

Project II

Aid For Entrepreneurial Ventures in India

Defense

November 29th

Guide

Prof. Pramod Khambete

Presented by
Vidhya Appu

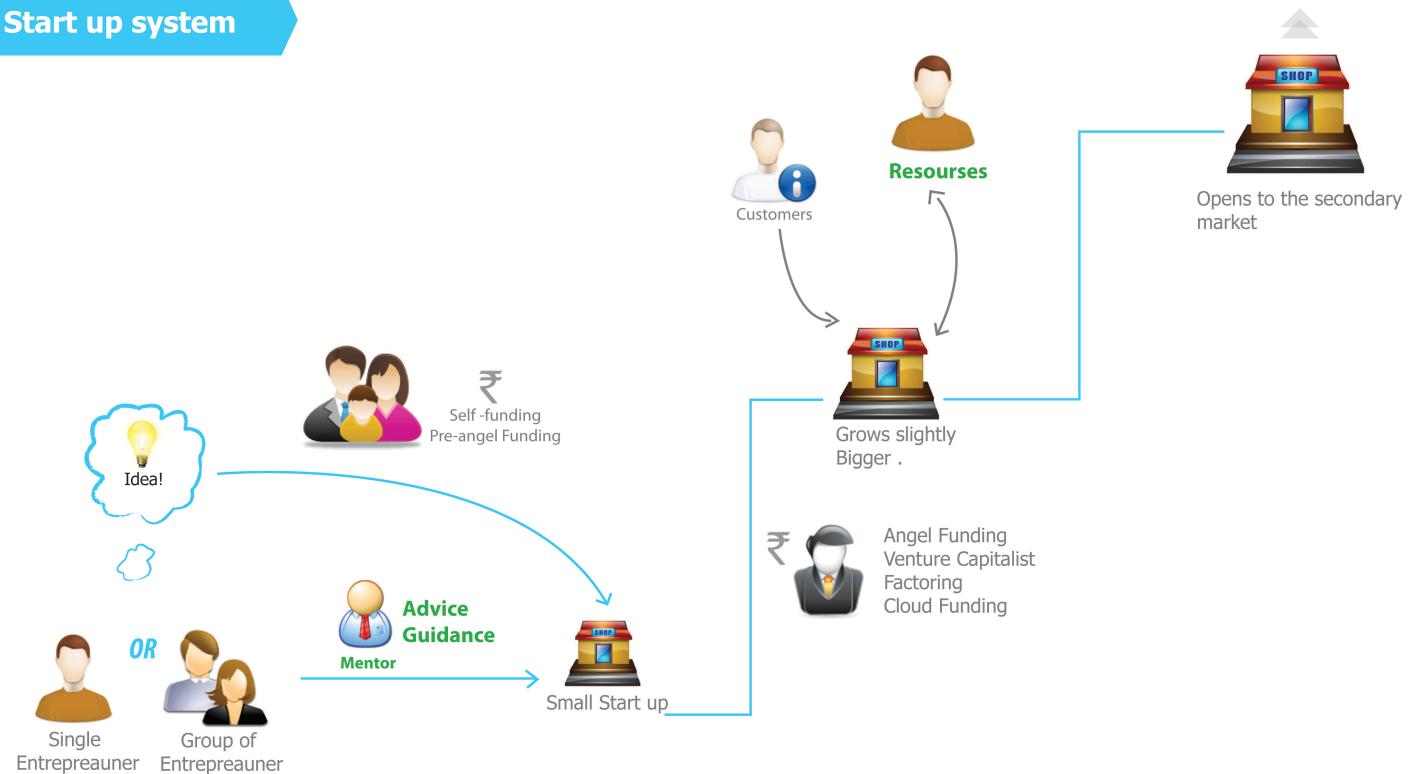


initial brief

Brief : To create a platform which will enable people to create start ups, maintain them. To allows interaction and generation of business among these companies by providing a common space for them to attract investment and other resources.

Initial approach based on rough understanding of the system

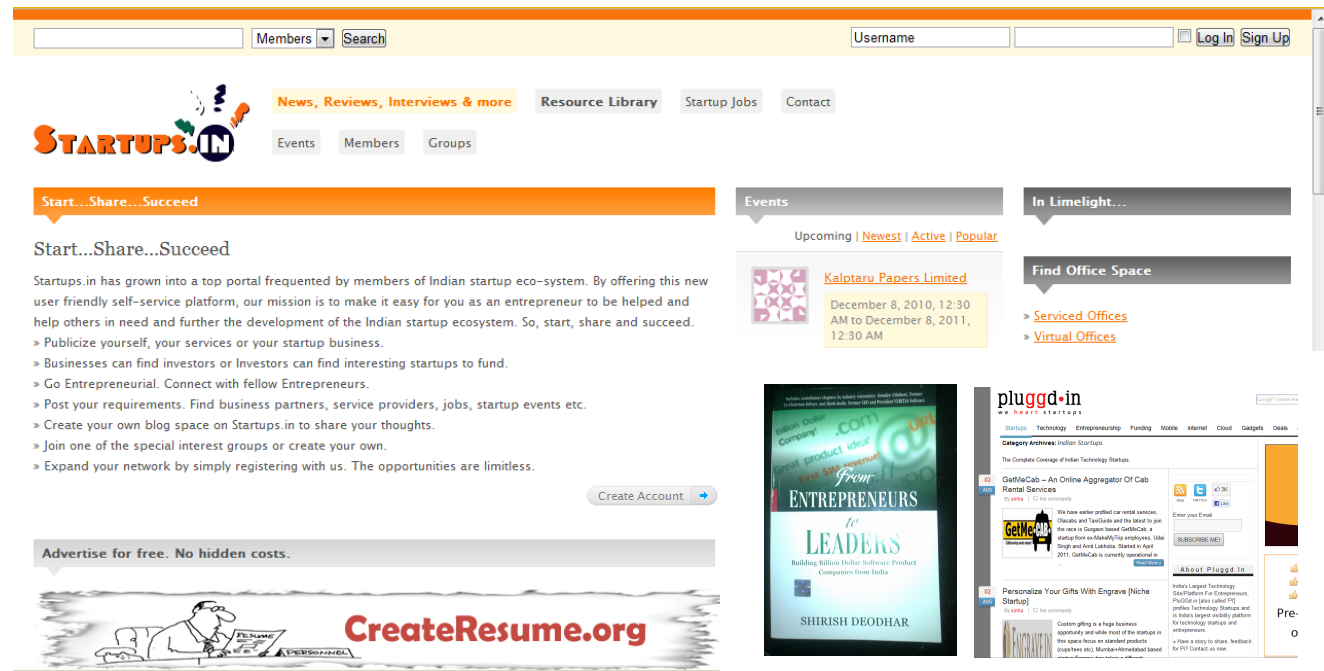
Start up system



secondary research

Secondary research : studied existing products available in the market. Tried to understand the various types of startups from literature available.

Understanding the various products available and related literature.



startups.in , existing online aides to start ups

From Entrepreneurs to leaders, pluggd.in

primary research

Primary research: consisted user interviews and contextual enquires. Entrepreneurs, mentors and individuals involved in incubators were interviewed.

Interacting and interviewing entrepreneurs and mentors.



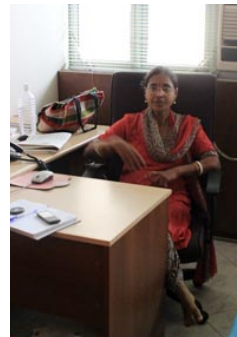
Mentors : Mr. Shirsih Deodhar
& Dr. Rajendra Lagu



Entrepreneurs with companies less than 3 years old



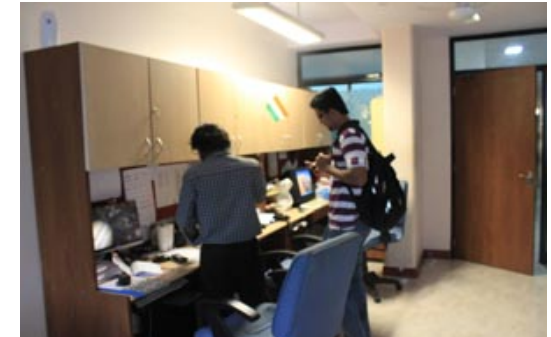
CEO Mr. Mitra



M/s Krishnaveni



Prof. Amarnath

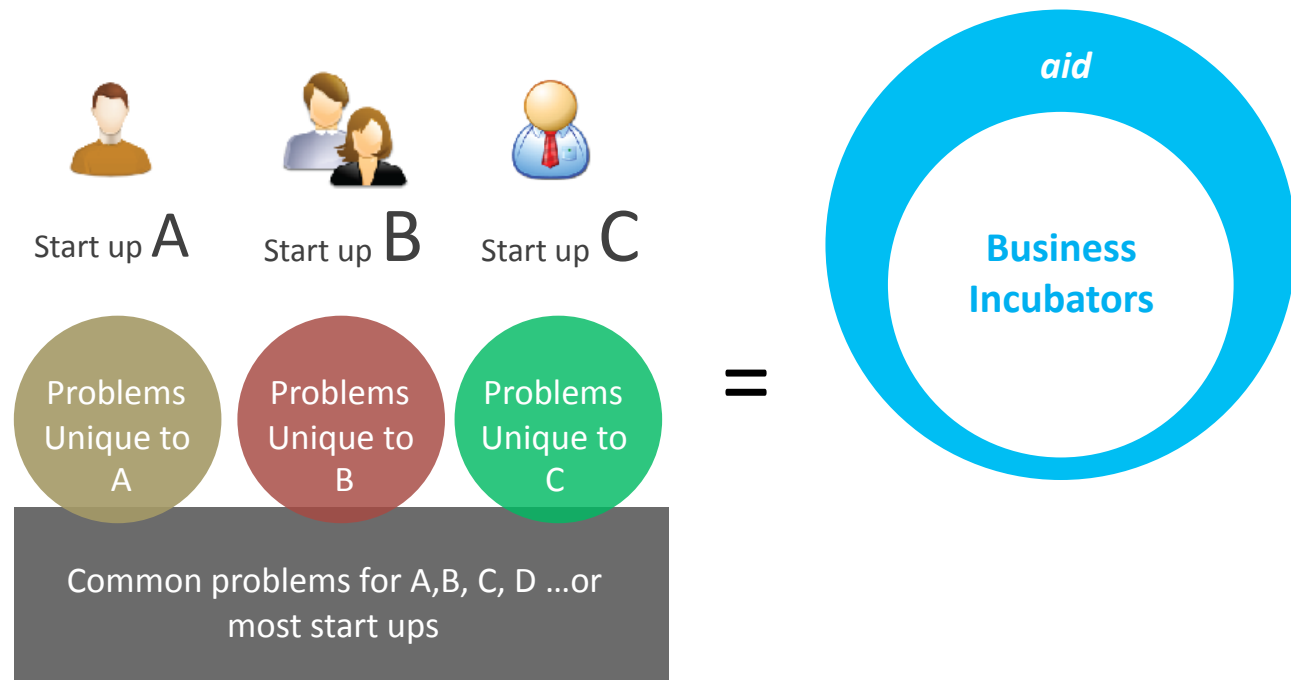


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findings

Findings from the user study made me realize that problems of startups were being partially solved by an incubator.

Interacting and interviewing entrepreneurs and mentors.



redefined brief

Next step : was redefined to solve the most relevant problems at hand.

Redefined brief :

To create an aid for business incubators which will help the incubator and incubated (start ups) function more efficiently in terms of **increased interaction** and the sharing of **relevant information** at the **right time**.

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Issues on communication (Observation)

- “*Too little too late*”, mistakes are made before they can be identified in PRM (Progress Review Meetings).
- All communication happening presently by f2f meeting, so lack of communication or only by phone while travelling.
- Queries are often directed to the incubator and then sent to mentors hence take time to be solved (general queries).

redefined brief

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Issues on Information collection and dissemination (Observation)

- All information about companies are stored in excel sheets which are difficult to retrieve , also multiple people refer to same files.
- Past growth , contacts built and clients are maintained in an in formal method and often lost once the company moves out (lack of documentation).

redefined brief

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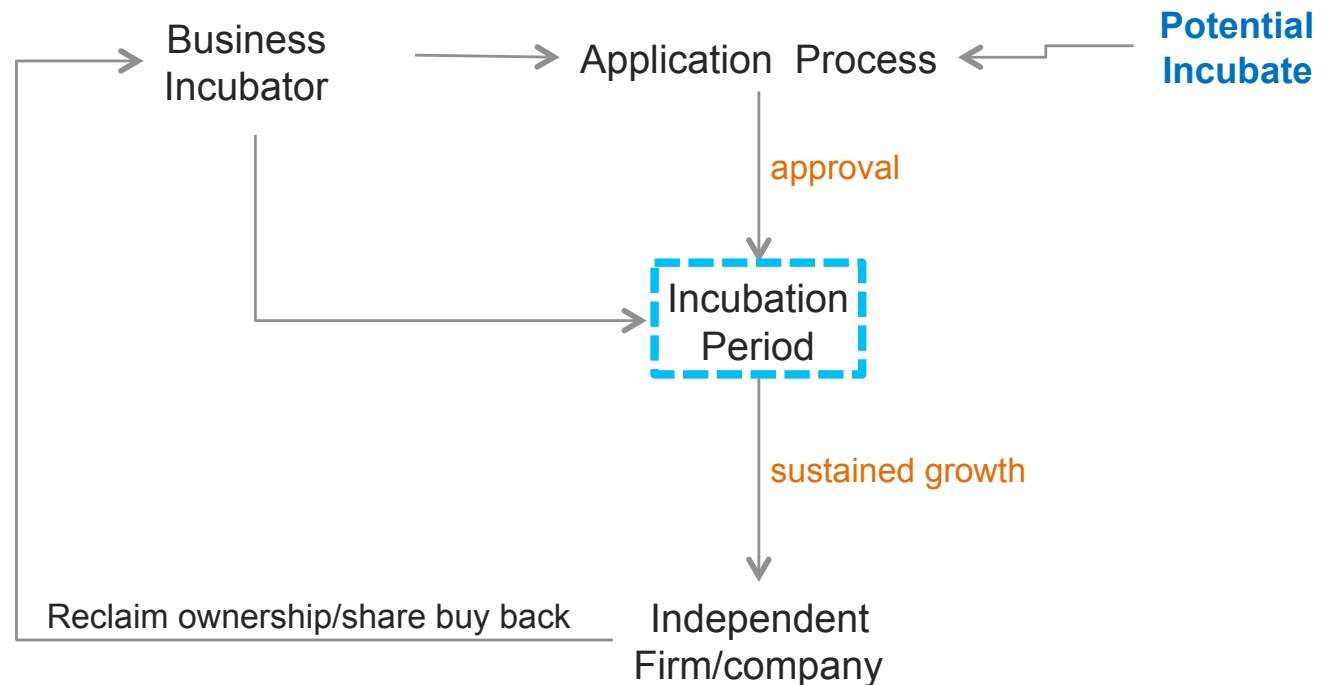
Timing based issues (Observation)

- Timings of events, legal visits or other important things are not optimized (example Legal help)
- Parties involved are busy esp. Mentors and common resources, hence information cannot be passed to them dynamically and is hence lost.

identifying focus

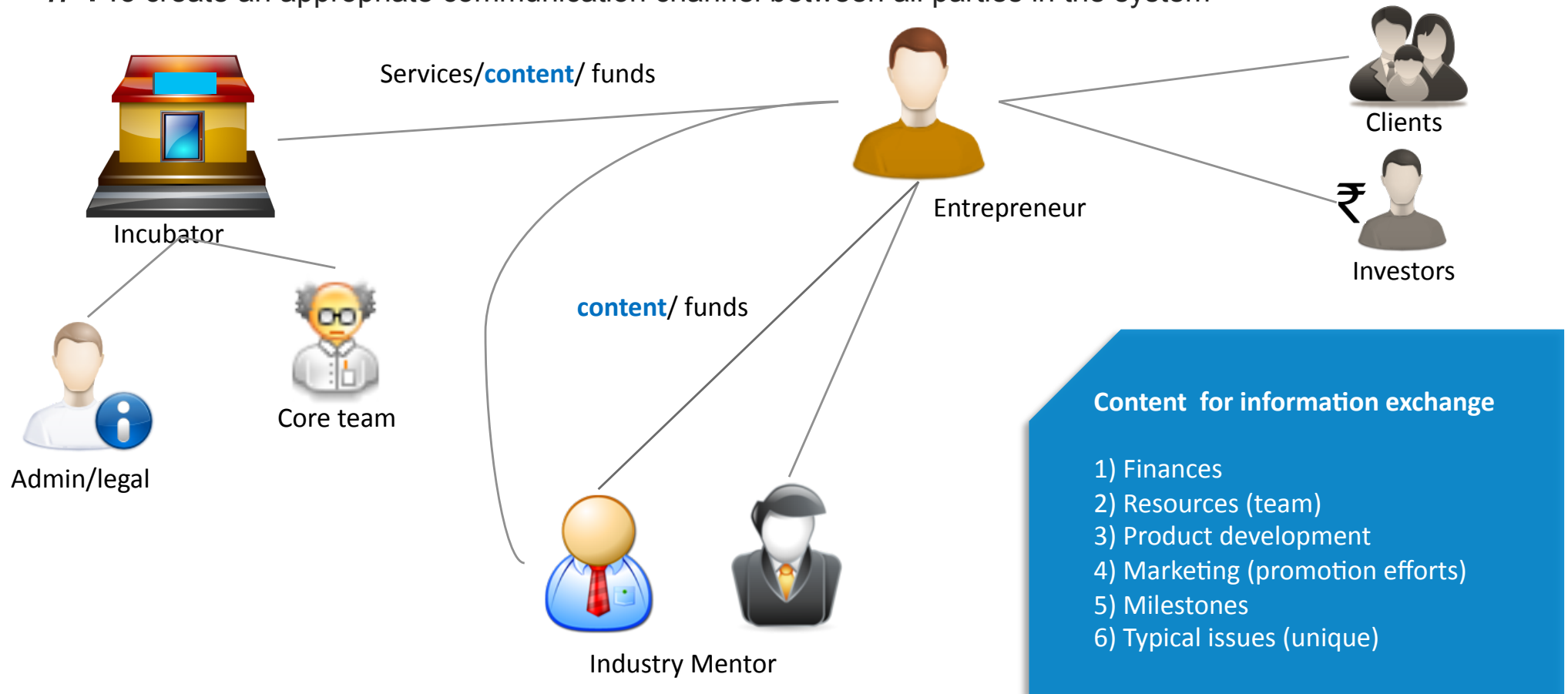
Brief : To create an aid for business incubators which will help the incubator and incubated (start ups) function more efficiently in terms of **increased interaction** and sharing of the **relevant information** at the **right time**.

Introspection for identifying the scope of the brief and taking a direction.



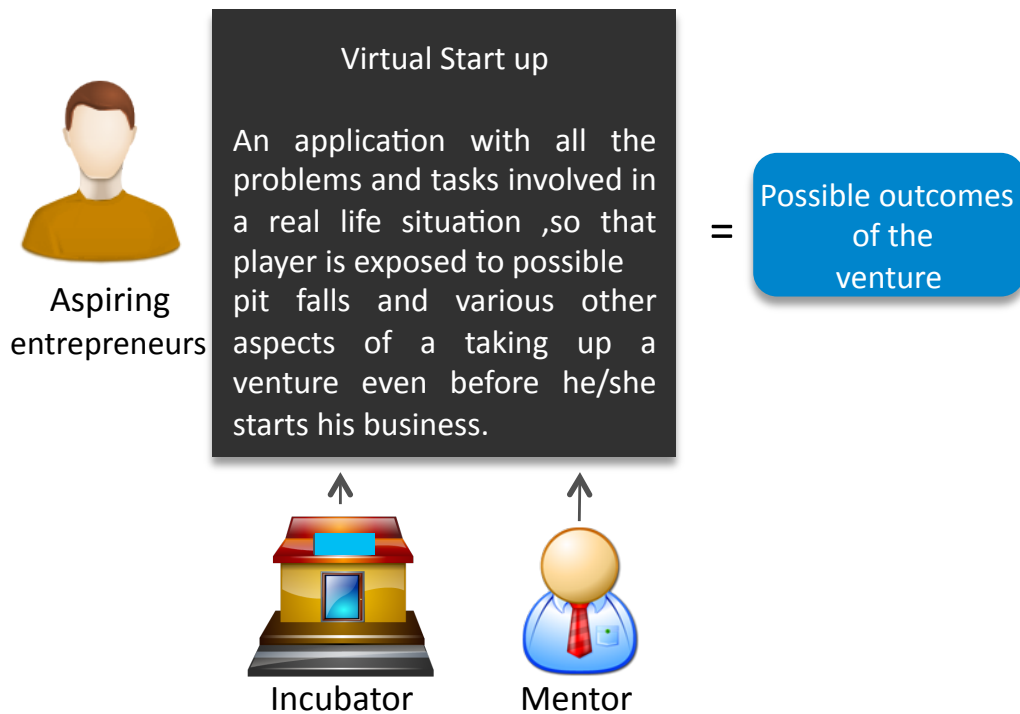
initial brainstorming

#1 To create an appropriate communication channel between all parties in the system

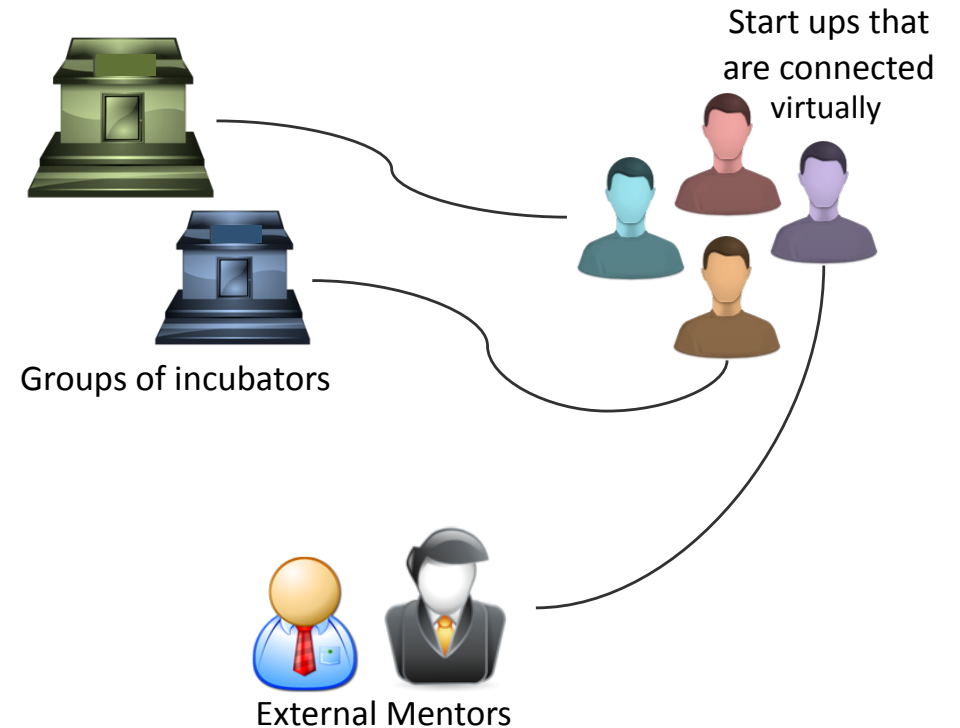


initial brainstorming

#2 system to help aspiring entrepreneurs to create virtual pilots of a start up at entry level.

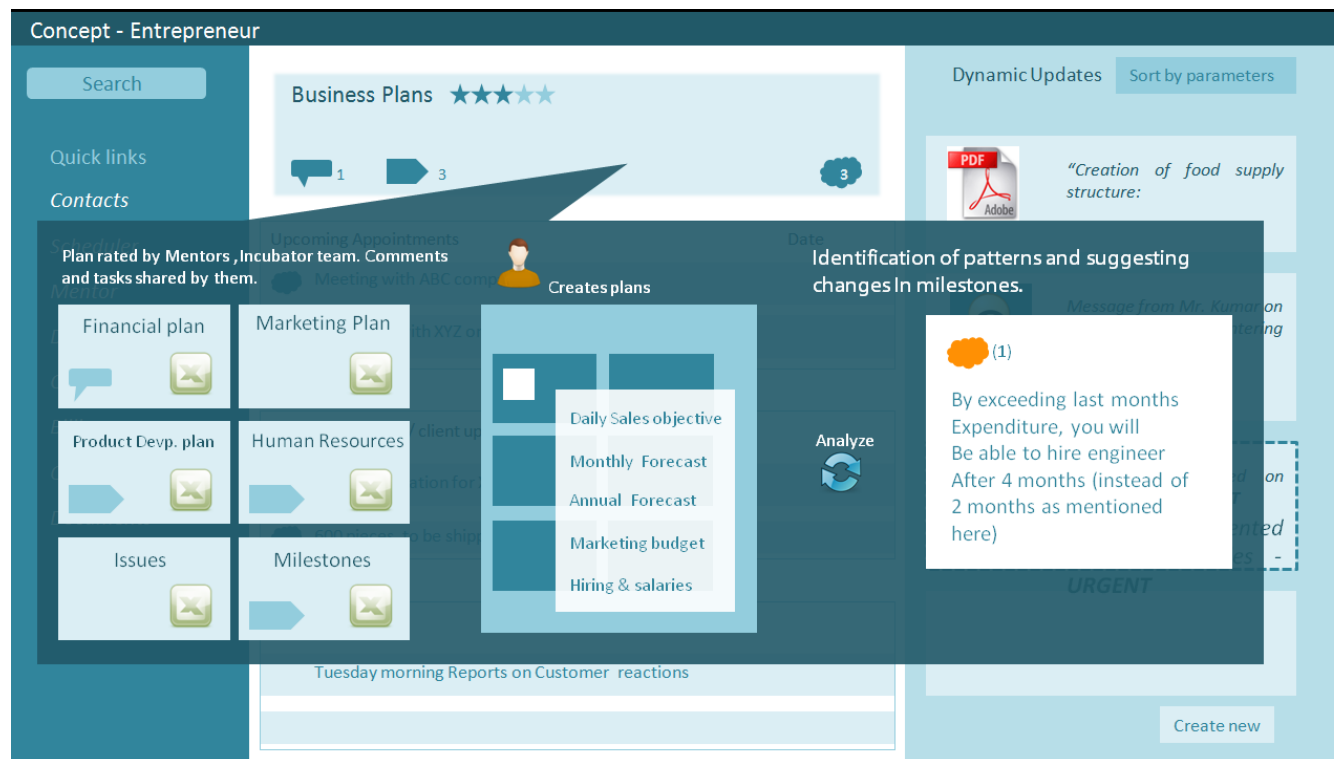


#3 system to connect various start ups and incubators to avail each others services.



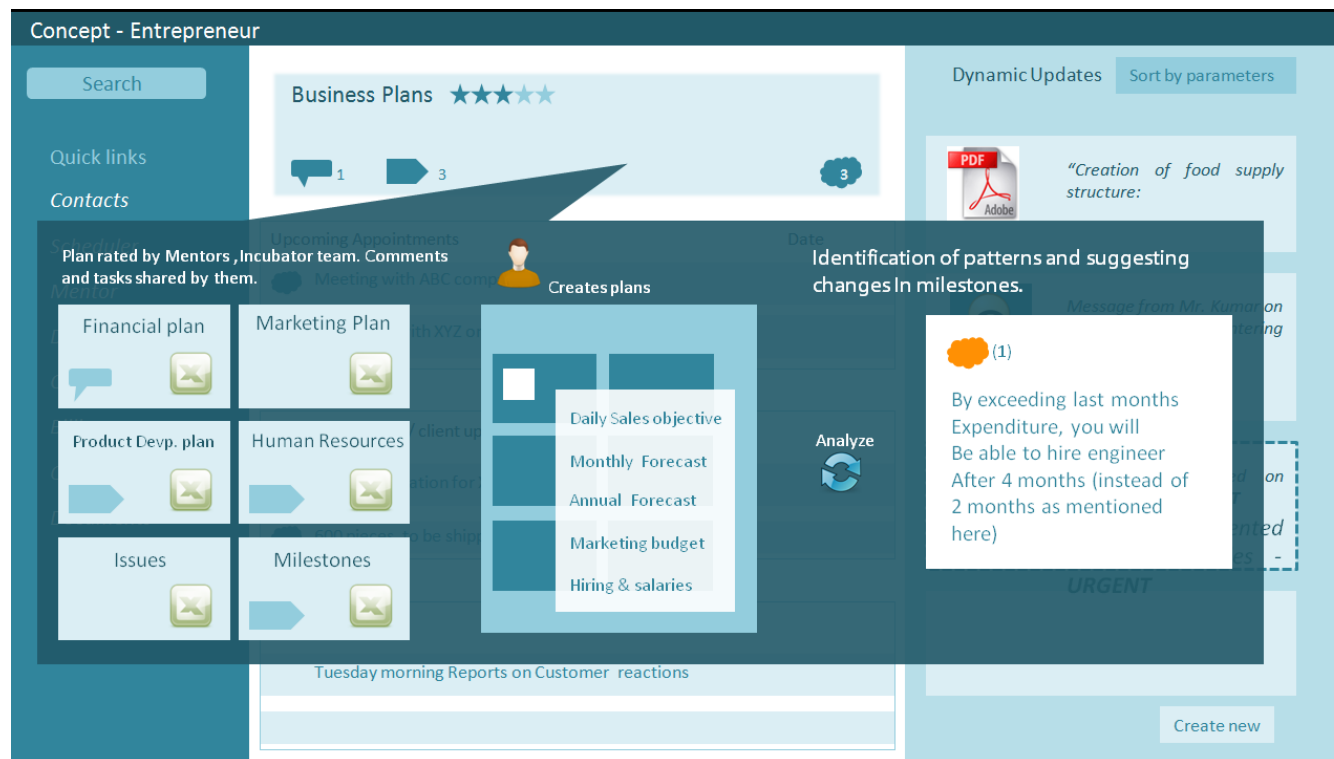
iterations

Generated ideas based on system one, these iterations were further refined and thought over.



iterations

Generated ideas based on system one, these iterations were further refined and thought over.



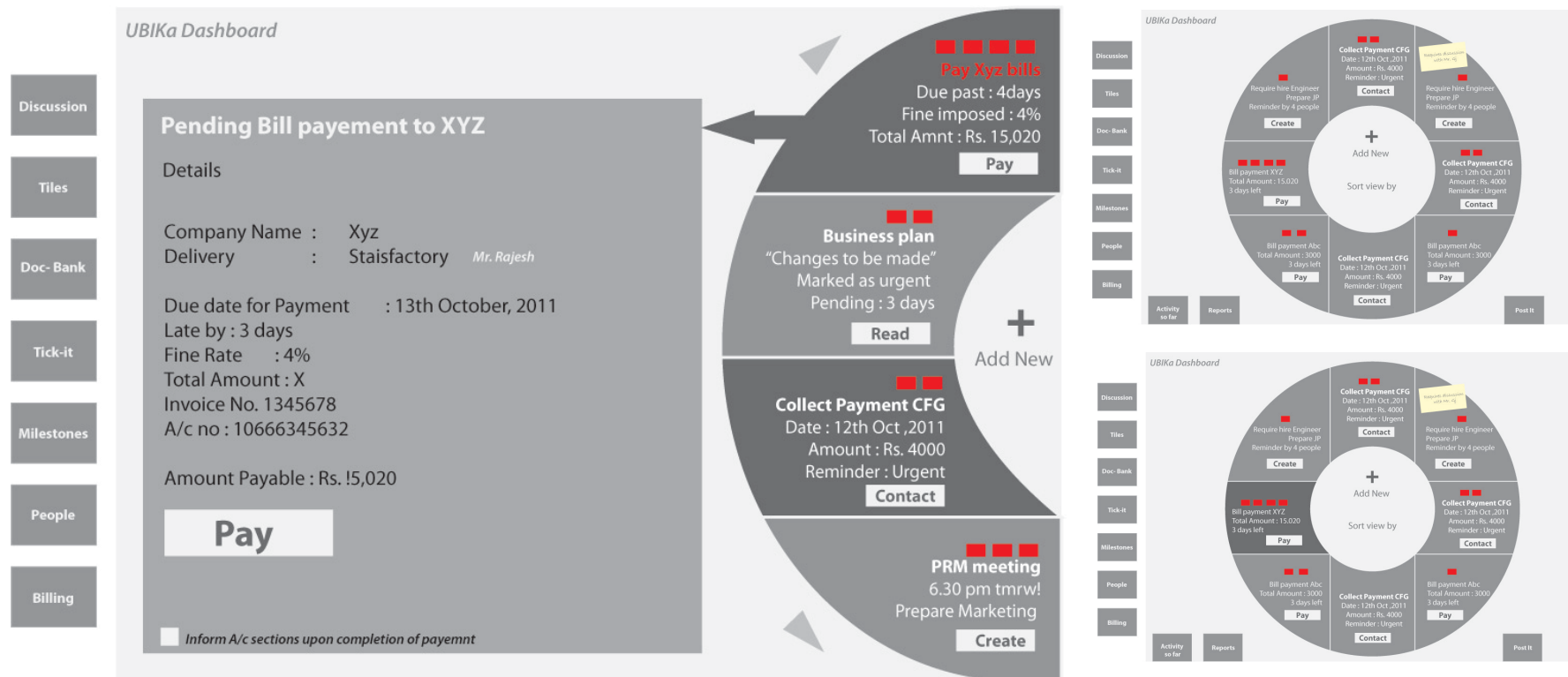
iterations

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introduction to concept





Story of Growth
Entrepreneurs with a Dream


mock up

 **Welcome to Ubika**

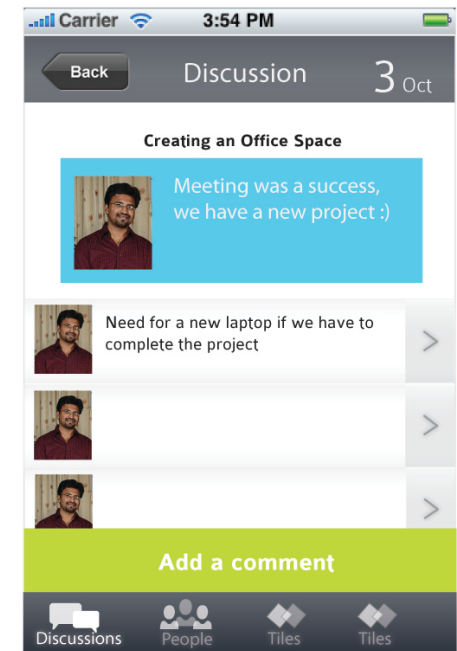
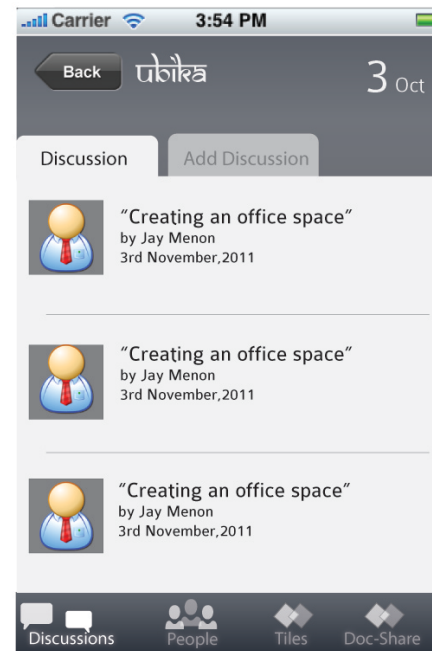
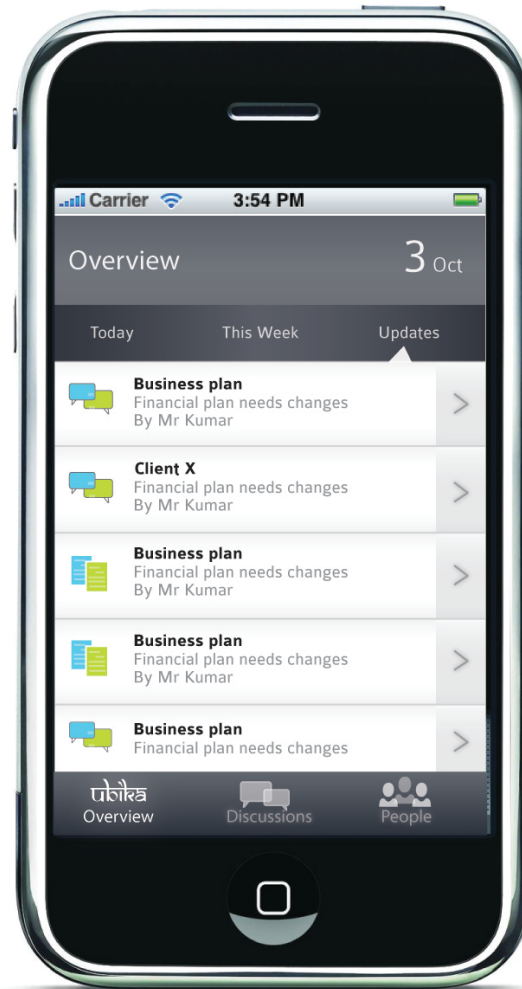
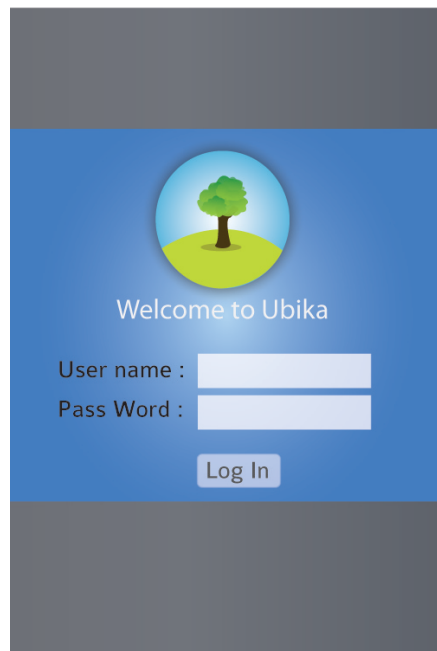
Dear User, Log in to the tile you belong

Entrepreneur

User name :
Pass Word :

Incubator

User name :
Pass Word :

Mentor

User name :
Pass Word :

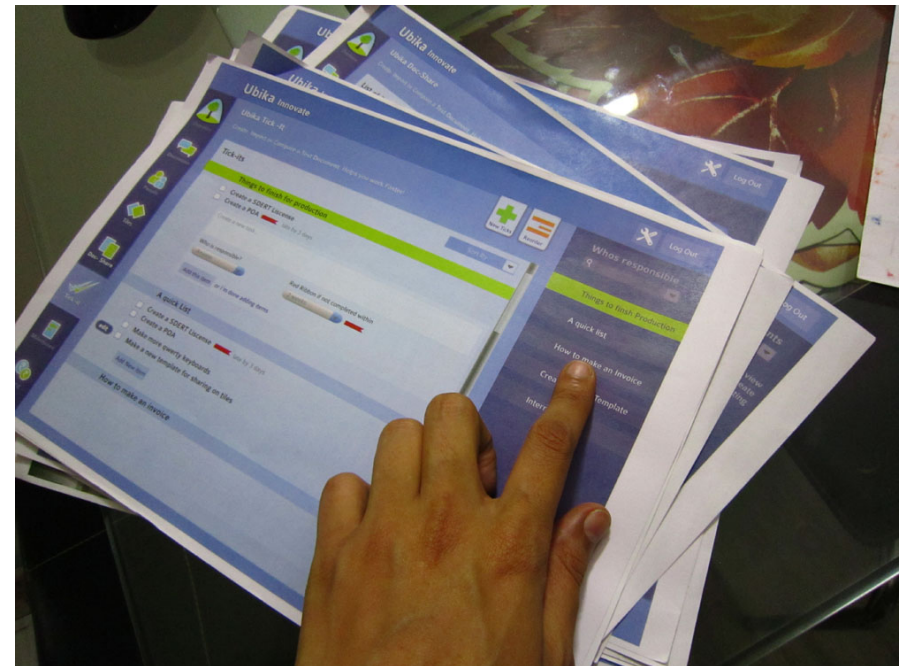
for mobile



testing - protocol

Protocol : for every user interview taken the following steps were followed.

1. Give a gist
2. Explain the product in detail
3. Discussions & doubts
4. What they would use most and use least and why?
5. Comments or suggestions



testing - findings

Incubator and mentors.



Mrs Krishnaveni
SINE IITB

Key statements and observations

Overall:

“ This tool is doing a job of streamlining the information flow but will have to be used over a period of time so that iterations can be made.”

Most Use : New applicants

“ It would be useful as applications go back and forth and we need to keep track.”

Least Used : Tiles

Suggestions:

We have “regulars” such as legal aides and accountants visit us, it would be nice to have smoother communication with them.

For new applicants, it would be nice to get rid of the register outside, so we maintain all entries in a more organized manner.

testing - findings

Incubator and mentors.



Prof Amarnath
SINE IITB

Key statements and observations

“ The same interface on the phone is a good idea as one can use it on the move .”

Most Use : discussion

<showing an existing thread> “ An organization has sent be flight tickets, but in this mess of a thread I cant find, its getting late and I need to print it!

Least Used : Tiles

Suggestions:

It can provide help in **financial matters**, basic literature, like what is the difference between invoice and bill etc.

testing - findings

Incubator and mentors.



Mr. Bala
Founder : flipido.com
wishonphone.com

Key statements and observations

“ The interface is intuitive, I am able to go from one point to another with minimum clicks.”

Most Use : I like tiles and Overview

I own a website, but showing ones product or idea has an impact on the investor/client.

Least Used : Doc-share

It'll be messy. I have worked in IT and big documents cant be read this way.

Suggestions:

You have ignored financial support, please give some aide for taxation support etc.

testing - findings

Incubator and mentors.



Mr. Choudhry
Founder : 21st Century

Key statements and observations

“ Why does this have to be attached to an incubator? It can work independently? ”

Most Use : Discussion

I would like to know what my partners are doing, without having to call them up and interfere.

Least Used : Tiles

I don't think I have time to sit and create pages.

Suggestions:

“You could make the system independent, also it would help if you put a finance planner (open source) as an add on, as you had suggested in Doc-share.

conclusion and future direction

Conclusion :

Due to the limiting factor of the sample user size, the conclusions are not universal ,but due to the tremendous experience of the Incubator and mentors I have drawn a few conclusions.

Some food for thought.

Using global Navigation pattern ensured that the navigation and usability remained simple.

Missed out on:

- 1) Help in maintaining finance. (3 out of 4 th users suggested this)
- 2) Tiles is a time consuming feature and might not be used, simplification required.

With Ubika there is no End...

