

**International Institute of Information Technology, Hyderabad
(Deemed to be University)
Technology Product Entrepreneurship / Spring 2024
Question Paper
End Semester Examination – TPE**

Max. Time: 2 Hr

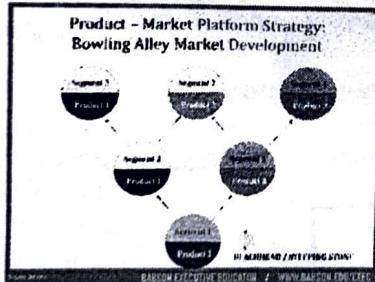
Max. Marks: 100

General Instructions to the students

1. Place your Student ID card on the desk during the examination for verification
2. Questions to be answered based on discussions in the course & reference material provided
3. Keep the answers crisp, clear and short. Penalties for unduly long answers.
4. For all questions clearly mention your assumptions

Part 1 - Concepts. 20 marks

1. What role does MVP (Minimum Viable Product) play in the development of a technology-driven product startup? (5 Marks)
2. For your startup idea mention the "current" problem hypothesis, customer hypothesis and solution hypothesis. Propose methods to validate these hypothesis.(5 Marks)
3. HealthTech is a startup that has developed a wearable device for continuous health monitoring (like Fitbit). Which market segment could be the beach head for this device, and what would follow? (Answer using Bowling Alley strategy) (5 marks)

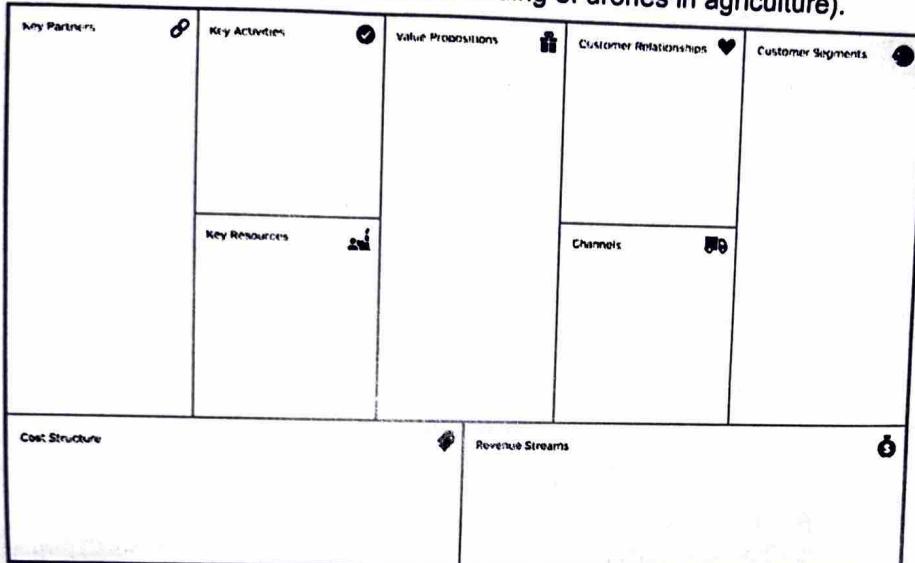


4. Below is the competitive analysis matrix of a startup in travel bookings space (like MakeMytrip). Highlight 3 flaws in this matrix with explanation. Give your recommendations to address these flaws. (5 Marks)

Competitor	Booking Options	Price Range	User Interface	Customer Support
Competitor A	Flights only	Low	Complex	Slow response
Competitor B	Flights, Hotels	High	Intuitive	Average
Competitor C	Flights, Hotels	Medium	Confusing	Unresponsive

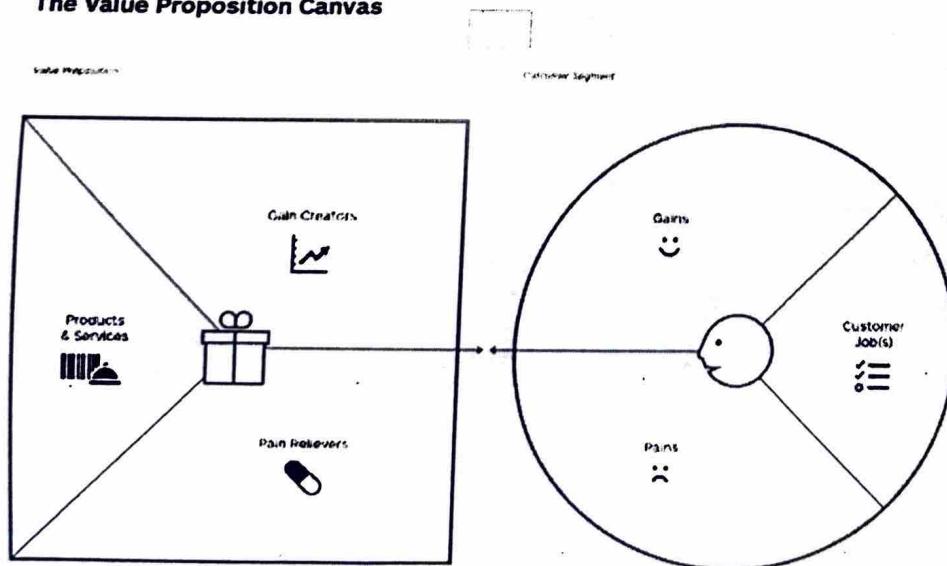
Part 2 - Model frameworks. 40marks (20 Marks Each)

1. DroneTech Solutions is a startup offering drone-based solutions for agricultural monitoring. Analyze the key challenges and opportunities faced by DroneTech Solutions in agricultural sector and fill in the business model canvas for DroneTech Solutions. (Answer based on your general understanding of drones in agriculture).



2. FreshFood is a startup that offers a subscription-based service delivering fresh, locally sourced groceries to customers' doorsteps. Fill in the potential value proposition canvas for FreshFood Delivery. (Base it on your understanding of similar solutions in the market)

The Value Proposition Canvas



Part 3- Case Study - 40 Marks

Buzzit is a social media startup that aims to revolutionize the way people connect and share content online. Founded in 2020 by two college friends, Buzzit has quickly gained popularity among users aged 18-30. With a unique algorithm that prioritizes content discovery and community engagement, Buzzit has attracted millions of users and secured significant funding from investors. However, the startup faces intense competition from established players like Facebook and Twitter, and must navigate the challenges of scaling its platform while maintaining user trust and privacy.

Buzzit is a social media platform that allows users to share and discover content in a unique and engaging way. The platform uses a proprietary algorithm that prioritizes content discovery and community engagement, allowing users to discover new and relevant content quickly and easily. Buzzit has a strong focus on user privacy and security, and has implemented robust measures to protect user data.

The social media market is highly competitive, with established players like Facebook, Twitter, and Instagram dominating the landscape. However, there is still room for innovation and disruption, particularly among younger users who are looking for new and exciting ways to connect and share content online. Buzzit has identified a gap in the market for a platform that prioritizes content discovery and community engagement, and is well-positioned to capitalize on this trend.

Buzzit has implemented a multi-channel marketing strategy to attract and retain users. This includes social media marketing, influencer partnerships, and targeted advertising. The startup has also focused on building a strong community of users, with a robust moderation policy and a focus on user engagement and retention.

Buzzit has secured significant funding from investors, including a \$10 million Series A round in 2021. The startup has also generated revenue through targeted advertising and sponsored content. With a strong focus on user growth and engagement, Buzzit is well-positioned to achieve profitability in the near future.

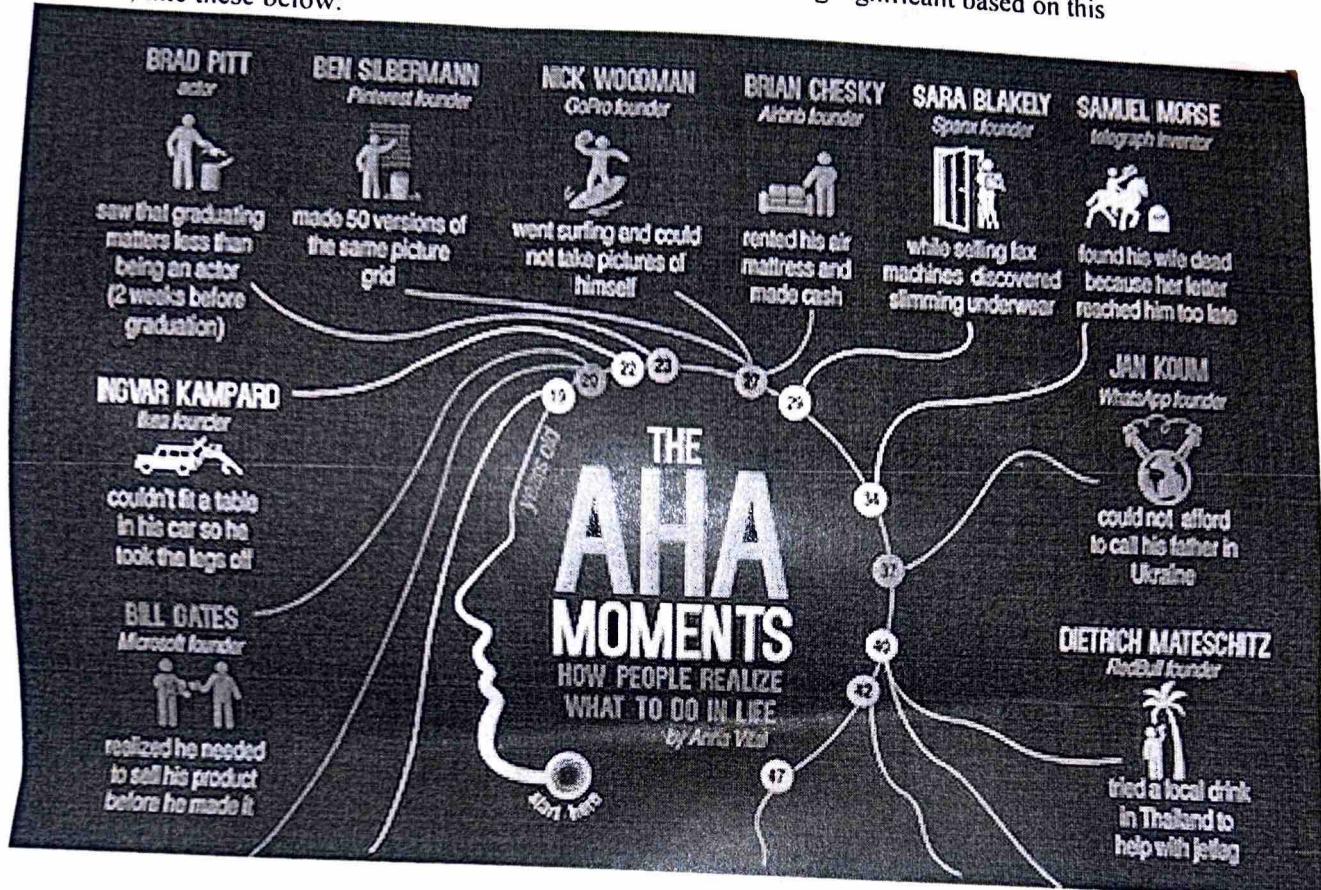
Buzzit faces intense competition from established players in the social media market, and must navigate the challenges of scaling its platform while maintaining user trust and privacy. However, the startup has a unique value proposition and a strong focus on innovation and disruption, which positions it well for success in the future.

Provide well-reasoned answers to the following questions :

- a) What are the key factors that contributed to Buzzit's success in the social media market?
- b) What are the challenges that Buzzit faces in terms of scaling its platform while maintaining user trust and privacy?
- c) How does Buzzit's focus on user privacy and security differentiate it from other social media platforms?
- d) What are the potential opportunities and challenges for Buzzit in terms of expanding its user base and generating revenue?
- e) Should Buzzit shift its focus to enterprise social media vs current consumer space? Provide your rationale.

Part 4- Bonus Question - 5 Marks

Many have had AHA moments that then led them to do something significant based on this moment, like these below:



Mention your AHA moment during the TPE course and what you plan to do about it based on the learnings from course.