



# THE ENTREPRENEURIAL DIGEST

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## TERMS OF THE MONTH

### CANNIBALIZATION

Cannibalization is the undesirable tradeoff where sales of a new product or service decrease sales from existing products or services and minimize or detract from the total revenue.

### CORRIDOR PRINCIPLE


The corridor principle is the principle where an entrepreneurial venture may find that it has significantly changed its focus from the initial concept of the venture as it has continually responded and adapted to its market and the desire to optimize profitability potential.


### INTRAPRENEURSHIP

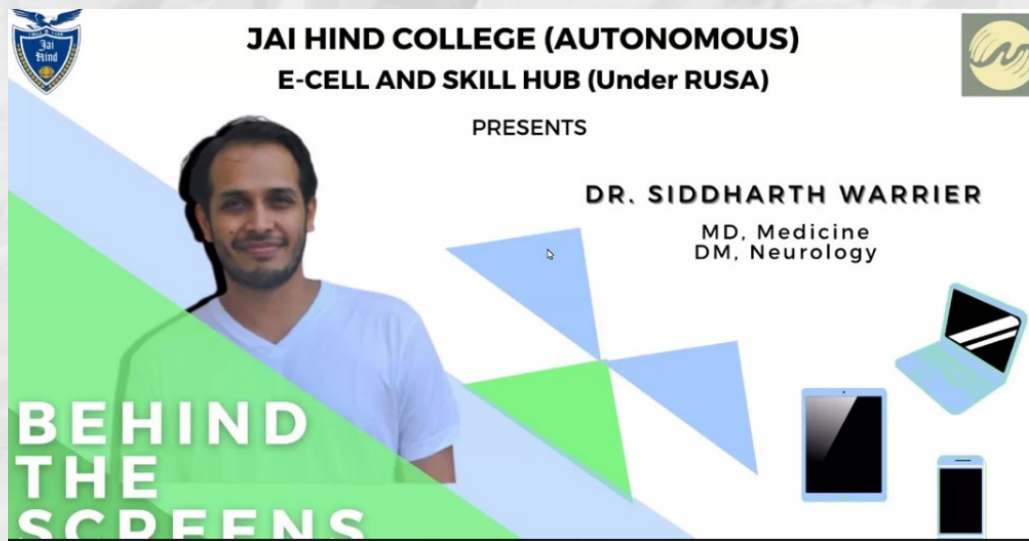
Intrapreneurship refers to entrepreneurial-based activities within a corporation that receive organizational support and resources commitments for the purpose of an innovative new business experience within the organization itself.


# EVENTS WE HELD THIS MONTH


## BEHIND THE SCREENS with Dr Siddharth Warriier MD , Medicine & DM ,Neurology


 Dopamine is reward value we get when we are excited

 Dopamine is rising when you're opening the app and gets down when you have opened the app



 While you scroll, you're accumulating anxiety

 The gap between physical and virtual life is what social media is trying to gauge

 The need to use doesn't have to be created it has been created already

# FIVE MOST BIZARRE START-UPS THAT ARE MAKING IT RICH

## 1 HorseCom

HorseCom aims to use technology to help horse and rider alike get the most out of every interaction. This multi-part system includes headphones for the horse, a special helmet for the rider equipped with a microphone, and even special music tailored to "horse sensibilities."

TOTAL FUNDING: \$1.13M



## 2 Wakie

Wakie is your person-to-person alarm clock. Set the time and a friendly stranger, chosen at random, will give you a wake-up call (anonymously; no numbers are exchanged via the app).

TOTAL FUNDING: \$1.13M



## 3 The Something Store

A few years ago, the founders of The Something Store had an idea. If anything could be sold on the Internet, why not sell "something?" The concept is bizarre, but it works. Customers place an order and in return, they receive something. The catch is they have no idea what they'll receive until they get it.



# 4

## ElysiumSpace



SpaceX isn't the only private space startup that wants to get you to space. Elysium Space is a space burial company. Burial options the company offers are Earth-orbit and then reentry burnup, lunar burial, and deep-space burial beyond the Solar System. The company was the first to offer burial on the Moon.

TOTAL FUNDING: \$80K

# 5

## PlayDate



Playdate is a smartphone-controlled ball with a built-in camera that lets you play with your pet from anywhere by controlling the direction that it rolls and issuing a squeaking noise to get the pet's attention. A built-in camera even allows you to see your furry best friend's happy face while you're away.

TOTAL FUNDING: \$680K

# UNCONVENTIONAL TECH PRODUCTS

Pavlok is the wearable device that releases a mild electric stimulus to help you reduce cravings, break bad habits, and change your life. Pavlok is your natural and lasting solution to quitting smoking, nail biting, hair touching, negative thinking, procrastinating, eating sugar, and more.



These are pots of fake grass with charging ports at the bottom of the pot. It caters to your aesthetic needs and is a clutter free way to charge your devices. Brilliance sometimes arrives in small, simple packages.

Degradable electronics aren't an alien concept. The batteries will be lodged in your gut and power a controlled quantity of medicine to an affected area. Research to make batteries safer for human consumption is still under way.



NASA does much more than just space. Robert Conrad with NASA built this device that heats up the acne and kills the bacteria causing it. So say goodbye to costly acne treatment and ointments.

# FIVE RISING INNOVATIONS MAKING EDUCATION A FUN EXPERIENCE

## The emerging trend of AR/VR

Both learners and facilitators can benefit from this innovation. The seamless integration of AR and VR in the online academic landscape will help to personalise learning and upskill learners.

Personalisation is the key to a 21st-century education. Providing online learning platforms always helps drive maximum user engagement and deliver specially curated content to learners on a variety of subjects and topics - be it learning or taking up assessments.

## Personalisation

## Block-based coding systems

Coding, a block-based programming language, is easier for kids to comprehend because they do not have to remember complex syntaxes of languages such as Java and Python. Here, instructions are presented as blocks and are intuitive for creating various multimedia projects.

Integrating different courses is the latest trend of the 21st-century academic sphere. Introducing robotics in the curriculum, especially for STEM (Science, Technology, Engineering and Mathematics), is in high demand these days.

## Robotics

## Cloud technology

Education India Private Limited has launched Next Learning Platform (NLP), a cloud-based platform equipped with Learning Management Solution (LMS), Enterprise Resource



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