

GOYN Pune

Intervention Design to Strengthen the
Entrepreneurship Ecosystem

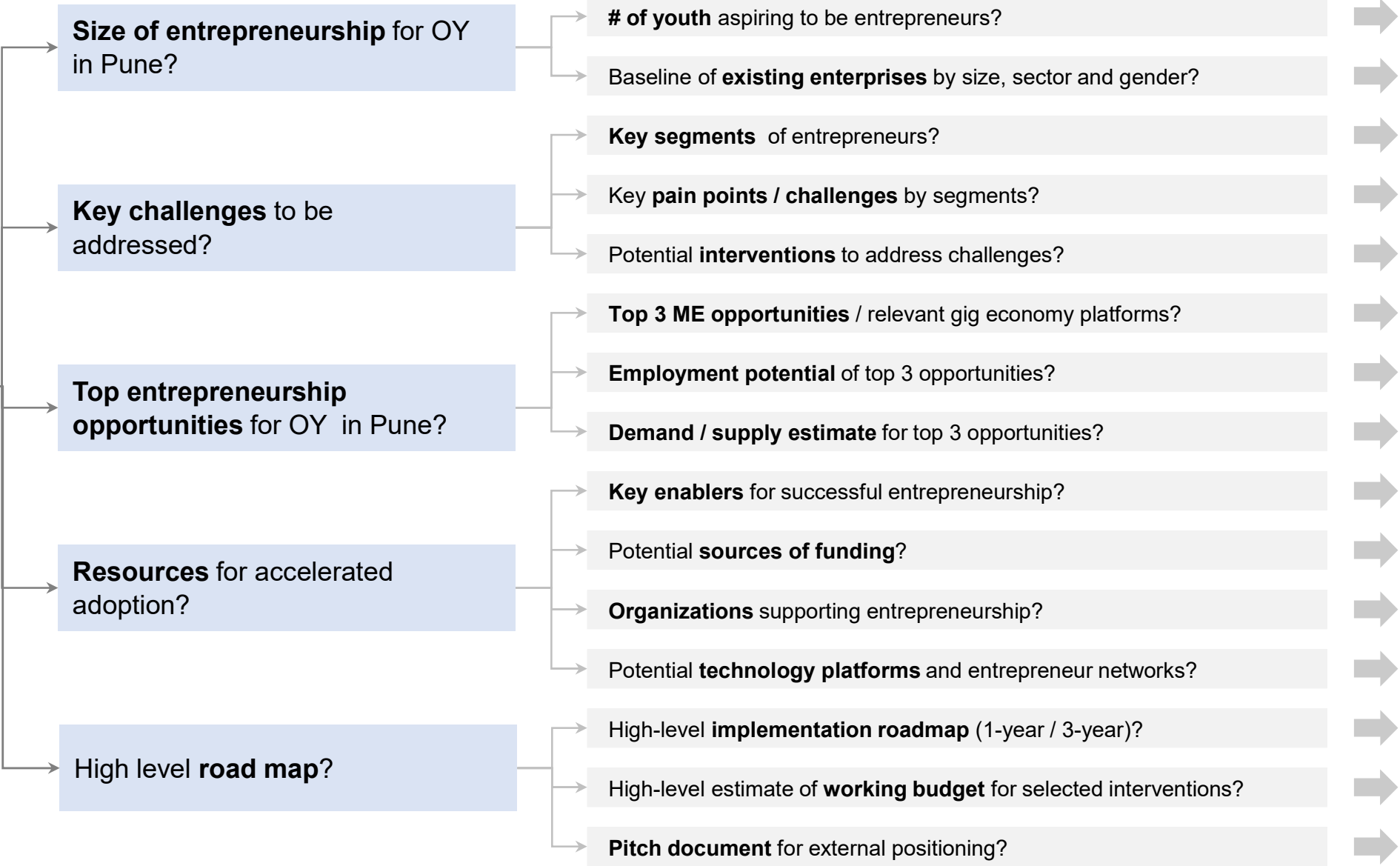
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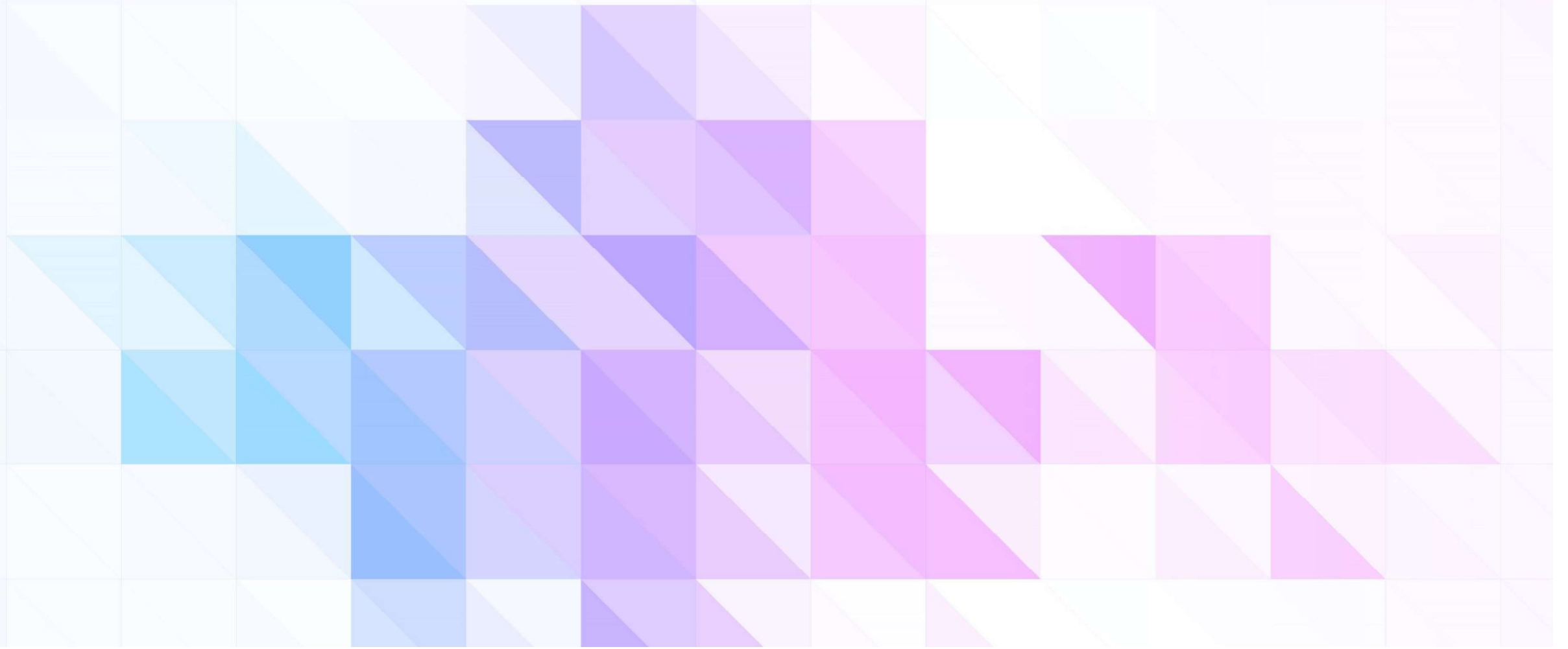


How can the entrepreneurship ecosystem be strengthened in Pune?

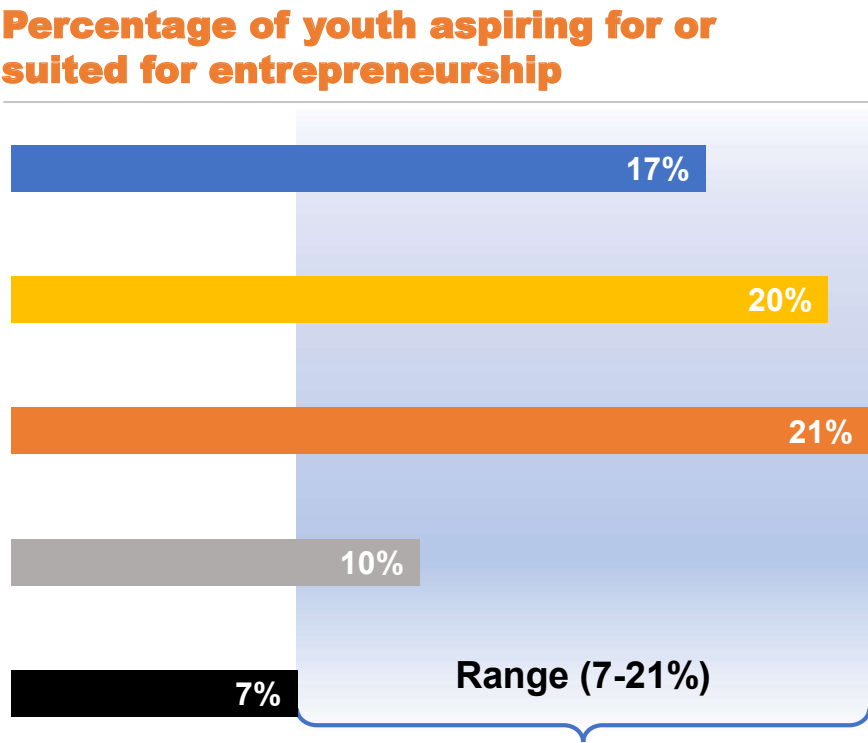
How can the entrepreneurship ecosystem be strengthened in Pune?



EXECUTIVE SUMMARY



Of the 250k OY in Pune, based on information from multiple sources, we can estimate that 25k OY could potentially become entrepreneurs



- Source**
- ORF and WEF Survey of Youth in India¹**
Respondents were youth aged 15-30 years including one-third neither in education nor employment.
 - Survey of Vulnerable Youth²**
This survey highlights preferences for self-employment and is based on a survey of 400 vulnerable youth
 - CSDS- KAS Lokniti Survey 2016 (India Level)³**
The survey was conducted amongst youth aged 15-34 years. Data for youth from big cities is applicable for Pune.
 - Interviews with relevant organisations working on entrepreneurship**
Interviews revealed a that based aptitude, skill and aspiration, at most 10% of opportunity youth in Pune could go into self-employment
 - Data from PCC lighthouse program**
For opportunity youth who have completed a training program



We evaluated opportunities based on Attractiveness and Ease-of-implementation through discussions with locals, successful entrepreneurs, secondary research and estimation

Attractiveness includes:

- A1:** Earning Potential
- A2:** Relevance in Pune
- A3:** Market Demand
- A4:** Employment Potential

Ease of Implementation includes:

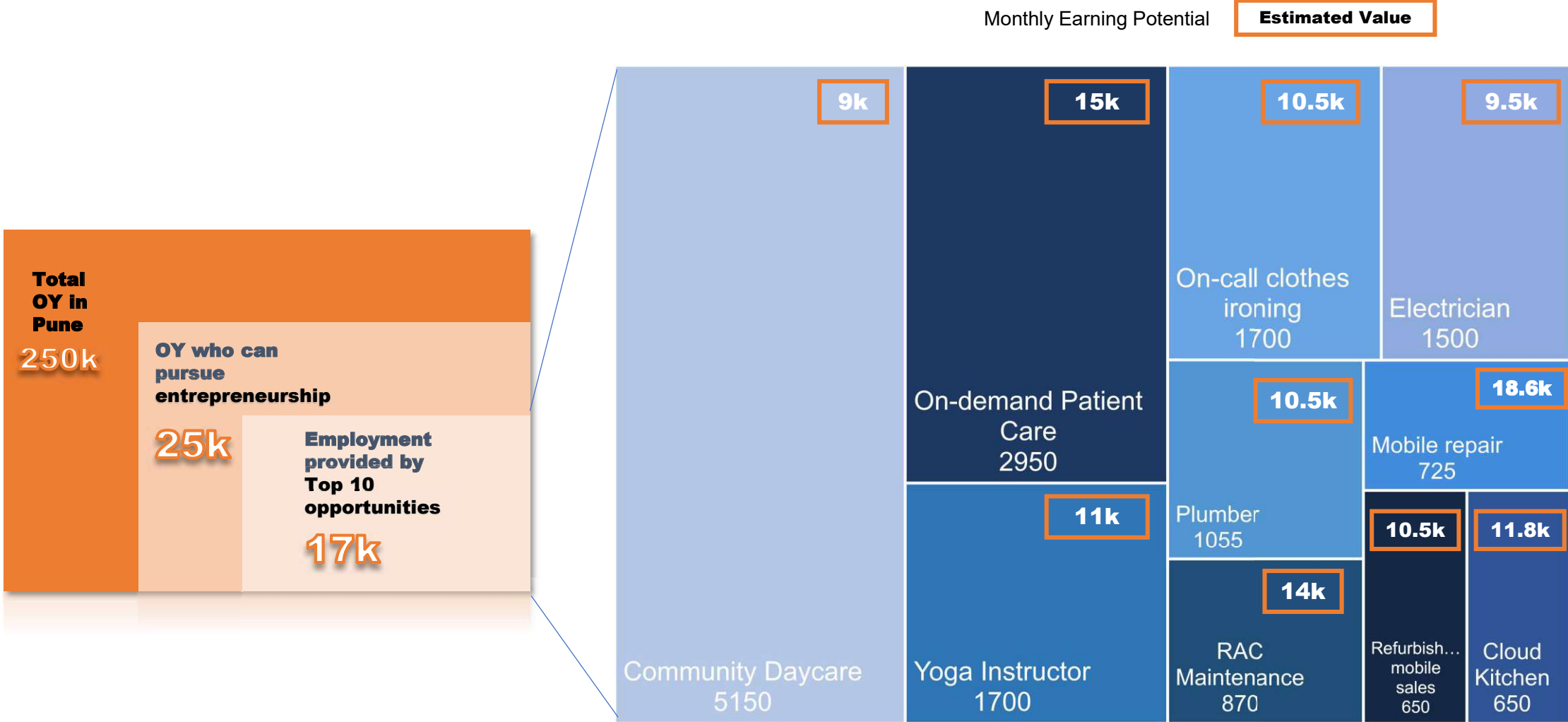
- E1:** Low seed-funding requirement
- E2:** Skills requirement
- E3:** Suitability for remote or home-based working
- E4:** Linkage with existing industry ecosystem

Note: The overall rating on each criteria is the weighted average of the 4 sub-criteria.

The opportunities on the top right corner have been found to be the most promising currently, but the same may be re-evaluated in the future.



10% of the OY population in Pune may be suitable for entrepreneurship and there are enough options for two-thirds of these OY to enter into entrepreneurship over the next 3 years



* These numbers have been generated using secondary research using government, non-government sources, discussions and might differ from actual numbers. These numbers are an estimate of the employment opportunity available to OY

On-demand Patient Care, Community Day-care and Cloud Kitchen emerged as the top 3 opportunities for entrepreneurship for OY in Pune as per the analysis conducted by the GOYN team and were analyzed in detail



On-demand Patient Care

On-demand services for people requiring old-age or post-operative care at their homes

Relevance:

- **High earning potential** and availability of **gig economy** platforms
- **High unmet demand** boosted due to COVID-19



Community Day-care

Social enterprises offering heavily subsidized day-care for children from slum communities

Relevance:

- **High unmet demand**
- **Strengthens the women participation** in the workforce



Cloud Kitchen

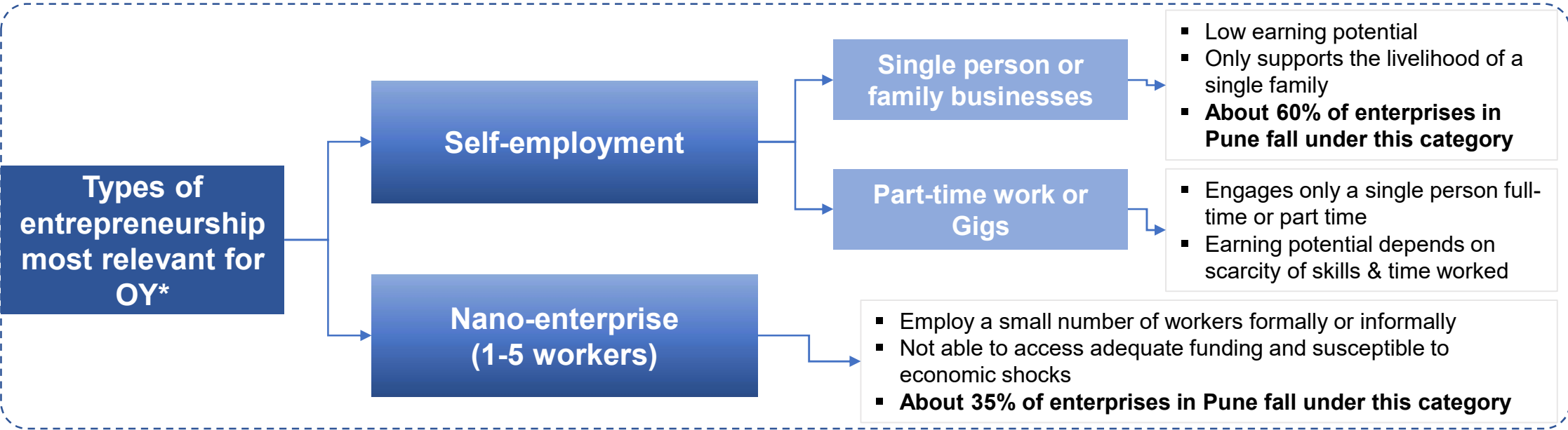
Delivery based food businesses relying on connection with platforms like Swiggy or Zomato

Relevance:

- **Perennial and growing demand**
- **Good margins** that can support organic growth

Since entrepreneurship is a broad term that could mean different things in different contexts, we have defined specific categories that are relevant for OY in order to solve for their specific challenges

Government Definition	GOYN Pune Definition
The Government of India classifies enterprises based on capital investment as large, medium, small and micro. However, the micro-enterprise classification which is applicable to OY entrepreneurs is very broad given that over 90% of entrepreneurs fall in this category!	GOYN Pune is focusing on employment generation potential for OY through self-employment or employment in nano-enterprises, we would look into the classification of enterprises by the number of people employed, rather than the capital investment. Using this lens we find that about 95% of enterprises in Pune/Maharashtra employ 5 workers or less and we can define 2 categories of entrepreneurship* which are most relevant for OY in Pune – self employment and nano-enterprise. These can be the entry point for youth venturing into entrepreneurship; with the possibility to scale up to MSMEs. A few exceptional OY may be capable of directly venturing into growth start-ups with external support.



* A small proportion of the OY may have the attitude, aptitude and ambition to venture into high growth start-ups, but that is an exception rather than the norm. That said, GOYN Pune has prepared a separate track for such entrepreneurs.

GOYN Pune could potentially intervene at all key stages in the entrepreneurial journey to address the pain-points experienced by OY that enter entrepreneurship in different ways

Track 1



Gig Economy

- Low investment and risk
- Part-time or full-time with flexibility
- Good earning potential for scarce skills

Track 2



Self-employment / Nano enterprise

- Significant risk and investment
- Surviving the first year is critical
- Can generate jobs, but mostly informal

Track 3



Start-up

- Lowest chances of success
- Require intense support / incubation
- Potential to create large no. of formal jobs

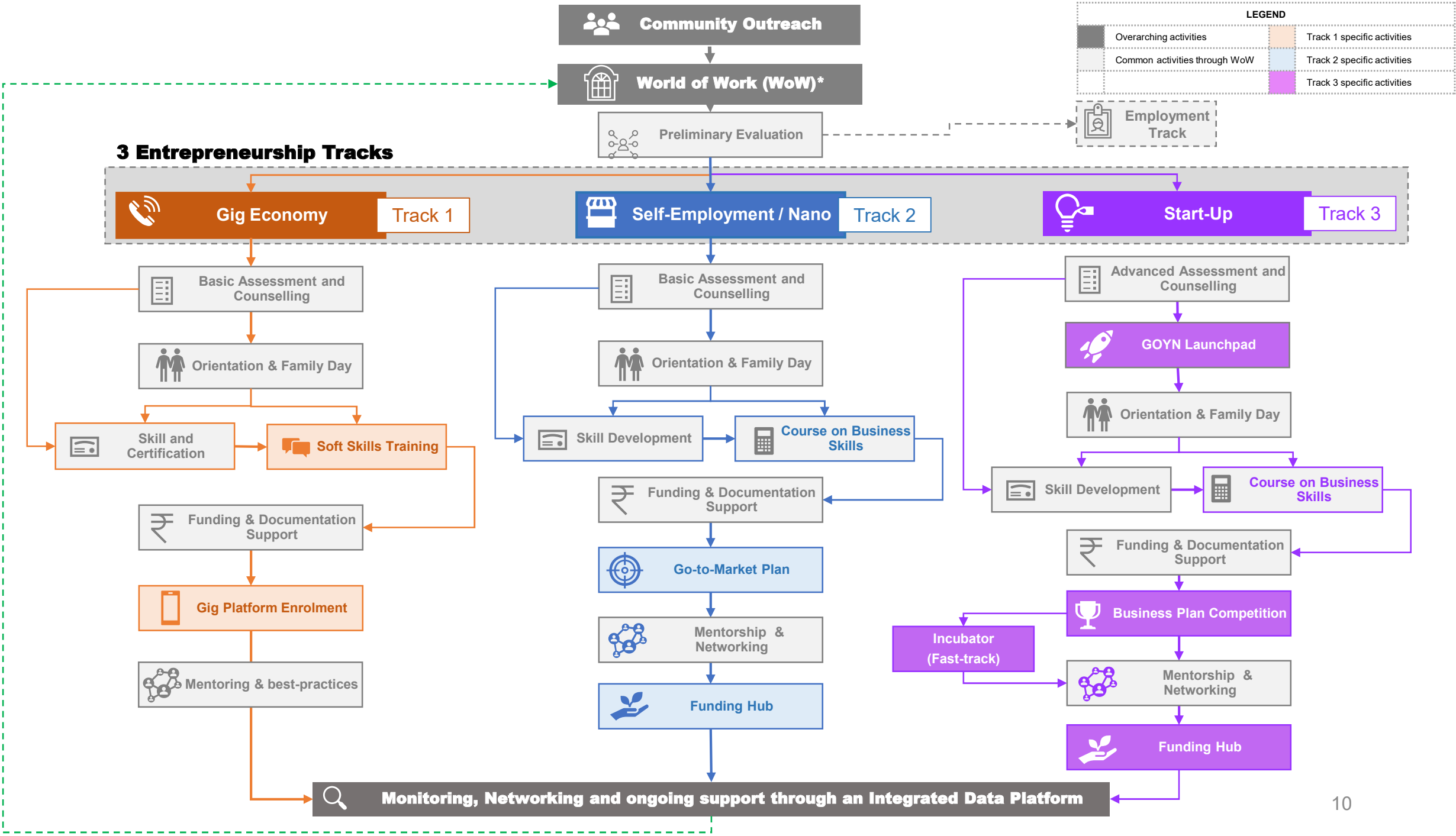
Pre-business support

Post-business support

						
Mindset Change	Counselling	Business skills	Access to finance	Networking	Access to market	Growth Trajectory
Community Outreach Social messaging to evoke interest in entrepreneurship and also dispel myths about it being an option of last resort through <i>nukkad natak</i> and talks Individual Orientation For those interested in entrepreneurship, capacity building program to create an entrepreneurial mindset via encouragement, best practices, and sharing success stories	Aptitude, Interest and Personality assessment Assessment followed by a discussion to help make a considered decision Family conversations Discussion program or Family day with close family members to enable this to be a family decision Personal Mentoring WoW centers to have their own mentors specializing in different areas and also identify mentors from local community to guide 5-10 OY each.	Short-term course on business skills Includes soft-skills, business basics and accounting, customer-centricity, digital skills and hands-on experience (available in online mode as well) Business Plan or GTM strategy Mentors support budding entrepreneurs in creating the business plan. Those interested in gig-economy work, mentors provide assistance in leveraging the platforms.	Entrepreneurship Funding Hub One stop shop for information around donors, Govt. schemes, financing options, etc. Hand-holding entrepreneurs for securing additional funds. Start-up finance for entrepreneurs Mobilize funds from investors to promising entrepreneurs; could be a 'jury' that evaluates business plans at the end of each quarter, and recommends Y/N	Entrepreneur Networking Hub Newsletters, referral services, trade fairs, exhibitions and awards for business excellence. Mentor network Formal group of business mentors defined by chapters and characterized by specific goals, well-defined structure and processes.	Entrepreneur Marketing Hub Provide access to more customers and suppliers Digital expansion Support OY in acquire online customers by a social media outreach strategy; partnering with e-commerce platforms for selling of products. Market supply linkage Bring market opportunities to local entrepreneurs by procuring orders from industry as a hub and spoke model.	Growth facilitation Some of the OY may grow from a nano-business to a micro or small business or graduate to a start-up. Entrepreneurship Hub can guide them to the next level of funders & mentors Re-alignment Few may decide to become gig workers or someone may go into employment or gigs after a failed startup. The WoW centers will guide OY through these ups and downs and help them switch tracks.

Ongoing support: Monitoring, Counselling, Mentoring and Access to Finance provided throughout the journey through an integrated platform and personalized support

OY will be in touch with WoW centers and may come back for guidance when they wish to switch tracks

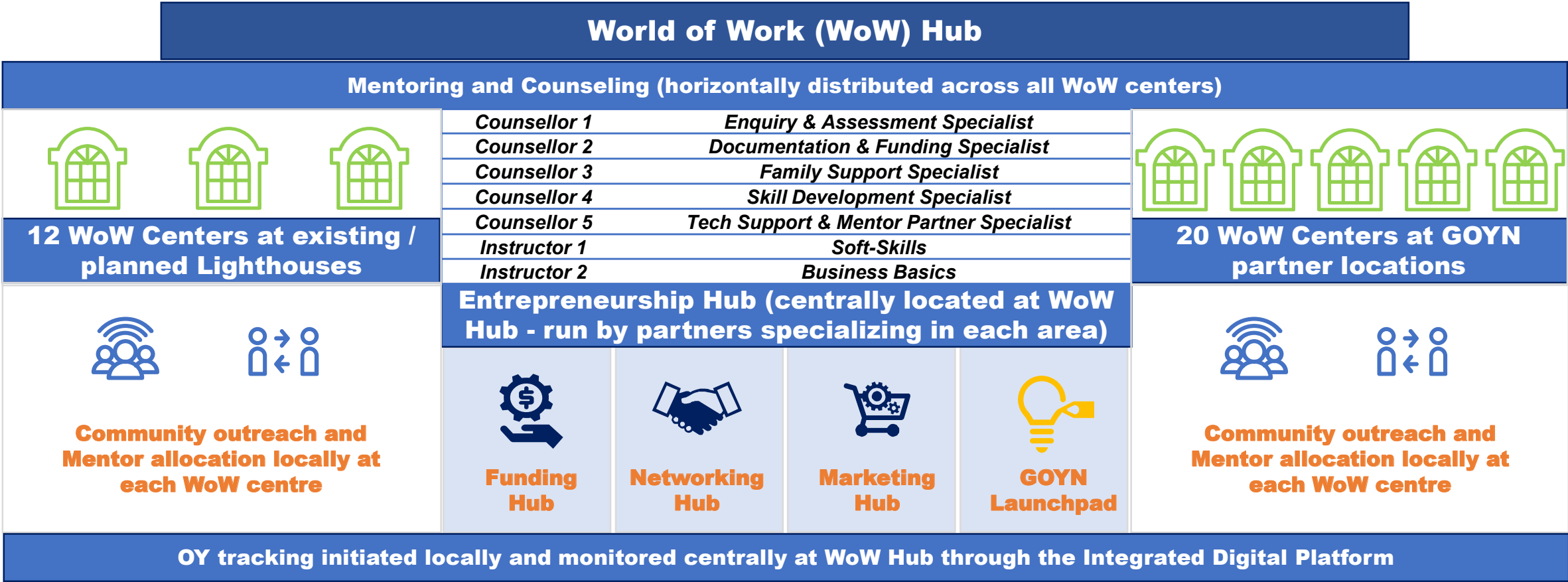


The World of Work (WoW) will be integral to GOYN’s mission and aim to leverage the capabilities and infrastructure of 6-7 strategic partners in Pune and bridge the gaps that exist in the ecosystem

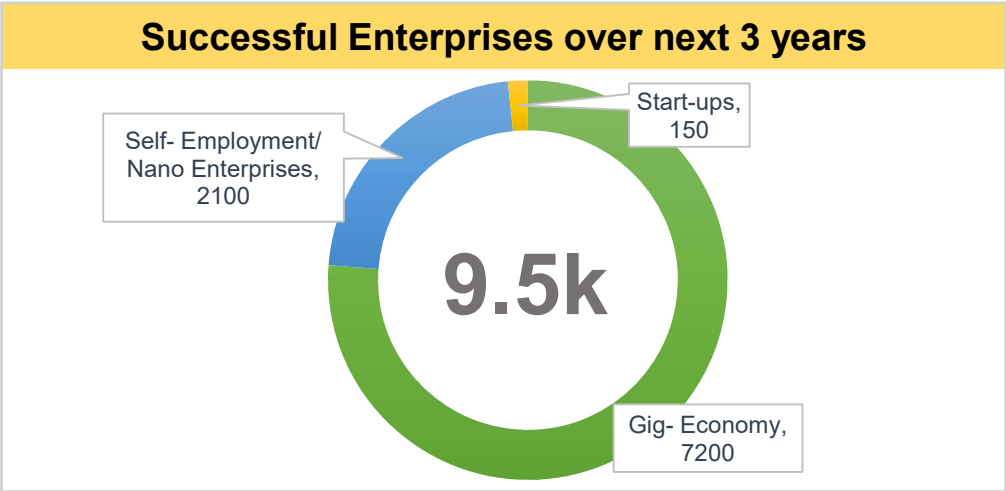
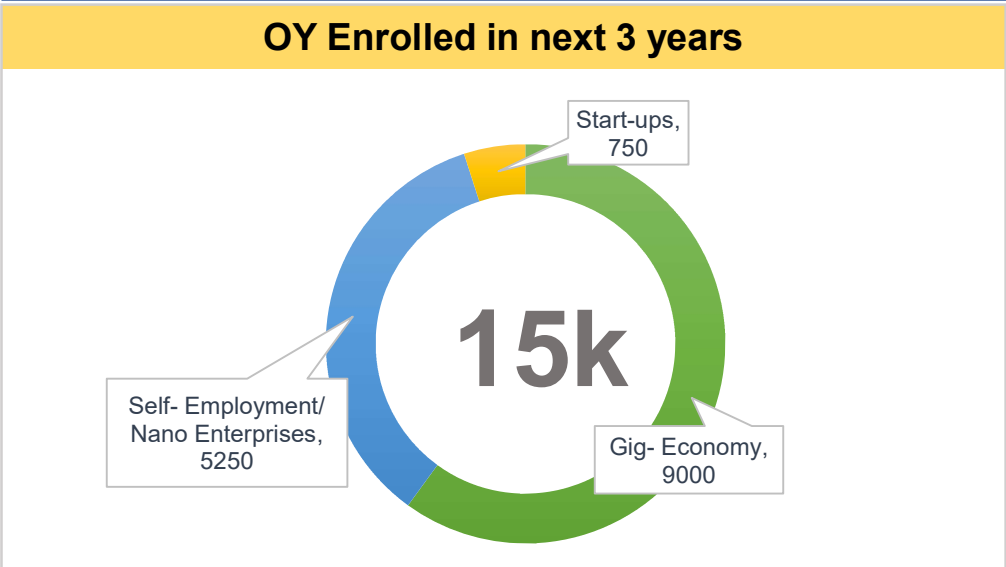
GOYN Partners with expertise in Mindset development, Counselling, Mentoring, Funding, Networking, Marketing and start-up incubation will lead or support various features of the World of Work



Over 1k mentors will be mobilized from the slum communities over the next three years and about 110+ staff will be deployed as counsellors and instructors specializing a particular area. Over time, cross-learning would happen within the staff and some mentees may become mentors.

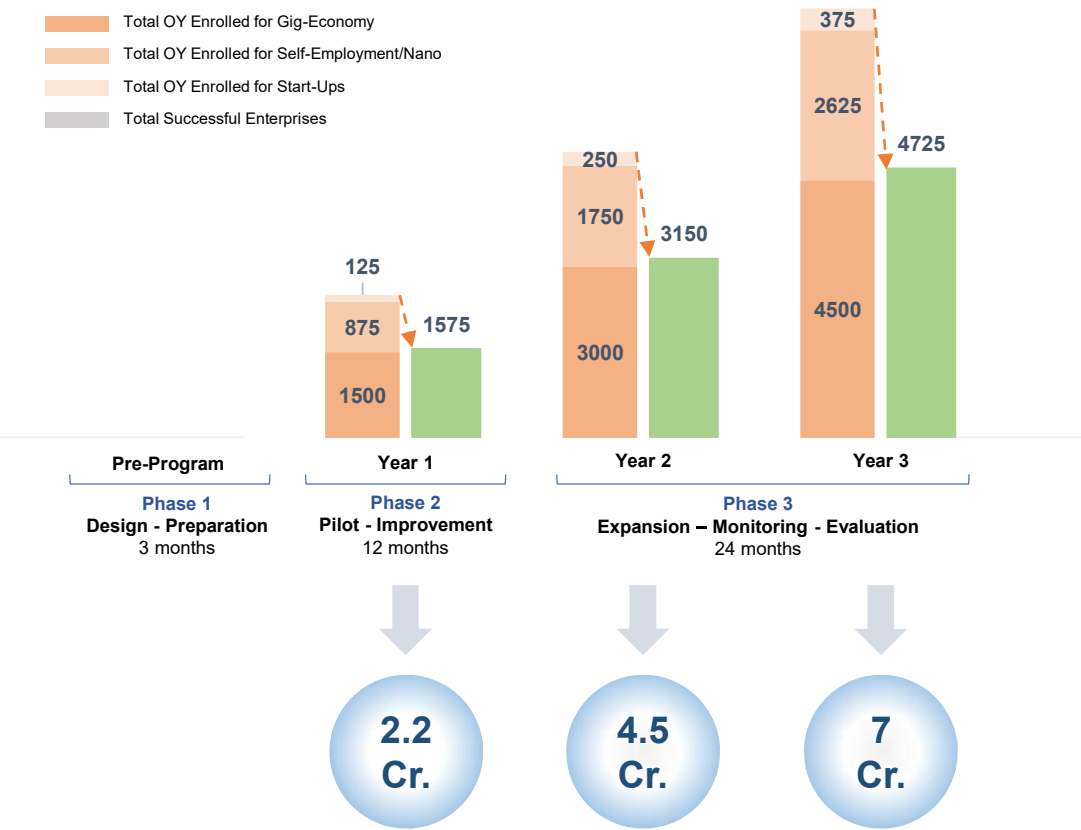


A three year investment of 13.7 Crores could support 15k budding entrepreneurs and kick-start 9.5k new enterprises



Owing to lower investment and risk, Gig-economy's share in successful enterprises was more than its share in total enterprises started.

Yearly Track-wise distribution of OY



High Level Budgetary Requirements

The overall cost is a conservative estimate assuming lot of existing resources from GOYN partners can be leveraged.

Thank You

