Welcome

Project Report Template

Charting the Course of Innovation: A Startup Analysis

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INTRODUCTION

- Innovation is a process by which a domain, a product, or a service is renewed and brought up to date by applying new processes, introducing new techniques, or establishing successful ideas to create new value. The creation of value is a defining characteristic of innovation.

- Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

Purpose

- The purpose of innovation is to come up with new ideas and technologies that increase productivity and generate greater output and value with the same input. According to the aforementioned Stanford study, innovation has been responsible for up to 85% of all economic growth

- The purpose of the business innovation process is to create value for the organization. That value can come from creating new revenue opportunities or driving more revenue through existing channels; from creating efficiencies that save time, money or both; or from improvements to productivity or performance.

Template

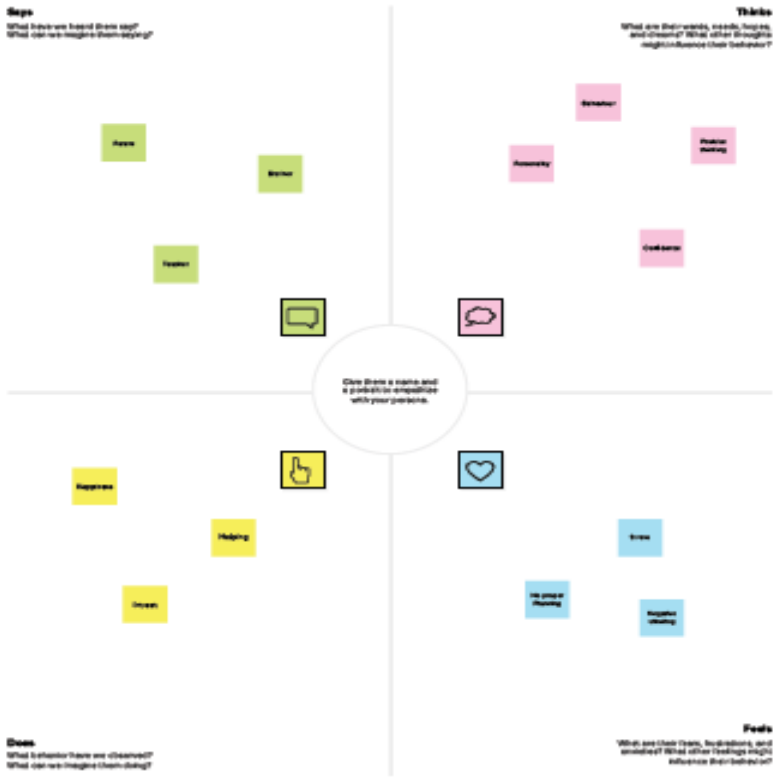
Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

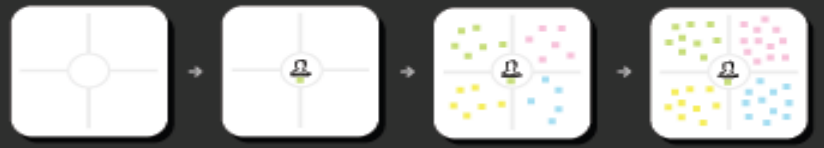
Share template feedback

Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Need some inspiration?



Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-8 people recommended

Share template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevent information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1 | Person 2 | Person 3 | Person 4

Person 5 | Person 6 | Person 7 | Person 8

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

A Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

B Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

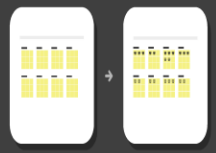
Strategy blueprint
Define the components of a new idea or strategy.
Open the template

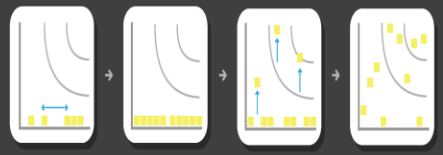
Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template

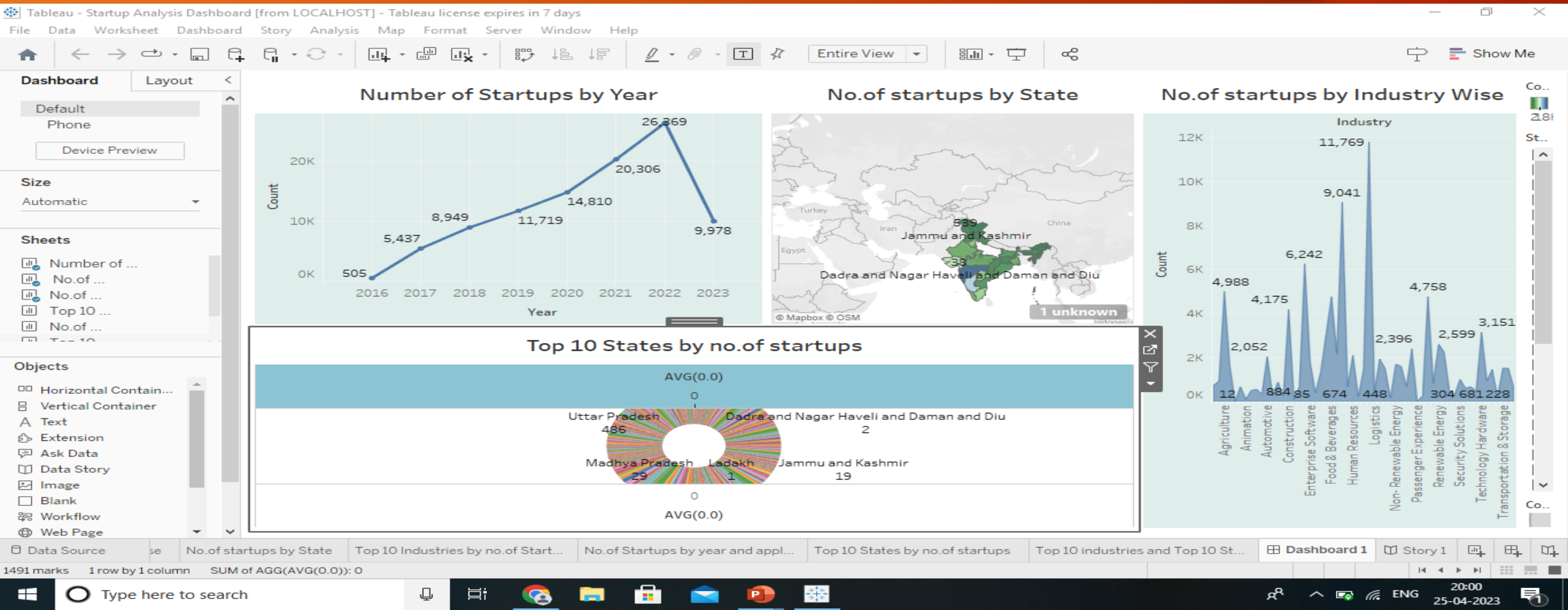
Share template feedback

Need some inspiration?
See a finished version of this template to kickstart your work.
Open example





Dashboard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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Show Me
Dashboard
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Default
Phone
Device Preview
Size
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Ask Data
Data Story
Image
Blank
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Number of Startups by Year
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Dadra and Nagar Haveli and Daman and Diu
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3,151
228
Agriculture
Animation
Automotive
Construction
Enterprise Software
Food & Beverages
Human Resources
Logistics
Non-Renewable Energy
Passenger Experience
Renewable Energy
Security Solutions
Technology Hardware
Transportation & Storage
Top 10 States by no.of startups
AVG(0.0)
Uttar Pradesh
486
Dadra and Nagar Haveli and Daman and Diu
2
Madhya Pradesh
29
Ladakh
1
Jammu and Kashmir
19
Data Source
No.of startups by State
Top 10 Industries by no.of Start...
No.of Startups by year and appl...
Top 10 States by no.of startups
Top 10 industries and Top 10 St...
Dashboard 1
Story 1
1491 marks
1 row by 1 column
SUM of AGG(AVG(0.0)): 0
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ENG
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25-04-2023

Story

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File Data Worksheet Dashboard Story Analysis Format Server Window Help

Show Me

Story | Layout

New story point

Blank | Duplicate

- Number of ...
- No.of startups ...
- No.of startups b...
- Top 10 Industrie...
- No.of Startups ...
- Top 10 States b...
- Top 10 industrie...
- Dashboard 1

Drag to add text

Show title

Size

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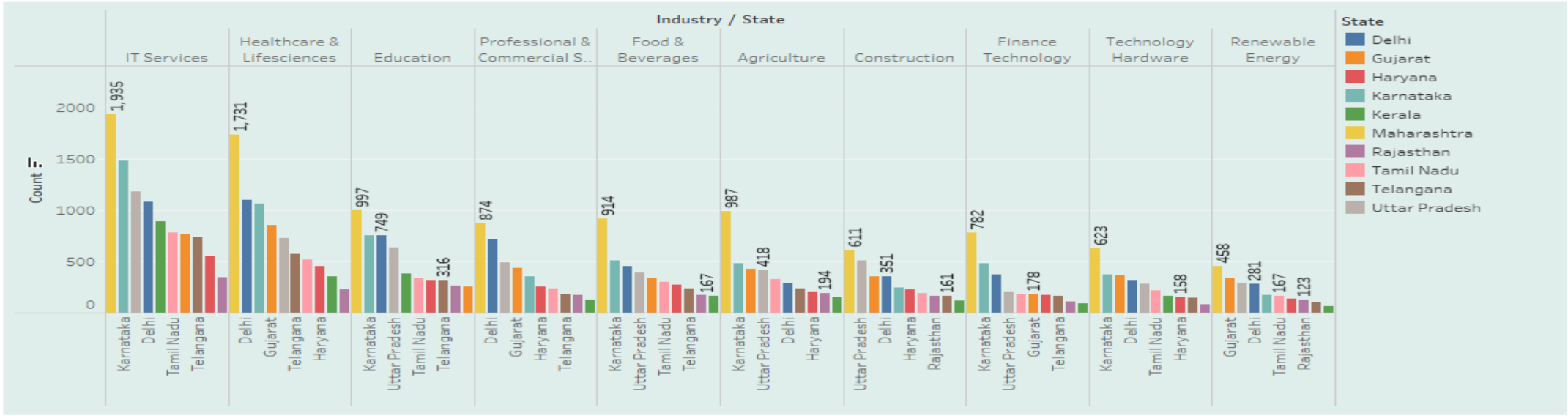
Story 1

There is a gradual increase in the no.of startups in India

In most of the industries year by year the no.of startup

Maharastra is the more no.of startups from the Top 10



Data Source | No.of startups by State | Top 10 Industries by no.of Start... | No.of Startups by year and appl... | Top 10 States by no.of startups | Top 10 industries and Top 10 St... | Dashboard 1 | Story 1

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Advantages & Disadvantages

ADVANTAGES:

- ✓ Innovation can deliver significant benefits. It is one of the critical skills for achieving success in any business. It can help you solve problems, generate profit, increase your market share and edge out competitors.
- ✓ Increasing Production - Technology is considerably increasing effectiveness and helping businesses across many industries. It helps in saving lots of time for everyone from automakers to bakers. Businesses encompassing the latest tools and technologies can attain a competitive advantage in the market.
- ✓ Easily Accessible - Moreover, technology is making our life very easy. We can access several things and services by staying at our home. Whether you need to shop or search for a job, all these things are available and accessible without leaving your home.

DISADVANTAGES:

- ✓ Businesses can run out of money if they invest too much and don't get products to market quickly enough.
- ✓ Businesses not able to produce new product on large scale at low enough cost - no guaranteed return on investment.
- ✓ Businesses risk ruining reputation if new product is poor quality.

Applications:

- Nano biotechonology , Nano devices, Bio Engineering, Cosmetics are the innovative applications.
- This form of innovation is optimal for penetrating mainstream markets.
- Defense and Security.
- The organisation uses the developed idea in the design, manufacture or delivery of new products, services or processes.

CONCLUSION:

- Innovation is the lifeblood of any large organization.
- Many new and unique ideas are making their way. It is clear that manufacturers and marketers are listening to the needs and wants of customers,and are making new products to meet the demands.

FUTURE SCOPE:

- Data visualization uncovers trends, patterns, and relationships that are not easily discernible from numerical data or traditional forms of representation. Deeper insights and interrelationships can be obtained through data visualization.

THANK YOU!