

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

