

# Project Report

## 1. INTRODUCTION

### 1.1 overview

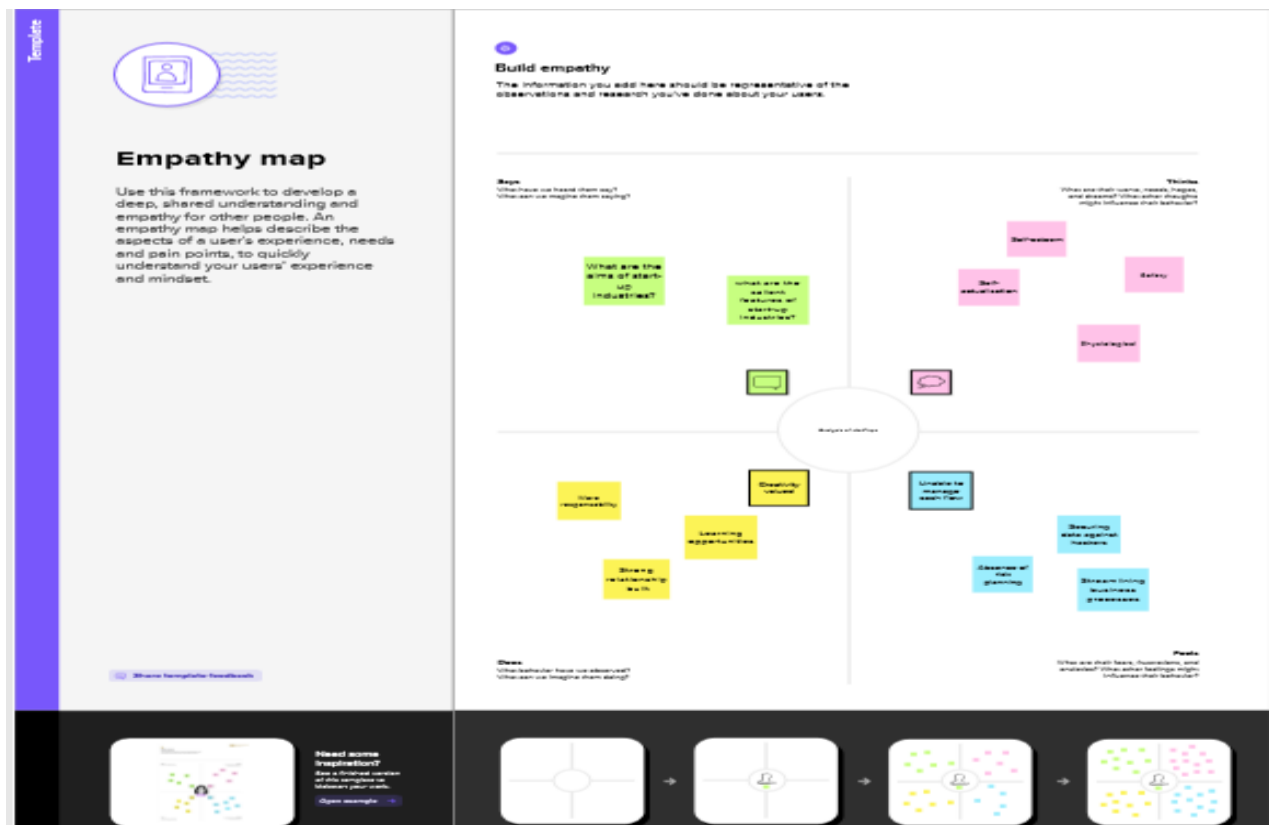
A startup is a **company in the early stages of development that is set up by one or several people to enter an existing market with unique products or services**. Startup companies often face insufficient capital to fund their business operations to be at the same level as already established companies. This project is a complete analysis of startup industries since 2015.

### 1.2 Purpose

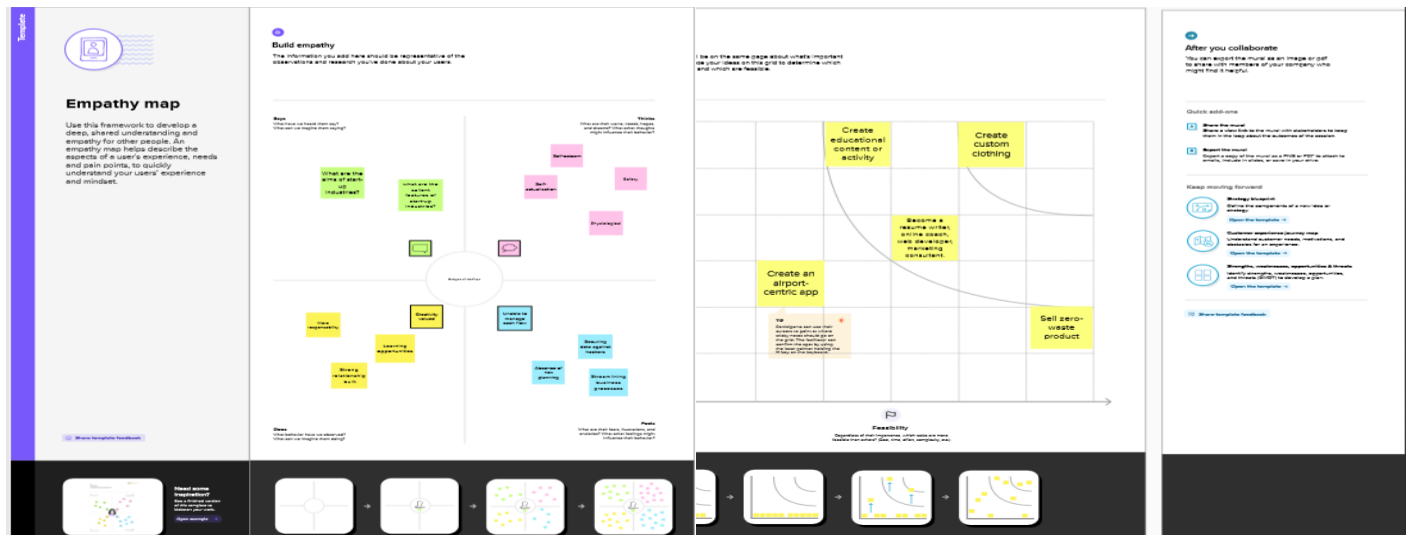
Startups are young companies founded to **develop a unique product or service, bring it to market and make it irresistible and irreplaceable for customers**.

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy map

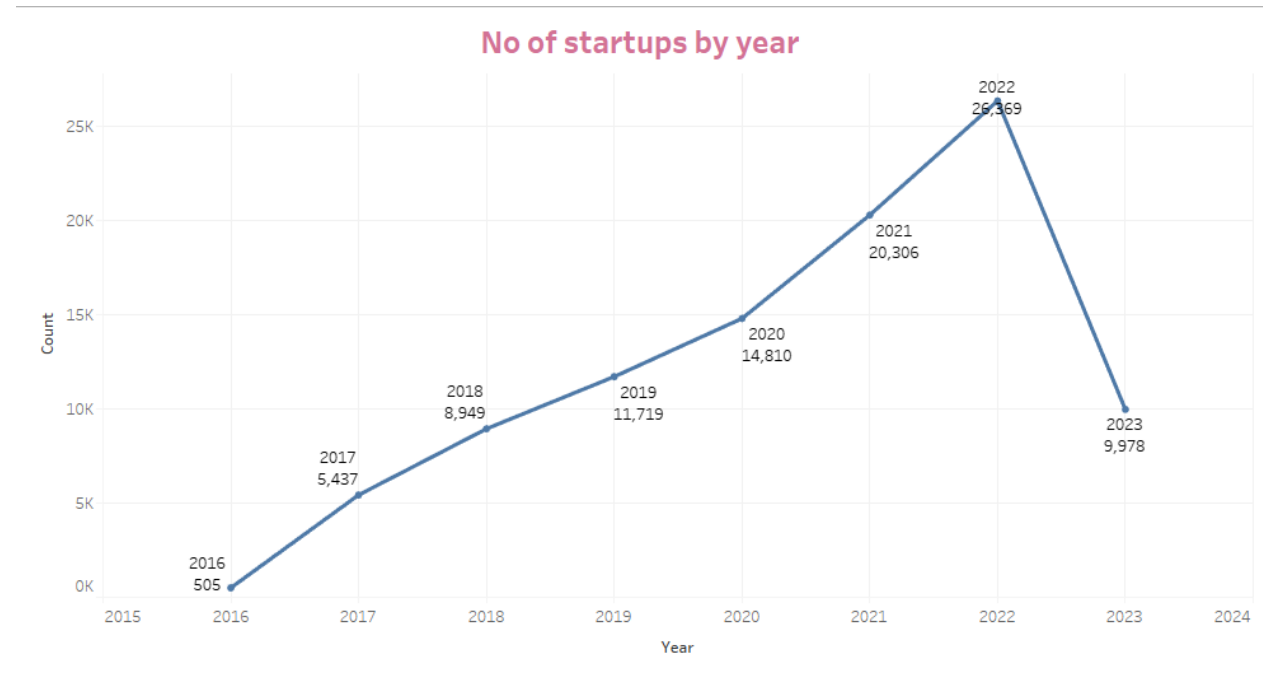


## 2.2 Ideation & Brainstorming map

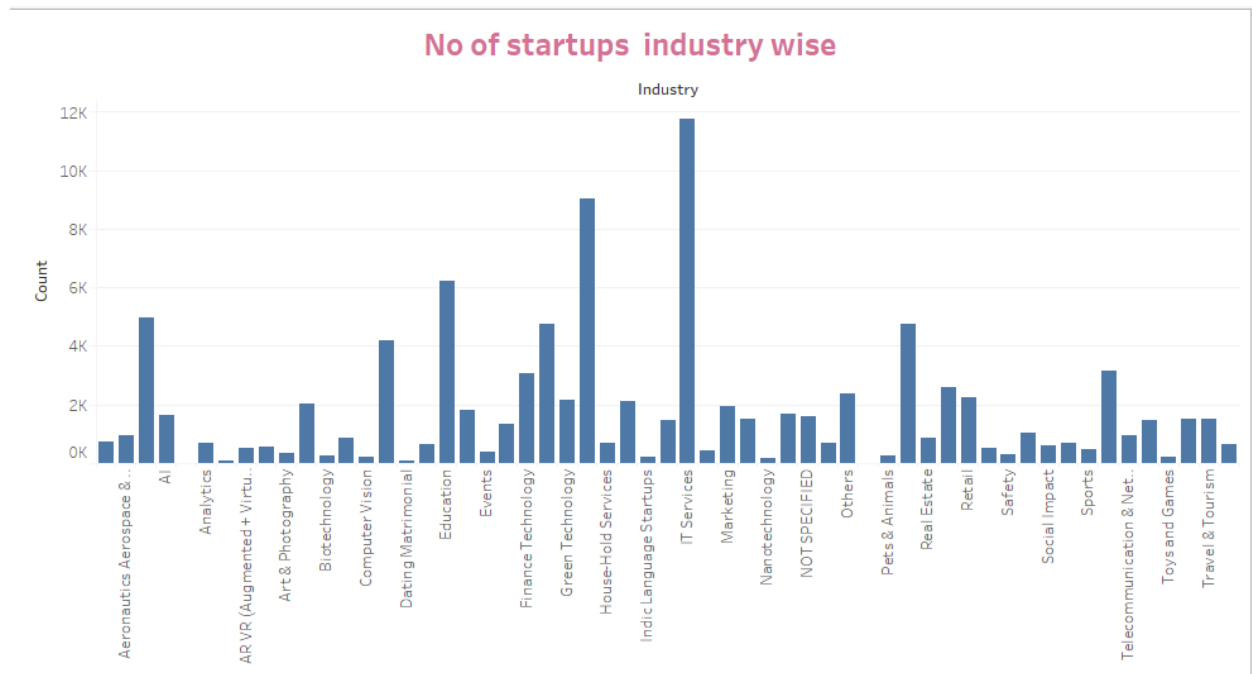


### 3. Result

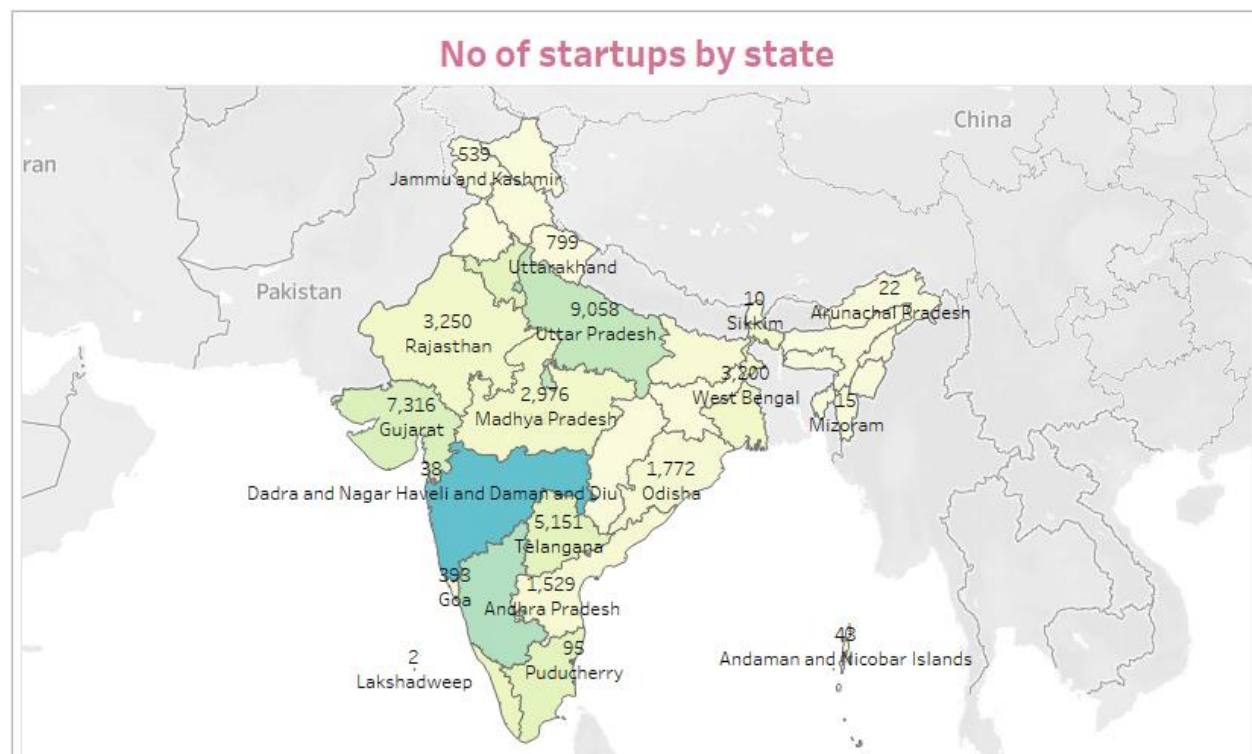
## Number of startups by year



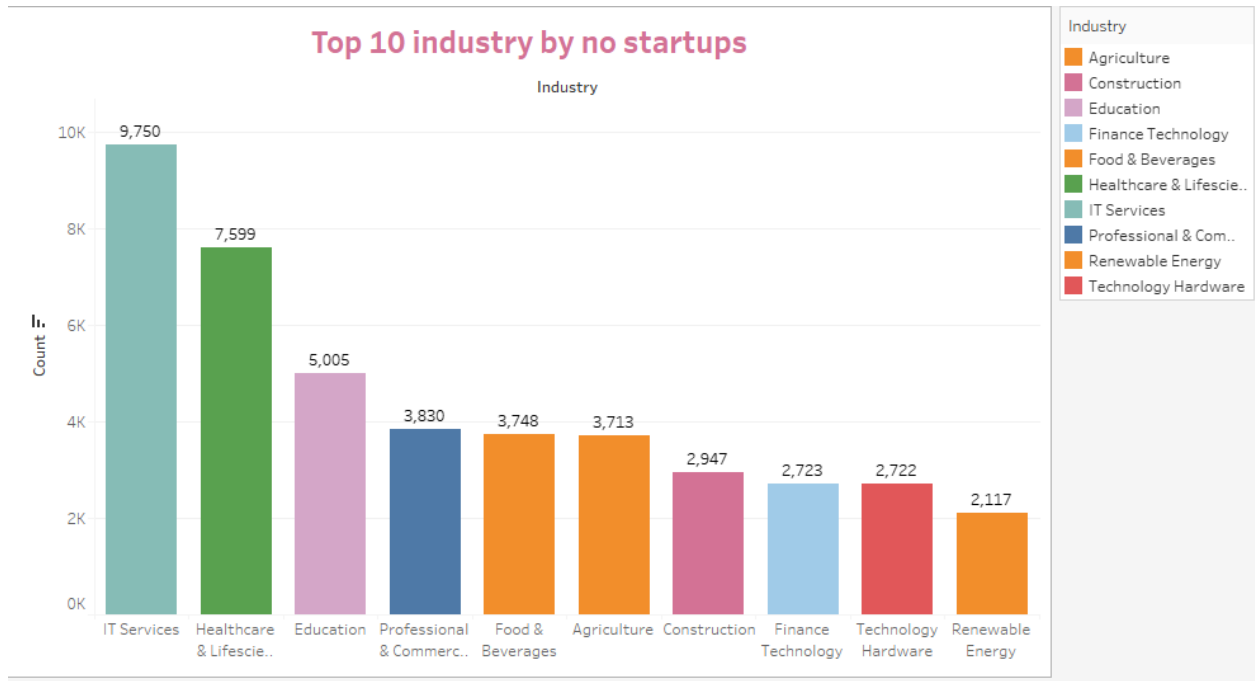
Number of startups industry wise



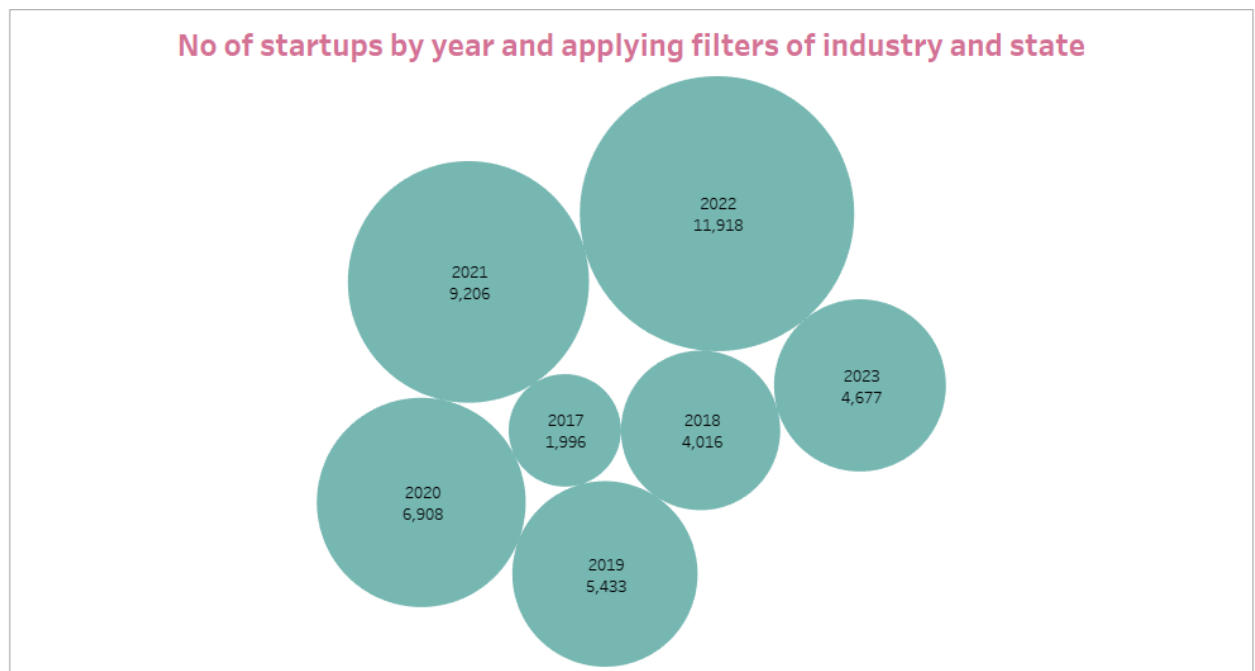
Number of startups by state



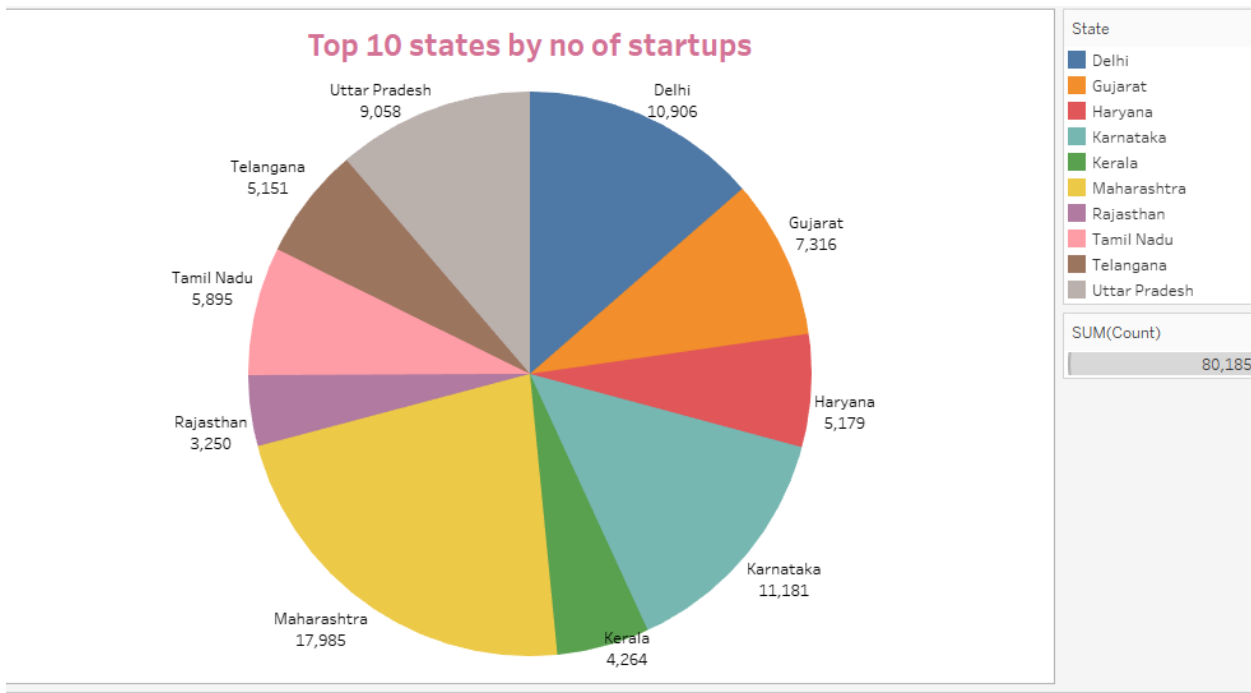
## Top 10 industry by number of startups



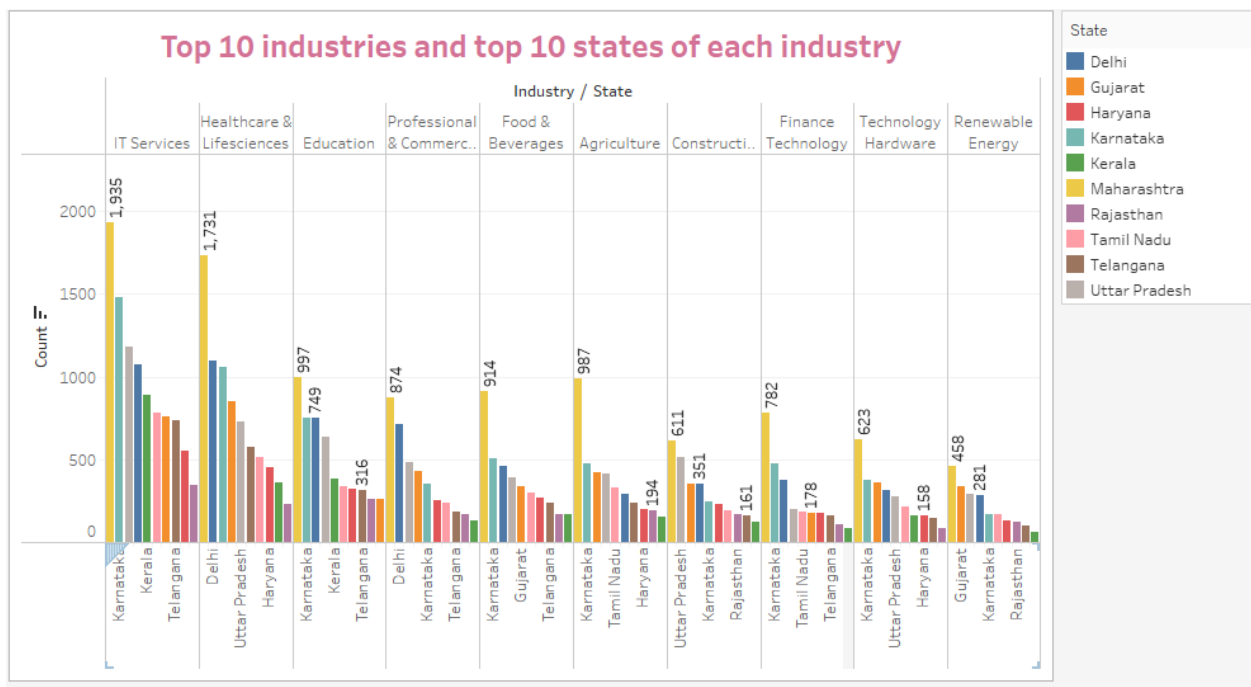
## Number of startups by year and applying filters of industry and state



Top 10 states by number of startups



Top 10 industries and top 10 states of each industry



## 4. ADVANTAGES

- More opportunities to learn
- Flexible hours
- Unique experience
- Lots of workplace benefits
- Increased job satisfaction
- Minimal supervision
- Opportunities for innovation

## DISADVANTAGES

- Risk of failure
- Low compensation
- Poor market access
- Team conflicts
- Lack of resources
- Lack of process
- Stressed out

## 5.APPLICATIONS

- Ecommerce
- Delivery services
- Healthcare tech
- Artificial intelligence
- Virtual reality
- Educational technology

## 6.CONCLUSION

Startup companies operate in a world of their own. A bunch of like-minded, creative individuals come together to have fun while also working. Software startups that grow out of a business idea students had over beers are a rare exception in the corporate world, a tiny space within the economy and the society.

## 7.FUTURE SCOPE

With a growing economy, increasing technological advancements disrupting traditional business models, and a large pool of talented individuals, the scope for Indian startups is **immense in various sunrise and sustainable development sectors such as green energy, health tech, deep tech, and clean mobility.**

