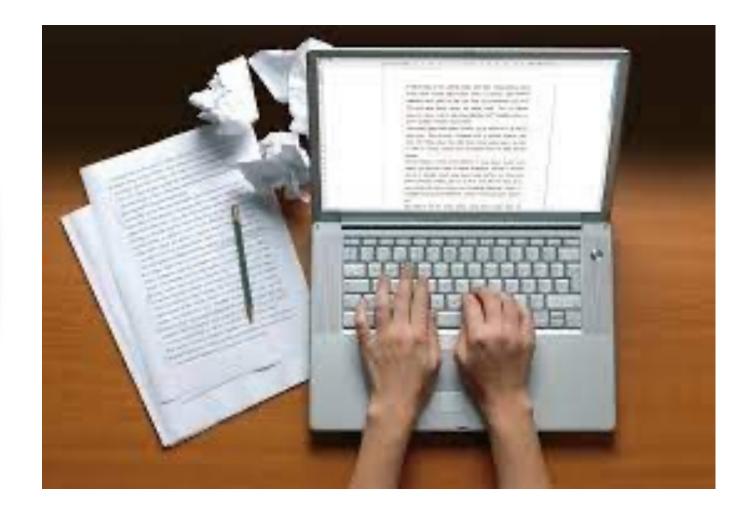
# New Venture Creation

Revision time





#### Revision

- 1. What are four circles of Ikigai?
- 2. How is ikigai it relevant to business?
- 3. What are the two sides of a business model?
- 4. Name the steps of designing a business model?
- 5. Which are the four types of value hierarchies?
- 6. How does one write Value/ value proposition of your business?
- 7. What is Value chain?
- 8. How can any part of value chain increase their fair share?



### Revision (contd.)

- 9. What is Customer Lifetime value
- 10. How is CLV related to current profits of the company?
- 11. What is 'source of business' with reference to a company?
- 12. Who is a competitor?
- 13. How is 'competitor' different from 'source of business'
- 14. How many categories are there?
- 15. Is it important to protect your idea/ intellectual property?
- 16. How can you protect your IP?



## Revision (contd.)

- 17. What is trademark
- 18. Can you trademark the name "Indian"
- 19. What will you do if you write a story for a movie you want to make?
- 20. Give an example of what you can design register
- 21. When do you go for a Patent?
- 22. When you want to register your company, how many types of companies are there to choose from?
- 23. If you have unique idea for a great product, will it become a profitable business?



## Revision (contd.)

- 24. Is it important to have the same name for your company and brand?
- 25. What are the two questions to ask you do if you are creating a new venture from an existing business?
- 26. Explain the two graphs below

