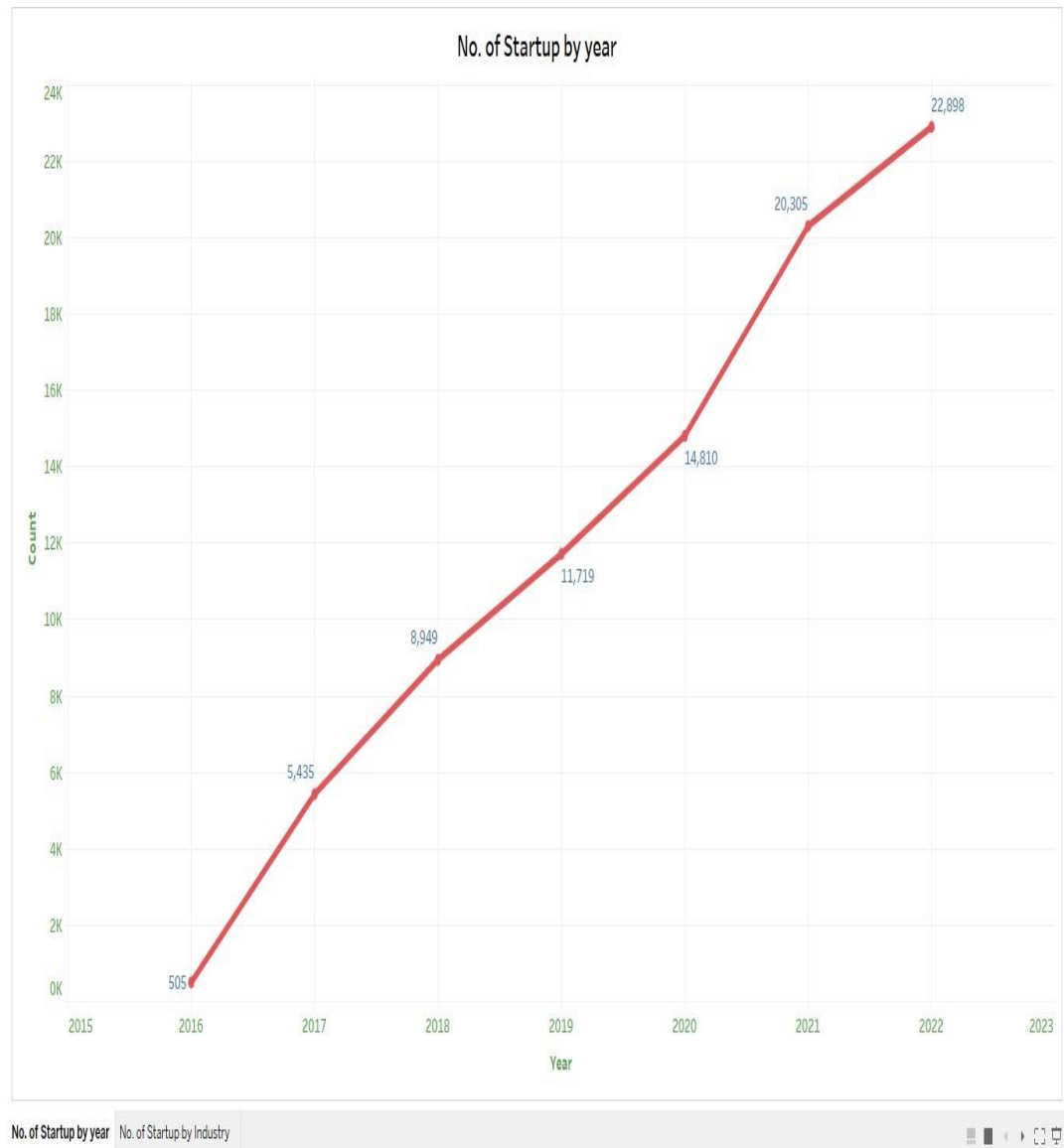
2.1 Empathy map

EMPATHY MAP
Charting the Course of Innovation: A Startup Analysis.

Startup - A company in the initial stages of operations.

startups are companies or ventures that are focused on a single product or serivce that the founders want to bring to market.

Data analytics is a powerful tool that can your startup undestand

*Think of the future
*Observe Market Gaps
*Analyze your Skills

Fundamental analysis
*Company's revenue
*Earnings
*Future growth
*Return on equity
*Profit margins.

*Know What's Trending
*Come up with a Low Cost Version
*Identify a Problem

SAYS   **THINKS**

DOES   **FEELS**

Doing a startup analysis also allows startups to track their progress and ensure that they are on track to achieve their goals.

Start-ups remain agile and innovative, spurring growth.

Build a product that solves the problem.

Create a detailed marketing strategy

Start-ups represent giant experiments. Every initiative is new.

The sense of mission and adventure is greater than at a traditional organization.

2.2 Ideation and Brainstorming Map

Person 1

Examples of such startups include Google, Uber, Facebook, and Twitter.

4 Types of Startups
*Buyable startups
*Scalable startups
*Offshoot startups
*Social startups

VAAHINI M

Efficiency (Lean and mean) Established companies have high administrative overheads.

Entrepreneur, manager, Technician are the 3 personalities in a startup.

Person 2

Creating a marketing plan

Outlining the financial goals

ABIYA SWEETLIN JEBA S

Building the team

Ensuring sustainability

Person 3

The Startup Analysis Canvas focusses on understanding the theory and pratice of value creation

How to build the right team for your startup company

ABINAYA P

Avoiding wasting time with startup ideas with limited commercial potential

Raising the right financial capital at the right time for the right

Person 4

Easy of work, Finance support

Government support, funding and Incentives

ANGALA PARAMESHWARI N

Network Opportunities

Simplification and holding

Person 5

Startups are important because they are the engine of economic growth

They are the source of new jobs, new products, and new services.

ANNIE REXY R

Startups are riskier than established businesses, but they also have the potential to generate higher returns.

Startups include having a great product, timing your launch correctly, understanding your competition, and having a solid financial plan in place.
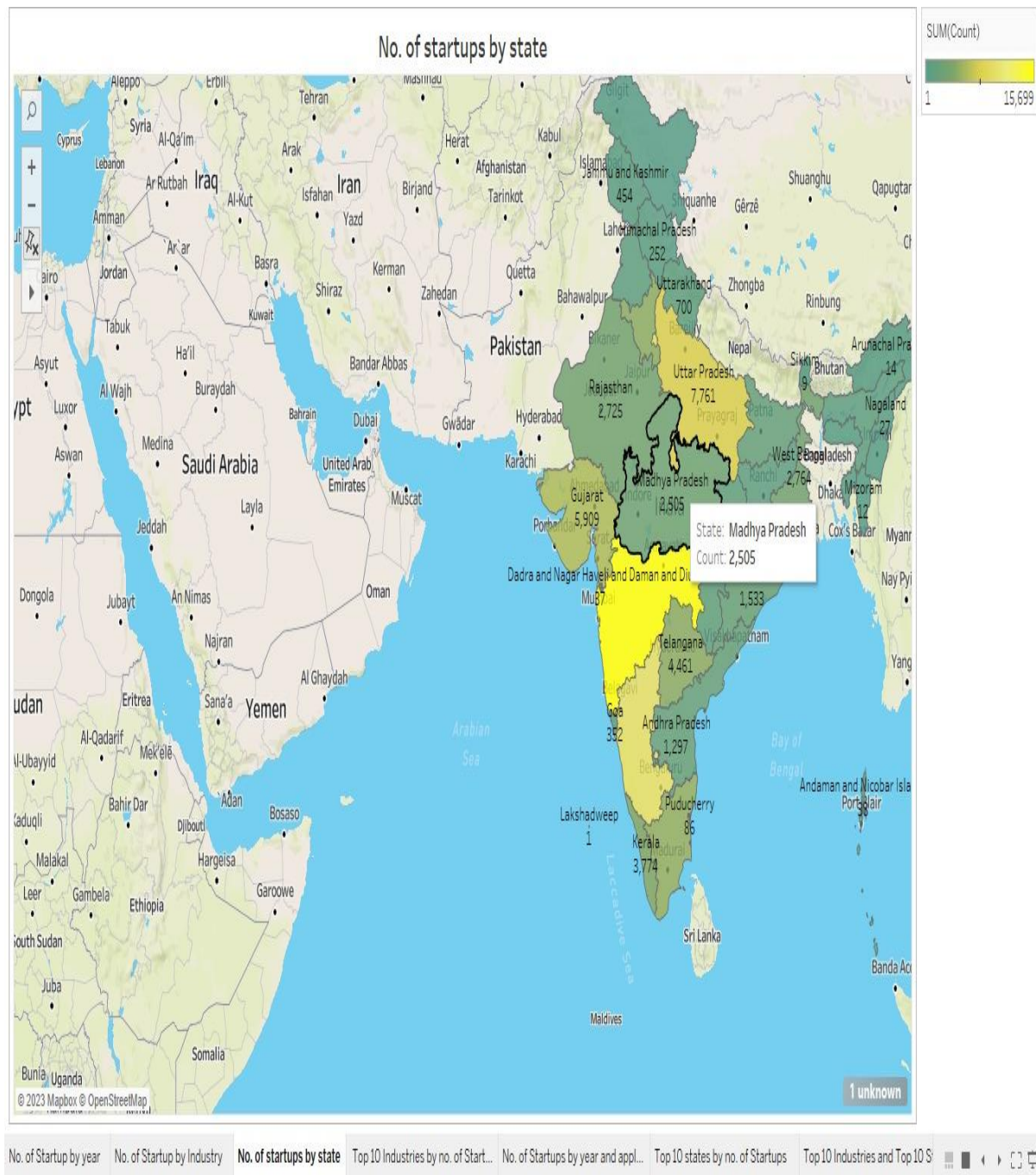
3. RESULT

No. of Startup by Industry

- The above graph shows the distribution of start-ups by industry.
- The graph shows the relation between the number of start-ups based on various industries.
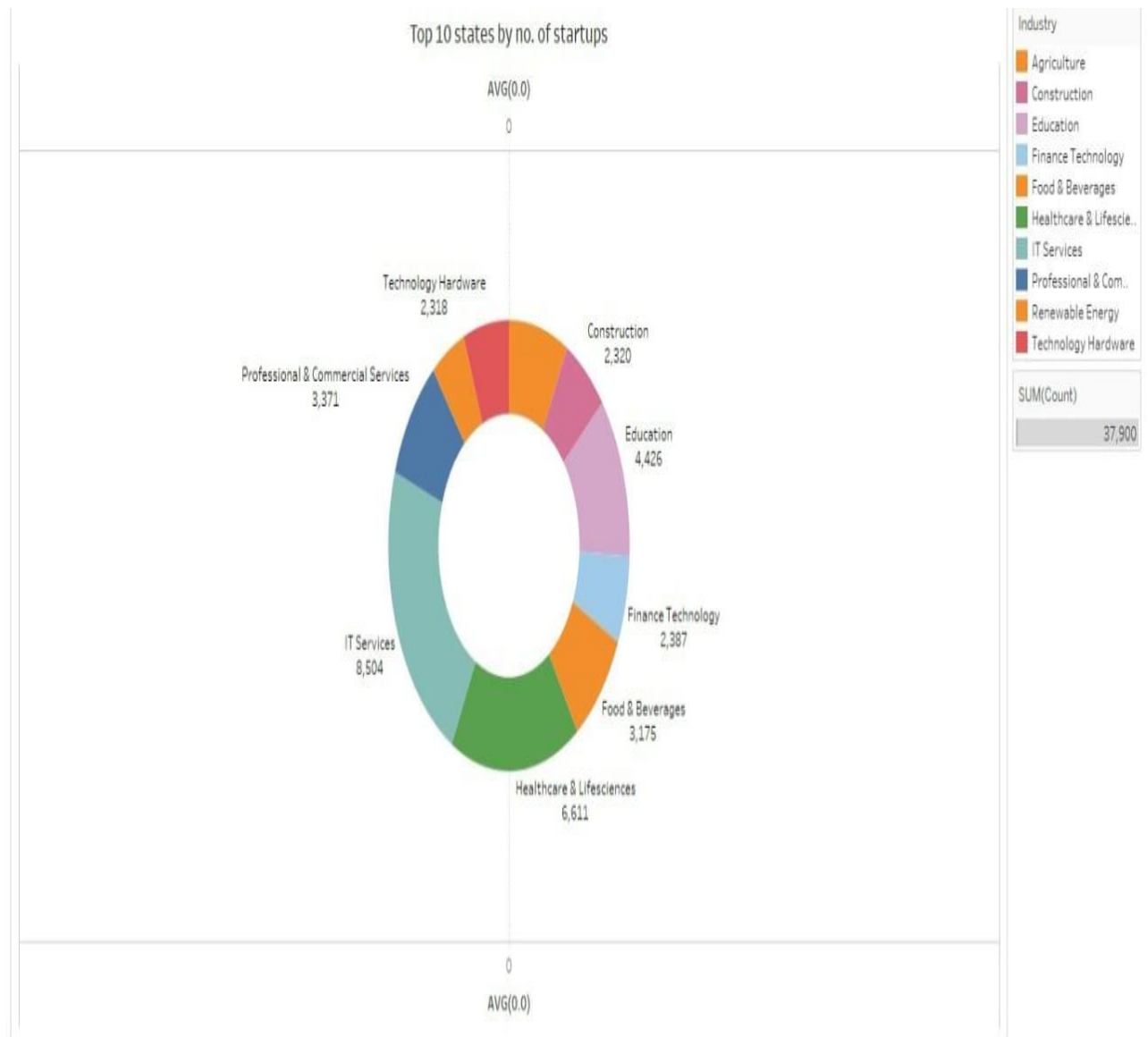
No. of Startup by year

- This graph shows the increase in the number of start-ups in the time period of a year.
- The count varies from 500 to 20,000 approximately during 2015 – 2020.

No. of startups by state

- The above map demonstrates the number of start-ups in various states of India.

Top 10 Industries by no. of Startups
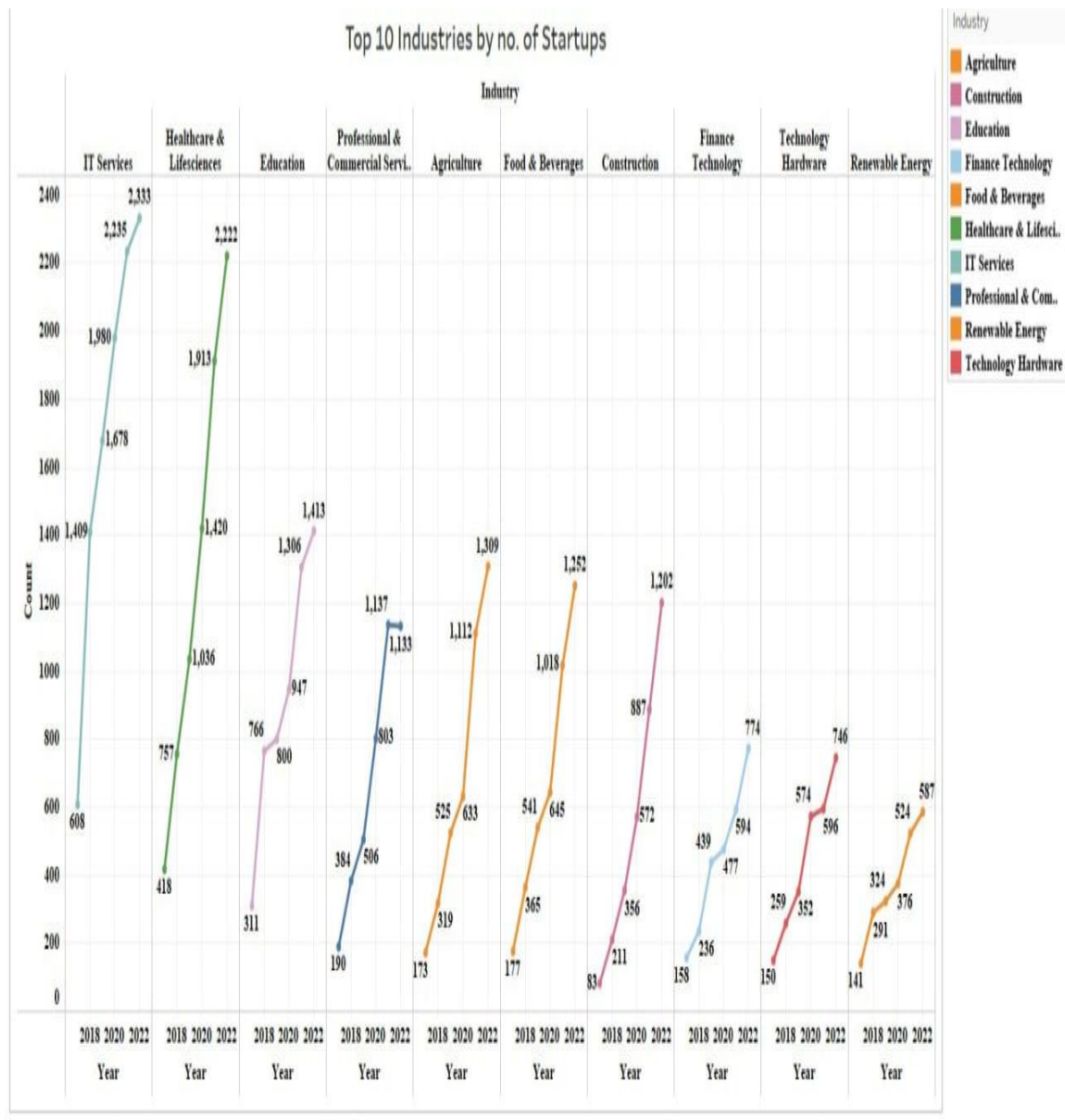
- This graph shows the Top 10 industries ranked with the data of the number of startups.
- It also shows the increase in the count in years.

Top 10 states by no. of startups

AVG(0.0)
0

Technology Hardware
2,318

Construction
2,320

Professional & Commercial Services
3,371

Education
4,426

Finance Technology
2,387

IT Services
8,504

Food & Beverages
3,175

Healthcare & Lifesciences
6,611

0
AVG(0.0)

Industry
- Agriculture
- Construction
- Education
- Finance Technology
- Food & Beverages
- Healthcare & Lifescie..
- IT Services
- Professional & Com..
- Renewable Energy
- Technology Hardware

SUM(Count)
37,900

- This pie graph shows the Top 10 states ranked with the data of the number of startups.

Top 10 industries and Top 10 States of each industry
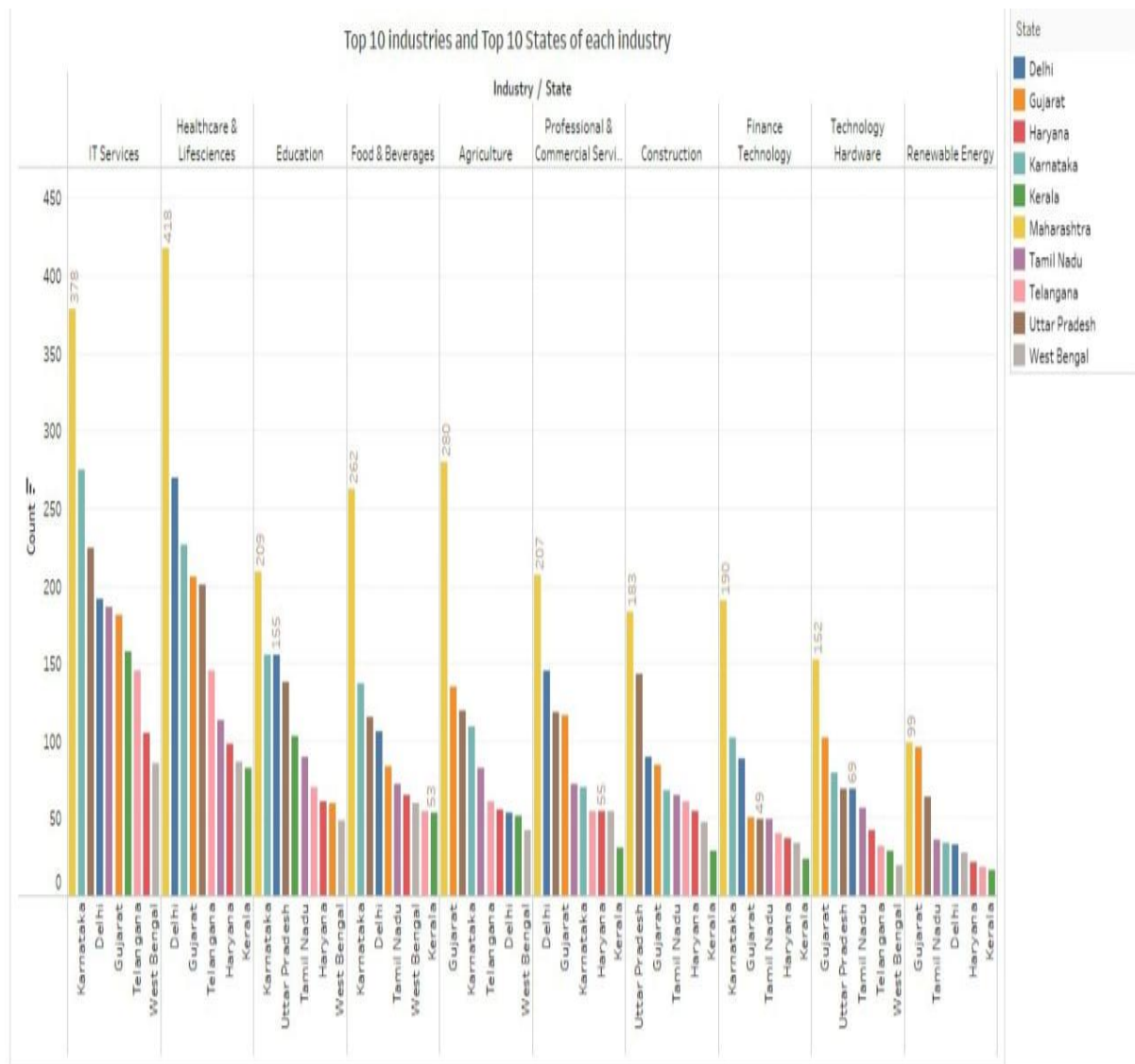
- This bar graph gives us the clear view of Top 10 Industries and States with the given data.
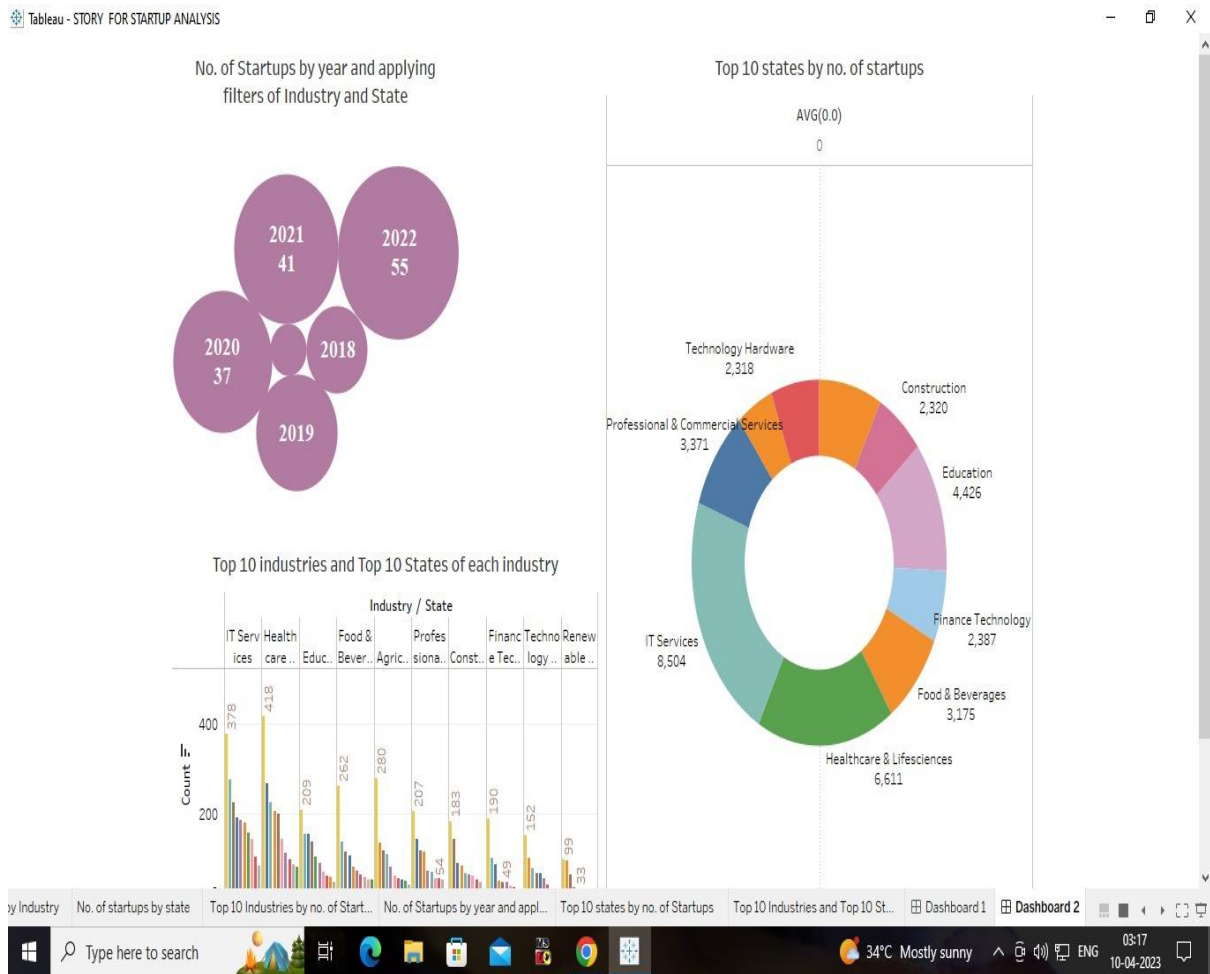- It also showcases the merged data of previous tasks in a single graph.

Year	No. of Startups
2021	41
2022	55
2020	37
2017	
2018	14
2019	25

- This gives the glimpse of the number of start-ups year wise.

DASH BOARD
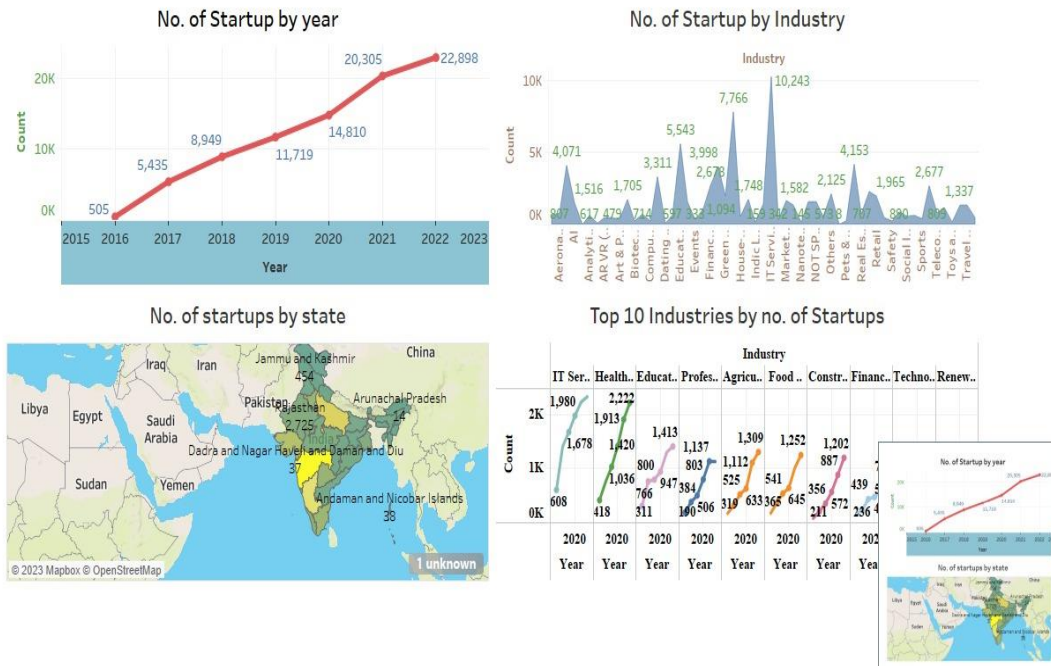
This is the dashboard for first 4 graph.

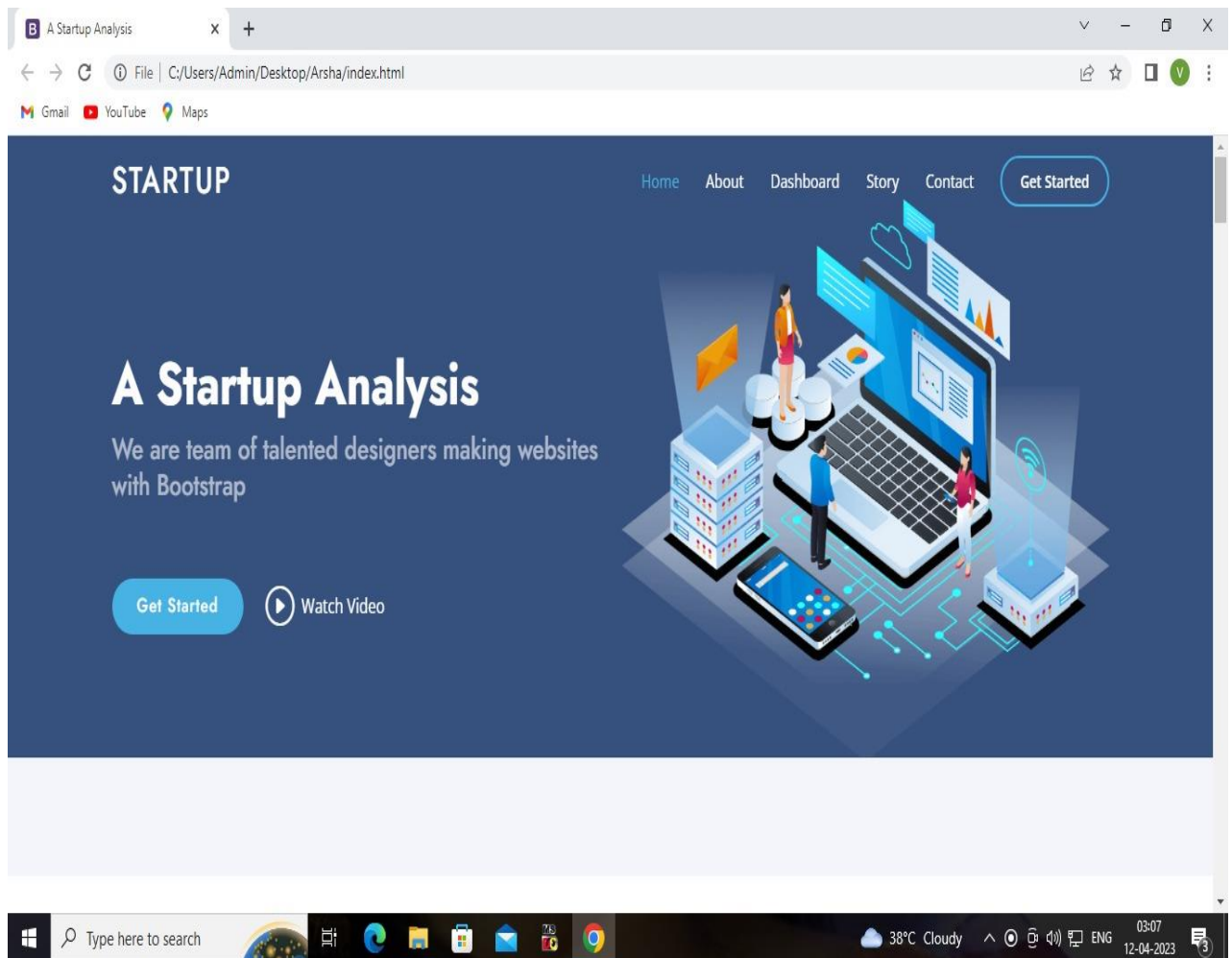**No. of Startups by year and applying filters of Industry and State**

2021
41

2022
55

2020
37

2018

2019

Top 10 industries and Top 10 States of each industry

Industry / State

IT Services | Health care .. | Educ.. | Food & Bever.. | Agric.. | Profes siona.. | Const.. | Financ e Tec.. | Techno logy .. | Renew able ..

378 | 418 | 209 | 262 | 280 | 207 | 183 | 190 | 152 | 99 | 54 | 49 | 33

400

200

Count

Top 10 states by no. of startups

AVG(0.0)

0

Technology Hardware
2,318

Professional & Commercial Services
3,371

IT Services
8,504

Construction
2,320

Education
4,426

Finance Technology
2,387

Food & Beverages
3,175

Healthcare & Lifesciences
6,611

This is the dashboard for last 3 graphs.

STORY
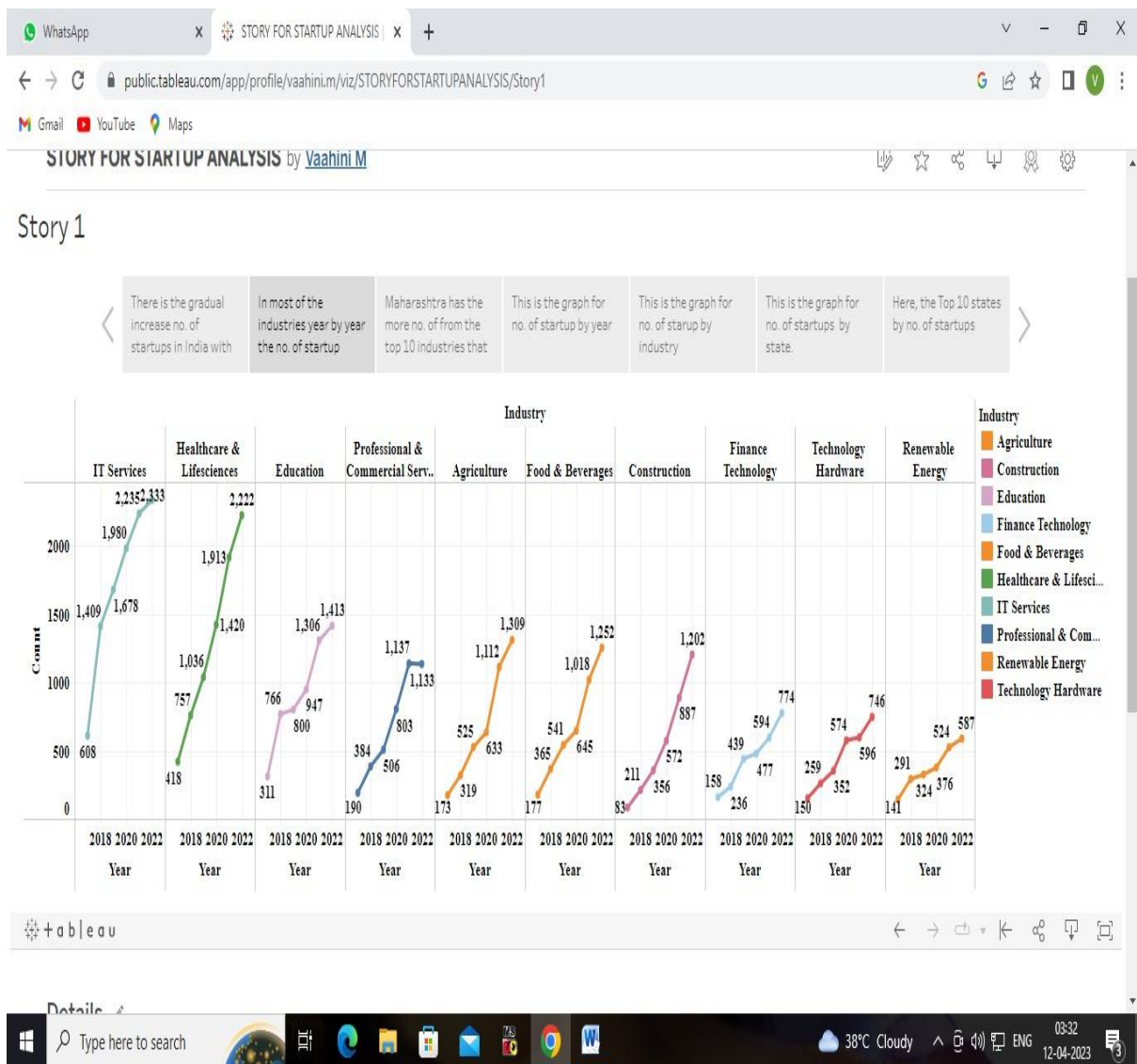
This story has 7 graphs.

WEB PAGE

This is the web page for our project

4. ADVANTAGES & DISADVANTAGES

Advantages
- AGILITY
- EFFICIENCY
- TEAM CULTURE
- PERSONALIZATION
- VERSATILITY
- FLEXIBILITY
- HAVING FUN

Disadvantages
- RISK OF FAILURE
- LOW COMPENSATION
- POOR MARKET ACCESS
- TEAM CONFLICTS
- LACK OF RESOURCES
- LACK OF PROCESSES
- STRESSED OUT

5. APPLICATIONS

This project is carried out in order to be able to identify whether project management is used in the field of start-ups in certain geographical areas, whether it adds value to the start up, and which approach of project management is used, if any.

It has been concluded from the literature that there are many ways of linking project management with start-ups since the two fields share parallels.

Data are collected by means of online surveys with closed ended questions that give semi-quantitative results; which, although limiting, are appropriate as a primary source of information.

The majority of the respondents apply project management methodologies during different phases of start-ups.

The results showed that most of the entrepreneurs who apply project management

methodologies use agile project management because of its flexibility and time efficiency.

6. CONCLUSION

This study examines how start-ups can generate value by employing data analytics methods.

With the majority of the literature focusing on start-ups that create software, we choose to investigate start-ups that develop both hardware and software.

This specific category of start-ups presents great interest due to specific challenges that differentiate them from typical software start-ups.

These start-ups are more likely to face challenges such as limited availability of resources or to be dependent on external factors linked with hardware development.

Such challenges are expected to affect their data analytics in order to generate value.

To conclude, the purpose of this project was to identify effective strategies for charting the course of innovations in a Start-up Analysis.

7. FUTURE SCOPE

The goal of Start-up India is the development and innovation of products and services and increasing the employment rate in India. Benefits of Start-up India Scheme is Simplification of Work, Finance support, Government tenders, Networking opportunities. Start-up India was launched by Prime Minister Shri.

Indian start-ups raised USD19. 3 billion across 1,456 deals in Venture Capital (VC) between January 2021 and October 2021, against USD27. 5 billion across 1,355 deals between January 2022 and October 2022. In addition, start-ups in India are expected to raise USD180 billion in 2023.

This research is carried out in order to be able to identify whether project management is used in the field of start-ups in certain geographical areas, whether it adds value to the start up, and which approach of project management is used, if any. It has been concluded from the literature that there are many ways of linking project management with start-ups since the two fields share parallels. Data are collected by means of online surveys with closed ended questions that give semi-quantitative results; which, although limiting, are appropriate as a primary source of information. The majority of the respondents apply project management methodologies during different phases of start-ups. The results showed that most of the entrepreneurs who apply project management methodologies use agile project management because of its flexibility and time efficiency.

APPENDIX

Source code

file:///C:/Users/Admin/Downloads/start-up%20pdf%20(2).pdf