Entrepreneurship (Case Study)

A "Case Study" is simply a real-life story about an entrepreneur/company facing some problem. Our goal is to step into the shoes of the entrepreneur and make a decision using the theories. There are a total 15 case studies in the book.

But she isn't going to give these case studies since they are extremely long (10-44 pages each).

Possible Questions

1. Fill the given structure (more likely)

General Case Study Structure (Points to Use)

Using the template below, outline some app.

1. Overview / Background
    1. Brief introduction of the client
    2. Industry and target audience
    3. Core goals the client wanted to achieve
    4. Initial pain points or challenges
2. Problem Statement
    1. What wasn’t working in their previous setup?
    2. Specific issues (e.g., poor UX, slow speed, low conversions)
    3. Business goals that were being affected
3. Objectives
    1. Improve user experience
    2. Increase conversions or leads
    3. Modernize UI/Branding
    4. Add new features or functionality
    5. Streamline backend or workflows
4. Research & Discovery
    1. Competitor analysis
    2. User behavior insights
    3. Brand guidelines and client preferences
    4. Technical limitations identified
    5. Content assessment
5. Strategy
    1. UX strategy (user flows, IA)
    2. Design strategy (style, branding, colours)
    3. Technical strategy (stack, integrations, architecture)
    4. Conversion strategy (CTAs, layout, funnel)
6. Execution / Process
    1. Wireframing and prototyping
    2. Design phase (UI concepts, iterations)
    3. Development (front-end, back-end, integrations)
    4. QA testing and bug fixing
    5. Revisions based on client feedback
    6. Deployment
7. Key Features Delivered
    1. Responsive design
    2. Custom functionalities
    3. Integrations (payment, CRM, automations, API)
    4. CMS setup
    5. Animations / Interactions
    6. Security improvements
    7. Performance optimization
8. Results / Outcomes
    1. Improved load time
    2. Increase in conversions
    3. Better user retention
    4. Better brand consistency
    5. Smoother navigation + improved UX
    6. Reduced bounce rate
    7. Higher engagement

9. Client Feedback
    1. Quote from client (if available)
    2. Client satisfaction level
    3. Additional work requested
10. Final Thoughts / Conclusion
    1. Summary of transformation
    2. Value added to client's business
    3. Next steps or future improvements

Answer (possible apps)

Heading	Skype	Netflix	AirBnB	Instagram
1. Overview Background	Founder aimed to bypass costly, proprietary PSTN lines for global calls. Target was users facing high international call rates.	Founder aimed to eliminate Blockbuster's late fees and limited selection via DVD-by-Mail, then pivoted to streaming.	Platform connecting strangers for short-term rentals. Core goal was to offer authentic, low-cost accommodation.	Initially a simple mobile app for squar format photo sharing and filtering. Goal was mobile-first simplicity
2. Problem Statement	**Specific issues:** High call costs, poor audio quality, and reliance on complex telecom infrastructure. **Business goals affected:** Limited global access to communication.	**Specific issues: Slow speed** (physical mail logistics); **Technical limitation** (dependence on physical inventory). **Business goals affected:** High operational and inventory costs.	**Specific issues: Low conversions** due to fear of strangers (**Trust Deficit**); **Poor UX** (amateur listing photos). **Business goals affected:** Inability to scale due to security concerns.	**Specific issues:** Stagnating growth; **Technical limitation** (database optimized for static images Loss of young users to video platforms (TikTok).
3. Objectives	**Streamline backend** via P2P architecture; **Improve user experience** with free, high-quality global calls; **Add new features** (video, chat).	**Modernize UI/Branding** to a streaming service; **Streamline backend** to a cloud architecture; **Improve user experience** with	**Improve user experience** via trust mechanisms; **Modernize UI** with professional listings; **Add new features** like secure payment/escrow.	**Add new features** (short-form video/Reels); **Modernize UI** to integrate shopping; **Performance optimization** for video streaming.

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		instant content access.		
4. Research & Discovery	Traditional telecom was slow to adopt VoIP. Users demanded simple, **free-to-use** software without complex proprietary hardware.	Early broadband adoption signaled user readiness for streaming. **Technical limitations** required new **CDN architecture** for delivery speed.	**User behavior insights:** Trust was the single biggest hurdle to adoption; required a solution beyond typical website security.	**User behavio insights:** Strong demand for ir app e-commerce an dynamic **vertical videc** content. **Technical limitations:** Required major video transcoding system.
5. Strategy	**Technical strategy: P2P network architecture** (Skype Protocol) to minimize central server costs. **UX strategy:** Zero-cost core service (Skype-to-Skype) for rapid mass adoption.	**Technical strategy:** Migrated core systems to **AWS cloud architecture** and custom **CDNs** for global scalability. **UX strategy:** Hyper-personalization via recommendation algorithms.	**Technical strategy:** Built a **two-sided marketplace architecture** centered on mutual reviews. **Conversion strategy:** Integrated **Escrow and Host Protection Insurance** (the "Trust Mechanism").	**Technical strategy:** Major **backend architecture** change to prioritize **vide encoding and delivery**. **Conversion strategy: Shopping Tags** and a dedicated **Shop Tab** for direct purchase.
6. Execution / Process	**Development:** Built the proprietary protocol. **Deployment:** Rapid global rollout utilizing the decentralized P2P network.	**Development (integrations):** Phased migration of proprietary servers to **AWS** and integration of streaming client software on devices.	**Design phase: Wireframing** for simple booking flow. **Execution:** Sent professional photographers to early listings to improve listing quality.	**Wireframing and prototyping:** Extensive A/E testing on the new **navigation ba layout** (to prioritize Reels/Shop). **Development** Built new server-side

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				logic for vide transcoding.
7. Key Features Delivered	**Custom functionalities:** Proprietary audio codecs. **Integrations (API):** Custom **Gateway APIs** to bridge to the traditional PSTN ("Skype Out").	**Custom functionalities:** Personalized content recommendation algorithm. **Integrations (API):** Open API for integration with Smart TVs and consoles.	**Custom functionalities:** Two-sided review and ratings system; Identity verification tools. **Integrations (payment):** Secure **payment escrow system** and insurance integration.	**Key Features Delivered: Reels** short-form video editor. **Integrations: Shopping AP** for direct product tagging and checkout. **Performance optimization:** Improved video load/streamin stability.
8. Results / Outcomes	**Increase in conversions:** Acquired hundreds of millions of users rapidly. **Better user retention:** Users stayed due to high audio quality and network effects.	**Increase in conversions:** Massive global subscriber growth. **Better user retention:** High loyalty due to **personalized UX** and elimination of wait times.	**Increase in conversions:** Listings with professional photos had significantly higher booking rates. **Higher engagement:** Active participation in the mutual review system.	**Higher engagement:** Massive increase in time spent in the app due t video. **Increase in conversions:** Driven e-commerce sales via product tagging.
9. Client Feedback	High satisfaction with the zero-cost model; heavy demand for reliable **mobile application support** and higher-quality video calls.	High satisfaction with instant, on-demand service; demand for more **original content** and higher resolutions (4K/HDR).	Positive feedback on the host protection insurance; request for better long-term stay features and tools for property managers.	Positive feedback fror businesses or monetization tools; mixed feedback fror long-time users on the shift away from simple photo sharing
10. Final Thoughts / Conclusion	Transformed global telecom by proving a	Successfully executed a **digital pivot**	Built a **trust platform** through	Successfully executed a **digital pivot**

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	P2P network architecture could support massive scale and democratize communication, creating enormous **value added**.	(from logistics to digital content) by leveraging **cloud technology** to gain a massive competitive advantage.	technical features (escrow, reviews) and process (photo program), unlocking the **sharing economy** and disrupting hospitality.	into video and e-commerce, ensuring long term **relevance** and **monetization** against aggressive rival platforms

2. Questions based on given case (less likely)

If she gives a case study then it most likely will not be from the book. Reading Comprehension basically. Something like this

Example Case 1: QuickWash

Background: A young entrepreneur, Sarah, noticed that university students hate doing laundry and often let clothes pile up, leading to wasted time and poor hygiene. Existing laundromats were decentralized and required students to physically carry heavy bags. Sarah decided to create **QuickWash**, a mobile app service.

The Concept: The QuickWash app allows students to schedule a pickup and delivery time directly from their dorm room. The clothes are picked up by a vetted driver, taken to a central commercial laundry facility, and returned clean and folded within 24 hours.

Initial Challenges: Sarah had no prior tech experience and had a small budget. Her first version of the app was an inexpensive third-party white-label solution, meaning it was buggy, crashed frequently during peak hours (Sunday evening), and didn't integrate with her drivers' routing software. The drivers were using paper manifests, which led to missed pickups and wrong deliveries. Student customers were complaining on social media about the poor reliability, directly impacting sign-ups.

The Decision: Sarah needs to decide whether to continue fixing the current platform with band-aid solutions or invest a significant amount of capital into building a custom, proprietary app and backend system from scratch.

Answer (using Timmons Model)

1. OPPORTUNITY (Market & Value Proposition) → Strong and well-identified, providing the initial basis for the venture.
    - **Problem Identification (Pain Point)** --- Sarah correctly identified a significant pain point: **time poverty** and **inconvenience** for university students who hate doing laundry.
    - **Customer Value** --- The value proposition is clear: reliability and convenience. Students are willing to pay a premium to outsource the time-consuming logistics of carrying, washing, and folding clothes.
    - **Market Size** --- The student market is large, concentrated, and high-volume, offering substantial scalability.
    - **Analysis** --- The Opportunity is robust. The venture's failure is not due to a lack of market need, but the inability of the **Resources** to service that need reliably.
2. RESOURCES (Technology & Capital) → The weakest component of this venture and the root cause of the current crisis.
    - **Initial Flaw:** Sarah chose an inexpensive **white-label app** as her core technology resource. While this was a great strategy for a **Minimum Viable Product (MVP)** to test the market, it proved to be a flawed resource for a scalable business.
    - **Inadequate Technology Stack:** The app's inability to integrate with the drivers' routing software means the most critical resource (the **logistics system**) is broken. The manual, paper-based manifests introduce severe **operational inefficiency** and **error.**
    - **Financial Impact:** The frequent app crashes and service failures lead to high **customer churn** and a high **Customer Acquisition Cost (CAC)**, consuming the financial resources necessary for growth.
    - **Analysis:** The Resources component is **unbalanced**. Sarah must immediately commit significant new **capital** (a resource) to acquire the right **technology infrastructure** (a resource) to meet the opportunity's demand.
3. TEAM (Leadership & Skill Mix) → The quality of the **Team** (Sarah's leadership) will determine if the venture can survive the resource crisis.
    - **Skill Gap:** Sarah, lacking prior tech experience, made the classic entrepreneurial mistake of underestimating the core technological needs of an **"App-First"** business model. This represents a **skill gap** in the initial team mix.
    - **Leadership Test:** Sarah's decision now is the ultimate test of her entrepreneurial leadership. She must recognize that the **technology *is* the competitive advantage** in this market.
    - **Required Action:** To rebalance the model, Sarah must:
        1. **Pivot:** Abandon the faulty white-label system.
        2. **Recruit:** Actively hire or partner with a technical co-founder or a high-quality development team (a new **Team Resource**) to build the custom

proprietary platform.

3. **Secure Funding:** Use the proven market traction (the Opportunity) to secure the necessary investment (new **Financial Resource**) for the custom build.

In Conclusion, QuickWash must invest heavily to balance the Resources component. The current model is failing because the high-demand **Opportunity** is crushing the inadequate **Resources**, and the **Team** is struggling to adapt.