

50

BUSINESS

IDEAS

FOR THE NEW AGE

ENTREPRENEUR

SHRADHA SHARMA

Dear Aspiring Entrepreneur

Thank you for downloading this ebook and a big congratulations.

You've shown that you are different. You are an action taker. Since I started YourStory, we have covered 80,000 startup stories, met thousands of founders, investors and policymakers. Having a strong action bias is the common denominator among all of these people and you, which makes YOU, a good fit to become an entrepreneur.

The idea behind starting YourStory was to support the entire business ecosystem by telling their stories, learning from them and uplifting the entire community while we are at it. The ebook you are reading right now is yet another attempt from us to add value to the entire community.

Everywhere I go, I meet people who are struggling because picking the right idea for your business is one of the most challenging choices to make. This stems from the fact that people view entrepreneurship as coming up with a brand new idea. Often times, all you need to do is to come up with a brand new way to execute an existing idea. If you look around you, you will notice that successful people don't do different things, but they do things differently.

This ebook is along the lines of this school of thought. We want to nudge you in the right direction and hopefully get you started with your entrepreneurial journey. We have compiled a list of 50 business ideas that you can start off with. Remember, this ebook is not just a collection of ideas. My team and I went through tons of ideas and selected the ones that solve a problem, has a market and can be started with no or minimal investment.

Also, these ideas are not ranked in any particular order. You can pick and choose whichever idea YOU are comfortable with, and passionate about. Then, I would recommend deep-diving into each of these ideas and figuring out how to execute it because an idea is just the beginning.

It's the beginning of a long journey to success.

But don't worry, I want to be with you through your journey, and I want to see you succeed. That's why I'm going to send you a sequence of emails designed specifically for this journey, so don't forget to check your emails and add me to your contacts.

Hopefully, this ebook will help you create your story.

Good luck!



Shradha Sharma

1

CONSULTING

Consulting can be for just about any skill or area of expertise that you're ready to offer for a fee to those who need it. From building an app to getting a design for a studio apartment, customers can get anything done on a consulting platform.

Since your services are mostly a product of your mind and presence (physical or virtual), you needn't go through the additional expense of having an office. In these times, your web and social media presence speaks the most about you. You can offer your consulting services through your website, by sending out cold emails or messages through any of the social media channels and networking sites, or by cold-calling too.

Being articulate and expressive can help you build your personal brand. You will promote your services online for the most part, and a significant part of your earnings as well energies goes into advertising your services. To scale up, add more partners, consultants or freelancers to your team as needed. Again, networking counts a whole lot!



REQUIREMENTS

- College degree
- Convincing portfolio



INVESTMENT

INR 3,000-30,000



SCALABILITY



2

CORPORATE EVENT PLANNING

Large businesses and small alike look to competitively-priced event managers when they have events to pull off. Event planning is where your personality counts a lot – if you can think on your feet, and not get bowed by pressure, you can play this game better than the players who have the most impressive credentials.

Having a wide and disparate network allows you to make arrangements at the drop of a hat – you’ve got to know public relations coordinators, caterers, florists, decorators, and human resource coordinators. You can cater to reward parties, employee engagement outings (off-site), brand/product launch events and all type of milestone celebrations for companies.

Corporate events need to have a professional sheen and the unseen hand should do all the work – when you can swing this, the scope of event planning can be quite wide and full of possibilities. Extremely favourable scaling up opportunities! Your team can grow by leaps and bounds as you get more popular. And remember to snag those testimonials. Word-of-mouth testimony is best in this case.



REQUIREMENTS

- Event Management Course
- Good public relations



INVESTMENT

INR
35,000-1,00,000



SCALABILITY



3

TEACHING ONLINE

This is a great option for people who possess the needed know-how and the knack to help others understand concepts. Studying through online tutorials at one's own pace is all the rage now. Students, professionals, business people, retired people – everybody takes classes online on a variety of topics.

If you have authority on a topic and want to spread knowledge, you can register as a teacher on any of the popular teaching portals. In some cases, you can make up your own course materials, conduct tests, and guide students towards standardised certification. This will give a lot of satisfaction besides also filling up your productive hours with success stories.

You get to keep flexible hours, and also teach as per how busy you wish to be. Getting your first few students should be your first goalpost, and your popularity can spread from that stage. It's possible to club students together in batches, release material in bulk, or repurpose content to suit different course – so it is scalable to a large extent.



REQUIREMENTS

- Computer with Webcam/Microphone
- Screensharing softwares



INVESTMENT

INR
35,000-1,00,000



SCALABILITY



4

IMAGE CONSULTANT

A little bit of a tweak into your looks and persona gives the confidence such a boost, that it is certainly worth trying. You can be that person giving people makeovers and helping them see themselves in a favourable light. Apart from fashion advice you can give tips on the colours that suit their complexion, the hairstyle that would complement their face shape, suggestions on footwear and clothing sizes, and lots more. A few sittings with you would give your clients better gait and more confidence. You can also offer tips on conversation starters, etiquette tips and ideas on how they can develop their personality inwardly.

Invest in yourself primarily so that your face, body language and clothes exude confidence. Learn how to groom yourself, invest in a powerful wardrobe and practice a killer smile. More than a degree, this is about poise, self-awareness, deep empathy and understanding of subtle body language cues. These observations will help you offer the best tips to each client. It is possible to give advice one-on-one or get a corporate contract where you address people in group settings.

Publicity done by satisfied clients can spread quickly. Your aim would be to reach the top business people, professionals, government officials and leaders in the society.



REQUIREMENTS

- Degree in Psychology
- Background as a Life Coach



INVESTMENT

INR
10,000-1,00,000



SCALABILITY



A photograph showing three business professionals in suits shaking hands over a table, symbolizing a business deal or agreement.

5

HUMAN RESOURCE CONSULTANT

The human capital in the organisation is the one that needs utmost nurturing. Everything else depends on how employees and top brass act day in and day out. Human resource consulting can help bring out the best in them so that each decision they make is for the betterment of the organisation, business, and industry.

HR consulting is offered at various fronts – recruitment, payroll, training, compliance, and a host of other functions. Small to medium-size firms look to outsource these activities to small teams and this can easily turn into a long-term collaboration.

HR consulting focuses on offering employees ways to develop themselves, add to their skill-sets, and gives them means of engagement. Valuable certifications are: Certified Human Resources Consultant (CHRC) from Human Resource Management Institute and Certified Resources Analyst, Human Resource Certification from National Academy of Management Consultants.



REQUIREMENTS

- Degree in HR
- HR software like ZOHO People, PeopleWorks



INVESTMENT

INR
4,00,000-7,00,000



SCALABILITY



6

RESUME WRITING

Hiring managers are notorious for the short span of time they spend scanning a résumé. This is not about to change anytime soon – given the pressures of recruiting fast. A résumé written professionally by a person who is conversant with both the language and the needs of a hiring manager makes life easier for both applicant and recruiter.

A résumé is a snapshot at the candidate that can help determine suitability for a given role. Sweeping generalisation, clichés, or inane statements which are nothing but claims can reduce the credibility of the candidate and move him/her to the bottom of the pile in seconds. Professionals and students who're getting their résumé made for the first time (or when switching career paths) can profit from your services if you have good writing skills.

You need to have a penchant for research and express the candidates in clear, simple words – enhancing your claims with valid numbers.



REQUIREMENTS

-Good writing skills



INVESTMENT

INR 0-25,000



SCALABILITY



7

SEO CONSULTANT

The web has taken over our lives but there is a way to streamline the content we're exposed to – and this is carefully shaped through digital marketing. It follows simple logic – the most relevant content should appear topmost on a search engine, and it is the SEO consultant who makes that happen.

Any and all business these days hire SEO consultants to make their webpages web-friendly, user-friendly and attractive. SEO convinces users to take affirmative action whether it is joining a membership or buying something. Learning these steps is easy provided you're interested in detail work and are quick to learn.

SEO evolves over and over and major changes come quite regularly – and an SEO consultant has to stay current on all these developments. You can branch off into teaching SEO, or hire more people to handle more clients. Small businesses and solopreneurs will appreciate your services – and you still don't need an office.



REQUIREMENTS

-Good SEO knowledge



INVESTMENT

INR 0-35,000



SCALABILITY



8

TUTORING

Teaching is an evergreen business you can conduct from anywhere, even on the go! If you live in a large community or township, you can advertise your tutoring services to the people around you and get your first pupils. You can decide whether you'd like to teach adults or children – and what your offerings are. Mainstream tutoring would be in academic subjects and disciplines; but there is something to be taught all year round, even during the summer holidays.

From a sport to an indoor hobby, arts or fitness; anything you're good at can become your offering, provided you have expertise in this chosen area. You should be able to demonstrate your ability and also demonstrate the intent to teach. If you love teaching, you can gain popularity through word-of-mouth and even consider teaching online, having a YouTube channel for teaching videos and much more.

Within the same student-group or age group, you can take as many students as you're comfortable handling in one chunk of time. You can fill your entire day by scheduling classes with care. This business plan is scalable to a large extent.



REQUIREMENTS

- College degree
- Convincing portfolio



INVESTMENT

INR 0-10,000



SCALABILITY



9

VIRTUAL ASSISTANT

This is a job you'll find appearing everywhere. The role you perform can range from sending out emails, scheduling events, and catering to all the professional needs of busy business people, leaders and public figures. You will be their first point of contact in the virtual space, and in some cases, their spokesperson.

For this reason, good communication skills, presence of mind, and attention to detail go a long way at this job. You might often need to compile clear, concise reports. Your role frees up time for busy workers who do not wish to get tied up with repetitive tasks administrative work. Your role may involve invoicing, cross-checking details, making travel arrangements and sometimes personal tasks too.

Expect to get on board with the job immediately as you get trained and learn on-the-job. Virtual assistants are often involved in content creation that demands subject-matter research, fact checks, finding images and collating all of it into a finished piece. The key is in promoting your services relentlessly. This will help you get fresh clients. Plan and schedule them during your day (or night). Be honest about your availability and you can scale this up to full-time hours!



REQUIREMENTS

-Good Communication Skills



INVESTMENT

INR 0-30,000



SCALABILITY

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10

AFFILIATE MARKETING

If you know how digital marketing works but think it's too much trouble to sell something of your own, sell other people's stuff! It's really that simple – employ your marketing wisdom to generate sales for say, Amazon, and take payment for your efforts. Mind you, you only make money when purchases happen, so be warned of the terms and conditions of the affiliate network/channel you've decided to join.

It can be as simple as launching a blog which promotes products of your choice. This requires you to have an eye for detail as to which products are truly good and likely to catch on in popularity. When you have enough followers that you can redirect, you're better off building a whole website. Either way, you need high-quality content on it to keep visitors informed.

You can teach yourself affiliate marketing without attending a course in person. There are many free and paid resources that get you in the groove. Smart marketers can scale up from a few clients to a large number with a few tweaks.



REQUIREMENTS

- Degree/Course in Marketing
- Understanding of Digital Marketing



INVESTMENT

INR 2,000-3,000



SCALABILITY



11

PRODUCT BRANDING & PACKAGING

Consumer behaviour is a subject within marketing for good reason – it helps to understand the psyche of customers before expecting them to buy a product. Branding for a product begins from the very first message sent out to the packaging it comes in. It's all part of the customer's experience.

You can become the point-person for getting the product ready for the open market. This is relevant to retail marketing where everything from the store's ambiance to the services/amenities provided on the shop floor, and the packaging are engaging to the customer.

Product branding specialists have many ideas like offering freebies, samples, or contests on the packaging in an attempt to snag the interest of the buyer.

It is recommended that you grow slowly and gather pace as you gain more experience. This is the surest way to garner repeat clients. Growth possibilities are high when retailers are out to set up promotional campaigns.



REQUIREMENTS

- Marketing Degree
- Knowledge of Consumer Behaviour



INVESTMENT

INR
2,000-4,00,000



SCALABILITY



12

VIDEO EDITING

Aesthetic sense and tech skills combine in this area to produce a vision that's both appealing and technically sound. Video editing is easy if you are computer-literate. It calls for patience to adjust frames. You can go a step further and curate content that suits your client's requirements too.

Video editing requires you to be dynamic and patient without personal judgment clouding your work. The scope of the work is wide-ranging because every business now maintains a social media page and uses videos to attract user engagement across platforms. Editing services are in high demand and there's a good chance you can set up a long-term collaboration, if you keep your skills updated.

You can freelance and build enough of a customer base to earn a living. It is possible to increase business by offering other multimedia services for text, audio and pictures. All this can be done from your private desk with no need for an office.



REQUIREMENTS

- Familiarity with Non-Linear Editing Systems (NLE)
- Video Editing Softwares



INVESTMENT

INR
30,000-50,000



SCALABILITY



13

ORGANIC FARM GREENHOUSE

Farming and growing fruit, vegetables or flowers can be quite satisfying. The best part is that this can be done at any scale, in a spot as small as your backyard.

Your main investment will be your time and all the learning you will put in – the types of soil, the combination of sunshine and shade each cultivar needs, where you will get the best seeds, and what other nutrients you can add to ensure a fine crop. If you do this right, you will be left with fresh organically grown produce that you can trade in the market. In time, a larger scale of greenhouse farming can ensure a regular supply of fruit and veggies which you can supply to your local grocer.

To start supplying and trading, you first need to get the ‘India Organic’ certification – a label given if the produce meets the standards of NSOP – National Standards of Organic Production which was established in the year 2000. The Certifying Authority is Agricultural and Processed Food Products Export Development Authority (APEDA). With the right natural inputs on converted land, ensuring no contamination, use of sustainable practices, the production can be scaled up and you can spread the impact you build.



REQUIREMENTS

- ‘India Organic’ label by APEDA
- Farmland
- Awareness about what to grow



INVESTMENT

INR 5,00,000-
upwards



SCALABILITY





Everything is going online these days, but many companies prefer to stay away. This player is especially useful to the existing companies that are hesitant about entering the space of virtual selling. An expert in the virtual domain can help build the business's web presence and guide them on how to provide their products and services online.

The services provided by a consultant invariably involve promotion ideas, trying out different channels, and conducting events in the real or virtual space. The traffic to your client's website and blogs depends to a large extent on your ideas – so you're directly responsible for the conversion and revenue made via each channel.

While the virtual marketplace is all about converting visitors into customers, e-commerce consultants suggest that you have to first offer value and engagement to make them open their e-wallets and spend money at your payment gateway (website or an affiliate site). Google and Facebook Ads, YouTube marketing and you, the e-commerce consultant, can be the answer. You can divide up your time equitably between several small clients and work your way up to bigger ones as your skills improve.



REQUIREMENTS

-Freelance Online profile



INVESTMENT

INR 10,000-20,000



SCALABILITY

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15

PRE-SCHOOL

If the inner child is you is always hankering to come out, you couldn't do better than set up a pre-school. You do not need any specific qualification, but training in the Montessori method can be a great start for your pre-school.

The most important things are your patience, ability to handle mishaps that often happen around toddlers and pre-schoolers, and your capability to engage them in an entertaining, stimulating way. This age group loves attention, care, and cuddling, and needs constant supervision.

You might need to hire a couple of helpers. The number of children you hope to take in determines every other factor. It helps to locate your pre-school near apartment complexes and townships, and schools. People with children should find your pre-school within handy distance from home or from schools that older siblings go to. You can handle more children as you add premises. But this also increases the staffing requirement.



REQUIREMENTS

- Legal permission from State Government
- Registration of Pre-school



INVESTMENT

INR
5,00,000-10,00,000



SCALABILITY





Training can be in any form, on a real or virtual platform. But, it should be in a discipline over which you have authority. So that you can take care of a company's end-to-end training needs and turn over to them a batch of employees with updated skills.

If you would like to set up an institute with several training rooms and other investments, you need to check the viability for your chosen industry. In some cases, a remotely placed set of students who log in regularly to receive knowledge transfer through teleconferencing is possible. This means you don't need to set up an office! Save on all the rentals and costs while gaining on a per-hour or per-project rate.

The subject could be anything you have proven expertise in – ranging from soft skills and negotiation in sales to customer service etiquette, safety measures at the workplace, or a particular selection of technical skills.

When you make a name as a corporate trainer, you will get projects and gigs specific to your area and you can choose depending on how busy you wish to be.



REQUIREMENTS

-Certification/degree and experience in the subject



INVESTMENT

INR
4,00,000-11,00,000



SCALABILITY



17

VOICE OVER SERVICE

To an audience focused on visual aids, the importance of a good background score and narrative is not felt until it isn't there.

Documentaries, podcasts, movies, short films, and even advertisements need a voice artist to state, explain, and interpret on-screen content. The best audio and video feeds together make sense in any media.

Pure audio files also have a good impact when told right. When the medium is radio, announcers or jockeys can make a tidy packet by using tone and voice appropriately. They can even act with their voices and make listeners feel present in the moment.

If you have a malleable, versatile voice, good diction and pronunciation, and can depict expressions through your voice, you should offer a voice-over service. For this, you need a portfolio of recordings created around different scenarios. If you have training in vocal music, let one of your pieces showcase that.

Voice culture is something you'll develop as you practice more. It is important not to overdo this. Once you can mould your voice according to your assignments, you can scale up with ease.



REQUIREMENTS

- Good audio equipment
- Portfolio of Audio clips



INVESTMENT

INR 1,000-10,000



SCALABILITY



18

BUSINESS FOR SALE BROKING

This simply means you find people who wish to sell their businesses and connect them to prospects interested in buying a business instead of building it from scratch. You act as a directory of small (or big) businesses and liaise between interested parties.

You are a broker who can find a suitable-sized businesses for those who are in the market. This means you should keep yourself in the know, and work actively to make deals. When you have good deals to find and keep going, you can earn a percentage on the sale, in addition to upfront fees. Brokers are the ones ready to do the legwork, get a good price for the sale, and help get it done fast. They have all the connections, so you need a good network.

You have to attend events, meet intermediaries and business owners, as well as budding owners and venture capitalists.

At the beginning you can charge per hour for your strategising advice and services. As you gain experience and take on bigger projects, you can charge per deal. This business is scalable as your network develops.



REQUIREMENTS

- Marketing and strategising knowledge
- Financial knowledge to help make the statements



INVESTMENT

INR
4,00,000-11,00,000



SCALABILITY



19

FUNDRAISING CONSULTANT

Raising funds for a cause is a noble enterprise, but not everyone has the acumen to get people to sign cheques. For these business people who are too busy to do the actual task of fundraising, a consultant who has an understanding of who to approach and when can be a boon.

As a fundraising consultant, you are the agent who popularises the cause and communicates all the necessary messaging to the right audiences so that more people find the cause resonating with their beliefs and decide to participate. This cause can even be a private business seeking to raise capital. In this case, you, as the consultant, would understand the financial position and present a snapshot of the business so that it is attractive to investors. A cause presented in an attractive manner is sure to bring about a tidy investment.

Depending on whether you work for business or non-profits, you will develop expertise and grow in one domain. Scaling up is possible as you gain experience and step up promotion of your services.



REQUIREMENTS

- Deep understanding of financial accounting
- Excellent knowledge of public relations



INVESTMENT

INR 2,500-5,000



SCALABILITY



20

FRANCHISE CONSULTANT

With the growth of numerous chains of retail stores, salon services and restaurants in the market, many business aspirants are looking to join a chain to reap the benefits of the brand image. Since obtaining a franchise contract is an elaborate process, and assistance from a proper consultant in how to log a tender or request for information is critical in reducing processing times.

A good franchise consultant has a database of all the leads looking to enter franchise leases and business owners interested in letting their brand name get stronger, with a wider reach, through franchise contracts.

A franchise consultant offers a range of services, including tips on how to make the franchise business successful, the strategy to be followed for each distinct type of business function, handling of intellectual property, and so much more. This business can be carried out at the client's business location or at a coworking space – no need for you to build your own office. Scaling up requires building gradually. The track record of successful contracts drawn up can function as your experience.



REQUIREMENTS

- Deep knowledge of business models, assessment criteria
- Checklists, projections
- Register consulting company properly



INVESTMENT

INR 1000-upwards



SCALABILITY



21

NUTRITION COACH

With rising health awareness, everyone is determined to eat right these days. Since not every meal can be planned keeping nutrients and balance in mind, guidelines from people who study the nutrition aspect of food makes meal-planning easy. If you have a special interest in the nutritional value each ingredient offers, you can plan meals for others and also suggest helpful combinations of dishes, sauces, and condiments that offer a balanced diet.

As the nutrition guide, you would have to know how the human body works – especially the digestive and excretory systems. A large part of your investment is the course you take; it must provide certification and essential learning. This is a business that can be done mostly from home, and with occasional visits to speak at conventions, participate in health and wellness conferences and programmes, and to coach clients one-on-one at their homes for demonstrations.

Scale up by offering flyers, and creating awareness online through social media.



REQUIREMENTS

- Interest in food properties and flavour combinations
- Zeal to help customers reach a positive change in lifestyle



INVESTMENT

INR
3,00,000-5,00,000



SCALABILITY



22

ORGANIC STORE

Ever since consumers found out that homegrown, seasonal produce is the best for consumption, demand for organic groceries and perishables has increased manifold. Nutritionists and healthcare practitioners agree that seeds and cultivars should be responsibly-sourced. They should be free of chemical usage either to enhance growth or to reduce pests.

This means you only carry products from suppliers that you trust. Organic stores can carry anything from soaps, cosmetics, and personal care items to food (perishable and long shelf life). You can even start an organic store from home if you plan to sell a limited number of items, and wish to specialise in them. Look for suppliers who have Organic Trade Association Licence or become a member yourself to increase credibility in the market. Other examples of highly profitable commodities are basmati rice, dry fruits, nuts, and even snacks. Geographical advantage is crucial – you can sell more if your stock is available at prime locations.

Once your licences are in place, increase your stocking budget to include more variety and reach out to more customers. Promote your store online and offline to make more sales.



REQUIREMENTS

- Food and Beverage license
- Regional health department license



INVESTMENT

INR
15,00,000-20,00,000



SCALABILITY



23

CAREER COUNSELLING SERVICE

The next time you're at the brink of giving a friend advice on what she should spend her professional life on, take a moment. See if your education, career experience and current stage in life allows you to do this full-time for a fee/paid membership. Career counselling doesn't stop with telling someone to pick one career over another, nor does it start there.

As a career counsellor, it is your business to find out what a person's areas of interest are and whether working in that area would be suited to that person's personality and temperament. It helps to decide on whether you plan to work with say students of technical education, or arts students. Defining your niche helps you to focus all your attention on offering true value to this category of students. You can even choose a niche that you yourself have majored in, and therefore have a personal interest and experience in.

Your job is to build up overall confidence in addition to helping people find careers. You can scale up by reaching out to universities and colleges. Proper advertising on online job portals attracts professionals planning to switch to other areas.



REQUIREMENTS

- Active listening skills to gauge students' interest areas
- Energetic promotion to students and professionals



INVESTMENT

INR 0-upwards



SCALABILITY



24

CONTENT DEVELOPMENT

The need for good content is ever-increasing. Every marketing campaign you can think of needs images, words, video and dynamic explanatory features like infographics. Content developers, depending on their area of expertise, write the words, curate visual content, and fill in the details.

Starting a content development business is something you can do with no extra skill other than what school and college already teach you. You need to find information related to a topic (research) and construct a sensible narrative around it. Presenting this content in an engaging manner to readers is the primary focus of content development. It includes taking inputs from different sources, incorporating the most-searched keywords, and getting the readers and search engines to value the content presented. Content development is an important function of content marketing.

Every business in the process of promoting itself has content needs – your growth can be astronomically high.



REQUIREMENTS

- Excellent writing skills
- Storytelling strengths
- Pendant for research



INVESTMENT

INR 0-50,000



SCALABILITY



25

FITNESS TRAINING

Every layperson knows that exercise is essential for long-term health. If you are fit and know how to motivate others to keep in good shape, the role of a fitness instructor (part-time or full-time) will fit you like a glove.

There are many fitness academies that offer fitness certifications after rigorous practice and test routines. You also need to be aware of calorific values, dietary intake, and some understanding of the human physiognomy – the bone and muscular structure. When you have the right understanding of these factors, you are less likely to cause injury to yourself, or to anyone you wish to guide on the path of fitness.

The good thing about starting a fitness coaching business is that you don't have to set up an office/gym immediately. You can offer your services as a personal trainer to groups or families, or even one-on-one. Once this works out, you can start your own studio.

Definitely scalable! Get more clients by teaching groups, and working with TV actors and small-time celebrities who are focused on their body image. One assignment can bring you many more!



REQUIREMENTS

- Fitness trainer course
- An enviable physique
- Ability to motivate client



INVESTMENT

INR 30,000-upwards



SCALABILITY



26

SALES TRAINING

Being a salesman is about playing a mind game with a prospective customer, they say. Once you have a lead on who potentially has the need for a product, the art of selling lies in creating the urge to buy that from you – and not from a competitor.

If you have experience with direct sales, fieldwork, on the shop floor, or at conventions, it is time you converted all your tricks and tips into a handy training course for up-and-coming sales personnel. Selling as a process begins long before you make a pitch. It's about studying prospective customers, understanding the ideal buyer persona, and making it work so that both buyer and seller walk away from the deal happy.

As the sales trainer, you teach your students effective techniques of selling – things to say, making the right gestures, and logging up a high rate of conversion. There are subtle non-verbal cues, body language tips, and 'reading the situation' which many newbie sales people have to learn quickly. You can help them do that.

Growing through your teaching materials is certainly possible when you offer value. Sales managers would be happy to recruit you for their training needs if you network well.



REQUIREMENTS

- Excellent pitching skills
- Experience in selling



INVESTMENT

INR 0-5,000



SCALABILITY



27

SELF-DEFENSE TRAINING

Self-defense is about being prepared to keep yourself safe in the face of unexpected danger. Given the growing crime rate in India's streets, it makes sense for everyone to be prepared.

You can teach martial arts like karate, Taekwondo, Jujutsu, or just a few boxing moves. To start teaching, you must have professional-grade training and certification to prove that you're an authority on the subject. You also need to be fit and alert so that you are convincing in the story you plan to sell.

For beginners, an exclusive studio is unnecessary. You can visit the client and teach their group at their home or place of choice, or you can hire a venue for a limited number of hours per week.



REQUIREMENTS

- Certificate of skill-level
- Choose a niche: women/children or define age group



INVESTMENT

INR 6,000-10,000



SCALABILITY



28

SOCIAL MEDIA CONSULTANT

Whether a business is regional or wide in scope, a business owner will want to promote it online in addition to offline marketing. This is necessary because it is the trendiest marketing channel that has the greatest penetration with youth and young adults. If this age group is part of the target demographic, then the business owner will benefit greatly by contacting freelancers or workers like you who offer social media consulting services.

Social media marketing encompasses the posts made over a slew of platforms, including Instagram, Twitter, Facebook and so on. Each of these has slightly different guidelines for how to make the most of the platform. You can teach businesses how to do this or do their marketing for them.

Social media marketing has to be done consistently and repeatedly to lead to fruitful results. Scale up this business by getting familiar with the platforms and their posting guidelines.



REQUIREMENTS

- Excellent social media marketing knowledge
- Good Communication skills



INVESTMENT

INR 15,000-25,000



SCALABILITY



29

VIDEO PRODUCING

All good marketing programmes need visual content. They need dynamic, short videos that convey information and also impress the viewer before his or her attention flags. Here is where you come in with your video production expertise.

As a freelancer or part-timer, you need acumen to shoot, mix, edit, and review until your client is satisfied with the clip produced. It is all about addressing the needs of the client or the needs of his target audience. Make a portfolio of these to show to potential clients. Basic camera skills are enough if you have a good camera and tripod and some good editing software that you are fully familiar with.

Marketing the services through a website is your first step because organic visitors will want to see a sample of your work before contacting you. As you gain popularity, you have to remember that quality reigns supreme over quantity and your best work is better remembered than the quantum of work done by you.



REQUIREMENTS

- Good equipment-camera, tripod, microphone, lights
- Editing software skills



INVESTMENT

INR
1,00,000-3,00,000



SCALABILITY



30

TRANSLATION SERVICES

If you have the expertise or at least spoken proficiency in two or more languages, this business opportunity is for you. And the best part is that you don't even need to carry a pen and notepad! Your work entirely lies in translating what is said between two (or more) speakers in a meeting.

To grow in the ranks as an expert translator, you should be able to translate intricate messages, nuances of business and diplomacy, and much more.

Some agencies and clients might want to see credentials and proof of your language proficiency before they hire you to speak for diplomats. It makes sense to have a certificate and ensure that it is current/renewed every few years. This helps you stay on top of your game.



REQUIREMENTS

- Language Certification
- Readiness to travel
- Cultural Awareness



INVESTMENT

INR 1,00,000-
upwards



SCALABILITY



31

SKIN CARE CONSULTANT

Your skin reflects your health. Given the increasing levels of pollution and hormonal upheavals the body goes through, skin needs external help to remain smooth and soft. This can begin at home itself, but the knack is to know what simple kitchen pantry ingredients can help in cleansing, toning, and moisturising.

For instance, exfoliating is a big part of skin care, and it can be done with a little rice flour and turmeric mixed with milk or rose water. This is a great scrub that you can put together in minutes. If you have such cool tips that can help people get rid of dullness, pimples, oily T-zones, or callused elbows, consider skin care consulting.

At first, you need to set up a Facebook page (or group) and channel your wisdom into a blog. A website comes at a later date. You can even offer personalised consultations to followers for a fee. As you keep adding tips, your blog can become popular enough to attract a regular batch of clients. Conduct webinars or Q & A sessions through Facebook Live – the outlay is zero.



REQUIREMENTS

- Knowledge of skin types, products
- A wealth of tips, home remedies



INVESTMENT

INR 0-30,000



SCALABILITY





The internet has made geography expendable and the fitness industry is no exception. There is a huge scope for those with interest and expertise in fitness and nutrition to extend their services through the world wide web.

You can look at getting paid for keeping your clients motivated and focused on getting to their fitness goals. All you need is a good fitness record for yourself and an active social media presence.

There are various mediums through which you can conduct your services and it can start with something as simple as a WhatsApp group. You could opt to create a website that showcases client testimonials and online appointment booking facilities. As a fitness instructor you would also have the opportunity to endorse brands that you think have great quality and give results.



REQUIREMENTS

- Being fit and healthy
- Fitness and nutrition



INVESTMENT

INR 10,000-
upwards



SCALABILITY





A tiffin service is to a hassled office goer what moms are to their kids... everyday saviours! Between hectic schedules and unhealthy fast food options, the office goer is perpetually on the look-out for a wholesome and affordable daily meal option.

The market is filled with brands offering meal plans and balanced diets, but there is always scope for those offering authentic taste that reflects their culinary traditions.

Focus on quality, word of mouth will get you more clients than anything else. Create easy to implement meal plan options and list with an aggregator like Meal Tango. Reach out to friends and family who love your food to start you off. Once you are comfortable with the process you can scale up your client base.



REQUIREMENTS

- Basic and hygienic cooking facilities
- Packaging materials
- Listing with an aggregator



INVESTMENT

INR 1000-upwards



SCALABILITY



34

PET DAYCARE/ PET FRIENDLY SERVICES

The only thing more stressful than being a parent who has to work is being a pet – parent who does. Fur babies need a lot of love, care and attention.

According to India Pet Care Market Analysis 2016 – 21 the pet care market is set to grow by 17 % in this time period. So if you have a love for pet animals, then this is the business for you!

Start with one service and add more along the way. Pet sitting, pick up and drop, day – care / vacation – care services are options to explore. An open space at home could then evolve into commercial spaces.

All this with an online presence will set you up for success.



REQUIREMENTS

- Space
- Support staff, if required
- Vet services on call



INVESTMENT

INR 30,000-upwards



SCALABILITY



35

CHILDREN PLAY/ADVENTURE AREA

He who gives parents the opportunity to engage their children in a gadget free environment is a modern day hero! Parents need safe environments where kids can engage in wholesome fun.

Hectic schedules leave little time for elaborate weekend plans. A space with a good mix of interactive play activities where parents can relax as well is sure to be a success.

Interactive play, rock climbing facades, fun houses, trampolines and maze runner activities would give children hours of fun and parents the gift of time. Make it thematic and have activities around the theme.

A space that is close to residential areas or in a mall is ideal for a concept like this.



REQUIREMENTS

- Play equipment
- In-state licences and permits
- Staff to monitor area and play



INVESTMENT

INR 10,00,000-
upwards



SCALABILITY





36

PRENATAL FITNESS CLASSES

There are few things more beautiful than the joy of motherhood. Among the host of services aimed at making those nine months comfortable and safe for the mother and baby, the most sought after are exercise and birthing classes for pregnant women.

A certified practitioner with expertise in techniques like Yoga, Lamaze, Pilates, aqua aerobics etc would have many takers. You can teach at a hired/ owned space or do home visits, the latter being a more popular choice.

Consult with maternity homes and hospitals. An online website and printed literature at various relevant places like medical stores, ladies only salons and spas, gynaecologists etc will help people know about you.

A good personality and the ability to go that extra mile is what will set you apart from regular hospital consultations.



REQUIREMENTS

-Relevant qualifications and certifications



INVESTMENT

INR 10,000-upwards



SCALABILITY



37

YOGA CLASS

Yoga is India's claim to fame. It has become synonymous with health and all things Indian. From Hollywood celebs to PM Modi, everyone's social media feed has at least one post dedicated to an asana!

If you are a certified yoga instructor or have been a practising enthusiast for a while, opening your own yoga studio may be just the thing for you! Since all you need is a few square feet of space and a mat, investment is negligible and there are a host of things you can do to popularize your classes including having an website or youtube channel and a good social media presence.

Home based yoga classes are also quite popular. Certifying yourself with unique yoga variations like Aerial yoga or Iyengar yoga would help you offer a very specific range of yoga practices.



REQUIREMENTS

- Minimum 100 sq ft of space
- Certification from a yoga institute



INVESTMENT

INR 0-upwards



SCALABILITY



38

FINANCIAL PLANNER

I don't need to be financially secure... said no one ever! The modern individual is bombarded with a lot of financial information and could do with some help.

If you have had a sound career in the financial sector then becoming a financial planner is your road to success. Start a blog where you can write about FAQs that generally figure on people's minds.

While financial goals are broad and mostly the same (everyone wants to own a home, go on vacations, drive a nice car), each person's individual needs are different (Where will the home be, what kind of vacation, which car?)

Your expertise and reputation will be built on how well you can help people set realistic goals and guide them to achieving those.



REQUIREMENTS

- Bachelor's degree in finance, economics, business or statistics
- Working experience in the financial sector



INVESTMENT

INR 0



SCALABILITY



39

PET GROOMING

Looking good isn't just for humans, their pets can steal the show too! If you are great with four-legged friends and love turning them into picture-perfect cuties then starting a pet grooming salon is for you.

Cute hairstyles, pawdicures and spa sessions are all part of the pampering they lavish on their pets.

Experience with handling them is a must, but if you are an animal lover that should not be a problem. There is an investment required in terms of space and basic equipment.

A social media page that showcases your pet clients would help popularize your work. Associate with pet clinics and pet food stores to reach your target audience. Pet shows are also a great place to meet prospective customers.



REQUIREMENTS

- Relevant licenses and permits
- Space and Equipment
- Grooming skills



INVESTMENT

INR 10,00,000-
upwards



SCALABILITY



40

LIFE COACH OR MENTOR

Don't hesitate to motivate! If interpersonal skills in one of your strong points and you have a passion for helping people then becoming a life coach or a mentor is definitely something you should look at.

A highly altruistic personality and the ability to offer advice and sound counsel are prerequisites in embarking on this career path. An honest approach to creating value will help you gain the trust of your clients.

You can use many mediums. Seminars, one on one sessions, book writing, motivational videos, podcasts etc are various options being used by life coaches and mentors.

While being a life coach may bring you a huge success, it also entails an even bigger responsibility. So taking this up also means you take ownership for your actions and their influence on others.



REQUIREMENTS

-Good interpersonal and communication skills



INVESTMENT

INR 0



SCALABILITY





Digital marketing is the blue-eyed baby of the current advertising world. No brand's promotion is complete without a digital campaign. Digital marketing includes all the areas that attract eyeballs online. Social media, video sharing platforms, blogs, websites etc, all of these are mediums of digital marketing.

A basic understanding of marketing principles is a must, to which you can apply the technicalities of digital marketing. Constant upgradation of skills in this area is required as new platforms and online spaces are created every day and the popular ones keep changing their structures.

Once you are able to deliver effective results you will find your client list growing. Post which you can invest in a website and showcase your portfolio and client roster for greater success.



REQUIREMENTS

- Digital marketing expertise
- In-depth industry knowledge for marketing strategies



INVESTMENT

INR 5,000-upwards



SCALABILITY



42

TAX PREPARATION

Everyone gets frantic around tax season. For a lot of people filing taxes is a time consuming and unappealing chore. Proving a service that takes it off their hands is a great way to earn cash during the filing periods.

Being aware of all tax related regulations, rules, exemptions and revisions is a must. While you do not need any special qualifications to prepare for taxes, you do need proficiency in doing it. If you have a financial services background then you can also advise your clients on tax saving and investment opportunities.

There is tax software that you can invest in to make this easier and more scalable. Building an atmosphere of trust is vital so that your client base stays loyal.



REQUIREMENTS

-In-depth knowledge of all tax-related rules, regulations, exemptions and revisions



INVESTMENT

INR 1,500-upwards



SCALABILITY



43

BRANDING CONSULTATION/ AGENCY FOR PROFESSIONALS

If setting people up for success is something that drives you then a business in personal branding is an area for you to consider.

Social media celebrities, budding best-selling authors, sports professionals, life coaches are all examples of individuals who need personal branding.

From personal logos to branded stationery, professional profiles online and dressing styles, there are several aspects that go into creating someone's personal brand.

A website with visuals and descriptions of your services along with testimonials from clients is a must. Good interpersonal skills and an understanding of how professionals in various industries are perceived is vital for this to be a success.

Cultivating each client to help them become a brand is time-consuming, but rewarding and you can build a very successful legacy in this field.



REQUIREMENTS

-Website and brand development experience



INVESTMENT

INR 20,000-upwards



SCALABILITY



44

PHOTOGRAPHER IN A NICHE CATEGORY

Social media has made photography an integral part of our daily life. However, when it comes to capturing special moments, events or creating content, people turn to professionals. There is a lot of competition in the field, so you must identify a niche to create a lucrative business.

Stock photography, relevant businesses and brands, blogs and aggregators would be your clients. Creating a website and your online portfolio is very important as your work will speak for itself. Social media presence will also help and collaborating with social media personalities who operate in your niche will get the word about.

There is a scope to create your unique style or trademark that you can be known for in your niche segment, and that could give your business a phenomenal boost.



REQUIREMENTS

- Basic equipment
- Experience behind the lens



INVESTMENT

INR 1,00,000-
upwards



SCALABILITY



45

AIRBNB HOST

The world has become a smaller and more interesting place. With budget travel becoming the norm, travellers are on the lookout for affordable places to stay and experience a place. If you love playing host and meeting new people, then being an Airbnb host is just the thing for you.

An Airbnb host not only gives a visitor a space to spend their stay, but they are also part of the experience that the traveller has. Authentic meals, city tours, personal shopping experiences are part of the guest experiences you can offer.

To list on Airbnb, a space to rent out is a must. There are additional fees like hosting fees and guest experience fees that vary from place to place. Make sure you do thorough research before you decide your rental costs.



REQUIREMENTS

- Space to rent out
- An Airbnb listing for space



INVESTMENT

Variable as per space owned



SCALABILITY





46

COOKING CLASSES

Those who love to cook and experiment in the kitchen could look at sharing that love and making a business out of it. Cooking classes will never go out of fashion as long as the love for good food endures.

Good interpersonal skills and the ability to organize lessons into teachable sections is important. Take up a particular cuisine, meal sets or even just a part of a meal (for example desserts). Making your classes fun and giving students written material that they can refer to later will help popularize your offering. You can offer web-based or video based tutorials as well.

A website or social media page with student testimonials or small cooking videos is good publicity. You can eventually brand and market your classes and move into a more commercial set up.



REQUIREMENTS

-Space to conduct classes



INVESTMENT

INR 1,000-upwards



SCALABILITY



47

HEALTHY/TRADITIONAL SNACKS FOR VARIOUS CONSUMER GROUPS

Everyone feels like snacking in the day. Kids and adults alike reach for the munchies, but often the options are not healthy. If you are great at experimenting with and creating tasty and healthy snacks for your family, then doing it as a business may be a great idea for you.

Hygiene and good packaging are important, as is making unique and niche products (like sugar-free biscuits, multigrain, diet friendly or oil-free snacks). You can start by making for friends and family, then spreading the word and taking larger orders. Stocking at local grocery stores may also work for you.

If you have great products, demand will increase and you can hire help as you go along. This business has the potential to be a great success.



REQUIREMENTS

- Ingredients
- Packaging



INVESTMENT

INR 1,000-upwards



SCALABILITY



48

BRAND COMMUNICATION DESIGN FOR WEB AND PRINT SERVICES

Small businesses cannot afford the services of big marketing agencies to design their logo, ads or other brand communication material. They do, however, need these services. If you are a graphic designer with a creative eye then you can start your own design studio for this.

The start-up cost is negligible assuming you already have a laptop/ PC to work with. A website or online portfolio will help showcase your work. Networking is very important as brands prefer to trust their logo and such important things with a face, rather than simply find a random online person. Participating in entrepreneurial and startup events will bring you in contact with businesses that need you.

With good work and great references, you can build a highly successful venture.



REQUIREMENTS

-Relevant software and laptop/ computer



INVESTMENT

INR 5,000-upwards



SCALABILITY



49

SPECIALIZED RECRUITMENT SERVICES

Those with a strong background in human resources can look at starting a specialized recruitment agency. There are a host of start-ups that have very specific needs but not the means to employ an HR to help them hire the right talent for their industry. This could be your offering.

Each industry has its own criteria and pay scales. A startup does not have the bandwidth to identify and recruit based on current market pay scales. This results in them taking bad recruitment decisions and being stuck with the wrong talent which is a waste of their precious money resource. Your experience in the field could help them solve that issue.

Promoting your services on talent hire sites like LinkedIn and attending startup seminars and gatherings would help connect you with those who need your services.



REQUIREMENTS

-Strong HR foundation



INVESTMENT

INR 0



SCALABILITY



50

DROPSHIPPING BUSINESS

With a laptop, an internet connection, and some logistical help, you have access to a global marketplace.

Dropshipping is a viable business model to start an ecommerce business from home. You will not need to stock any merchandise, as your role involves getting the product shipped from the retailer to the consumer. All you need is an e-commerce enabled website with product listings from your retailers that will clock orders from customers.

Choose your product categories based on what you think has good potential. The dropshipping concept can operate in any product vertical, including garments, toys accessories and electronics.

You will have to protect your business from quality risks and customer poaching by putting in some safeguards like private label shipping or customized packaging slips.



REQUIREMENTS

- E-commerce website
- Shipping logistics
- Company registrations as per law



INVESTMENT

INR 40,000-
upwards



SCALABILITY

