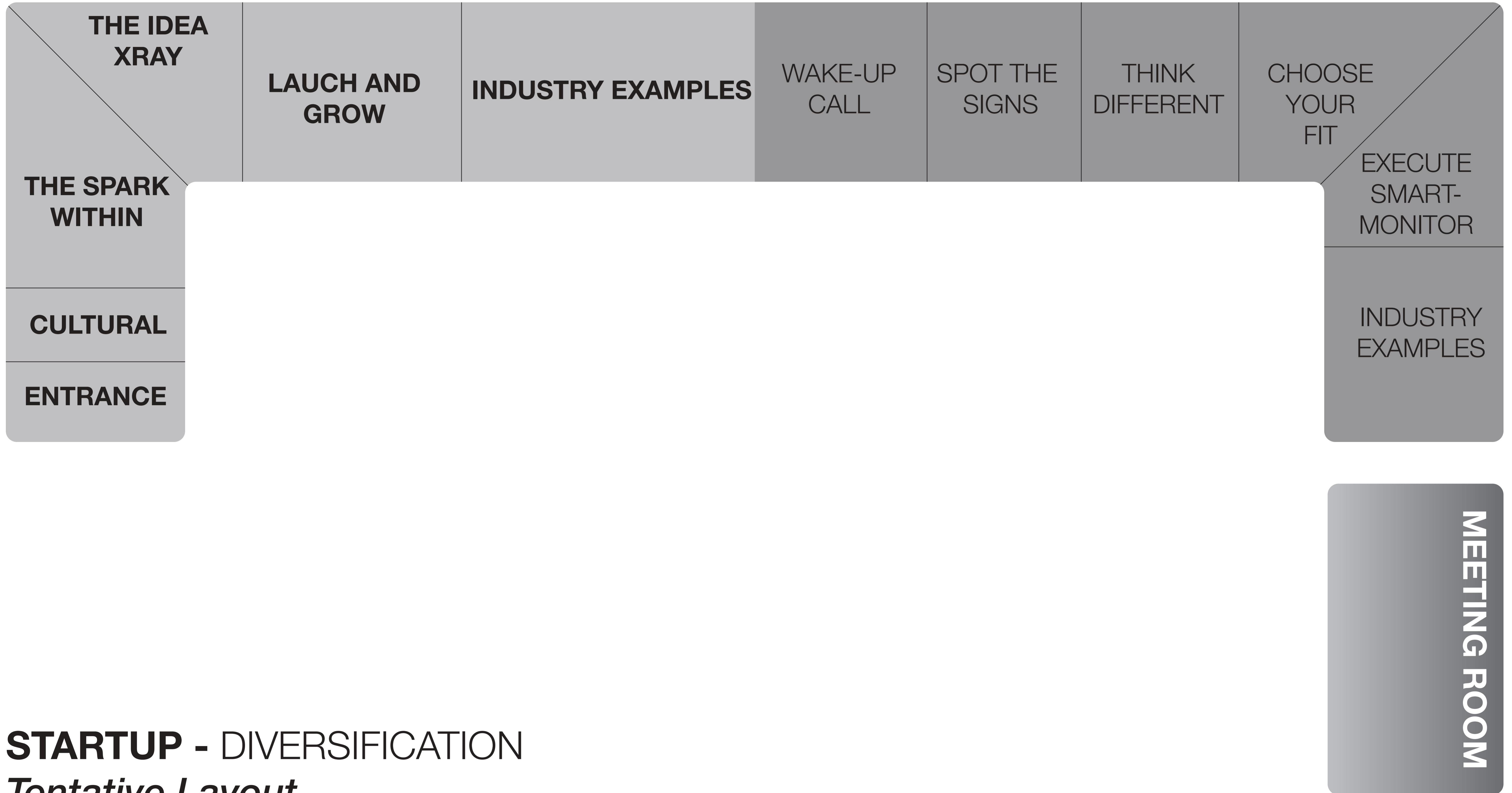


STARTUP

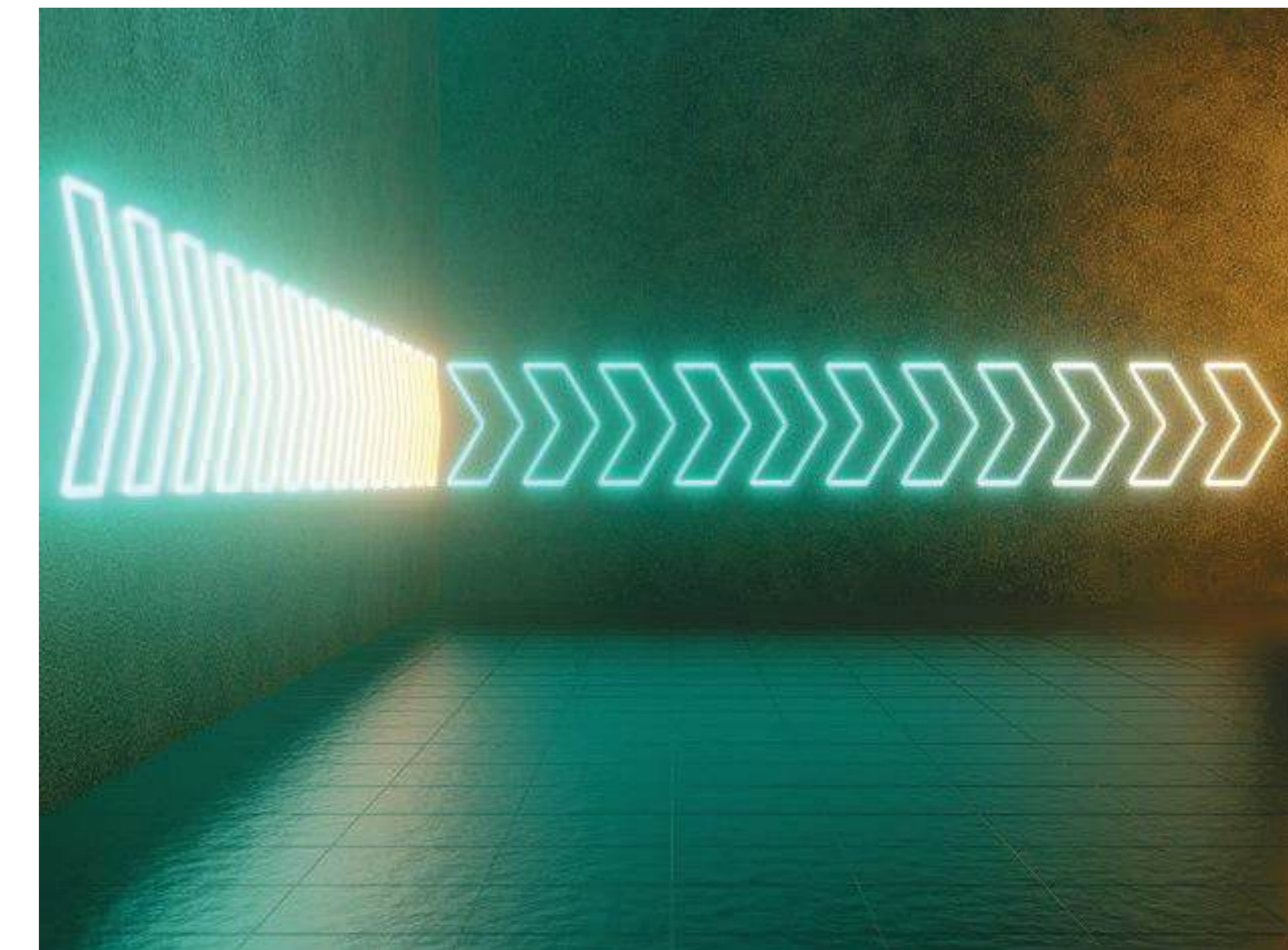
DIVERSIFICATION



STARTUP - DIVERSIFICATION
Tentative Layout

STARTUP - ENTRANCE

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	
THE SPARK WITHIN	<p>Visual Cue: Dimmed lighting with a glowing ascending brighter spark/arrow light on wall/floor leading to the entrance.</p> <p>Installation/Prop: LED floor decal of a moving spark leading inside; entry arch with "SPARK TO STREET" backlit arch</p> <p>Message: Every idea starts with a spark, this is where businesses are born.</p>		
CULTURAL			
ENTRANCE			



STARTUP - THE SPARK WITHIN

THE IDEA
XRAY

LAUNCH AND
GROW

INDUSTRY EXAMPLES

THE SPARK
WITHIN

CULTURAL

ENTRANCE

THE SPARK WITHIN – Finding the Right Idea

- Section Focus: Visitors understand that not every idea is a business; the right spark comes from Skill + Frustration + Demand.
- Sub-headers:
 - o The World is Shifting, Why Not You? (Youth, skills & opportunity stats)
 - o Where Ideas Come From (Pain points, gaps, skills)
 - o Mindset Shift: Spark - Fire - Business
- Visual Theme: A glowing Human silhouette with small spark-stars orbiting around the head. The sparks labels: “Skill,” “Frustration,” “Need,” “Pattern,” “Curiosity”

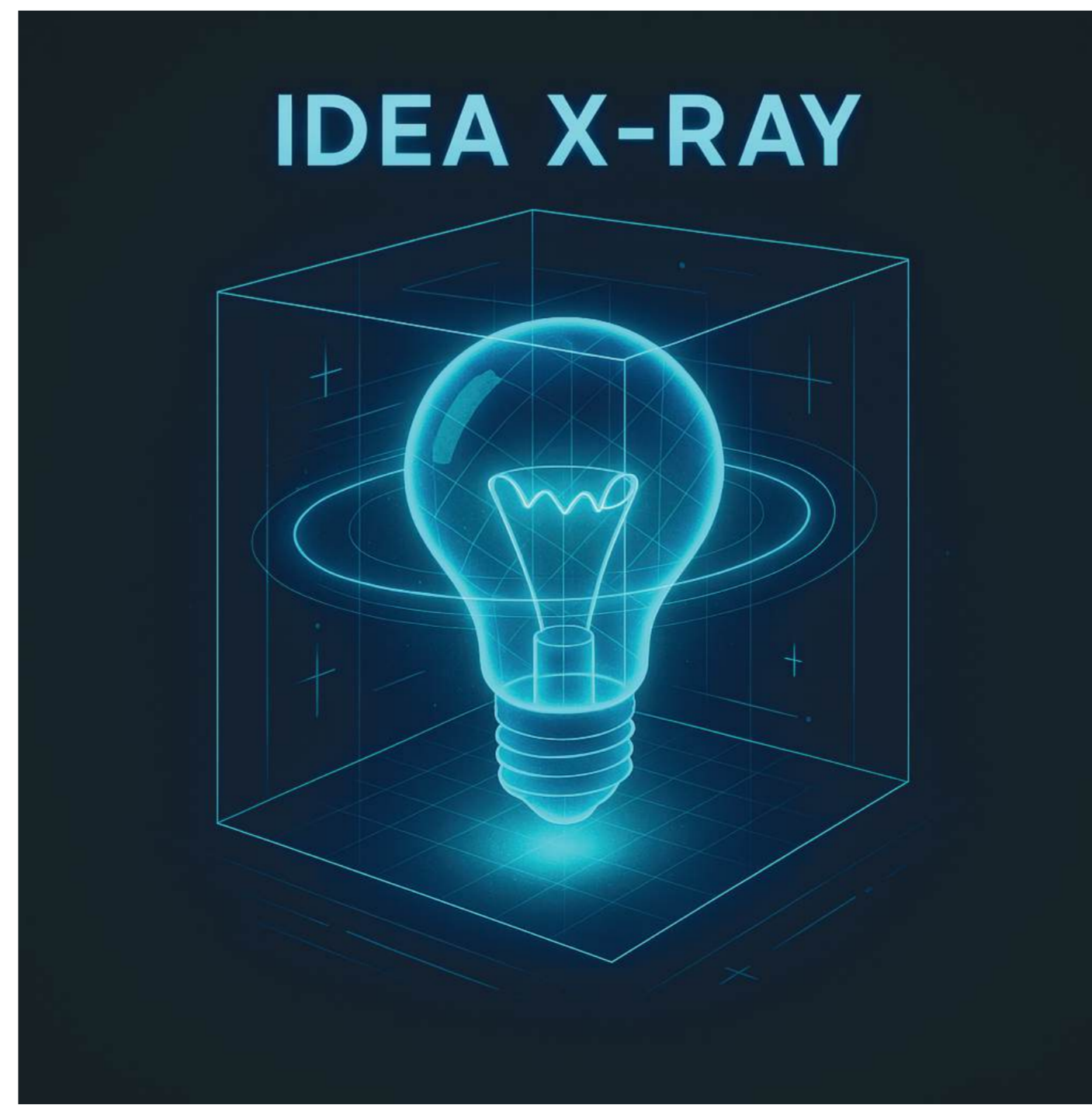


MEETING ROOM

STARTUP - THE IDEA XRAY

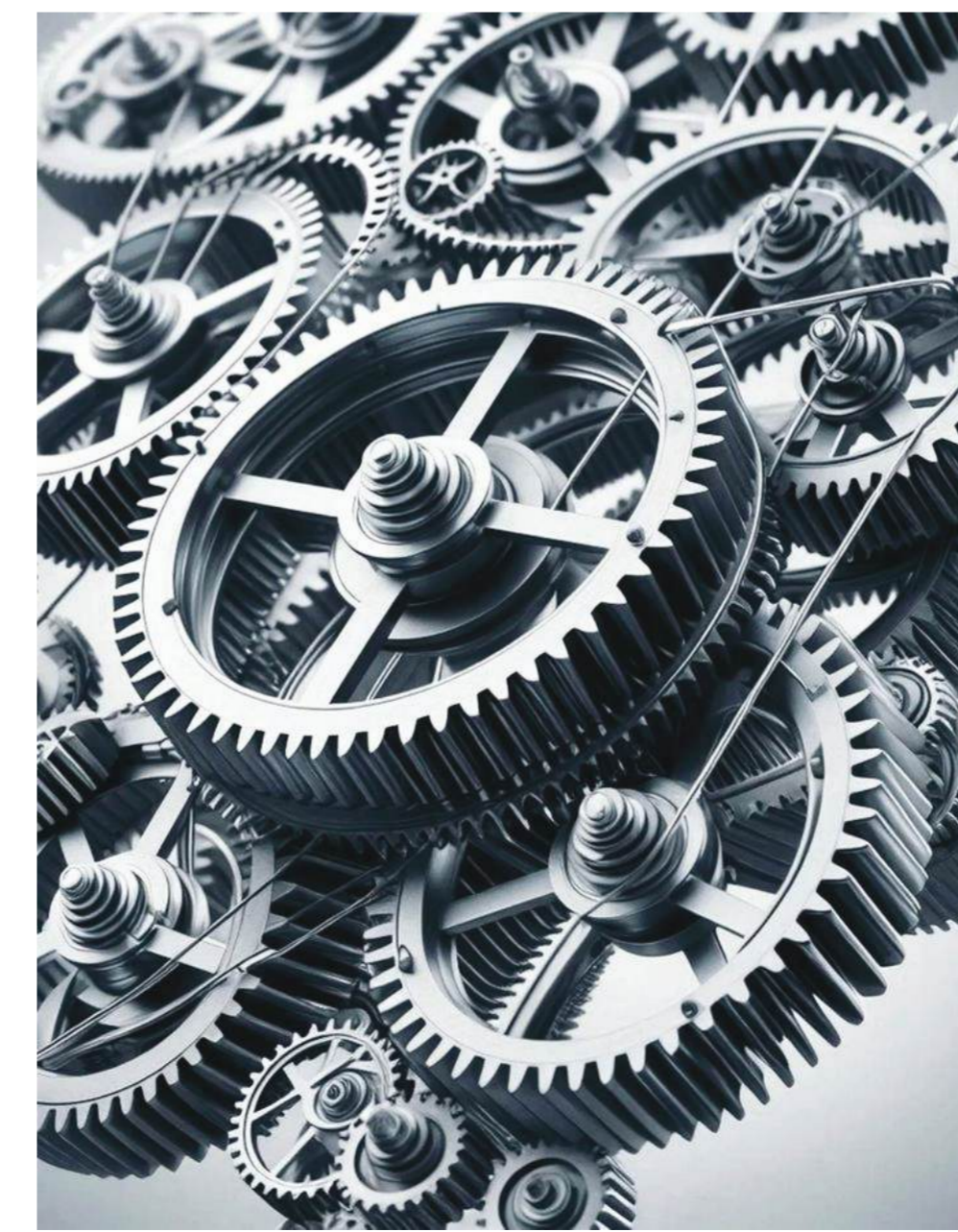
THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	
THE SPARK WITHIN	<p>IDEA X-RAY – Test If It’s Business-Worthy</p> <ul style="list-style-type: none">• Section Focus: Visitors scan their own idea against a clear, actionable test.• Sub-headers:<ul style="list-style-type: none">o The 3-of-4 Test: Payment Simplicity Repeatability Energyo Idea Mind Map: Market Gap - Problem - Current Fix - Willingness to Switch - Payment Potential - Quick Test Todayo Act Now: Tools like UPI, Instagram Shops, AI shortcuts• Visual Theme: 3D “Idea Scanner” – a translucent bulb sliced into 4 glowing layers, visually scanning an idea from “Excitement” to “Earning Potential.” Lights move along the layers for a living X-ray effect.		
CULTURAL			
ENTRANCE			

MEETING ROOM



STARTUP - LAUNCH AND GROW

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	
THE SPARK WITHIN	SPARK TO START – First Launch & Early Growth (3 FT) <ul style="list-style-type: none">• Section Focus: Inspire immediate execution and show the path to MVP, feedback, and first sales.• Sub-headers:<ul style="list-style-type: none">o MVP & Quick Feedback Loopso Quick Launch Kit (Visuals - Orders - Payments - Reviews)o Signs of Execution Success & When to Scaleo Systems Before Scale – orders, inventory, payments, follow-upso Funding Ladder: Profits - Friends/Family - Incubators - Angels• Visual Theme: Interlocking golden gears along the wall with steps etched: Idea - MVP - Feedback - Orders - Systems - Scale. Gears appear in motion with LED light sequencing.		
CULTURAL			
ENTRANCE			



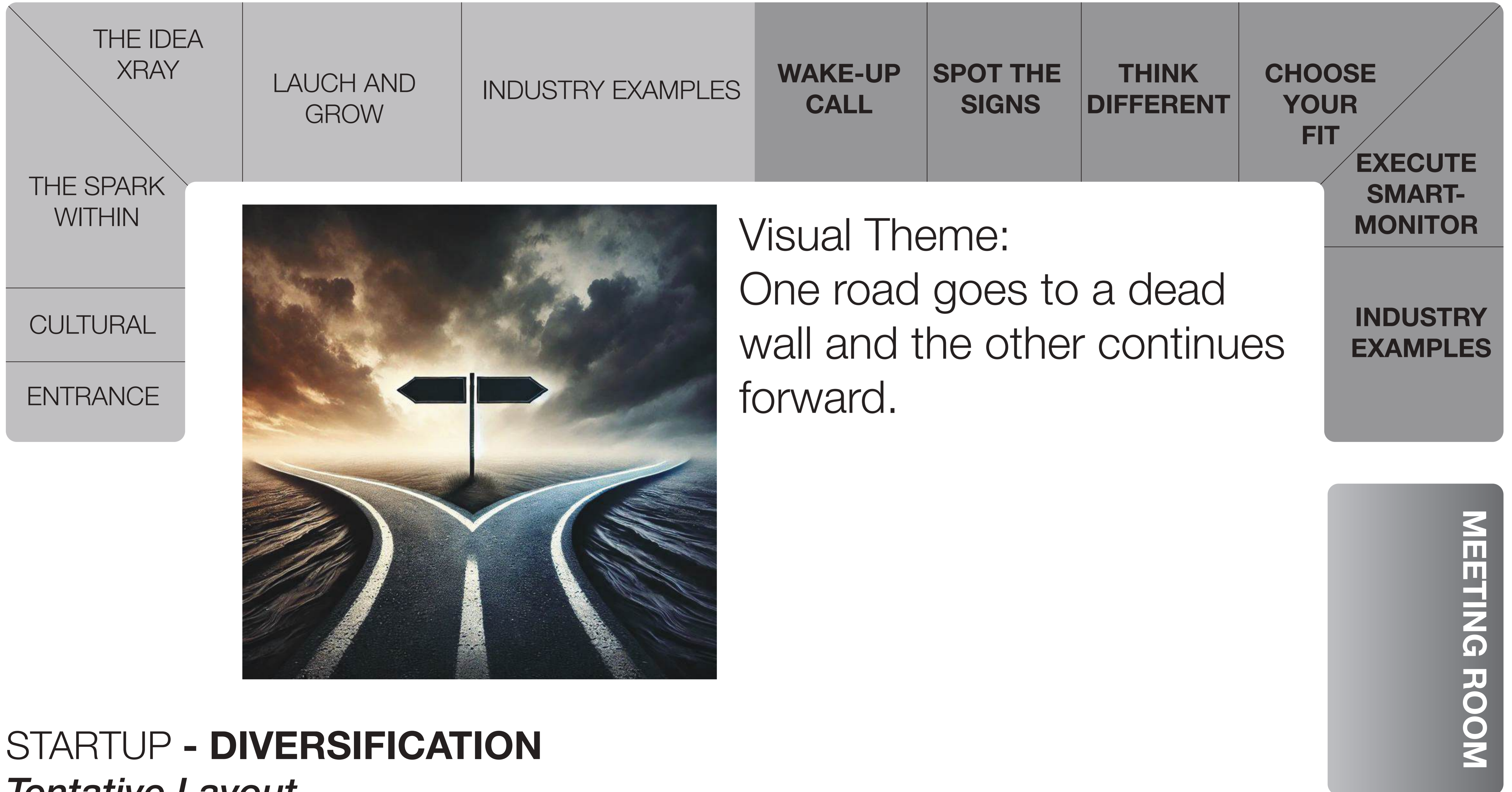
STARTUP - INDUSTRY EXAMPLES

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	
THE SPARK WITHIN	STARTUP INDUSTRY INSPIRATION Purpose: Show real Indian startups that began as sparks and scaled into successful ventures. SPARK-TO-SCALE BRAND STORIES		
CULTURAL	• Panel Structure: o Spark - Gap MVP & Validation - Systems - Scale & Capital		
ENTRANCE	• Visual Theme: Vertical “brand capsules” – tall backlit panels with brand logo, spark story, and a rising line graph representing growth. Subtle animated glow moves upward, symbolizing scale. Small symbolic icons (mini rocket, sauce bottle, thaal) enhance recall.		



STARTUP

DIVERSIFICATION



STARTUP - **DIVERSIFICATION**
Tentative Layout

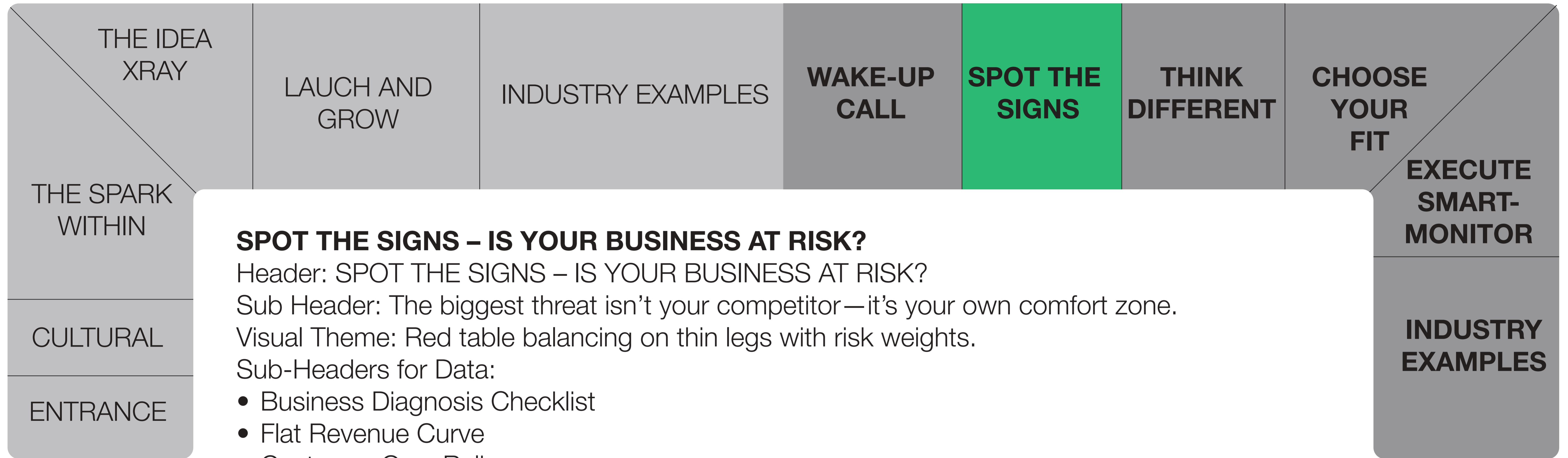
DIVERSIFICATION - WAKE-UP CALL – DIVERSIFY OR DIE

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	WAKE-UP CALL	SPOT THE SIGNS	THINK DIFFERENT	CHOOSE YOUR FIT	EXECUTE SMART-MONITOR
THE SPARK WITHIN	<p>Header: WAKE UP CALL – DIVERSIFY OR DIE Sub Header: You don't fail because you stop growing—you fail because you stop adapting. Visual Theme: Conveyor belt of obsolete tech and frozen clocks. Sub-Headers for Data:</p> <ul style="list-style-type: none"> • Market Reality Checks • The Cost of Over Reliance • Local & Global Case Examples 						
CULTURAL							
ENTRANCE							

Lor

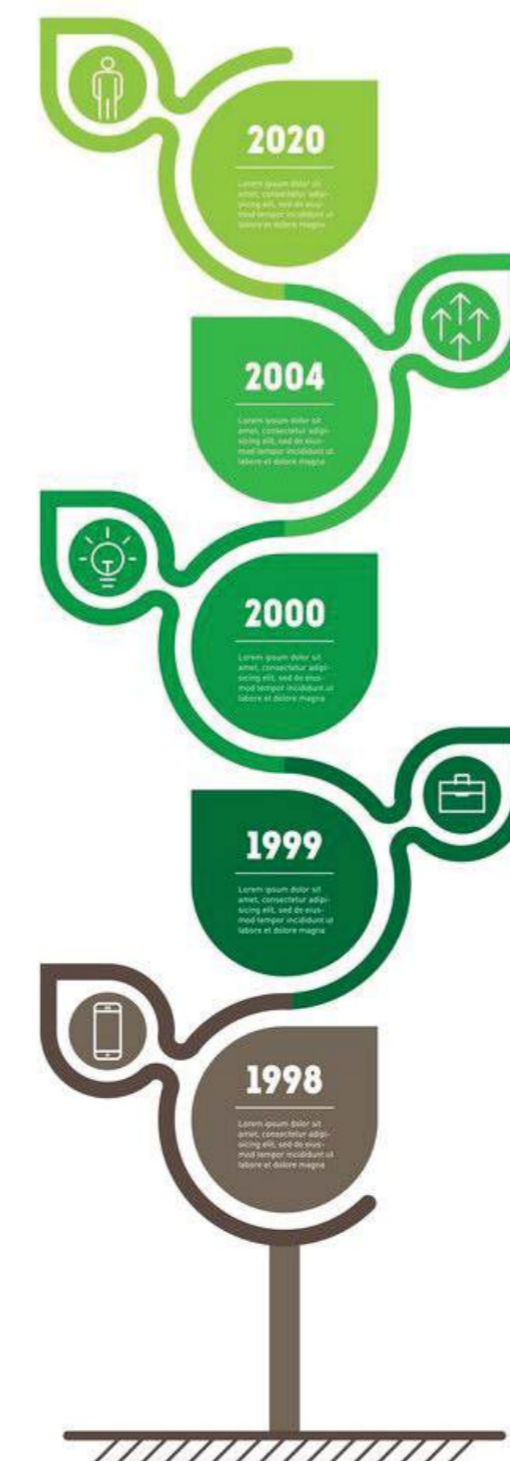


DIVERSIFICATION - SPOT THE SIGNS – IS YOUR BUSINESS AT RISK?



DIVERSIFICATION - THINK DIFFERENTLY – GROWTH PATHS

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	WAKE-UP CALL	SPOT THE SIGNS	THINK DIFFERENT	CHOOSE YOUR FIT	EXECUTE SMART-MONITOR
THE SPARK WITHIN	<p>THINK DIFFERENTLY – GROWTH PATHS</p> <p>Header: THINK DIFFERENTLY – GROWTH PATHS</p> <p>Sub Header: Growth isn't always about size—it's about layers.</p> <p>Visual Theme: Two contrasting trees: single branch vs multi branched fruiting tree.</p> <p>Sub-Headers for Data:</p> <ul style="list-style-type: none"> • Breaking the Myth • What Exactly is Diversification? • The 4 Growth Paths (Horizontal / Vertical / Digital / Partnerships) 						EXECUTE SMART-MONITOR
CULTURAL							INDUSTRY EXAMPLES
ENTRANCE							INDUSTRY EXAMPLES

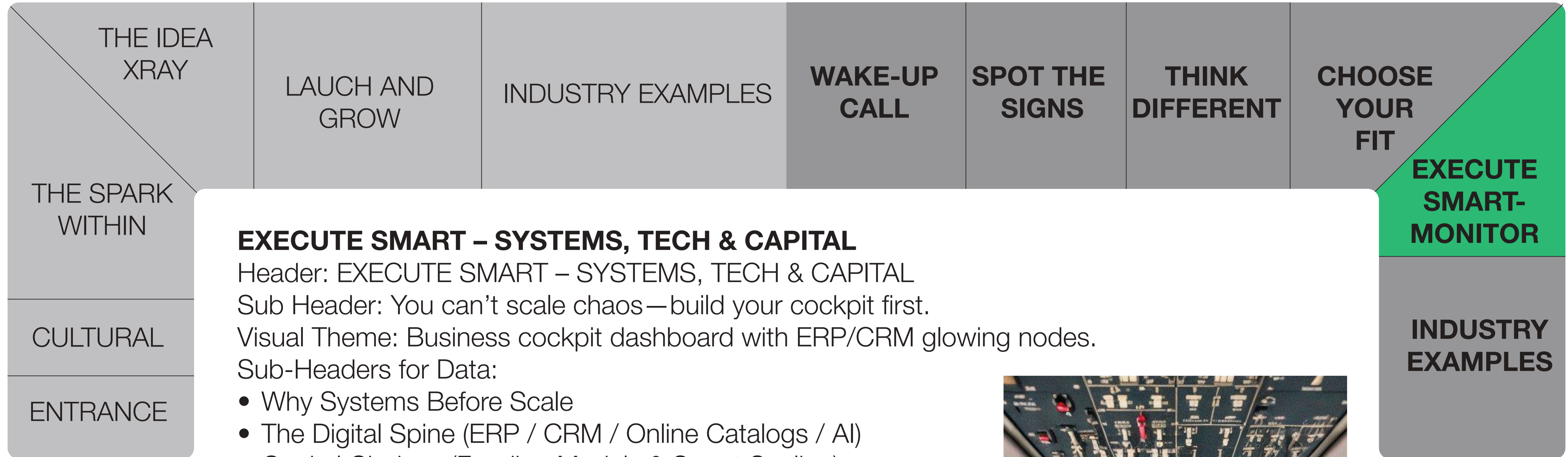


DIVERSIFICATION - CHOOSE YOUR FIT – THE BUSINESS DNA MAP

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	WAKE-UP CALL	SPOT THE SIGNS	THINK DIFFERENT	CHOOSE YOUR FIT
THE SPARK WITHIN	<p>CHOOSE YOUR FIT – THE BUSINESS DNA MAP Header: CHOOSE YOUR FIT – THE BUSINESS DNA MAP Sub Header: The right diversification path depends on your core DNA. Visual Theme: Interactive DNA map guiding to the 4 growth paths. Sub-Headers for Data:</p> <ul style="list-style-type: none"> • One Size Doesn't Fit All • The 4 Decision Filters (Strength / Capital / Customer / Risk) • Path Mapping by Business Type (Segments) 					EXECUTE SMART-MONITOR
CULTURAL						INDUSTRY EXAMPLES
ENTRANCE						



DIVERSIFICATION - EXECUTE SMART – SYSTEMS, TECH & CAPITAL



DIVERSIFICATION - INDUSTRY EXAMPLES

THE IDEA XRAY	LAUNCH AND GROW	INDUSTRY EXAMPLES	WAKE-UP CALL	SPOT THE SIGNS	THINK DIFFERENT	CHOOSE YOUR FIT	EXECUTE SMART-MONITOR
THE SPARK WITHIN	<p>EXECUTE SMART – SYSTEMS, TECH & CAPITAL Header: EXECUTE SMART – SYSTEMS, TECH & CAPITAL Sub Header: You can't scale chaos—build your cockpit first. Visual Theme: Business cockpit dashboard with ERP/CRM glowing nodes. Sub-Headers for Data:</p> <ul style="list-style-type: none"> • Why Systems Before Scale • The Digital Spine (ERP / CRM / Online Catalogs / AI) • Capital Choices (Funding Models & Smart Scaling) • Step by Step Execution Blueprint • Why Monitoring Matters • The Stage Gate Framework • Metrics to Watch • The Feedback Loop 						EXECUTE SMART-MONITOR
CULTURAL							INDUSTRY EXAMPLES
ENTRANCE							

