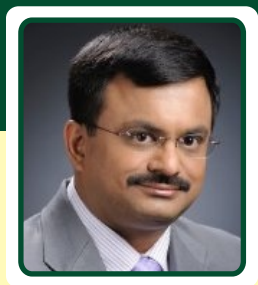


INDIA BEYOND 2020 CHALLENGES & OPPORTUNITIES

DIGITAL CONFERENCE



T.N.C. VENKATARANGAN

Microsoft Regional Director

INDIAN INDUSTRIES DEVELOPMENT

Shri. T.N.C. Venkatarangan said' “this message is more for students who are thinking for start ups who are in various stages.” So, Shri. Venkatarangan puts that up in three buckets as follows:

1. The start up should acknowledge that the world has changed and we are in an uncertain scenario. So once you understand that we are in a different scenario and if you are already in a business, conserve your cash.
2. If you are in a business and if you are making sales, some of your founders have to go aggressively for collecting money from your customers. Also if you have raised money you will have to stretch in for another 18 to 21 months.

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3. If you have not started a business yet, that is if you are planning to start a business then, look at how you can extend this runway. Because it's going to be extremely difficult to raise money now. Keep doing things which does not require money like planning, selection, marketing message etc. Make action plans and be ready to scale up quickly when the things become better.

