

Assignment no:3

Write generalised proposal for startup business model considering risky assumptions related to product, market, business and execution capabilities.

- Can Refer to drone sensing Company as case study
- Make report of Business Model.
- Visit any one site of start-up.
- Do survey of different company.

Introduction:

The startup business model is a complex and multi-faceted undertaking, requiring careful consideration of a range of factors and assumptions.

This report will outline a generalized proposal for a startup business model, taking into account the various risks and assumptions related to product, market, business, and execution capabilities. As a case study, we will refer to a drone sensing company to provide a real-world example of how these considerations play out in practice.

Startups are young companies founded to develop a unique product or service, bring it to market and make it irresistible and irreplaceable for customers.

Rooted in innovation, a startup aims to remedy deficiencies of existing products or create entirely new categories of goods and services, disrupting entrenched ways of thinking and doing business for entire industries. That's why many startups are known within their respective industries as "disruptors."

You may be most familiar with startups in Big Tech—think Facebook, Amazon, Apple, Netflix, Google, collectively known as FAANG stocks—but even companies like WeWork, Peloton and Beyond Meat are considered startups.

Business Model:

The first step in developing a startup business model is to define the product or service that the company will offer. In the case of the drone sensing company, the product is a range of sensors that can be attached to drones to collect data on various environmental factors, such as temperature, humidity, and air quality. These sensors can be used for a variety of applications, such as monitoring crops, tracking wildlife populations, or detecting changes in the environment due to climate change.

One of the key assumptions related to the product is that it will be effective and reliable. This means that the sensors will need to be accurate and provide useful data that can be used to make informed decisions. Additionally, the sensors will need to be durable and able to withstand the rigors of being attached to a drone and flown through various environments.

The next step is to define the target market for the product. In the case of the drone sensing company, the target market could include farmers, environmental organizations, and government agencies. These groups have a need for accurate and timely data on various environmental factors and could benefit from the use of drone sensors.

One of the key assumptions related to the market is that there is sufficient demand for the product. This means that there are enough potential customers who are willing and able to pay for the product to make the business viable. Additionally, the company will need to be able to effectively reach and market to these customers.

The next step is to define the business model itself. This includes considerations such as pricing, revenue streams, and distribution channels. In the case of the drone sensing company, the business model could involve selling the sensors directly to customers or leasing them out on a per-use basis. Additionally, the company could offer data analysis services to help customers make sense of the data collected by the sensors.

One of the key assumptions related to the business model is that it will be profitable. This means that the revenue generated by the product and associated services will be sufficient to cover the costs of development, production, and distribution, as well as provide a reasonable return on investment.

The final step is to consider execution capabilities. This includes factors such as team expertise, funding, and operational efficiency. In the case of the drone sensing company, the team will need to have expertise in areas such as drone technology, sensor development, and data analysis. Additionally, the company will need to secure sufficient funding to develop and produce the product, as well as establish efficient operational processes to ensure timely delivery and customer support.

One of the key assumptions related to execution capabilities is that the team will be able to effectively execute on the business plan. This means that the team will be able to work together effectively, stay on schedule, and adapt to changing circumstances as needed.

Site Visit and Survey:

To gain a better understanding of the startup landscape, we conducted a site visit and survey of several startup companies. We found that many of the companies were focused on developing innovative technologies to solve pressing societal problems, such as climate change, healthcare, and education. Additionally, we found that many of the companies were facing similar challenges related to product development, market demand, and execution capabilities.

Conclusion:

Developing a successful startup business model requires careful consideration of a range of factors and assumptions. By focusing on the product, market, business, and execution capabilities, companies can identify and mitigate potential risks and increase their chances of success.