



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

Course: MGT1022 Lean Start-up Management
Winter Semester 2021-22
Digital Assignment 4

Maximum Marks :25

Due date: 29th April 2022

Task –

1. Recall your unique idea of start-up from DA1, conduct SWOT analysis on your idea and prepare attractively with-in one frame (e.g. One Slide/Page)

[10]

2. Suppose you get the chance to meet with big shot for 5 minutes only, who can be potential investor for your start up idea. How do you convince him/her for funding into start-up idea?

Please write the script not more than 1.5 page explaining following points

- a) Requirement of your idea
- b) Potential market available for your idea
- c) Future possibilities of expansion in your idea

[3x5]

Strengths

1. **Highly efficient manufacturing and distribution**
2. **Competitive pricing**
3. **Strong focus on Eco-Friendly**
4. **Innovation and new tech development**

Weaknesses

1. **Operational efficiencies**
2. **Limited product stock**
3. **Zero policy advertising**
4. **Certain operational inefficiencies**

ARCELIA

Opportunities

1. **Technological advances in the industry space**
2. **Few competitors in the market**
3. **Stable Healthcare market growth**

Threats

1. **Growing competition of online providers**
2. **Potential competitors in the market**
3. **Increasing costs of production and raw materials**

Question 2

Requirement of your idea

Health condition affecting millennials

Millennials are more affected by behavioural health issues than physical health conditions when compared to the general population, with the biggest increases in incidence of serious depression and hyperactivity.

The top three conditions among millennials were major depression, substance abuse disorder, and alcohol use disorder.

How Car Emissions Contribute to Global Warming

Because the automobile has become such an integral part of our lives, many of us are unaware that it has been quietly contributing to one of the world's most important issues: global warming. Greenhouse gases trap heat in the atmosphere, raising the planet's temperature.

Sea levels are increasing, temperatures are rising, severe droughts are occurring, and flooding is occurring as a result of global warming. However, there are a number of steps we can do right now to keep the situation under control.

The solution

According to new data, each additional cycling trip reduces CO2 emissions by 14%, while each saved automobile journey reduces CO2 emissions by 62%. Switching from a car to a bicycle saves 150g of CO2 per kilometre, e-cargo bikes lower carbon emissions by 90% when compared to diesel vans, and even just one day a week of walking and cycling in cities may reduce your carbon footprint by half a tonne of CO2 over a year. Creating synergies with other forms of transportation, such as long-distance trains, can significantly boost this potential.

Riding a bicycle:

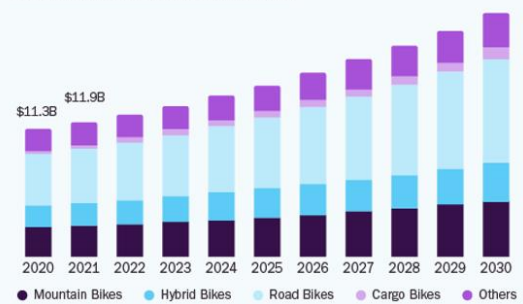
Calories are burned, balance is improved, endurance and stamina are increased, flexibility is defined, and cardiovascular fitness is improved. Enhances joint mobility and coordination while lowering stress levels. Reduces anxiety and sadness, making you feel better and giving you more energy throughout the day. Reduces the risk of heart attacks, strokes, and diabetes, among other diseases and health concerns. Increases brain blood flow, oxygen, and nutrients, resulting in more grey matter. (Biking literally improves your intelligence!)

Potential market available for your idea

The global bicycle market was worth USD 59.33 billion in 2021, and it is predicted to rise at an annual pace of 8.2% from 2022 to 2030. The market is expected to develop due to an increase in the number of people who choose biking as a form of recreation. Bicycles are projected to grow in popularity as a practical method of exercise for maintaining a healthy lifestyle free of obesity and other diseases. Dockless bicycle-sharing systems have recently grown in popularity. This device allows users to locate a nearby bicycle and electronically unlock it. Dockless bicycle-sharing systems, which originated in Europe, are gaining popularity in Asia, particularly in India and China.

North America Bicycle Market

size, by product, 2020 - 2030 (USD Billion)



As part of their attempts to maintain their competitiveness, key companies are investing aggressively, releasing new goods, providing new services, such as home delivery of high-end bicycles, after-sales assistance, and maintenance, and pricing their products and services competitively. Trek Bicycle Corporation, for example, debuted the all-new

Madone SLR 6 Disc Speed in June 2019. The bike has

retractable aero bars and is intended specifically for cycling in mountainous places with curving roads.

Future possibilities of expansion in your idea

Our next stage of expansion would be to pivot ourselves to an electric vehicle startup, where we start seeking up to \$100 million in funding to extend its business model and capture a larger share of the expanding last-mile mobility market, by attracting VCs and Angel Investors.

ARCELIA, which will be built into the country's largest battery-as-a-service network with 3 million battery swaps to date, plans to increase its fleet to 100,000 units by the end of the year from 10,000 units now, offer franchisee models to reach other cities, and cater to personal buyers in the coming year.

So far, the company will have raised \$30 million in equity funding. To help expedite growth, it will have invested \$100 million in a mix of equity and debt.