

PROJECT REPORT TEMPLATE

1 INTRODUCTION

1.1 OVERVIEW

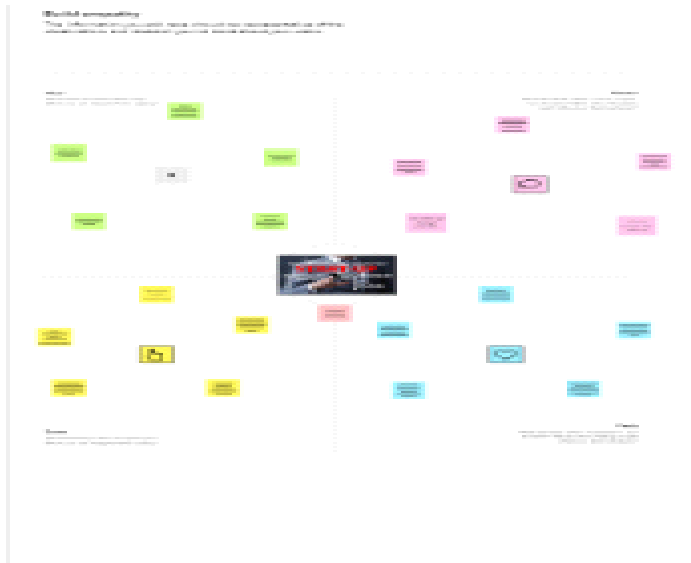
Startup create new market or completely transform old markets by introducing products, services and ideas that change the world. New technologies often create new opportunities Truly startups create an enormous value over mature businesses, inspiring competition and pushing the economy to evolve. A startup is a company in the early stages of development that is set up by one or several people to enter an existing market with unique products or services. startup companies often face insufficient capital to fund their business operations to be at the same level as already established companies. Startups

1.2 PURPOSE

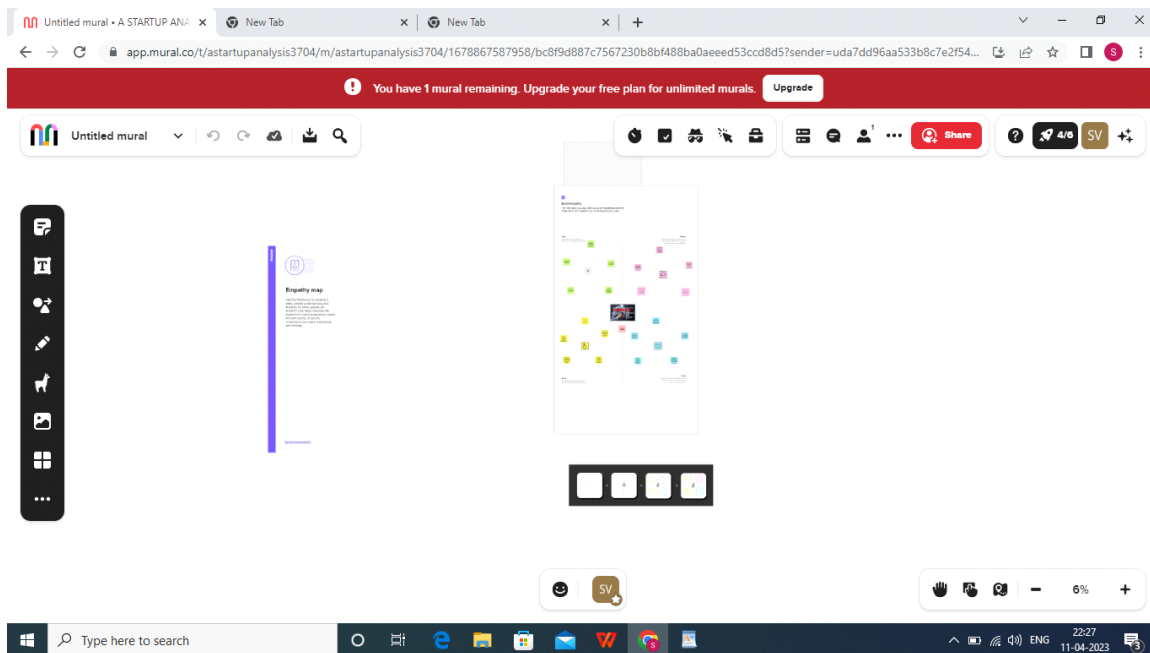
The purpose of a startup is multi-faceted, depending on the individual or something new and innovative. A startup is often the first step in launching a business venture and the beginning of an entrepreneurial journey. Startups are created to fill a void in the marketplace, or to take advantage of a new trend or opportunity. They are often driven by ambitious individuals with a desire to make money or have an impact on the world by developing a product or service that is unique. Startups often start small and grow as they attract funding or customers. Ultimately the purpose of a startup is to fulfill an ambition or goal to bring an idea to life and turn it into something tangible and meaningful. Whether it's making money, having an impact on society, or simply following one's passion, startups provide individuals with them behind the venture. Generally, though the purpose of a start up to create the opportunity to pursue their dreams and create something extraordinary.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



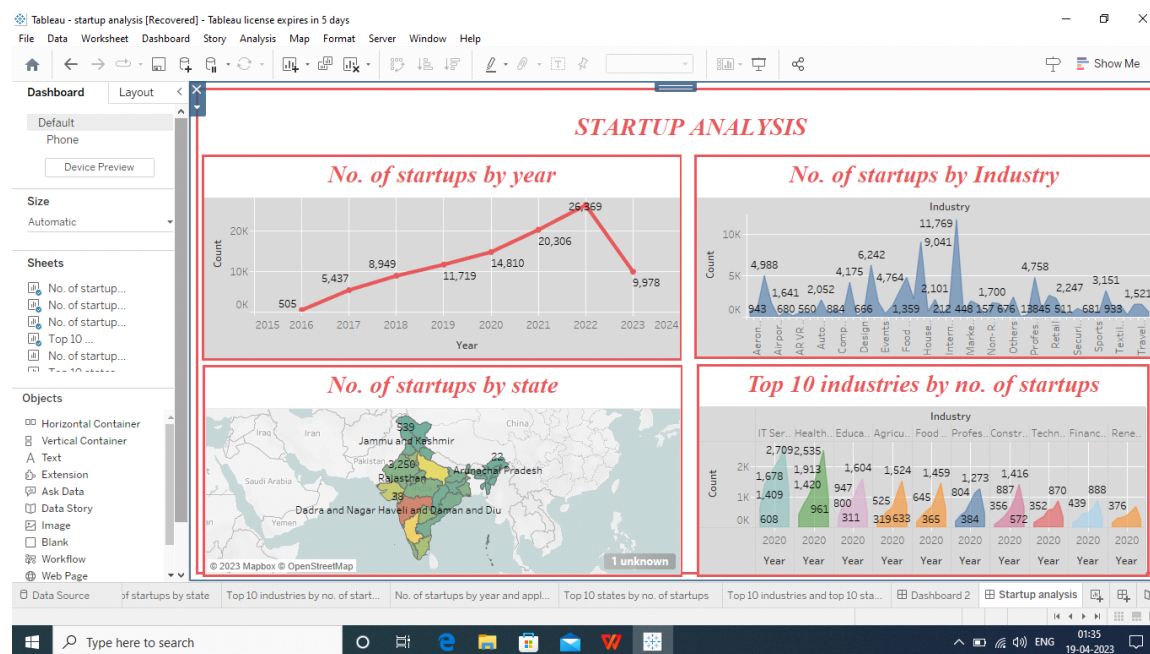
2.2 IDEATION & BRAINSTORMING



3 RESULT

A start-up technically is any enterprise that is working on the growth, commercialization, and the creation of brand-new products, services, or mechanisms that are driven by intellectual property or new tech. Over the last two decades, the Indian startup ecosystem has grown rapidly, and more support has become available in all dimensions.

Startups do not exist in a vacuum but are part of a broader business environment that is focused on generating impactful solutions, thereby acting as vehicles for socioeconomic development and transformation. Since start-ups are centers of novel innovations, they generate jobs, which implies more career opportunities; more employment leads to a stronger economy, and a healthier economy has a direct bearing on the growth of cities where startups locate. From the datasets analysis, I have gathered many information about startup analysis. Maharashtra has the highest number of recognized startups followed by Karnataka, Delhi and Uttar Pradesh. In the year 2022, around 19 thousand startups were recognized by Department for Promotion of Industry and Internal Trade (DPIIT). India's startup economy has been growing since 2016 with businesses mushrooming rapidly across the country. To support and sustain its growth, the Indian government launched the Startup India initiative. As of 2022, a total of 80,152 startups had been officially recognized by DPII. Currently, industry sectors such as artificial intelligence, e-commerce and healthcare technology (AI), educational technology (EdTech) and financial technology (Fintech) have a greater number of startups. IT sector plays a vital role in the startups industry because of pandemic issues same like that health sector, education, agriculture and food beverages sector also plays a major role in the startup analysis. In 2016 to 2022 gradual increases in the industrial sector but in 2023 slightly decreasing. Startups are expected to contribute whopping 5% to the GDP of our country in next 5 years.



4 ADVANTAGES & DISADVANTAGES

ADVANTAGES:

Startups are smaller and less structured. They are also innovative and keep improving their business models, processes, and portfolio. These allow them to adapt to disruptive technologies and changes in market conditions. Established competitors face vested interests, a historic path, and a strong team culture. This makes them resistant to change. Startup employees multitask and the salesperson could double up as the relationship manager. This adds continuity to customer relationships and enables startups to respond to emergencies. Most startups support learning and have a higher tolerance for mistakes. Both factors enhance the versatility of startup employees. Your organization could have rather unique needs and demands for products and services. These might not be met by established service providers operating in a rigid manner. Startups are very flexible and are more likely to work at the hours, the place and in the manner that suits you. Employees of large corporations get attracted by prestige and big salaries. They easily lose sight of the company's vision, mission and values and the success of its customers. Startup

employees form a close-knit community that shares passion, beliefs, and values. They must work together for the good of the company, its customers and the world at large.

DISADVANTAGES:

Most startups fail within their first year of operations, so the risk of failure is high. Working under such high risk can blur a startup's strategic vision. So they either fail to seize market opportunities or overestimate their sales projections. High risk also hinders a startup's ability to attract experienced and competent staff. It takes blood, sweat, and tears to build a company, and long working hours are the norm for startups. The rewards might be low since it takes time to generate revenue and make profits. Some startups give up since it's demotivating to work without proper compensation. Growth hacking, cloud computing, and venture capitalism allow startups to gain market entry. Most startups operate on a shoestring budget, against competitors that are well-resourced. It gives the competitors an edge in product development, sales, and marketing. They use that edge to push startups out of the market when they become a threat.

5 APPLICATIONS

Appropriate IT- infrastructure has become a need for Indian business given to growing number of consumers online. It is absolutely vital for new startups to train their employee for handling critical customer information such as that of credit card number and related data. No backup plan to keep the startup company running when an accident destroys some key equipment in their data centers. Indian government aims to build an ecosystem that promotes entrepreneurship at the startup level and has taken a number of initiatives to ensure that the startup business gets appropriate support. We can build many investors and give many opportunities to unemployed.

6 CONCLUSION.

At present day startup is the new buzzword. Startups are burgeoning like never before. Indian startups attempt to build startup environment with important education, talent, innovation, incubators corresponding to funding agencies. Although entrepreneurs face challenges but they are being countered simultaneously. Government's entire Action Plan offers various opportunities for all types of start-ups in India thereby aiming to give a small push to new innovative businesses and provide them assistance in establishing their business. The Government also aims to minimize regulatory barriers in setting up startups despite facing certain major challenges like elimination of unscrupulous entities. Apart from this, there are some other grave concerns relating to the certification of start-ups' "innovation" by Government authorities.

7 FUTURE SCOPE

A lot of factors, including globalization and the rise of the IT industry were majorly responsible for the rise of entrepreneurship in India. Higher pay scales with good designations offered by several private sectors or multinational companies encouraged the people. The government of India launched the "Make in India" project to encourage businesses to create, produce, and assemble goods in India and to encourage targeted investments in manufacturing. The goal of the strategy was to create a business-friendly atmosphere, build up an effective infrastructure, and open up new markets to foreign investment. Startups continue to bring innovation and disruption in multiple industries, including space tech, fem tech, health tech, and FinTech. The stage is set for India to realize its vision of becoming a USD5 trillion economy and global powerhouse by 2022.

8 APPENDIX

DASHBOARD EMBEDDE CODE

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STORY EMBEDDED CODE

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