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.

S THINKS

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

SAYS

Marketing Concepts

Succes

Concepts

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

DOES FEELS

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.