

# STARTUP

H E L P B O O K

Part 1



**“Give wings to your ideas”**

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We are witnessing evolution in almost every aspect of life, and it is all about keeping up with the constant change. The term "startup" has gained momentum and is growing slowly and steadily. Startups face both external and internal pressure to succeed as they enter the business world.

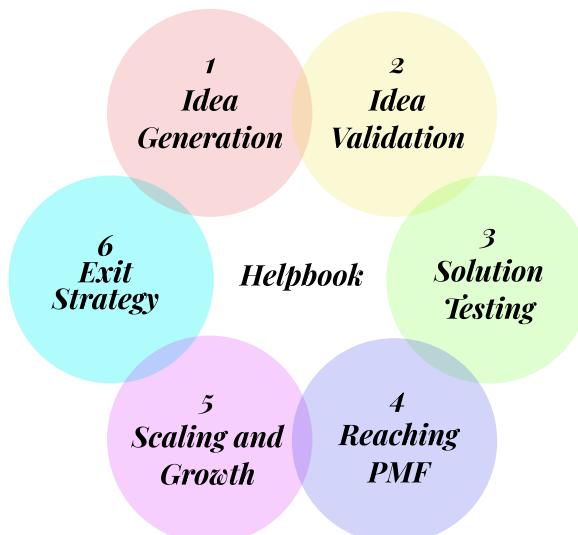
This drives all the energy of the founder and the team to the "NEXT BIG" idea, and they end up being drained of optimism or losing their charm. You, as a founder, cannot let this happen. You need to work smart rather than hard and find your way to accomplish your dreams.

As a founder, you must try to achieve the IMPOSSIBLE in the most possible way. Before you run out of the flushing VC money, you need to build something that has never been built before, with an extraordinary team that has never worked together before, while acquiring dozens of new skills and making countless decisions that may not reverse. It's like being in the sea of unknown, exploring uncharted ways to reach the shore.

The Startup Helpbook is a solution to guide you from being marooned to kickstart your entrepreneurial journey and scale your startup.

### ***The Helpbook has been categorized into 6 parts:***

*Idea Generation--Idea Validation--Solution Testing--Reaching PMF--Scaling and Growth--Exit Strategy. Each part will be released in a time gap of 2 months to give you a thorough idea of each and every part of the Entrepreneurial Journey.*



**Part 1 of the helpbook:** Idea Generation, focuses on getting ideas for startups, exploring them, and thinking of what direction to take. Idea Generation is the first and most crucial step to enter into the startup world. The majority of us are right now unaware and clueless of this process. After reading this helpbook, we can assure you a clear understanding of what Idea Generation is.

Before jumping into what and how things work, we all should talk about Why startup???

## Why Startups?

*“There is a certain type of person who only works at their peak capacity when there is no predictable path to follow, the odds of success are low, and they have to take personal responsibility for failure (the opposite of most jobs at a large company).”*

***Michael Seibel, CEO Y Combinator***

For those, who are interested in tech (especially folks who work/want to work at big companies ), you should ask yourself these questions:

- Do I like being the underdog?
- Do I seek the complex challenges that most people shy away from?
- Do I thrive when I take personal responsibility for success or failure?

If you answer YES three times, then maybe starting a startup is for you. Many jobs at big companies cannot offer you this experience. You can make a lot of money by working for large companies and be really successful at it, but you should ask yourself if you're really happy/satisfied doing that.

Working in an orchestrated environment like big companies often brings

out the best in the vast majority of people because we're grown in that environment from school to college and in every other field of life.

But there are a handful of people who want to challenge themselves, can take risks, want to create an impact on the world, and create their own rules for working and if you're one of them then YES, the entrepreneurial world is for you.

**REMEMBER** these people are in numbers not percentages. People enter the entrepreneurial world for many reasons, varying from person to person.

*The motivation for starting out really lies within us, the following reasons can only fuel the fire within the entrepreneurial mind.*

**Passion:** The passion you feel as an entrepreneur – for the start-up life, for your company, for your vision – is all-encompassing. You're driven to succeed, to experience everything a start-up has to offer and to make things happen. Passion is a prerequisite to starting a business, and it's also a huge motivator because you fuel your passion through your startup.

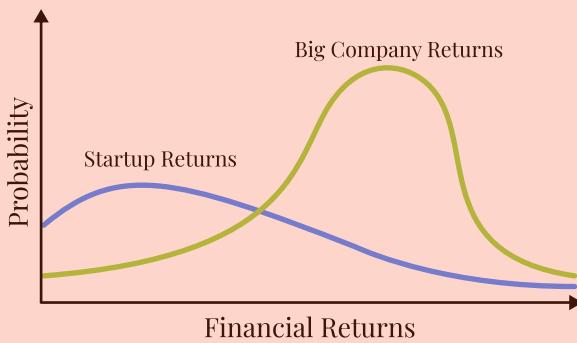
**Creating Value:** Entrepreneurs are builders. Creators. We need to produce "stuff" in order to succeed. And that "stuff" needs to create value. It's extremely motivating to know that something you've started has created value for others. And part of creating value is contributing to the entrepreneurial community as a whole.

**Changing the World:** Not every business has the potential to change the world, but many entrepreneurs take this mantra to heart. Lots of entrepreneurs believe their businesses will change the world. It's part of creating value. Starting a business and tossing yourself into it with unequivocal passion gives you the chance.

**Being in Control:** Entrepreneurs are control freaks. We believe we can do things better than others, and off we go! Having that opportunity is, on the one hand, motivating and, on the other hand, scary – you're in control, you're the boss, you better get out there and make things happen. Luckily, being in control feeds many of the other motivating factors, so it all comes together.

**Money:** There's no question that money is a motivating factor, although it belongs at the bottom of the list. The truth is that you can probably earn more

money at a fairly high-paying job over enough years than you can start a business because of the likelihood of failure. But the only way to hit a financial home run is with a start-up.

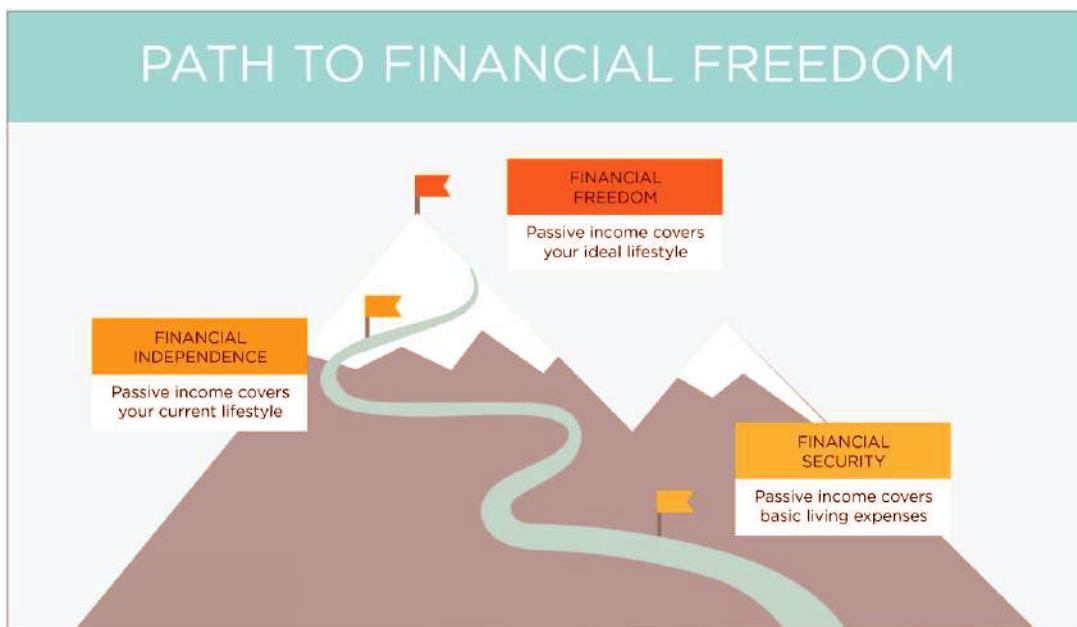


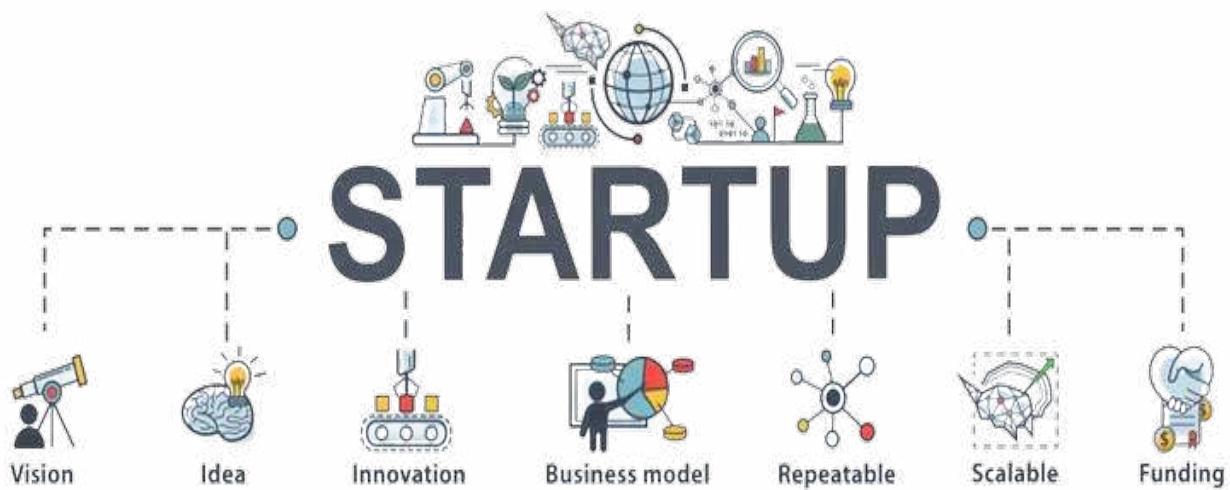
On average, you'll make more money in a big tech company, but you're more likely to get extremely large financial returns in a start-up compared to a big company.

## Financial Freedom During College

For College Students, staying away from home and having the capability to earn money by starting on your own, not depending on your parents for sending money for the expenses every month, is something to be proud of.

Introducing an alternative initial revenue model for your business and earning right from week 1 will also be a constant source of motivation to continue on the rollercoaster journey ahead.





## Finding Startup Ideas

**“** *Live in the future, then build what's missing!* **”**

The idea that would work best for you is when you are creating a solution to the problem that you face. Thus there is a high probability that such problems will also be faced by other people too, and they need a solution for it. When analyzing successful startups, Less than a third of consumer startup ideas emerged from founders trying to solve their problems.

We'd advise college students to do that rather than trying to learn about "entrepreneurship." "Entrepreneurship" is something you learn best by doing it. The examples of the most successful founders make that clear. What you should be spending your time on in college is ratcheting yourself into the future. College is an incomparable opportunity to do that.

**“ THINKING ABOUT  
STARTUPS ISN’T COOL...  
WHAT’S COOL?  
BUILDING ONE! ”**

### 3 Primary pathways to a new business idea

- Spontaneous idea: Hits you randomly
- Insider idea: The idea of fixing a loophole you found while working in the industry
- Deliberate idea: In this case, you aren't starting with a business idea. Instead, you're starting with a desire to create a new business and become an entrepreneur.

While the first two paths may happen unintentionally, where you are in a position to viscerally feel problems that matter. The third is for people who know they want to start a company but don't yet have their idea. For the deliberate ideas, To start with,

- Decide your primary motivation or primary goal
- Frame the problem
- Idea generation and selection
- Evaluate

#### a. Decide your primary motivation or primary goal

Fun or hobby or passion-based business, part-time or full-time startup, Large, cash-flow positive business, etc.

## b. Frame the problem

If you try just to write down a list of ideas from scratch, you'll probably be underwhelmed with the results. Start with some that relate to your personal interests, hobbies, experience, or professional network, but don't limit yourself to them.

## c. Generating Ideas to build a startup

**Look around:**

To have startup ideas organically, learn how to notice good startup ideas. Ideas are everywhere. Things that were even impossible to imagine 50 years ago are now ordinary for the majority of the population. Training the mind and imagination to notice the slightest things and analyze and interpret them in a different context is a handy skill in life and business. You need to be a keen observer and need to hear the sweet signals from the highly noisy market.



## Brainstorm for new ideas:

Brainstorming is a powerful technique when it comes to finding new business ideas. Before an actual brainstorm, you need to define yourself:

- What you're good at?
- What you want to do?
- What do you want to give the world and the customers, and why?

## Merge two ideas into one:

From our perspective, generating a brand new and successful business idea can become more difficult every year. But if you try to combine two ideas, you might give birth to something truly unique and useful. You must provide value beyond what already exists.

*“Be extremely shameless in stealing great ideas to build even greater ideas”*

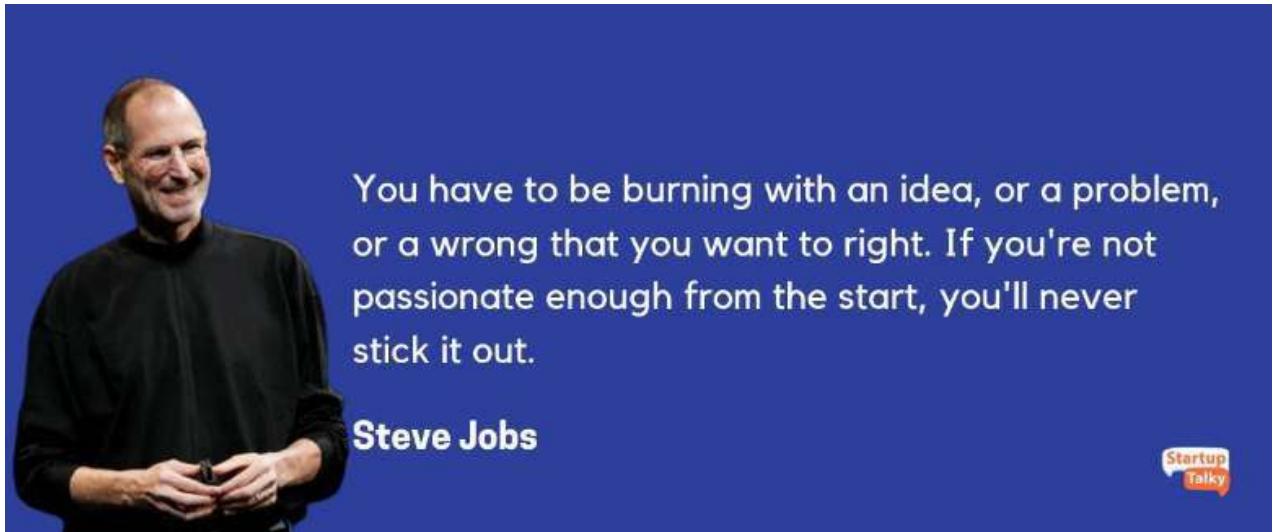
## Research public demand:

In this case, you'll need to decide who your target audience will be first, and only then can you brainstorm a startup idea. Different age groups have entirely different interests and behavioral patterns, and you need to take this into account when deciding on your future business niche.

*“You can either build something a large number of people want a small amount of or something a small number of people want a large amount of. Choose the latter. Not all ideas of that type are good startup ideas, but nearly all good startup ideas are of that type.”*

## Problem solving :

You can also crowdsource an idea by talking to people you know and asking them for problems they want to be solved or By solving a problem you used to think of and wanted to solve. Think of things you wish someone would build for you. A great example of this is DoorDash. Or, think of a solution to the problem you are facing. Have a dedicated team and start working on the solution.



## Mistakes and Myths

**The first mistake is that you think you need an amazing idea :**

(Google was the 20th search engine, so what is required is a well enough initial idea and great execution.)

**The second mistake is Jumping to an idea without evaluating it**

Thus we have to be in the middle of the above two points, picking up a good starting point and testing it because you are going to dedicate years of your life to that startup and make it successful.

**Starting with the solution rather than the problem.**

SISP, (solution in search of a problem) is not considered good because usually, you never actually find the problem and create it on your own. Because it doesn't exist in reality, thus these kinds of startups don't work as they are not providing any value.

**Believe that startup ideas are hard to find.**

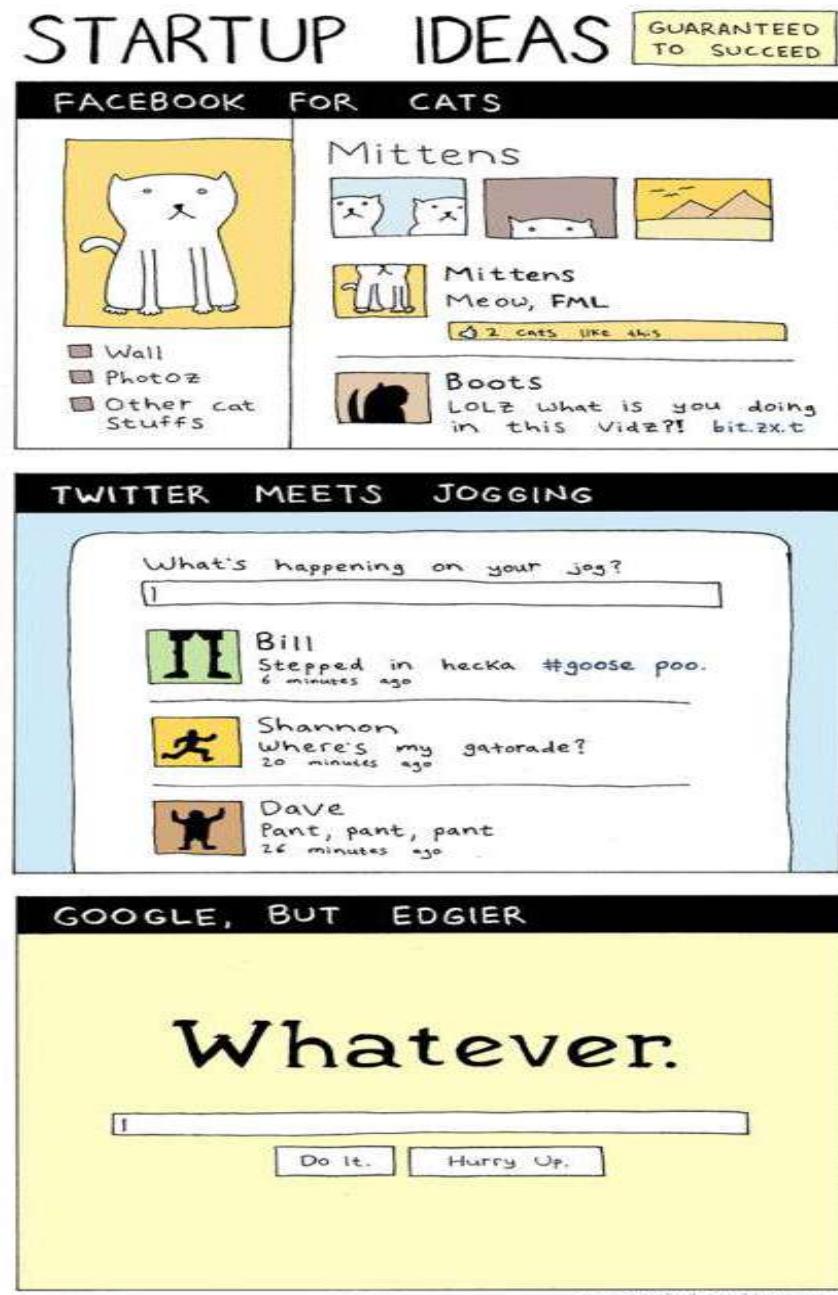
Actually, they're easy to find because there are many, many real problems left in the world. If you're having trouble finding them, it's just that you haven't yet learned how to do it. Once you learn how to notice good startup ideas, you'll see them all over the place.

**Don't Just be a cheap gimmick :**

This means that you have to fix a problem that your predecessor couldn't

solve legitimately, and not just create a cheap version of it just for the market, but rather spot inefficiencies, get rid of middlemen, unlock new supply and try to make it a part of daily lives of the public. (ie, Uber for taxis)

This comic, by *poorly drawn lines*, gives an idea about it...

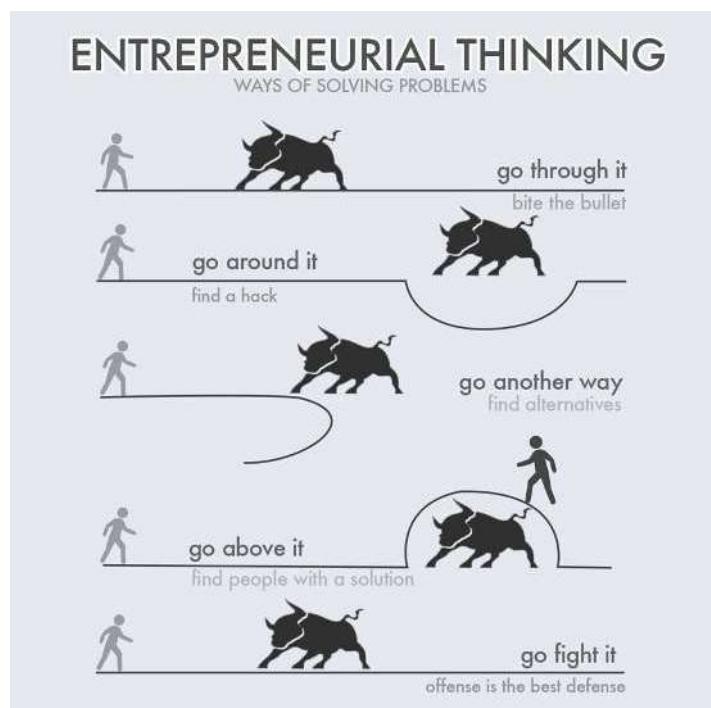


The comic portrays how successful ideas are cheaply copied and launched in the market just in the hope of targeting the already captured market.

## Could this be the “NEXT BIG” if it works???

“There are many good ideas in the world, but few of them have the inherent advantages that can make a startup massively successful.” No one ever knows what is going to be in the future. Thus, to bring change, it's worth taking risks.

*The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.*



### d. Evaluation

We will see how to evaluate the generated idea in the next topic of the helpbook.

Want to know more about generating ideas? Refer to these resources:

- [How to Get Startup Ideas \(paulgraham.com\)](http://paulgraham.com/startupideas.html)
- [Startup Business Ideas | 5 Steps on How to Find the Best Ideas | Founder](#)
- [Strategy for Start-ups \(hbr.org\) \(by Harvard Business Review, a must-read article\)](http://hbr.org/2009/05/the-strategy-for-start-ups)
- <https://www.youtube.com/watch?v=uvw-u99yj8w&t=869s>
- <https://twitter.com/chrishlad/status/1302610703711432705?t=vtCXAjblu4d1SPElolZSQw&s=19>

# Evaluating Your Idea

So, once you have an idea in mind, the job is not done. You need to evaluate your idea before you start working on it because all ideas aren't implementable or profitable, for that matter. If you evaluate your idea the way a top-notch VC would, it'll be a great start to building something meaningful and sustainable.

A startup is a company that is designed to grow very quickly. So, the first check that you need to give to your startup idea is whether your idea is designed to grow quickly or not. If you believe your idea will acquire tons of users, have a massive valuation, and attract venture funding, then it is a good way to start.

There are 3 parts to any startup idea. The first one is the problem. The problem is basically an initial condition, and to evaluate your idea, you need to figure out the initial setting of the company that will allow it to grow quickly. The second part of your idea is the solution. This is basically your mechanism of how you will build upon your idea. The third part is your insight, meaning why is that what you're going to try to build will be successful. While evaluating your idea, it is essential to evaluate these three parts.

## How To Evaluate Your Idea???

*“Your proprietary technology must be at least 10 times better than its closest substitute in some important dimension lead to a real monopolistic advantage,”*

*Peter Thiel, Co-Founded Paypal and Palantir*

## Characteristic Of Your Problem

Your problem should contain one or more of the following factors-

Urgent

Popular

Growing

Expensive

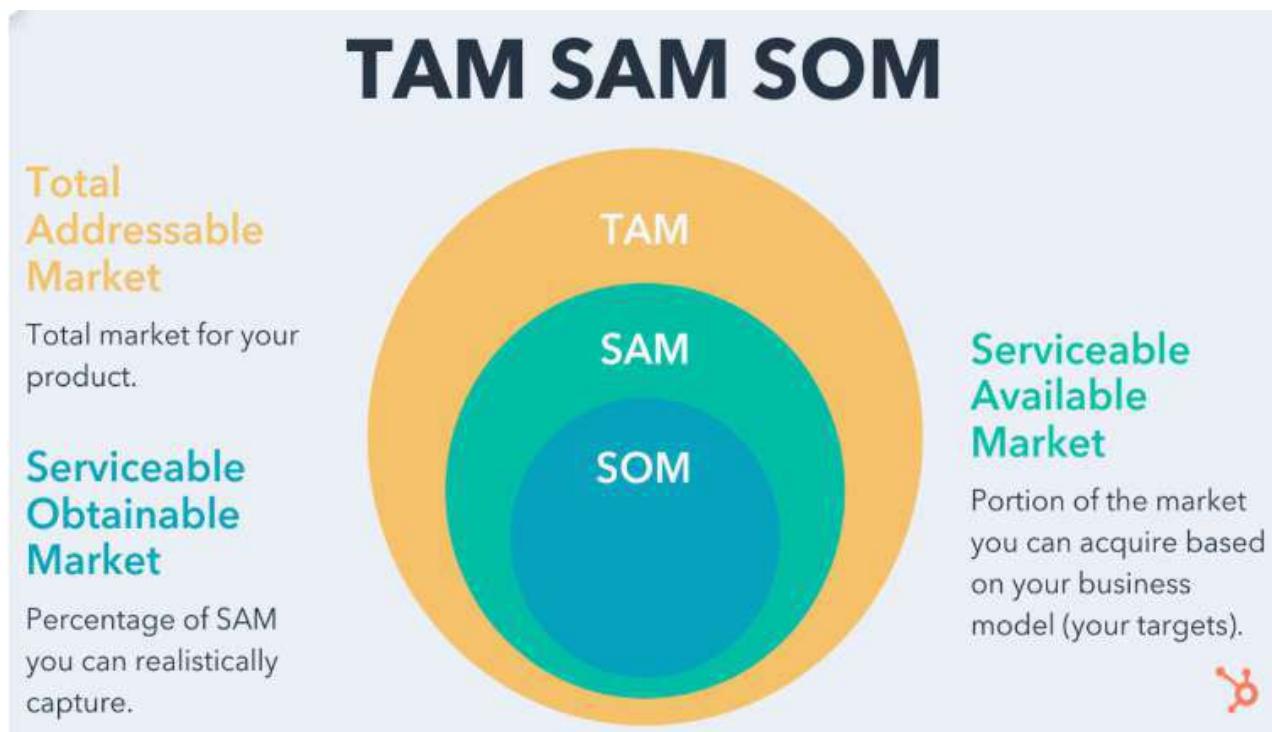
Mandatory

Frequent

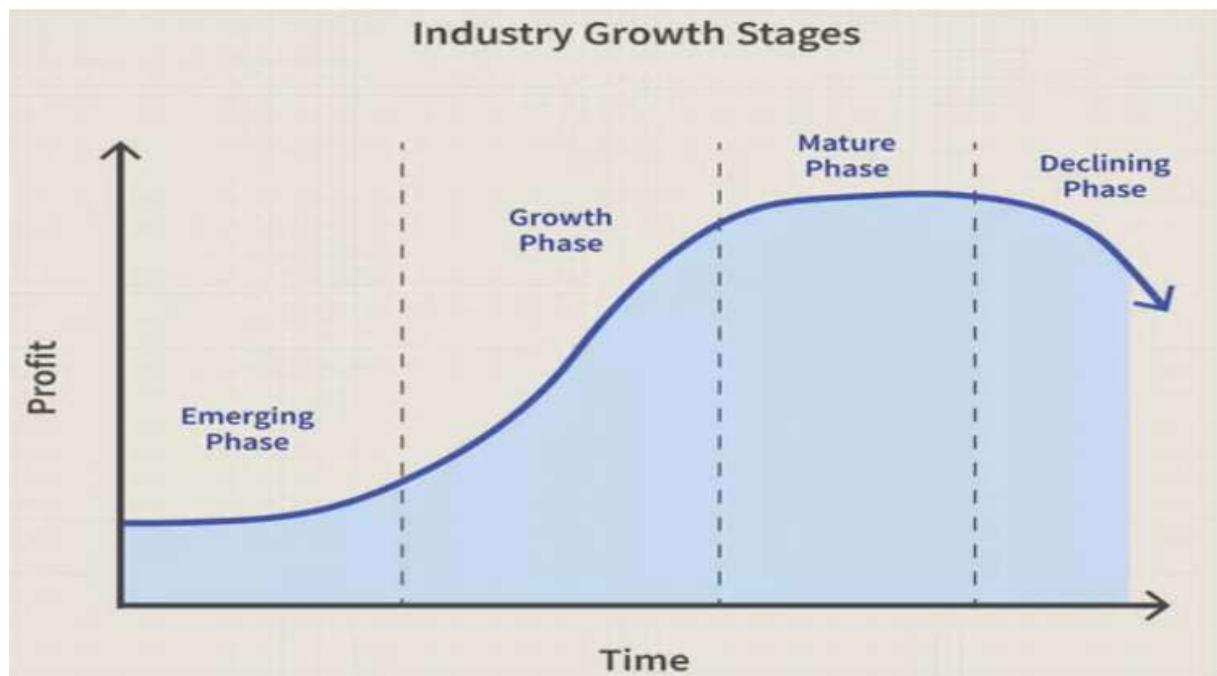
Idea quality scores				
How big is this idea? How big it could be (1-10)	Founder/ market fit (how much expert the founder is in the given field)(1-10)	How sure you are that this is solving an acute problem (1-10)	Have a new insight? (1-10)	Overall score (1-10)
▼ How big is this idea? How big it could be (1-10)	▼ Founder/ market fit (how much expert the founder is in the given field)(1-10)	▼ How sure you are that this is solving an acute problem (1-10)	▼ Have a new insight? (1-10)	▼ Overall score (1-10)

## 1. How big is this idea? How big it could be

**Market Size-** In the market that you are trying to enter, is that market huge? Because if the market size is not big enough, you will not be able to grow beyond a specific limit, and you are going to spend your next 10 years with that idea. It should be worth your time. VC firms usually invest more than a billion dollars in startups with TAM (Total Addressable Market).



**Growth-** Is the market you are trying to enter growing? If yes, then at what pace and is it a stagnant or declining market? It's easy to get customers in the early days, but it will become more and more challenging to acquire new customers as demand is not growing or declining. The market must be growing at least at a rate of 20%/year.



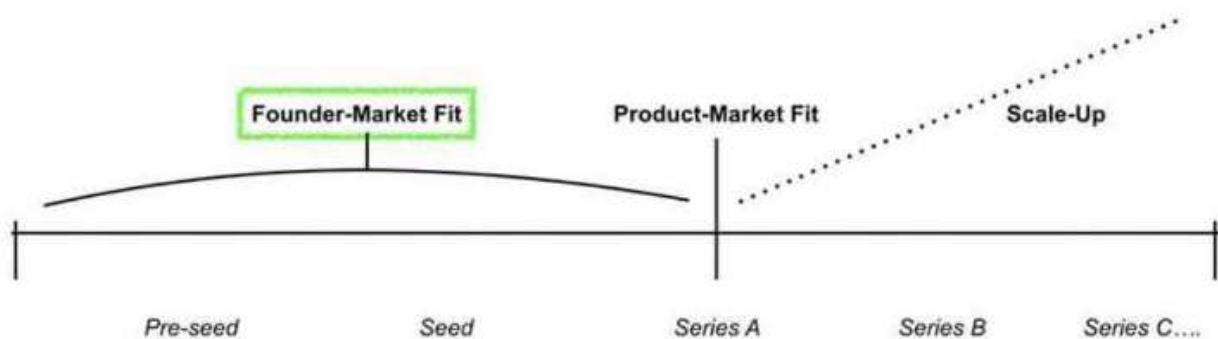
**Competition-** Is the space that you are trying to enter competitive? Because to grow your business, you have to raise a lot of money and have a differentiator from your competitors, only then can you excel in a competitive market.

**Is Your Idea Scalable-** The difference between a startup and a small business is that a startup wants to grow to disrupt the market. On the other hand, small businesses are created to serve a local market—and, therefore, aren't concerned with growth on such a large scale.



## 2. Founder market fit

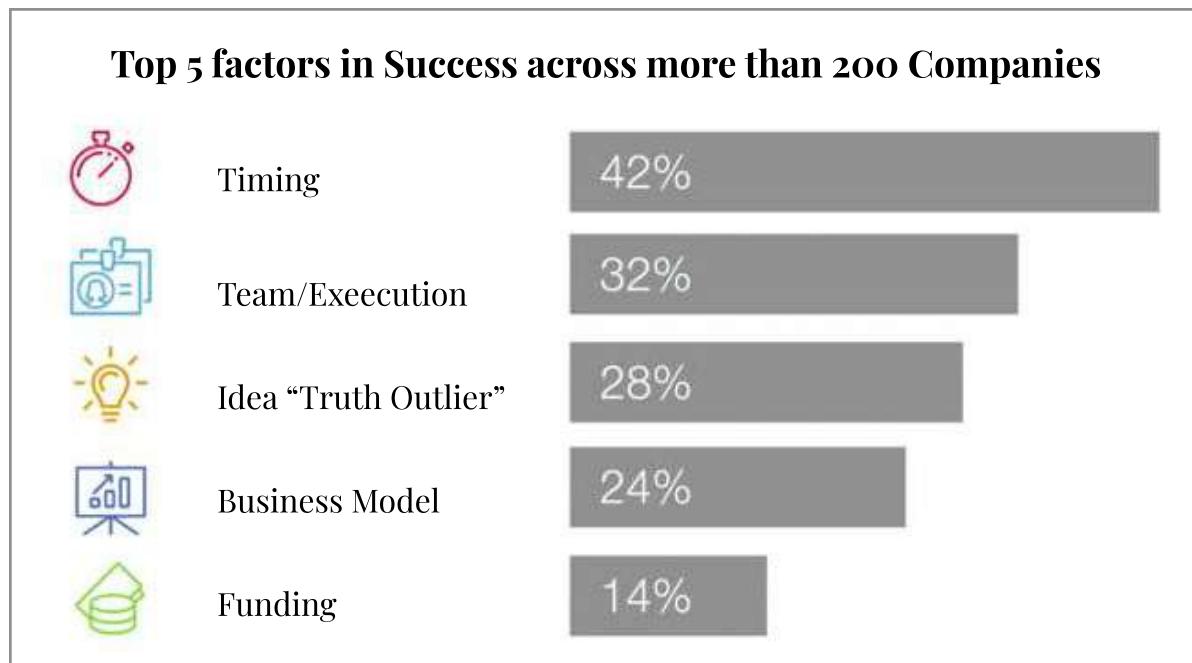
One of the most important assets to have in an early-stage startup is the founder-market fit. Founder-market fit is an unfair advantage that sets founders apart from their competitors.



## 8 Signs That You Have Strong Founder-Market Fit-

- You have been working in your industry for several years
- You have a large network in your industry
- You have held different roles in your industry and understand the key players
- You have lived and breathed the problem you are solving firsthand and deeply understand the pain points
- You can speak fluently about your industry and the problem you are solving
- You understand the current and future competitive landscape of your industry
- You identify with your customer because you have either been your own customer or have conducted extensive research analyzing your early cohorts
- You have become obsessed with the problem you are solving and have been relentless in learning everything about the market

### 3. How sure are you that this is solving an acute problem?



**Timing-** Creativity, motivation, and drive can get you far, but is now the best time to take the risk? Start by asking yourself the following questions:

- How are the current market and local economy?
- What is the current competition like in your industry?
- Do statistical market trends seem favorable for the start of your business and its future growth?
- Do you understand the timing involved in customer outreach?
- Is this the right time for you?

**SISP (Solution in search of a problem)-** The best way to evaluate your idea is by reaching the target customer and those people for whom you are solving this problem so that you know that it is not a hypothesis of your imagination but an actual problem in the market because many times, founders are so fascinated with the solution that they forget what the problem was.

Quite often at YC, founders are being asked, "Would you use this thing yourself if you hadn't written it?" and you'd be surprised how often the answer is no. when the idea of a community platform for the ones with pets was kept forward,

*“The danger of an idea like this is that when you run it by your friends with pets, they don’t say “I would never use this.” They say, “Yeah, maybe I could see using something like that.” Even when the startup launches, it will sound plausible to a lot of people. They don’t want to use it themselves, at least not right now, but they could imagine other people wanting it. Sum that reaction across the entire population, and you have zero users.”*

*Paul Graham*

## 4. Have a new insight

### SECRETS/ NEW INSIGHTS

If you want to create something new, you have to see something which no one else is seeing. Great companies can be built on open but unsuspected secrets about how the world works.

True entrepreneurs are good observers; by doing the same, they find a void and fill it. Once you find the insight, you can tell others or keep it to yourself. There’s always a golden meaning between telling nobody and telling everybody –and that’s a company.

So find new insights, discuss them with your teammates and just nail it up.

### Answering these questions:

- Do people really want this?
- Do enough people really want this?
- What has changed that now allows for this to work?
- Can you acquire these people efficiently?
- Is this the right team to build this?
- Can you stay on top?

### My Idea Is Unique

If you also think so. Think about-

- If this idea is so good, how come it has not happened already?
- We are not the smartest in the world
- There is a chance that someone has worked upon this idea
- Your job is to find what happened with that idea, whether it failed, paused, or stopped, and why

## The reason why it has not happened already

**Case 1:** It has happened already, but it isn't big enough and that's why you don't know about it

**Case 2:** It has happened already but it didn't work out.

After this, assess your idea and figure out what X-factor you have that they didn't know about.

## Bad reason to reject startup idea

- 1. Hard to get started:** The first is rejecting ideas that seem hard to get started. Paul Graham wrote a terrific article about this, called "Schlep Blindness," which I really recommend reading. And the example Paul discusses is Stripe.
- 2. Boring space:** But because it is a boring space, no one ever tried to solve the problem
- 3. Seems too ambitious:** Sam Altman wrote an excellent blog post called "Hard Startups." Founders instinctively shy away from really ambitious-sounding ideas because they are intimidating. But often, these are the ideas that turn into really big companies.
- 4. Too many competitors:** A sector would have a lot of competition only because that sector has a huge audience and thus, great potential

### REFERENCE LINKS:

<https://www.ycombinator.com/library/6e-how-to-evaluate-startup-ideas>

<https://medium.com/darren-j-smith/evaluating-your-startup-idea-92ada24c9a26>

<https://www.forbes.com/sites/abdoriani/2019/11/19/how-to-evaluate-your-startup-idea-with-simple-calculation/?sh=6d06378594f2>

<https://code.likeagirl.io/your-business-idea-is-not-unique-sorry-cdb059c9685d>

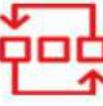
# Techniques And Frameworks

There are some techniques and frameworks to generate and evaluate your idea.

## SCAMPER:

SCAMPER is considered to be one of the easiest and most direct methods of creative thinking. The SCAMPER technique is based very simply on the idea that what is new is actually a modification of existing old things around us.

The name SCAMPER is an acronym for the seven techniques mentioned below, these keywords represent the necessary questions addressed during the creative thinking meeting.

<b>S</b>	<b>SUBSTITUTE:</b> Replace a thing, or concept with something else.	
<b>C</b>	<b>COMBINE:</b> Unite! What? Who? Ideas? Materials?	
<b>A</b>	<b>ADAPT:</b> Adjust to a new purpose. Re-shape? Tune-up?	
<b>M</b>	<b>MODIFY, MAGNIFY, MINIFY</b> Change the colour, sound, motion form, size. Make it larger, stronger, thicker, higher, longer. Make it smaller, lighter, slower, less frequent, reduce.	
<b>P</b>	<b>PUT TO ANOTHER USE:</b> Change when, where, location, time, or how to use it.	
<b>E</b>	<b>ELIMINATE:</b> Omit, get rid of, cut out, simplify, weed out...	
<b>R</b>	<b>REARRANGE, REVERSE</b> Change the order, sequence, pattern, layout, plan, scheme, regroup, redistribute...	

These keywords help to explore problems from seven perspectives. This holistic study technique helps reach the best decision that fuels innovation and creativity.

## Example:

Let's consider the problem that one of our friend is in manufacturing and selling Orange Juice.

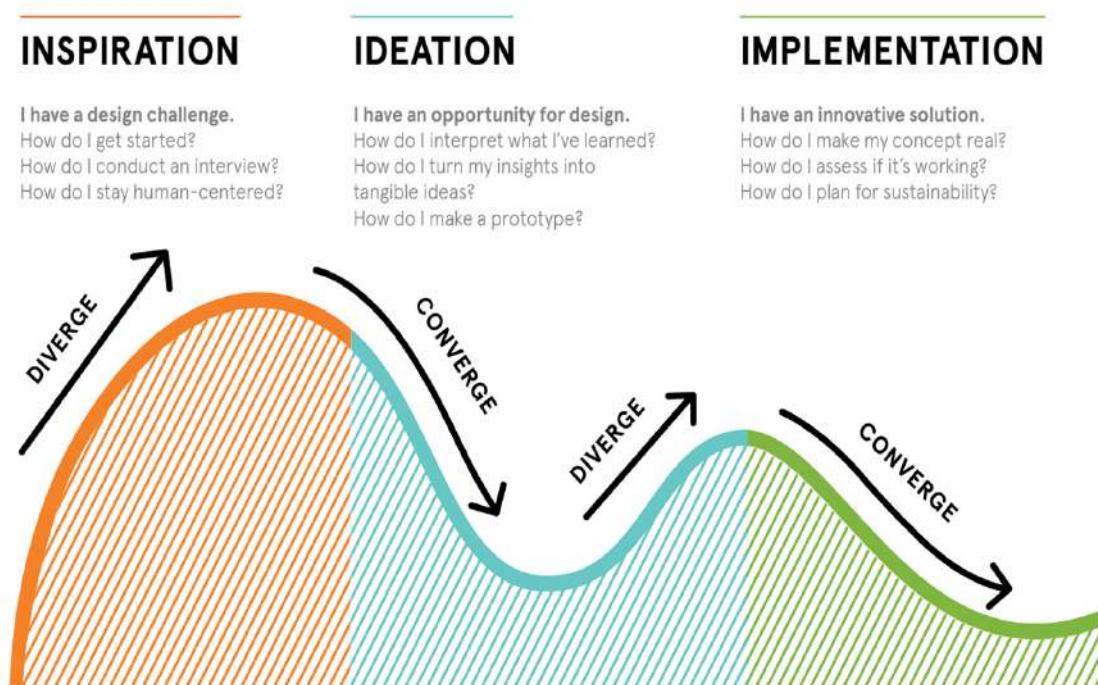
## DESIGN THINKING FRAMEWORK:

Design thinking is a methodology that provides a solution-based approach to solving problems. It's extremely useful when used to tackle complex problems that are ill-defined or unknown—because it serves to understand the human needs involved, reframe the problem in human-centric ways, create numerous ideas in brainstorming sessions, and adopt a hands-on approach to prototyping and testing.

Design thinking is both an ideology and a process that seeks to solve complex problems in a user-centric way. It focuses on achieving practical results and solutions that are:

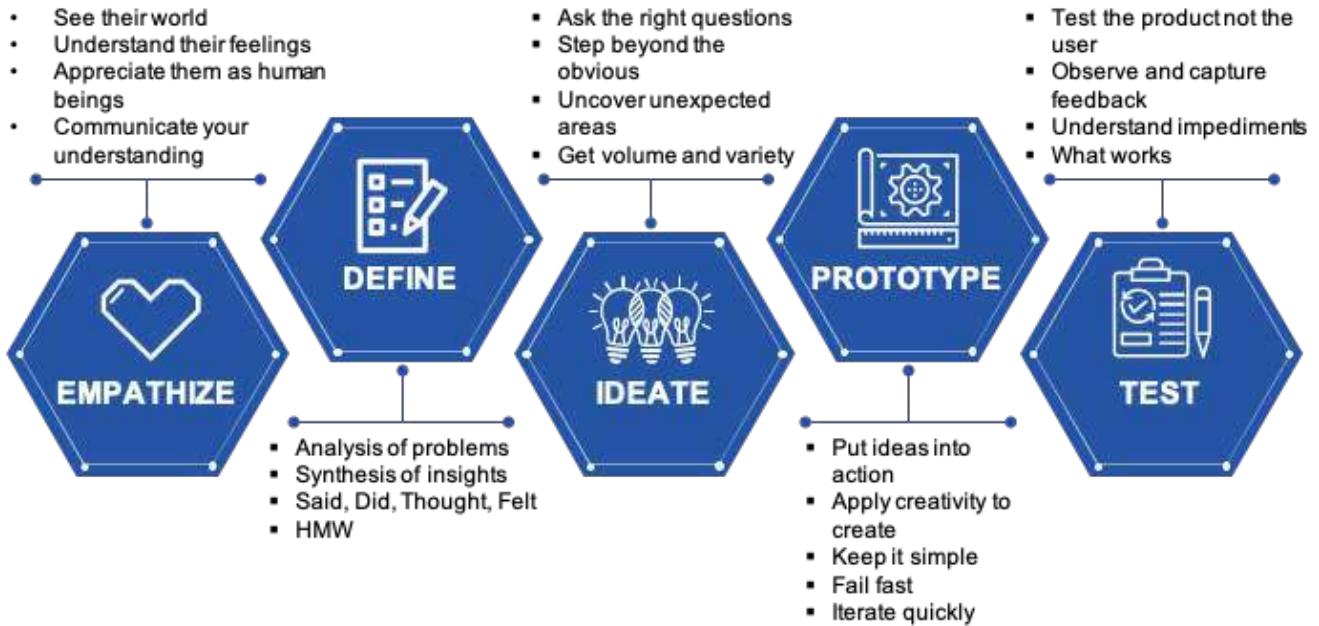
- **Technically feasible:** They can be developed into functional products
- **Economically viable:** The business can afford to implement them
- **Socially Desirable:** They meet a real human need

The design thinking framework can be divided into three distinct phases: **Inspiration, Ideation, and Implementation.**

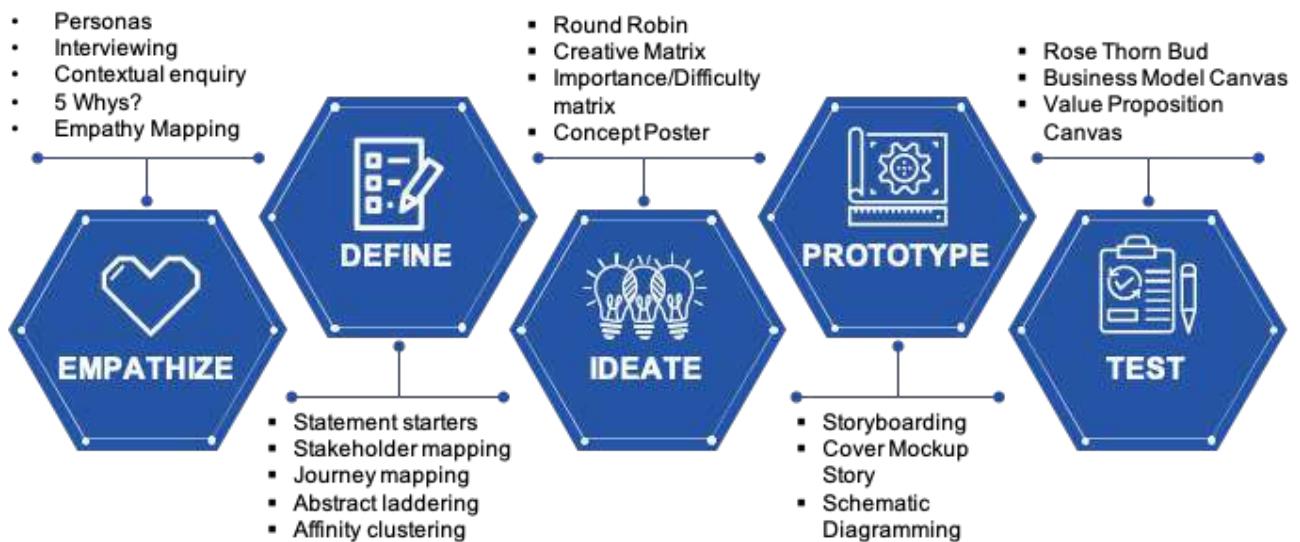


This framework can be further broken down into five actionable steps which make up the design thinking process

## Design Thinking Steps:



## Design Thinking Tools & Tips:



## The 3 principles of design thinking:

1. Problem Solving Attitude
2. Human Centred Design
3. Iterative approach

<https://www.zeratech.com/en/the-3-principles-of-design-thinking/>

## SWOT ANALYSIS:

SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. A SWOT analysis is a framework to help assess and understand the internal and external forces that may create opportunities or risks for an organization.

Strengths and weaknesses are internal factors. They are characteristics of a business that give it a relative advantage (or disadvantage, respectively) over its competition.

Opportunities and threats, on the other hand, are external factors. Opportunities are elements of the external environment that management can seize upon to improve business performance (like revenue growth or improved margins). Threats are elements of the external environment that may endanger a firm's competitive advantage or even its ability to operate as a going concern (think regulatory issues or technological disruption).

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Things your company does well</li> <li>Qualities that separate you from your competitors</li> <li>Internal resources such as skilled, knowledgeable staff</li> <li>Tangible assets such as intellectual property, capital, proprietary technologies etc.</li> </ul>	<ul style="list-style-type: none"> <li>Things your company lacks</li> <li>Things your competitors do better than you</li> <li>Resource limitations</li> <li>Unclear unique selling proposition</li> </ul>	<ul style="list-style-type: none"> <li>Underserved markets for specific products</li> <li>Few competitors in your area</li> <li>Emerging need for your products or services</li> <li>Press/media coverage of your company</li> </ul>	<ul style="list-style-type: none"> <li>Emerging competitors</li> <li>Changing regulatory environment</li> <li>Negative press/media coverage</li> <li>Changing customer attitudes toward your company</li> </ul>

WordStream

## Example:

SWOT Analysis of Tesla

<https://www.edrawmax.com/article/swot-analysis-of-tesla.html>

Or

<https://iide.co/case-studies/swot-analysis-of-tesla/>

There are many other frameworks as well, such as ICE, TIR, PRIME Analysis, PESTEL Analysis, How and Where to Innovate, etc.

<https://ideadrop.co/idea-management/idea-evaluation-matrix/>

<https://rationalize.io/2021/03/09/frameworks-for-idea-evaluation-and-prioritization/#:~:text=Impact%2C%20Confidence%2C%20Ease%20.>

<https://www.linkedin.com/pulse/idea-generation-new-startups-framework-brainstorming-jos%C3%A9-miguel/>

# Startup Stories

**A**fter learning how to find your startup ideas and the various ways to evaluate the same, let's have a look at the famous startups today and how they got the idea.



Sarvesh Agarwal, the founder of Internshala, is an IIT Madras Alumni of the 2006 Civil Engineering. He worked as Business Analyst at Capital One, Aviva plc, and Barclays Bank. During that time, one of his friends from IIT Madras was doing his master's from the London School Of Economics and was searching for an internship in India, but London School Of Economics students faced difficulty getting an internship then. It's a huge problem and worth solving. That's why he started with a

blog where he listed all the internships on the web. At that time, the internship concept was limited to tier 1 colleges like IITs and IIMs. He wanted to show that interns could build companies. Later it became a one-stop solution for Internships.

Ola was launched on 3rd December 2010 by Bhavish Aggarwal as an online site named Olatrip.com that offered holiday packages and weekend trips. While trying to keep his holiday and tour planning business afloat, Bhavish had to travel from Bangalore to Bandipur, for which he rented a car. The cab experience was horrendous! The driver stopped the car in the middle of the journey and demanded a re-negotiation of



what Bhavish was paying. After being refused, the driver abandoned Bhavish en route to his destination. This was when he realized his plight was probably similar to many customers looking for quality cab services across the country. Bhavish saw the potential of an extraordinary cab booking service and changed Olatrip.com's business model to the one we know today as Ola Cabs. Bhavish then on-boarded his co-founder Ankit Bhati for taking Ola Cabs forward. OLA got its first round of angel investment from Snapdeal founders Kunal Bahl, Rehan yar Khan, and Anupam Mittal.



The IIT- Delhi graduates Sachin and Binny Bansal were employees at Amazon when they began thinking of building their own company in India. It was like a tedious "12 to 3 job or something" for Binny Bansal, Amazon didn't have a local eCommerce site. So, in September 2007, the two Chandigarh natives quit their jobs, pooled together Rs 4 lakh from their savings, and launched Flipkart,

establishing an eCommerce business. Sachin and Binny started Flipkart as an online book store from a two-bedroom apartment in Bengaluru's Koramangala area. When Sachin and Binny received a positive response and success in selling books in 2007, they planned to expand to electronics. By 2014, the company became one of India's most valuable startups, reaching a \$1 billion valuation. When the duo founded Flipkart, online shopping in India was a distant dream for them. Still, the hard work and consistency paid off and made Sachin and Binny into widely successful entrepreneurs.





Reddit is well known as the front page of the Internet, this is a website where users create content by themselves. Its audience is more than 800 million unique users. But things did not go that well in the beginning in 2005: This product story starts with a “rejection.” Reddit was officially started when Paul Graham rejected Alexis and Steve’s idea for investment as part of Y Combinator’s first batch. Instead, he showed them Slashdot (a social news website then) and asked them to build something similar, and he would give them \$10k for the summer to work on it. Even though the idea was a copy of an existing product, they did not blindly copy it. They took the idea from Slashdot/Delicious but realized early on that the recommendation system (the upvote/downvote mechanism in their case) would be key. They got their first couple of hundred users after releasing it a month before Paul Graham posted Reddit’s link on his blog. But the first couple of hundred users that Reddit got were not just any users. They were all the internet’s power users. Reddit reached 1 Mn monthly readers(MAU) and 70,000 daily readers(DAU) 16 months after it was launched (7% DAU/MAU; which is terrible considering today’s standards for a consumer startup but thankfully, Reddit persevered).



## **DELHIVERY**



It was approximately half-past eleven at night when Suraj and Sahil ordered food from a nearby restaurant in Gurgaon. When they had the delivery man standing in front of their door, they chatted with the delivery person, who spoke of unemployment that was about to break out. This made the founders rush to the store and talk to the manager. Soon they were at the restaurant, talking to the owner, who further elaborated on his plans to close the business and move his staff elsewhere. Here's where Sahil and Suraj started their delivery business, Delhivery. Yes, they hired all of them!

# How Does E-Cell IIT BHU Help You With This Stage?

E-Cell IIT BHU is an institute body run by the students of IIT (BHU) Varanasi devoted to acting as a symbiotic link between the entrepreneurs and the existing startup ecosystem as well as acting as a hub where all the startups can meet, collaborate and innovate!

We at E-Cell IIT BHU conduct **idea generation meetings** and **brainstorming sessions**. These sessions and meetings would help the person to know more about a specific topic and think of ideas for a set of problems.

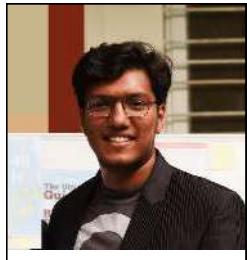
E-Community is a community monitored by the Cell, having like-minded members interested in entrepreneurship and starting a startup.

**Ideation Startups Founders Community** - It is a community of students who have an idea and need one-to-one assistance, industry expert guidance, networking opportunities with the required stakeholders, and the learning resources to develop entrepreneurial acumen.

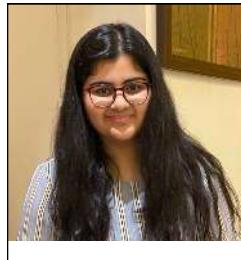
To attend any of the future Founders speak, AMAs sessions, Guest Speaker Seminars, or to be part of the above-mentioned initiatives administered by E-Cell IIT BHU, you may reach out to us at [events.ecelliitbhuh.com/contactus](http://events.ecelliitbhuh.com/contactus) Reach out to us for any collaborations, partnerships, or give your feedbacks for the upcoming part of the helpbook at [startup.ecell@itbhu.ac.in](mailto:startup.ecell@itbhu.ac.in)



# CONTRIBUTERS



Amit  
Baheti



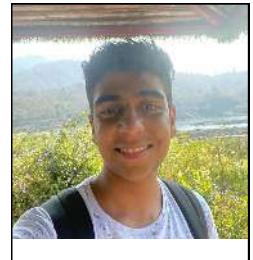
Tanaya  
Majumdar



Shreya  
Jain



Vanshika  
Gupta



Parth  
Gupta



Parthasarthi



Tanya  
Gupta



Muskan  
Aggarwal



Om Subham  
Pati



Raghav  
Choudhary



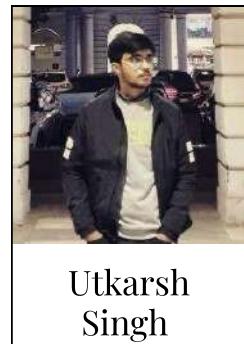
Rishita  
Tiwari



Shailesh  
Agarwal



Stuti



Utkarsh  
Singh