Conversation between **Amit** (who has experience with startups) and **Ravi** (who wants to start his own company).

**Ravi:** Bro, I really want to start my own company, but I don’t even know where to start. 🤔

**Amit:** Haha, everyone feels like that in the beginning. First thing – do you have any idea in mind?

**Ravi:** I have a few ideas, but I don’t know if they are good enough.

**Amit:** Arre, ideas are never perfect in the beginning. Just think about a real problem people face, then see how you can solve it.

**Ravi:** Bro, I was thinking about making an app for home-cooked tiffin services. Will it work?

**Amit:** Sounds good, but before anything, **validate the idea**. Talk to potential customers and see if they really need it.

**Ravi:** How do I validate an idea? Do I need to make the full app first?

**Amit:** Nahi re, just do a **small test**. Talk to 20-30 people, make a simple Google Form, or even start on WhatsApp groups.

**Ravi:** Ohh okay. But should I look for investors or just start with my own savings?

**Amit:** Start **lean** bro. No need for investors unless you really need money. Try to build an MVP (minimum viable product) first.

**Ravi:** MVP sounds fancy, what exactly is it?

**Amit:** Haha, MVP just means a **basic version** of your product with only the most important features. Don’t overcomplicate it.

**Ravi:** Okay, let’s say I build an MVP. How do I get my first customers?

**Amit:** Bhai, start with **friends, family, and local groups**. Give some free trials, get feedback, and slowly expand.

**Ravi:** Should I make a website first or an app?

**Amit:** Website is easier and cheaper. Start with that. If people love it, then think about an app.

**Ravi:** When should I register my company? Before launching?

**Amit:** Not needed in the beginning. First, test if people are even interested. Once you start making money, then think about **LLP or Pvt Ltd.**

**Ravi:** Should I find a co-founder or do it alone?

**Amit:** Bro, if you can manage alone initially, go for it. But a **co-founder** helps share the workload. Just choose wisely!

**Ravi:** Bro, I am not technical. Should I hire a developer?

**Amit:** If tech is the core of your business, better have a tech co-founder. Otherwise, hire freelancers for the initial work.

**Ravi:** How much money do I need to start?

**Amit:** Depends on your business. If it's a tech startup, a few lakhs should be enough if you’re bootstrapping.

**Ravi:** What if I need funding later?

**Amit:** First, build traction. Once you have real users, you can pitch to angel investors or VCs.

**Ravi:** What’s traction?

**Amit:** Number of active users, revenue, engagement – basically proof that your startup has potential.

**Ravi:** Do investors really care about my idea?

**Amit:** They care more about execution and your team than just the idea.

**Ravi:** So should I focus more on execution?

**Amit:** 100% bro! Even an average idea can work if executed well.

**Ravi:** How do I build a team?

**Amit:** Start with people you trust, or hire interns initially to keep costs low.

**Ravi:** What about marketing?

**Amit:** Do organic marketing first – social media, WhatsApp groups, LinkedIn, all free methods.

**Ravi:** Should I run Facebook or Google ads?

**Amit:** Not in the beginning. First, get organic customers, then scale with ads.

**Ravi:** What if nobody is buying my product?

**Amit:** Maybe your product isn’t solving a real problem. Get feedback, tweak it, and try again.

**Ravi:** Bro, competition is too much. How do I survive?

**Amit:** Be unique. Offer something better or target a specific niche.

**Ravi:** I’m scared of failing, bro.

**Amit:** Failure is normal, yaar. Every big entrepreneur has failed multiple times. Just learn and keep moving.

**Ravi:** What if someone copies my idea?

**Amit:** Happens all the time. Focus on execution. That’s what matters.

**Ravi:** How do I name my startup?

**Amit:** Keep it simple, unique, and easy to remember.

**Ravi:** Do I need a logo in the beginning?

**Amit:** No need bro, focus on product first. Logo can come later.

**Ravi:** Should I quit my job to do this full-time?

**Amit:** If you can manage both, keep your job. Otherwise, save enough money before quitting.

**Ravi:** What if my startup fails?

**Amit:** Then start again. Every failure teaches you something valuable.

**Ravi:** Bro, what are some common mistakes founders make?

**Amit:** Overcomplicating things, not validating ideas, burning money too fast, and giving up too soon.

**Ravi:** What’s the best way to find customers?

**Amit:** Go where your audience is – social media, communities, word of mouth.

**Ravi:** Should I offer discounts in the beginning?

**Amit:** Yes, but don’t make it a habit. People should pay for value.

**Ravi:** How do I handle customer complaints?

**Amit:** Listen, solve their issue, and improve your product based on feedback.

**Ravi:** How do I stay motivated?

**Amit:** Keep your vision clear. Surround yourself with positive people.

**Ravi:** How long before I start making money?

**Amit:** Could be months or even years. Be patient.

**Ravi:** Is networking important?

**Amit:** Very! The right connections can open big doors.

**Ravi:** Bro, is hustle culture real?

**Amit:** Hustle, but don’t burn out. Balance is important.

**Ravi:** Should I focus on B2B or B2C?

**Amit:** Depends on your product. B2B has bigger deals, B2C has more users.

**Ravi:** Should I take a loan for my startup?

**Amit:** Better to bootstrap or raise funding than take a loan.

**Ravi:** How do I approach investors?

**Amit:** Have a strong pitch, show traction, and network at startup events.

**Ravi:** Should I make a business plan?

**Amit:** At least have a basic roadmap. Don’t just blindly build.

**Ravi:** Bro, this sounds like too much work.

**Amit:** Haha, welcome to the startup world!

**Ravi:** How do I stay ahead of my competitors?

**Amit:** Keep innovating, listen to users, and adapt fast.

**Ravi:** What if I get negative feedback?

**Amit:** Take it positively, fix issues, and improve.

**Ravi:** Any book recommendations for startups?

**Amit:** Read "Zero to One," "The Lean Startup," and "The Hard Thing About Hard Things."

**Ravi:** Do I need an office or can I work from home?

**Amit:** Work from home until you really need an office.

**Ravi:** How do I stay productive?

**Amit:** Set goals, avoid distractions, and take breaks.

**Ravi:** Will my startup ever succeed?

**Amit:** If you stay persistent and keep learning, definitely!

**Ravi:** Thanks, bro! You’re my startup mentor now. 😆

**Amit:** Haha, anytime! Now go build your startup! 🚀