

# START UP ANALYSIS

## INTRODUCTION:

Nowadays, **entrepreneurs** turn their innovative thoughts to ventures which provide solutions to global problems. As a result, a start-up venture has the potential to grow into enterprises that have a global effect. Many **entrepreneurs hope for a success and financial** gain when they start their business. Some people want to accumulate assets, while others want to start, grow, and lead a long-term business but not everyone is born with the talent and luck to be the next big thing. Oprah Winfrey, Richard Branson, or Michael Dell is just a few of the people who have made a name for themselves

Business plan is a written description of your business's future. That's all there is to it--a document that describes what you plan to do and how you plan to do it. If you jot down a paragraph on the back of an envelope describing your business strategy, you've written a plan, or at least the germ of a plan business plan can help perform a number of tasks for those who write and read them. They're used by investment-seeking entrepreneurs to convey their vision to potential investors. They may also be used by firms that are trying to attract key employees, prospect for new business, deal with suppliers or simply to understand how to manage their companies better

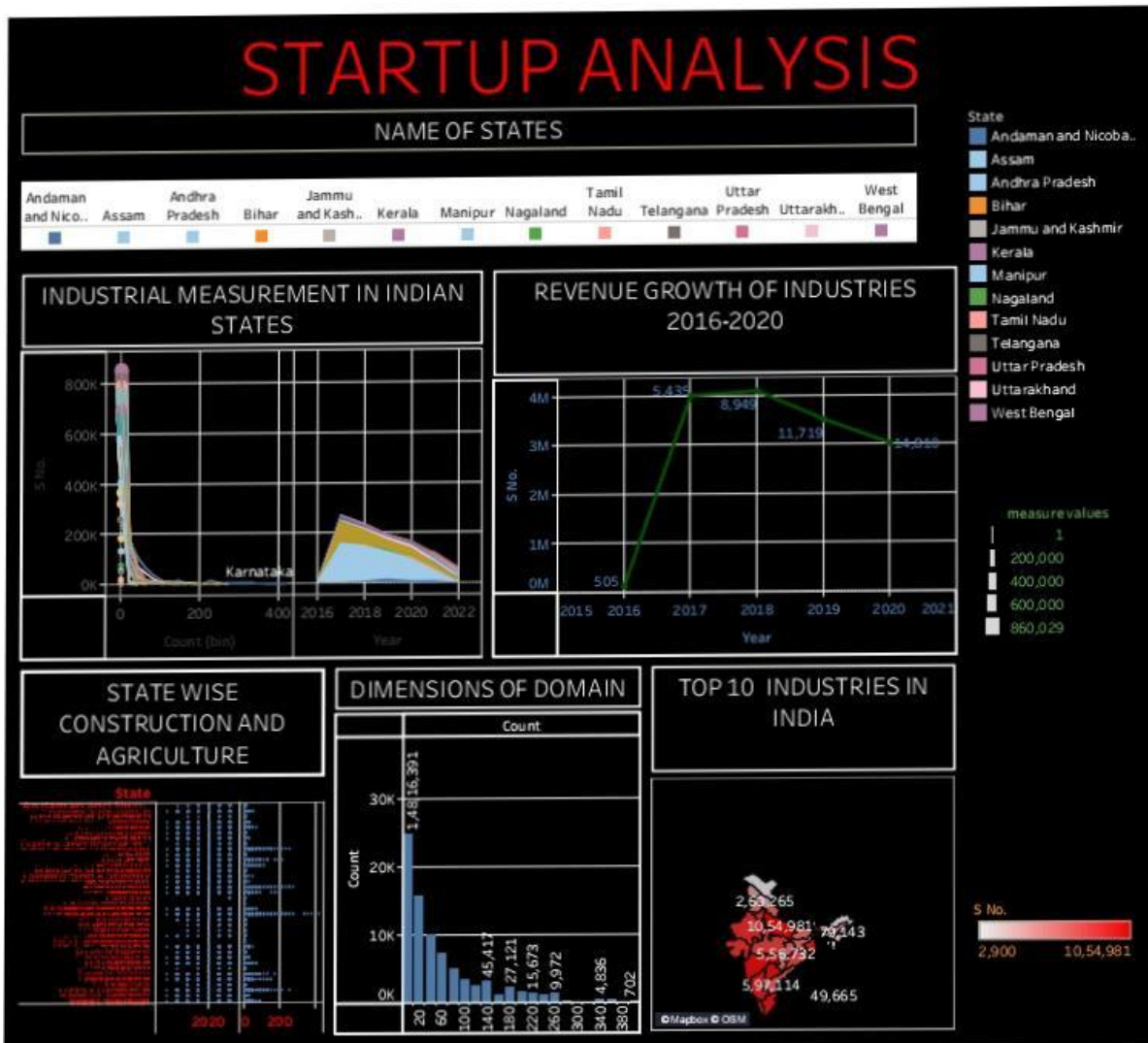
## **PROBLEMS DEFINITION AND DESIGN THINKING:**

Common startup problems include poor planning, poor leadership, failure to differentiate a product or service from others that are already available, ignoring the needs of customers, and not learning from failures. Capital shortages, poor locations, and scaling too soon can also cause a startup to have problems. Businesses need to prepare short-term and long-term plans. The plans need to show where you expect the business to be in both months and years. Measurable goals and results are important details to include. To guide a business toward success, include

e to-do lists that contain the dates and deadlines you're aiming for. Failure to create a solid, actionable plan can have a effect on your business.

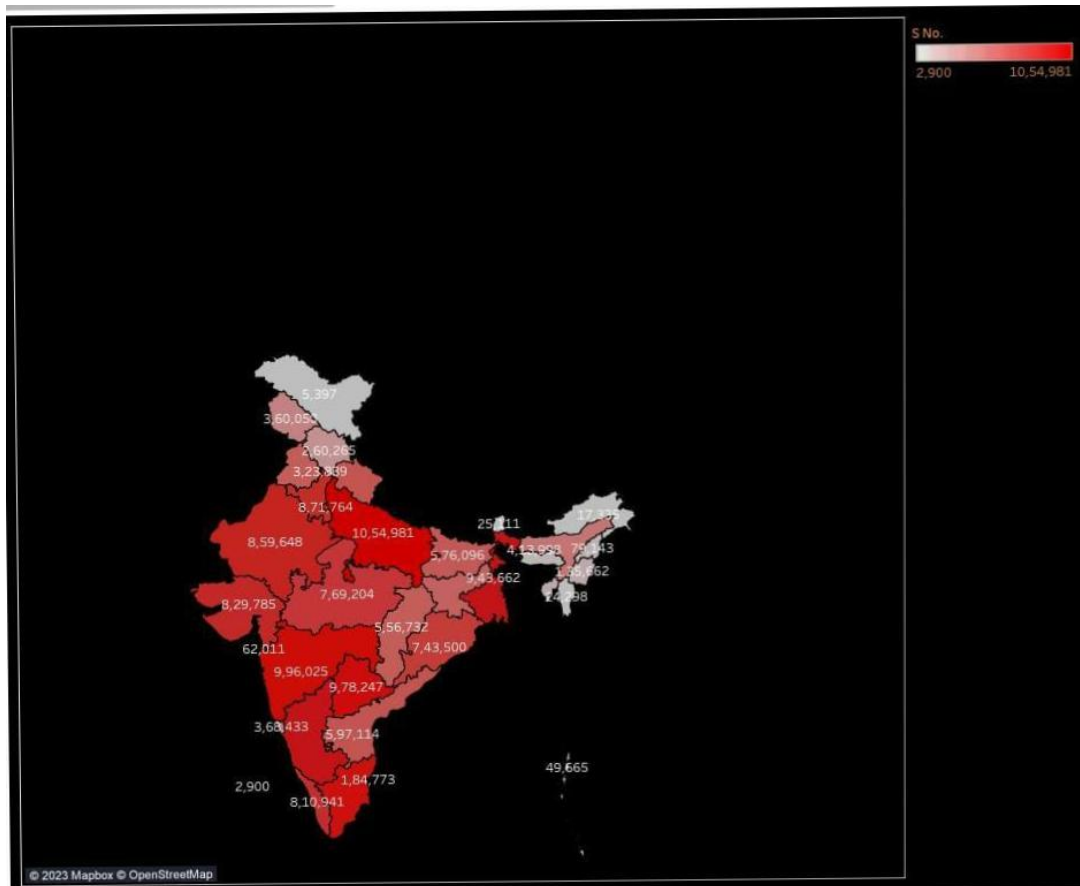
## **RESULT:**

## **IMAGE OF DASHBOARD:**



## AGRICULTURAL CONTRIBUTION:

Agriculture sector's contribution to Tamil Nadu's overall growth had increased, while industries and services sector growth had come down during the five-year period from 2016-17 to 2020-21, according to the State Finance Audit Report of the Comptroller and Auditor General of India (CAG)



## TOP 10 INDUSTRIES IN INDIA:

The Indian startup ecosystem is already the third-largest globally, with 77,000 registered startups with a combined valuation of over \$400 billion.

- Iron & Steel,
- Textiles,

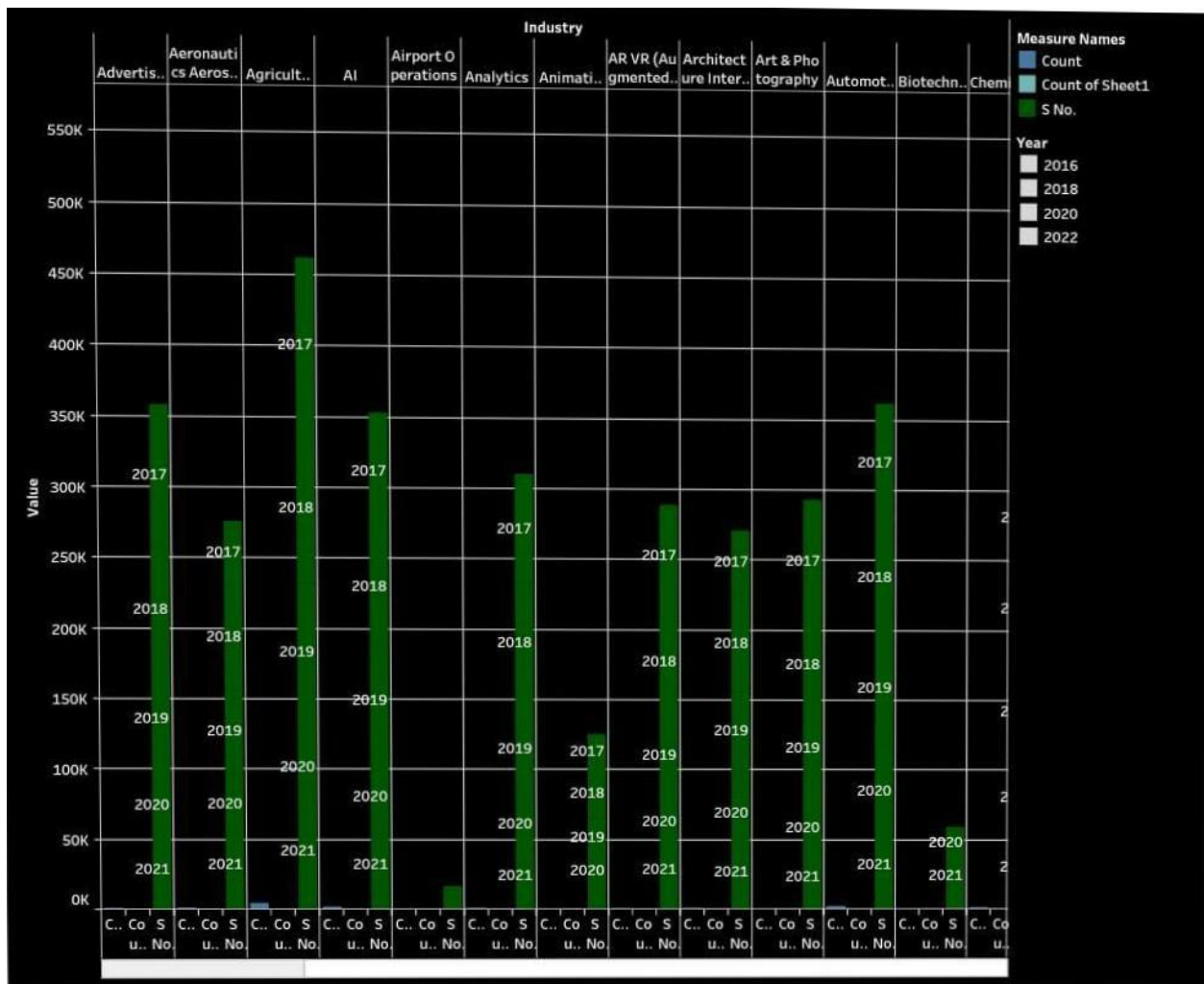
- **Agriculture**
- **Real estate**
- **Cement,**
- **Paper,**
- **Petrochemical,**
- **Automobile, Information Technology (IT)**
- **Banking & Insurance**

The agriculture sector is one of the most important industries in the Indian economy. In terms of employment, the agriculture sector provides livelihood to over 151 million people.

Approximately 60 percent of the Indian population works in the industry, contributing about **18 percent** to India's

While agriculture's share in India's economy has progressively declined to less than 15% due to the high growth rates of the industrial and services sectors, the sector's importance in India's economic and social fabric goes well beyond this indicator.

First, nearly three-quarters of India's families depend on rural incomes. Second, the majority of India's poor (some 770 million people or about 70 percent) are found in rural areas. And third, India's food security depends on producing cereal crops, as well as increasing its production of fruits, vegetables and milk to meet the demands of a growing population with rising incomes.



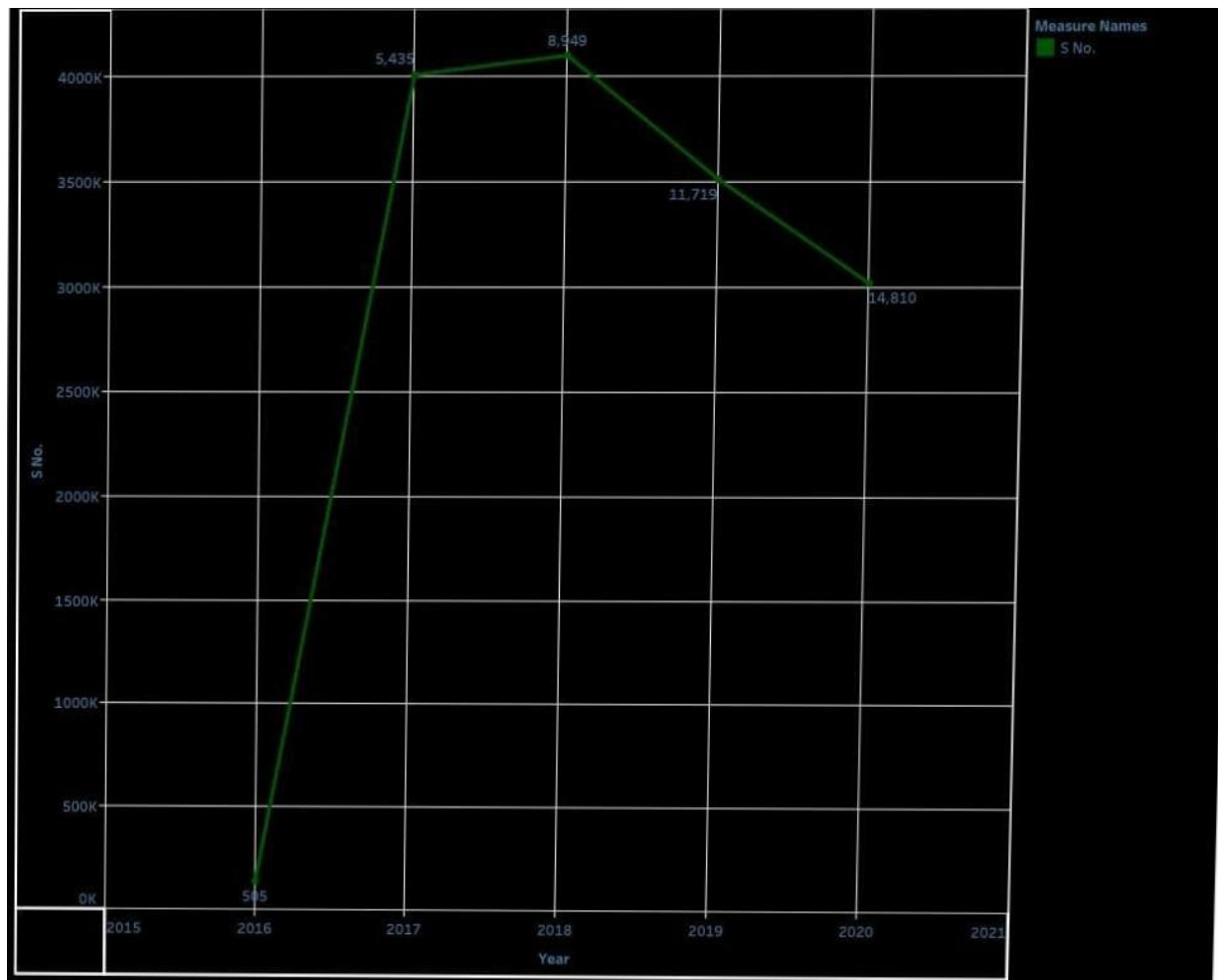
**COUNT OF INDUSTRIES IN INDIA:**

There are **more than 6,80,000+** manufacturing companies in India and over 10,00,000+

Factories data was reported at 246,504.000 Unit in 2020. This records an increase from the previous number of 242,395.000 Unit for 2019

India is the world's sixth-largest manufacturer, representing **2.6% of global manufacturing output**. Nearly 65% of India's population is rural, and contributes about 50% of India's GDP. It has the world's fifth-largest foreign-exchange reserves worth \$561 billion.

### **REVENUE GROWTH IN INDUSTRIES:**



Indian advertising industry's revenue growth will accelerate to 16.8 per cent in 2023, a report said on Monday.

The advertising industry in the country, which has a relatively stronger economic outlook as compared to the world markets, will grow 15.8 per cent to USD 14.9 billion in 2022, the report by Group M said.

"This growth (16.8 per cent in 2023) is led by pure-play digital advertising, which accounts for the largest share (48.8 per cent)



in 2022 and is to continue rising above pre-pandemic levels," the report said.

## **ADVANTAGES AND DISADVANTAGES :**

### **ADVANTAGES OF STARTUP ANALYSIS:**

- The Indian government has taken several measures in the past few years to make the country more startup-friendly. Some of the benefits that startups can avail by setting up their business in India are
- India is home to over 1.3 billion people, making it the second most populous country in the world. This provides startups with a large potential customer base
- . The cost of setting up a business in India is low compared to other countries. This is due to the availability of cheap labour and office space
- The Indian government has introduced several startup tax incentives. These include a deduction of up to 100% on profits for the first three years and a tax holiday for the first year of operation.
- The Indian government has relaxed several startup regulations. These include exempting them from the minimum capital investment requirement and fast-tracking their approvals.
- Startups are also exempt from paying capital gains tax on profits earned from selling their shares. This encourages

startups to list their shares on stock exchanges and raise funds from the public.

### **Disadvantages of startup analysis:**

- Plenty of startup companies are launched in the global market every month, but success is not guaranteed for every one of them. Poor leadership skills, faulty business models, and indiscipline can turn down the table for your startup. Several other add to the drawbacks or limitations faced by many entrepreneurs.
- Startups depend on small and simple tasks that contribute to building big projects. Most startup companies fail to make their mark due to a lack of proper planning, management, and execution. Even a minute error can lead to big risks in a market flooded with competition.
- Working for a startup is fun, but it could also become very disappointing as you have to initially put more investment into the business expecting less or no income.

### **APPLICATIONS OF STARTUP ANALYSIS:**

Companies are adopting a structured framework to ensure the coverage of all the essential aspects required for a startup ecosystem analysis. The scoping step that involves a thorough study of the subject technology or the area of interest, is performed to outline all the essential components including technicalities, use cases or applications, and business models.

At the data collection stage, comprehensiveness is ensured in building the list of startups. This forms the base of the analysis. For a mature domain, the count of startups being high requires filtering and shortlisting based on various parameters associated with the objective of the study. Whereas for niche areas that are disruptive or futuristic, only a limited number of startups are available. In such cases, an expanded search is required with author-based probing of ventures, backtracking of companies from patent filings, anticipating spinout possibilities from research projects, and identifying stealth mode startups.

Startup ecosystem analysis can be divided into various sub-analysis, approaches, or practices based on the problem area in focus. At Netscribes, we break down the client problem statement to map different blocks of the startup ecosystem analysis as per the client's requisite. Some cases can be served with one extensive and elaborate approach targeting the challenges at hand, whereas many others require a combination of different approaches to arrive at a holistic picture. The approach selection and consolidation depends also on the quantitative and qualitative mix of insights needed to make strategic investment decisions.

## **CONCLUSION:**

To be successful in sustainable business practices often requires entrepreneurship and innovation. This chapter

provides an overview of entrepreneurship and innovation as it relates to sustainable business. The discussion is most relevant to sustainable businesses focused on offering new products and services in response to societal concerns.