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# START-UP MAGAZINE

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**START - UP PATHASHALA- CA PANKAJ DARA**

**Hello Every One**

**I Hope All Fine and wish all good health and wealthy with spiritual life for peace and prosperity**

**Thanks for positive response show by all professionals, entrepreneur, students in my initiative of start- up magazine every weekly**

Today We under Two Terms Related To Start up Sector ,Basic Clarity Makes Understand The viability of the start up and helpful for making presentation before investors or bankers, With My experience I had experienced that all Want to understand directly the concept of funding, valuation , take over and buy out of start up, without much going into basic clarity of the concept associated with the industry , this will make a Unprofessional way to start with a subject without getting its finer and inner details, so I had chosen the path of making learning a journey with fun examples , so let's begin

**1) Bootstrapping. 2) Burn Rate.**

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## 1) Bootstrapping.

Bootstrapping (this word was originally generated in 1950) - has different meaning in different sectors i.e in computer, Computer Science, algorithm, Machine, Entrepreneurships have different Interpretations.

In Computer Bootstrapping Means to Boot or Load Program in the Computer.

In Computer Science It means Source Programming Language that Is Intended to Compile.

Lot of others few Comparisons Study of Bootstrapping definitions Can Be done But We intend to Study in Terms with Start –up.

In Start-up Industry Bootstrapping Means Creation Of Company From own Personal Sources or From the Revenue of The Current Company which may be into product or services, They Mostly rely On Own Sources of Funds, rather than depending on Outside Funds, innovator uses Personal Savings rather than Depending On the Seed Funds, Venture Capitalist or Angle Investors,

There Are Advantages and Disadvantages associated with the Bootstrapping

### Advantages:

- 1) Fast Decision
- 2) Full Control
- 3) Not Required To Disclose Information Related To Critical Development Of Start Up Products Or Services
- 4) Experiments Possible As Desire of the Inventor
- 5) No Approval from Any Business Decisions...

### Disadvantages:

- 1) Limited Resources Limited Growth.
- 2) Personal Assets at Risks
- 3) Expert Advice is to be taken From outside Sources.
- 4) Can Face Failure.
- 5) Quality OF Product May Hamper Due To Limited Funds.

Hope While You Saw Shark Tank, Sharks always asked this question to the Participants - Is Your Company Bootstrapping??

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## 2) BURN RATE:

Measurement OF Negative Cash Flow Is Termed As Burn Rate. it May Be Gross Burn Rate Or Net Burn Rate , Usually It Is Measured In Terms Of Monthly Spend By The Start up, The Company Usually Spends Venture Capital Funds.

As Per Details Available 29% Of the Startup Shut down Operations due to this Burn rates and non availability Of The Funds For Recurring Expenses To Run The Start Up

The gross burn rate is simply the total amount of money spent each month. The net burn rate is the amount of money lost each month and takes into account any possible company revenue. It is calculated using the following formula: (Monthly Revenue - Cost of Goods Sold) - Gross Burn Rate = Net Burn Rate

Wall Street Prep

*Gross Burn = Monthly Cash Expenses*

*Net Burn =  $\frac{\text{Monthly Cash Sales}}{\text{Sales}} - \frac{\text{Monthly Cash Expenses}}{\text{Expenses}}$*

Gross Burn Rate =  $\frac{\text{Expenses}}{\text{Time Periods During Measurement}}$

Net Burn Rate =  $\frac{\text{Beginning Cash Balance} - \text{Ending Cash Balance}}{\text{Time Periods During Measurement}}$

## Motivational Start up -

### Women Lead Startups in India

Women-led startups in India are not only breaking gender barriers but also contributing to the growth and development of the country's economy. Here are some examples of women-led startups in India along with their scopes:

1. **Mamaearth:** Founded by Ghazal Alagh and Varun Alagh in 2016, Mamaearth is a fast-growing personal care brand that offers toxin-free and natural products for babies, kids, and adults. The company has raised more than \$26 million in funding and has a strong online presence.
2. **Sheroes:** Founded by SaireeChahal in 2014, Sheroes is a women-focused social networking platform that connects women with various opportunities, including jobs, mentorship, and entrepreneurship. The platform has over 20 million registered users and has raised more than \$5 million in funding.

These are just a few examples of the many women-led startups in India that are making a significant impact in their respective sectors and contributing to the growth of the Indian economy. The scope for women-led startups in India is vast, and there are many opportunities for women entrepreneurs to succeed and make a difference.

- Written by CA Swati Panchal, A'bad.



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## **Stree Startups**

Stree plays different roles as daughter, sister, friend, beloved wife, mother etc. But today apart from above Women's are known for their talent, skills, Presentation, knowledge for business. Many startups are started and handled successfully by Women's. They are outperforming their skills and comes out to be Star Entrepreneur.

**It is no surprise then that India also ranks 70th among 77 countries covered in the Female Entrepreneurship Index.**

**Upasana also recognises the gender divide but says there is progress in the sense that women have hit the 10 percent mark in the unicorn club.**

### **1. Upasana Taku- Chariman, Cofounder & COO - MobiKwik**

MobiKwik is Indian Fintech, first Woman to lead a payments startup was Upasana Taku. She has been awarded by President of India, Asia's 25 Power Businesswomen. Her mission is to simplify payment acceptance for retailers in India. Her current focus is to bring a million retailers into the MobiKwik payments network.

On 13<sup>th</sup> Oct 2021, MobiKwik entered into unicorn club, valued at \$1.5 to \$1.7 Billion. Thirty second unicorn of India.

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\*Past Chairman of Jalgaon Branch of WIRC  
(Awarded best Chairmen in the Region)

\* Committee Member of Start-up and MSME Committee- WIRC

\*Mentor of start –up Pathashala.

\*Public Speaker on Various Platforms.

\*Member of MCCIA (Maratha Chamber of Commerce)

\*Finance Mentor with KCIIL- Innovation and Incubation Centre 9 Setup By University, Section 8 Company

Winner of Many Awards – 1) R.C.BAFNA JEWELLERS AWARD – FOR ETHICAL AND FAIR PRATICE.

2)GRAHAK SHRUTSTI AWARD FOR FAIR PRATICE IN PROFESSION.

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