

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PGDM –HCM (Batch2018-20), Trim IV
Subject: Entrepreneurship Management
(End Term Exam)

Maximum Marks: 50

Duration: 3 hours

Date:20th September, 2019

QUESTION I: Read the executive summary of the business plan given below and
answer the questions given below: 15 Marks

One of the major challenge in treating cancer is that its treatment has lot of side effects which the patients have to bear. Many of the treatments are trial and errors as physicians try out different treatments to find out the best solution having minimal side effects. The entrepreneurs, Ashwini Joglekar & Rahul Mitra thought about finding a solution to this problem. The duo thinks that every cancer has to be handled in a unique manner as every patient has unique biology.

With this novel idea, Sanjivani Bio-tech is founded by Ms. Aswini Joglekar, who is an oncology surgeon and Mr. Rahul Mitra who had just finished his post-graduation in biotechnology from Mumbai. Two of them came up with an innovative idea in health tech sector. Their idea was to harvest tumor fragments, preserve native tumor architecture that can include tumor cells, stromal cells and immune cells so that not only they can be used for testing but also for predicting the reoccurrence of cancer. Its unique feature is it provides a highly customized solution to the patients related which drugs will have what impact on individual patient. Thus it empowers the physicians to provide a right kind of drug combination which will be most effective by eliminating non-optimal drugs. Its platform enables physicians to select the most optimal drug combination by testing a tumour sample against various drug combinations simultaneously in a laboratory setting that mimics the actual human tumour microenvironment. It creates a great value for the patients by helping them avoid toxicity from non-optimal drugs which also saves the costs.

The laboratory tests on the trail patients proved successful and they received regulatory approvals required for commercializing their invention.

Ashwini and Rahul are now thinking in terms of building an efficient business model based on this invention.

Questions:

- a. Who do you think is their consumer segment? How should they tap them? What channels of communication will be most effective?
- b. Who should be their key partners? What should be their main activities?
- c. What is the value they are creating for their stakeholders?
- d. What should be done to make the business sustainable in the long-run?
- e. Do you think that the core team has requisite expertise to run the business? Which additional skills will be required?

Q 2: Write short notes on any three

15 Marks

- a. Angel investment
- b. “Lemonade” principle of effectual reasoning
- c. Growth strategies of the start-up companies
- d. Difference & similarities between incubators & accelerators.

QUESTION III: Answer any two of the following

20 Marks

- a. What is the need for intrapreneurship in global business environment? What are the different models of Intrapreneurship? Give examples of any intrapreneurial organizations.
- b. What are the major pros and cons of funding through bootstrapping?
- c. Discuss any entrepreneur or start-up of your choice with aspects of idea generation, opportunity evaluation and growth strategy.