***MOBILE APP(TABLE***

***RESERVE AND EATOUT APP) STARTUP.***

Steps:

1. Empathize.
2. Define.
3. Ideate.
4. Prototype.
5. Test.

7 Required Points in Startup to make it Successful company.

1. Better Idea (painkiller Idea=100% / vitamin Idea=0%)

Ex: How many painkillers medicine you take in month and how many vitamins enhancement medicine you take, so the society needs solution ideas not the enhancement ideas.

1. Unique show-off Preposition (USP) not a Unique selling Preposition (USP)

Ex: Apple Company= Because it is not best phone or not having best features its just ability to brag your attention.

1. Startup should have network effect

Ex: If your user takes their network towards your product the growth will increase.

1. Build your Brand, before you build your business

Ex: Let’s think we have no idea but we have brand with some network system so we can just fuck up more valuable idea. So before building business build your brand in society.

1. Get in an industry where consumer behaviour is changing

Ex: Intent based buying 🡪 Discovery based buying

Before we use to buy some product by searching for it only, but nowadays if in discovery platform if some product brag our interest, then we will buy, so it is very necessary to be on discovery platform, Like—Influencers, social media, etc...

1. Build a business against behemoths, when the big transformation is happening.

Ex: While consumer behave is changing the big companies will get more time to shift with that transformation in that time we can start the idea with that transformation. Mamaearth Against big businesses like xyz.

1. High Tolerance to go back to Normal Product.

Ex: We buy airport tickets online in 15-20mins but before we use to go to airport stand in line and book the tickets, but now if the online platforms say we will take these much platform fees for booking then also we will book in online only because the habit happened in our mind.