DHARMAMURTHI RAO BAHADUR CALAVALA CUNNAN CHETTYS HINDU COLLEGE - [DRBCCC]

CHARTING THE COURSE OF INNOVATION: A STARTUP ANALYSIS

A PROJECT REPORT

Submitted by

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HINDU COLLEGE

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CHAPTER - 1

INTRODUCTION

1.INTRODUCTION :

Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.
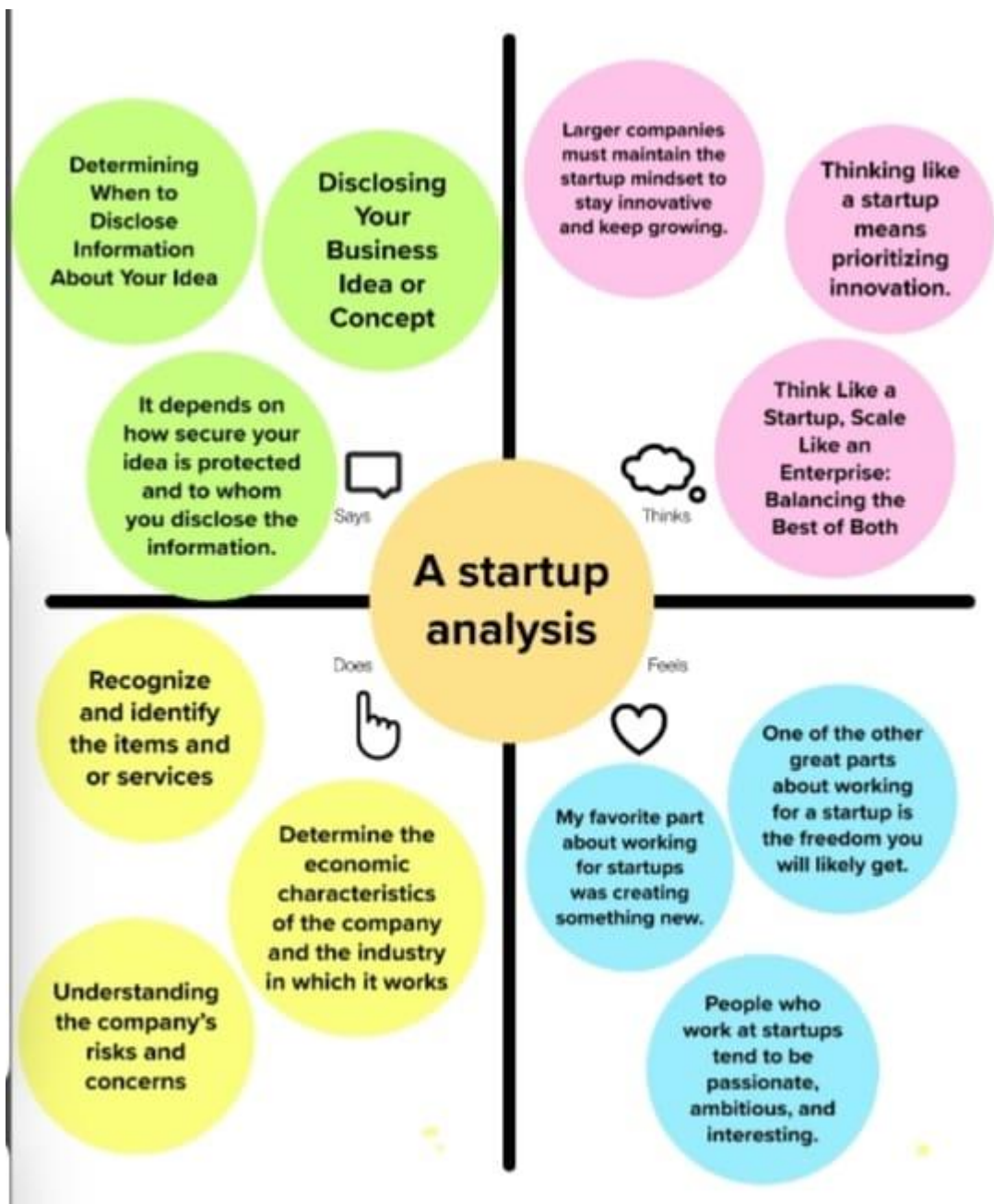
Technical Architecture:
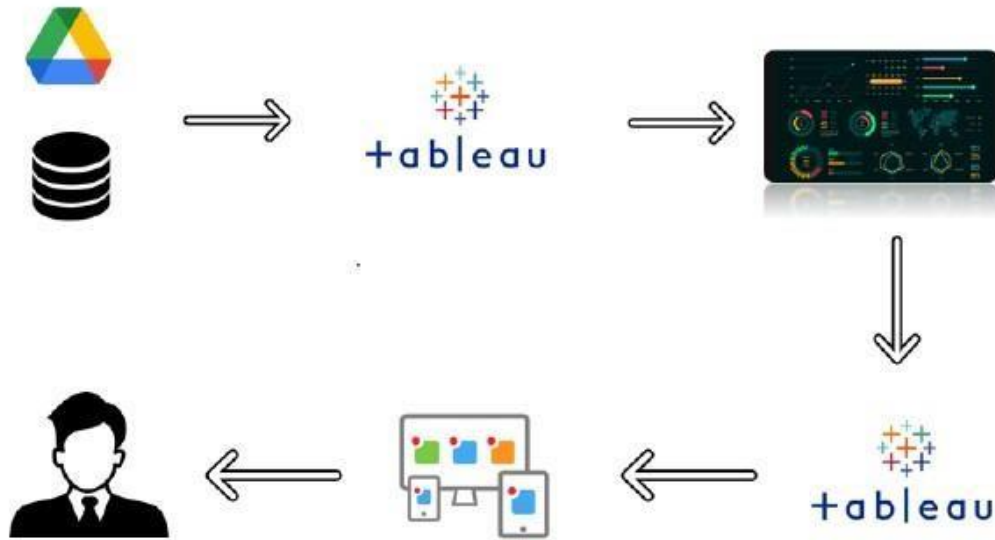
CHAPTER - 2
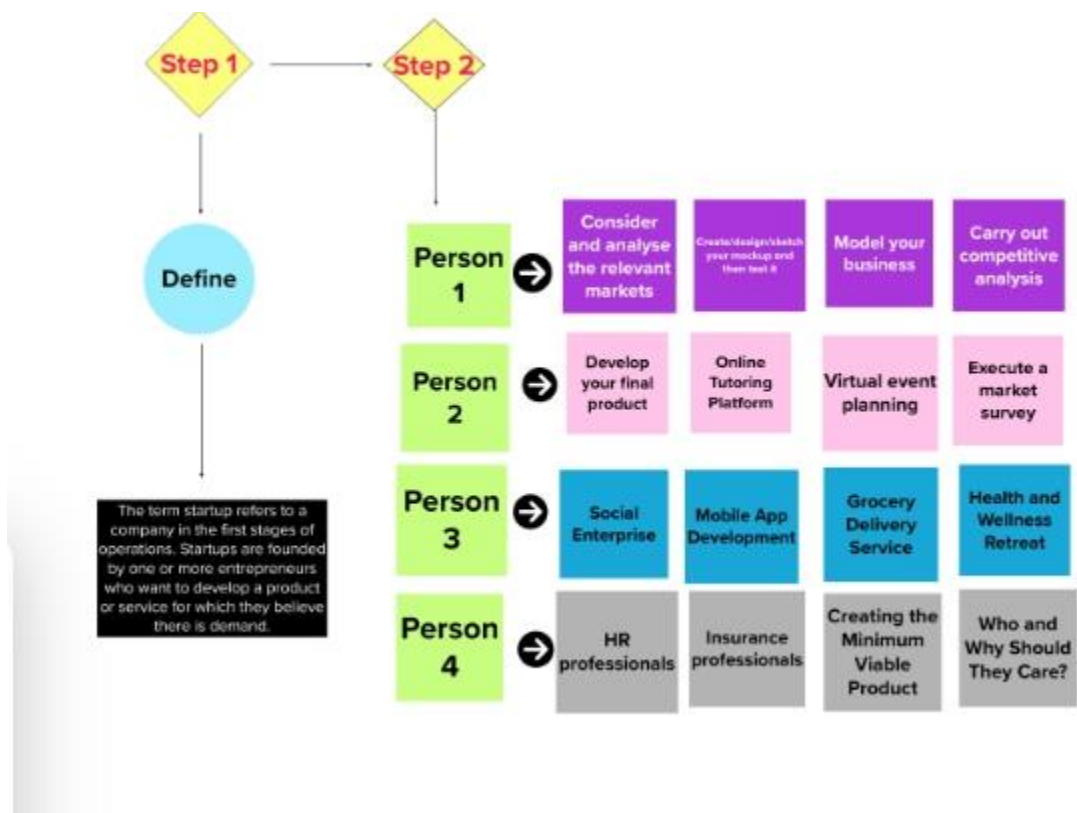
PROBLEM DEFINITION & DESIGN THINKING

2.1. EMPATHY MAP :

- An Empathy Map is a tool used to help understand and empathize with the perspective of a particular user or customer. It is a visual representation of the user's attitudes, behaviors, emotions, and experiences that can be used to gain a deeper understanding of their needs and motivations. The Empathy Map is typically divided into **four quadrants**: **"Says," "Thinks," "Does,"** and **"Feels."** In each quadrant, the user's thoughts, feelings, actions, and spoken words are recorded to help build a more complete understanding of their perspective. The Empathy Map is often used in design thinking and user experience research to help inform the design of products or services that better meet the needs of the user.

-

A startup analysis

Says

- Determining When to Disclose Information About Your Idea
- Disclosing Your Business Idea or Concept
- It depends on how secure your idea is protected and to whom you disclose the information.

Thinks

- Larger companies must maintain the startup mindset to stay innovative and keep growing.
- Thinking like a startup means prioritizing innovation.
- Think Like a Startup, Scale Like an Enterprise: Balancing the Best of Both

Does

- Recognize and identify the items and or services
- Determine the economic characteristics of the company and the industry in which it works
- Understanding the company's risks and concerns

Feels

- My favorite part about working for startups was creating something new.
- One of the other great parts about working for a startup is the freedom you will likely get.
- People who work at startups tend to be passionate, ambitious, and interesting.

2.2. IDEATION & BRAINSTORMING MAP :

- Ideation and Brainstorming Maps are tools used to generate and organize ideas in a structured and visual way. They are commonly used in creative problem solving, innovation, and product design to generate a large number of ideas and then organize them into meaningful categories.

- Ideation and Brainstorming Maps typically start with a central theme or problem statement in the center of the map. From there, branches are drawn out to represent different categories or subtopics related to the central theme. These categories can then be further expanded with additional branches to represent specific ideas.

- The purpose of an Ideation and Brainstorming Map is to encourage free thinking and generate as many ideas as possible. It allows participants to visually see how ideas are connected and to build upon each other's ideas. The map can then be used to prioritize and refine the most promising ideas. There are many variations of Ideation and Brainstorming Maps, including Mind Maps, Spider Maps, and Fishbone Diagrams.
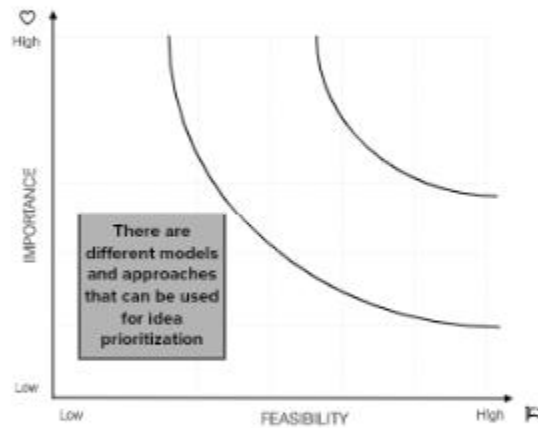
Step 1 → **Step 2**

Define

The term startup refers to a company in the first stages of operations. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand.

Person 1 →	Consider and analyse the relevant markets	Create/design/sketch your mockup and then test it	Model your business	Carry out competitive analysis
Person 2 →	Develop your final product	Online Tutoring Platform	Virtual event planning	Execute a market survey
Person 3 →	Social Enterprise	Mobile App Development	Grocery Delivery Service	Health and Wellness Retreat
Person 4 →	HR professionals	Insurance professionals	Creating the Minimum Viable Product	Who and Why Should They Care?

Step 3 → **Step 4**

Methods of startup analysis

★ Small business startups

★ Scalable startups

★ Buyable startups

★ Offshoot startups

★ Social startups

Idea Prioritization

IMPORTANCE (High / Low)

FEASIBILITY (Low / High)

There are different models and approaches that can be used for idea prioritization

CHAPTER – 3

DATA COLLECTION & EXTRACTION FROM DATABASE IN MYSQL

3.1.: Collect The Dataset :

- Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, evaluate outcomes and generate insights from the data.

3.1.1 : Understand The Data :

- Data contains all the meta information regarding the columns described in the CSV files

3.2: Storing Data In DB & Perform SQL Operations :
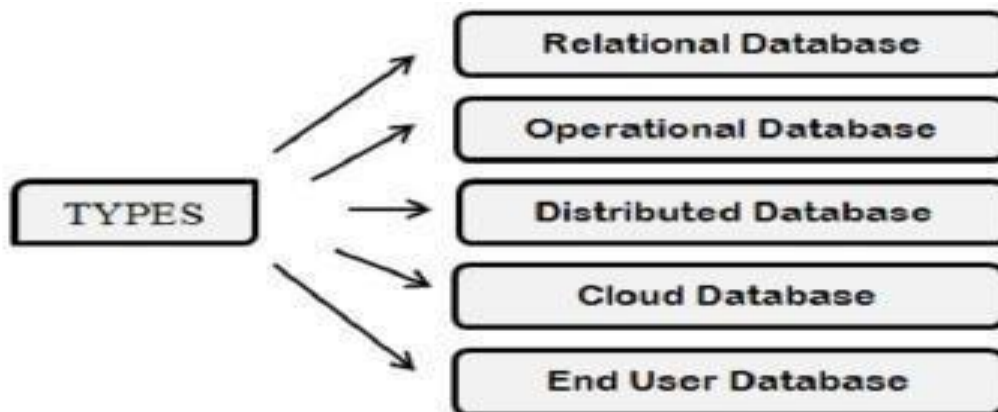
3.2.1. : Introduction To Database :

- A database is an organized collection of data, generally stored and accessed electronically from a computer system. It supports the storage and manipulation of data.

- Its ability to organize, process and manage information in a structured and controlled manner is the key to many aspects of modern business efficiency.


### 3.2.2.: Creating Database And Table In MYSQL :

- Click on the database icon on the icon menu panel to create the schema.
- Give the name of the schema and click on apply
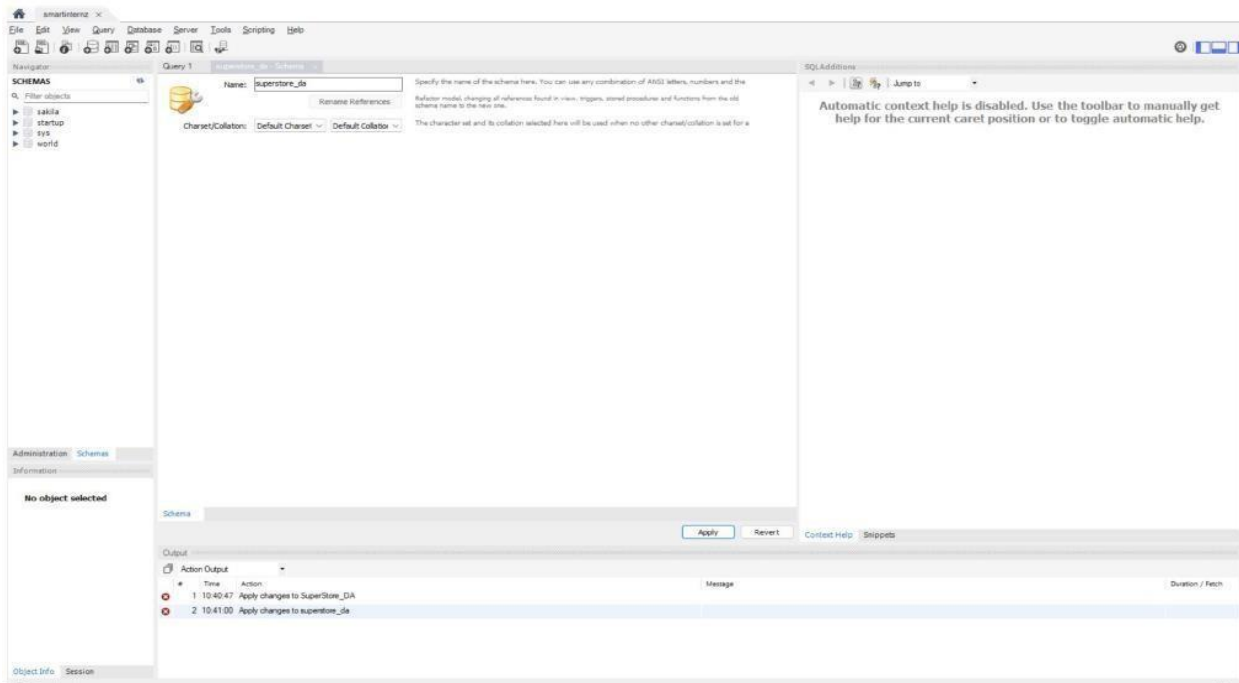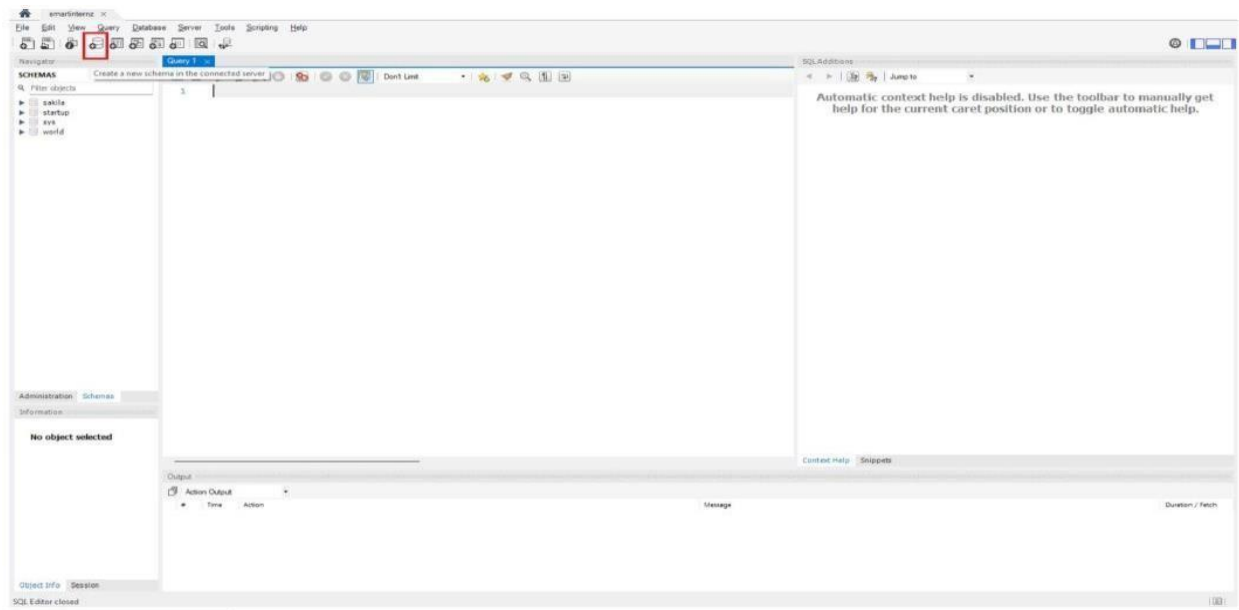
- Here you can see SQL query in SQL script for creation of new schema. Click on Apply.

- As you can see of the left panel Schema with the given name is created.

- Click on schema name and give a Right-Click on tables

- Now click on Table Data Import Wizard to load the dataset.
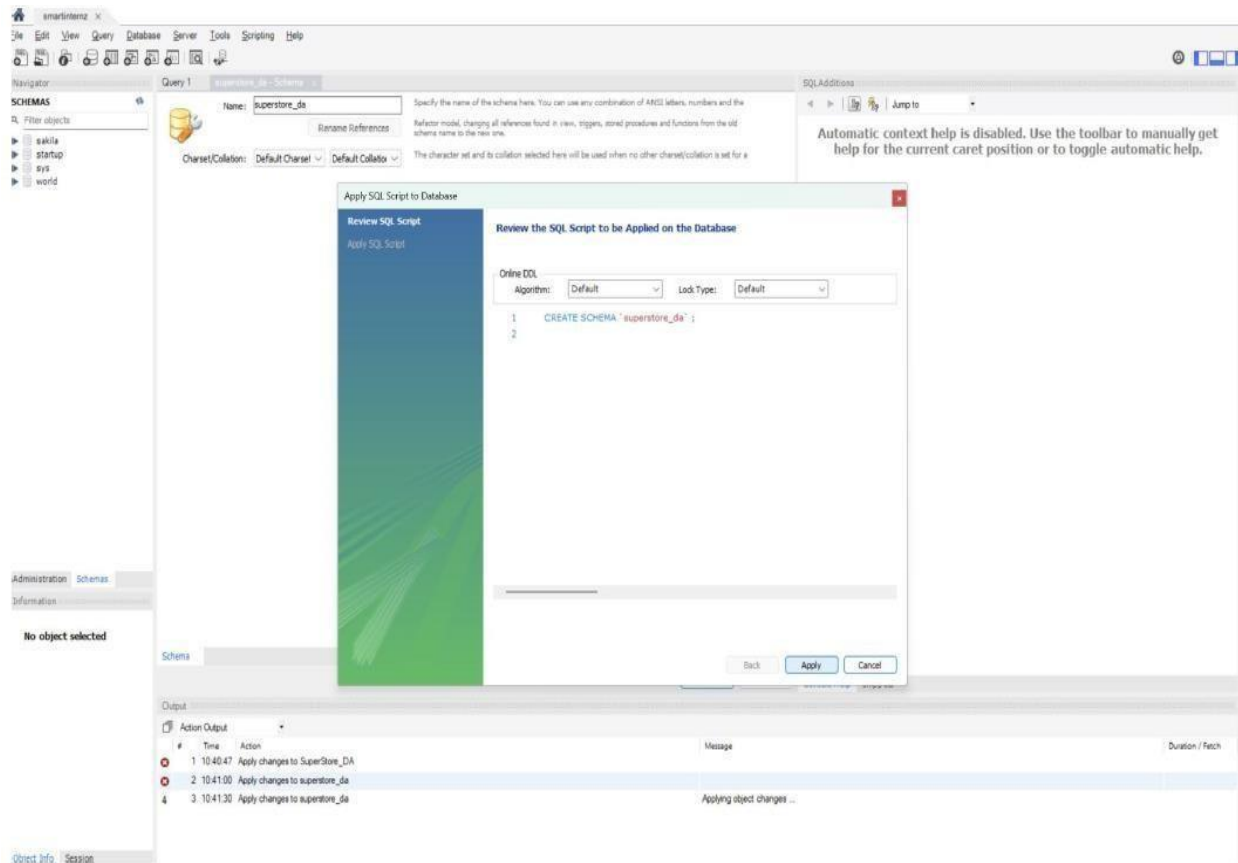
- Click on Browse and select the file in your computer to load the dataset file as a Table into that schema you created in MySQL.
- If you want add the dataset to existing table click on use existing table and select from the dropdown of tables lists.
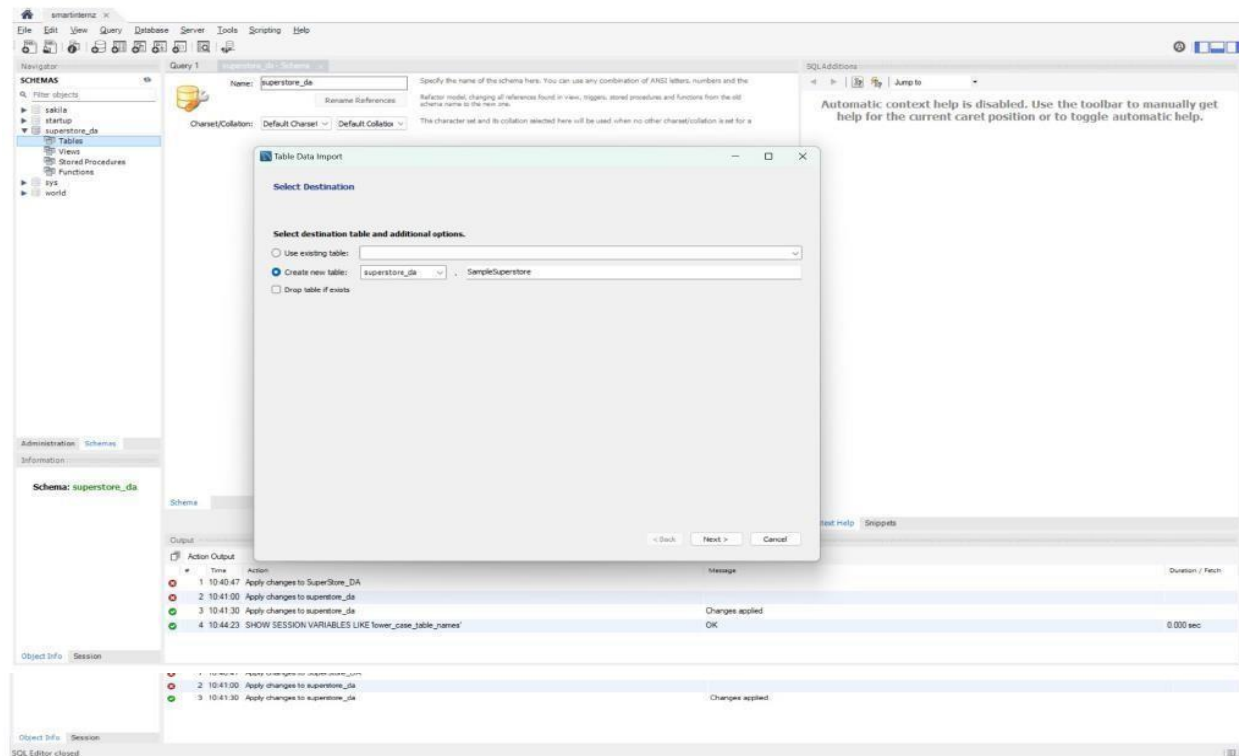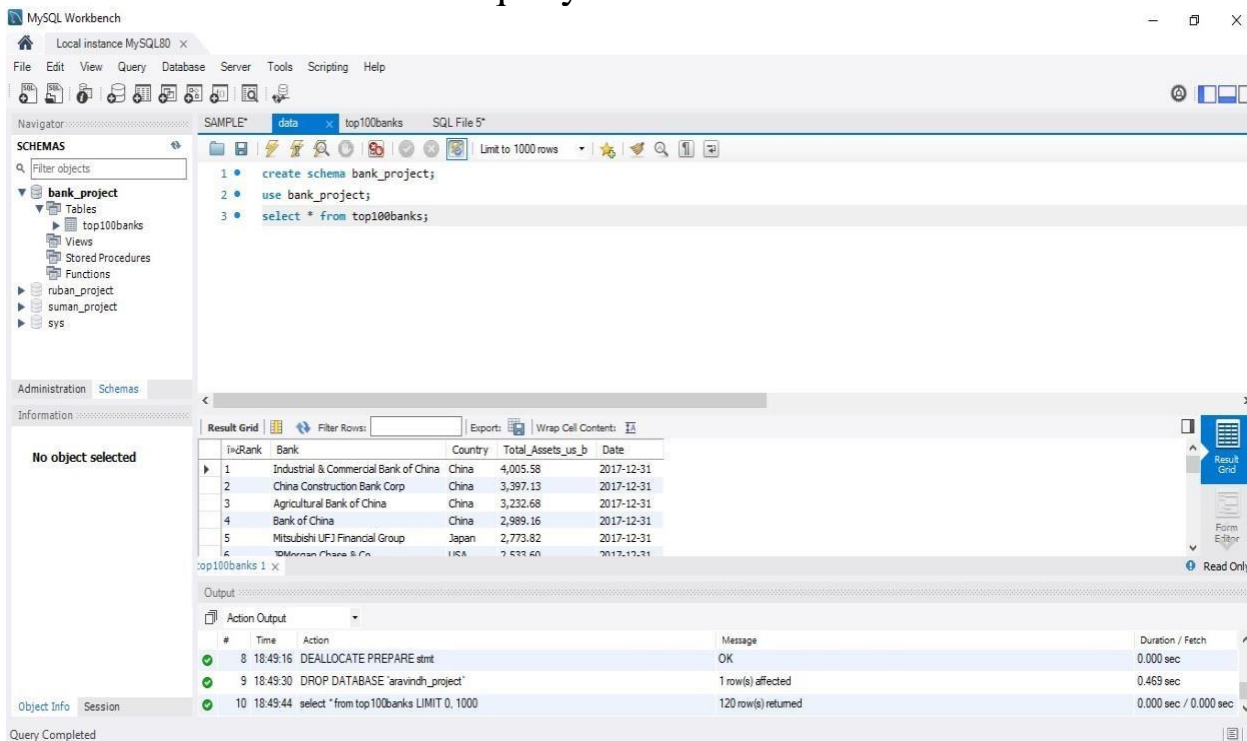
- Otherwise go with create new table and Click on **Next.**
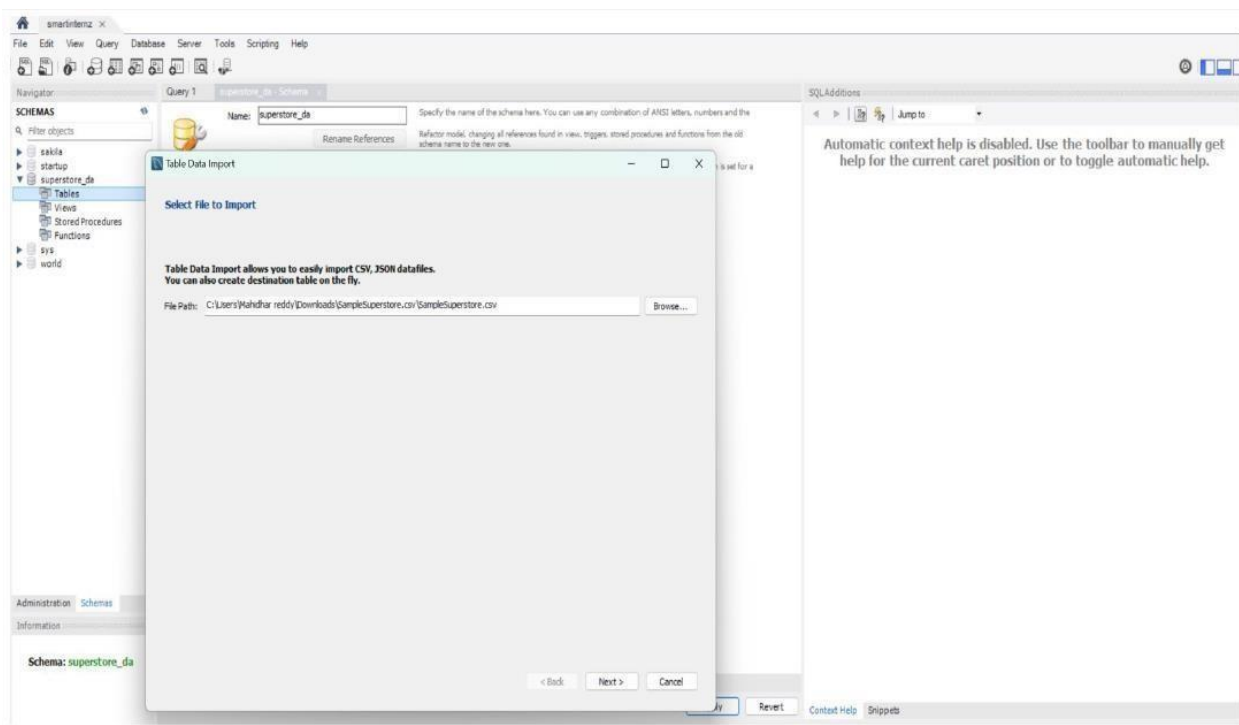
- Here you can see the dataset that loaded from the excel/csv file we have loaded and you can see the datatype of each column too.
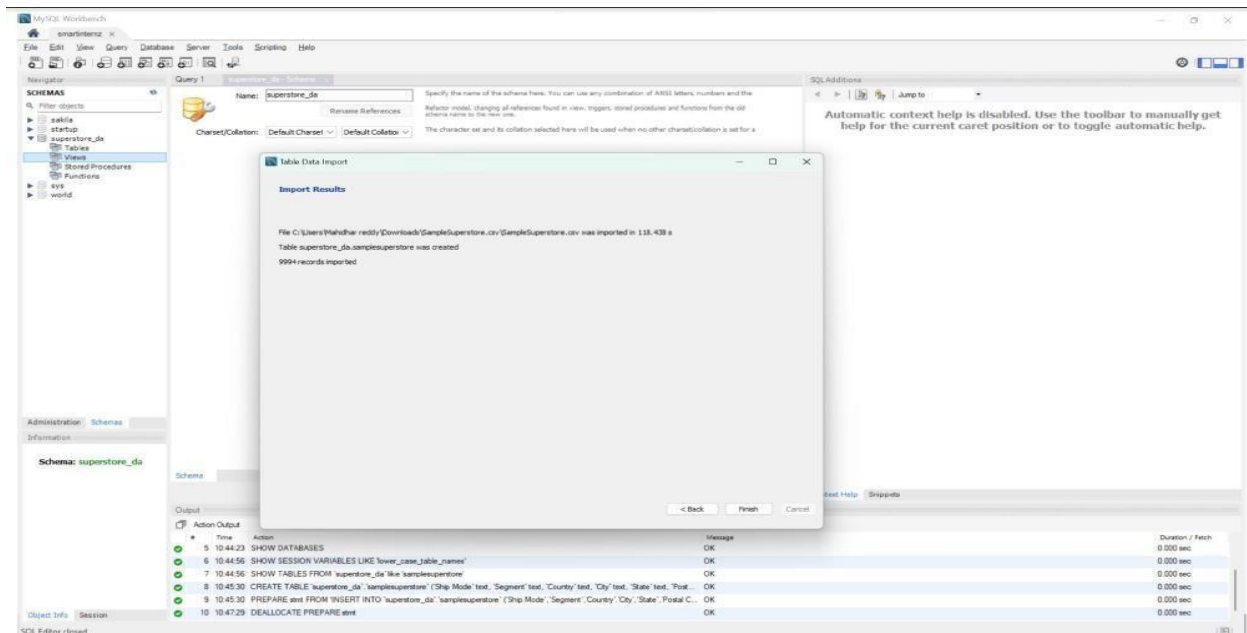
- Here you can see the total number of records/rows that are loaded.

- Here you can see the loaded dataset that we got by using select statement in query tab.


3.2.3 : CRUD Operations :

- CRUD is an acronym for CREATE, READ(SELECT), UPDATE, and DELETE statements in SQL Server.

- CRUD in database terms can be mentioned as Data Manipulation Language (DML) Statements.
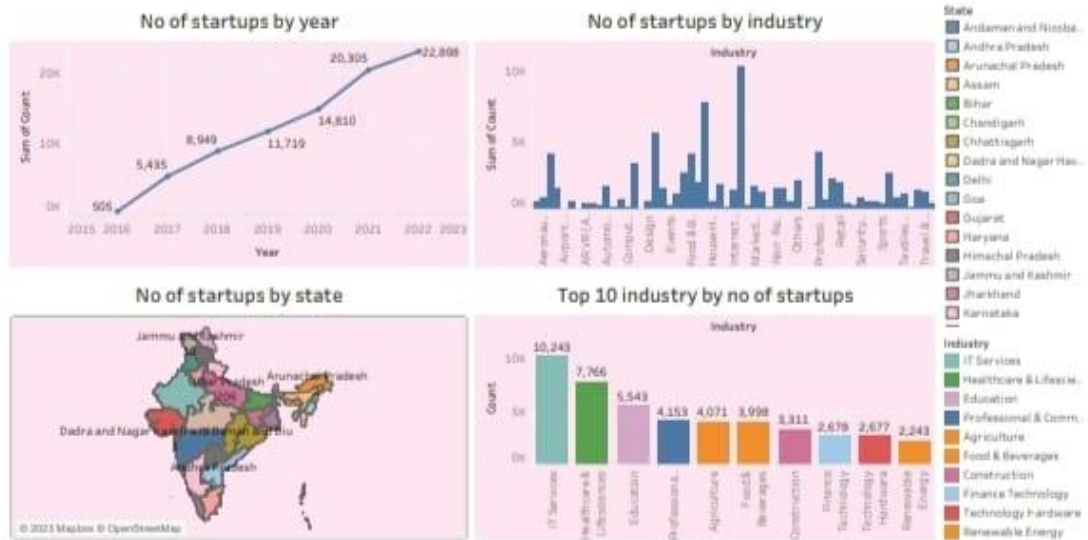
3.2.4 : Basic SQL Operations :

- DDL – Data Definition Language
- DQL – Data Query Language
- DML – Data Manipulation Language
- DCL – Data Control Language
- TCL – Transaction Control Language
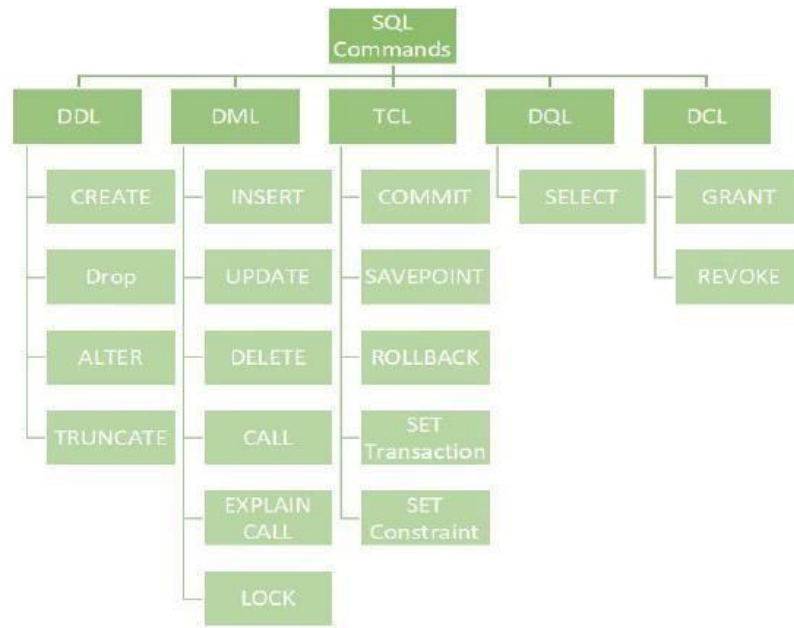
CHAPTER - 7

DASHBOARD AND STORIES

No of startups by year

No of startups by industry

No of startups by state

Top 10 industry by no of startups

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

Industry
- IT Services
- Healthcare & Lifescie...
- Education
- Professional & Comm...
- Agriculture
- Food & Beverages
- Construction
- Finance Technology
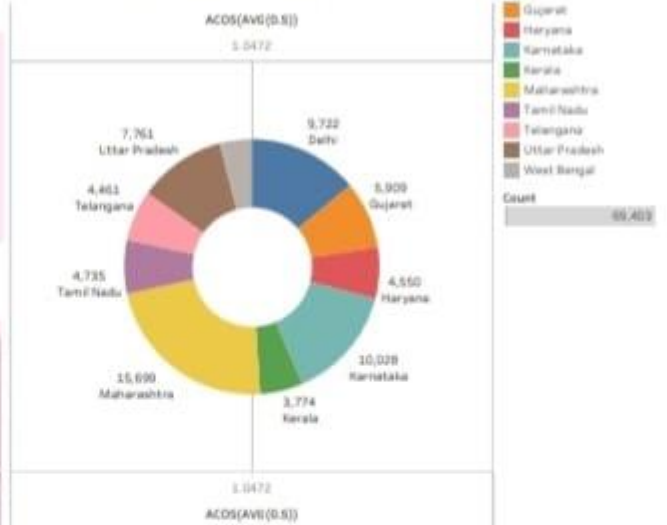- Technology Hardware
- Renewable Energy

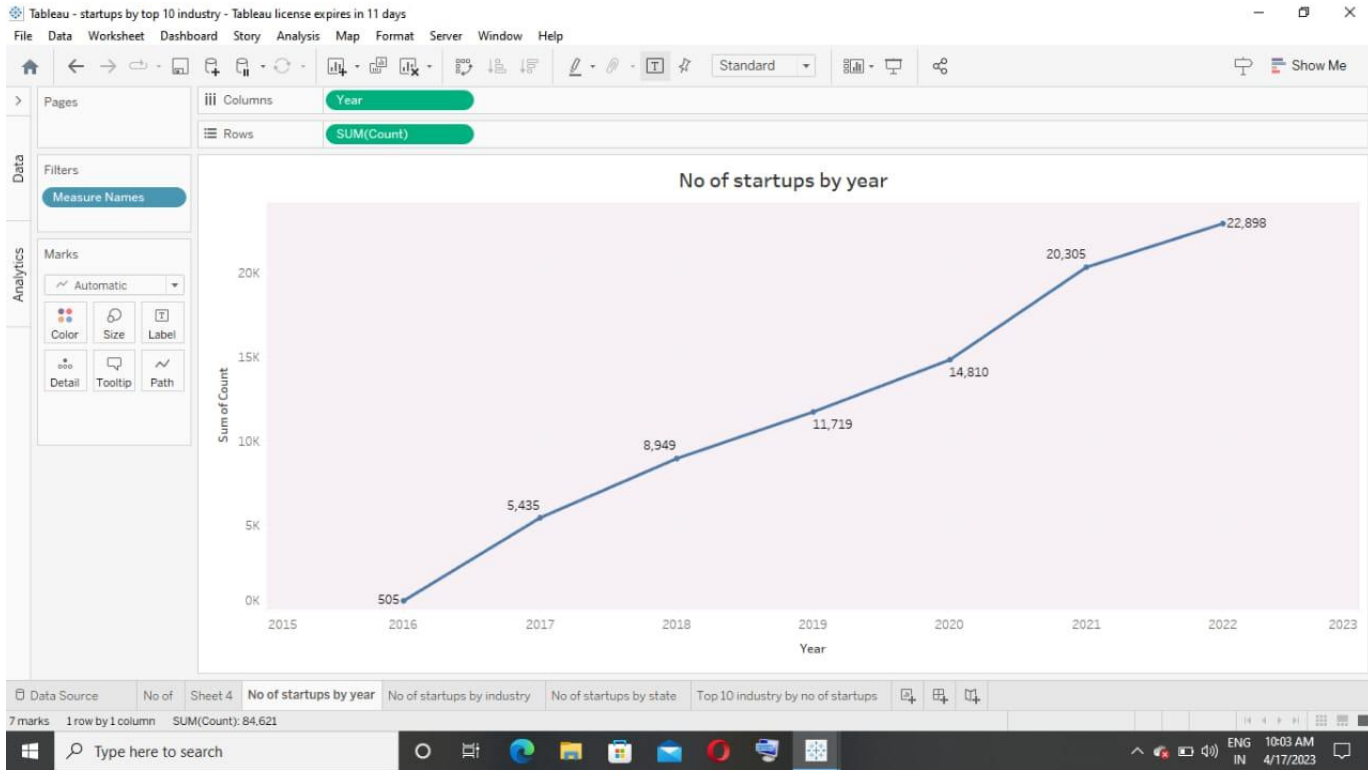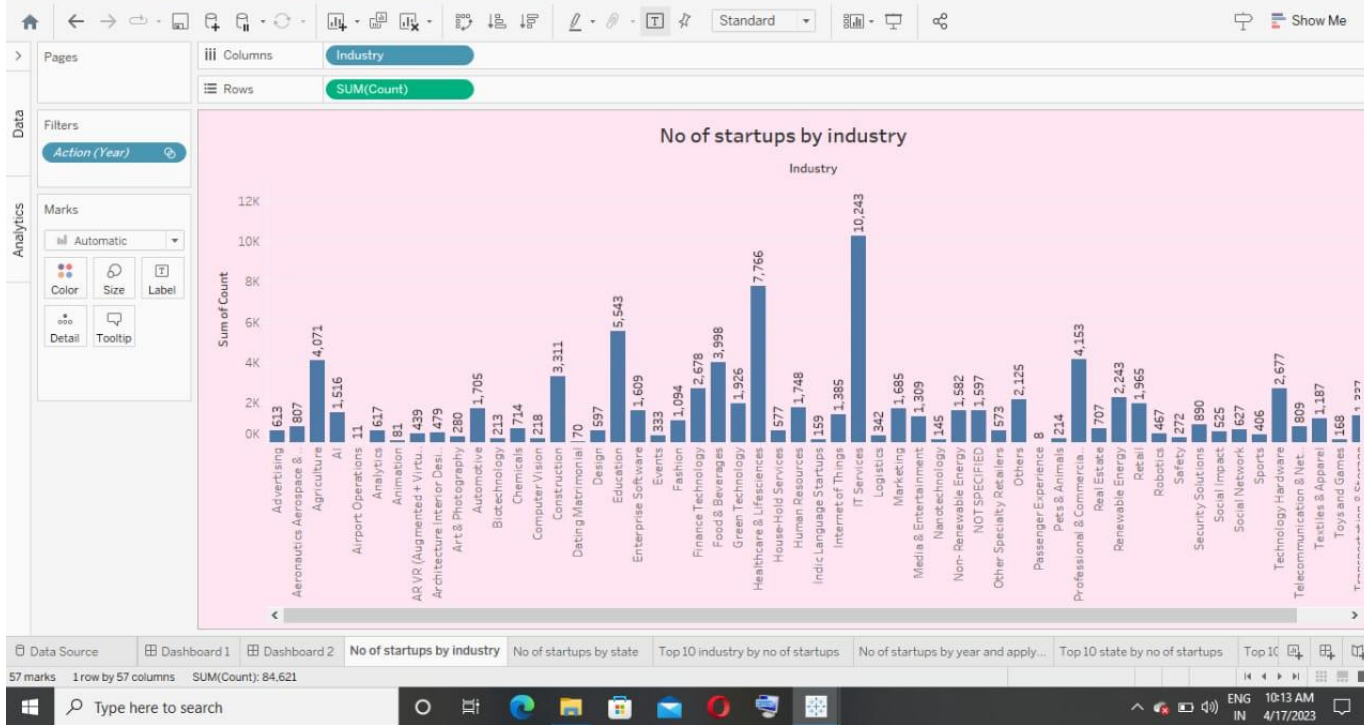## No of startups by year and applying filers of industry and state

Top 10 industries and Top 10 states of each industry

Top 10 state by no of startups

No of startups by year and applying filers of industry and state

File   Data   Worksheet   Dashboard   Story   Analysis   Map   Format   Server   Window   Help

Pages

iii Columns   AGG(ACOS(AVG(0.5..   AGG(ACOS(AVG(0.5..

≡ Rows

Filters
State

Marks

All

Multiple

Color   Size   Label

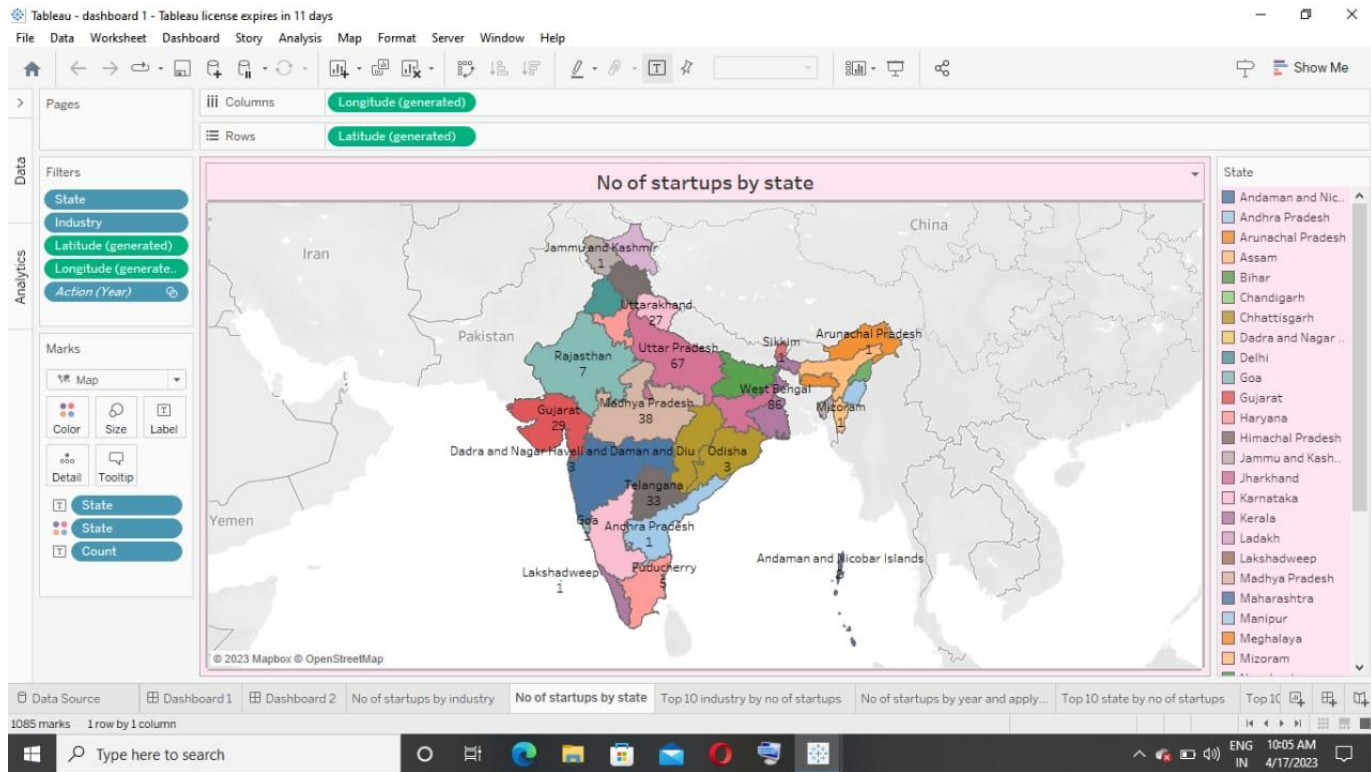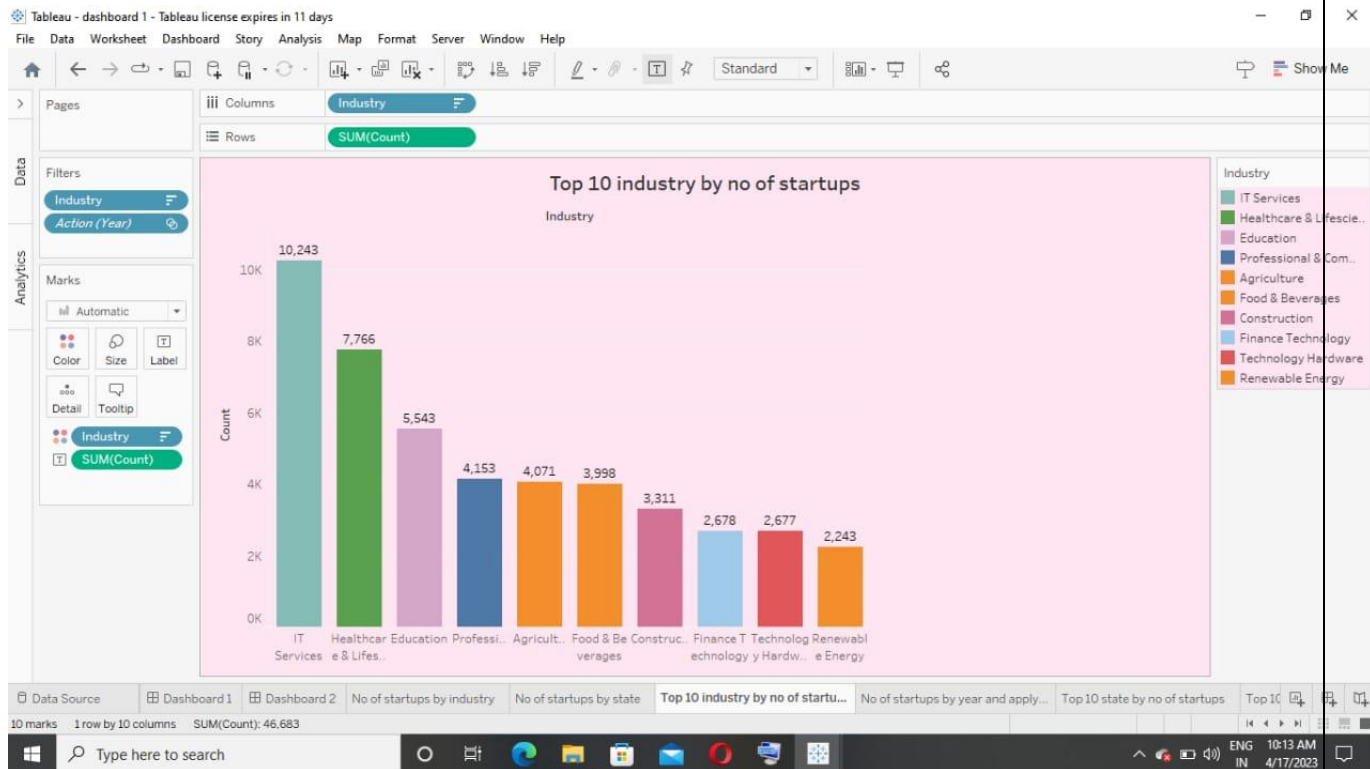Detail   Tooltip   Angle

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Top 10 state by no of startups

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1.0472

7,761
Uttar Pradesh

4,461
Telangana

9,722
Delhi

5,909
Gujarat

4,550
Haryana

4,735
Tamil Nadu

10,028
Karnataka

15,699
Maharashtra

3,774
Kerala

1.0472
ACOS(AVG(0.5))

State
■ Delhi
■ Gujarat
■ Haryana
■ Karnataka
■ Kerala
■ Maharashtra
■ Tamil Nadu
■ Telangana
■ Uttar Pradesh
■ West Bengal

SUM(Count)
69,403

Data Source   Dashboard 1   Dashboard 2   No of startups by industry   No of startups by state   Top 10 industry by no of startups   No of startups by year and apply...   Top 10 state by no of startups   Top 10

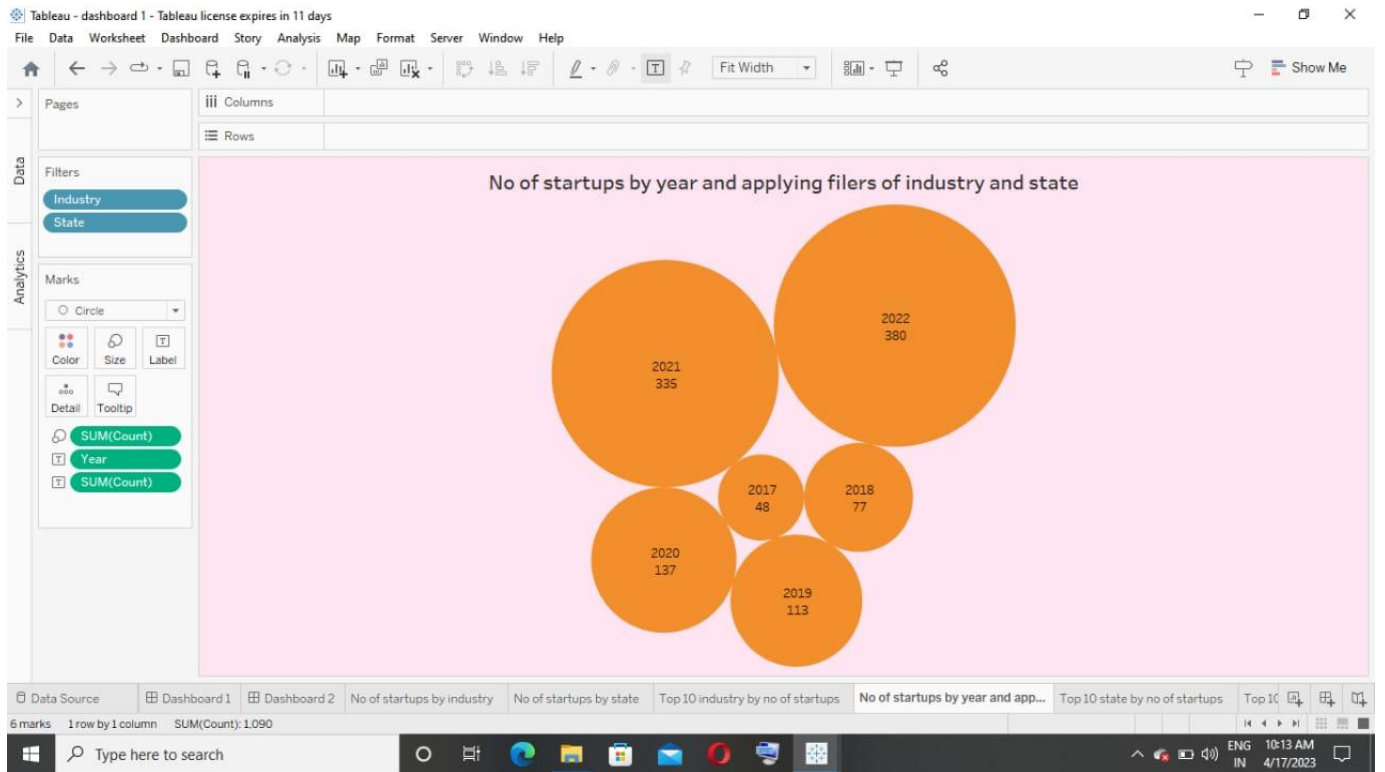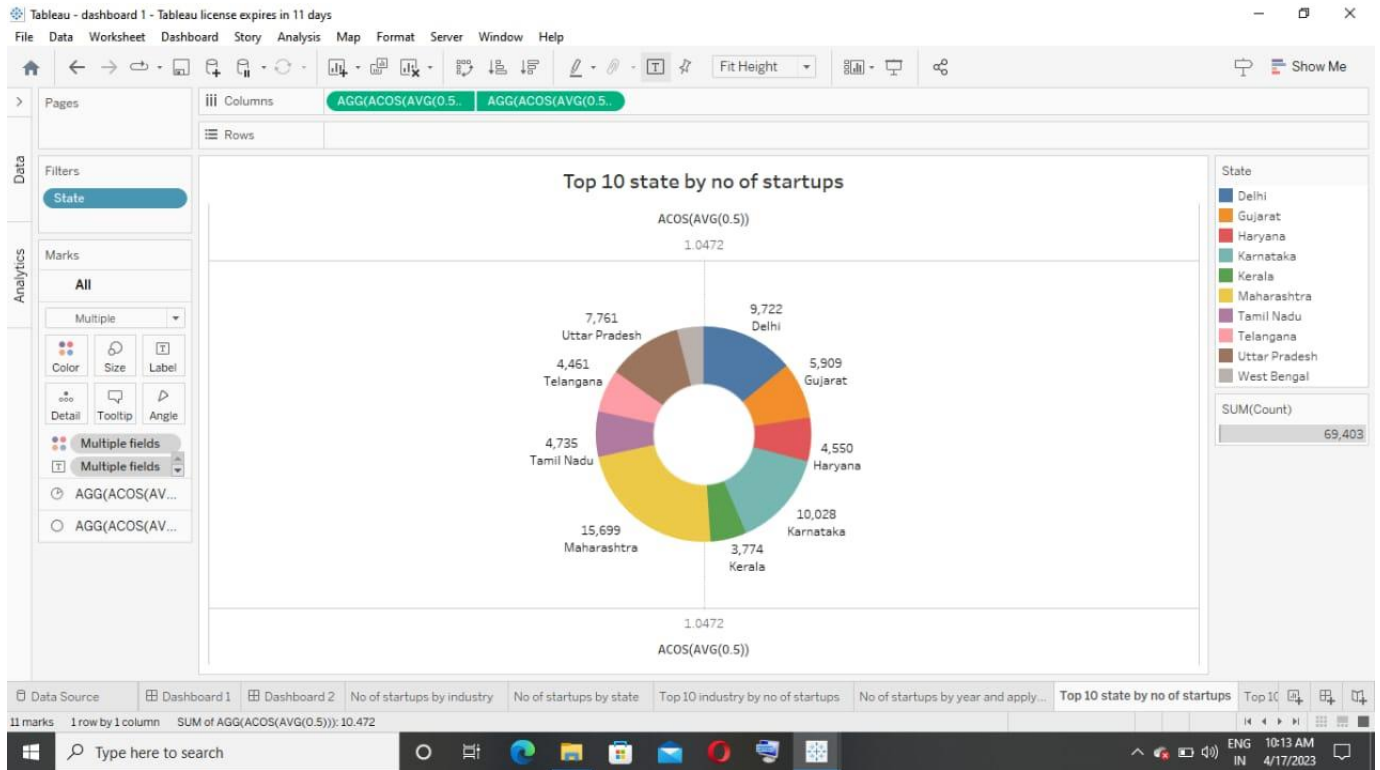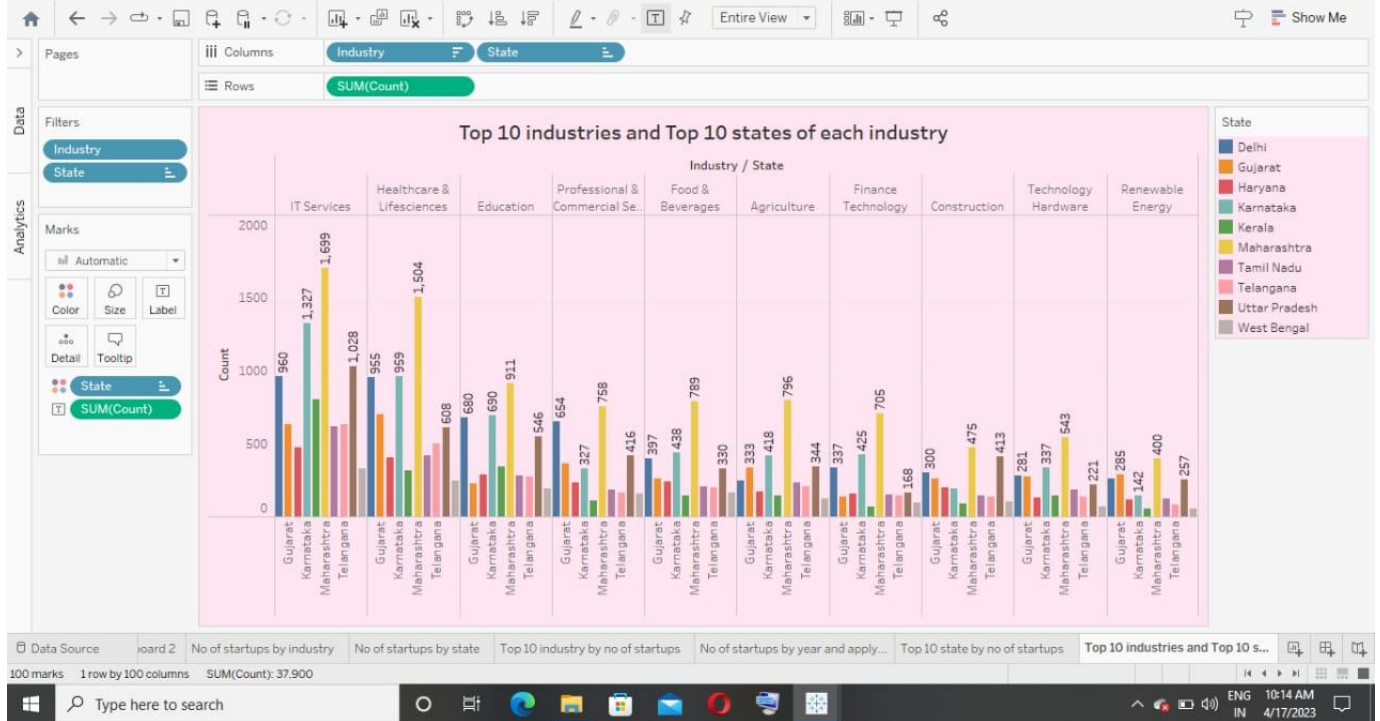11 marks   1 row by 1 column   SUM of AGG(ACOS(AVG(0.5))): 10.472

WEB INTEGRATION

8.WEB INTEGRATION :

- Publishing helps us to track and monitor key performance metrics and to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

8.1 : Publishing dashboard and reports to tableau public :

Step 1:

Go to Dashboard/story, click on the share button on the top ribbon Give the server address of your tableau public account and click on connect.

Step 2: Once you click on connect it will ask you for the tableau public username and password. Once you login into your tableau public using the credentials, the particular visualization will be published into the tableau public

CHAPTER – 9

ADVANTAGES , DISADVANTAGES & APPLICATIONS

9. LIST OF ADVANTAGES AND DISADVANTAGES OF THE PROPOSED SOLUTION :

ADVANTAGES:

• Startup companies are based on the modern concept that engages the young brigade, and management is also set up to enjoy working. Wellness programs, effort-based incentives, allowances, and subsidized meals are all included in today's modernized culture.

•Startup companies specifically look for employees who can acclimate through their skillset and find innovative and fun ways to accomplish the assigned tasks. If you are enthusiastic and passionate about what you do. Start is a great place to get started

•Indian startups snagged record investments of up to $3.5 billion across 130 deals through January, marking a decadal high amid a downturn in global markets and signalling sustained investor interest, ET reported earlier on Monday.

DISADVANTAGES:

1. Risk

   Most startups fail within their first year of operations for various reasons, so the risk of failure is high. Working under such circumstances can cause startups to be overly cautious in seizing market opportunities or overly optimistic in estimating the potential market for their products and services. It also means that startups find it difficult to attract experienced and competent staff.

2. Compensation

Long working hours are the norm for startups, since companies are built by blood. Sweat and tears. The rewards might not be forthcoming, and it could take several years before the company starts making revenue and becomes profitable. Working without pay or for low compensation is demotivating, and some startups fail to persist and simply give up.

3. Market Access

Many businesses prefer to work with businesses they know and have worked with And this puts startups at a serious disadvantage. Established businesses also spend Less money and effort on retaining existing customers than startups spend on Acquiring new customers. Without a customer base, startups notably struggle to Understand the evolving market needs and preferences.

9.1.: APPLICATIONS :

• India has the 3rd largest startup ecosystem in the world; expected to witness YoY growth of a consistent annual growth of 12-15%

• India has about 50,000 startups in India in 2018: around 8.900-9,300 of these are technology led startups 1300 new tech startups were born in 2019 alone implying there are 2-3 tech startups born every day.

• The pace of growth in the startup ecosystem has increased to 15% year-on-year in 2018, while the growth of the number of incubators and accelerators has grown to 11%

• Significantly, the number of women entrepreneurs stood at 14%, up from 10% and 11% in the previous two years

• startupss in the country have been able to create an estimated 40.000 new jobs over the year, taking the total jobs in the start-up ecosystem to 1.6-1.7 lakh

• Bangalore has been listed within the world's 20 leading startup cities in the 2019 Startup Genome Project ranking. It is also ranked as one of the world's five fastest growing startup cities

CHAPTER - 10
CONCLUSION & FUTURE SCOPE

10. CONCLUSION SUMMARIZING THE ENTIRE WORK AND FINDINGS : **& FUTURE SCOPE :**

Conclusion: The Indian market offers many opportunities for startups and in turn, startups carry great hopes to promote growth and create employment. Over the last two decades, more

startups emerged in India and the associated ecosystem has developed dynamically. Consequently, support has increased in many dimension.

There is noticeable optimism that the ecosystem will continue to mature. Nevertheless, Indian startups face significant challenges. Overcoming such hurdles will require efforts of all stakeholders. Changes in the broader cultural milieu would be helpful to encourage people taking risks and possibly developing impactful solutions.

In present times startups in India are witnessing a golden chapter in the history of Indian entrepreneurship. However, still the indian government has a crucial role to play in positioning India as the Tech Garage of the World. It should act as a catalyst, and bring together the synergies of the private sector with the aim of innovating for India and the world.

Startup-friendly policies in India do not always necessitate large sums of money or incentives. They do, however, need help from successful founders and strategic angels in all stages of development, such as business strategy, community building, and connecting with skilled business mentors. As India has a massive. Diverse population with many talented individuals in search of work, it is essential to develop state ecosystems by establishing a startup policy, startup portal, and helpline within every state. Creating incubation centres, co-working spaces. Entrepreneurial cells, and instilling an entrepreneurial spirit in every student at a vouna age is even more necessary