

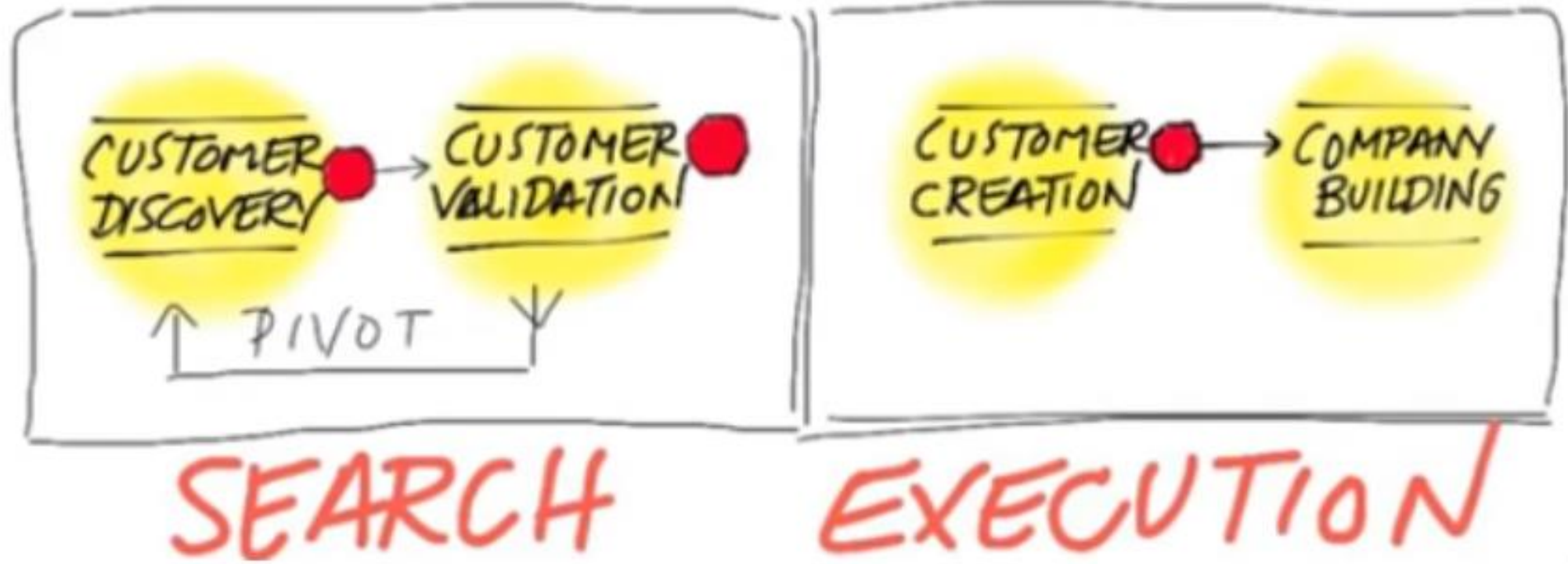


Business Fundamentals

13th Jul 2024

Process for Start up Creation

23

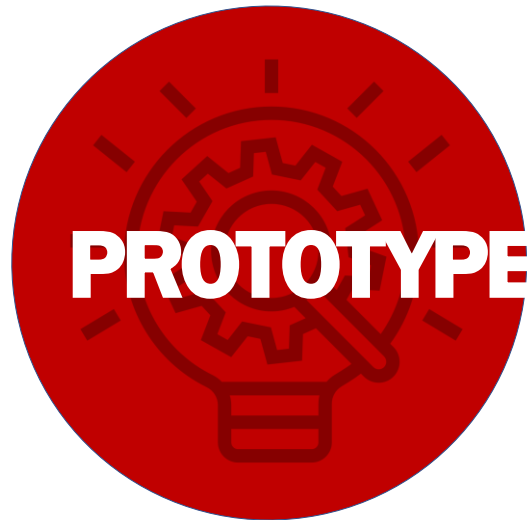


Learning : Courses & Pre-Incubation Programs

Doing : Registering Startup & building it

Functions and Skills

**RESEARCH
DEVELOPMENT**



**MANUFACTURING
SUPPLY CHAIN**



**MARKETING
FINANCE**



LEADERSHIP

STRATEGY

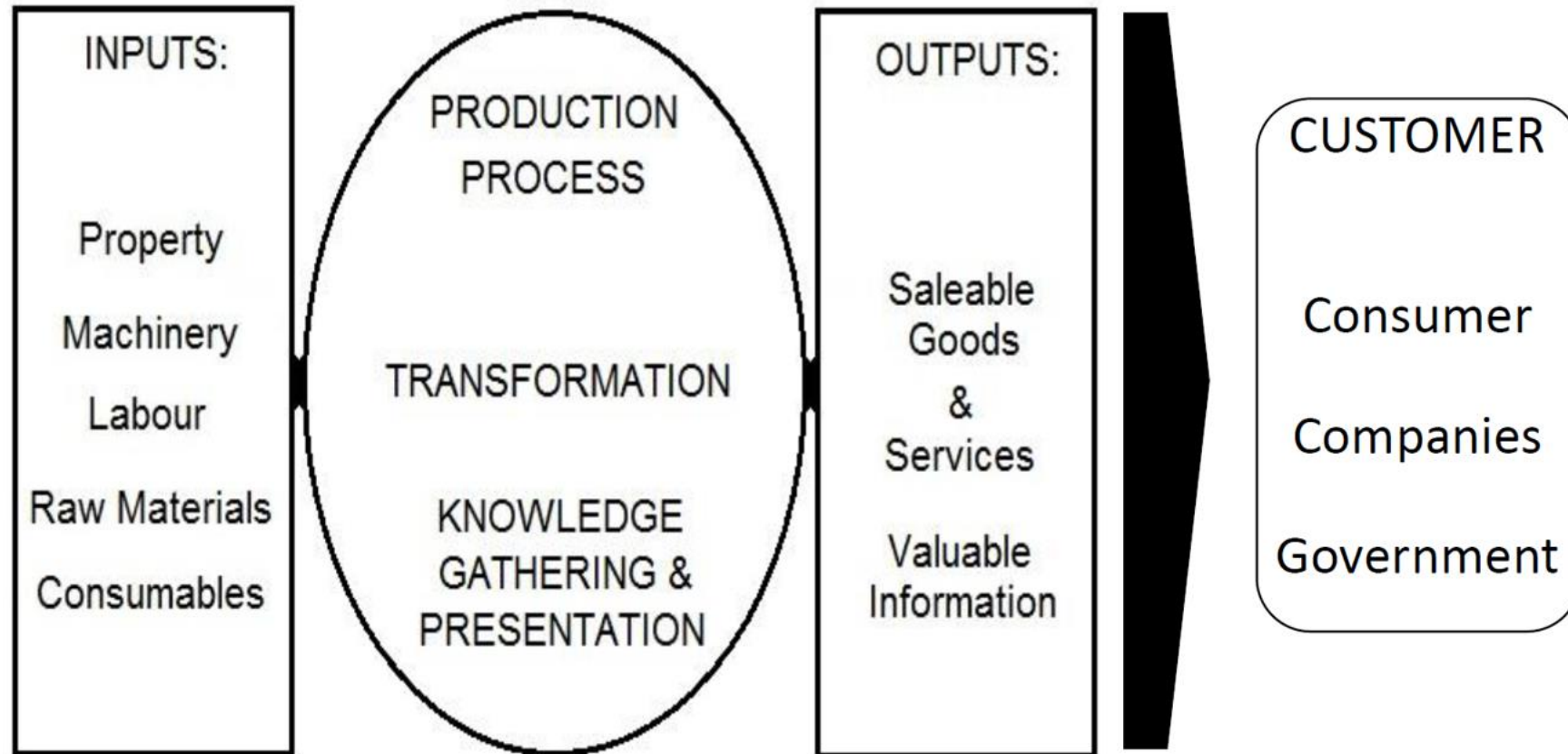
HUMAN RESOURCE

COMPLIANCE

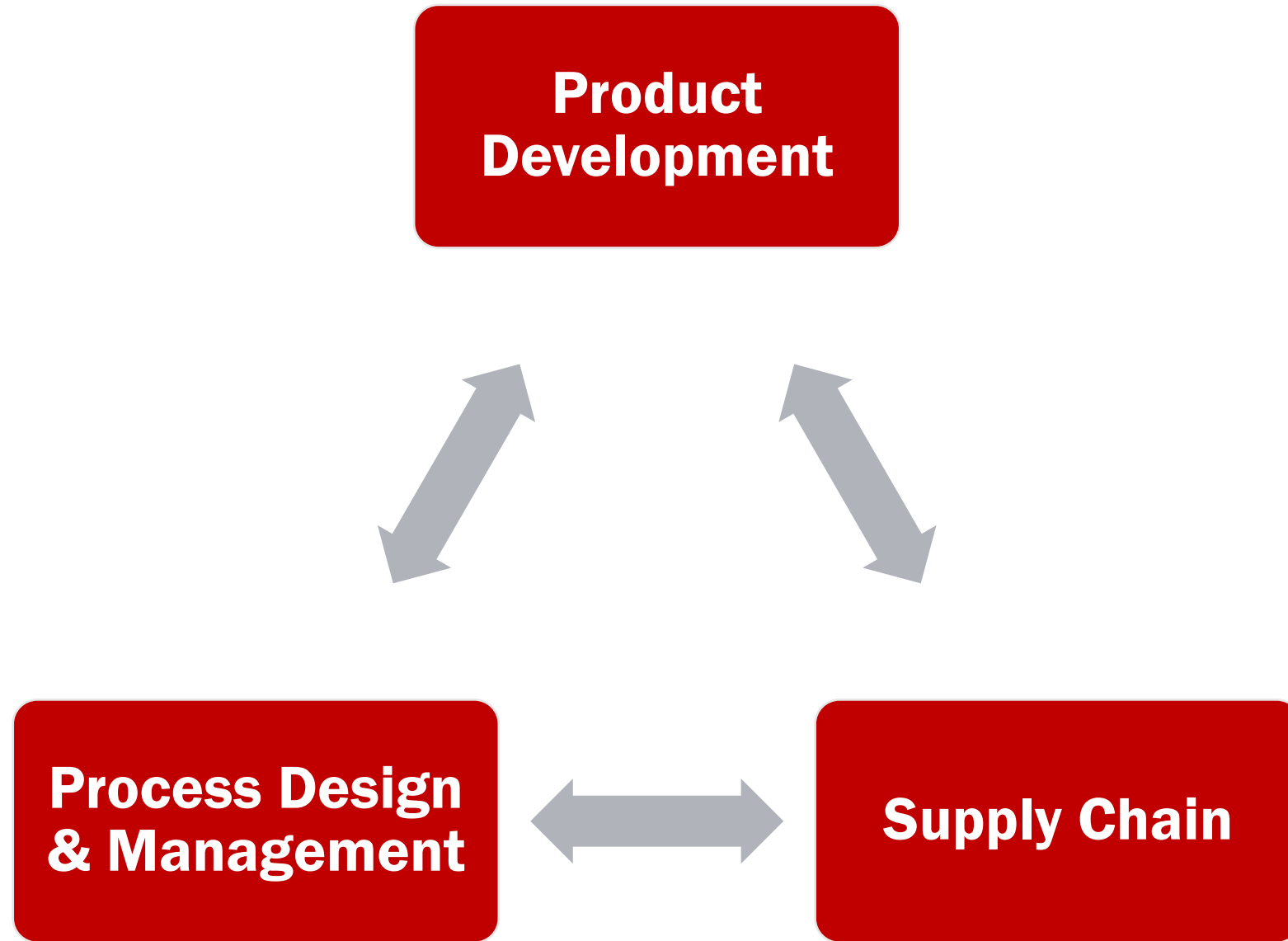
Factors of Production : Building Blocks

- **Natural Resources**
 - **Land, Water, Wind, Sun, Minerals**
- **Capital**
 - **Machines, Tools, Buildings, Infrastructure**
 - **Technology, Information**
- **Human Resources**
 - **Physical, Intellectual, Creative..**
- **Entrepreneurship**
 - **People, who take the risk**

Manufacturing Process : A Representation



Operations Management: Foundational Components

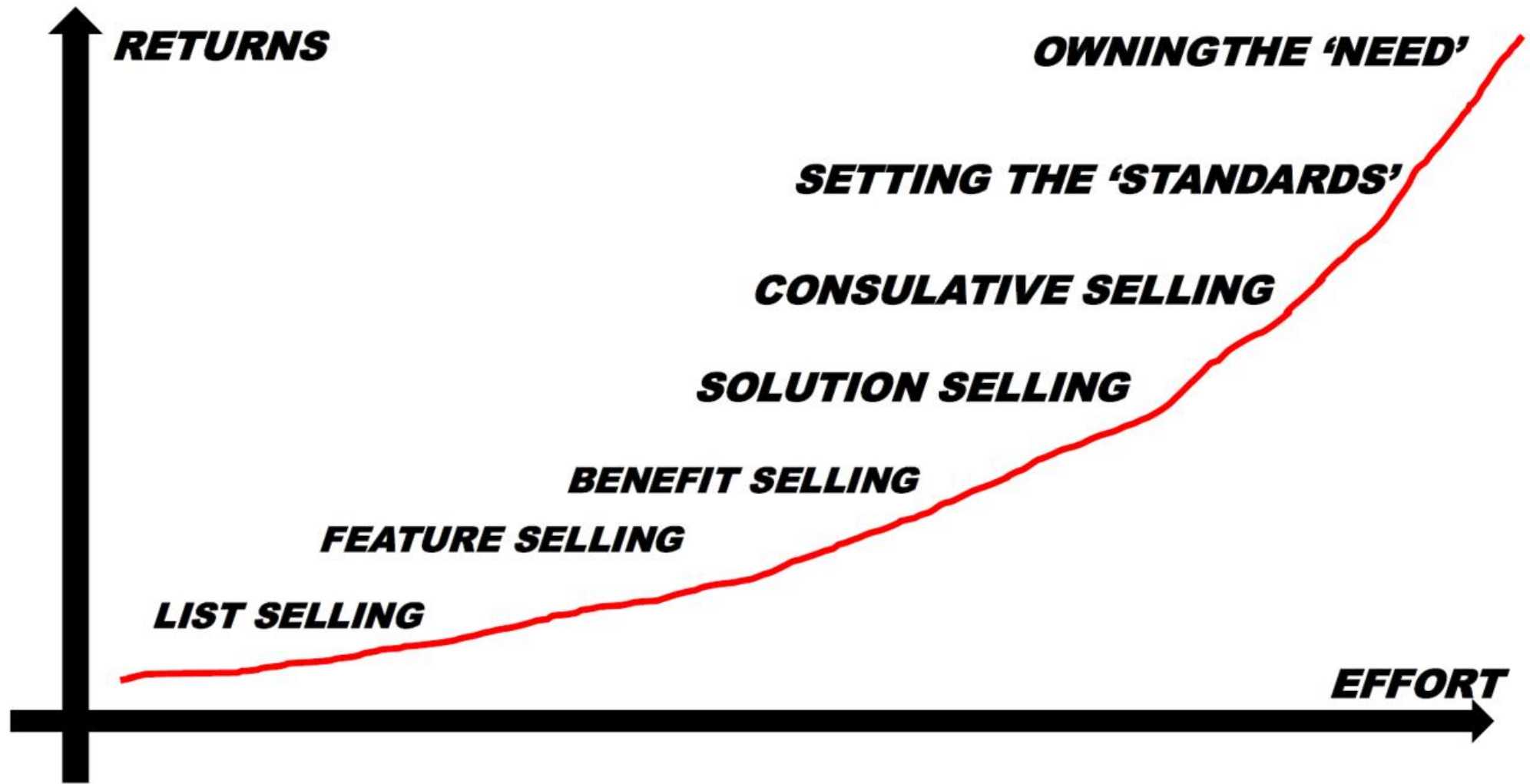


Marketing Mix : 4 P's



Source : Philip Kotler,
Marketing Management

The Selling Continuum



Basic Financial Statements

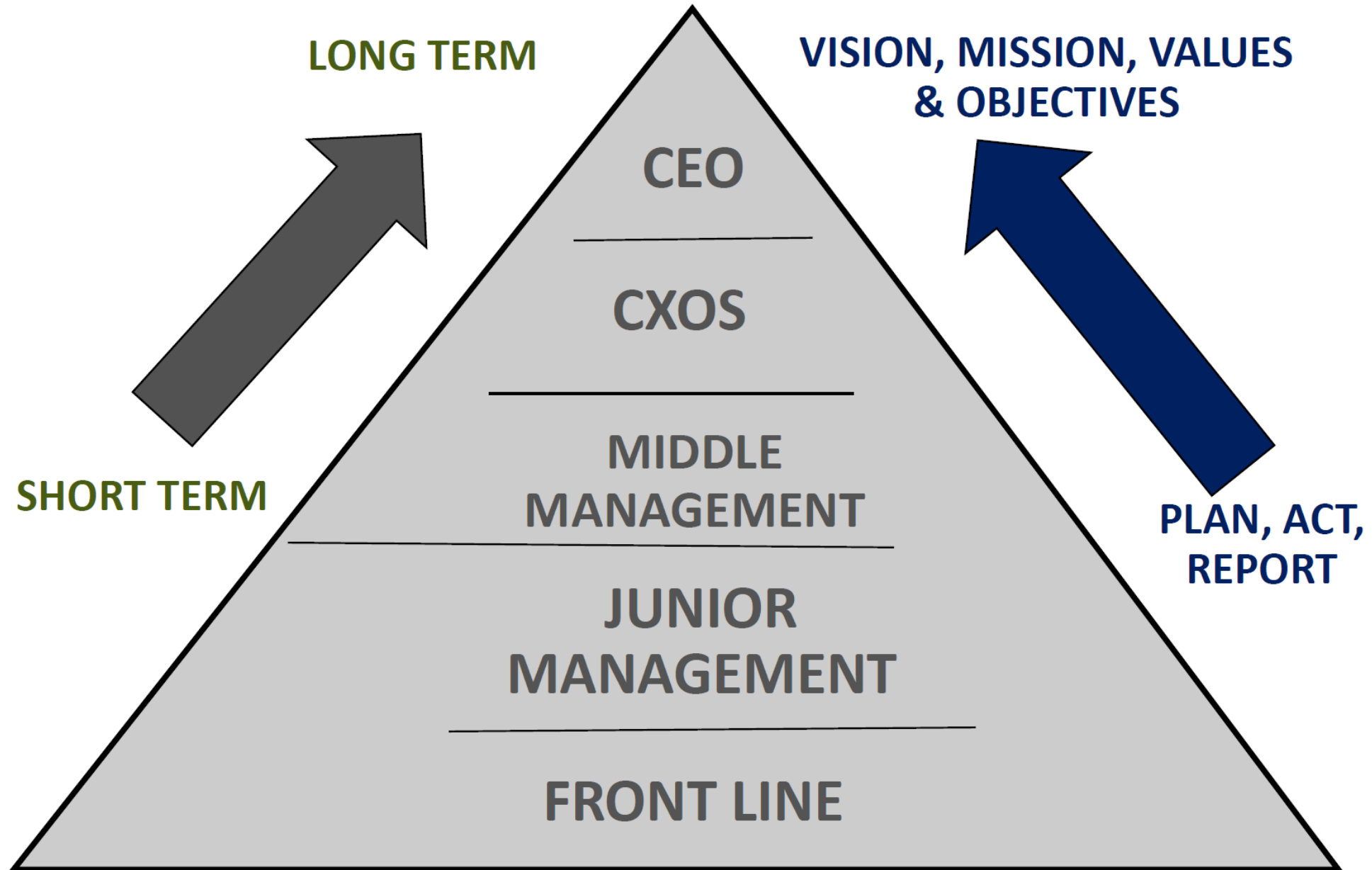


What Skills Should an Aspiring Founder Prioritize?

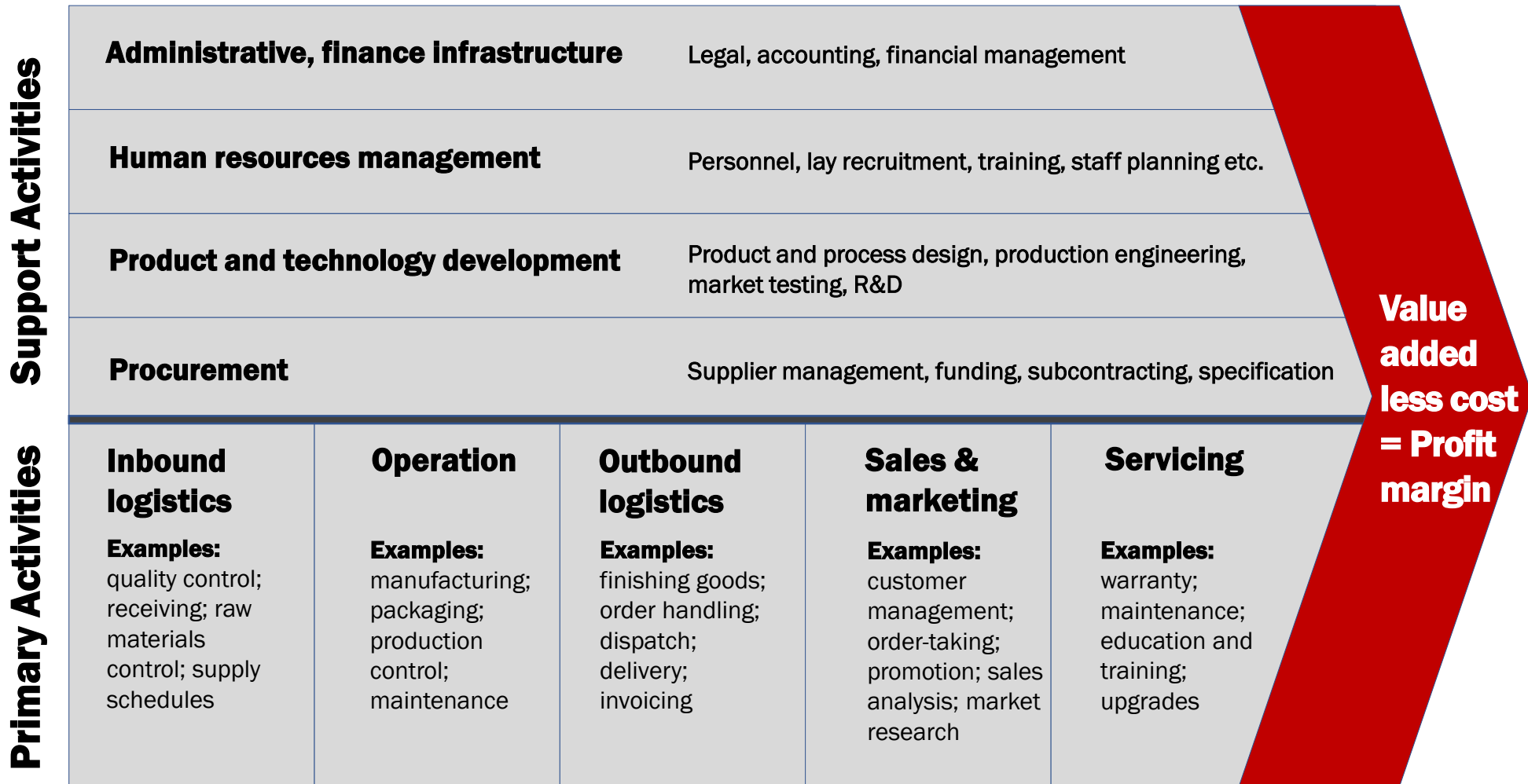
% FOUNDERS WHO SAY THAT “HIGH” OR “VERY HIGH” PRIORITY SHOULD BE GIVEN



Team Building



Value Chain for a Business



Managing a Business / Startup : What it entails

- **Vision, Purpose & Goal Setting**
- **Creative Problem Solving**
- **Delivering Value and Customer Satisfaction**
- **Co-ordinating, Using and Managing Resources to achieve goals**
- **Managing expenses, credit, cash flow**
 - **In the startup world, pitching and fundraising**
- **Inspiring, Motivating and Leading Teams**
- **Being the face of the company**

Types of Business Models

- **B2B, B2C & B2G business models**
- **The Long Tail Businesses – D2C**
- **Multi-Sided Platforms**
- **Subscription based business model**
- **FREE as a Business Model**