

SNS COLLEGE OF TECHNOLOGY



Coimbatore - 35

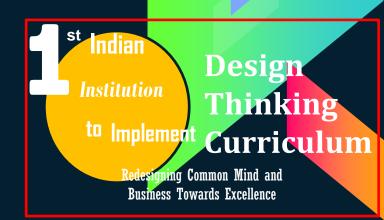
19BAT605 – Design Thinking for Managers

Unit V – Value Proposition Design



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TOPIC FOR TODAY









Recall



- Innovation
- Scope
- Rate of Growth
- Finance







S.No	Difference	Business	Start ups
6	Technologies	 No special technologies required 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. 	 Technologies are oftentimes the main product of startup startup cannot help but using new technologies to achieve fast growth and scale-up.





1. 32% of enterprises are shut down in the first three years, which is not bad comparing to startups 1. 92% of enterprises are shut down during the first three years.	S.N o	Difference	Business	Start ups
	7	Lifecycle	shut down in the first three years, which is not bad comparing to	shut down during the first





S.No	Difference	Business	Start ups
8	Team and Management	1. As many workers are usually hired, as needed so a company operate within the established limitations of growth.	 manager should develop a leader and managing qualities from the very beginning as long as startup should grow as fast as possible As the company develops, you are to work with increasing amount of staff, investors, directors, and other concerned parties.





ASSESSMENT

Is Bundling more important in Design Thinking?







S.No	Difference	Business	Start ups
9	Way of Life	1. takes less of a risk and duties, Which makes it to where it is possible to combine work and personal life well enough	 balance between work and personal life is out of the question. If there are investors` funds, the company will start making a profit earlier





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	S.No	Difference	Business	Start ups
	10	Exit Strategy	make it a family	next stage via a large deal on sale or IPO – Initial



Summary

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











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