

**PROJECT REPORT**  
**on**  
**PERSONALITY TRAITS OF Arman Sood**  
**for**  
**LAB ASSIGNMENT 1**  
**of**  
**INNOVATION AND ENTREPRENEURSHIP (UTA025)**



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## **Arman Sood**



### **Introduction**

Arman Sood co-founded Sleepy Owl Coffee in 2016 together with Ashwajeet Singh and Ajai Thandi. The firm was launched as an ultra-premium ready-to-brew cold brew coffee start-up for Indian urban millennials, revolutionizing India's coffee culture. Arman was pivotal in establishing Sleepy Owl as the leading D2C coffee brand in India by bringing together convenience, quality, and innovation in packaging. Moreover, his journey as an entrepreneur shows his never-say-die attitude, as well as his customer-centric skills and understanding of ever-evolving market trends.

## Personality Traits

S.N.	Personality Traits	Reflections	Examples	Ratings (out of 50)
1.	<b>Openness to Experience</b>	Arman is highly open to new ideas and innovations, making him a visionary entrepreneur.	Introduced cold brew coffee to India and expanded the product range with hot brew bags and iced coffee cans.	45
2.	<b>Conscientiousness</b>	Demonstrates a strong work ethic, discipline, and attention to detail in building the Sleepy Owl brand.	Ensured high-quality packaging and customer satisfaction while scaling operations efficiently.	46
3.	<b>Extrovert</b>	Arman balances sociability with strategic thinking, engaging well with partners and customers.	Regularly participates in podcasts, interviews, and customer-focused events while leading product innovation.	40
4.	<b>Agreeableness</b>	Highly agreeable, fostering teamwork and customer relationships with empathy and understanding.	Built a strong partnership with co-founders and created a customer-first approach to product design.	40
5.	<b>Neuroticism</b>	Low: Arman remains calm and resilient in the face of challenges, showing emotional stability.	Successfully managed the challenges of launching and scaling a D2C business in a competitive market.	37
6.	<b>Visionary Thinking</b>	High: Displays a forward-looking approach to redefining coffee consumption in India.	Identified the gap in the market for convenient, high-quality coffee and turned it into a thriving business model.	44

## **Conclusion**

From Arman Sood's personality traits, we learn that a combination of openness, conscientiousness, and resilience is essential for entrepreneurial success. His ability to identify market gaps, work collaboratively, and remain adaptable showcases the traits that help businesses thrive in competitive markets. Arman's journey highlights the importance of innovation, customer-centricity, and emotional stability in building a brand from scratch.

## **References**

1. Sleepy Owl Official Website
2. Arman Sood LinkedIn
3. Podcasts and interviews on Youtube