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Title : Submit a profile summary (about 500 words) of a successful entrepreneur indicating milestone achievements.

Profile Summary of Aman Gupta : A Visionary Entrepreneur.

Aman Gupta is a prominent Indian entrepreneur and the co-founder of boAt, one of India's most successful consumer electronics brands. Known for his sharp marketing acumen and innovative approach, Aman has played a pivotal role in revolutionizing the Indian audio product industry. His journey from a business graduate to the billion-dollar leader of a brand showcases his entrepreneurial spirit, resilience, and vision.

Aman Gupta's academic foundation was laid at Delhi University, where he graduated with a degree in Business Studies from Shaheed Sukhdev College of Business Studies. His passion for business led him to pursue an MBA from the Indian School of Business (ISB), where he refined his entrepreneurial skills. Before founding boAt, Aman worked with notable companies like Hewlett Packard, where he gained valuable insight into the tech and consumer electronics sectors. This exposure helped him understand market dynamics and consumer behavior, shaping his future business endeavors.

In 2016, Aman co-founded boAt along with his partner Gaurav Arora. The company was born out of a vision to offer high-quality, stylish, and affordable audio products to Indian consumers. With Aman as the Chief Marketing Officer, boAt quickly gained popularity due to its focus on trendy

designs, superior quality and competitive pricing. The company's wireless earphones, headphones, and portable speakers resonated with India's young, tech-savvy population.

Under Aman Gupta's leadership, boAt has emerged as one of the most successful and influential audio brands in India, revolutionizing the personal audio industry. Gupta's entrepreneurial journey is a testament to his vision, resilience, and ability to tap into market needs, ultimately creating a brand that resonates deeply with the youth. His focus on providing high-quality audio products that blend affordability, style and functionality has played a pivotal role in the boAt's rapid rise.

Here are five key milestones and achievements of Aman Gupta:

#### 1. Co-founding boAt (2016):

Founded boAt with Sameer Mehta, focusing on offering high-quality, affordable audio products, quickly gaining popularity among Indian consumers.

#### 2. Market Leadership:

Under the leadership, boAt became the leader in India's wireless audio segment by 2020, gaining a significant market share in the consumer electronics space.

#### 3. \$ 100 Million Revenue (2021):

BoAt crossed the \$100 million revenue mark in 2021, cementing its position as one of India's top audio brands.

#### 4. Unicorn Status:

BoAt achieved unicorn status in 2021, with valuation exceeding

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\$ 1 billion after a successful fundraising around.

##### 5. Judge on Shark Tank India :

Aman Gupta became a prominent figure on Shark Tank India, where he mentored and invested in startups, enhancing his visibility and influence in India's entrepreneurial ecosystem.

##### Conclusion :

In conclusion, Aman Gupta's entrepreneurial journey is a remarkable story of vision, innovation, and strategic leadership. From co-founding boAt and leading it to market leadership in the audio of wireless segment, to achieving unicorn status and becoming prominent mentor of Shark Tank India, his milestones reflect his ability to create a scale of successful businesses. His success with boAt has not only transformed the audio accessories industry in India but also made him a key figure in the country's startup ecosystem, inspiring countless entrepreneurs along the way.

Marks Obtained			Dated Signature of Teacher
Process	Product	Total (25)	
Related (10)	Related (15)	(	dm 17/2
35	10	45	

Title : Undertake SWOT analysis to arrive at your business idea of a product/ service.

A SWOT analysis (Strengths, Weakness, Opportunities and Threats) help in evaluating a business idea by identifying internal and external factors that could impact its success. Below is an example of SWOT analysis for a local eco-friendly packaging business :

Business Idea : Eco-Friendly Packaging Solutions.

Product/ Service :- Biodegradable and reusable packaging and for food, e-commerce, and retail businesses.

### SWOT Analysis

#### Strengths (Internal - Positive)

Sustainability Focus : Growing consumer demand for eco-friendly alternatives.

Unique Selling Proposition (USP) : 100% biodegradable, compostable and customizable packaging.

Government Support : Policies favoring sustainable businesses and bans on plastic.

Scalability : Can expand into various sectors like food delivery, retail and shipping.

Innovation Potential : Use of plant-based materials, recycled paper, and edible packaging.

#### Weakness (Internal - Negative)

High production cost : compared to traditional plastic packaging.

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- Limited Awareness : Need for extensive marketing to educate consumers and businesses.
- Supply Chain Challenges : Dependence on sustainable raw materials.
- Initial Investments : Requires capital for R & D, manufacturing, and branding.

#### 3. Opportunities (External - Positive)

- Growing Market : Rising eco-conscious consumer base and corporate sustainability initiatives.
- B2B Collaborations : Partnering with restaurants, online retailers, and FMCG brands.
- Technological Advancements : Improved biodegradable materials, automation in manufacturing.
- Export Potential : Expanding to international market with strict environmental regulations.
- Grants and Funding : Government subsidies and investors interest in green startups.

#### 4. Threats (External - Negative)

- Competition : Established brands entering the sustainable packaging industry.
- Regulatory Changes : Compliance with different environmental policies in various regions.
- Consumer Price Sensitivity : Customer may opt for cheaper non-eco-friendly alternatives.
- Raw Material Availability : Climate changes affecting the supply of plant-based materials.

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### Conclusion :

By leveraging strengths like sustainability and innovations, and addressing weaknesses such as cost awareness, the business can capitalize on opportunities in eco-conscious market while mitigating threats like competition and price sensitivity.

Marks Obtained			Dated Signature of Teachee
Process	Product	Total (25)	
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35	12	47	

Title : Generate business ideas (product / service) for entrepreneurial and entrepreneurial opportunities through brainstorming.

Here are some business ideas for both entrepreneurial (within an existing company) and entrepreneurial (starting a new venture) opportunities, generating through brainstorming :

### Intrapreneurial Business Ideas (Innovation within an existing company)

#### Product - Based Ideas :

Smart Packaging for E-commerce - Develop temperature - sensitive packaging that changes color if a product (e.g food or medicine) is damaged.

Eco-Friendly Office Supplies - Introduce biodegradable pens, notebooks, and accessories to reduce corporate waste.

Modular Laptop Accessories - Create attachable screens, keyboards, and cooling pads to enhance productivity.

Augmented Reality (AR) Shopping app - Allow customer to visualize product in their space before purchasing.

Personalized Nutrition Packs : Develop AI based food supplements tailored to individual health needs.

#### Service - Based Ideas :

AI - Powered Customer Support - Automate responses for common customer inquiries while maintaining a personal touch.

Remote work Wellness Program - Offer mental and physical wellness support for hybrid work environments.

Subscription - Based Employee Skill - Development A learning platform where employees can upskill based on company needs.

- ③ Sustainable Logistics Solutions - Develop eco-friendly delivery options using electric vehicles or drones.
- ⑩ Hyper-Personalized Marketing - AI driven content creation for targeting individual customer preferences.

## 2. Entrepreneurial Business Ideas (Starting a new Business)

### Product-Based Ideas

- ① Biodegradable Food Containers - Replace plastic with edible or compostable alternatives.
- ② Smart Home Garden Kits - Indoor Hydroponic or AI powered plant care system.
- ③ Wearable Health Monitors - smart ring or bracelets that track hydration, sleep, and stress level.
- ④ Solar Powered Outdoor Furniture - Benches and tables with built-in solar charging ports.
- ⑤ Portable Water Purifier Bottles - Self-cleaning water bottles with built-in UV sterilization.

### Service-Based Ideas

- ⑥ AI Powered Resume & career Coaching - A subscription-based career development platform.
- ⑦ Digital Detox Retreats - Provide travel experiences that promote technology-free relaxation.
- ⑧ On Demand Home Repair Services - Uber style platform for home maintenance and repairs.
- ⑨ Pet Health & wellness Subscription - Monthly boxes with organic food, supplements, and vet consultations.
- ⑩ Blockchain-Based Freelance Payment System - Secure, fast, and transparent payment solutions for gig workers.

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### Conclusion :

Brainstorming helps generate innovative intrapreneurial (within a company) and entrepreneurial (new venture) ideas.

Intrapreneurship enhances existing operations, while entrepreneurship creates new market solutions. Leveraging technology, sustainability, and customer needs ensure competitiveness and growth.

A well planned idea can lead to success and profitability.

Marks Obtained			Dated signature of Teacher
Process	Product	Total (2s)	
Related (10)	Related (15)		<i>dr</i> 17/2
35	13	48	