**Start your Start up**

**September 2023 Examination**

**1. "Everything begins with an idea. Infact, Great minds discuss ideas, average minds discuss events, small minds discuss people." To ensure the business succeeds there is always need for searching of new ideas. Based on the given circumstances bring about the different methods of generating ideas and solving problems? (10 Marks)**

**Ans :**

**Introduction**

In today's rapidly changing business panorama, producing new ideas and fixing issues is critical for the success and growth of any company. The famous quote goes; "The whole lot starts with an idea." splendid minds recognize the strength of thoughts and understand that they may be the catalyst for innovation, progress, and transformation.

In this era of fierce opposition and disruptive technologies, agencies must depend upon more significant than present strategies and practices. They should continuously explore new ideas to stay beforehand of the curve and adapt to evolving market dynamics. However, idea

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**2. Without a plan, even the most brilliant business can get lost. Infact, we need to have goals, create milestones and have a strategy in place to set yourself up for success. Understanding the concept, check out the key elements one must consider for writing a business plan? (10 Marks)**

**Ans :**

**Introduction:**

The marketing strategy is an essential document that serves as a roadmap for the success of any enterprise venture. It outlines an organization's desires, processes, and monetary projections, supplying a complete review of ways the business intends to perform and gain its goals. Whether beginning a new business or seeking to amplify a present one, a well-written business plan is critical to attract traders, secure financing, and guide your operations. This section will discover the essential elements to consider while writing a business plan,

**3. “Capital is that part of wealth, which is devoted to obtaining further wealth."**

**a. Capital formation is greatest asset of all. Understanding the concept, bring about different sources of capital funding for startups? (5 Marks)**

**Ans :**

**Introduction:**

Capital formation is a critical aspect of any economy, as it performs a crucial function in developing and developing businesses and startups. It refers to accumulating financial sources applied for productive investment functions to generate additional wealth. Startups rely closely on capital investment to fuel their increase, innovation, and marketplace

**b. The key to making money in angel investing is saying no. We meet with 100 companies and say no to 99 of them. Describing the aspect bring about the pros & cons of Angel Investors. (5 Marks)**

**Ans :**

**Introduction:**

Angel investing has recently won enormous attention as a rewarding funding avenue for individuals searching for high returns. Angel buyers, also called private or seed investors, offer early-level capital to startups and emerging companies as an alternative for fairness possession. Their function within the entrepreneurial surroundings is crucial, as they gasoline