



# SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

## 19BAT605 – Design Thinking for Managers

### Unit V – Value Proposition Design



Presented by

Mr.G.Hari

*Design Thinker*

**1<sup>st</sup>** Indian  
Institution  
to Implement  
**Design  
Thinking  
Curriculum**  
Redesigning Common Mind and  
Business Towards Excellence



# TOPIC FOR TODAY



## Business Vs Startup



# Recall

## Business vs Start up

- ✓ Innovation
- ✓ Scope
- ✓ Rate of Growth
- ✓ Finance





# Business vs Startup

S.No	Difference	Business	Start ups
6	Technologies	<ol style="list-style-type: none"><li>1. No special technologies required</li><li>2. There are many out-of-box technological solutions, which are to be applied to achieve main business goals. Technologies in the sphere of marketing, accountant`s solutions, etc.</li></ol>	<ol style="list-style-type: none"><li>1. Technologies are oftentimes the main product of startup</li><li>2. startup cannot help but using new technologies to achieve fast growth and scale-up.</li></ol>



# Business vs Startup

S.No	Difference	Business	Start ups
7	Lifecycle	<ol style="list-style-type: none"><li>1. 32% of enterprises are shut down in the first three years, which is not bad comparing to startups</li></ol>	<ol style="list-style-type: none"><li>1. 92% of enterprises are shut down during the first three years.</li></ol>



# Business vs Startup

S.No	Difference	Business	Start ups
8	Team and Management	<ol style="list-style-type: none"><li>1. As many workers are usually hired, as needed so a company operate within the established limitations of growth.</li></ol>	<ol style="list-style-type: none"><li>1. manager should develop a leader and managing qualities from the very beginning as long as startup should grow as fast as possible</li><li>2. As the company develops, you are to work with <b>increasing amount of staff</b>, investors, directors, and other concerned parties.</li></ol>



# ASSESSMENT

Is Bundling more important in Design Thinking?





# Business vs Startup

S.No	Difference	Business	Start ups
9	Way of Life	<ol style="list-style-type: none"><li>1. takes less of a risk and duties, Which makes it to where it is possible to combine work and personal life well enough</li></ol>	<ol style="list-style-type: none"><li>1. balance between work and personal life is out of the question.</li><li>2. If there are investors` funds, the company will start making a profit earlier</li></ol>





# Business vs Startup

S.No	Difference	Business	Start ups
10	Exit Strategy	1. Two versions here: make it a family business or to sell it	1. Usually moves towards next stage via a large deal on sale or IPO – Initial public offering



# Summary

## Business vs Start up

- ✓ Technologies
- ✓ Life cycle
- ✓ Team and Management
- ✓ Way of life
- ✓ Exit Strategy





# Reference

<https://www.creativityatwork.com/design-thinking-strategy-for-innovation/>



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# THANK YOU...