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| **SESSION** | **JAN-FEB 2025** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **1** |
| **COURSE CODE & NAME** | **DMBA113 ENTREPRENEURIAL PRACTICE** |
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**Assignment Set – 1**

**Q1. A food delivery start-up in your city survived the pandemic but now faces rising fuel costs, driver shortages, and competition from global players. The founder, a first-generation entrepreneur, is reconsidering their business model.**

**Tasks:**

**Propose two creative pivots (e.g., niche targeting, tech integration) to help the start-up adapt. Justify how these address both customer needs and operational challenges.**

**What three personal traits would the founder need to lead this change? Use examples from their background (e.g., prior failures, cultural context) to argue your case. 5+5**

**Ans 1.**

**Proposing Creative Pivots and Entrepreneurial Traits for Business Adaptation**

**Pivot 1: Hyper-Local Niche Targeting for Market Differentiation**

In response to the multiple operational challenges such as rising fuel costs, limited driver availability, and increasing competition, one viable pivot for the food delivery start-up is adopting a hyper-local niche targeting model. This involves narrowing down the delivery radius to 3–5 kilometers and focusing solely on densely populated residential areas or office hubs. By concentrating services within smaller zones and establishing partnerships with local eateries, the company can significantly reduce fuel consumption and improve delivery efficiency. This pivot also enables the firm to offer quicker delivery times and more personalized service, which is becoming an essential customer need in today’s fast-paced

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**Q2. A 50-year-old family-owned textile company wants to innovate but fears alienating loyal customers. The CEO hires you to explore "intrapreneurship" — encouraging employees to act like entrepreneurs within the company.**

**Design a 30-day pilot program (e.g., idea hackathons, cross-department teams) to foster intrapreneurship. Highlight one potential resistance point (e.g., senior management skepticism) and how to overcome it.**

**Argue whether the company should pursue incremental (e.g., eco-friendly fabrics) or disruptive (e.g., AI-driven customization) innovation first. Back your choice with market trends. 5+5**

**Ans 2.**

**Intrapreneurship Pilot Program and Innovation Strategy for a Textile Company**

**30-Day Intrapreneurship Program for Driving Internal Innovation**

To introduce a culture of intrapreneurship in the 50-year-old textile company, a well-designed 30-day pilot program can be implemented to test employee engagement in innovation. The first phase, "Week of Exploration," can involve innovation workshops and keynote sessions on successful intrapreneurship case studies in traditional industries. These sessions will set the tone for the initiative and motivate employees.

In the second phase, "Team Activation Week," employees from various departments will be

**Q3. An Indian handicraft e-commerce platform wants to expand to Germany but struggles with pricing (high production costs), logistics, and cultural fit (e.g., Germans prioritize sustainability over "exotic" branding).**

**Tasks:**

**Localize or Globalize? Recommend two changes to their product listings (e.g., highlighting artisan wages, carbon-neutral shipping) to appeal to German consumers. Use competitor research to support your ideas.**

**Partnership Play: Identify one type of ally (e.g., local distributor, EU sustainability certifier) to accelerate entry. What would make them say "yes" to this collaboration? 5+5**

**Ans 3.**

**Localize or Globalize: Product Strategy and Partnerships for German Expansion**

**Change 1: Emphasizing Ethical Wages and Artisan Empowerment**

The e-commerce platform should localize its messaging by prominently featuring information about how the purchase supports artisan livelihoods and promotes ethical labor practices. German consumers are increasingly socially conscious and prefer to engage with brands that exhibit fairness in trade. Research from the *Statista Global Consumer Survey 2023* revealed that nearly 70% of German consumers are willing to pay more for products that support fair

**Assignment Set – 2**

**Q4. A tech startup has developed an AI-powered farming tool but hasn’t protected its intellectual property. A competitor just launched a similar product, and the founder fears copycats. They have limited funds for legal fees.**

**Propose two cost-effective ways to protect their innovation (e.g., provisional patent, trade secrets). What are the risks of each?**

**The startup’s lawyer suggests licensing the tech to the competitor. Draft three key terms (e.g., royalty rate, exclusivity) the founder should demand—and why. 5+5**

**Ans 4.**

**IP Protection and Licensing Strategy for an AI-Powered Farming Tool**

**Protection Method 1: Filing a Provisional Patent Application**

A cost-effective way to protect the innovation is by filing a provisional patent. This allows the startup to secure a priority date without bearing the full cost of a non-provisional patent, buying 12 months to test the product and raise funds. This method offers early protection and a competitive edge while the product is further refined. However, the risk is that if a non-provisional patent isn’t filed within that year, the protection lapses. Also, the filing must be detailed and technically sound; otherwise, the startup risks loopholes that competitors can

**Q5. A sustainable fashion brand needs $500K to scale. The founder must pitch two investors:**

**A venture capitalist (wants rapid growth).**

**An impact investor (prioritizes ethical labor practices).**

**Compare how the founder should adjust their financial projections (e.g., break-even timeline) and storytelling for each investor.**

**Identify one term in the term sheet (e.g., equity stake, board seat) that could clash with the founder’s values—and how to negotiate it. 5+5**

**Ans 5.**

**Tailoring the Pitch: Sustainable Fashion Funding Strategies**

**Adjusting Financial Projections for Two Types of Investors**

When pitching to a venture capitalist (VC), the founder must emphasize rapid revenue growth, customer acquisition metrics, and a shorter break-even timeline. Venture capitalists typically seek a 5–10x return within a 5–7 year window, so the financial projections should showcase aggressive scaling. For example, the founder can demonstrate how the $500K investment will be used to expand production capacity, enhance online marketing, and enter international markets, thereby tripling revenue within three years. The break-even point

**Q6. After 10 years, the founder of a profitable edtech company must choose between:**

**Selling to a rival.**

**Passing the business to their child (who lacks industry experience).**

**Taking the company public.**

**Create a decision matrix comparing options based on financial return, legacy, and risk. Which would you pick and why?**

**If the founder chooses family succession, outline a 3-year training plan for the heir (e.g., shadowing, mentorship). What’s the biggest hurdle? 5+5**

**Q6. Strategic Exit Decision and Succession Planning in EdTech**

**Decision Matrix: Comparing Exit Strategies**

To evaluate the founder’s options—selling, passing to the child, or going public—a decision matrix can be used with criteria like financial return, legacy, and risk.

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| **Option** | **Financial Return** | **Legacy** | **Risk** |
| Sell to Rival | High (upfront) | Low (mission lost) | Medium (integration failure) |
| Pass to Child | Moderate | High (family legacy) | High (lack of expertise) |