

UNIT 1: Start-up Opportunities

1. Explain the **Entrepreneurial Ecosystem** and its components.
 2. Discuss **Government initiatives for startups in India** (Startup India, Digital India etc.).
 3. Explain the **role of technology in the growth of startups**.
 4. Describe the **Six Forces of Change** affecting startups.
 5. Explain **Start-up Ideation** and its importance.
 6. Differentiate between **Traditional Business and Startups**.
 7. Explain **Ideation techniques** used by entrepreneurs.
 8. Discuss **Brainstorming as a tool for innovation** with examples.
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UNIT 2: Start-up Capital & Legal Environment

15 MARKS (Backup Questions)

9. Explain **startup capital requirements** in detail.
 10. Discuss **sources of startup finance**.
 11. Explain **feasibility analysis** and its types.
 12. Describe the **legal approvals required for starting a new venture**.
 13. Explain **Bootstrapping** as a funding method.
 14. Explain **Crowdfunding** with advantages and limitations.
 15. Discuss the **importance of project report for startups**.
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★ Short Notes (5–8 Marks – VERY EASY)

- 16. Bootstrapping
- 17. Crowdfunding
- 18. Feasibility Analysis
- 19. Entrepreneurial Ecosystem
- 20. Startup India Initiative
- 21. Big Idea
- 22. Brainstorming
- 23. Ideation
- 24. Venture Choice

1 Explain the Entrepreneurial Ecosystem and its Components

Introduction

An entrepreneurial ecosystem refers to the environment that supports the creation, growth and sustainability of startups and entrepreneurs.

Meaning of Entrepreneurial Ecosystem

It includes all individuals, institutions and factors that help entrepreneurs start and grow new ventures.

Components of Entrepreneurial Ecosystem

1. **Entrepreneurs** – Individuals who take initiative and risk to start businesses.
2. **Government** – Provides policies, incentives, subsidies and infrastructure.
3. **Educational Institutions** – Develop skills, innovation and entrepreneurial mindset.
4. **Financial Institutions** – Banks, venture capitalists, angel investors provide funds.
5. **Incubators and Accelerators** – Support startups with mentoring and resources.
6. **Market Access** – Customers, suppliers and distribution networks.
7. **Technology & Infrastructure** – Internet, digital platforms, logistics etc.
8. **Legal and Regulatory Framework** – Laws related to registration, taxation and IPR.

Conclusion

A strong entrepreneurial ecosystem promotes innovation, employment generation and economic growth.

2 Discuss Government Initiatives for Startups in India

Introduction

The Government of India has launched various initiatives to promote startups and entrepreneurship.

Major Government Initiatives

1. Startup India Initiative

- Easy registration and compliance
- Tax exemptions and funding support
- Support for innovation and startups

2. Digital India

- Promotes digital infrastructure
- Encourages online business and e-governance

3. Make in India

- Encourages manufacturing and startups
- Boosts employment and investment

4. Atal Innovation Mission (AIM)

- Promotes innovation and entrepreneurship
- Supports incubation centres

5. Mudra Yojana

- Provides loans to small businesses and startups

Conclusion

Government initiatives have created a supportive environment for startups in India.

3 Explain the Role of Technology in the Growth of Startups

Introduction

Technology plays a vital role in the success and growth of modern startups.

Role of Technology

1. **Innovation and New Products**
2. **Cost Reduction and Efficiency**
3. **Online Marketing and Sales**
4. **Access to Global Markets**
5. **Use of Digital Platforms**
6. **Data Analysis and Decision Making**
7. **Automation of Business Processes**

Conclusion

Technology helps startups grow faster, compete globally and innovate continuously.

4 Describe the Six Forces of Change Affecting Startups

Introduction

Startups are influenced by various forces of change in the business environment.

Six Forces of Change

1. **Technological Change**
2. **Economic Change**

3. **Political and Legal Change**
4. **Social and Cultural Change**
5. **Globalisation**
6. **Environmental Change**

Conclusion

Understanding these forces helps startups adapt and remain competitive.

5 Explain Start-up Ideation and its Importance

Introduction

Start-up ideation is the process of generating and developing new business ideas.

Meaning of Ideation

It involves identifying problems and finding innovative solutions.

Importance of Start-up Ideation

1. Helps identify business opportunities
2. Encourages innovation and creativity
3. Reduces business risk
4. Improves chances of success
5. Helps in venture selection

Conclusion

Strong ideation is the foundation of a successful startup.

6 Differentiate between Traditional Business and Startups

Basis	Traditional Business	Startup
Objective	Profit	Innovation & growth
Risk	Low	High
Growth	Slow	Fast
Technology	Limited	Highly technology-driven
Market	Local	Global
Funding	Own / Bank	Investors / VCs

Conclusion

Startups focus on innovation and scalability, unlike traditional businesses.

7 Explain Ideation Techniques Used by Entrepreneurs

Introduction

Entrepreneurs use various techniques to generate business ideas.

Ideation Techniques

1. Brainstorming
2. Problem-solving approach
3. Market research
4. Customer feedback

5. SWOT analysis
6. Observation of trends

Conclusion

These techniques help entrepreneurs develop practical and innovative ideas.

8 Discuss Brainstorming as a Tool for Innovation with Examples

Introduction

Brainstorming is a group technique used to generate creative ideas.

Meaning of Brainstorming

It involves free thinking and sharing ideas without criticism.

Steps in Brainstorming

1. Define the problem
2. Generate ideas
3. Evaluate ideas
4. Select best idea

Example

Developing a food-delivery startup by brainstorming features like fast delivery, discounts and app-based ordering.

Conclusion

Brainstorming encourages innovation and creative thinking.

1 Explain Startup Capital Requirements in Detail

Introduction

Startup capital requirement refers to the amount of money needed to start and run a business in its initial stages.

Meaning of Startup Capital

It includes funds required for setting up, operating and expanding a startup.

Components of Startup Capital Requirements

1. **Initial Setup Cost** – Registration, licenses, office setup
2. **Fixed Capital** – Machinery, equipment, furniture
3. **Working Capital** – Day-to-day expenses like rent, salaries
4. **Technology Cost** – Software, website, digital tools
5. **Marketing Cost** – Advertising, promotion, branding
6. **Contingency Funds** – Emergency or unexpected expenses

Conclusion

Proper estimation of capital requirements helps startups avoid financial problems and ensures smooth operations.

2 Discuss Sources of Startup Finance

Introduction

Finance is essential for starting and expanding a startup. Entrepreneurs use various sources to raise funds.

Sources of Startup Finance

1. **Personal Savings**
2. **Friends and Relatives**
3. **Bank Loans**
4. **Angel Investors**
5. **Venture Capitalists**
6. **Government Schemes and Grants**
7. **Bootstrapping**
8. **Crowdfunding**

Conclusion

Choosing the right source of finance depends on the size, stage and nature of the startup.

3 Explain Feasibility Analysis and Its Types

Introduction

Feasibility analysis evaluates whether a business idea is practical and viable.

Meaning of Feasibility Analysis

It studies the strengths, weaknesses and risks of a proposed startup.

Types of Feasibility Analysis

1. **Technical Feasibility** – Availability of technology and skills
2. **Economic Feasibility** – Cost and profit analysis
3. **Market Feasibility** – Demand and competition
4. **Financial Feasibility** – Availability of funds

5. **Legal Feasibility** – Compliance with laws

Conclusion

Feasibility analysis reduces risk and increases the chances of startup success.

4 Describe the Legal Approvals Required for Starting a New Venture

Introduction

Legal approvals are mandatory to operate a startup legally.

Legal Approvals Required

1. **Business Registration** (Proprietorship / Partnership / Company)
2. **GST Registration**
3. **Trade License**
4. **PAN and TAN**
5. **Shop and Establishment Act Registration**
6. **Intellectual Property Registration (Trademark/Patent)**
7. **Environmental and Labour Law Approvals (if applicable)**

Conclusion

Legal compliance builds trust and avoids legal issues in future.

5 Explain Bootstrapping as a Funding Method

Introduction

Bootstrapping is a method where entrepreneurs use their own funds to start a business.

Meaning of Bootstrapping

It means starting a startup without external funding.

Features of Bootstrapping

1. Self-financed
2. Full control with founder
3. Low financial risk

Advantages

- No debt
- Complete ownership
- Better financial discipline

Limitations

- Limited funds
- Slow growth

Conclusion

Bootstrapping is suitable for small and early-stage startups.

Explain Crowdfunding with Advantages and Limitations

Introduction

Crowdfunding involves raising small amounts of money from a large number of people.

Meaning of Crowdfunding

Funds are collected through online platforms.

Advantages

1. Easy access to funds
2. Market validation
3. No heavy debt burden

Limitations

1. Limited funding amount
2. Risk of idea theft
3. Platform charges

Conclusion

Crowdfunding is a popular funding option for innovative startups.

7 Discuss the Importance of Project Report for Startups

Introduction

A project report is a detailed document of the startup plan.

Importance of Project Report

1. Provides clear business plan
2. Helps in raising finance
3. Guides business operations
4. Identifies risks
5. Useful for decision-making

Contents of Project Report

- Business idea
- Market analysis

- Financial estimates
- Implementation plan
- **Conclusion**

A project report acts as a roadmap for startup success.

1 Bootstrapping

Bootstrapping means starting and running a business using **own funds** without taking external finance.

Features:

- Self-financed business
- Full control with entrepreneur
- No debt or investor pressure

Importance:

- Encourages financial discipline
 - Suitable for small startups
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2 Crowdfunding

Crowdfunding is a method of raising funds from a **large number of people** through online platforms.

Features:

- Small contributions from many people

- Uses digital platforms

Importance:

- Easy access to finance
 - Market validation of idea
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3 Feasibility Analysis

Feasibility analysis studies whether a business idea is **practical and viable**.

Types:

- Technical feasibility
- Financial feasibility
- Market feasibility
- Legal feasibility

Importance:

- Reduces risk
 - Improves chances of success
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4 Entrepreneurial Ecosystem

Entrepreneurial ecosystem is a network of **people, institutions and factors** that support entrepreneurship.

Components:

- Entrepreneurs
- Government

- Financial institutions
- Incubators
- Technology and infrastructure

Importance:

- Promotes startups
 - Supports economic growth
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5 Startup India Initiative

Startup India is a **Government of India initiative** to promote startups.

Objectives:

- Easy registration
- Tax benefits
- Funding support
- Encouraging innovation

Importance:

- Improves startup environment in India
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6 Big Idea

Big Idea refers to a **unique and innovative business concept** that solves a problem.

Features:

- Innovation-based
- Market-oriented

- Scalable

Importance:

- Foundation of startup success
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7 Brainstorming

Brainstorming is a group technique used to generate **creative ideas** freely.

Steps:

- Define problem
- Generate ideas
- Evaluate ideas

Importance:

- Encourages innovation
 - Improves creativity
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8 Ideation

Ideation is the process of **generating and developing new business ideas**.

Features:

- Creative thinking
- Problem-solving approach

Importance:

- Identifies business opportunities
 - Reduces failure risk
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Venture Choice

Venture choice is the process of selecting the **most suitable business idea** from available options.

Factors:

- Market demand
- Risk involved
- Availability of resources

Importance:

- Ensures long-term success