

INTRODUCTION

OVERVIEW:

In the fast moving world of technology innovation entrepreneurial opportunities emerge continually but simply having a good ideas does not guarantee that you'll successfully launch your start-up and moving from the concept to execution stages requires travel over some pretty rough territory.

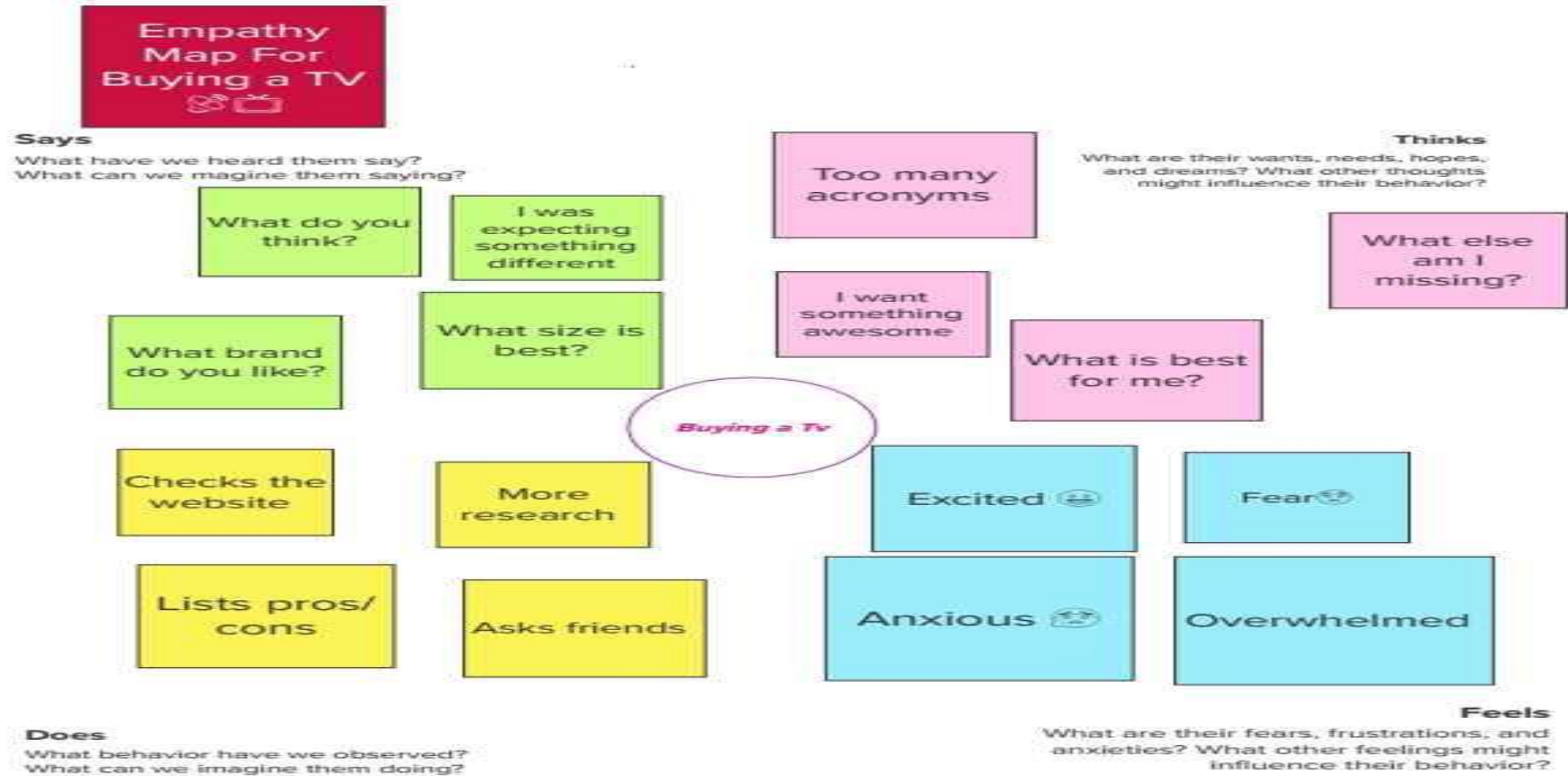
PURPOSE

For the use of young generation our project Charting the course of innovation- A Startup analysis where started. Starting a new company can be exciting and rewarding experience ,but it also required careful planning and analysis to ensure that the business is viable and successful.It is also important to review regularly and update your analysis as the business progresses,in order to adapt to changing market conditions.

EMPATHY MAP

An empathy map helps to map what a design team knows about the potential audience.


Empathy Map



BRAINSTORMING MAP

The advantage of brainstorming in a group is mutual stimulation of all participants ,a disadvantages is that the group will focus too quickly on a certain area.After collecting ideas through brainstorming ,you have to sort the risks into further steps and roughly evaluate them.

Brainstorming



Brainstorming & idea prioritization


What the diagram is for and how to use it.

1. Brainstorming: Generate ideas without constraints.

2. Idea prioritization: Evaluate ideas based on criteria.


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RESULTS

Tableau Dashboard

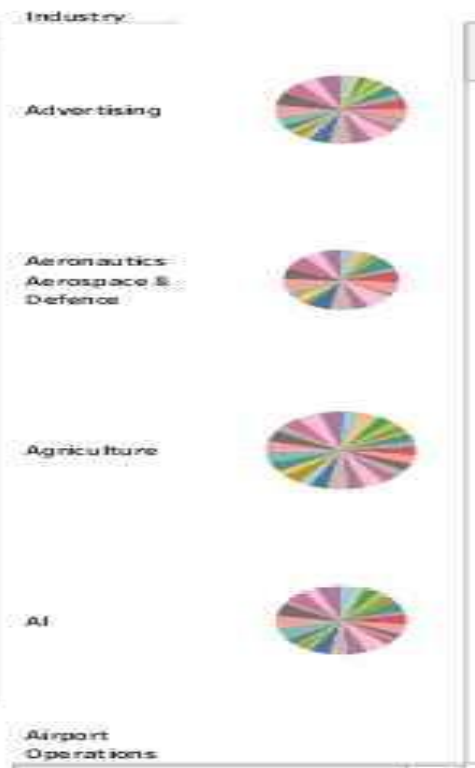
Sheet 3

State	Count	Count of s
Andaman a...	38	
Andhra Pra...	1,297	2
Arunachal P.	14	
Assam	729	1
Bihar	1,453	2
Chandigarh	296	1
Chhattisgarh	880	2
Dadra and ..	37	
Dadra and ..	9,722	4
Goa	352	1
Gujarat	5,909	2
Haryana	4,550	2
Himachal P...	252	1
Jammu and ..	454	1
Jharkhand	766	1
Karnataka	10,028	3
Kerala	3,774	2
Lakshadiv...	5	
Lakshadive...	1	
Madhya Pra...	2,505	2
Maharashtra	15,699	3
Manipur	95	
Meghalaya	27	
Mizoram	12	
Nagaland	27	
NOT SPECIF...	2	
Odisha	1,644	4
Puducherry	86	
Punjab	847	1
Rajasthan	2,725	2
Sikkim	9	
Tamil Nadu	4,735	2
Telangana	4,461	2
Tripura	72	
Uttar Prade...	7,761	2

Sheet 2

State	Industry		
Andaman a...	Agriculture		
Andaman a...	AR/VR(Aug...		
Andaman a...	Construction		
Andaman a...	Education		
Andaman a...	Green Tech...		
Andaman a...	Internet of ...		
Andaman a...	IT Services		
Andaman a...	Logistics		
Andaman a...	Marketing		
Andaman a...	Non-Reme...		
Andaman a...	Other Spec...		
Andaman a...	Professiona...		
Andaman a...	Textiles & A...		
Andaman a...	Transporta...		
Andaman a...	Travel & To...		
Andhra Pradesh	Advertising		
Andhra Pradesh	Aeronautic...		
Andhra Pradesh	Age multi me...		
Andhra Pradesh	AI		
Andhra Pradesh	Analytics		
Andhra Pradesh	Animation		
Andhra Pradesh	AR/VR(Aug...		
Andhra Pradesh	Architecture		
Andhra Pradesh	Art & Photo...		
Andhra Pradesh	Automotive		
Andhra Pradesh	Biotechnol...		
Andhra Pradesh	Cinema/wh...		
Andhra Pradesh	Computer V...		
Andhra Pradesh	Construction		
Andhra Pradesh	Dating Mat...		
Andhra Pradesh	Design		
Andhra Pradesh	Education		

Sheet 4



Sheet 1

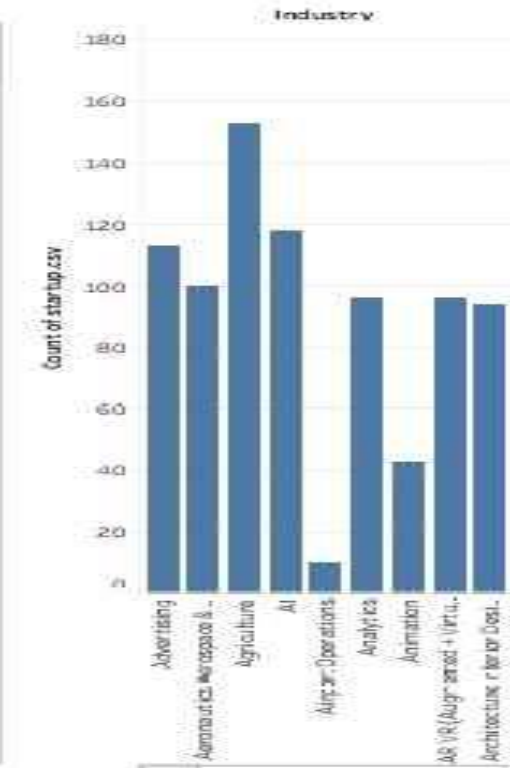
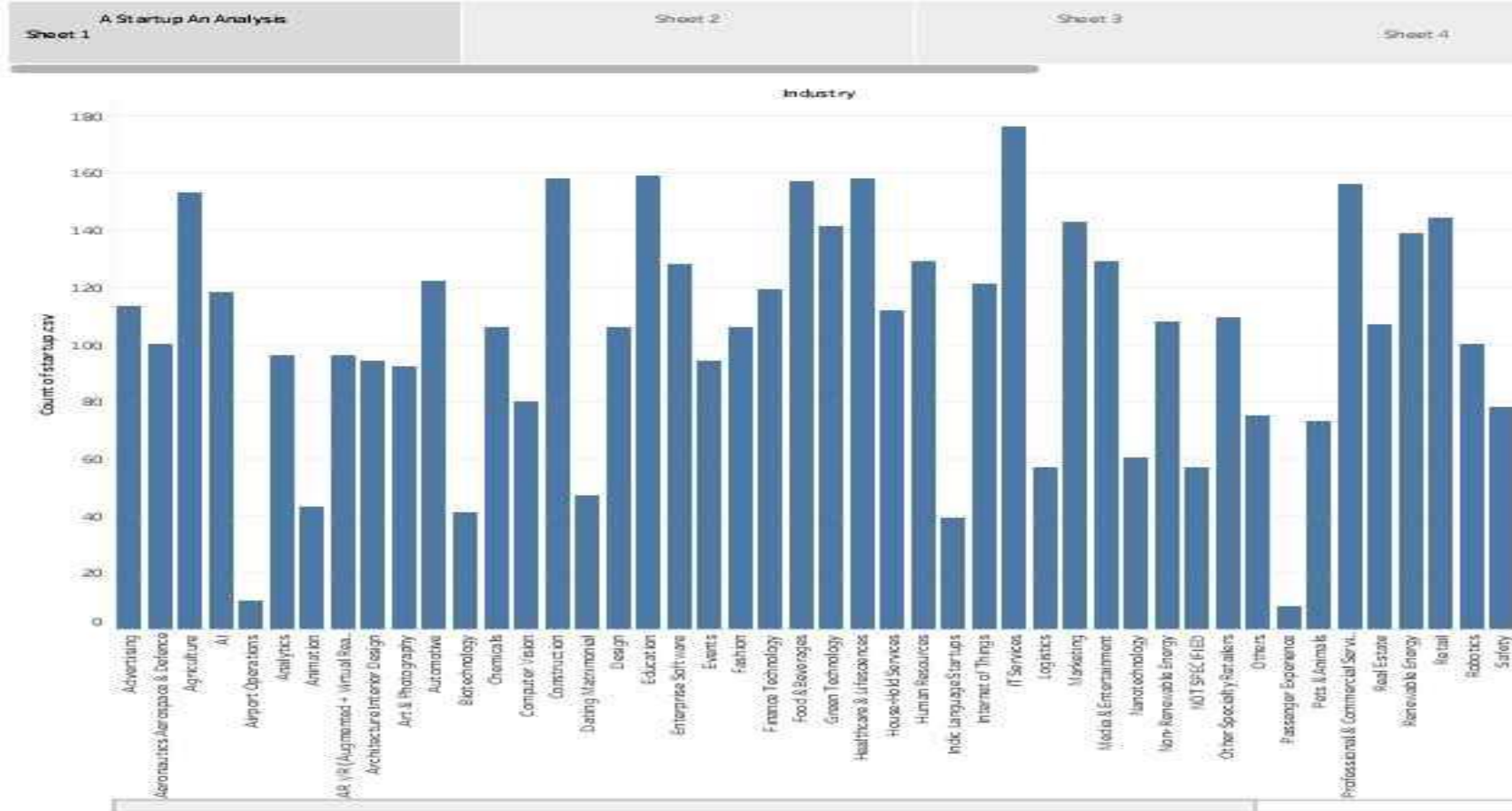
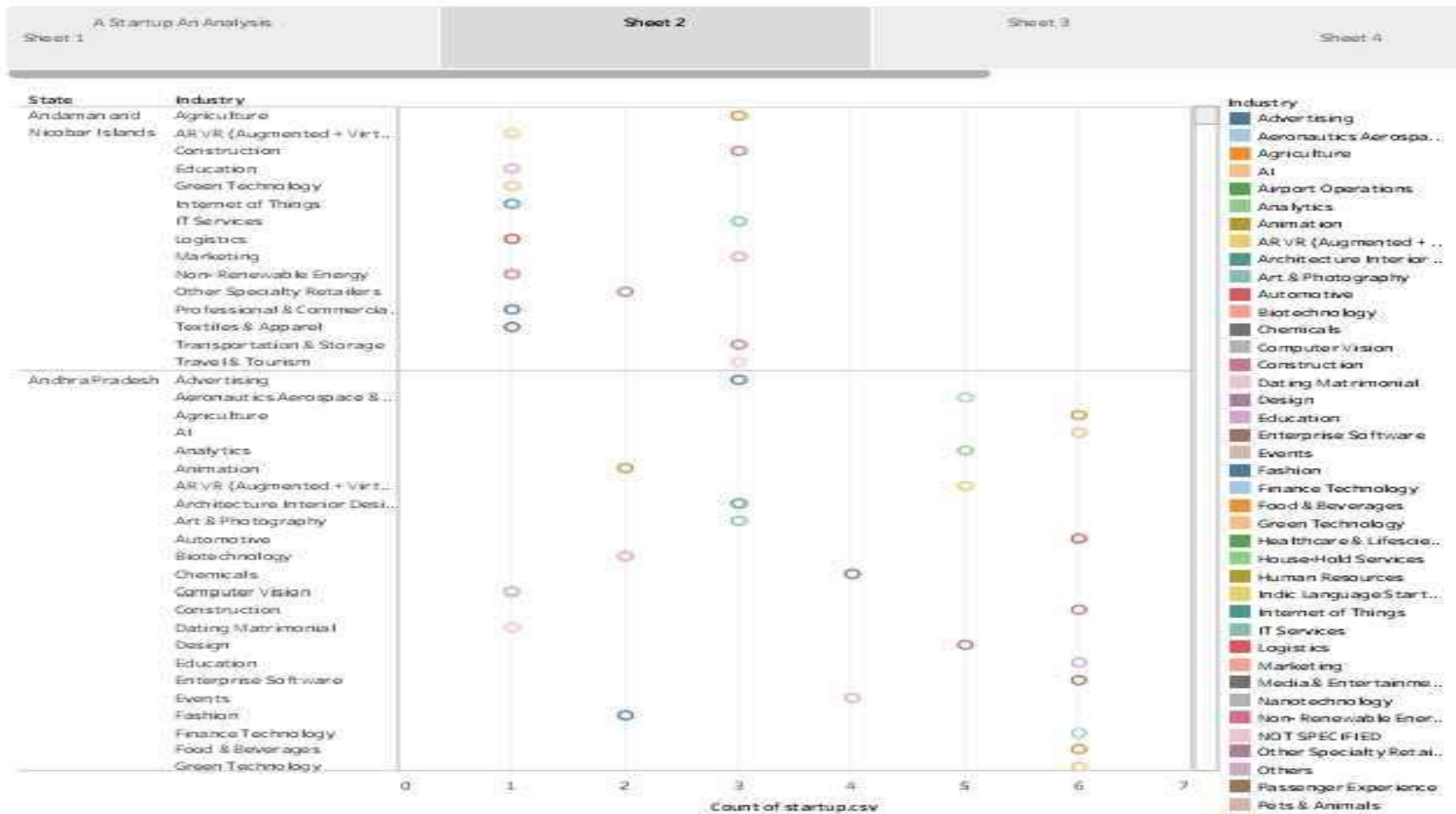


Tableau Story

Story 1



Story 1



Story 1

Sheet 2		Sheet 3		Sheet 4		Dashboard	
State	Count	Count of		S No.			
Andaman and Nicobar Isla...	38	28	49,655				
Andhra Pradesh	1,297	230	597,114				
Arunachal Pradesh	14	12	17,335				
Assam	729	178	413,998				
Bihar	1,455	230	576,096				
Chandigarh	296	139	323,839				
Chhattisgarh	880	210	556,732				
Dadra and Nagar Haveli a...	37	30	62,011				
Delhi	9,722	306	871,764				
Goa	352	143	368,433				
Gujarat	5,909	291	829,785				
Haryana	4,550	289	827,550				
Himachal Pradesh	252	110	260,265				
Jammu and Kashmir	454	137	360,050				
Jharkhand	768	193	545,654				
Karnataka	10,028	307	938,398				
Kerala	3,770	270	810,941				
Ladakh	5	5	5,397				
Lakshadweep	1	1	2,900				
Madhya Pradesh	2,505	255	769,204				
Maharashtra	15,099	308	996,025				
Manipur	95	50	135,662				
Meghalaya	27	24	50,608				
Mizoram	12	11	24,298				
Nagaland	27	27	79,143				
NOT SPECIFIED	2	2	4,673				
Odisha	1,533	238	743,500				
Puducherry	86	65	184,773				
Punjab	847	183	560,686				
Rajasthan	2,725	265	859,648				
Sikkim	9	9	25,111				
Tamil Nadu	4,735	288	970,752				
Telangana	4,401	268	978,247				
Tripura	72	48	132,673				
Uttar Pradesh	7,761	299	1,054,981				
Uttarakhand	700	180	594,587				
West Bengal	2,764	271	943,662				

Story 1

Sheet 2

Sheet 3

Sheet 4

Dashboard 1

Industry

Advertising



Aeronautics,
Aerospace &
Defence



Agriculture



AI



Airport
Operations



Analytics

State

- Andaman and Nicoba...
- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Bihar
- Chandigarh
- Chhattisgarh
- Dadra and Nagar Hav...
- Delhi
- Goa
- Gujarat
- Haryana
- Himachal Pradesh
- Jammu and Kashmir
- Jharkhand
- Karnataka
- Kerala
- Ladakh
- Lakshadweep
- Madhya Pradesh
- Maharashtra
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- NOT SPECIFIED
- Odisha
- Puducherry
- Punjab
- Rajasthan
- Sikkim
- Tamil Nadu
- Telangana
- Tripura
- Uttar Pradesh

S.No.

10,419

200,000

400,000

555,194

ADVANTAGES AND DISADVANTAGES

The top pros were work environment, flexibility, more responsibility and steep learning curve and the top cons were lack of structure, low compensation, long working hours and uncertainty.

There are also a number of potential disadvantages to consider in deciding whether to start a small business, financial risk the financial resources needed to start and grow a business can be extensive and if things don't go well, you may face substantial financial loss.

APPLICATIONS

Business innovation plays a key role in introducing novelty to existing product lines or processes , leading to increased market share , revenue , and customer satisfaction. Sometimes innovation is used to upgrade the operating systems of the business or to introduce modern technologies for automation.

CONCLUSION

In our project Charting a business innovation a startup analysis at first we create a empathy map with the topic of buying a tv.

Then we create a Ideation and Brainstorming with the topic of business innovation.

At last we create a dashboard and story for our project.

FUTURE SCOPE

We don't have to done any changes or to implement something with this because our project is a startup analysis for business so from this project young people can learn innovative ides for their business.