

CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

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PROJECT REPORT

INTRODUCTION :

Overview

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.

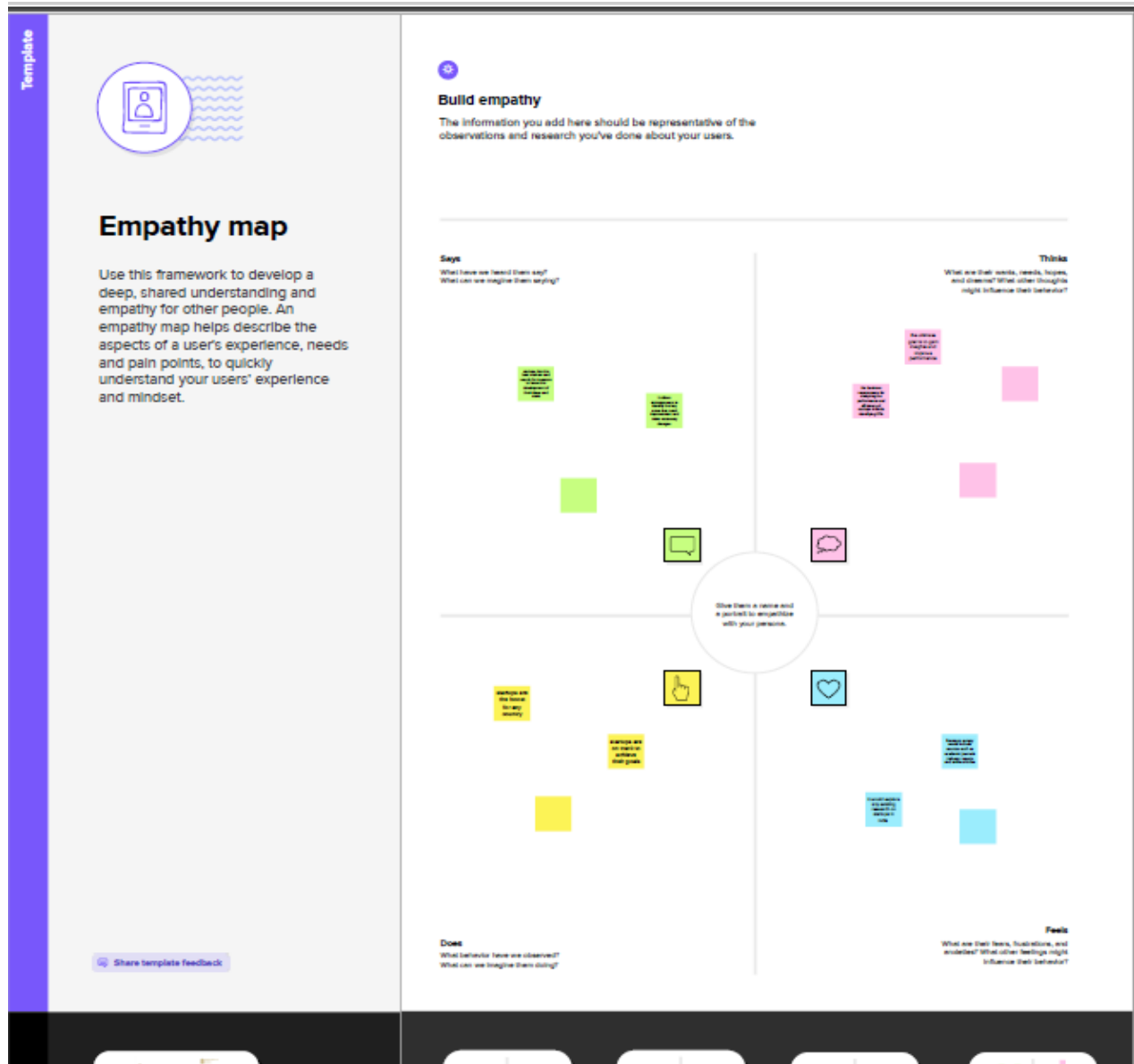
There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions. It allows entrepreneurs to identify the key areas that need improvement and make necessary changes early on. Doing a startup analysis also allows startups to track their progress and ensure that they are on track to achieve their goals.

Purpose

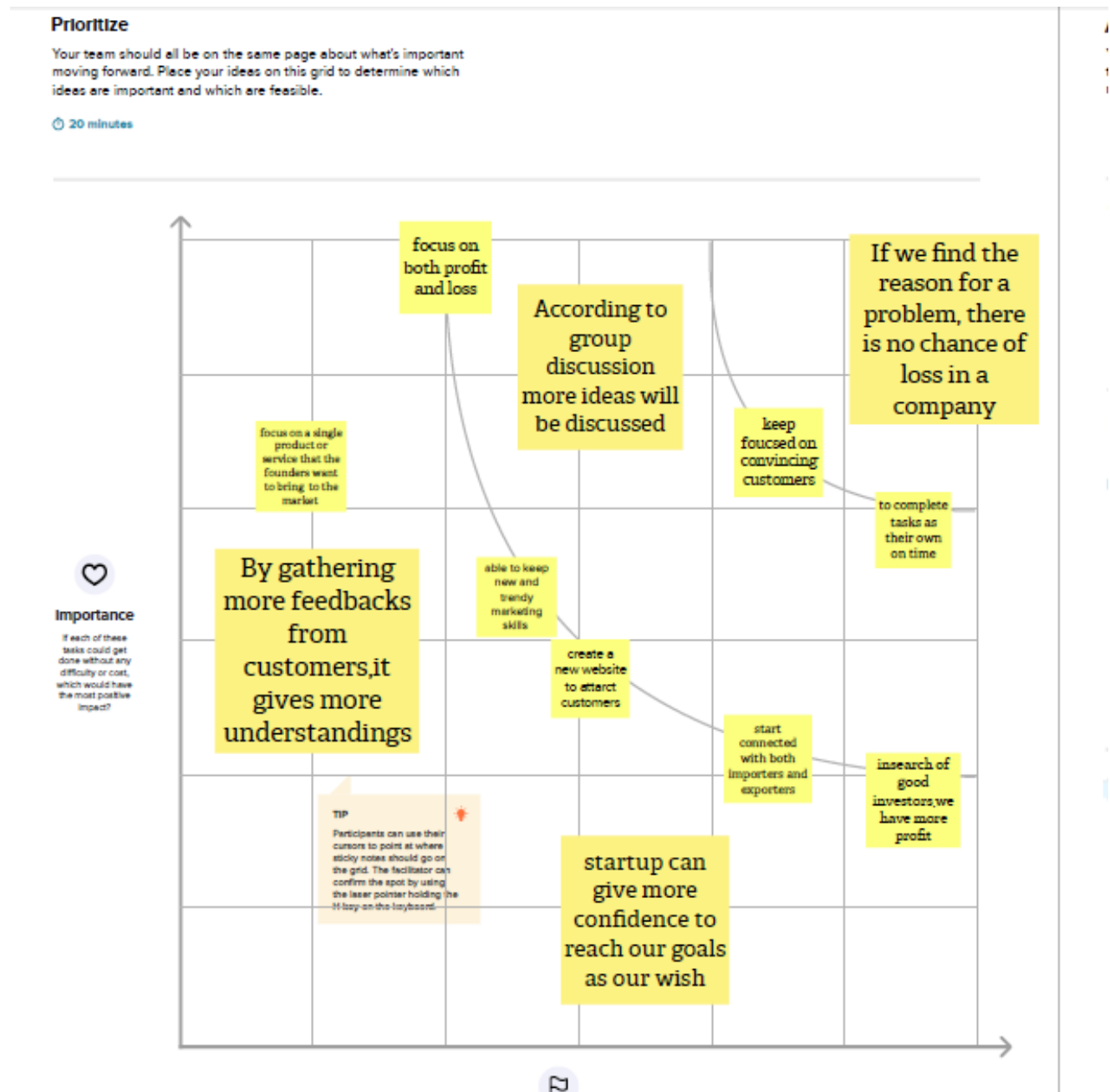
It helps to found a new company or introduce a new product on behalf of an existing company.

PROBLEM DEFINITION & DESIGN THINKING :

2.1 Empathy Map :



2.2 Ideation & Brainstorming Map Screenshot :



Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

focus on a single product or service that the founders want to bring to the market

focus on both profit and loss

Person 2

able to keep new and trendy marketing skills

create a new website to attract customers

Person 3

keep focussed on convincing customers

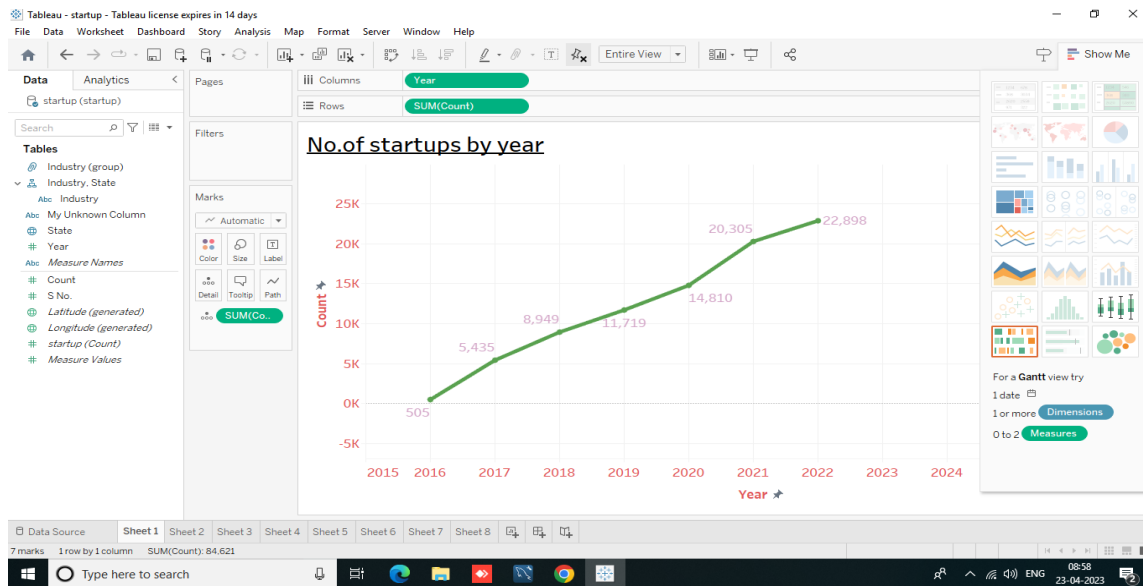
start connected with both importers and exporters

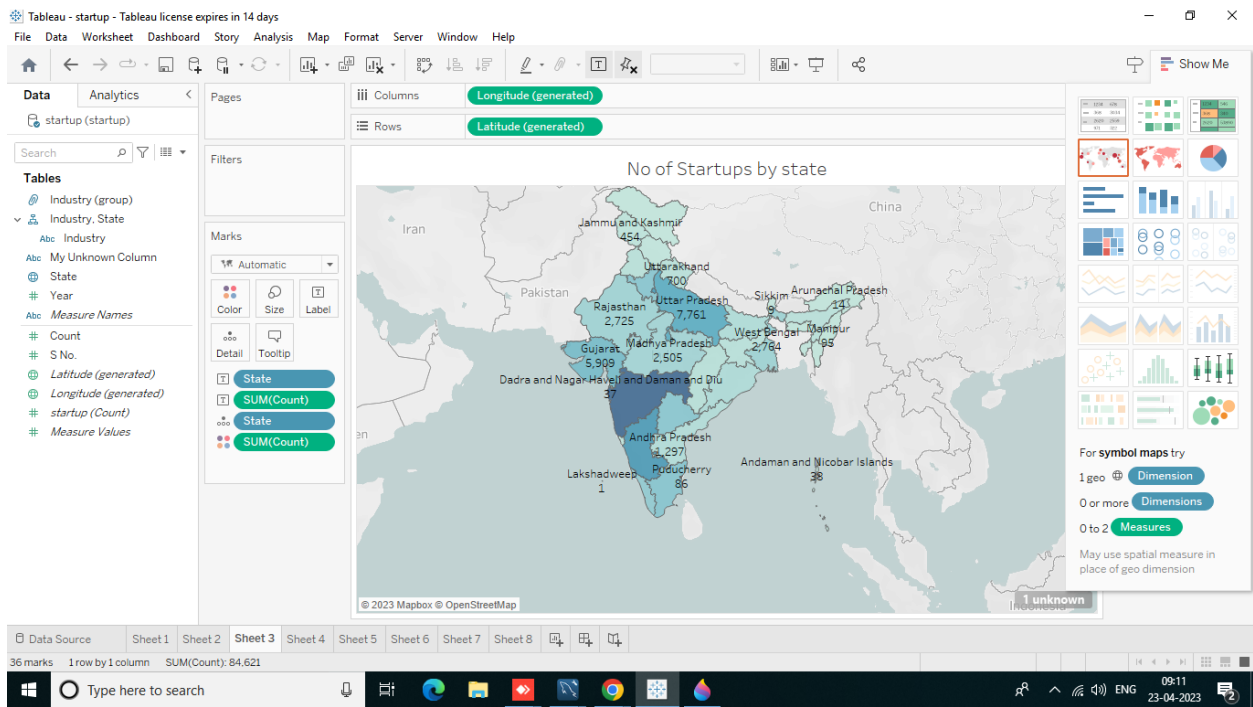
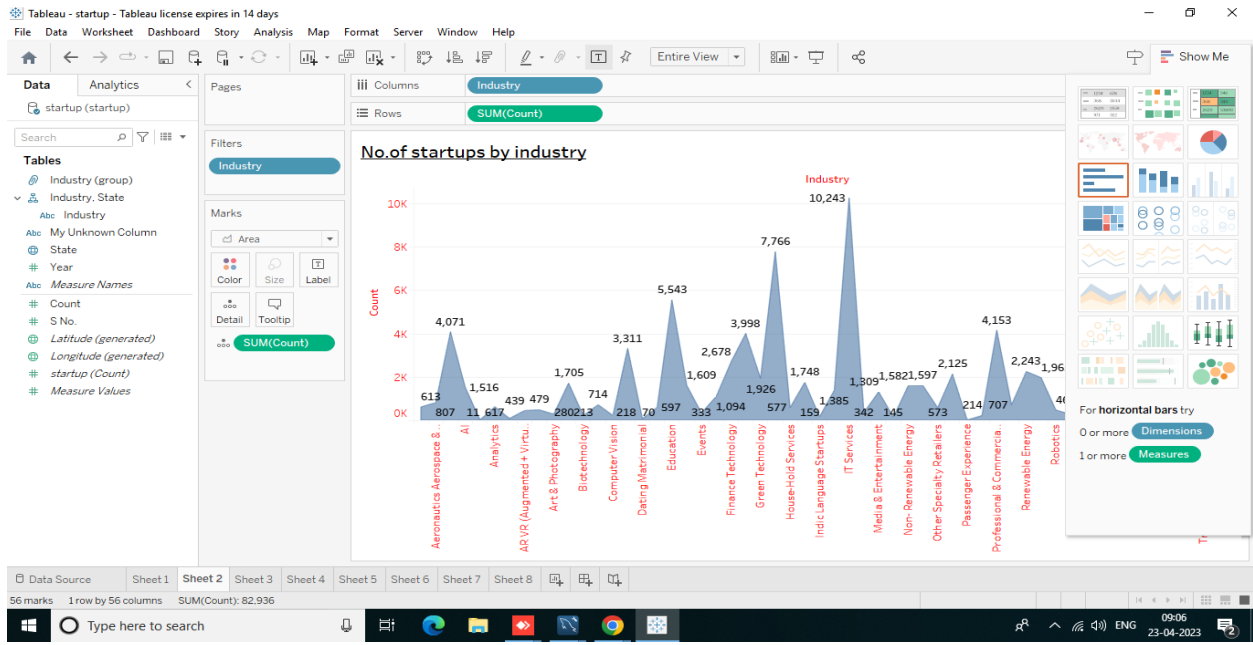
Person 4

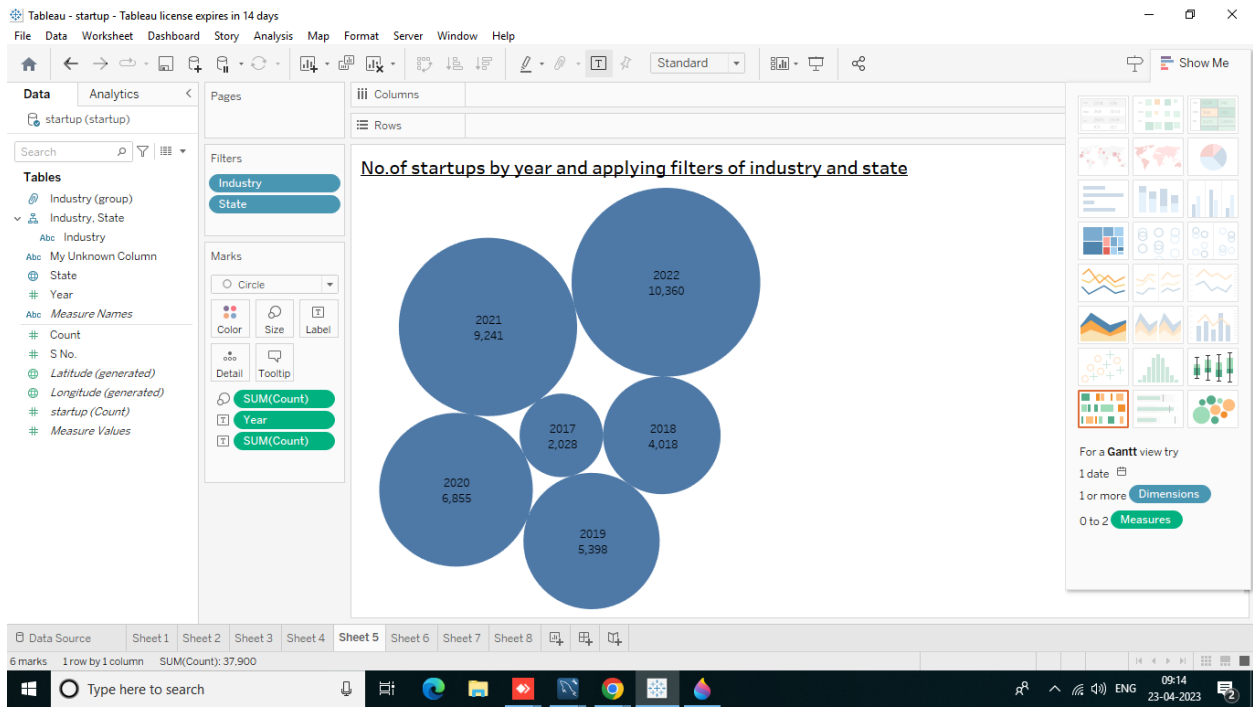
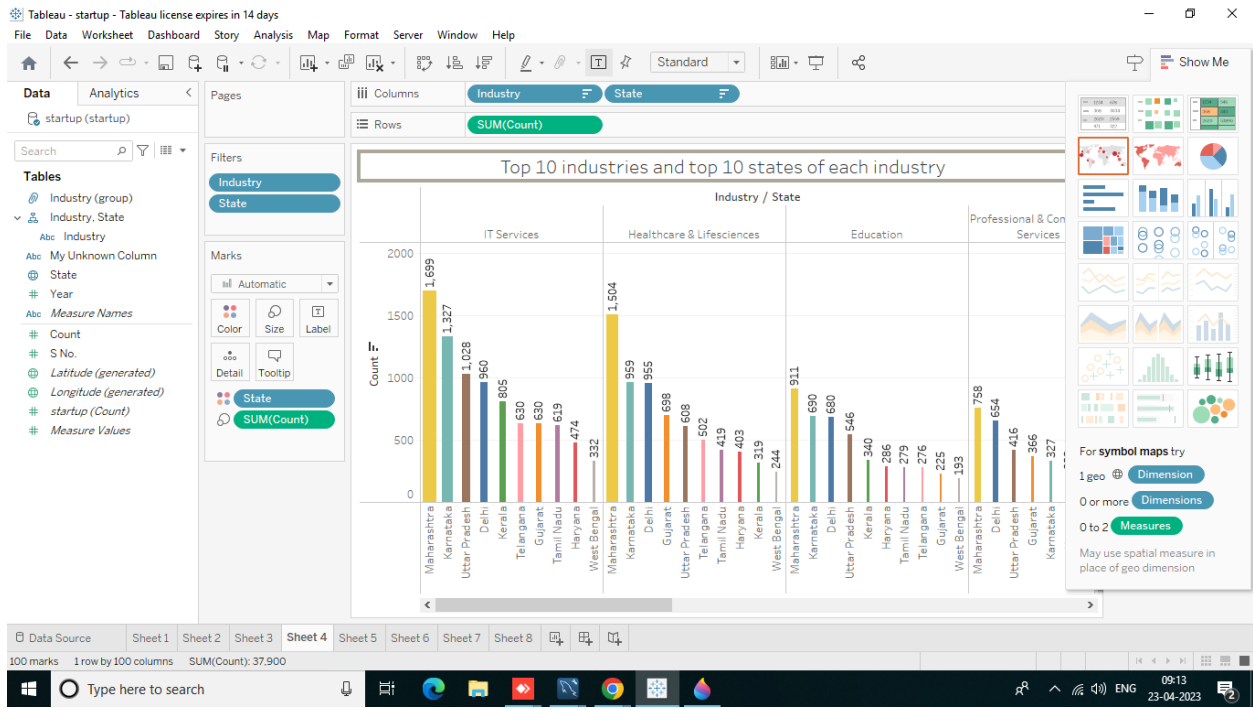
In search of good investors, we have more profit

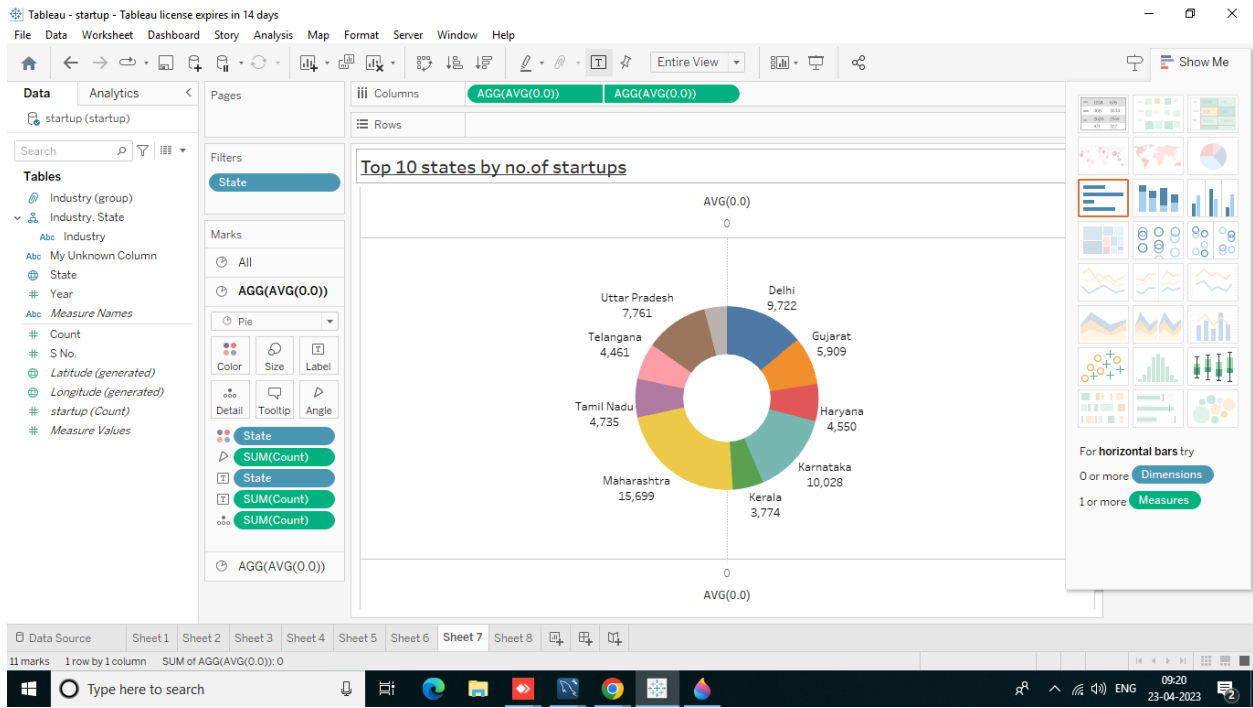
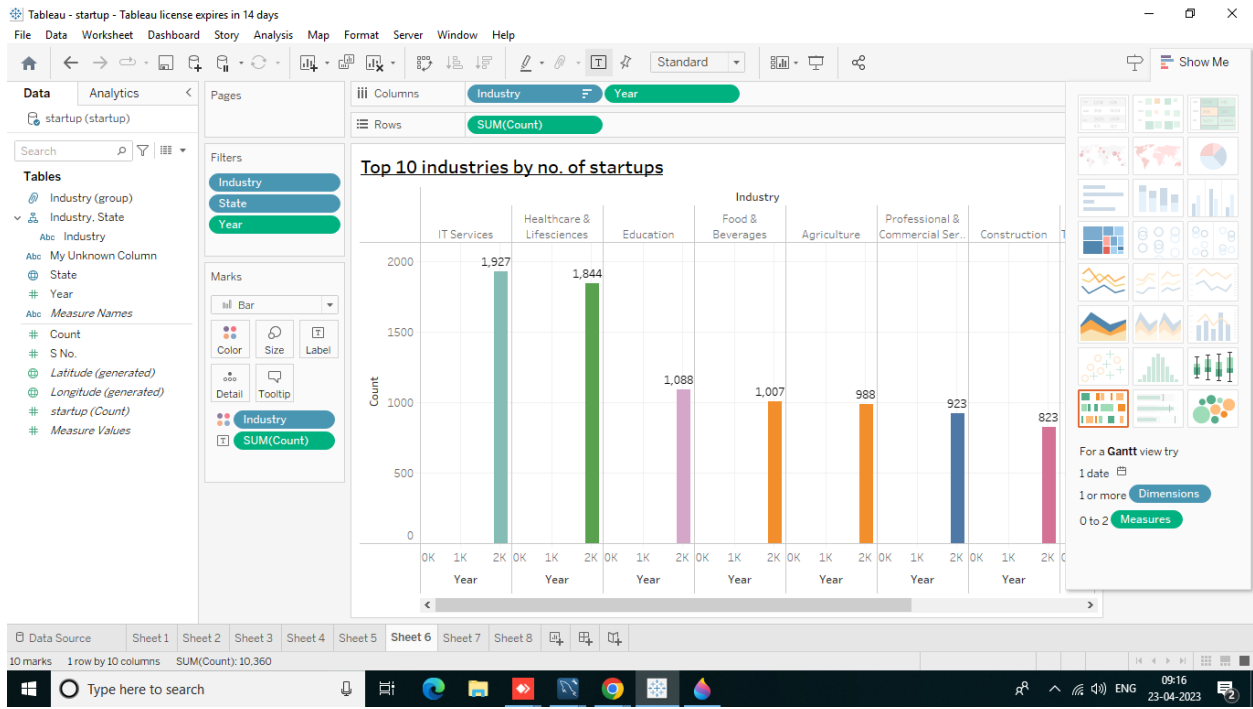
to complete tasks as their own on time

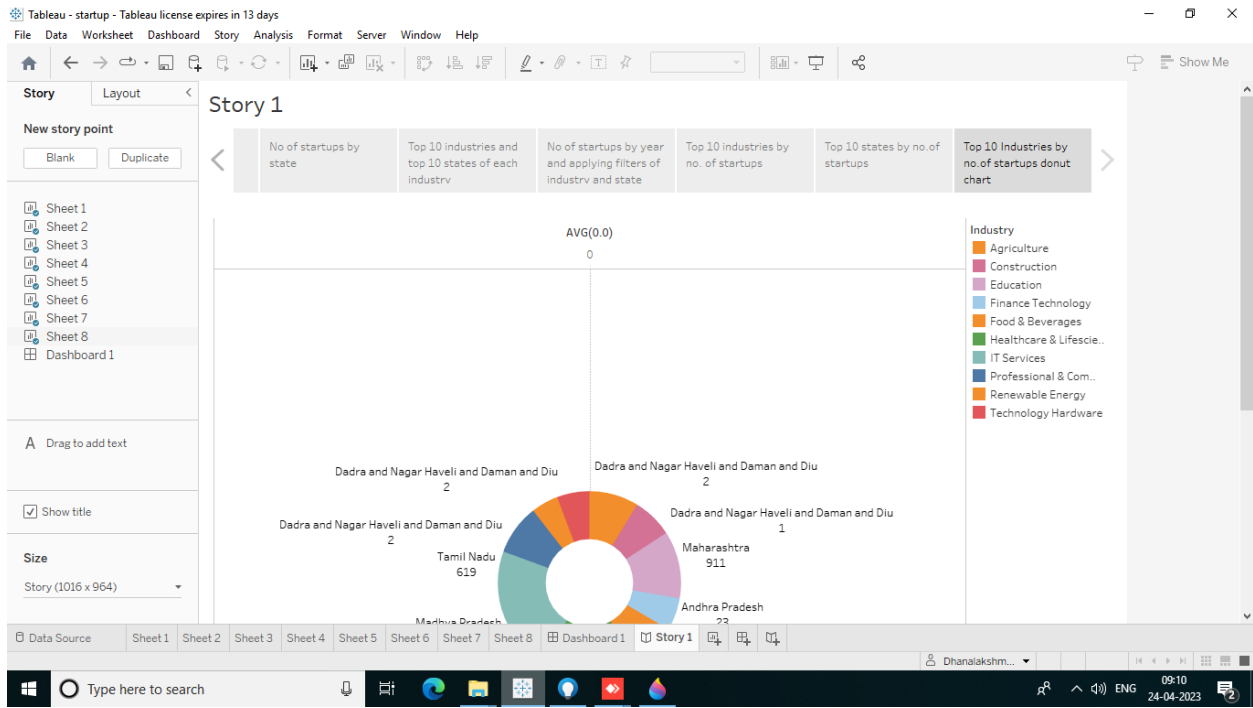
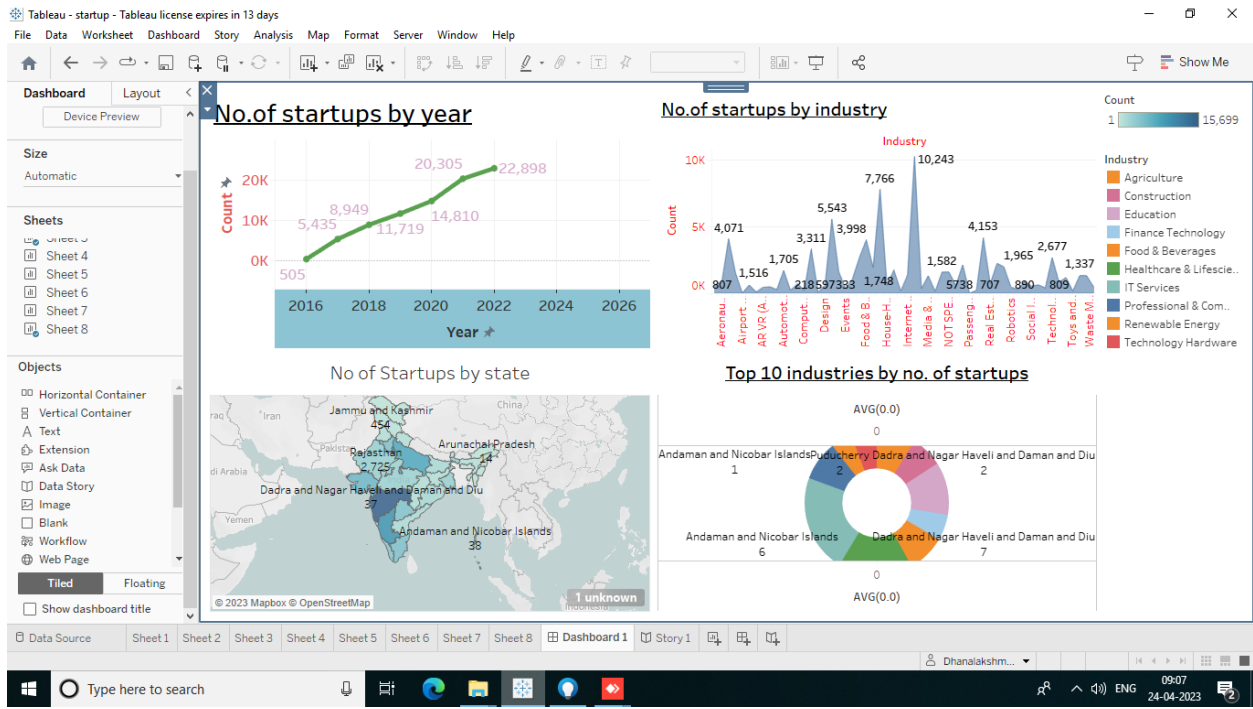
RESULT :











ADVANTAGES & DISADVANTAGES:

Startups are smaller and less structured. They are also innovative and keep improving their business models, processes, and completing. But it takes our blood, sweat, and tears to build a company and long working hours are the norm for startups.

APPLICATIONS :

- It runs automatically when a system is booted.
- This is a good practice for programs which you use frequently.
- It can be apply for tenders.

CONCLUSION :

Startups are one of the most promising ways to solve the critical problems humanity is facing because they can react much faster to problems that rise and can innovate solutions more freely than traditional corporations.

FUTURE SCOPE :

The no. of startups rose from 471 in 2016 to 72,993 in 2022 and created more than 7,00,000 jobs by March 2022. India has become the third largest startup ecosystem in the world.

APPENDIX :

Source Code:

```
<!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" href="dashboard.html">Dashboard</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 -->
```

```

<!-- hero area -->
<section
  class="hero-section hero"
  data-background=""
  style="background-image: url(images/hero-area/banner-bg.png)"
>
  <div class="container">
    <div class="row">
      <div class="col-lg-12 text-center zindex-1">
        <h1 class="mb-3">
          Indian StartUp <br>
          Analysis and Visualization
        </h1>
        <p class="mb-4">
          We have anyalized and about the startups that are especially in
India and approved by Indian Govt.
        </p>
        <a href="about.html" class="btn btn-secondary btn-lg">explore us</a>
        <!-- banner image -->
        <!--  -->
        </div>
      </div>
    </div>
  </div>
  <!-- background shapes -->
  <div id="scene">
    
    
    
  </div>

```

```







</div>
</section>
<!-- /hero-area -->

<!-- feature -->
<section class="section feature mb-0" id="feature">
  <div class="container">
    <div class="row">
      <div class="col-lg-12 text-center">
        <h2 class="section-title">Awesome Features</h2>
        <p class="mb-100">

          </p>
        </div>
      <!-- feature item -->

```

```

<div class="col-md-6 mb-80">
  <div class="d-flex feature-item">
    <div>
      <i class="ti-ruler-pencil feature-icon mr-4"></i>
    </div>
    <div>
      <h4>Awesome Design</h4>
      <p>
        The Graphs aND Charts used in here for Visualization will be
more understanding at a quick glance.
      </p>
    </div>
  </div>
</div>
<!-- feature item -->
<div class="col-md-6 mb-80">
  <div class="d-flex feature-item">
    <div>
      <i class="ti-layout-cta-left feature-icon mr-4"></i>
    </div>
    <div>
      <h4>Easy Customize</h4>
      <p>
        The Dashboard that is created in the responsive and dynamic
dahboard that you can use to analyze and understand more.
      </p>
    </div>
  </div>
</div>
<!-- feature item -->
<div class="col-md-6 mb-80">
  <div class="d-flex feature-item">
    <div>
      <i class="ti-split-v-alt feature-icon mr-4"></i>
    </div>
    <div>
      <h4>Saving Time</h4>
      <p>
        To start you startup, now need to keep hours of your time to
just understand what the stage of all startups here you can understand quickly by
just looking the Visualization.
      </p>
    </div>
  </div>
</div>

```

```

    <!-- feature item -->
    <div class="col-md-6 mb-80">
      <div class="d-flex feature-item">
        <div>
          <i class="ti-layers-alt feature-icon mr-4"></i>
        </div>
        <div>
          <h4>Story</h4>
          <p>
            The Narration of data based the Visualization and analysis is
            super engaging.
          </p>
        </div>
      </div>
    </div>
  </div>
</div>

```

```




```

```
</section>
```

```
<!-- /feature -->
```

```
<!-- newsletter -->
```

```
<section class="newsletter">
```

```
<div class="container">
```

```
<div class="row">
```

```
<div class="col-lg-12 text-center">
```

```
<h2>Subscribe to our newsletter</h2>
```

```
<p class="mb-5">Receive updates, news and deals</p>
```

```
</div>
```

```
<div class="col-lg-8 col-sm-10 col-12 mx-auto">
```

```
<form action="#">
```

```
<div class="input-wrapper position-relative">
```

```
<input
```

```
  type="email"
```

```
  class="newsletter-form"
```

```
  id="newsletter"
```



```

placeholder="Enter your email"
/>
<button type="submit" value="send" class="btn newsletter-btn">
  subscribe
</button>
</div>
</form>
</div>
</div>
</div>
<!-- background shapes -->

</section>
<!-- /newsletter -->

<!-- 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>
```