



# **SNS COLLEGE OF TECHNOLOGY**

**Coimbatore-35**  
**An Autonomous Institution**



Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A+' Grade  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

## **DEPARTMENT OF INFORMATION TECHNOLOGY**

### **19GEB101 – DESIGN THINKING AND INNOVATION**

**I YEAR/ I SEMESTER**

#### **UNIT 5 –VALUE PROPOSITION DESIGN**

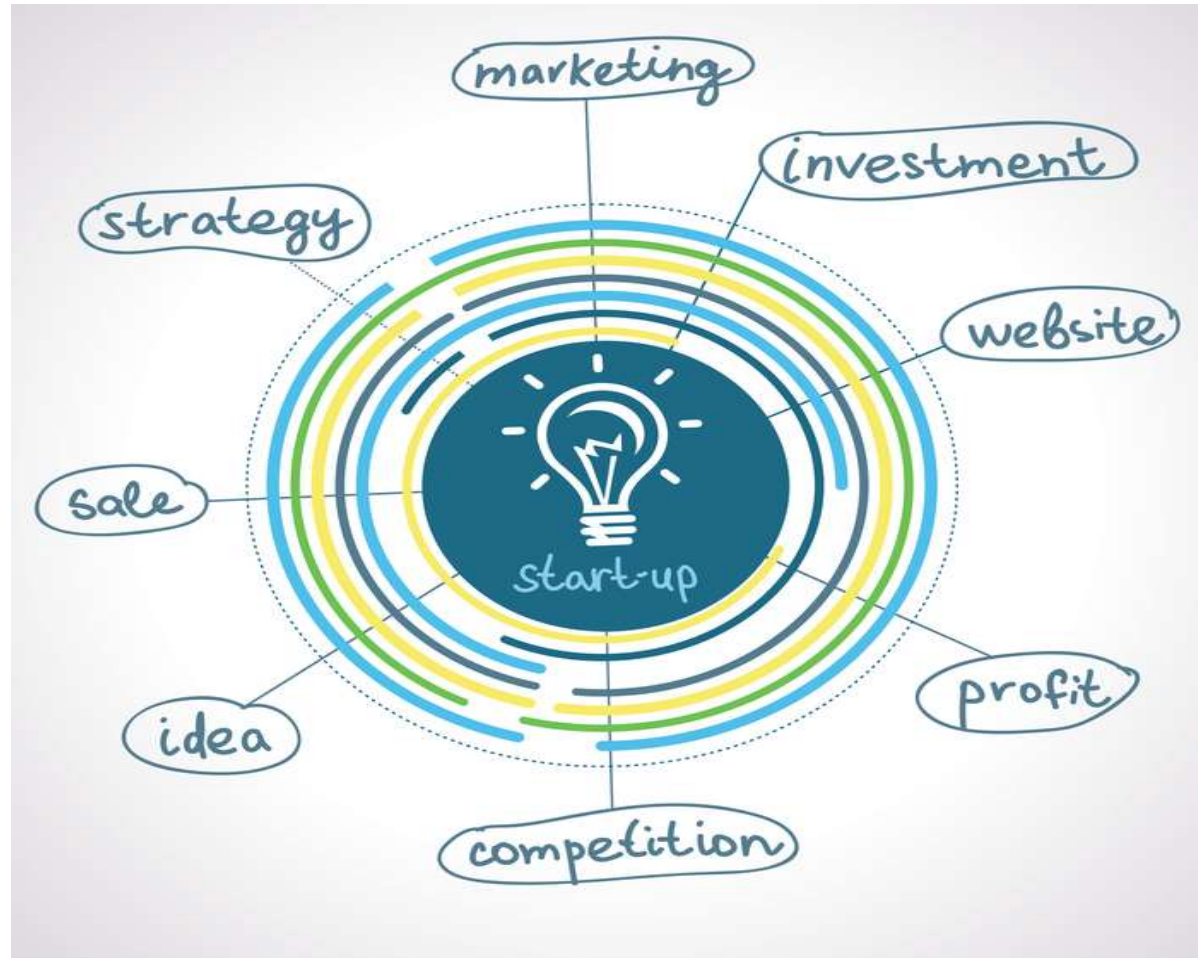


## Business Vs Startup





# Learn to know Start-up Strategies





# Startup vs Entrepreneur



## Startup or Entrepreneur: What is the Difference?



### Startup has NO:

1. Marketplace
2. Customers
3. Customers inquiries
4. Initial capital

### Entrepreneur has:

1. Marketplace
2. Customers
3. Customers inquiries
4. Initial capital



# BUSINESS



**Business** is the activity of making one's living or making money by producing or buying and selling products (such as goods and services).

## Activities

- ❖ Accounting
- ❖ Finance
- ❖ Manufacturing
- ❖ Research and development
- ❖ Safety
- ❖ Marketing
- ❖ Sales

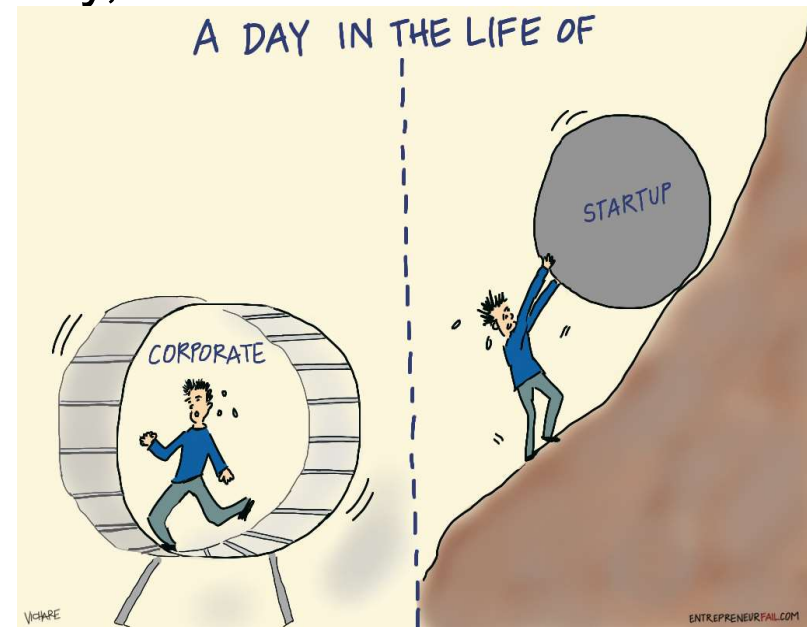


# BUSINESS



Forms of business ownership vary by authority, but several common entities exist:

- Sole proprietorship
- Partnership
- Cooperative
- Limited Liability Companies
- Company Limited by Guarantee
- Company Limited by Shares
- Franchises



# Execution



## Startup vs lifestyle business: in-depth comparison

Startup	Lifestyle business
Maximize business growth	Maximize job satisfaction
High risk, high return	Low risk, moderate return
Venture capital, IPO/exit as goal	Low capital, usually no investors
Board of investors, founder shares usually diluted	Founder(s) retain ownership and control
Big market with big competition	Small market with little competition
Exponential growth	Linear or capped growth
Usually requires at least two founders (biz & tech)	Can be done by one person
The goal is to retire rich, burnout almost guaranteed	The goal is to make a comfortable living

Adapted from [How to start and run a software lifestyle business](#) by Joe Albahari



## SUCCESS FACTORS



### The Business Model Canvas (BMC)

It is a strategic management tool to quickly and easily define and communicate a business idea or concept.

It is a one page document which works through the fundamental elements of a business or product, structuring an idea in a coherent way.

What is the purpose of business model?

In its simplest form, a business model **provides information about an organization's target market, that market's need, and the role that the business's products or services will play in meeting those needs.**





# BMC



The Power MBA

## | BUSINESS MODEL CANVAS - ZARA

<b>KEY PARTNERS</b>          <b>8</b>	<b>KEY ACTIVITIES</b>  <b>7</b>  <b>KEY RESOURCES</b>  <b>6</b>	<b>VALUE PROPOSITIONS</b>  Fashionable clothes Accessories Great eCommerce experience  Flagship store experience Fast-fashion	<b>CUSTOMER RELATIONSHIPS</b>  Salesperson at store Brand through social media Sentimental attachment to clothing/ accessories  <b>CHANNELS</b> Direct store Online Social media	<b>CUSTOMER SEGMENTS</b>  Men Women Children    <b>1</b>
<b>COST</b>          <b>9</b>		<b>REVENUE STREAMS</b>  Sales of clothing and accessories          <b>5</b>		



## PRODUCT VALIDATION



- What's the problem?
- What are the existing solutions? ...
- Who are the users you're targeting? ...
- How many users have this problem? ...
- What's your solution? ...
- Is it the right solution? ...
- Will users pay for your solution?



## CLASS ROOM ACTIVITY



Solve the maths puzzle by replace the question mark with the correct number ?

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**Solve the math puzzle logic**

6	4
9	6

2	7
9	8

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3	5
7	?

APTITUDE || REASONING || GK & CURRENT AFFAIRS || PUZZLE

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**THANK YOU**