

Deep dive in B-Plans of Successful Startups

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Guess the Start-up

- Cofounders were teachers
- Had no money for registration
- Distributed products for free in first three years
- Media played key role in growth



1. Social Service
2. Manufacturing, Distribution, Events
3. Compete with established brands with deep pockets
4. Publicist & Operations expertise

Guess the Start-up

- Founder rejected by leading brands for employment
- Worked as guide to learn English
- Founded by 18 founders
- Leading founder – a teacher

1. Facilitating exports
2. Infrastructure, people, sales
3. Highly regulated
4. Will power, funding, persistence

Guess the Start-up

- Investor developed business plan & guided founder
- Founders were technologist & marketer



1. World's best personal computer
2. Electronics, design, commercializing
3. Early stage, deep pocket competitors, undeveloped components
4. Passion, quality, smart public relations

Guess the Start-up

- Founder earlier worked in Investment Bank
- Go the idea for start-up based on technology growth data



1. Customer centric e-commerce
2. Technology, selling, packaging
3. Successful competitors, underdeveloped technology, new platform
4. Vision, solution orientation, frugality

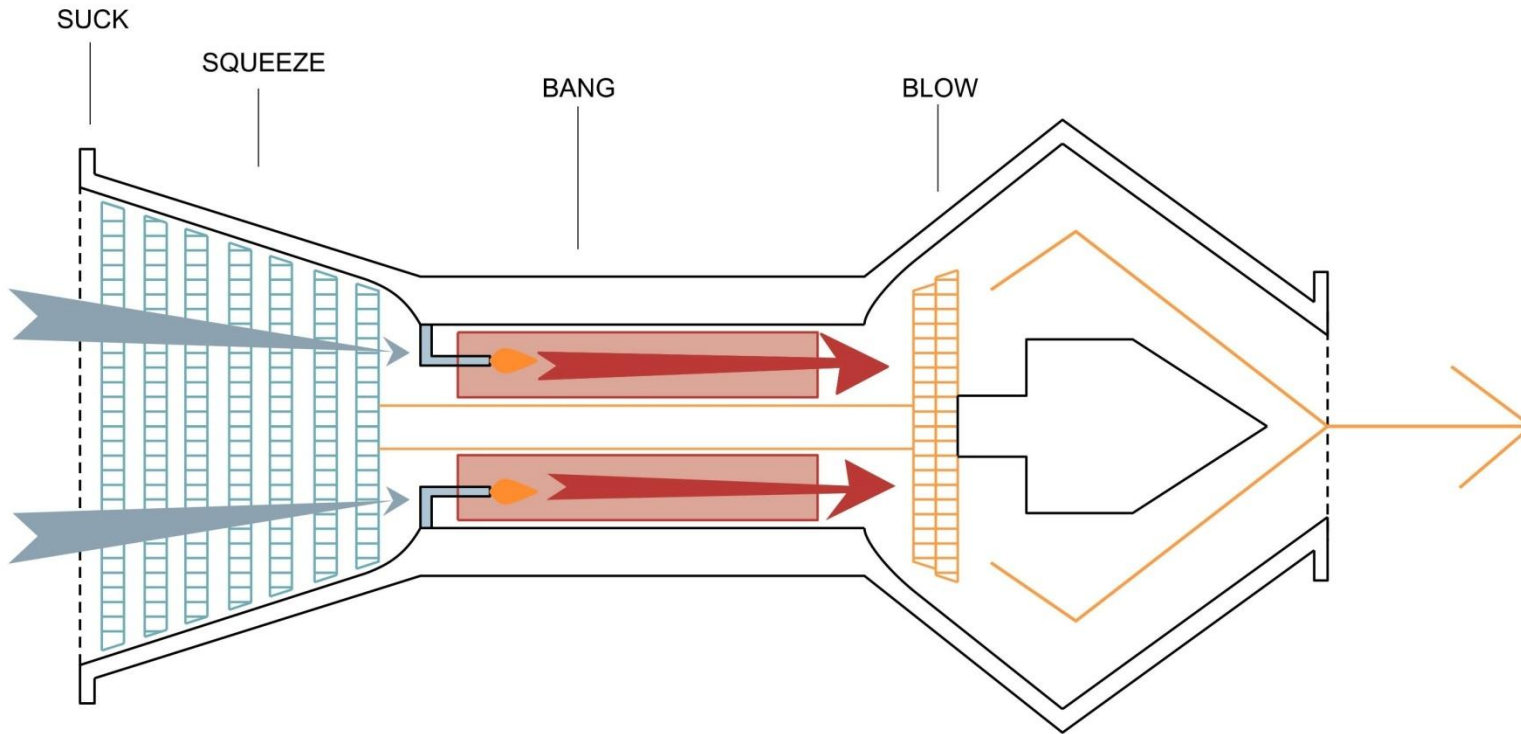
Guess the Start-ups

- Founder - Avid book reader
- Invested lot of self earned money in business
- Path breaking startups

The SpaceX logo features the word "SPACE" in blue, followed by "X" in a grey, italicized font with a long, thin grey swoosh extending to the right.

1. Reimagining the industry
2. R&D, sourcing, marketing
3. Highly established competitors, challenging to get people with right skills, changing customer expectations
4. Unique design, focus, patience

Jet Engine Model of Designing Effective Business Plan



Suck	Squeeze	Bang	Blow
<ul style="list-style-type: none">Identifying Business Plan Objectives	<ul style="list-style-type: none">Designing Business Plan at Functional level	<ul style="list-style-type: none">Understanding Business Environment	<ul style="list-style-type: none">Executing Business Plan

Effective Business Plan

1. Objective
2. Team
3. Funding
4. Functional
5. Operational
6. Offerings
7. Business Environment
8. Infrastructure
9. Projects
10. Budget
11. Calendar



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