

Problem Statement 2.c. :-

Nano and micro enterprises suffer from a number of fundamental challenges, including viable idea generation, lack of capital, few assets for collateral, poor credit history, lack of competences, and limited support networks. Engaging in sustainable entrepreneurial activities can help entrepreneurs in low-income settings develop more innovative products and services, targeting less price sensitive customer segments. How the technology intervention can help in building competency among such small-scale enterprises in ideation, validation and its execution.

Need: Technology driven tool for ideation, validation and execution.

Submitted By:

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