

SYNOPSIS

ABSTRACT

This thesis explores the practices within five startups situated in Vadodara and a few outside Vadodara. Within each startup, we examine which decisions and practices have contributed to bringing an idea to market. These practices are further analysed using known theories within the fields of entrepreneurship, innovation and managing creative teams. Our data collection method will be through qualitative open interviews with founders of the five startups.

OBJECTIVE

The purpose of this thesis is to look even deeper into the detail early stage product/service creation processes and to discover how these themes manifest themselves in real life startups. We believe this is necessary in order to both demystify the A---Z of a starting something new and to better understand the relative importance of the practices involved by understanding how they are connected.

Problem Statement

Our objective had led us to pose two main questions that will help us to create a framework of real life practices within tech startups. The first question enables us to find out where the difficulties lie and which activities or practices get the most attention.

The second question aims to connect theory to practice and piecing together the puzzle. The discussion around this question will help form a theoretical framework for startup practices and give a better overview of the startup process, also focusing on how different practices relate to one another.

1. What important practices are present when starting a Startup and why are these practices important?
2. What different tactics do founders use to carry out these practices; like dealing with uncertainty and gaining access to necessary components of building a company? Finally, how do they go about bringing it to market and capitalizing on their efforts?