

## PREFACE

In this thesis, researchers are measuring the success rate concerning innovation and entrepreneurship. This research also studied the effect of innovation-based entrepreneurship the impact on society.

This research has collected data from crowdfunding websites such as Wefunder.com and Kickstarter.com. This study also collected patent-related data from IPO.gov.in. Also, this study collected data from each company website to establish start-up status. IPO listing data for the last 4 years was extracted from NSE and BSE websites. The survey was done at local shops such as Vijay Sales to extract consumer purchase trends. Along with that data was collected from Forms circulated to different entrepreneurs or startup owners.

From crowdfunding data, this study analyzed the amount that the company asked for and the amount actually raised. Based on this information this research decided whether the particular innovation idea was successful or not. This study could establish the fact that 1.63 % of companies could not raise the funding required even after screening to reach the fundraiser website. The most money that was ever raised through crowdsourcing was Rs. 105 crores. Funding for inventors ranged from Rs. 5 crores to Rs. 15 crores for several, and from Rs. 35 crores to Rs. 75 crores for others. With more successful projects, American inventors (74%) got the most amount of crowdfunding, followed by Hong Kong (65%) and China (49%). Our analysis also reveals that the hardware (39), 3D printing (19), and technology (16) sectors received greater support for the following categories of breakthroughs from funders. It implies that the kind of project and the success of crowdfunding campaigns are related, and that the nature and outcomes of crowdsourcing are influenced by geographic factors. The company's receipt of crowd funding may have an impact on society.

This research analysed the recent consumer electronics product purchasing trends in the suburbs of Mumbai, India. Mobile phones make up nearly half of all consumer electronics purchases (42.0%), with televisions coming in second (18.00%). The next most popular choices were laptops and PCs (16% and 10%), which were followed by digital cameras, washing machines, microwaves, and ovens. The least popular options were speakers and tablets (less than 2%). Headphones and earphones were the most

popular mobile accessories (37% and 31%, respectively), followed by SD cards (22% and 4%), chargers, and charging cords. According to a purchasing trend analysis, headphones and mobile cases account for more than half of the accessory market value, making mobile phones and mobile casings the main players. In India, a mobile accessory store that is successful needs to carry at least eight goods, which accounts for 99.9% of sales. Consumer electronics trends shift frequently, and it has been shown that the average device's lifetime is 10 years, while the average accessory's duration is 3 years.

From the information gathered from stock exchanges in India's BSE and NSE, this study found that Startup to Unicorn status is achieved by the company is generally listed on IPO and becomes successful eventually in the market with continued increasing profit. 14% of companies become Unicorn companies from innovation-induced start-ups. Post covid IPO applications from such innovative startups are decreased which leads to the conclusion that creativity is suppressed when people go to offline work. Over the period from July 2022 to May 2023, several companies demonstrated significant variations in their stock prices and trading volumes. Based on the statistics, it is clear that certain initial public offerings (IPOs) have made significant profits since listing, while others have encountered difficulties.

From the patent data, this study could establish how many innovative ideas actually receive Granted patent status and how many receive the Published status. This research found out that only 1 in 4.8 patents are granted and the remaining 3.8 are not novel enough to get granted. This study also find Delhi (28% of the total Indian patents) is the most important state in India to get granted a patent. This research also found Companies file more patents compared to the individual. It was also found during this study that most of the recent innovations are happening in Computers and Mechanical Engineering which leads to a Start-up from innovation.

From the survey data of this study, startup duration, funding sources and use, crowdfunding, patent filing behaviour, public listing goals, and success perceptions are examined. It shows that most businesses are relatively new, having been founded within the last ten years. The main sources of finance are family or personal savings, with certain exceptions such as "Tech Cryptors Private Limited" that draw venture and angel capital. Interestingly, a lot of firms haven't used all of the money they were

able to secure, which calls for more research. While some firms use crowdsourcing well, others run into problems or don't use it at all. The filing behaviour of patents varies, with "Shri IPR consultancy" being one of the most active. Not a single startup surveyed intends to go public. There are differences in founders' definitions of success, which makes standardising evaluation difficult. The study emphasises how different industries are represented in the startup scene and how success views are mostly arbitrary. To get a better understanding of success in startups, future study should examine the standards by which founders evaluate their own performance, the impact of industry-specific factors on success perceptions, and the consistency of self-reported success with objective measurements.

The study explores the impact of innovation-driven entrepreneurship on society, focusing on India. It examines crowdfunding sites and how they help business owners match products with customer demands. Profitable startups are crucial for economic growth and job creation, and their experiences can influence policies and initiatives. The study also examines the patent environment in India, highlighting key areas of technology, local innovation centers, and patent inconsistencies. The study also examines Indian unicorn firms' stock market performance, highlighting how innovation can upend sectors, open new markets, address social issues, and meet changing customer demands. The study aims to empower stakeholders to harness innovation for societal benefit.