

## **Intro:**

"YourStory" is an Indian media platform that primarily focuses on entrepreneurial and startup-related news and stories. It was founded by Shradha Sharma in 2008. The platform aims to showcase and celebrate the journeys of entrepreneurs, innovators, and change-makers in the Indian business ecosystem.

YourStory provides a platform for entrepreneurs to share their experiences, challenges, and successes, and it also covers news and trends in the startup world. The platform features articles, interviews, videos, and podcasts, offering valuable insights and inspiration to aspiring entrepreneurs and the wider business community.

## **Products and Features the platform offers:**

- "YourStory" primarily functions as a digital media platform. It offers a range of content related to entrepreneurship, startups, technology, innovation, and business in India. Here are some of the key features and offerings of YourStory:
- **Articles and Features:** YourStory publishes articles, interviews, features, and opinion pieces related to entrepreneurship, startup success stories, industry trends, and technology innovations. These articles are accessible on their website.
- **Videos:** YourStory produces and shares video content, including interviews with prominent entrepreneurs, coverage of startup events, and educational videos on various business topics. These videos are often available on platforms like YouTube.
- **Podcasts:** They have a podcast series where they feature conversations with entrepreneurs, industry experts, and thought leaders. This format allows for more in-depth discussions on various business-related topics.
- **Startup Profiles:** YourStory often profiles emerging and established startups, highlighting their journeys, challenges faced, and achievements. These profiles serve as a source of inspiration and information for aspiring entrepreneurs.
- **Events and Conferences:** YourStory organizes and partners with events and conferences in the startup and entrepreneurship space. They may cover these events through articles, videos, and interviews.

- Resources and Guides: They may provide resources, guides, and educational content aimed at helping entrepreneurs navigate various aspects of starting and growing a business.
- Newsletter: YourStory may have a newsletter that delivers curated content directly to subscribers' inboxes, keeping them updated on the latest news, trends, and success stories in the Indian startup ecosystem

### **Problem the Product is solving:**

YourStory addresses several key challenges and fulfills important roles in the entrepreneurial and startup ecosystem:

- Visibility and Recognition for Startups: YourStory provides a platform for startups to share their stories and achievements. This visibility can be crucial for early-stage companies trying to establish their presence in a competitive market.
- Inspiration and Motivation: Entrepreneurship can be a challenging journey, and many aspiring business owners face doubts and uncertainties. YourStory's success stories and content serve as a source of motivation and inspiration for individuals looking to start their own ventures.
- Information and Education: The platform offers valuable insights, resources, and guides on various aspects of entrepreneurship, from funding and marketing to product development and scaling. This helps entrepreneurs make informed decisions and navigate the complexities of running a business.
- Networking and Community Building: YourStory often covers events, conferences, and meetups within the startup ecosystem. This fosters a sense of community and provides opportunities for entrepreneurs to connect with like-minded individuals, potential partners, and investors.
- Market Awareness and Trends: YourStory keeps its audience informed about the latest trends, innovations, and disruptions in various industries. This knowledge is crucial for entrepreneurs to stay competitive and adapt to changing market conditions.
- Connecting Entrepreneurs with Resources: Through articles, features, and profiles, YourStory may provide information about resources like co-working spaces, accelerators, incubators, and other support organizations that can be invaluable for startups.

## **Step 1 - Customer profiling:**

### **Target Market:**

The target market of YourStory primarily consists of individuals and entities within the entrepreneurial and startup ecosystem in India. This includes:

- **Entrepreneurs:** YourStory 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.
- **Aspiring Entrepreneurs:** It targets individuals who have an interest in entrepreneurship and are looking for inspiration, resources, and information to kickstart their own ventures.
- **Investors:** YourStory's content may also be of interest to venture capitalists, angel investors, and other types of investors looking for potential investment opportunities.
- **Innovators and Technologists:** YourStory often covers technological innovations, making it relevant to those involved in the development of new technologies, products, or services.
- **Service Providers to Startups:** This includes organizations or professionals that offer services such as legal, financial, marketing, and consulting services to startups.
- **Incubators and Accelerators:** YourStory's content may be relevant to organizations that support early-stage startups through mentorship, resources, and funding.
- **Educational Institutions:** YourStory's content could be valuable for students, faculty, and administrators at universities and business schools with an interest in entrepreneurship and startups.
- **Government and Policy Makers:** Those involved in shaping policies related to startups and entrepreneurship in India may find YourStory's coverage and insights useful.
- **Corporate Professionals Interested in Innovation:** Individuals within established companies who are interested in innovation, corporate entrepreneurship, and partnerships with startups.

## Step 2 - User journey:

Let's envision the journey of a user in the target market using the YourStory product:

### 1. 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 or download the mobile app.

Why: They are looking for inspiration, resources, and information to start their own venture.

### 2. 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, receive tailored content, and save favorite articles or startups.

### 3. 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, and explore startup profiles.

Why: To gain insights, learn from success stories, and stay updated on industry trends.

### 4. 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 in their area of interest.

Why: To learn from existing startups, identify potential partners, or find investment opportunities.

### 5. 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, seek advice, and potentially find collaborators or mentors.

### 6. 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, network with industry professionals, and discover new opportunities.

### 7. Utilizing Interactive 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.

### 8. 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.

### 9. Accessing Premium Content (Optional):

When: When they're seeking in-depth research or specialized knowledge.

How: They may choose to purchase or subscribe to premium content offerings.

Why: To access exclusive reports and analyses that provide deeper insights.

### 10. 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.

### 11. Monetization Opportunities (Optional):

When: When they're interested in accessing premium features or content.

How: They may choose to make purchases within the platform.

Why: To gain access to additional value-added services or content.

### **Step 3: Features and Solutions:**

To develop a new product in the space of YourStory, with a focus on meeting customer needs and preferences, here are some key product requirements that I would recommend considering:

1. *User-Friendly Website and Mobile App:*

Intuitive and easy-to-navigate interface for seamless user experience.

Mobile responsiveness to cater to users across various devices.

2. *Personalized User Profiles:*

Ability for users to create personalized profiles with options to customize preferences, follow specific industries, and save favorite articles or content.

3. *Content Curation and Recommendation:*

Intelligent algorithms to recommend tailored content based on user interests, browsing behavior, and industry preferences.

4. *Startup Database and Search Functionality:*

Comprehensive database of startups, with robust search filters (e.g., industry, location, funding stage) for users to discover and research startups efficiently.

5. *Event Integration:*

Ability to list, promote, and manage startup-related events, webinars, and workshops, allowing users to discover and participate in industry events.

6. *Community and Networking Features:*

Discussion forums, community groups, and networking functionalities to facilitate interactions among entrepreneurs, investors, and service providers.

7. *Startup Success Stories and Case Studies:*

Detailed profiles of successful startups, including their journey, challenges faced, and key takeaways, to inspire and educate aspiring entrepreneurs.

8. Resource Directory:

Curated directory of service providers, accelerators, incubators, legal and financial advisors, and other resources essential for startups.

9. In-Depth Industry Reports and Analysis:

Premium content offerings like market research reports, industry trend analysis, and in-depth market insights for users seeking in-depth knowledge.

**Company perspective:** →

10. Feedback and Analytics Dashboard:

Tools for users to provide feedback, as well as an analytics dashboard for the company to track user engagement and content performance.

11. Monetization Strategy:

Consider revenue streams such as premium content, sponsored content, event partnerships, and targeted advertising.

**Step 4 - Business analysis:**

1. Dev / Tech Feasibility: All the listed features are considered technically feasible, but the complexity and effort required may vary. Some features may require more advanced development efforts than others.
2. Effort Estimate: The effort estimate can vary based on the complexity of implementing each feature. Some features, such as creating a comprehensive startup database, may require higher effort due to data gathering and management, while others, like personalized user profiles, may have a lower effort estimate.
3. Customer Willingness to Solve: All the listed features address important needs or pain points for the target market (entrepreneurs and startups). As a result, customers are likely to be highly willing to engage with and benefit from these features.

4. **Differentiation:** These features have the potential to differentiate YourStory from other platforms in the same space. For example, a user-friendly interface and personalized profiles can provide a superior user experience. Content curation, detailed success stories, and in-depth industry reports can set YourStory apart as a valuable resource for entrepreneurs.
5. **Scale:** These features are scalable in the sense that they can accommodate a growing user base and increasing content volume. As the platform gains popularity, it should be able to handle increased traffic and interactions.

Product Requirement	Dev / Tech Feasibility	Effort Estimate	Customer Willingness to Solve	Differentiation	Scale
User-Friendly Website and Mobile App	Yes	Medium	High	High	High
Personalized User Profiles	Yes	Low	High	Medium	Medium
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
Startup Success Stories and Case Studies	Yes	Medium	High	High	High
Resource Directory	Yes	High	High	High	High
In-Depth Industry Reports and Analysis	Yes	High	High	High	High
Feedback and Analytics Dashboard	Yes	Medium	High	High	High
Monetization Strategy	Yes	High	High	High	High