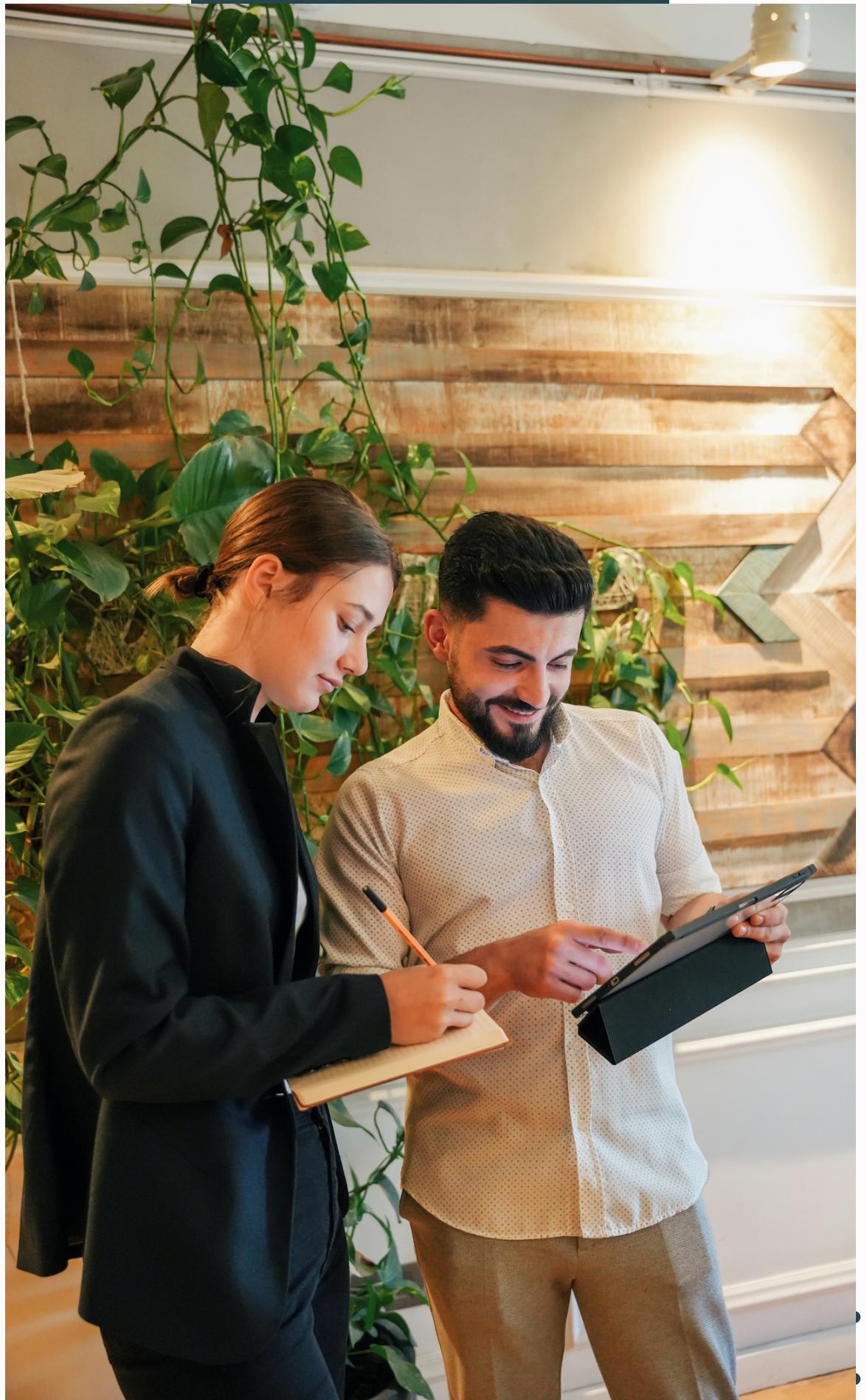


MS 491-I Product Management

# BUSINESS PROPOSAL

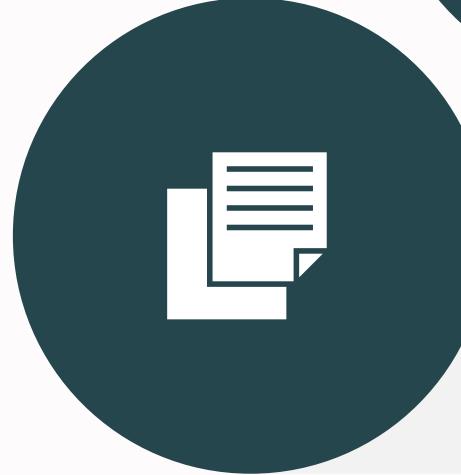
[yourstory.com](http://yourstory.com)





# Who are we?

YourStory provides a platform for entrepreneurs to share their experiences, challenges, and successes, and it also covers news and trends in the startup world.



**Articles and Features**



**Videos and Podcast**



**Events and conferences**



**Newsletter**

# What do we offer?

01

**Visibility and recognition for startups**

**Inspiration and motivation**

02

03

**Information and education**

# What do we offer?

04

Market awareness and trends

Connecting entrepreneurs with resources

05

06

Networking and community building

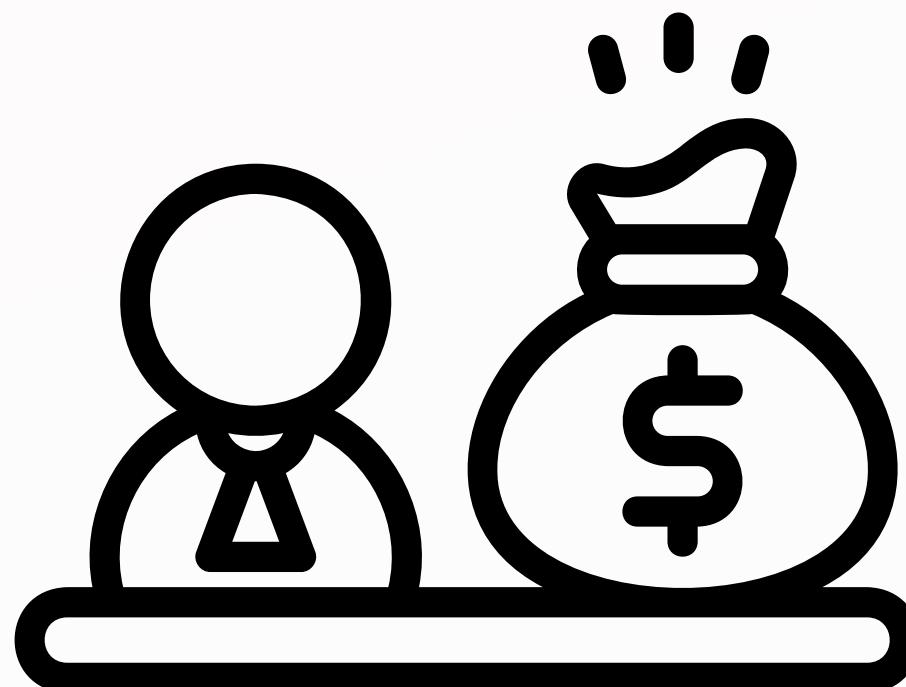
# Target Audience

## Entrepreneurs



It caters to individuals who are actively engaged in starting and running their own businesses. This could range from early-stage startups to more established companies.

## Investors



YourStory's content is of interest to venture capitalists, angel investors, and other types of investors looking for potential investment opportunities.

## Educational Institutions



Its content is valuable for students, faculty, and administrators at universities and business schools with an interest in entrepreneurship and startups.

# USER JOURNEY

Envision the journey of a user in the target market



## Discovery and onboarding

**When:** An aspiring entrepreneur hears about YourStory through word-of-mouth, social media, or a search engine.

**How:** They visit the website.

**Why:** They are looking for inspiration, resources, and information.



## User registration and profile setup.

**When:** Upon their first visit.  
**How:** They create a user account, providing basic information and setting preferences.

**Why:** To personalize their experience, and receive tailored content.



## Content consumption and exploration

**When:** During their free time, breaks, or whenever they seek inspiration.

**How:** They browse through articles, watch videos, listen to podcasts, etc.

**Why:** To gain insights, and learn from success stories.

# USER JOURNEY

Envision the journey of a user in the target market

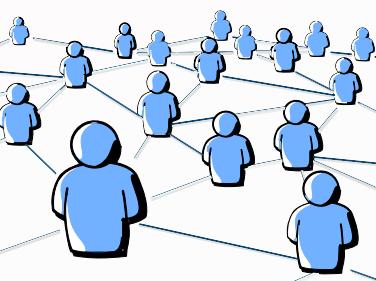


## Startup discovery and research

**When:** When they're actively looking for new startup ideas or researching specific industries.

**How:** They use the search and filtering options to discover startups.

**Why:** To learn from existing startups, or find investment.



## Engagement with the community

**When:** Regularly, as part of their networking and learning routine.

**How:** They participate in forums, join groups, and attend virtual events.

**Why:** To connect with like-minded individuals, and seek advice.



## Event participation

**When:** When there's an event of interest happening in their region or industry.

**How:** They check the event listings, register, and attend (either physically or virtually).

**Why:** To gain knowledge, and discover new opportunities

# USER JOURNEY

Envision the journey of a user in the target market



## Utilizing tools and resources

**When:** When they're in the early stages of planning or executing their startup.

**How:** They access and use tools like business planning templates or financial calculators.

**Why:** To get practical guidance, streamline their processes, and make informed decisions.

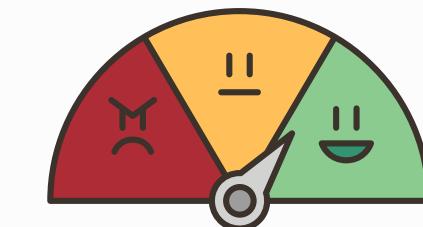


## Staying updated with real-time news

**When:** Daily or as frequently as they prefer.

**How:** They check the latest news and updates on the platform.

**Why:** To stay informed about industry trends, market shifts, and emerging technologies.

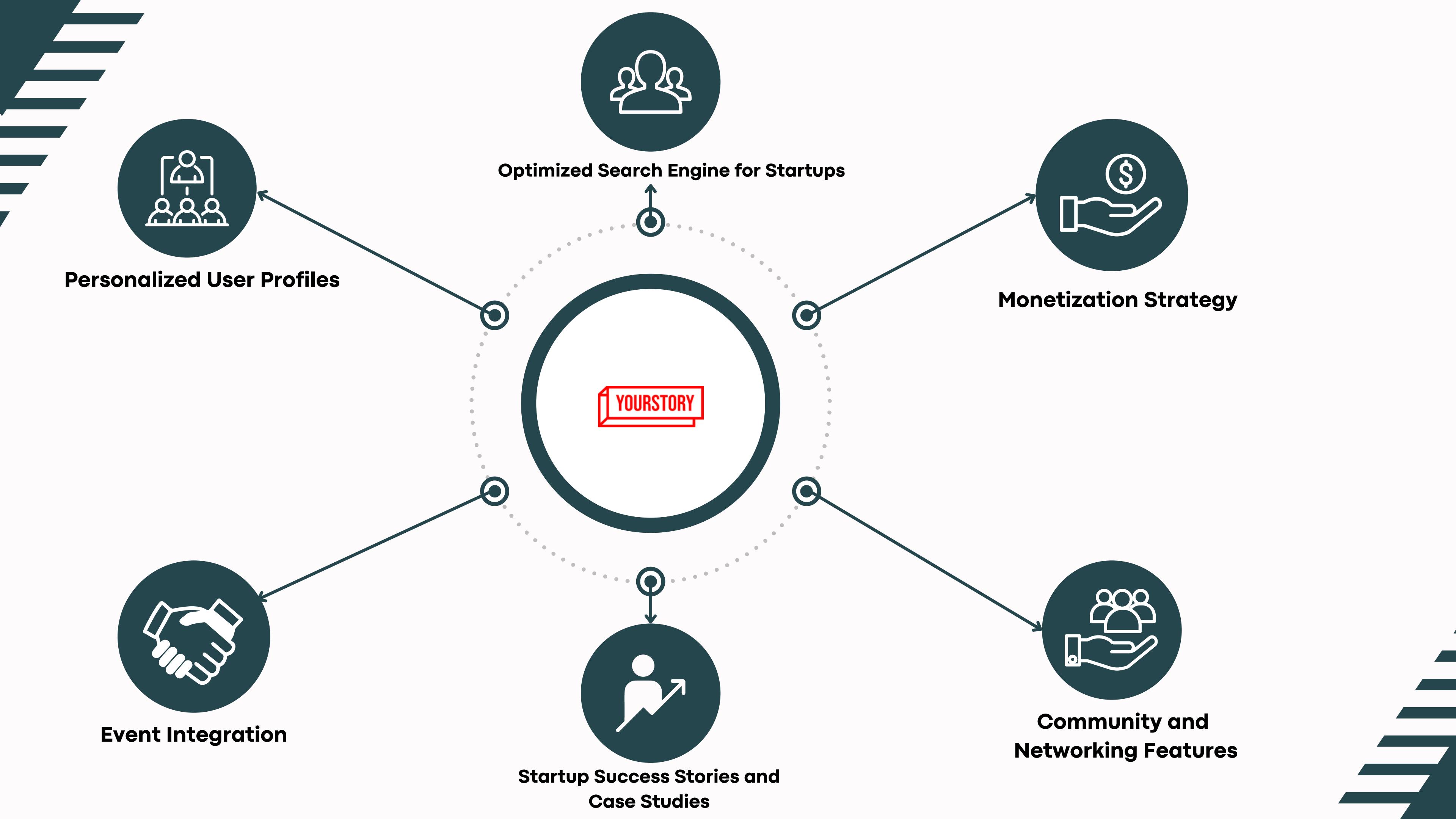


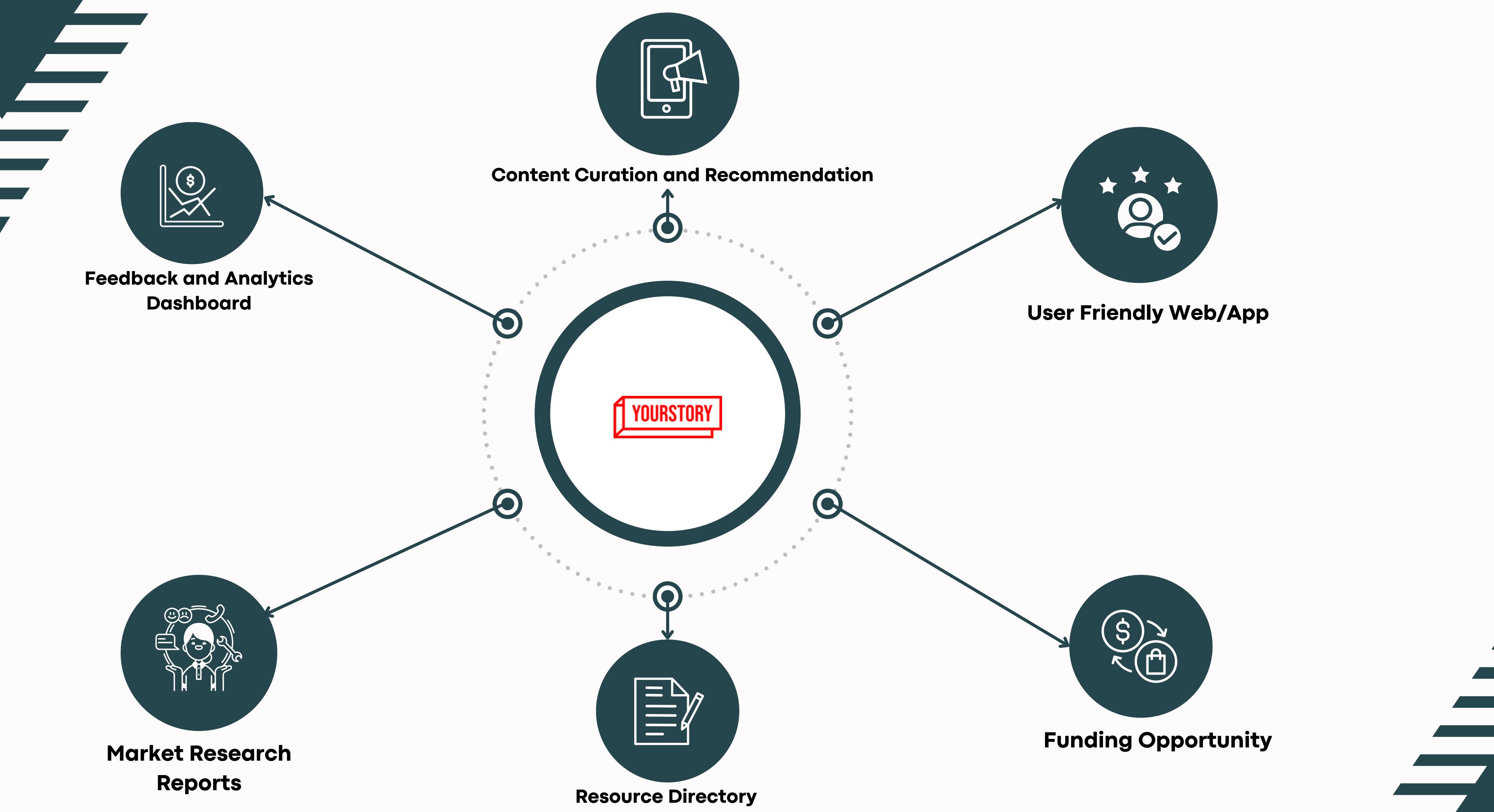
## Providing feedback and engaging with analytics

**When:** As and when they have suggestions or observations.

**How:** They use the feedback feature or engage with the analytics dashboard.

**Why:** To contribute to product improvement and see how their engagement benefits them.





Product Requirement	Dev/Tech Feasibility	Effort Estimate	Customer Willingness to Pay	Differentiation	Scale
Personalized User Profiles	Yes	Low	High	Medium	High
Content Curation and Recommendation	Yes	Medium	High	High	High
Startup Database and Search Functionality	Yes	High	High	High	High
Event Integration	Yes	Medium	High	Medium	Medium
Community and Networking Features	Yes	High	High	High	High
Resource Directory	Yes	High	High	High	Low
In-Depth Industry Reports and Analysis	Yes	High	High	High	Low

Product Requirements	Reach (new customers / quarter)	Impact (scale of 0.25-3)	Confidence(%)	Effort (hours each person / month)	RICE Score
Personalized User Profiles	1000	2	50	5	200
Content Curation and Recommendation	1000	1	75	8	93.75
Startup Database and Search Functionality	500	1	50	7	35.71
Event Integration	100	3	25	11	6.82
Community and Networking Features	5000	1	100	10	500
Resource Directory	50	3	75	12	9.375
In-Depth Industry Reports and Analysis	10	3	100	10	3



# THANK YOU

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