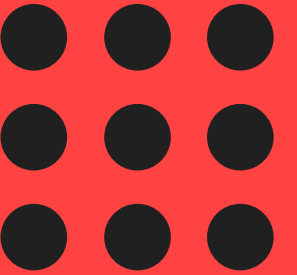


SEPTEMBER, 22ND, 2019



ART OF BUILDING: IRRESISTIBLE STARTUP

Breaking the tradition to build ethos



ART OF BUILDING: + IRRESISTIBLE STARTUP

Breaking the tradition to build ethos

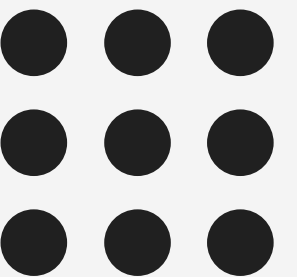




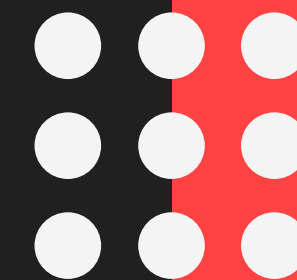
Presentation Outline

Introduction
Idea as an Agent
The 'One' thing
Building the Wolfpack

Key topics for discussion



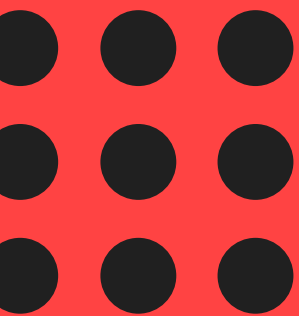
What are the top concerns for startups?



NOT EVERYONE
KNOWS THE DEFECTS!

The Possibility List

UN-SELLABLE IDEA	HARD TO DIGEST FAILURES
TEAM MANAGEMENT	NOT OPEN FOR ADVICE
UNABLE TO SELF FUND / RAISE FUNDS	CRAZY BUSINESS MODEL
UNHEALTHY WORK ECOSYSTEM & CULTURE	NO FINANCIAL FOCUS
HIRING CONCERNS	CUSTOMERS 'OFF THE LOOP'
UNPRODUCTIVE TEAM	CRITICS AS 'CRITICS'
UNFOCUSED ENTREPRENEUR	MARKETING FAILURES
MIS-FRIED IDEAS	IPR ISSUES
NO SIGHT ON DEMANDS	COMPENSATION
TOO MUCH 'TECH-FIRST'	SEASONAL ENTREPRENEUR
UNREALISTIC ABOUT GOALS	MANAGEMENT CLASHES



IT ALL BOILS DOWN TO ONE THING

THE IDEA


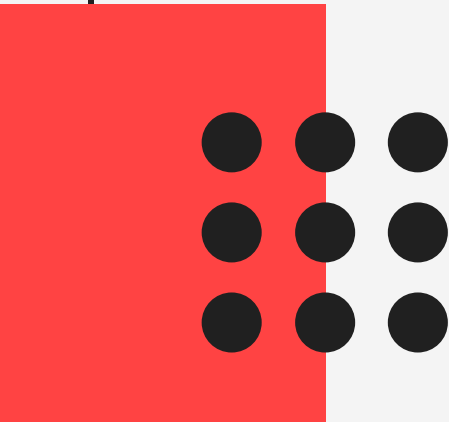
Did you know?





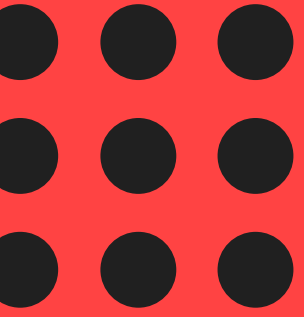
Process

Typical Startup Failure Journey

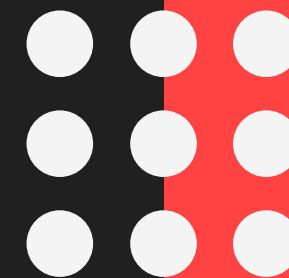
- 
- "MY IDEA IS AWESOME"
 - BUILDING THE SOLUTION
 - TRIES TO SELL
 - NO ACCEPTANCE BY MARKET
 - RUNS OUT OF THE FUNDS
(SELF/RAISED)
 - THE STARTUP DIES
 - <SAD TREND>** THE FOUNDER DIES
- 

Did you know?

**IF YOU THINK
YOUR IDEA IS
GREAT,
DON'T
BUILD IT**

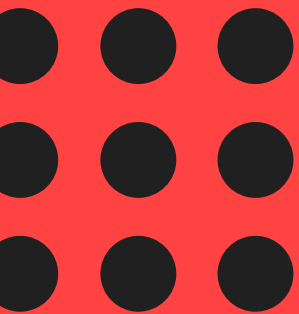


**Key of Getting things
right before you
invade your idea**



THINKING BEFORE
YOUR LEAP





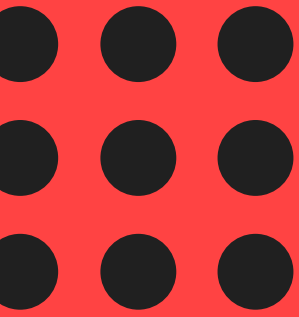
1

FOCUS ON BUILDING THAN FOCUS ON CUSTOMERS

WE ARE SOLVING <THIS PROBLEM > FACED BY <WHOM>
BY <WAY> WHICH WILL CREATE <THIS IMPACT>

Did you know?





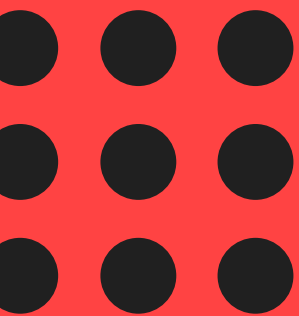
2

MAKE IDEAS AS 'STORY TELLING ART' TO SELL

LACK CONVINCING POWER OR STORY
TELLING CAPABILITIES

Did you know?





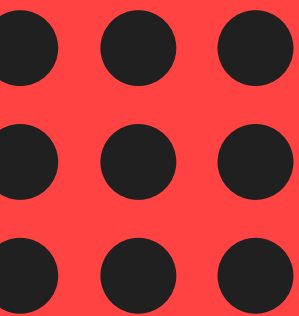
3

Did you know?

**TIME IS AN ILLUSION
TIMING IS SEXY**

RIGHT THING, RIGHT TIME IS A PURE
BLISS





4

CELEBRATE FAILURES

BUILD FOR GROWTH AND IMPACT

Did you know?



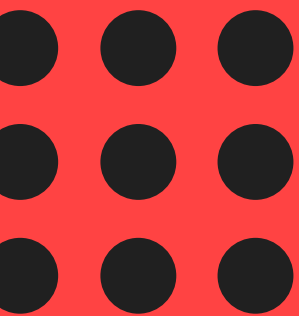
EMBRACE FAILURES

FIND RIGHT SUPPORT

3-P PRINCIPAL = PROGRESS -
PASSION - PAY CHECK

SMALL WINS X CONSISTENCY
= WINNING

CELEBRATING EACH FAILURE



5

BUILD YOUR WOLFPACK

CREATING A CULTURE OF
SUSTAINABILITY AND POSSIBILITIES

Did you know?



Building the Wolfpack

LEAD FROM THE BENCH

DON'T FAIL FAST. MAKE FAILURE FUEL TO SUCCESS

DEMAND THE BALL. THE ART OF OWNERSHIP.

TIME BLOCK

MAKE STARTUP PURPOSEFUL

CHAMPION EACH OTHER

THE FOUR THIEVES

IN-ABILITY TO SAY 'NO'

The Art of Saying **NO** adds a strong meaning to your life

NO USERS & PRODUCTS FOCUS

In fact, **user** and **products** are the only two primary things you need to focus on when you're in startup phase

HEAR THE RIGHT 'ADVICE'

Are you listening to the right advice? **Art of ignorance** is the key.

ENVIROMENT DOESN'T SUPPORT YOU

Circle of your **environment** plays critical role of grooming you.



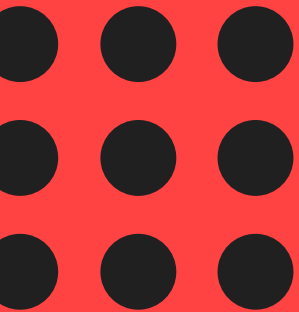
6

BUILD MONEY

BUILD BUSINESS PLAN, NOT INVESTOR
PLAN



Did you know?



7

MONUMENTAL FOCUS

LACK OF DIRECTION IS PRIMARY
CONCERN, NOT THE TIME

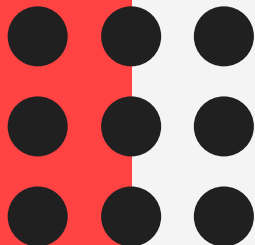
Did you know?





To-Do List

Daily priorities and deliverables



WRITTING NOTES

MEETING A ROB(CLIENT) OVER
COFFEE

POSTING A BLOG

FIND NEW CUSTOMERS

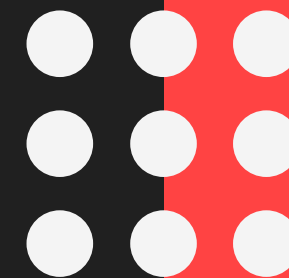
TAKE HER ON DATE

WORK ON NEW PROJECT

SUBMIT REPORTS

SLEEP FOR 8 HOURS

**To-Do's are the most
useless things**



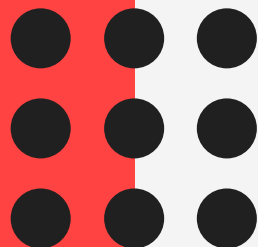
ACTIVITIES DON'T
EMULATE LIFE PURPOSE





Success To-Do List

Daily priorities and
deliverables



~~WRITTING NOTES~~

~~MEETING A ROB(CLIENT) OVER
COFFEE~~

SUBMIT REPORT ON XYZ AT 9AM

CLIENT CALL AT 10AM ON ABC

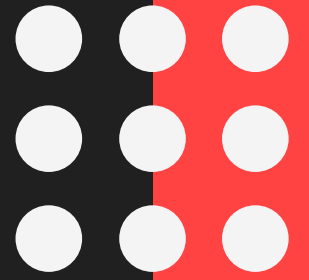
~~TAKE HER ON DATE~~

WORK ON <THIS PROJECT> ON <TASK>

~~SUBMIT REPORTS~~

~~SLEEP FOR 8 HOURS~~

The 'One' Thing



YOU HEARD IT RIGHT
THE REST CAN WAIT



**The What's the 'One' Thing
your startup wants to
achieve?**



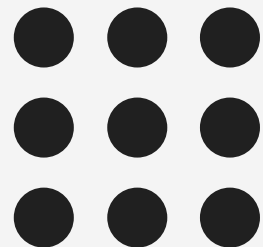
Key Takeaway

Learn: Unlearn: Relearn

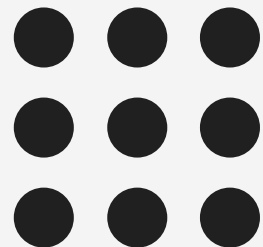
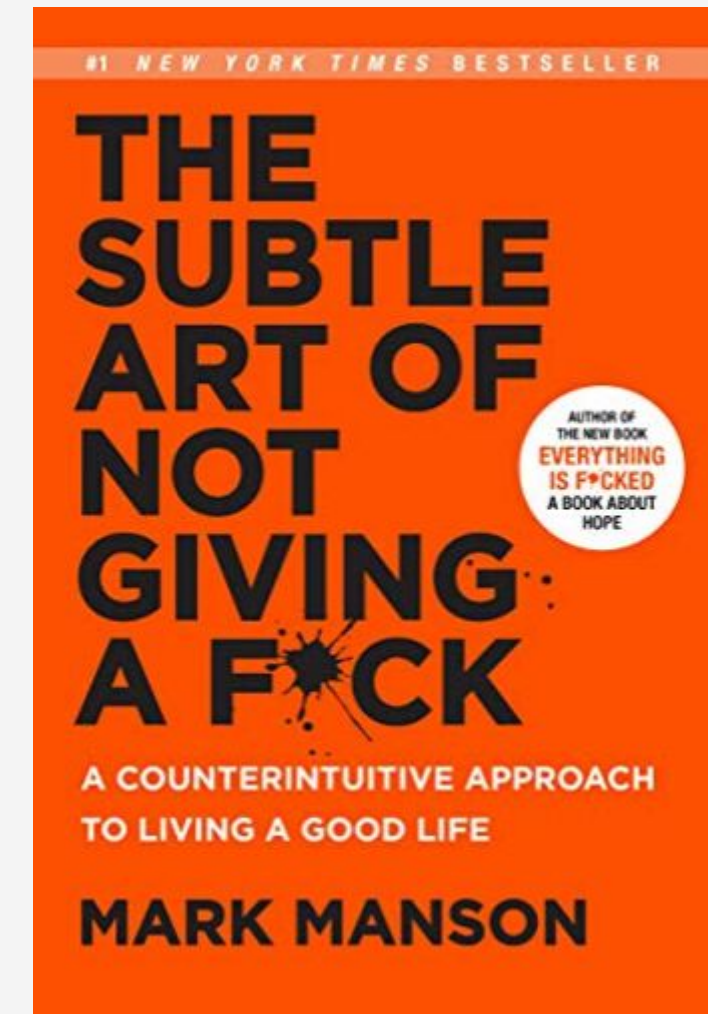
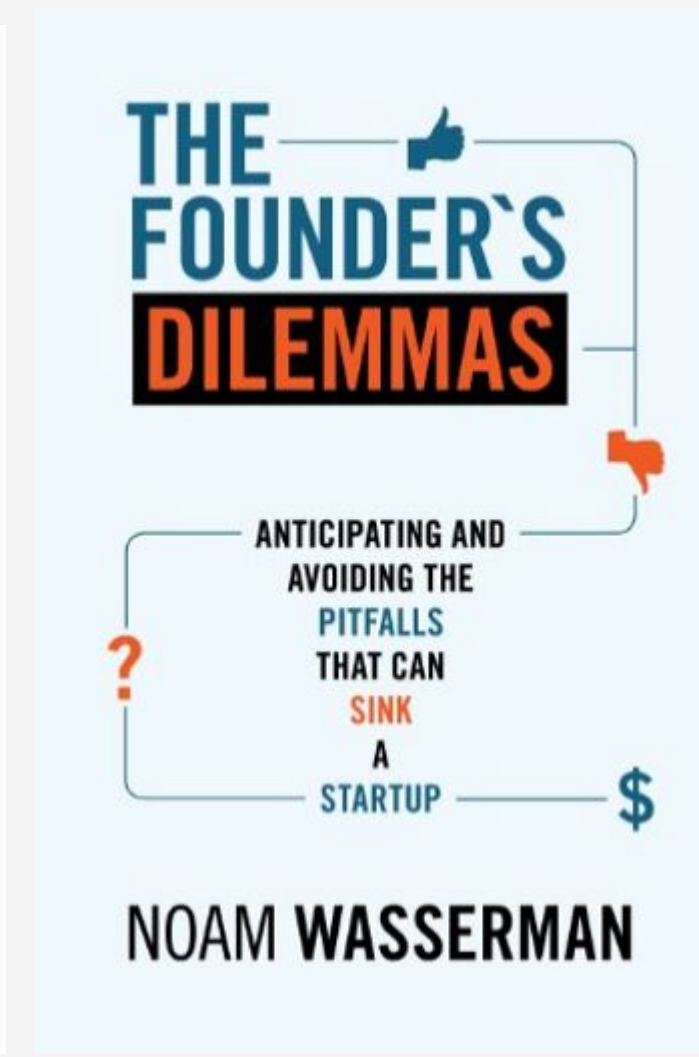
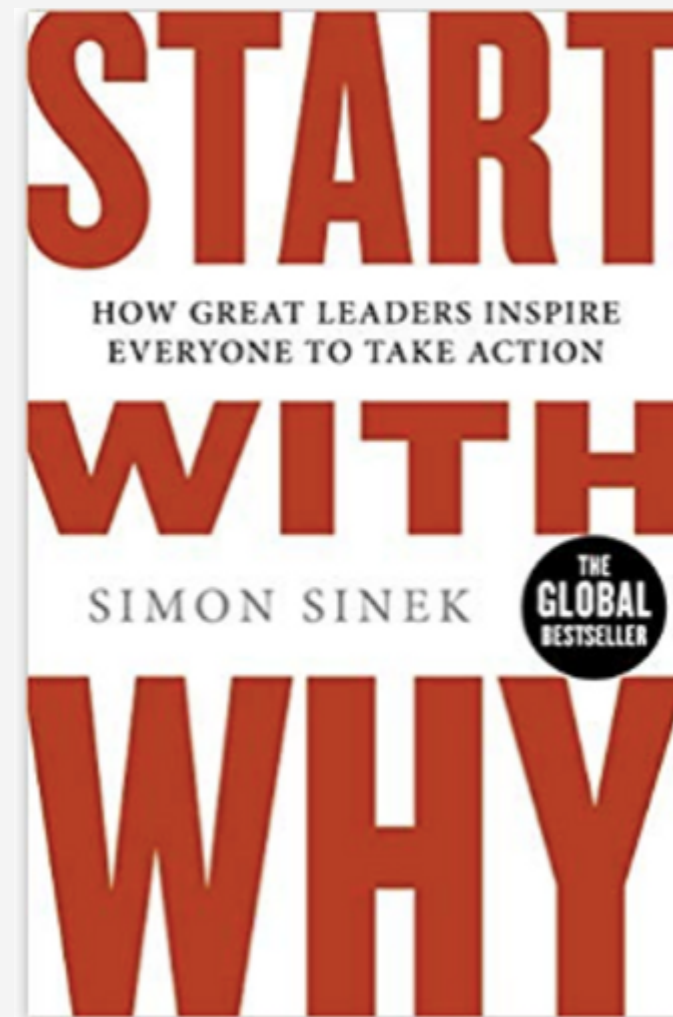
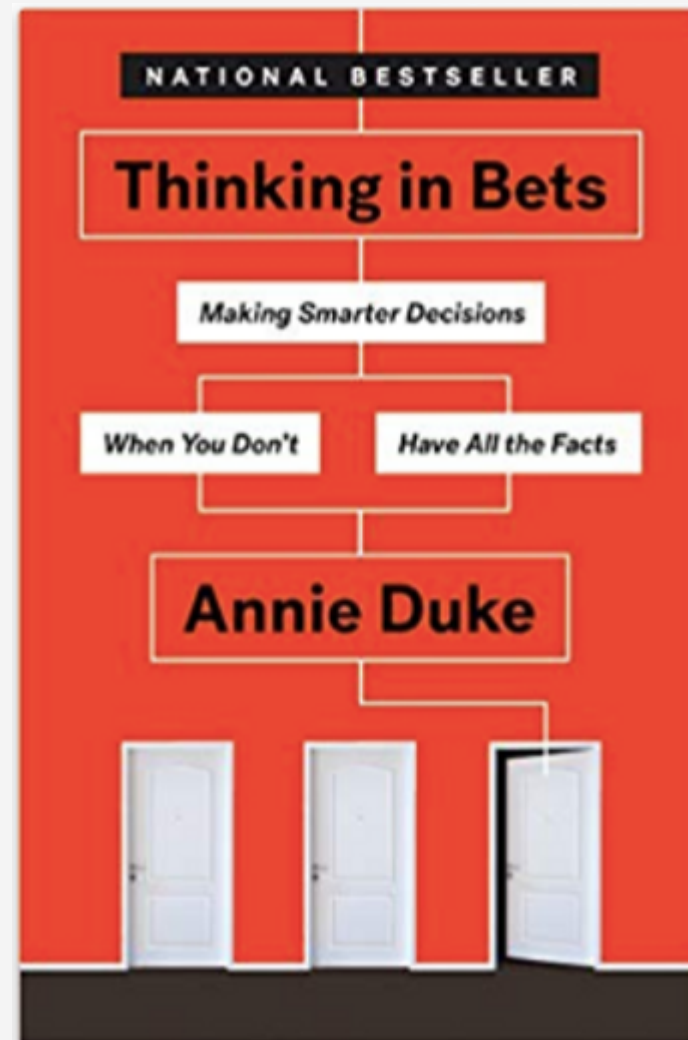
Be the leader, show the path

Make your life purposeful

Be the change, Make the change



Books i recommend





“

Life is Poker, Not a chess

”

- ANNIE DUKE,
WORLD POKER CHAMPION

BUSINESSES FAILS NOT ENTREPRENEUR IN 'YOU'

CHEERS, PRAJYOT



TWITTER

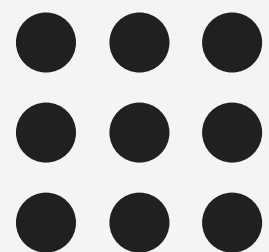
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