

Concept Note – Startup Zone

Theme: *Igniting Ideas, building Futures*

Purpose:

To inspire aspiring entrepreneurs to recognize opportunities, validate their ideas, and understand the structured journey of building and scaling a startup.

Why this zone matters:

- Many young minds hesitate due to fear of failure, lack of clarity, or not knowing where to start.
- This zone breaks down the startup journey into relatable, tangible steps, from spark to scale.

Flow & Key Elements:

1. **Spark of Ideas** – Installation highlighting everyday problems as business opportunities.
2. **Validation Wall** – How to test assumptions before committing resources.
3. **Build & Test** – Simple props showing MVP (minimum viable product) vs polished product.
4. **Pulse – Tracking what matters** – Metrics that signal growth or pivot.
5. **Rise & Legacy** – Visual metaphor (mountain installation) showing stages of growth, resilience, and lasting impact.

Outcome:

- Clear understanding of *how to start right*.
- Awareness that *progress > perfection*.
- A practical mental checklist: *Identify - Validate - Build - Measure - Grow*.

Closing Message:

Every big business started as a small spark, yours could be next.

Concept Note – Diversification Zone

Theme: *Future-Proofing Your Business*

Purpose:

To guide existing business owners on why diversification is critical, how to know when it's time, and what paths and methods can help them expand sustainably.

Why this zone matters:

- Sticking only to the comfort zone increases risk of stagnation.
- Diversification builds resilience, reduces dependency, and opens new growth streams.

Flow & Key Elements:

1. **Comfort Cage** – Business as a cushion that can become a trap.
2. **Rain-Check Calendar** – Signals of stagnation.
3. **Fragility Tower** – Over-dependence on one product/market.
4. **Pathway Switchboard** – Options: horizontal, vertical, new channels, markets, digital uplift.
5. **Triple Filter Weighing Scale** – Fit, Feasible, Financial framework for screening ideas.
6. **Diversification Scoreboard** – Measuring progress with the right metrics.
7. **Mindset Mirror** – Reframing fear into fuel.
8. **Exit Map & Two Trees** – Choice between limited vs. diversified growth.

Outcome for Visitors:

- Awareness of risks in standing still.
- A roadmap of diversification choices.
- A filter and scoreboard to act with confidence, not guesswork.

Closing Message:

Comfort keeps you safe, diversification keeps you future-proof.