C**hristian Jay V. Landero MARCH/23/2022**

**STEM – 12 ST.Catherine**

**The art of growing a company: An Entrepreneurial Monologue**

**By: Rajesh Nair**

**Source: Vikalpa**

[**https://journals.sagepub.com/doi/pdf/10.1177/0256090920030106**](https://journals.sagepub.com/doi/pdf/10.1177/0256090920030106)

**Summary**

The paper presents entrepreneurship as an emotional pursuit, gut feeling is the most important in making a start-up decision, the author offers a framework on how a company can be started – the various stages, key problems each stage, and suggestions for sailing smoothly through them. The different stages are as follows

* **Confusion**: includes the three phases of Fright, Flight, and Fantasy. Initial apprehension holds an aspirant from starting up, it’s possible that he gets frightened about failure or gets frustrated from his lack of focus and jump from one idea to another or be overconfident about the success of his idea.
* **Crossing Threshold**: those who cross the confusion stage face the 3 p’s: peer pressure, procrastination, and poverty. A green signal to them is important for take-off. Starting up is a bold move but one needs to have at least 6 months of financial expenses, an activity plan for 1st month, and lots of hope.
* **Start-up**: the key issue includes how to set up a team, share equity, realize that responsibilities can’t be shared equally. There always has to be a leader that is always ready.
* **First thousand days**: believed to be decisive days. At this stage, it is very important to set priorities, be flexible, and responsible. Success or failure may depend on how hard the issue is.
* **Growth**: once the company crosses the 1000 days and is on the winning track, the fear of losing focus emerges. This is the most difficult period of the company’s life and business may end up in disaster. To sustain the focus, it is important for the entrepreneurs to:
* Decide if he wants to grow and if yes, then be prepared for upcoming issues.
* Separate the 2 roles of investors and entrepreneur-manager
* Align the important individuals to a common organizational vision through equity.

No entrepreneur should forget the supremacy of cash, mind, and intuition. With these, he is able to fight, take rational decisions, and remove mistakes at the earliest, what is important is to enjoy the journey towards the destination.