

# Business Hack

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**Abstract:** This study deals with the important questions posed by the emerging small scale industries also known as start-ups. We have addressed the problems they face while managing their initial funding to give them the jumpstart required. An analysis has also been done keeping in mind the growing culture of entrepreneurship and its manifestations on the society. Government policies have also been scrutinized and a conclusion has been reached as to how they affect such enterprises. Funding is crucial for any start-up or a business venture and it is really difficult for any start-up to pitch the investors its ideas and convince them to invest in it. Also, certain stereotypes still exist in the society regarding the start-ups especially when compared to the pre-existing giants in the field. Also, some amount of hesitation is observed when consumers are made to choose a product that is manufactured by a new company or a start-up over something that they already have been using for a long time. We have made an effort to answer these questions and break the stereotypes. An effort has also been made in the study to clear the gap between a start-up and other companies in terms of vulnerability, employment opportunities.

**Keywords:** Business hack.

## 1. Introduction

We are all familiar with the scenario of having an idea, but not having a team of programmers or technical skills to realize the vision. You have a business solution and you need to implement it properly. This is the point you turn to the professionals. Our team has developed and released more than 50 startups and business solutions. We create web applications, develop mobile apps for business, mobile business applications for iOS and Android, MVP for startups, and automate internal processes within existing business activities. [2]

## 2. Aim and Objectives of Study

1. Business Hack is an essential roadmap to business growth and online marketing success.
2. We will assign a personal expert to guide them with their problems or to even begin from scratch. [3]
3. We could help them develop their business online. We will help them with sales, marketing, and advertisements. [4]

## 3. Problem Statement

Now a day, peoples find it difficult to start up their business, maybe peoples are afraid of losses they may face during their journey and may not have the idea of how to overcome it, so

looking at this situation we have come up with some idea which would help them to start up their business, Basically, we would guide them by giving some business guidance, expert talks, seminars, and funding which would help them start. [7]

## 4. Problem Justification

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## 5. Literature Review

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Satya Ranjan Acharya and Tonisha Dixit, entrepreneurship process has been featured as “knowledge triangle”

The business incubation process in itself is multifaceted and many gaps exist in its studies in terms of business and professional support services, underlying parameters explaining mechanisms of its different archetypes. Addressing to this gap, the researcher explores the mechanisms adopted specifically by business incubators supported by Government of Gujarat. [1] The government plays a critical role in strengthening the efforts of other stakeholders and mobilize resources. The easing of regulatory framework for regional development and channelizing grant support by the government is less explored in terms of the previous empirical studies and carves out to be a major research gap. [6]

Technology Entrepreneurship: Role of Government in Enabling Startup Support

Objectives of the study:

- a) To imply role of government intervention as one of the ecosystem stakeholder on growth of startups.
- b) To assess the stage of startups at which seed fund requirement is critical.

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- c) To identify impact of incubator's age on growth of startups. [10]

## 6. Proposed Methodology

Agile is an iterative approach to project management and software development that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on a "big bang" launch, an agile team delivers work in small, but consumable, increments. Requirements, plans, and results are evaluated continuously so teams have a natural mechanism for responding to change quickly [9].

The Agile methodology is a way to manage a project by breaking it up into several phases. It involves constant collaboration with stakeholders and continuous improvement at every stage. Once the work begins, teams cycle through a process of planning, executing, and evaluating. Continuous collaboration is vital, both with team members and project stakeholders. [8]



Fig. 1.

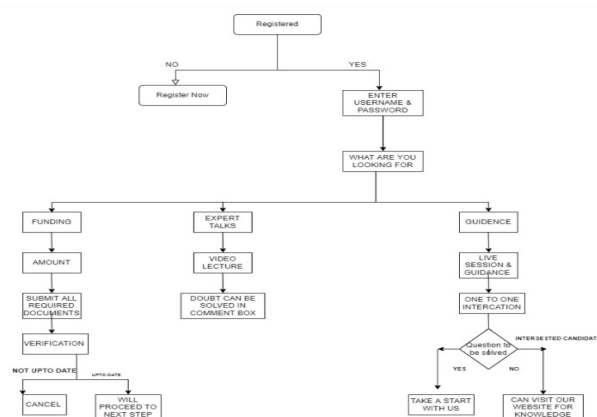


Fig. 2.

## 7. Future Scope

If this idea of ours works, then we add more features, like some online business we would request them to join us, we would help them to advertise their product through our website. This website will eventually help the person to start up their business without any fear of losses [1].

## 8. Conclusion

If this idea of ours works, then we add more features, like some online business we would request them to join us, we would help them to advertise their product through our website. This website will eventually help the person to start up their business without any fear of losses. Our website provides you a most of the business solutions for your very first online store. If you are a beginner in the online business world over the website is for you, we have complete guidance for over client. We will make a website for you and we will do digital marketing ads for selling products to help you to grow your business. The clients are our first priority not once but, in the future, if clients face any problem, we will provide lifetime guidance to our clients. It will help you to grow your business if you do not have any experience in the business.

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