

# Charting the course of innovation: A Startup Analysis

## Project Report

### 1 INTRODUCTION

#### 1.1 Overview

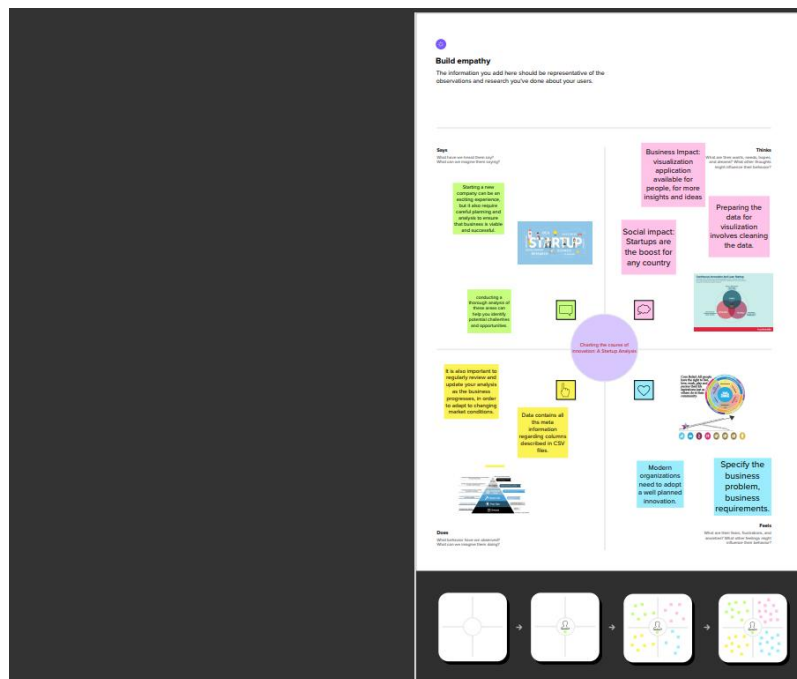
Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful.

#### 1.2 Purpose

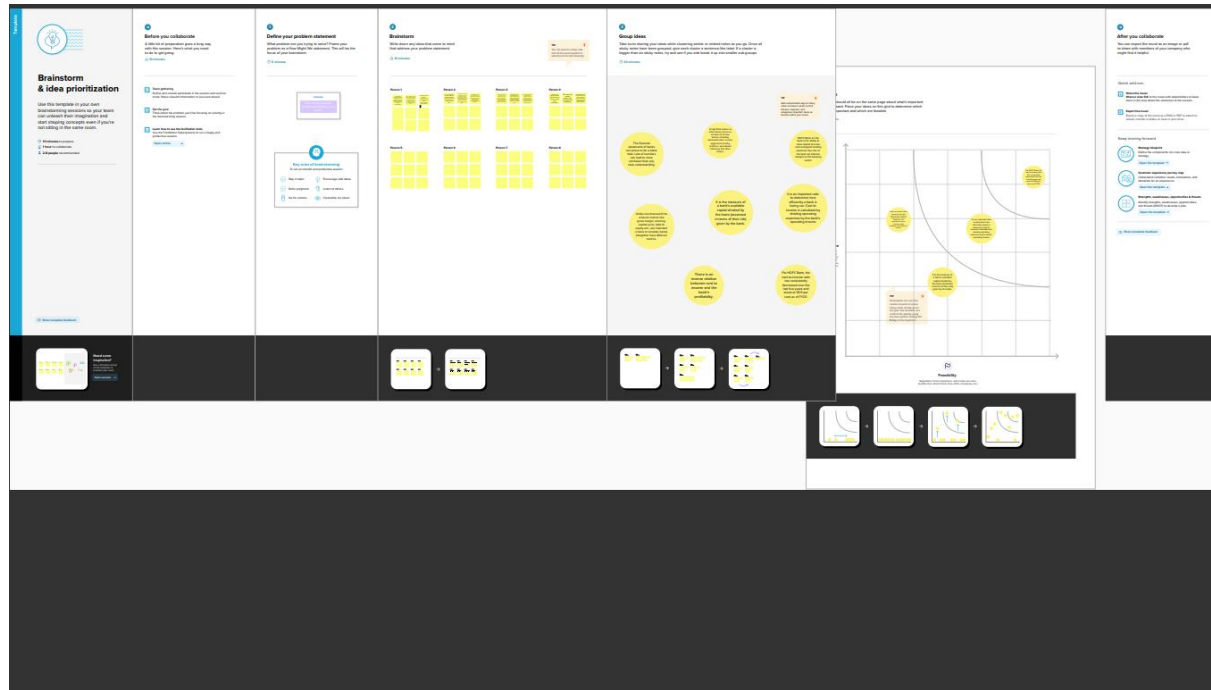
By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

### 2 PROBLEM DEFINITION & DESIGN THINKING

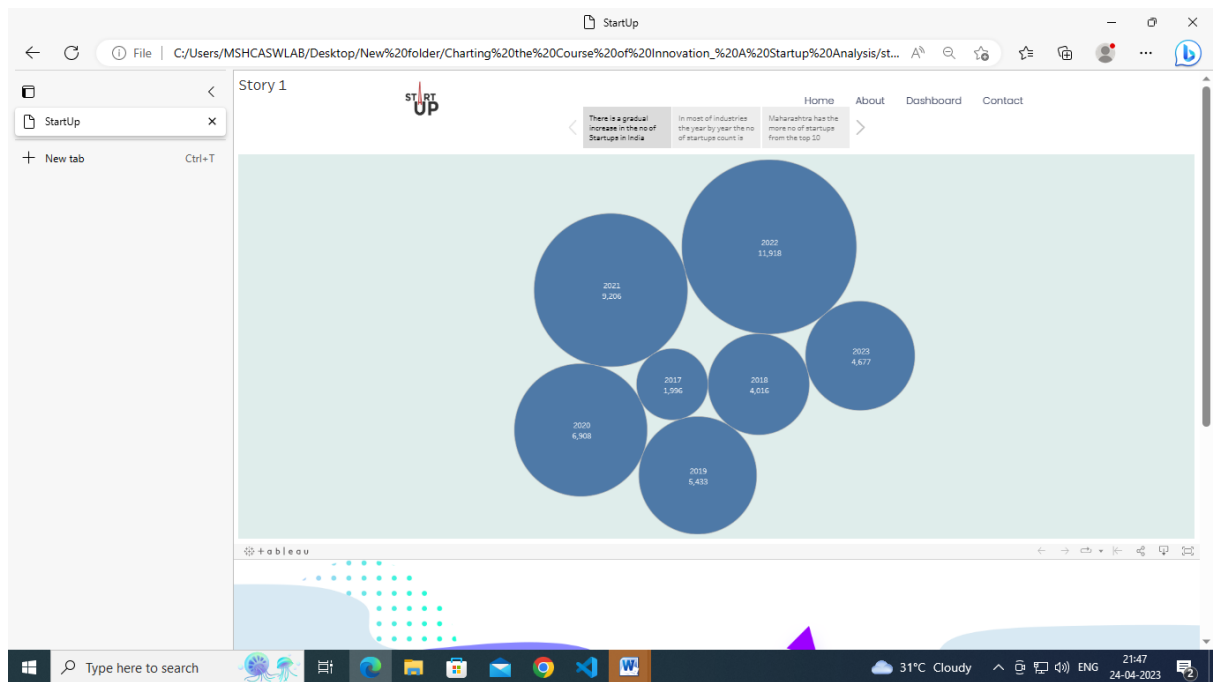
#### 2.1 Empathy Map

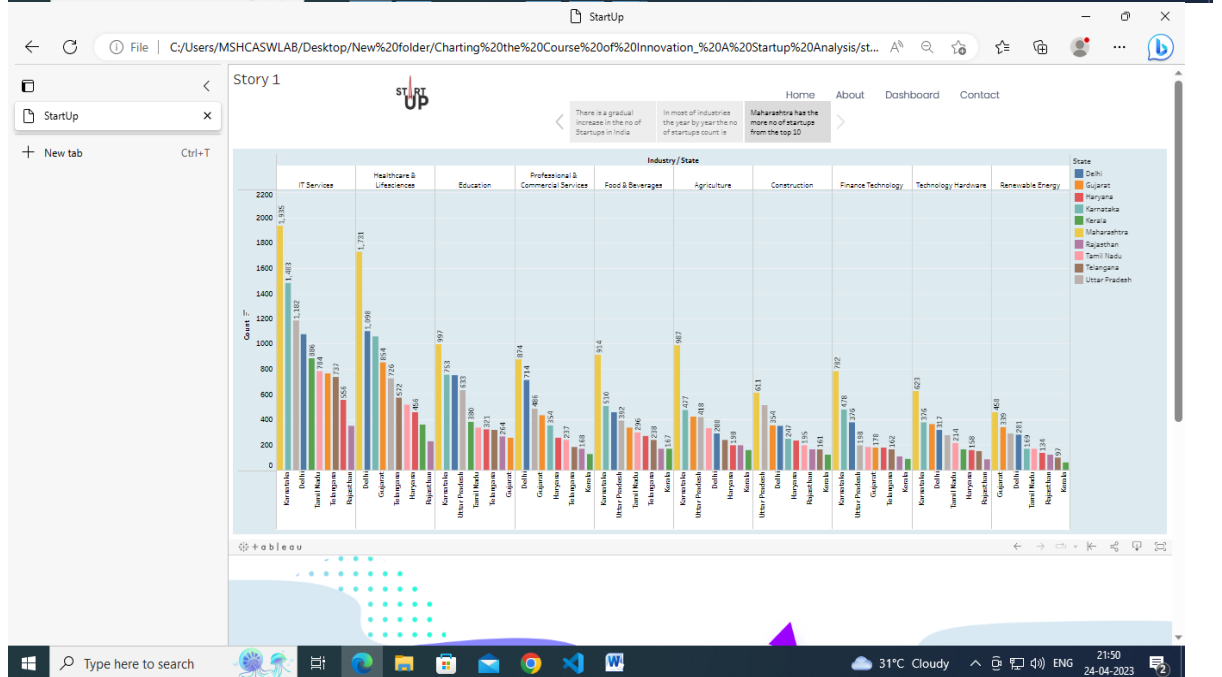
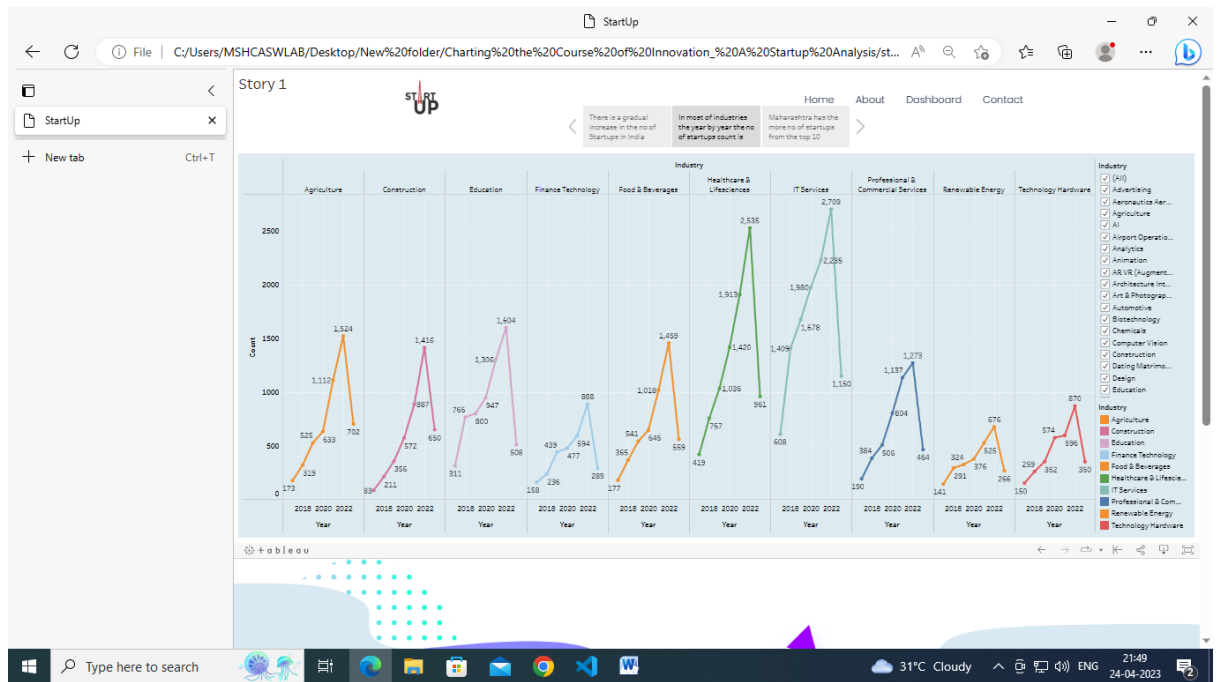


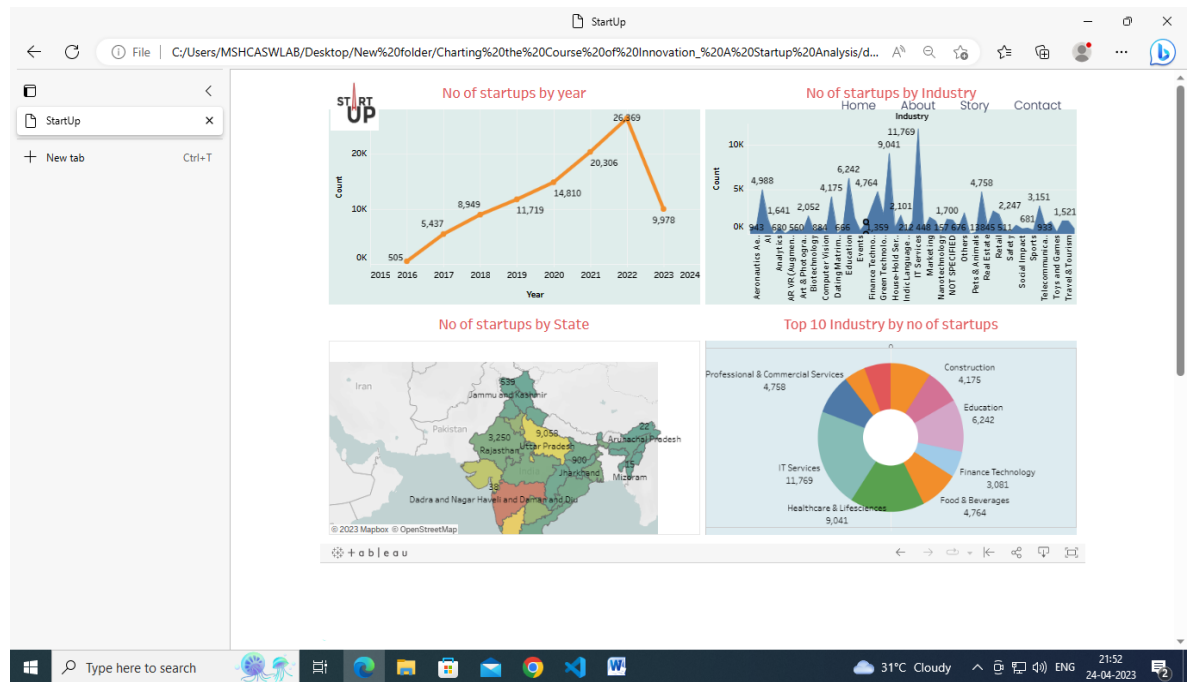
#### 2.2 Ideation & Brainstorming Map



### 3 RESULT







## 4 ADVANTAGES & DISADVANTAGES

### ADVANTAGES

Startup analysis is smaller and less structured. They are also innovative and keep improving their business models, processes, and portfolio. These allow them to adapt to disruptive technologies and changes in market conditions.

### DISADVANTAGES

Most startup fail within their first year of operations, so the risk of failure is high. Working under such high risk can blur a startup's strategic vision. So they either fail to seize market opportunities or overestimate their sales projections.

## 5 APPLICATIONS

The application of Big Data at startups makes these startups able to know the activities and know the trends that are mostly carried out by customers. With this they will be able to provide the right recommendations for their customers such as free shipping, vouchers and discounted prices and so on.

## 6 CONCLUSION

By embarking on a startup journey, the entrepreneur will learn a great deal about discovering actual problems, innovating solutions, analyzing markets and building the organization and processes to support these activities.

## **7 FUTURE SCOPE**

The startup ecosystem is receiving a lot of support from international and Indian investors, who have increased trust in the sector and have committed funding to enable these businesses to develop. Today, the Indian economy is undergoing an immense makeover with new strategies rolling into the market emphasizing and enhancing the role and contribution of startups.