

## Webinar Summary

### “Startup Canvas - 9 steps to startup success”

4<sup>th</sup> Startup Sathi webinar Organised by i-Hub dated – 14<sup>th</sup> April, 2020

**Speaker:** Mr. Saurabh Jain, Vice President- Paytm, Head- Paytm Build for India.

#### **General Summary:**

This webinar mainly covers all the steps as well as the aspects of the start-ups starting from the difference between the start up and the business. Entrepreneur and Entrepreneurship both are well explained.

#### **Overview/Key Points:**

- Who is an Entrepreneur?  
An Entrepreneur is an individual who can do more than what is thought possible for less than what is thought possible.
- What is a Startup?  
Startups are different than the businesses. Start ups are the new innovations as well as the building of something new.
- Main types of Startups:
  - ✓ Winner takes all Startups : Eg. Jio, Uber etc.
  - ✓ Lifestyle Startups : Eg. Porche
  - ✓ Social Startups : NGO's
- Goals of Startups:
  - ✓ Portfolio of Products
  - ✓ Culture
  - ✓ IPO
- Focus Areas of Startup Founders:
  - ✓ Product
  - ✓ People
  - ✓ Purchasing Power
- Stages of Startup Life Cycle:
  - ✓ Search
  - ✓ Build
  - ✓ Scale
- Steps of Startup Canvas:
  1. Problem Solution Fit
  2. Founders
  3. Bootstrapping
  4. Product Market Fit
  5. Core team
  6. Angel Investor
  7. Growth Profit Fit
  8. Corporation
  9. Venture Capitalist

**Face book video link:** <https://www.youtube.com/watch?v=TqkACKWfAU8&t=3076s>

Report by,

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