

PGDM (IB), 2017-19  
Creating an Entrepreneurial Mindset

IB-405

Time allowed: Two Hours

Max Marks: 40

Roll No: \_\_\_\_\_

**Instruction:**

1. This is an Open book Exam
2. Diagrams, schematics and examples are encouraged.
3. Please read all 10 ideas before deciding on which idea to carry forward to a B Plan
4. Assumptions made while interpreting the idea taken forward should be clearly mentioned
5. All eight heads carry equal marks , preference will be given for answers that complete the entire process
6. Mutual consultation during exam is strictly prohibited

**Q Develop any ONE of the following ten ideas into a B Plan under the following eight heads, each heading carries five marks.**

- Idea Definition ( Problem being solved for whom and how )
- Reconstructing the Idea using ADRAI
- Opportunity Identification by estimating TAM , SAM & SOM
- Defining the Customer segment you would like to start with (Niche)
- Stating your value proposition
- Identifying the Business Model Using Business Model Canvas
- Marketing & Operational Strategy for growth
- Financial Projections for 3 years

## Ideas

1. Child marriage can be defined as a formal or informal union before age 18 ,for both boys and girls ,although girls are disproportionately the most affected .In order for the next generation of development programs to make headway ending child marriage a priority ,policy makers must try their level best to eradicate this social evil prevalent in society.
2. People love their pets, however while travelling for holiday or business, they are unable to take their pets along. Hence, people look for services that will care for the pets while they are away. Our effort will be to provide such services in online and offline mode.
3. A large percentage of population is becoming increasingly health conscious but hectic lifestyles is leading to a lack of time for physical exercise. People are unable to take out time for some physical workout so people prefer following a diet plan from the nutritionist. Our effort will be to provide such services in online and offline mode.
4. Our idea is to develop a vest that can track user activities like heart rate, temperature, steps, location, ECG and will also provide thermal stability. Such a vest will have multiple benefits and applications.
5. Our Idea is to manufacture a helmet having GPS, Shock, Vibration and Acceleration sensors that can immediately sense and send report to a nearby hospital reach the spot of accident. This will help save lives of drivers.
6. The idea is to help individuals in joining a gym within their budget and requirements of a beginner. The app or site will carry all the essential requirements like Trainers Qualification, his experience and equipment's available in gym, these all will help him to join a gym under a roof.

7. The basic idea behind the App is to inform the commuters about how full is the parking lot is in a given area. Also if any car is blocking the path of another car the app can be used to send a notification to the car owner to move their car. Parking fee can also be paid through the app.
  8. It is a major problem for the people living away from their homes or those who do not have time or resources to cook food at home still they want to have nutritious and healthy food our business can help them. These days' people are very health conscious and tend to follow a particular diet so our business can provide them food according to their preferences.
  9. Our idea is to provide taxi services named as PINK TAXI only for women with female drivers so that they can feel free to travel at night especially those women who are doing night shifts will be benefited more and also by employing female drivers women employment opportunities will increase.
  10. This idea is to solve the problem of cheap, high quality sports material. There are many good companies which provide good sports material but their cost is very high too which is difficult to afford by a lower middle class family. Nowadays the awareness of playing sports and promoting is increasing consistently and lots of kids now have started to make career in this field. So, if a good quality material at reasonable price is provided to them especially to kids who come from a financially weak family background, it will be a great help to them. The sports kit will also be provided on rent at reasonable price.
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