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THE RISE OF ZOMATO

by founder -
Deepinder Goyal

zomato



DID YOU KNOW?

Many people say that some people don't know that Zomato almost went broke multiple times. And every time it went back and got back the money. And managed the situation.



DO YOU?

Want to know about those phases:

- 1. What was happening from a human perspective?**
- 2. What happened in the company?**
- 3. What did the founder solve as a human?**
- 4. What did the founder do for the company?**



Deepinder Goyal Answers:

"Let's say we've four months of money left.

After roundup, we had \$10 million for 4 months.

Our burn rate was very high back then.

When the next month is over we should still have 4 months' money left.....



...Then we used to reduce the burn rate. So, this month we spent \$2.5 million.

And, we were left with \$7.5 million. So, next month's burn rate should have been less than 2.

Like this, we always kept 4 months' money in the bank.

So, if you always have 4 months' money with you, then you have an infinite life span in a way."



This is how Zomato has always made its comeback whenever it was going through a Downfall.

This showcases the importance of being smart with money in a business. Always have backup money ready to keep the business running. And then spend it wisely so that it gives an infinite lifespan to the company.



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SAVVY STARTUPS

