



GUIDELINE BY

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Introduction To Entrepreneurship & Startup

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What is...

Startup

Fund Raising

Innovation

Unicorn

Entrepreneur

Invention

Entrepreneurship

Examples

1. Flipkart

- **Founders:** Sachin Bansal and Binny Bansal
- **Valuation:** Approximately \$37.6 billion (as of 2023, post Walmart investment)

2. Paytm

- **Founder:** Vijay Shekhar Sharma
- **Valuation:** Approximately \$4.2 billion (as of 2023, based on market capitalization)

3. Ola Cabs

- **Founders:** Bhavish Aggarwal and Ankit Bhati
- **Valuation:** Approximately \$7.3 billion (as of 2023)

4. Zomato

- **Founders:** Deepinder Goyal and Pankaj Chaddah
- **Valuation:** Approximately \$8.5 billion (as of 2023, based on market capitalization)

5. Byju's

- **Founder:** Byju Raveendran
- **Valuation:** Approximately \$22 billion (as of 2023)

6. Swiggy

- **Founders:** Sriharsha Majety, Nandan Reddy, and Rahul Jaimini
- **Valuation:** Approximately \$10.7 billion (as of 2023)

Entrepreneurship Development

Entrepreneurship development refers to enhancing individuals' skills and knowledge to create and manage new business ventures.

Purpose

Foster an entrepreneurial mindset, provide training, resources, and support to turn ideas into successful businesses.

Example

University Incubation Centers, which provide a comprehensive ecosystem supporting startups' growth and success.

What's the need?

- **Economic Growth:** Entrepreneurs create jobs, stimulate innovation, and increase productivity (e.g., Indian startups contributing to GDP growth).
- **Innovation:** Entrepreneurs lead technological and social innovations (e.g., Paytm in digital payments, Ola in transportation).
- **Adaptability:** Quick adaptation to new trends and demands is vital for economic competitiveness. (e.g., Swiggy expanding from food delivery to include groceries and other services).
- **Social Change:** Entrepreneurs address societal challenges with innovative solutions (e.g., Byju's transforming education in India).

Entrepreneurship

- **Entrepreneurship** is the process of creating, developing, and managing a new business venture to generate profit while taking on financial risks. It involves identifying market opportunities, innovating, and bringing new products or services to the market.
- **Example:** Steve Jobs co-founded Apple in his garage, transforming it from a small startup into a leading technology company known for innovations like the iPhone, which revolutionized the smartphone industry.



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Who is Co-founder of Apple

What is he doing now?

Do your research and share the story!

Traits Of Successful Entrepreneurs

- **Innovation:** Generating new ideas and turning them into ventures (e.g., Kunal Bahl of Snapdeal).
- **Risk-Taking:** Willingness to take calculated risks (e.g., Ritesh Agarwal of OYO Rooms).
- **Vision:** Clear foresight of market trends (e.g., Nandan Nilekani of Infosys).
- **Resilience:** Bouncing back from failures (e.g., Narayana Murthy of Infosys).
- **Leadership:** Leading and inspiring teams (e.g., Ratan Tata of Tata Group).

Intrapreneurship

- **Definition:** Fostering an entrepreneurial spirit within a large organization.
- **Example:** Tata Innovation Forum, which encourages innovative projects within the Tata Group.

Motivation for Entrepreneurship

- **Autonomy:** Desire for independence and control over work.
- **Financial Gain:** Potential for significant financial rewards.
- **Social Impact:** Solving societal problems and making a difference (e.g., Umesh Sachdev of Uniphore).
- **Passion:** Personal passion for a particular field or idea.
- **Legacy:** Building something lasting and impactful.



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Who is India's youngest Billionaire?

Share story of any one well-known entrepreneur

Do your research and share the story!

Who is...

Leader

Owner

Dictator

Mentor

Manager

Advisor

Boss

Difference Between Entrepreneurs & Managers

- **Risk-Taking:** Entrepreneurs take higher risks, while managers minimize risks (e.g., Ritesh Agarwal vs. Indra Nooyi).
- **Innovation:** Entrepreneurs focus on creating new markets, while managers improve existing processes (e.g., Vijay Shekhar Sharma vs. Shikha Sharma).
- **Ownership:** Entrepreneurs often own their ventures, while managers do not (e.g., Kunal Bahl vs. Roshni Nadar Malhotra).
- **Long-Term vs. Short-Term Focus:** Entrepreneurs often have a long-term vision, while managers focus on short- to medium-term metrics (e.g., Deepinder Goyal vs. Aditya Puri).

Similarities Between Entrepreneurs & Managers

- **Leadership Skills:** Both guide teams and make strategic decisions (e.g., Narayana Murthy of Infosys).
- **Decision-Making:** Analyzing situations and choosing the best course of action (e.g., Sundar Pichai of Google).
- **Resource Management:** Efficiently managing resources (e.g., Nandan Nilekani of Infosys).
- **Goal Orientation:** Focus on achieving specific business objectives (e.g., Anand Mahindra of Mahindra Group).

Trends in India's Start-Up Ecosystem

- **Rise of Technology Start-Ups:** Growth in fintech, edtech, healthtech, and e-commerce (e.g., BYJU'S, Paytm, Flipkart).
- **Increasing Funding and Investments:** Surge in venture capital and private equity investments, with many startups reaching unicorn status.
- **Government Initiatives:** Support through initiatives like Startup India, providing tax benefits, compliance ease, and funding support.
- **Focus on Innovation and Disruption:** Startups disrupting traditional industries (e.g., Udaan in B2B e-commerce).
- **Expansion of Digital Infrastructure:** Improved internet connectivity aiding digital startups (e.g., Reliance Jio's data plans).



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What are Government Benefits given to a recognized Start-Up?

What are Grants?

Do your research and share the story!

Imperatives for Sustaining the Start-Up Revolution

- **Strengthening the Ecosystem:** Building a robust support system with incubators, accelerators, mentors, and industry partnerships (e.g., T-Hub in Hyderabad).
- **Access to Capital:** Ensuring funding sources like venture capital, angel investors, and government grants are accessible (e.g., Sequoia Capital, Accel Partners).
- **Skill Development and Education:** Promoting entrepreneurship education and skill development (e.g., Atal Innovation Mission).

Imperatives for Sustaining the Start-Up Revolution

- **Regulatory Support:** Streamlining regulatory processes for easier startup launches (e.g., simplified company registration by the Ministry of Corporate Affairs).
- **Market Access and Networking:** Providing platforms for market access and networking (e.g., NASSCOM's 10,000 Startups initiative).
- **Fostering Innovation:** Encouraging continuous innovation through R&D, intellectual property protection, and academic collaborations (e.g., IITs' incubators and research parks).



TIRTHAK PATEL

Work

Customer Success & Operations Team Lead at doola

Previously

Leadeest, Webiflu, Devfolio, StriveMath, and Yess

Business

Akshar Live (Essential Edible Oil Production)

Education

Computer Engineer | MBA (IEV)

Freelance

Design, Development, Consultancy, and more!

“

I don't believe in taking right decisions. I take
decisions and then make them right

—
Ratan Tata

(Chairman Emeritus of Tata Sons)

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