

**DESIGN
YOUR LAUNCH
PAD**



DESIGN YOUR LAUNCH PAD



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Dedication

This book is dedicated to

Entrepreneurs,

Research Lovers,

Design Specialist

*who are investing their Present
to Create Footprint in the Future &
turning their ideas and passion
into products & technologies and
developing a business around it*

Gratitude

Dear Reader!

Thank you so much for having an interest in the Book.

I am very much sure that the time you are going to invest here will help you a lot in many ways. There are many possibilities that you may experience your personal journey of your career with this Book.

To create an eco-system to support building career foundation of Entrepreneurs, Youth and Students, the entire proceeds of the Book will be donated to Dr. Nilima Mondal Excellence Award, exclusively planned for students and working professionals working as Research & Design Experts or Entrepreneurs. It is an initiative of IGET India and idea 2 ORG LLP.

If you are one or you know someone eligible for the Award and belongs to this domain, let us know so we together can create a better footprint in this journey.

Happy Reading!!

Manoj Gattani, Ph.D

Introduction

Congratulations on taking the FIRST STEP to explore your capacities and building a passionate business!!

In the last couple of decades, we have been observed a drastically changes in the business styles and systems, marketing, and promotional strategies at the global level and seen businesses of many different patterns have flourished here and there.

Many companies a few years back were dominated the market now struggling for their survival. An entirely new market and opportunities are generated or developed by the companies which were not even into existence before a couple of years or decades. Many companies now are leaders in their domains that started with a single idea. Establishment of this kind of business merely was a dream a few years back, but now as money is not a barrier for such establishments, providing an environment to such startup starting just with an idea and growing into unicorns in a couple of years. And it is becoming very clear that just trading money and time with goods is no

longer a business style of the present era and the days are gone away for traditional style businesses.

Before entering into business, It is very important to understand how the business patterns change over time and generations and how businesses with new concepts and products and with new-age technology supportive Marketing, Advertisements, Promotion, (MAP) strategies replacing businesses of old fashioned. It does not matter how your market share is, how big and an excellent team you have, how awesome and brilliant products you have, but if you do not update yourself and your business with the latest technologies, current market trends, you will become dinosaurs of your industry. What happened with dinosaurs, they were huge in size, the most powerful creature of their time, but lost identity as they did not accept the changes that happened nearby them. The same happens with many large and big size business houses now and then, but in the race of this game, the business who accepted the changes are still having presence and creating their marks. Learning new things is a part of this update, and you have taken action towards it.

Doing business does not follow any formula but a system. This book offers no such formulae but describes a path or a system that most of the global organisations follow.

In this workbook, irrespective of gender representation, she/her is used mostly to represent the third person.

How to Use the DYLP Tools and Technique Workbook Kit for Multifold Business Growth

Design Your LaunchPad

STEP by STEP Guide WORKBOOK

The DYLP Work Book is developed into THREE PARTS

As every individual has different capacities and interests, and everyone has their own working mechanism, so you need to find out your own interest and passion at the first to start the entrepreneurial journey.

The DYLP Work Book is designed and developed into THREE PARTS to help you to reach your destination.

The First Part provides a complete introduction about the entrepreneurial journey, starts right from the origin of an idea of developing a product, and then building a business around it.

The DYLP Kit will help and support you as a mentor to explore your skills, capacities in the best ways and also will help you to learn the techniques to convert your skills into products and business.

The Second Part is knowledge series cum practical worksheets about developing a product portfolio and designing the business launchpad. In this part of the WorkBook, many exercises are prepared and provided, which includes huge real-time experience and result oriented approach to develop a market around a product. You need to take action by focusing your product in the center and working on these worksheets.

The Third Part of the Book includes marketing, promotional tools and techniques activities, and growth phase of the business. Generally, this is the time when a business can create a momentum in the market. If your business is able to penetrate deeply into the market, then your venture will successfully be able to create huge momentum of success and prominence.

The DYLP guidebook contains a lot of experimental and experience-based exercises that will help you build a sustainable business around your idea and passion.

In this book, more emphasis is given to the process of how to design an effective and powerful Launch Pad and how to formulate Product BluePrint.

To make the DYLP Kit work for you in the best way, please follow the instructions

1. The Kit is produced into 8 Chapters. Each Chapter contains knowledge series and exercise and execution sheets
2. Before moving to the next chapter, please try to implement the learning to your business
3. The kit is a step by the step guide book, and you might be at some advanced stage of your product development or business growth, even though it is suggested that you must begin your journey with this DYLP Kit from the start. It will help you to fix any GAP or missing linkage if it is there in your design or business
4. Record your answers to the workbook and create a habit of doing exercises with the worksheets till the solutions do not arrive
5. Keep your spirit and curiosity levels high and endeavor to maximize each experience
6. Action and efforts in the right direction will help grow and convert dreams into reality. It is your actions and efforts ONLY, which will be helping you to get your dreams into reality
7. The DYLP workbook kit ensure you to support and mentor you to ride on right tracks

8. Look forward to greater heights in the Balanced
LIFE

Now you know the intension of the kit, I wish you all the best to learn and perform to Design Your Business Launch to grow multifold.

Cheers!!

Happy dylp

Manoj Gattani, Ph.D

My Commitment and Me

This section is one of the most important section of the entire book. If you are committed and dedicated to your big dreams, then and only then, the kit will work for you.

Before starting any journey, you must set your goals and commitments to learning everything that is required to accomplish the mission. The same is here. Self-evaluation of discovering self-potential and capacities is a vital exercise and requires execution at every stage of life. Explore Yourself. Go Ahead!

So ARE YOU READY!!

Start It NOW!!!

MY SELF

NAME _____

Location (city name with full address)

MY MISSION

Name of my MISSION (give a heart-touched name to this journey)

WHY I am on this MISSION (Give a great reason why this is your Dream Project or Next Big Project)

Start Date _____

Target Date _____

My Area of Interest

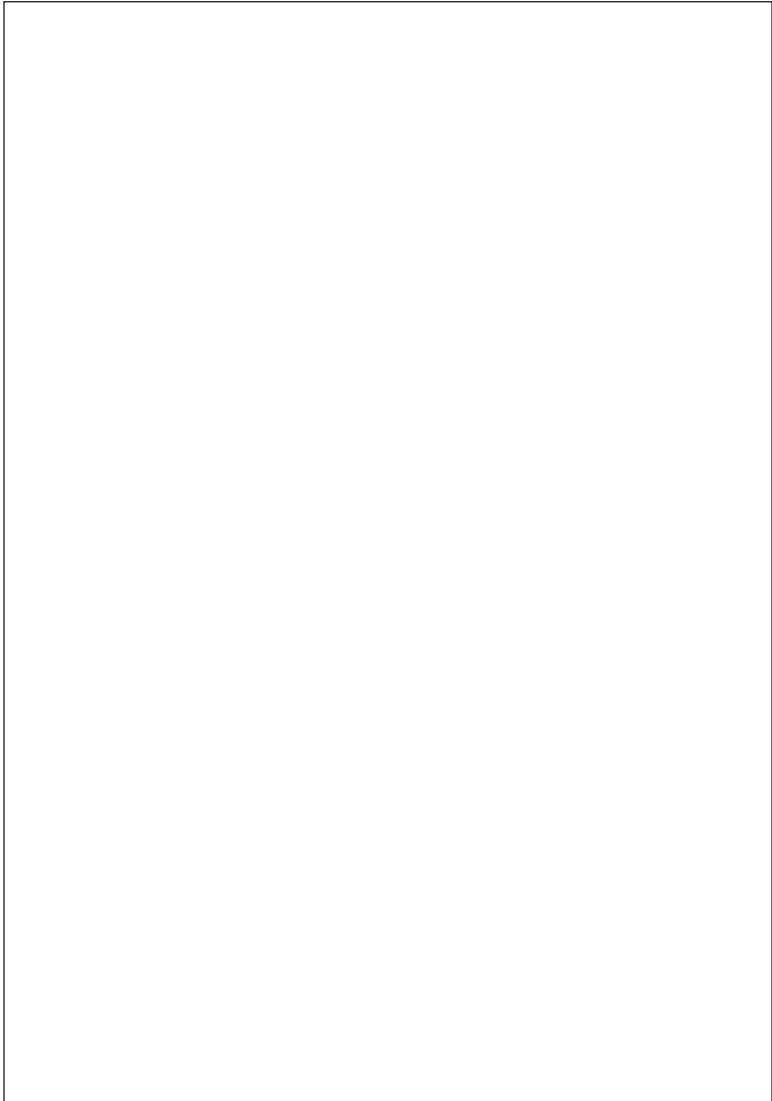
My GOALS

My Passion

My DREAM PROJECT

MY PORTRAYAL

Write something about yourself (either in words or in pictures)

A large, empty rectangular box with a thin black border, intended for the user to write or draw their self-portrayal.

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PART
One

*Explore Yourself -
The Way Forward*

CHAPTER
One

*Skill Sets and Growing in
Business - Is Business a
Game?*

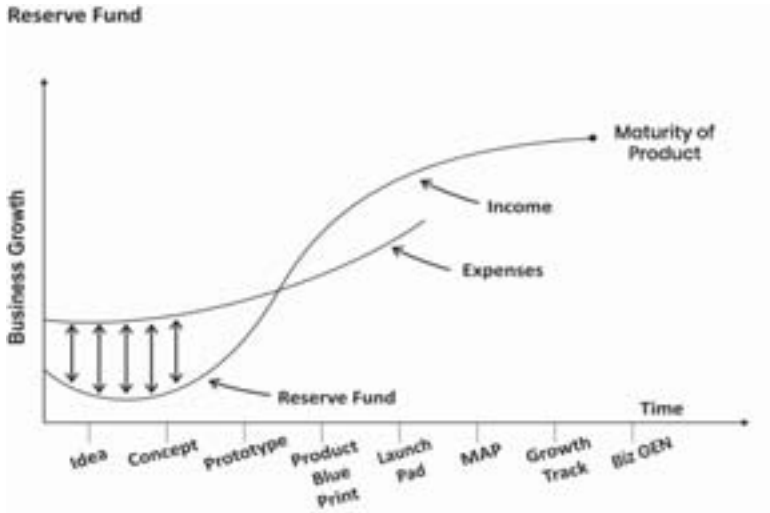
Ohh YES !! One day I will do Business of my Dreams!

It may be the most self- motivational line for the people who dream BIG!!

Yes, of course, it is. In this world, the people who dreamed big and dared to take a forward step, they really built a great business or organisation of all times! either it is a skill-based business or product-based business.

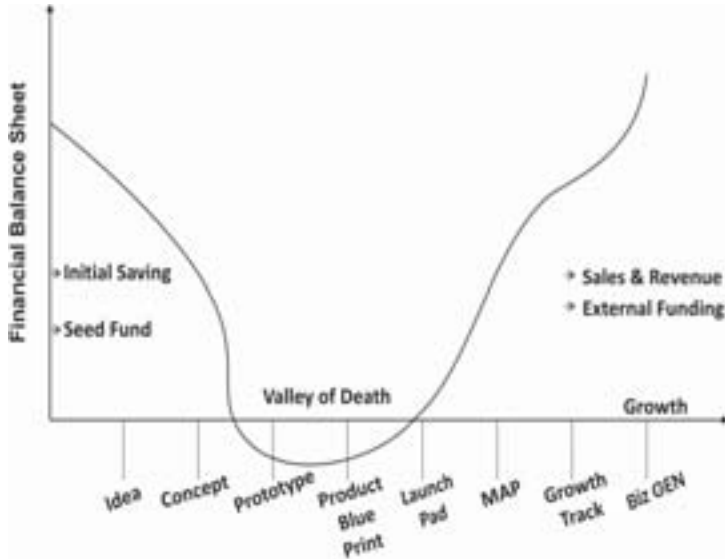
But it is also a harsh truth that many of us might have been tried once or more to check your destiny into business, but it is a general observation that most of the people landed with shutting down, with an ending of this episode, and not only this but also burnt their hands by losing hard-earned money and valuable time with mental and social pressures as unconstructive by-products.

There can be many reasons why a business fails or success, but when we look around the business communities around the globe, we come across only ONE major reason for this failure, most of the time, which either ignored or not cared properly by the founders is the **Reserve Fund**. It is the funds which are needed to be maintained by the startups with them before starting their business to sustain themselves for a gestation period even without having single penny revenue.



Most of the startups stuck in the vicious cycle and the REASON for most of the TIME is that they do not start with sufficient Reserve Fund

MONEY MATTERS a LOT. You cannot ignore it at any level in any situation in business or personal life. We all perform many activities in day to day life, and most of them are connected with money, either it is a job or business or even social work. Whatever nature of the work we perform throughout the day, we need the money and cannot ignore it at any cost. But if one is not an expert in financial modeling, analysis of financial transactions, fund forecast, or simply if she is not a good financial planner, it will be very tough for her to take her life or her startup to greater heights.



Without proper financial projections, it is very, very tough for any startups to go beyond Death Valley. But people who treat their failure or success as a part of life and do not settle down with such circumstances but come out with their new version every time with learning from all bad and good experiences, always build a business of Generations!

If you conduct a survey among successful business persons from all over the world, for all periods of time, you can easily realize that people with simple academic degrees doing far better than their counterparts, people with having heavy academic degrees. And it is because one willing to be a great financial planner and manager, then she needs only real-life experiences but not huge academy degrees.

And YES! It can be a BIG Question of ALL TIME that why people who are college or school dropout or with simple school degrees are most successful businesspeople most of the time but the people who are most learned like professors or scientists or highly qualified persons can be found as good managers or CEOs of a company but rarely proved themselves as good business leaders or people in power (political or similar).

The most fundamental and logical secret why College/ School Drop Out or people with less Academic Qualification are Successful Business Personals (or Politicians) is that they are a great financial planner or visional and can sense and manage their recourses and requirements before time

If we are talking about any type of business, it always has two parts. The first part is a product and the second part is a market. Higher academic degree professionals like Engineers or Scientists can develop a product with the “WOW factor.” Development of a product requires huge skills from engineering, science, and technological backgrounds. They can shape any idea into a product.

But developing a market around any product requires entirely different skillsets, and no academic degree can play a major role here. Building a market around a product means we need to create a demand for that product among the people. The most important skills require generating

demand for any product is to understand the human behavior and emotions attached to those products and requirements which one cannot learn in the books or in classroom studies.

In this way, any business is a perfect balance of these two different sets of skills, and really very few people are there across the globe who are perfect in both domains.

Then what should we do as most of us are not experts at both of these domains??

In true sense, if you are really interested in building a business of your dreams and passion, then you only need to design a perfect launchpad for your business, which includes a balanced team, a perfect product portfolio, and marketing tools to connect the product with the market. Simply, Business LaunchPad is a perfect balance of both skillsets, which includes all necessary experts and experiences required to execute all activities in the business.

It is one of the big reasons why most of the people who tried to develop their business without a balanced TEAM generally ended with a collapse

In any business, there are many activities needed to be executed on a daily basis with short term or long term planning. The entire skills sets can be divided into two major sections. Two Different sets of skills required for this journey from IDEA to ORGANISATION are explained below

- The FIRST SKILL SET → IDEA to PRODUCT
 - Required engineering and scientific and technological skills
 - All different products of the same category may require the same theories for design purpose
 - For example, Different branded mobiles require the same engineering pattern, but people will purchase what they love
- The SECOND SKILL SET → PRODUCT to ORGANISATION (END USERS)
 - Required understanding of human behavior, human psychology, and related skills
 - Every people have their own choice
 - Every people love their own mobile brand, even though engineering functionality is the same

These two sets of skills can be classified as Static V/s Dynamic at a broader platform. Our personal behaviors of performing any task entirely depend upon the nature of the skill sets we are working with for a long duration. If we remain associating with any type of skill sets for a long time, it will imprint at our brain and convert into our habit, and we feel comfortable performing any exercise if it is converted to our habit.

Let's explain why professional with a higher academic degree tends to prefer jobs and people with less education

are better performers in leadership either it is business, sports, or politics

- **Academic Skilled professionals**

- Having academic degrees like Engineers, Scientist, Professors, CA, MBA
- These people can design any product or process
- These people do innovation, develop new theories
- These people are good at design but not able to create a business (not able to sell a product)
- **They prefer Jobs**
 - They are expertise in **Static SKILL SETS**
 - Because they are having fix sets of theories and fundamentals
 - Always follow a fixed pattern to complete the task

- **Non-Academic (Skilled) professionals**

- These people are not good at Academic Degrees (political leaders, sportspersons, business leaders, movie actors)
- These people are able to understand Human Behavior, Emotions and able to ignite dreams of their followers
- They are good at creating a bond between people with their products or services

- These people are excellent in business but are not the expertise to develop or design a product
- They prefer business, politics, sports and all other leadership domains
- Masses follow them
 - **They are expertise in Dynamic SKILLSETS**
 - They do not have a fixed set of fundamentals
 - They create solutions according to situations
 - They understand human behavior very well
 - They are good to create an attachment between the product and the people

Now some Big questions for you

If you are willing to create a footprint in the Business Voyage, complete this TASK before moving ahead

Is BUSINESS a GAME for you? Do you think that most of the people are unable to handle it properly??

Is doing business tougher than doing a job or similar activities for comparable earnings??

Is business fundamentals are more complex than ROCKET SCIENCE??

If I would like to mention all these in one line, then I surely will say that **BUSINESS is a MULTI SKILLED GAME, and performing a Successful Business is MORE Complex than Fundamentals of ROCKET SCIENCE.**

Yeah, in the rocket designing process, only static skills are required where you know your targets as well and can land your vehicle in the desired orbit, but in business, you must require static as well as dynamic skills but only can pre assume or visualize your targets. But Yes! At the same time, doing business is much easier than ROCKET Science as a business is a true reflection of real-life experiences. The more the experiences one has more are, the more chances of success she has.

The business of any type is a multi-skilled exercise and requires experts' teams from various domains like

Production, Finance, Sales, Marketing, Purchase, Designs, and so on. A successful business venture requires a **Competitive Product Portfolio, Accelerated Growth LaunchPad,** along with understanding the **Customer Requirement** and **Market Strategy,** and need to design your products accordingly.

When you are into the game of business, apart from the desire skills required, you must be aware of many things which are happening around you but may or may not be under your control like

- You must be known to your team mate's various capacities like critical thinking, decision making, execution process, and many similar skills.
- You also must be aware of your competitors, government policies which can affect your business direct or indirect way, market ups and downs, world economic and political trends affecting businesses, new technologies and a new pattern of doing the businesses, etc.
- You also need to know about the present status of your business, at what level your business stands in the market, the growth phase of your business, and the requirement of different sets of skills to sustain and maintain the growth.

Along with all these, you, as a business leader, must be very futuristic to sense the upcoming changes to be happening in the market. Every couple of decades, a requirement

of an individual to family or at society to national-level changes. The requirement of a human frequently changes after every generation to generation. Many reasons are there behind these changes as new innovation creates new demand in the market, saturation with the old products, and likewise. As any business depends upon the demand of products from society or an individual, so the business pattern or the demand of the products changes.

For a successful and sustainable business, you must keep your eyes and ear open every time to feel the changes and need to modify yourselves according to the new demand.

Because of the requirement of multiple skills sets and many more grounds to build an awesome business, most of the people follow the easy way to execute jobs based on their static skills or small businesses, like in most of the trading business, where many skills if missed, does not affect the growth of the business at a larger scale.

But if you want to build an organisation based on your ideas or passion, you must have expertise on multiple skills and need to create a team of great people with balanced skill sets to convert every opportunity into business. But before starting your journey, you must be aware of the mindset you require entirely different from the job seekers or traditional business personals.

The fundamental difference between traditional business and startup is that traditional business owner invests her past in solving problems or in mitigating

requirements of the present, but the startup invests her present lifetime in solving futuristic problems or advancement in life for a future time. To start a traditional business, most likely trading of products, you need some investment to start with, which you earned in past days. The financial investment is what you had earned or saved from past earnings. But an entrepreneur started just with an idea to convert it into a futuristic product or a solution.

Fundamental Difference between Traditional Business and Startup

Traditional Business people invest their past to serve present

- In traditional business, people generally deal with available products, either it is trading or manufacturing, to fulfill the requirements of the people or society. They invest their saved money in the business which they earned in the past.
- The success rate is very high in traditional businesses because they know their products and the associated market and customers.
- But for small scale business ventures, it is a bit tough to manage all human resources to create an effective team from production to design to business development, so missing of a balanced team restrict future growth and hence their business gets saturated in a very short span of time.

Entrepreneurs invest their present into a product of future

- In a startup, where entrepreneurs deal with ideas, they generally do not have much money to service themselves for a long run from ideation to product development and then market and customer ecosystem development.
- The success rate is very less because when a startup started with an idea, as they merely know about their final product or the customers or the market.
- But when a product or application or service developed by a startup and picked by masses, it creates history.

Entrepreneurs
→ start with an idea → invest skills → create a market
Businessmen
→ start with product → invest money → depends on market

