

03 Mar 2025 - Introduction to Entrepreneurship - Week 04

→ TATA Nano (1 lakh)

→ failed

Car is seen as a status symbol.

Instead of thinking about how to make affordable

he should have asked why people buy

cars.

→ could have been successful if marketed as
a second car (for son, etc).

→ What is the fundamental things people want?

Brainstorming

Brainwriting

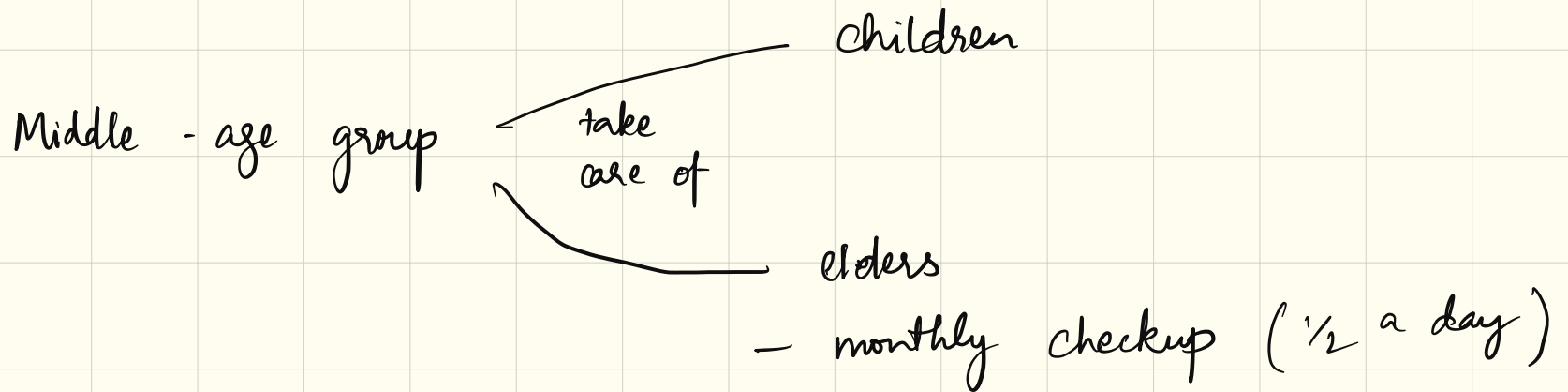
Reverse brainstorming → works where people
trust each other

Gordon method

Interface fundamentally determines the
behavior

06 Mar 2025

→ Not all ideas will be successful. Only having ideas will not work (Nano).



⊥ App idea

— Customer
↓
gives money

vs.

consumer
↓
consumes

} → could be the same

Selling an app to hospital \cong B2B \rightarrow Hospital will have more control
Selling directly to consumers \rightarrow difficult to convince
or both

You will need money to do good for a larger group of people

Opportunity Assessment Plan

Business Plan
for outsiders

- \rightarrow A shorter write-up
- no focus on financial details
 - focus on opportunity
 - scale and scope of opp
no. of people type of people

4 sections of OAP

· Competitor analysis and our USP

- Is it worthy enough to become a business venture?

- Entrepreneurial venture

- Philanthropy

- Social Entrepreneurship

· Market Information

- Social context

→ nature of people, their habits and belief systems.

→ Get data from already available data, sampling

- Internal Strengths

- Launch Strategy

- * Information sources → see slides

Business Model Canvas