

# Idea, Entrepreneurship Opportunities, Business Model and Business Plan

BY

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# Agenda

- Idea
- Business Idea
- Evaluating Ideas
- Opportunities and Business Model
- Business Plan Format



**A Person who have an idea and  
dare to start that idea**



**Entrepreneur**



# Market Driven and Technology Driven Entrepreneurship

- **Market Driven** : Identifies a market need and explores technology with which to exploit it.
  - known demand with technology
- **Identify a technology and explore market need towards which it can be exploited** .
  - Unknown demand with unknown technologies

	Traditional /Market	Innovation driven
Market	Local or regional	Global
Innovation	Not necessary	Fundamental
Ownership	Familiar , little external	Distributed and large external
Rate of growth	Linear	Exponential



# Idea.....



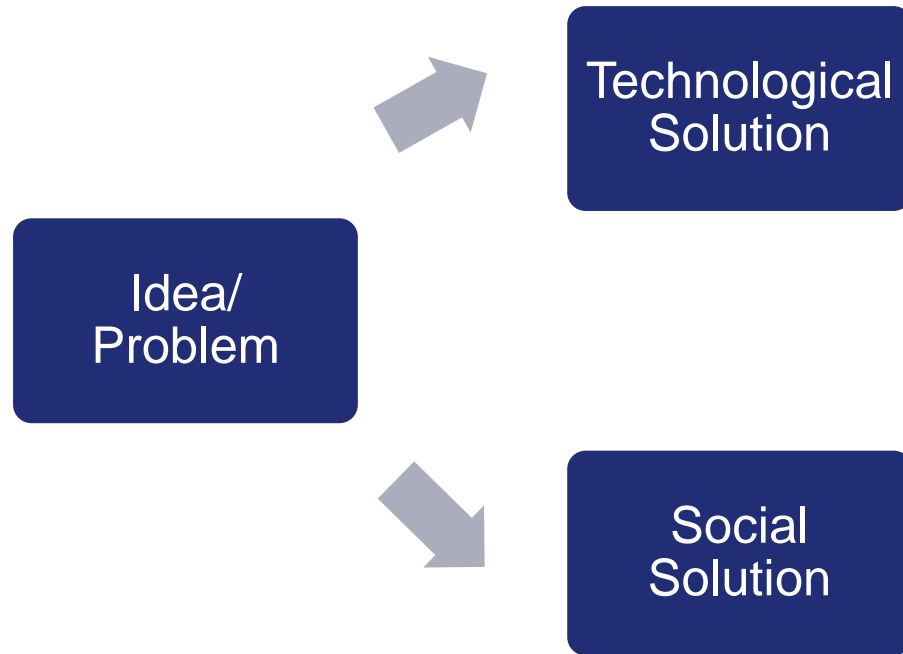
“Creative  
thinking inspires  
ideas. Ideas  
inspire change”

- Define the problem or opportunity
- Involve the right people
- Your Connection with the Problem

# Problems can be solved ...



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**Italy, for thirty years under the Borgias, they had warfare, terror, murder, and bloodshed, but they produced Michelangelo, Leonardo da Vinci, and the Renaissance. In Switzerland, they had brotherly love, and they had 500 years of democracy and peace. And what did that produce? The cuckoo clock.....**



Idea

Looking  
for  
Problems

Covid 19  
Dhaman-  
1"



NO  
Idea

R&D Labs

Patent



150 professionals from Jyoti CNC and other allied 26 companies have worked round the clock to accomplish this mission of designing and developing the first prototype within the stipulated time frame.

Face Mask prepared by the technology support from ATIRA

[Ahmedabad Textile Industry's Research Association](#)



## RACE FOR SMALLER FAMILIES

Total fertility (live births per woman)

## RACE FOR ENERGY ACCESS

Per capita power consumption (kWh)

## PROSPERITY RACE

GDP per capita (current \$)

## RACE FOR SAFER CHILD BIRTH

infant deaths per 1,000 live births

1950-1955  
2010-2015

## SCOREBOARD

	BEST AT START	BEST TODAY	MOST IMPROVED
Prosperity	Sri Lanka	China	China
Safe Child birth	Sri Lanka	Sri Lanka	Bangladesh
Life Expectancy	Sri Lanka	China	China
Literacy	Sri Lanka	Indonesia	Indonesia
Fertility Rate	Indonesia	China	China
Energy Access	China	China	Indonesia

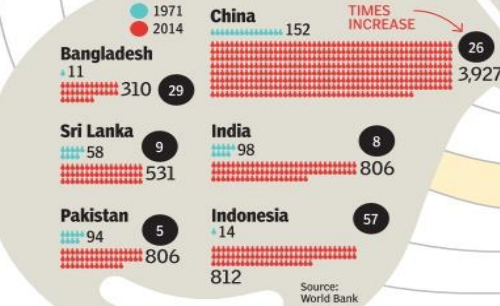
## RACE OF LIFE

Life expectancy at birth for both sexes (years)

## LITERACY RACE

Estimated adult literacy rate

Graphic:  
Karthic R Iyer



FASTEST  
RUNNER  
CHINA



FASTEST  
RUNNER  
CHINA



FASTEST  
RUNNER  
INDONESIA



FASTEST  
RUNNER  
CHINA



FASTEST  
RUNNER  
INDONESIA



FASTEST  
RUNNER  
CHINA

Source: UNESCO, \* literacy rate of Pakistan



# Business Opportunities:

## *Illness & Wellness*



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### Healthcare

- Manufacturing
- Services Delivery
- Hospitals, Clinics, Pathologies
- Wellness Centres

### Ayurveda

- Production
- Consulting
- Trading
- Manufacturing
- Branding

### Yoga & Meditation

- Centres on Web-Portals
- Channels
- Web-Pages
- Videos
- e-YOGA Consulting

# Opportunities Contd:

## *Skill & Education*



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### **Skill Development**

- Migrant Labourers
- Un-Organised Sector
- Factory Workers
- Farmers
- Homemakers
- ITIs/Polytechnics

### **E-Learning and MOOCS**

- Schools
- Professional Courses
- Higher Education
- Teachers
- Trainers
- Consultants

### **Executive Education**

- Employees
- Corporates
- Entrepreneurs
- Managerial Officials

# Opportunities:

## *IT, R&D & Database Security*



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### **IT & Software**

- IT & Software
- IT Tools for Industry
- IT Packages for Management
- ERPs/MIS for SMEs
- Taxation and Accounting

### **Health Related Research & Development**

- Virus & Bacteria
- Food Habits
- Data Informatics
- Personalized Human Data

### **Management & Security**

- Office Data Management
- Work from Home
- Clients Management Security and Surveillance
- Forensic Security Software

# Opportunities:

## *E-Commerce, Social Media & Video Conferencing*



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### **E-Commerce**

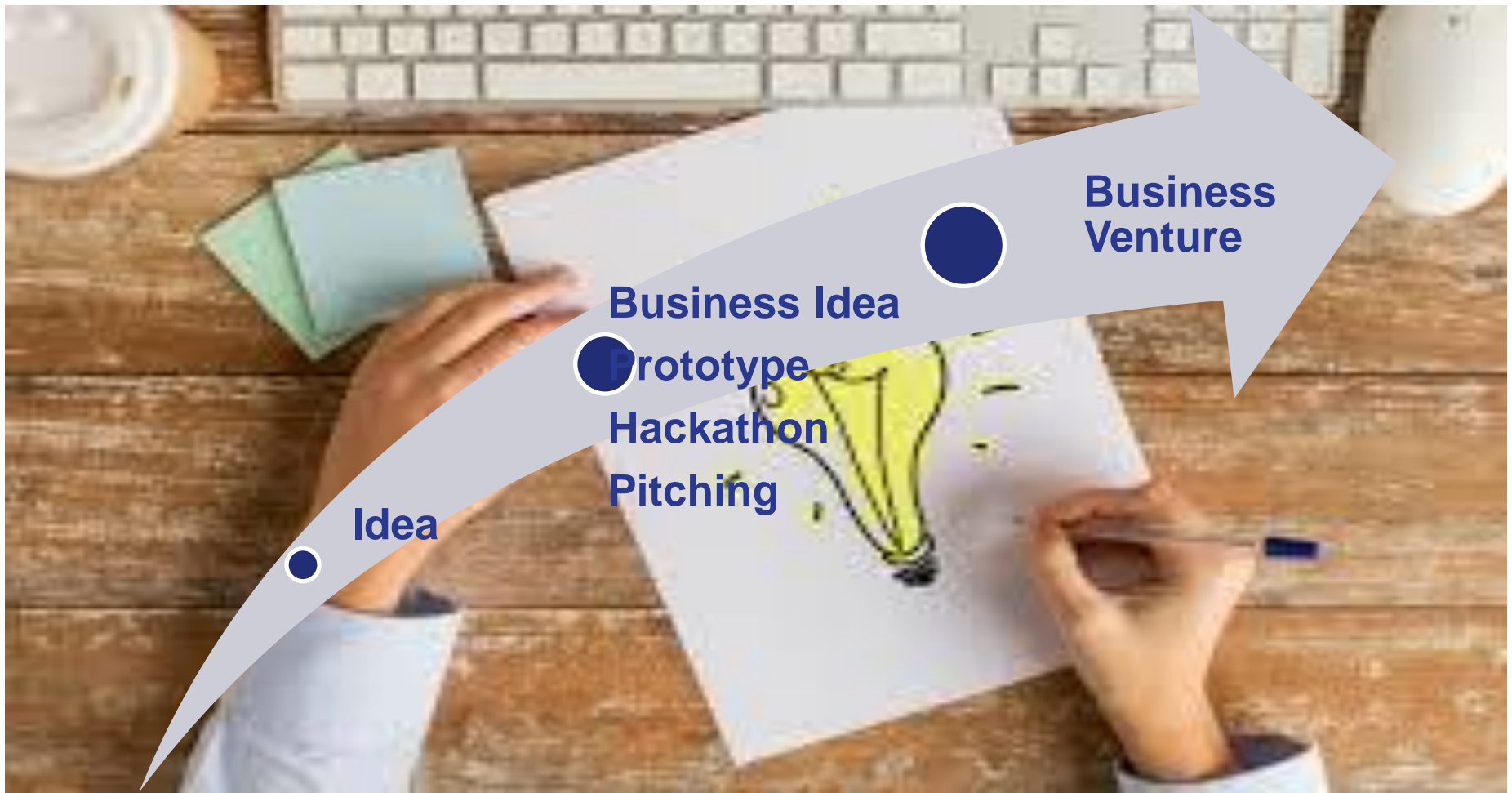
- Online Food Delivery
- Online Vegetable Delivery
- E-Kirana
- E-Medicine
- Online Industrial Goods Delivery
- E-Transport

### **Social Media & Networking**

- Old Age People Networking
- E-Library for Elders/Children
- Yoga and Mediation Communities

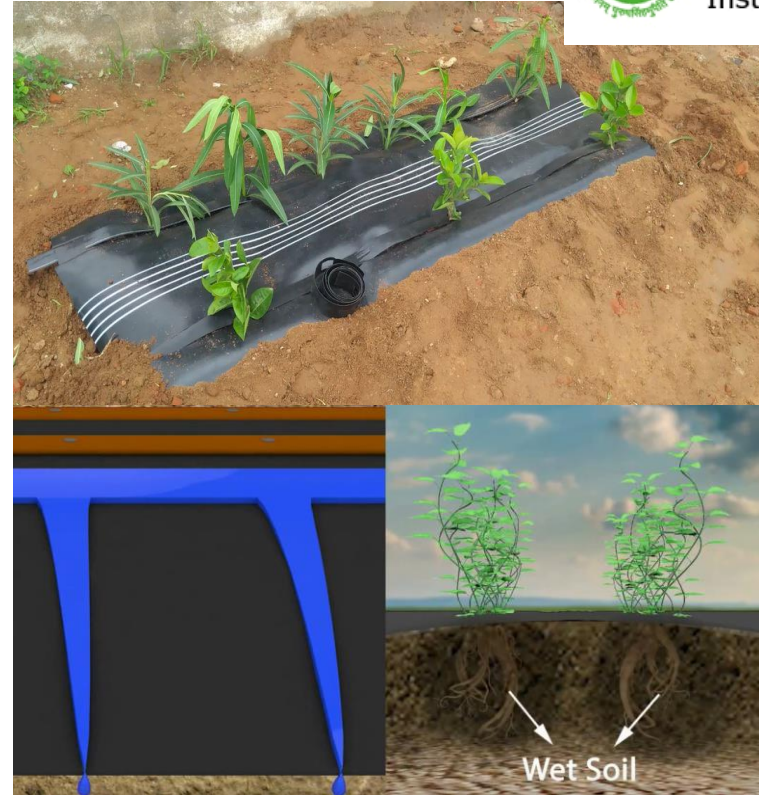
### **Video Conferencing**

- Office work
- Classroom Teaching
- Examination
- Monitoring activities



## Grow Leaf - *Device for localized Irrigation, Weed Control, and localized Pesticide Delivery*

An agronomic device that performs localized irrigation, weed control, and localized pesticide delivery. Localized irrigation and pesticide delivery saves water and reduces pesticide use. Each sandwich structure provides water and pesticide for one or more rows of plants.



[https://drive.google.com/file/d/1Uijxax9uaX0FK\\_Lt4RwvyNRe7rXenzg/view](https://drive.google.com/file/d/1Uijxax9uaX0FK_Lt4RwvyNRe7rXenzg/view)



# Screening Ideas:

## *Are they Opportunities?*

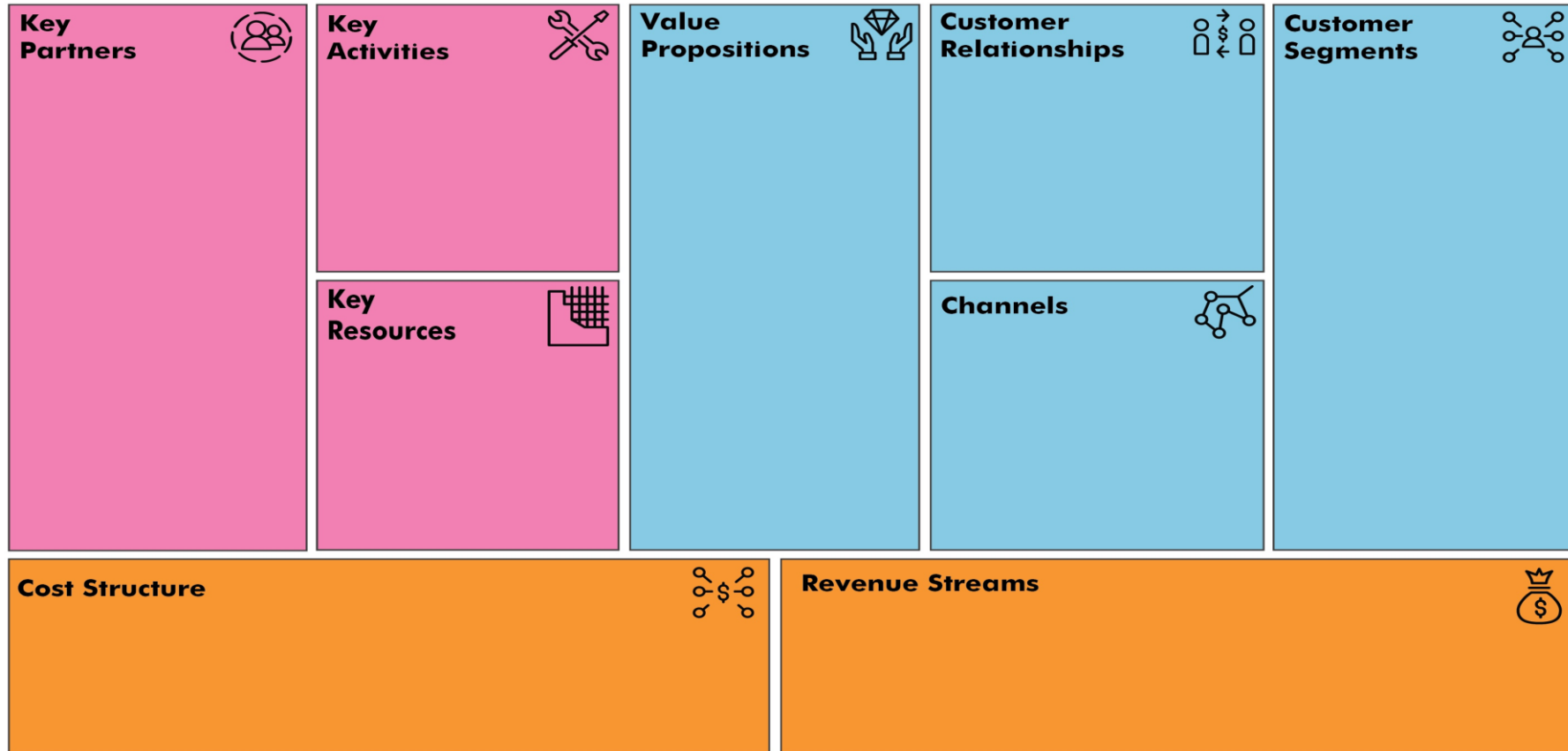
1. What important customer problem can you solve?
2. How are you going to do it?
3. How many customers are there that are willing to buy from you?
4. Why can only you provide the solution?
5. How can you defend against others?

*Ask these questions BEFORE somebody else does!*

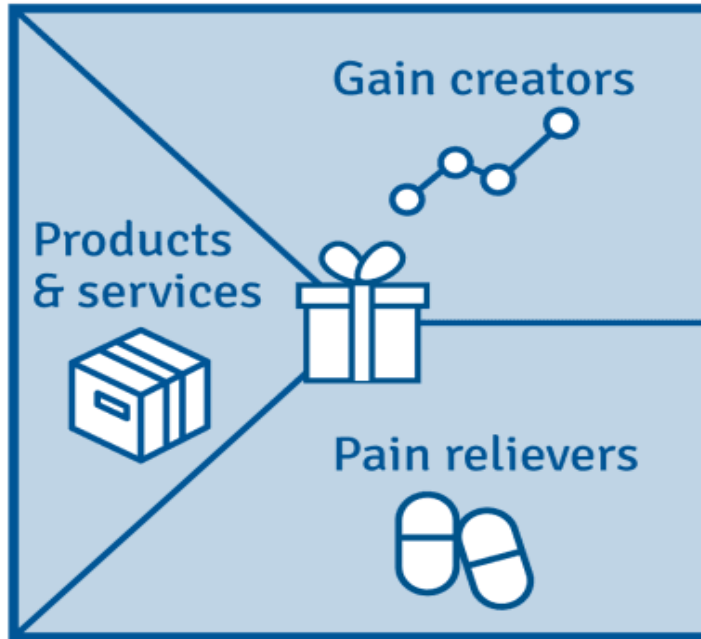




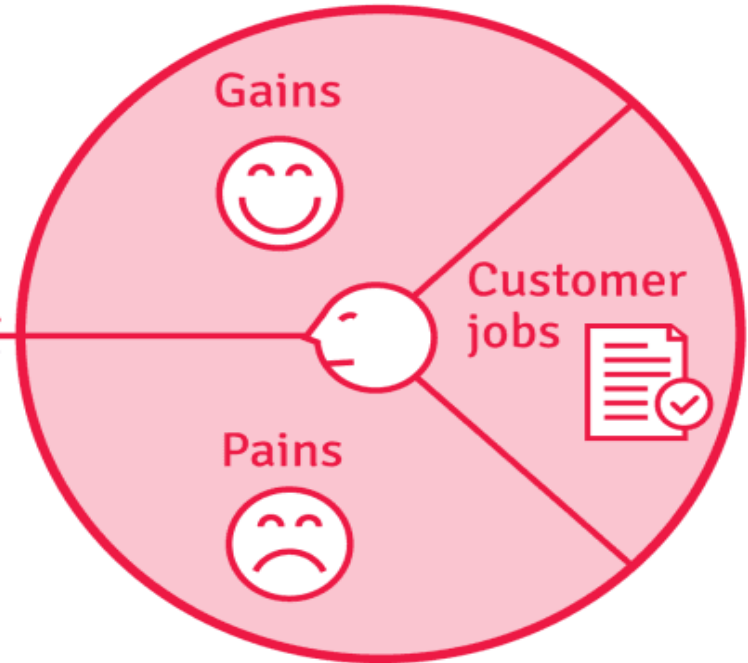
# Opportunities and Business Model



## Value Proposition



## Customer Profile





## Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The Empathy Map Canvas is a template for understanding a user's experience. It is shaped like a face, with different sections for different types of information. The sections are numbered 1 through 7.

- 1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?
- 2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?
- 3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?
- 4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?
- 5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?
- 6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**  
**PAINS**  
What are their fears, frustrations, and anxieties?  
**GAINS**  
What are their wants, needs, hopes and dreams?  
What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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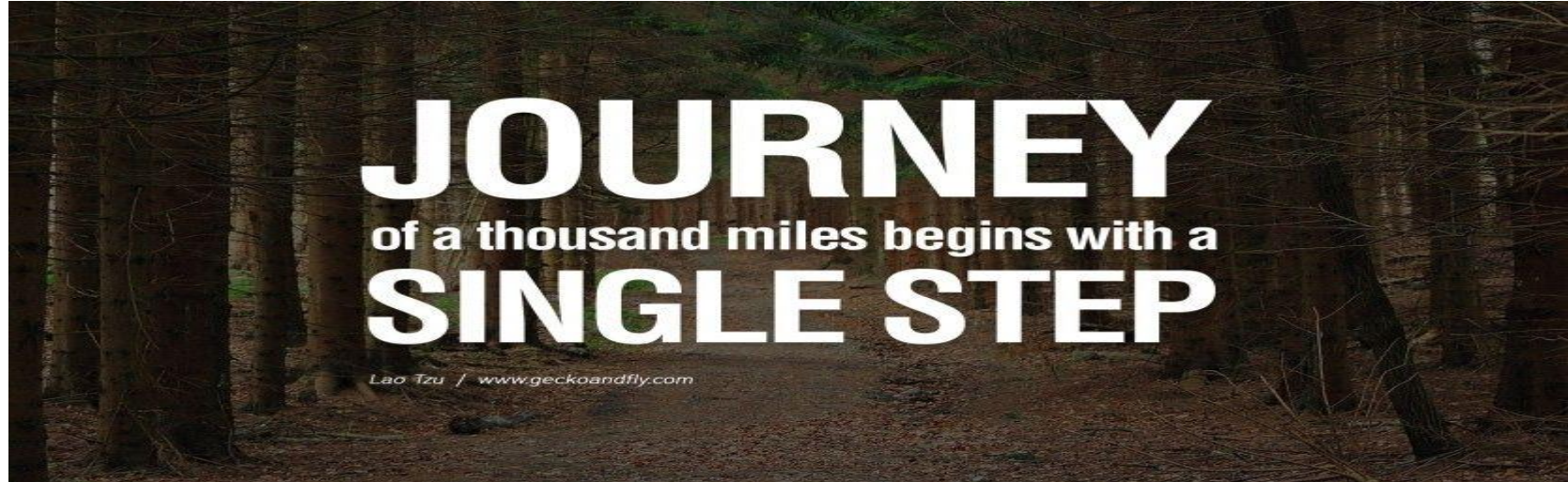
# Business Plan



# Business Planning



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*In the end, every startup is different. But in the beginning every startup is the same.”*  
— Richie Norton

*“Going into business without a business plan is like going on a mountain trek without a map or GPS support – you’ll eventually get lost and starve!”*  
— Kevin J. Donaldson

# The Basics of a Business Plan



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- **Executive Summary**
- **Company Overview**
- **Market Environment**
- **Marketing and Sales Strategy**
- **Operations**
- **Financial Plan**







# Your Business Plan Will...

- Discuss a particular market opportunity.
- Examine the markets that you will compete in, and explain who your customers will be.
- Describe the products or services that your company will provide.
- Your competition, and how you will defend against it.
- The operation that you will put in place in your company.
- The management team that will implement the plan.
- The size and profitability of your company.



# Executive Summary

The written version of the “60 second pitch.”



Many people who read your plan, will only read your Executive Summary...



...and then they may read your financials.



NOT an introduction, but a short version of the whole plan



# Company Overview



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Explanation of  
history,  
structure, and  
organization  
of your  
company.

## Context

Mission  
statement.  
Goals and  
objectives.  
Values and  
vision

## Strategic Direction

Relevant skills  
and expertise  
of  
management  
team.  
Directors.  
Relationships  
with experts in  
the field.

## People



# Market Environment



## Market Structure

- **The number of firms**
- **The market share of the largest firms**
- **The nature of costs** (including the potential for firms to exploit economies of scale)
- **The degree to which the industry is vertically integrated**



## Market trends

- Stay up to date with changes in consumer behavior and priorities
- Knowing who your target audience is and what they need from your business
- Listen and respond to changes in the market to help you save money
- Stay relevant in your target marketplace



## Competition

- Find out who are competitors
- what they are offering, and what their strengths and weaknesses are.
- This will identify the areas you need to compete in, and give you a platform for differentiating yourself.



## Opportunities/Threats

- Potential opportunities
- Threats



# Marketing and Sales Strategy

- **Products or services offered.**
- **Follow-on products.**
- **Intellectual property or other defensible positions.**
- **Market research.**
- **Marketing plan.**
  - Brand strategy.
  - Distribution strategy.
  - Product strategy.
  - Pricing strategy.
  - Promotion.



# Operations

- **Practical details required to meet the plan.**
- **Facilities.**
- **Manufacturing or out-sourcing.**
- **Personnel.**
- **Varies widely depending on type of business.**



# Financial Plan

**Three key reports, in a five-year plan:**

- **Income statement.**
- **Balance sheet.**
- **Statement of cash flows.**





# Thank You

