

Opportunity Identification **9th & 16th Aug 2023**

ENT 101: Course Team

Faculty



Prof Anu Narasimhan



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Prof Kums Kumaresan

Course Coordinators



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Alka Chavan

TA'S



Kritish Sharma
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Sanya Arora
4th Year, Chem



Nishkarsh Bansal
4th Year, Aero



Shubh Verma
4th Year, Eco

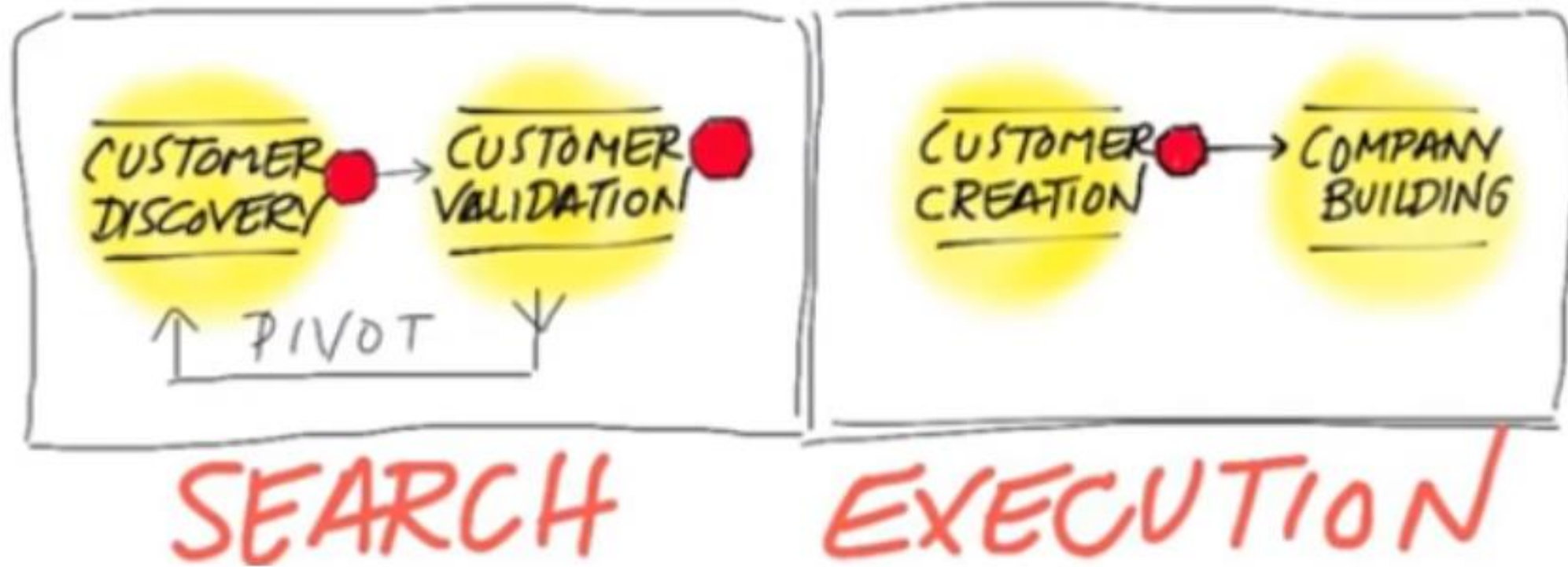


Pragyesh Gupta
4th Year, Mech



Harshil Khatri
3rd Year, Mech

Process for Start up Creation



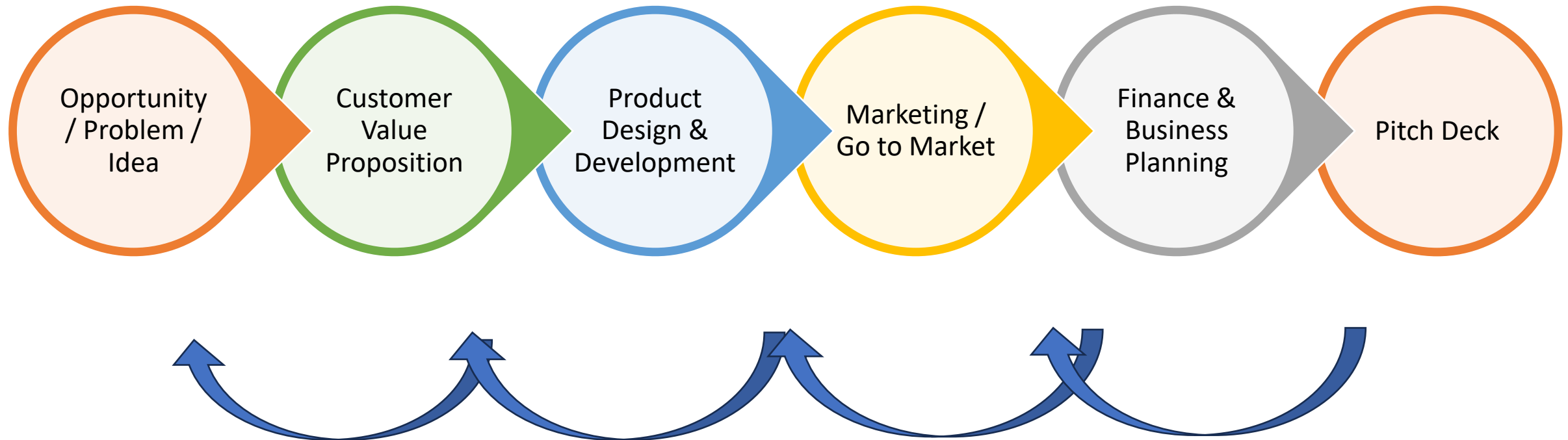
Learning : Courses & Pre-Incubation Programs

Doing : Registering Startup & building it

Source : Lean Startup

Process for Start up Creation

Continuous Learning & Iterative Process



Course Modules

Week #	Topic	Faculty
1 & 2	INV.ENT & Opportunity Identification	Prof Anu
3 & 4	Customer Value Proposition & BMC	Profs Anu & Ramesh
5	Intro to Design	Prof Kums
6	Design Principles	
9	Design Brief, Concept , Idea	
10 & 11	New Product Development	Profs Anu & Kums
12 & 13	Communication / Mktg / Go To Market	Prof Anu
14 & 15	Basics of Finance & Business Planning	Prof Ramesh
16	Team Presentations	

What is Entrepreneurship



**‘The Pursuit of Opportunity without regard to Resources controlled’
Howard Stevenson, Harvard Business School**

- **Identify a need or opportunity : Problem**
- **Create a solution : Innovation**
- **Implement solution to create Value**

An Entrepreneur is someone who gets something **NEW done**

What is a Startup ?



Temporary organization that is Scalable, Repeatable, Profitable

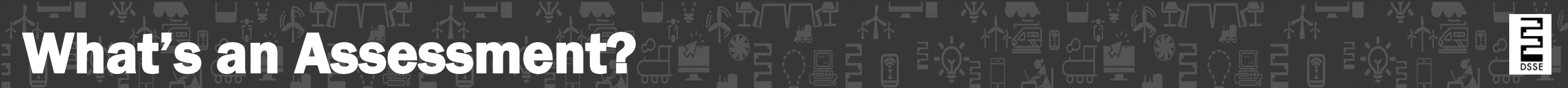
What it is not

Small Biz, Self-employment, Dhandho, Invention, Partnership, Corporation

What's an Opportunity?



A product or service around which you can build a profitable company and net a positive return to investors.



What's an Assessment?

A quick way for you to evaluate whether your opportunity is worth spending years of time and money on.



What is the need you are trying to satisfy?

**Clearly define the need you are trying to satisfy,
who the customer is and what drives the need.**

**Figure out how they are solving the problem today
and how big a pain point it is.**

Characteristics of Opportunities



- **Newness**
 - **That hasn't existed before or been available before**
- **Perceived Desirability**
- **Potential Economic Value**
- **Whose development is consistent with legal / ethical / regulatory standards**

Finding & Recognising Opportunities

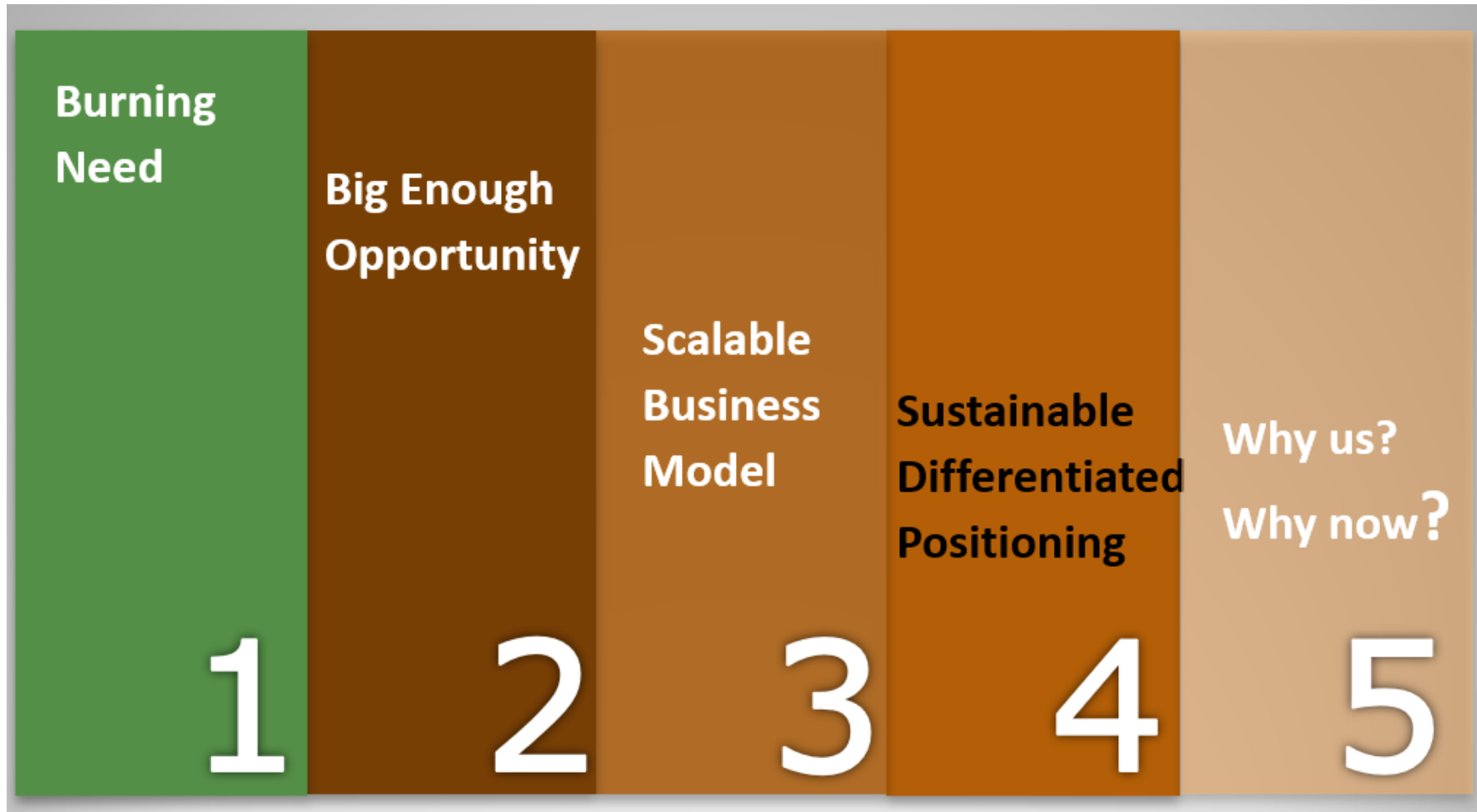
- **Finding Opportunities**
 - Technology Shifts
 - Societal Changes
 - Market Changes
- **Recognizing Opportunities**
 - Previous experience enables people to see
 - Fresh eyes shows up link between unconnected things
 - Changes, Events, Triggers
- **Generating Ideas**
 - Brainstorming
 - All ideas are welcome , there are no 'dumb' ideas
 - Each idea gets deeply explored, tossed or morphed
 - Analyze strengths, weaknesses, opportunities, competitive threats

Lets try SAFE again !

Roll No	Name	Days present	8-8, 12.29
23B0319	Arnav Ritesh Jayswal	0/1	
23B0355	Ayushi Naharwal	0/1	
23B0391	Poorvi Bansal	0/1	
23B0394	Pradyumn Markandaya Kokate	0/1	
23B0908	Raghav Goyal	0/1	
23B0919	Yougank Kumar	0/1	
23B0969	Yakkanti Pani Venkata Maneendh	0/1	
23B0978	Gowdu Charishma	0/1	
23B0980	Mradul Sonkar	0/1	
23B0985	Jashanpreet Singh	0/1	
23B1061	Devangam Kishan Teja	0/1	
23B1063	Gunda Sushanth	0/1	
23B1068	Vaibhav Singh	0/1	

Roll No	Name	Days present	8-8, 12.29
23B1213	Pranav Munukutla	0/1	
23B1222	Piyush Manish Gube	0/1	
23B1274	Anshu Mishra	0/1	
23B1282	Aditya Arjun Jungade	0/1	
23B1307	Dishika Nawal	0/1	
23B2423	Priyamvada	0/1	
23B2425	Ashutosh Kumar Verma	0/1	
23B2436	Vivek Nanhoriya	0/1	
23B2461	Gatik Milind Shambharkar	0/1	
23B2477	Shimpi Mangesh Prashant	0/1	
23B2510	Bolaj Soham Pradeep	0/1	
23B2513	Mausam Madhesia	0/1	
23B2520	Srishti Gupta	0/1	
23B3013	Aarushi Nirav Shah	0/1	
23B3906	Anshika Jain	0/1	
23B3922	Boddeda Saravan Kumar	0/1	
23B3988	Tanuj Kumawat	0/1	

Opportunity Identification Framework



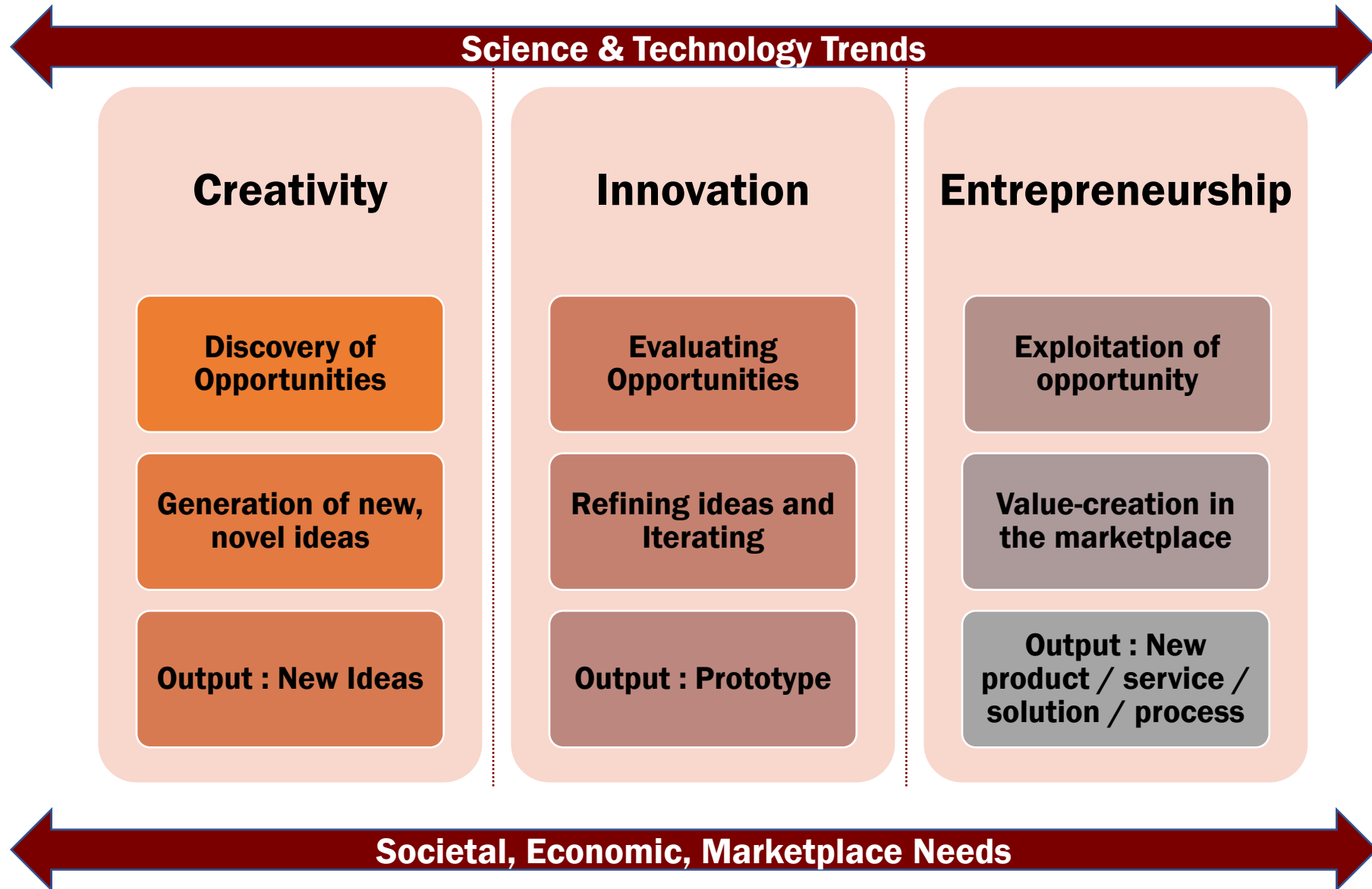
Are Ideas = Opportunities



An Idea is only an Opportunity when

- **Adds value to customers**
- **Solves a problem**
- **Has the potential to make some money**
- **Is a good fit with the entrepreneurship team**

Creativity - Innovation – Entrepreneurship continuum



Opportunity Identification & Innovation : Tutorial



Identify existing examples of

1) Burning need

2) Not so burning a need

Essence of Entrepreneurship

Valuable Opportunities



Enterprising Individuals

A situation in which a person can exploit a new business idea that has the potential to generate profit

- **Mindset**
 - **Creative & Innovative**
 - **Opportunity Focused**
- **Passionate**
- **Persistent**

Creating Wealth & Gaining Independence

Videos to watch



Sharktank : Solinas

<https://www.youtube.com/watch?v=tKWvRT8J0oA>

Sharktank Global : Edible Cutlery

<https://youtu.be/EU96s14zgLk>

Sharktank : Lenskart

<https://youtu.be/33e994G6H4I>