

Zostel welcomes to you to the Roller Coaster Ride

Me to IIT, Harshit, viyat.bhalodia.ece12@iitbhu.ac.in, saurabh.singhal.apc11@itbhu.ac.in, ... 3/12/2013

Hi Guys

Before everything else a small introduction is in order

- I am Dharamveer, I don't know much about programming, but I used to be a good coder once upon a time ;)
- Parth, Kaushal and Pranjal: They would be your close mentors and working alongside you all, if you want to make the most out of this internship, it's highly recommended you get hold of them at every opportunity and learn from them, bug them, they'll say they are busy, but then you bug them again and they'll give you the time that you deserve.
- Each one of you is selected because you've shown self-driven capabilities and have complimentary skills, I am hoping we work together much beyond the winter internship.
- Harshit is a master at Android, he eats KitKat for breakfast and then continues code some on the latest KitKat version as well, jokes aside, he is great at handling back-end development.
- Shubham and Kshitij are 2 room partners which have more than a room in common, they have shown enthusiasm from the very beginning and coordinated at amazing ease with rest of the team. Shubham handles the back-end where as Kshitij is an expert in UI handling and would be working initially on getting our booking portal UI.
- Viyat might have a soft voice, but he knows his way through the maze of codes, he is an excellent quick learner, has shown immense team skills and is very quick with Django/Python
- Saurabh is the guy who has learnt the hard way and purely out of passion, he is studying applied chemistry, but well his brain chemicals work more towards programming. He is a quick learner and is eager to get his hands dirty with some codes!
- Vineet is the guy, you know how there's one amongst the crowd that you can separate easily, he's him. He has expertise in mobile and has developed several applications, he recently even made an application to control any OS from any other OS and also developing an API for the same.

You all have done some good works in the past and that's why you are here, but be assured that you'll have to work a lot harder since we have a steep deadline, new technologies, and big ambitions.

So, you might have wondered at odd hours, what the hell is Zostel? If it's just an Hostel Chain, why does it need to build an application? What am I doing at Zostel? You'll get to know all that and a lot more.

We are going to change the way any Hospitality property is maintained in India, we are going to be the only people who would be able to answer question like "What is the average no. of nights that people stay in Varanasi in November?" and we would do that together, building some great applications.

How will we do that?

1. We will create an on the cloud application which will manage any hospitality property, primarily useful for Zostel, but capable of handling any hotel/guest house, no matter how big or small.
2. We will create our own booking engine using PayZippy integrating on web and mobile
3. We will create an Android app too which completes bookings and does a lot more
 - We will then approach different hospitality service providers one by one with the help of on-ground sales team
 - We will get them on our application with a nominal maintenance fee and terms that allow us to research on data
 - With the help of 1, 2 and 3, we would have tapped into the large unorganized sector of hospitality in India.
 - Our application will know at any given time, the availability in any property in the city and prices for the same, we will be able to manage last minute bookings for such properties and use available data for dynamic pricing of our own properties.
 - We will use cloud to make sure we are highly scalable, have a very simple UI that makes using application a breeze.
 - Our target is to get 10,000 properties registered on our system by 2015.

What you guys need to do, if you haven't done already?

1. Create a BitBucket Account: We will use it for our development, so you need to create one and let Pranjali know, so that he can add you to the team user Zostel.
 1. Play around with it, learn to fork, pull, push, branch, have any issues let us know.
2. IIT BHU Net Sucks: Get a direct 3G Connection if you don't have, get 1 GB atleast, Zostel will reimburse your expenses.
3. Install Python 2.7

As we don't have a lot of time for creating all this, we will be working from IIT itself for easy team coordination. You will have to be proactive and reach out to Pranjali and Kaushal for any concerns that you face as soon as possible, they're in the campus and you have to take the maximum advantage of them. Parth and I would be with you daily on Skype calls/Emails for any queries and concerns that you might have along the way.

Once you've got accustomed to the working environment and the work, you can work from home for the last week of December :)

You should be prepared with these basics before we get on speed with the internship.

When I interned at a company, I always wanted to know what's going on inside? As a token of goodwill, I am sharing Zostel B-Plan with you guys, it's highly confidential and you're not supposed to share it with anyone outside the group. Don't pay heed to tech side on the B-plan, our secret mission is not out on the B-plans yet!

You all would also be getting Stipend, certificate and impactful CV points on successful completion of the project. you need to send me your CV for a documented offer letter :)

Let's Change the Game Guys!

Cheers
Dharamveer
Co-Founder, Zostel

TiE B Plan_Final

[PDF](#)

Me to viyat001@gmail.com

3/12/2013

----- Forwarded message -----

From: **Dharamveer Singh Chouhan** <dharamveers2014@email.iimcal.ac.in>

Date: 3 December 2013 11:37

Subject: Zostel welcomes to you to the Roller Coaster Ride

To: "Shubham Goyal B.Tech , IIT(BHU), Varanasi (U.P.), INDIA" <shubham.goyal.ece12@iitbhu.ac.in>, Harshit Gupta <harshit.gupta.eee11@iitbhu.ac.in>, viyat.bhalodia.ece12@iitbhu.ac.in, saurabh.singhal.apc11@itbhu.ac.in, Vineet Kumar <vineet.kumar.cer11@itbhu.ac.in>, KAUSHAL SINGH <kaushal.singh07@gmail.com>, pranjali mittal <mittal.pranjal@gmail.com>, Parth Choudhary <parth.choudhary@gmail.com>, kshitij.singh.cse12@itbhu.ac.in

TiE B Plan_Final

[PDF](#)

Parth to Me, IIT, Harshit, viyat.bhalodia.ece12@iitbhu.ac.in, saurabh.singhal.apc11@itbhu.... 3/12/2013

Welcome to Zostel Tech-team everyone :)
Am sure we will have a great time working together.

As DV said "**Lets Change The Game**"

Indian Institute of Technology, BHU, Varanasi to Parth, Me, IIT, Harshit, viyat.bhalodia.ece... 3/12/2013

Ok ..lets do it together B-)

IIT to Me 3/12/2013

Hey,

I am sending you the Resume Again. Please Find the attached File.

Thanks

Shubham Goyal

[PDF](#)

Zostel Series C: Reshaping Real Estate for the Millennial

Me to <paavan@zostel.com> & Rehan

27/3/2019

Dear fellow shareholders Paavan and Rehan

It's been great talking with you over the last 48 hours.

Firstly, Paavan is confident of closing out the methods for completely isolating Zostel business and IP from any rewards and risks associated with ZO Legal settlement with Oyo. He'll share a note on the same for incoming investors next week. So, we have a go ahead for fundraise securely.

Meanwhile, as we go full fledged raising money over the next 3 months. It's important we are aligned on goals and structure for the raise. Since, the 3 of us control 50% between us, if we are principally aligned, I can give the confidence to incoming investors on agreed numbers, etc., while, Zostel continues daily operations. Since, current management might take emotion driven decisions it's important to navigate smartly as we get something concrete, it would be futile to waste energies on internal battles at this moment. I'll also take the opportunity to give comfort to you both, if push comes to shove, I am ready to take charge of Zostel on 24 hrs notice in any future period if Management acts threatening, and arm twisting with immediate resignation, etc.

On Fundraise Targets:

- Pre-Money Valuation: 60 Cr
- Raising: 30 Cr

Importantly, as we set goals for next growth, we'll also need a 25% ESOP similar to one we agreed for Akhil on 40 Cr valuation with Lemontree but for everyone and not just CEO. This is required for comforting incoming investors. Do consider this distribution thinking about the longterm team that we'll be building for winning the Real Estate game for good, competing with WeWork, OYO, Generator and several other incoming.

25% New ESOP

- 10% CEO (Business + CEO job)
- 4% CTO
- 2% COO (Daily Ops Quality)
- 2% CPO (Zostel Product, physical and virtual)
- 7% ESOP (Finance, sales, Future needs)

I believe this is a fair distribution for keeping a high quality team incentivized for longterm which

would increase all of our equity value. Even if I am not able to raise, and someone else raises funds for Zostel, we should solve for longterm, and not give free equity to anyone for past. Since, it puts a lot of pressure for incoming investors to understand incentives and limits our potential future directions. The most important thing we have salvaged is the brand and its potential. Please let me know if you think this 25% ESOP allocation on successful fundraise is something you're not comfortable with.

On direction front, we're taking Zostel forward into the Real Estate market. Real estate is reshaping itself for Millennials and growth is expected to be phenomenal for the next 20-30 years. We'll use the proceeds for growing the Zostel hostel business, building an MVP of close to 1,00,000 sq. Ft. Millennial complex, (discussing with builders in Bangalore, Gurgaon and Pune region) on the lines of Generator, focussed on yields driven from co-living, dorm, private rooms, etc. And build products that make it seamless to explore India for anyone.

I'll also share an overview of my continued work in the real estate industry over the last 2 years, understanding usage, value chain and opportunities.

- [Rajputana.Life](#): Building a Millennial focussed luxury resorts brand. Attached some docs.
- Somras: Building a tech enabled aggregator and enabler for Bars to convert into Pubs. 32,000+ Bars in India, <200 in 2 or more chain. Rest unorganised. Mobile enables service industry disruption with On-demand workforce and shift based payments. Product overview last month: <https://youtu.be/FARLHZZDhJM>
- Soch Housing: You might also remember I spent time understanding affordable housing, overview of the same as well attached.

Overall, I have gained further comfort in the real estate industry over the years. I spent time understanding value chain partners such as Land owners, builders, financers, brokers etc. very intrinsically.

Today, It all boils down to the yield you can generate from the asset that you get built. Inflated real estate prices, specially because land was purchased on debt has crumbled the industry. With regulations coming into place, it's a great time for Zostel to leverage its brand, and the cash that we raise to get the best deals from the pressure on these builders and land owners.

Nobody knows what to really make, and how to get the best yield from it. Hospitality is one of the best way to get the highest yields, and that's why the Zostel brand is something local franchise owners, etc. are dying to build. Returns are phenomenal at the small scale. We have to now solve it at larger scales, like Generator has been doing and minting money. They're also dropping the Hostel name to be more generic. <https://skift.com/2018/08/20/generator-doesnt-want-to-be-known-as-a-hostel-brand-anymore/>

As we all understand, once we are able to show 1 MVP, generating profits on scale, we will be able to

raise funds for building such units across the Indian Tier I Cities, followed by the world. It's very exciting times ahead, as Zostel grows to become the juggernaut of Real Estate + Travel industries, full stack is the new moat.

Looking forward to working with you guys as shareholders over the coming decades. Do share your thoughts as we write the best underdog story, together.

Once, you guys are comfortable I'll set up meetings with Presha and other angels, navigating each shareholder buy-in for the vision forward. I wish internal partners to be aligned as we get new partners onboard.

Thanks

Rajputana.Life Club

RLC_Proposal

Soch Housing Aarambh

Zostel Series C Note

[PDF](#)

[PDF](#)

[PDF](#)

[PDF](#)

Rehan if you are here tomorrow, can we discuss this? If not Abhirup will setup for us ... 27/3/2019

Me I am here, let me know the time. 27/3/2019

Me Us demanding equity 😊 27/3/2019

Rehan 2pm 27/3/2019

Me Confirmed. 27/3/2019

Rehan are you here Friday also ? 27/3/2019

Me Yes, but would prefer if we discuss tomorrow. Can use Friday for other potenti... 27/3/2019

Rehan ok lets do tomo 730pm then as day was getting very tight 27/3/2019

Me to Rehan & Abhirup 27/3/2019

Cool. See you in evening then.

Thanks

Paavan Hi DV, Love the energy and tempo of thoughts. I feel no one at Zostel would m... 27/3/2019

Me Thanks Paavan for support 🙏 I will leave no stone unturned to have a motivat... 27/3/2019

Paavan_Zostel DV - designations shouldn't matter as long as interests are aligned. ... 28/3/2019

Me to <paavan@zostel.com> & Rehan 28/3/2019

Sure, it just helps take conversations forward. I dont care about designations, but defining clear roles, responsibilities is key. We missed that earlier as well with 7 co-founders.

As I said, no short change anyone, my intention is not such. I will take everyone's buy in, but I needed to know your take from you. Since, things rapidly go in different directions, unless there's a deal on table by involving everyone's thoughts.

Whoever is offering a deal, needs to know how much skin you got in the game, who else is active/inactive on captable etc. I guess we are on the page that if there's a solid deal, making room for the growth ahead with a significant chunk of 25% ESOP is something you dont mind. Straight answers would be helpful at this stage. So, if I am assuming wrong, please let me know.

Thanks

Zostel Progress

several meetings as well.

- We have held meetings with Sequoia Capital, Ivycap Ventures, Palaash ventures, Accel Partners, Indian Angel Network, Saif Partners, Mumbai Angels.
- We have mentors such as Deep Kalra(CEO and founder, Make My Trip), Atul Gupta(Principal, Premji Invest), K Ganesh(Growth Story, serial entrepreneur) and several others.
- We have now won 9 B-Plan competitions internationally
 - Wharton Indian Economic Forum, USA
 - Richard Ivey, Canada(1st team in history to win Outside NA)
 - IIT B, Mumbai(Largest in Asia)
 - i2i in Calcutta
 - Launchpad at IIM Calcutta
 - VJTI in Mumbai
 - NMIMS in Mumbai
 - Start-up Dosti finals in Thailand
 - IIT Kanpur we'll win tomorrow
 - Ventura labs: we are in finals in USA
- We have shown great clarity in vision, a business model that is scalable, clear validation of concept from customers and a Solid founding team.

- We have clear defined roles of 7 Co-founders and each one is a Rockstar, as no one took job and were damn serious about Zostel, that helps valuation shoot up, investors don't want people who are not willing to take risk.
- We have a laid out detailed growth plan to become a 100 Crore company in next 18 months. There's risk and even if you take a discount factor of 50% into consideration, for us Zostel is worth 30-35 Crore at this moment.
- We even used several online tools for valuation in which we answers around 250 questions and reached a valuation ranging from \$4 Million to \$8 Million depending upon conservative or aggressive assumptions.

Term Sheet and Valuation

- As I told before valuation is too vague for a start up.
- Anyways, valuation is of two types, Pre-Money and Post-Money.
- As a company needs money to grow, Post-Money valuation is usually based on how big the company can grow after an investor puts in the money.
- Our First term sheet is of Pre-Money 13.5 Crores, raising 3 crores at this valuation meant company would be 16.5 Crore.
- Our Second Term sheet is of Pre-Money 16 Crores. raising 4 crores at this valuation.

- Our Third Term sheet is of Pre-Money 18 Crores raising 4 crores at this valuation.
- Term sheet means the offer is laid in front of us and it is for us to sign it.
- We are evaluating all the term sheets and a higher valuation does not mean we'll go with it as there are several other considerations primarily, investor contacts/vision/terms of investment/goals/milestones/tranches/etc.

Zostel Operations

- Both our properties were operating profitably after first month itself.
- We have reached industry average of 60% in just 4 months of operations.
- We are now looking to hire passionate managers who can replicate the enthusiasm shown by Abhishek and Chetan.
- We have grossed revenues of over 3 Lakhs in February and January, and have a profit margin of over 40%.
- Our ability to establish a Zostel from ground up in 30 days speaks about the scale that we are talking.
- We have documented each and every step that is required, from entering into a city based on Data, selection of location, finalization of property, getting vendors, local marketing etc. This is our superior IP and is what differentiates us from any competition around.
- Our break-even period is 12-14 months, highly lucrative from hospitality industry perspective and franchise partners.
- We have 50+ franchise requests with us at this moment

Why Parth?

- I have known Parth from now close to 8 years, and I know he's sharp, smart, intelligent and above all a trustworthy individual.
- I believe he'll be much more satisfied in Zostel rather than in any other company simply because he'll have the resources and freedom to work on his own creative ideas and bring them to reality.
- I am sure he can contribute a lot towards taking Zostel to become the 1000-5000 Crore company that we want it to become.
- We look like a brick and mortar company, but going forward we'll need superior technology to create entry barriers and I strongly believe technology will be essential for future growth.
- For all of us, it's never been about the money, it's always about freeing ourselves from the corporate slavery and working for ourselves!
- The motivation you get from seeing your ideas coming to life and satisfied users is unmatched by any fat paycheck.

Parth: I think you do have our latest PPT and Financials, it'll be great if you can attach those alongiwth the mail to give a deeper inside outlook into Zostel model.

The contents of this mail are highly confidential and at no-point even post funding are we allowed to

disclose the valuation or for that matter any negotiation that has taken place. We have signed a NDA, so obviously disclosing the details that I've done is a serious offence. Do not circulate this mail beyond family members under any condition.

Happy to answer any more questions.

Cheers

Parth to Me

8/3/2014

Looks good :)

Send it to:

poonamkilak@gmail.com

nupur.rathee@gmail.com

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Parth Choudhary

BE Final Year (IT)

M.B.M Engineering College Jodhpur

Jai Narain Vyas University

Contact No: +91 9460788811

Parth Make that nupur.choudhary@gmail.com \z/ -- Parth Choudhary BE Final Year (I... 8/3/2014

Me Peace, bhej rahan hu phir \z/ Cheers 8/3/2014

Me Hey Parth, Poonam Di and Nupur Di I have been running really busy these days... 8/3/2014

Parth Attaching Zostel Pitch and Financial Plans 8/3/2014

Nupur Hi Dharamveer, Thanks for sharing the details. Quite impressive work done by ... 9/3/2014

Me Hi Di i am right now in IIT BHU recruiting for Zostel. So, will try to answer your ... 10/3/2014

Me Hi Everyone I have tried to give this discussion a meaningful direction and see... 21/3/2014

Parth Sahi hai, do line add kar de. Why Parth? unka ye concern hai ki agar itna hi ach... 21/3/2014

Me Abey no issues bhai! Bahut machana hain aage, tu thoda chahe toh tone do... 21/3/2014

Parth end me se kar de thoda tone down. :) Teri image thodi sudharni bhi to hai ghar... 21/3/2014

Me Kaushal se kar liya tha maine discuss, he's getting the stuff into UI. Woh bhul g... 21/3/2014

Me Yo Bhai Added Salary and a bit Why Parth, tone down tu kardey please apne hi... 21/3/2014

Parth Am not clear kaunsa UI final hua hai? Purana Bestintern wala ya naya maine j... 21/3/2014

Parth Hi Everyone I have tried to give this discussion a meaningful direction and se... 25/3/2014

Me to Nupur, Parth & poonam 25/3/2014

Hi Everyone

Apologies for the delay, I have tried to give this discussion a meaningful direction and see in clarity if Zostel is good for Parth or not. I felt a lot of discussion regarding operation etc. are best left to a call rather than spending time on typing it out formally. I have also answered the questions in line, much clarity.

On 9 March 2014 06:35, Nupur Rathee <nupur.choudhary@gmail.com> wrote:

Hi Dharamveer,

Thanks for sharing the details. Quite impressive work done by you guys! You seem to have a good plan in place. I still have a few questions:

1. What is the equity distribution for all employees and investors as of now? What is the max. equity share that will be given up to allure future investors? Who's equity will be given up to bring in new

investors? Co-founders only?

Let's see in detail what offer Parth has from Zostel

- We are a 22 Crore company, cause someone agreed to give us that valuation and is giving us 4 crore to grow the business.
- Investors invest in start-ups to see a 10X growth not a bank rate growth and so are willing to take the risk which can offset their returns.
- Very Conservatively, the minimum next round of raise will happen when we have grown around 5X to become a 100-125 Crore company.
- We will need to dilute 20% conservatively(right now we are diluting around 18%) to raise 20-25 Crores(\$5 Million) in next round.
- What that would mean would be we would be at 100 Crores in maximum 14-18 months.
- The company would need further funds of the tune of 100 Crore(\$20-25 Million) after 36 months at a valuation of around 500-600 crore to grow further to IPO level.
- Even if we grow slow, we will complete this 3rd round of funding within next 4 years really conservatively.
- The only reason the valuation of an equity multiplies is because we give away a part of it. We have to be happy that we have such an opportunity to grow by a multiplication factor and not by a typical 20-30% growth by getting investors on board.
- We had offer to raise 25 crore by diluting 60% from Ivy Cap, obviously we said no, since we wanted to keep control. There is never a fixed equity share that a company decides for investors, it's a function of need and valuation. I have expressed above the plan that we have in mind.
- Always, new shares are issued to the investors, that means everyone is diluted existing investors as well.
- Basic math, Parth 2% dilutes to 1.4% and again to 1.12%, if 2 dilutions occur post this round at 20%. At the final raise, we are already a minimum 500 crore company which has completed its 3rd round and looking to grow to 1500-2500 Crore.
- With no further dilution, but just a time period of growth, Parth would easily hold equity upwards of 10 Crore, even if we go highly conservative minimum would be 5 Crore in 5-6 years.
- As this round impacts only the founders and we are creating ESOP even though post investment from founder's equity only, maybe that's why Parth was confused, but the % makes no value, we have to look at monetary value of the equity and then try to gauge NPV.
- A Conservative 5 Crore in 5-6 years which if we are able to crack other disproportionate avenues can make our valuation shoot to Billion Dollars.
- Why I want Parth is cause I can trust him and think he can add significant value, and I also want to be honest that I was pressurized by initial investors to get a 3-4 year experienced professional as CTO with a lesser offer of 1.5%. They were also of the opinion that they could find such a person easily from their networks, if I can't. I took a stand that I want Parth and he has the talent to contribute more, the reason I did this has some emotional connects as well.

2. What are your restrictions regarding NDA to sell this company in future?

- The NDA is in terms of disclosing of deal, I think you might have been a bit confused.
- We have not signed the SHA(shareholder's agreement), but most probably, we won't be allowed to sell the shares before 4 years(might be 5 as well)

3. I understand the first mover advantage. But I don't really get what would be the barriers for competitors to enter this market and target your customer base.

- We are aiming to be the biggest youth brand of our country, that's where the chunk of our valuation lies.
- It's damn difficult to explain the barriers like this, but this process is not a tech idea, it's hardcore operations! You can't come in and start building Hostel in a month.
- There would be atleast 10 Hostels that come up in 2014 itself, and 50 in 2015 inspired from Zostels.
- That's good for us! The more developed the industry becomes, the larger is the pie of which we have the largest share! We need to get affluent Indians to travel in Hostels, feed them the idea traveling in a Hostel is much better than any Hotel, then we win the game, else we lose. Queen movie did the same for us for free!
- If you think it's about putting bunk beds in a room, you're wrong from the very beginning, it's the culture we develop you've to come to Zostel to experience it. People are begging to let them sleep on floor, terrace, just anywhere in Zostel, as we have been clocking over 100% since last 5 days and Holi rush in Jaipur I have myself witnessed this and it feels awesome.
- So, yeah I understand you don't get barriers to entry, but what do you think is the barrier to entry for anyone to copy Zomato? They have the website and a user base? No, It's because they slog it on ground and get all the menu cards hand scanned, they do it every 6 months. Operations is a big entry barrier for anyone.
- Customer base is fairly straightforward, anyone who considers him a youth typically between 18-35.

4. Are the operating costs predicted very low- can you have reliable managers work for just Rs 12k /month? Same for others like accounting staff Rs 10k/month? Have you considered higher salaries for cities with higher cost of living?

- Model will evolve itself, we have considered higher wages as well. I would like to make a point that I am not sure how many models you've seen, but let me tell you each investor we have pitched has commended our model beyond measure, anything they have ever seen by startup in last several years. Our model is Investment banking level detailed has been said by many.
- Business won't run on an excel sheet and we'll study, evolve and tweak it around.
- You'll not see the Best Internship mentioned in Model, cause it came later on and now we have MTV, Red Bull, Make My Trip as partners. We have 70,000 direct target customer base as

applicants, reached around 10 Million impressions on Facebook, Yes! 10 Million!

5. What is the back up plan if any - in case you don't receive the funding as projected by 2015(3 cr)?

- As I mentioned before, not only 3, but we have also taken a buffer of 1 crore for contingency at a valuation which no start-up has raised it's first round in India. Zomato raised 4 crores at 33% dilution.
- Even otherwise I had a plan of going aggregator model first, and take franchise fees from interested people to keep capex even low and generate revenues. A person is constructing a Zostel in Bangalore for us to run on management basis at a prime location, these kind of people would have readily given us 5 lakhs as fees for a Zostel. Anyways, we don't need that now :)

6. As time goes by- do you expect bigger chunk being spent on management/tech staff salaries?

- I don't know what model you've, but in the latest one now, founders are taking a really less salary of around 40,000, that too cause we have an EMI of 27,000. We cut our salaries to pay more to tech and design teams. Anyways, going forward the company needs to retain talent to grow, so once this equity is vested there could be more ESOP coming up to retain talent even for founders. Company is different from individuals, and so even if Zostel wants me after 4 years, It'll need to pay me a handsome salary.
- The plan is to use the initial funds of 4 crore wisely, once we complete the next round, we can double the salaries :)
- I cannot give a future expectation of salary for Parth, but I am sure it'll be close to 1,00,000 per month, post next round of funding when we can justify such a salary.

I understand this message is a bit more straightforwad and blunt, since really I am damn short on time.

- We need to hire Property Managers and I need to finish a PPT alongwith pitch to various colleges by morning.
- Finalize the campaign direction with MTV, we are launching in 2 days, and our designer is super busy, need to find a backup.
- We were in Pushkar for 3 days evaluation all properties in Pushkar and finalizing offers of different lease to people.
- We will be in Udaipur next week for the same, so an advertisement beforehand to gauge the interest. In fact, you can probably check Ajmer Rajasthan Patrika for a small Zostel ad last week, 4-5 days :)
- Our Social Media has gone dead, you can check lack of updates on our Facebook page, need to find a replacement.
- Discuss with BHU tech team on PMS, Booking portal get that live by weekend.
- Our Website is lacking updates from long long time :(
- I am not even getting into giving each team member a direction and overall picture of the vision, that's one of the most essential part.

- This is while we are evaluating a 50 page SHA which we need to negotiate and finalize to get the money in our banks asap.

I would also like to mention that it might seem to you that we are talking in air when we throw values in terms of 1000 crores, but that is the reality that we believe in and are looking forward to. We were nothing last year this time, just an idea that I discussed with Parth. We are a 22 Crore company at this moment, if we don't grow 5X in next 12 months, we are useless.

If you think Parth has a better offer, please ask him to not join Zostel just because it's a friend's company. It's essential for all of us to keep personal and professional lives separate.

Looking forward to taking things on call from next time :)

Thx,

Nupur

Cheers

Dharamveer

Zostel Nurture: Seeds of Innovation, Growing with your Sweat

Me to shekhars2015@email.iimcal.ac.in, Mayank, Anubhav, Milan, Paahul, Parth, Dhruv, ... 25/11/2013

Hi Everyone

You might have wondered why a backpacking hostel company needs to organize school trips? that too not driving any occupancy of the same?

Because of 2 primary reasons

1. Hospitality industry is cyclical in nature, our base camp Rajasthan will suffer from occupancy in summers and our whole vision of bringing backpacking culture to India will be in its weakest phase from April-Jun 2014. We have to work hard right now, to make sure we have a solid foundation later.
2. Think about your school trip and then think about a school trip right now, 10 years and not a leaf has changed! Are school trips perfect in serving their needs of fun, experience, and learning for kids? Far from it, they have become a mere formality. We have to innovate in this industry. When these kids would grow up 5 years from now, they'll know Zostel in their hearts.

We are using IIT/IIM brand names at this moment for gaining traction, that won't last really long, so we are also continuously striving to create change.

If you have an idea on any point. Travel/Eating/Experiences/Accommodation for these kids, you've to think it through and then propose/discuss the idea with the team.

Success of Nurture will be a perfect example of how if you leave a bunch of enthusiastic Rockstars together, they will create magic, out of nowhere!

As a kid I was fooled by my dad to believe that money plant actually gave coins every morning for 2 and a half years! As stupid as that sounds, but Tomorrow, would be a big day and when GD Goenka meets one of you, a similar plant would be nurtured by you.

A stupid idiotic survey said everyone gets 3 opportunities in life to completely change their lives, I don't believe in such things, but if I did, I would definitely put my bet on Nurture. It's Rapidly-Scalable, has huge potential and a big untapped market. The efforts that you put in next 10 days easily has the potential to alter the next 10 years of not just your life, put a whole industry.

I believe in Nurture, and don't think there can be a better person to lead it than Siddharth!

Huge Pressure guys, lots of eyes, but we hail from the land of God Sachin Tendulkar, we eat pressure for breakfast \m/

Let's Do It!

Cheers

Me to Akhil, PAAVAN, Abhishek, Tarun, chetan & Siddharth

25/11/2013

Team Nurture \m/

Me to Aviral & deep.bank@zostel.com

28/6/2019

Longterm seeds of Nurture, thought process.

Zostel Introduction

Me to sohrab.kalra@gmail.com

7/8/2013

Hi Sohrab

So, I have attached the B-Plan's first draft with this mail.

I have also attached some ideas that the team has been discussing. Have a look over them, a lot more has been going on, but I guess these would be good starting points to get more idea about Zostel.

We can talk again on Thursday preferably, we'll get Paavan along in our discussion.

We have prepared an application: <http://zostel.com/drive> specifically, to serve our teams needs and help anyone who joins at a later stage to follow the progress of Zostel.

This also helps everyone to see the larger picture, since team is diversified at different locations and everyone is focusing on the smaller pieces of puzzle. So, if you do join Zostel, I can assure you that you would get complete idea of our plan, debates, the small progresses, and then work along the next steps.

Brief about Team

Akhil Malik: He worked with Smart Cube for 2.5 Years, interned at Accenture Consulting in the summers.

Paavan Nanda: He worked with Bain Consulting for 3 years, then summers was with Bank of America, Hong Kong.

Tarun Tiwari: He worked with Tata Steel, He's an avid traveller and is from Himachal Pradesh, so treks a lot, has trekked few peaks in India.

Siddharth Jhangu: He's working with Morgan Stanley in Mumbai, as I had told about the school program, he's really enthusiastic and passionate person, he is working part time with Zostel.

Me: Not much to say, yet to do a lot of things.

Chetan: You know him already.

Abhishek: He's our batchmate from IT BHU, he was working in Delhi and quit his job to come work at Zostel.

Anika: She handles most of our design work.

Kaushal, Pranjal: They are tech rockstars.

DDC and Amogh: These are 2 other designer interns working with us on videos, mascots, brochure, etc.

Aditya: He's an intern from IT BHU, helping us plan few itineraries.

Overall, I have not gone into much details, but each person is unique, passionate and motivated, the whole team has been formed keeping in mind the Zostel requirements at the moment. I can assure you that we have a team to break the norms and to change the industry.

Couldn't find links for LinkedIn for everybody, so skipped on that, let me know what else you want from me before we talk again. Let's see where best Zostel and You can fit and then change the game, together.

Cheers

Dharamveer

Live It. Now

Summer Learn and Fun

Zostel Zost

Half-Day Stay at Zostel

Zostel - Business Plan

[PDF](#)

[PDF](#)

[PDF](#)

[PDF](#)

Me to Aviral & madhuri@zostel.com

24/6/2019

All the innovations we kept doing, early introductions and if you'll have a look at **Zostel Zost programme** you'll find it similar to what we solving with Zobus now.

Summer Learn and Fun

Half-Day Stay at Zostel

Zostel - Business Plan

Zostel Zost

[PDF](#)

[PDF](#)

[PDF](#)

[PDF](#)

Zostel Buyout Offer

Me to Rehan & Chetan

16/5/2021

Hi Rehan

Please find the simplified offer.

- **Post listing**, ZHPL shareholders own **20%** of the equity in the parent listed company.
- ZHPL shareholders will have a right to call buyback of shares from the company for **45 Cr** or 25% discount to market price, **whichever is higher** till 1st year of listing.
- After just one year, **Orios** for its' shares will have a right to call buyback at **60 Cr** or 25% discount, and others will have the same right at 30 Cr or 25% discount to market price, whichever is higher. So, Orios partners have **guaranteed Cash-on-Cash positive** return after just one year.
- After two years, share buyback guarantees for ZHPL shareholders' shares will end, and they'll become freely tradable at market price without any discounts.
- We will provide an **additional 2% shares as a success fee to Orios** for working closely with us as a legal/financial partner for the listing. It'll be a great learning experience for the Orios team and will give you a close eye on the listing process over the coming months.

I discussed fresh negotiations with GEM partners and giving more guarantees or ownership than this will jeopardise a successful listing with increasing liabilities on the company.

Therefore, I need your support for buyback guarantee distribution amongst you as an investor and other shareholders (60 Cr-30 Cr). So, this structure will **guarantee a cash-on-cash positive return for Orios**, just one-year post listing. Additional 2% freely floating shares for working closely with us along the way. I hope this will make it easier for you to work with IC.

Most importantly, Rehan, I plan to build this company for decades to come. I believe India travel is a multi-billion opportunity, and I have committed my life to build it out. So, a successful listing enabling us to become the Product first company we want to be will make us a unicorn and more within two years.

Thanks

Me

Commercial offer.

17/5/2021

Rehan Thank you, we just spoke. We are ok with these commercials with one change... 18/5/2021

Me to Rehan & Chetan 18/5/2021

Thanks Rehan

We'll get the MoU updated and share it across to all shareholders for signature.

For the extra 2% listing advisory shares for Orios, we'll sign an independent agreement. We'll get that processed asap as well.

It'll be a great learning journey from here to public markets, and I appreciate having you alongside. Thanks

YC Summer 2019 Application Submitted

Y Combinator to Me & parth.choudhary@gmail.com

26/3/2019

Hello **dvcoolster**,

Your Y Combinator Summer 2019 application for Oepoch has been submitted for review. Though reviewers may start looking at your application right away, you can continue to edit your application until the application deadline (Mar 25, 8PM PT).

We've included the text of your application below.

Thanks,

YC

<https://www.ycombinator.com/apply>

COMPANY

Company name:

Oepoch

Company url, if any:

<https://opoch.com/>

If you have a demo, what's the url? For non-software, demo can be a video.

(Please don't password protect it; just use an obscure url.)

[BLANK]

Describe your company in 50 characters or less.

Facilitating real world applications of crypto

What is your company going to make?

We are building a crypto interface between the masses and the creators. Oepoch will help individuals manage their transactions and identity online. It will also enable creators to monetise any valuable information over the internet - global, instant, micro and anonymous.

Our product solves 3 main problems for now:

1. Converting fiat to crypto globally
2. Paying for services over the open web, directly to the creator
3. Managing identity over the internet directly from the browser - including which information to share with a service provider with the tap of a finger.

For the users, it will be like recharging their internet browser to seamlessly pay for what they want. For the creators, it will be an ecosystem like the open web (WWW) where they can showcase their creativity and be paid for it without the permission or commission of any 3rd party platform.

Where do you live now, and where would the company be based after YC?

(List as City A, Country A / City B, Country B.)

Bangalore, India / SF, USA

CONTACT

Email address of the founder who is filling out this application:

dvcoolster@gmail.com

Phone number(s):

7725901111

FOUNDERS

Founders

HACKER NEWS USERNAME	NAME	EMAIL	PROFILE UPDATED
dvcoolster	Dharamveer Singh Chouhan	dvcoolster@gmail.com	yes
parthchoudhary	Parth Choudhary	parth.choudhary@gmail.com	yes

Please enter the url of a 1 minute unlisted (not private) YouTube or Youku video introducing the founder(s). (Follow the Video Guidelines.)

<https://youtu.be/s-eGrysJvw0>

Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.

We built India's first Millennial focussed brand, 'Zostel'. We pioneered backpacking and youth travel in India with it. Parth was the CTO, and I was the CEO. We built a vision, culture and people led organization beating the competition with much less money when we built our second brand 'ZO

Rooms'. This is the brand and business we sold to OYO Rooms for 7% of their equity (Current value \$250m). We did not get our due consideration post transfer of business and this is now in arbitration of Supreme Court of India.

www.zostel.com

<https://www.crunchbase.com/organization/zo-rooms>

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

We both have known each other since last 13 years. We met in hostel where we shared our love for gaming, hacking mobile network for decent download speed for our Nokia N-Gage in 2006. We made strategies for DoTA 6.42, and share that bond and love for Moba still.

CATEGORY

Which category best applies to your company?

Crypto

PROGRESS

How far along are you?

We have been trying hard to answer the question "What would you do with bitcoin that you can't do with fiat currency?" since July 2018. We have done various pilots for the same and have finally zeroed in on a few use cases.

1. Currently, we are ready with the alpha of a desktop client that helps you seamlessly connect with lightning network and own bitcoins with your own private keys.
2. The next step is to create a p2p marketplace for fiat to crypto conversion that makes it easy for people to own bitcoins and cash them out in a decentralised manner
3. We will be doing a 3-day online carnival in June where we will be displaying 3 entertaining ways of using bitcoin for micropayments over the open web. (A 2-player arcade game zone, a multi-player text-only scenario game and a live-streaming platform with per-second streaming fees)

How long have each of you been working on this? How much of that has been full-time?

Please explain.

Parth and I started with crypto when I visited SF in mid'16. Since then we kept studying industry for a long time. We built Dapps, products and experiments along the way. We were always full-time in this, although a lot of time went into studying and building our thesis.

Since Feb 18, I took formal role as CEO of the company and direct the company towards practical applications and our entry into the market. We both had been working full-time until recently when Parth's father met a tragic heart attack last December and he had to join a job for financial stability. We have deep understanding of work and I continue to work fulltime, while he supports the company financially at this stage. We are looking to raise funds to make sure we can get back Parth full-time

asap.

We also have our 3rd team member Pranay, who's been full-time with us since last October. We have worked with him in our last startup, we have seen his evolution as a product manager and we wanted him with us for long term as we look to challenge the status quo.

Are people using your product?

No

When will you have a prototype or beta?

Mid-june

Do you have revenue?

No

If you've applied previously with the same idea, how much progress have you made since the last time you applied? Anything change?

Since applying for winter batch, we have tested a few real world use-cases of crypto with some creators. Since then, we have done 2 experiments and now have a better understanding of the pains of creators trying to monetise over the internet.

In the same period, our non-product co-founder decided to move on because this build-measure-iterate cycle was proving too long and he was not able to utilise his operational expertise in this period of ambiguity. We also reduced our burn over this period to increase the runway for more experiments that can take us to product-market fit.

If you have already participated or committed to participate in an incubator, "accelerator" or "pre-accelerator" program, please tell us about it.

NA

IDEA

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

We want to make it dead simple for people to earn money through their creativity. Bitcoin, when combined with the World Wide Web, gives us the opportunity to fulfill this dream. Our "why?" is clear - this is one of the biggest opportunities to create an impact in the first half of the 21st century and we consider it the most important "battle" of our lives.

In the past, we have built a successful international millennial brand with 'Zostel' and learnt how to build a product that customers love and champion wherever they go. We have studied crypto ecosystem deeply over the last 36 months, have 10 years of entrepreneurial experience and 13 years of friendship (between the co-founders) backing us. We believe we have the domain expertise and the

craziness required to usher in the “true information epoch” - Oepoch.

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

Very few people actually “get” the potential impact of the WWW and bitcoin combination. While WWW empowered the individual to create and distribute whatever they want, the missing piece preventing the disruption has been an equally decentralised payment ecosystem. We want to make it extremely easy for a beginner as well as an expert to get an entry into this ecosystem. For the user, it will include getting access to pocket-change bitcoin (like \$10-50) from their local fiat currency, storing it safely on their computer, discovering new products and services globally that they can use and paying for them through their browser instantly to the creator. Plus, the ability to manage their transaction history, personal information, etc. directly from the browser.

As far as we know, this service doesn't exist yet. People still use costly payment methods like cards and PayPal, buy monthly subscriptions for things that they use for a few hours and frequently drop-off while making the decision to purchase.

For the creators, the access to millions of such users with little pocket-change bitcoin linked to their web browser is a big value proposition in itself. It's opening up a new open market in itself, just like app-developers grew manyfold with the facilitation of user's centralised info and payment methods in Google Playstore and Apple Appstore, Oepoch will play the same role for the open web.

Who are your competitors, and who might become competitors? Who do you fear most?

Competition can be looked in two ways:

1. Companies which are well poised in cryptocurrency space and looking for ways for mass adoption of cryptocurrency. Coinbase and Binance are on the top of that list.
2. Companies who curate the information from all the users and use that to monetize their business. But these will become competitors when we have shown some success.

The real and biggest fear however is on how the whole cryptocurrency ecosystem evolves in terms of regulations and technically.

What do you understand about your business that other companies in it just don't get?

2 things:

1. The specifics: While talking to various creators (from Youtubers to indie game developers, and from Instagram influencers to blog writers) we realised how restricted they were in their ability to monetise their content. Creativity was stifled because only the most viral things could get enough masses to result in an actual pay-check. We believe that there are a lot of creators who have a niche community of at least 1000 supporters who are ready to pay for personalised and customised information products, but the ad-based revenue stream that rewards only virality is not sufficient for the creation of micro-markets that can unleash the human creative potential. And the kickstarter/patreon type patronage is not enough to create scalable real-world businesses. Most creators as well as their patrons feel like it is a sort of charity (Imagine wikipedia vs spotify). While people with specific

inclinations might be interested in this kind of patronage, the mass market will not contribute unless creators get a way to charge micro-payments for pay-per-use cases. In India, we call it fortune at the bottom of the pyramid, which is locked over the internet for now. When you start selling 10 cents shampoo packets instead of \$50 shampoo bottles, suddenly everyone starts washing their hair.

2. The generic: With rapid pace of technological improvements, most of the repetitive tasks are getting automated. There are mainly 2 kinds of jobs available for the masses : a) physical work that is either tough to automate or cheaper to allow people to do; b) high-end jobs that require years of education (and most often university degrees) that not everybody can afford. In such a situation, as our species move towards a truly information age, we need to provide an individual with an outlet to monetise their creativity at whatever scale they can - from an audience of 1 to an audience of 7 Billion, globally, without the permission of 3rd party commission-taking middlemen.

How do or will you make money? How much could you make?

(We realize you can't know precisely, but give your best estimate.)

There are 4 avenues for making money in our business:

1. Charging commission when people exchange crypto-fiat-crypto
2. A small commission on every transaction that goes through our LN node (which has the potential to become the most connected node on the network)
3. Charging discovery and promotion fees from creators who would like to use our ecosystem to get new users
4. An annual subscription on the Oepoch wallet and related services from every user. But we would like to delay this one as long as possible

A good proxy to imagine the revenue at scale would be PayPal's net payment volume of \$163B at the end of 2018. With their high commission, it would make less and less sense to use them when there would be a faster and cheaper alternative available.

How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?

We need a few unique real-world cases where people would get value by spending bitcoins through Lightning network. To jumpstart this loop, we are doing Oepoch carnival - a 3-day online carnival in June that will help bring developers, creators and crypto enthusiasts together along with ordinary retail users. During these 3-days, we will showcase applications created by us as well as those created by a few other developers who would be willing to use the platform to display their applications. We will continue to do such online carnivals and hackathons where we bring together creators to showcase new interesting applications, relying on a chain of global ambassadors to spread the word. As far as getting paying users are concerned, a good chunk of it will come from the social network of the creator who is showcasing stuff and the cross-pollination of users aggregated thus.

EQUITY

Have you incorporated, or formed any legal entity (like an LLC) yet?

Yes

What kind of entity and in what state or country was the entity formed?

(e.g. Delaware C Corp)

Singapore

Please describe the breakdown of the equity ownership in percentages among the founders, employees and any other stockholders. If there are multiple founders, be sure to give the equity ownership of each founder.

40% Dharamveer, CEO

40% Parth, CTO

4% Pranay Bharadwaj, Product

2% Abhishek Bhutra, Advisor ESOP

14% ESOP

List any investments your company has received. Include the name of the investor, the amount invested, the premoney valuation / valuation cap, and the type of security sold (convertible notes, safes or stock).

[BLANK]

Please provide any other relevant information about the structure or formation of the company.

[BLANK]

LEGAL

Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? If so, please explain.

No

Who writes code, or does other technical work on your product? Was any of it done by a non-founder? Please explain.

Parth. Not yet.

Is there anything else we should know about your company?

(Pending lawsuits, cofounders who have left, etc.)

Abhishek Bhutra was our earlier operations co-founder who left last year. We have a strong

understanding and he'll be reduced to 2% of Advisor equity.

OTHERS

If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.

We love to make games. Mobile + Multiplayer + Esports = GG.

Please tell us something surprising or amusing that one of you has discovered.

(The answer need not be related to your project.)

Anybody can do anything in life.

CURIOS

What convinced you to apply to Y Combinator?

We are building on the edge, we need partners who are champions, YC is the partner that unlocks all the relevant doors for us to gather the right resources and catapulting Oepoch centre stage among the pioneers of Crypto revolution.

How did you hear about Y Combinator?

Come on!

Me to Kulgaauravi

28/3/2019

Oepoch YC application

Website Requirements: 15th August: Bring it On!

@Anika: Color panels/pallets that can be used for existing panels to make it much more lively by tomorrow noon. You can send them to Kaushal right away.

@DDC, Anagh: There's an empty space on left sidebar, and the text lies right next to it, this is the space where we can have Zobu come in and introduce website for the 1st version of it. Facilities page, you would have received by now.

@Kaushal: Site Map in the footer, remove contact us info. I am sending you details of booking portal from Hostelbookers, integrate it with the website, DDC, Anagh would give the Zobu to be used in the space, whatever more you need, make sure that website is of the highest quality by 14th, and whatever bottleneck you're having feel free to contact the person involved directly or let us all know at the earliest.

@Akhil, Paavan, Tarun: Take lead on the Social media, decide one person to upload the pic and status to avoid confusion as per the availability.

@All: Overview complete website for suggestions, keeping in mind that we have a very tight deadline and already lot of work to complete, suggest realistic modifications, feel free to have ideas for long term which we shall integrate in our next designer website.

We're the best that is out there, and personally, I have no doubt that we're gonna change the game.
Let's try our best to be in our best form when nation attains its True Freedom.

#LiveItNow

Dharamveer
Chief Email Spammer

Siddharth to Me & Akhil

13/8/2013

Bhai, kuch photo mein mazza nahi aa raha -

- 1) Last mein baba waali
- 2) Bandi ka naach
- 3) Unthe ki parchai waali..

Mere andar photography ka keeda tha, toh kuch khinch hain.. see if u can ask Anika to use them..

Copyright issue bhi nahi hai!! baaki images ke size ka funda ho sakta hai.. but usse chotta karna aata hoga!

 DSC_0027.jpg

 DSC_0069.jpg

 DSC_0275.jpg

 DSC_0295.jpg

 DSC_0313.jpg

 DSC_0410.jpg

 DSC_0453.jpg

--
cheers

Siddharth Janghu

Me to Siddharth

13/8/2013

Ha bhai

Yeh use karte hain.

Saath main importantly Property pics will decide a lot.

Dekhta hu size and other issues.

Urgent: Internal Equity Redistribution

zostel

Akhil

Please find my answers below in blue.

23/1/2018

Abhishek Bhutra Additional queries: 1. Who qualifies as current management team? 2. ... 23/1/2018

Akhil

23/1/2018

Paavan Firstly, I feel time and again, over past 2 years, as founders, we have kept our i... 23/1/2018

Akhil So, just because the board voted against going criminal due to reservations ar... 23/1/2018

Paavan Response in Red. Malik - plz send the structure that you propose. Warm Regar... 24/1/2018

Siddharth You both have valid arguments but I would request you to stop dragging my n... 24/1/2018

Akhil 24/1/2018

Paavan_Zostel Where is the structure? 24/1/2018

Dharamveer Singh Chouhan Consult. Will send my draft communication over all of this. ... 24/1/2018

Akhil Ok...here are the broad contours of what I propose: Right now, Founders ... 24/1/2018

Tarun A Couple of things, 1. We should always refrain from commenting on personal ... 24/1/2018

Siddharth 100% agree with TT On Wed, 24 Jan 2018 at 12:16 pm, Tarun Tiwari <tarun@zos... 25/1/2018

Akhil Guys I have underlined the importance of time quite clearly in the last 3 days ... 25/1/2018

Dharamveer Singh Chouhan Zostel equity redistribution for long term opportunity maxim... 25/1/2018

Akhil @DV & Chetan....To update everyone else, it would be great if you could please... 25/1/2018

Dharamveer Singh Chouhan Just to clarify Chetan is not with me. These would be my tho... 25/1/2018

Akhil OK. In that case we are yet to hear anything from Chetan and Abhishek. ... 25/1/2018

Abhishek Bhutra My few points adding on/over TT's and Nanda's email: 1. We should defin... 26/1/2018

Akhil @Abhishek...can you please be little more specific and clear: Point 2: So basic... 26/1/2018

Abhishek Bhutra Point 2: Let the vesting be time bound. Let the vesting start now. ... 26/1/2018

Paavan_Zostel I shared some initial thoughts the other day. Sharing some more points in ... 27/1/2018

Chetan Bros, I have only two points: 1) Regarding Zostel - I have had a discussion with ... 27/1/2018

Dharamveer Singh Chouhan Hi Guys I think others have covered and quantified what nee... 27/1/2018

Dharamveer Singh Chouhan What I sent. Valuation numbers ka point nahi tha, Malik se b... 27/1/2018

Akhil Ok guys. Honestly, I can't fathom the practicality of a lot of the ideas floated in... 27/1/2018

Tarun "Wriggling equity from investors!" - Why and how....on what leverage? We are l... 27/1/2018

Tarun Bros, Where are we on this? On the basis of the discussion till now, what I unde... 1/2/2018

Chetan @TT - This structure seems fine and we can decide upon all the points categori... 6/2/2018

Dharamveer Singh Chouhan Confidential 13/3/2018

Dharamveer Singh Chouhan 19/5/2018

Dharamveer Singh Chouhan ... 8/8/2018

Dharamveer Chouhan ... 3/10/2018

Dharamveer Singh Chouhan ... 3/10/2018

Dharamveer Singh Chouhan Overview of my understanding and proposed full stack dire... 10/10/2018

Dharamveer Singh Chouhan to Kulgaauravi 19/1/2019

Zostel Pitch

----- Forwarded message -----

From: Dharamveer Singh Chouhan <dv@dcoolster.com>

Date: Saturday, January 27 2018 at 12:33 PM IST

Subject: Re: Urgent: Internal Equity Redistribution

To: Chetan Singh Chauhan <chetan@zostel.com>

Cc: Paavan Zostel <paavan@zostel.com>, Abhishek Bhutra <abhishek@zostel.com>, Akhil Malik

<akhil@zostel.com>, Siddharth Janghu <siddharth@zostel.com>, Tarun Tiwari <tarun@zostel.com>, Dharamveer Singh Chouhan <dharamveer@zostel.com>

Hi Guys

I think others have covered and quantified what needs to be discussed.

At the outset, I would like to say these are moments to cherish, rather than lose patience at all.

I am sure we all had realised that having 7 co-founders with equal equity is not healthy for longterm sustainable growth that Zostel, as an opportunity needs. If cap table can be cleaned and people given exit, it would be best for the entity as well.

Regarding redistribution of equity for giving back to the company, its similar to Nanda, i.e. need answers for long term growth. I know it's better to hold 1% of \$B than 10% of \$M. I have been ready to give equity for it. Not because I am emotional, but because it makes economic sense to do it. Happy to proceed with numbers/targets as the group decides.

Rehan is a VC. He's 3 years into his investment, has no pressure to give any returns to his LPs. He would never leave Zostel as he sees growth potential in it. There was a time when we could salvage this, now it's gone.

Is Rehan letting go of his liq pref in the new entity? Then it gets exciting!

Otherwise, let's assume after 4-5 years, he wants to sell the company with drag along etc. and some are only shareholders, how are they protected? The promoter who runs the company is incentivised to carry on and is not heavily incentivised for his upside, etc.

I don't know how this can be solved at ease, but I have discussed around and the one I like the most is if we could take debt/issue bonds by company and float buy back offer for all shareholders.

- Founder who sells shares knows company can't go anywhere, and he will be paid before Rehan or any other investors liq pref kick in.
- The founder who's building knows everyone else's upside is capped and if he kills it, he's sure of the value that he can build for himself and other shareholders.
- Founders can also openly discuss arrangements on part selling, part involvement, etc.
- No matter what vision one founder says, there would be someone who would not like it. This gives at least somewhat fair market solution to solving the problem. We know even if one is adamant on something different, value for everyone might go to Zero with time, etc.
- This also enables a free market where Zostel is valued as an opportunity by each individual looking at it from own lens. A competitive market will create maximum value for all shareholders.

- Management fails, they have been paid for their work, and since risks did not pay off there's not much upside return for them.
- NEGATIVE: Most investors will be very chary,

While building a company, it's important to think long term, gauge where we might be heading, what problems we would face, and if we think something might come, try to solve it today. I don't think we should rush to a solution if there's anything better we may do. Do share thoughts on this or an alternate structure that you might think for solving.

Solving for time, I think Malik can go out and make his pitch whenever he feels like. He can say that founder equity will be rearranged to reflect the management for raising money for Zostel. Also, will give a sense of how investors feel about the cap table. I don't think any good investor would like to enter a cap table with much dead weight. I could definitely be wrong. Going out, will also help answer trivial questions like valuation, etc. and we are all here to solve.

Each of us individual is different and we will have disagreements. But, boys, we are the pillars of Zostel. If we fight, Zostel will fall. I am extremely sorry, I was emotionally attached to all of you guys. There was much I wanted to say, but whenever I typed, it had anger attached, and it did not make sense to take the topic further. Pain and misery are fabrications of our own self, and none else. I wished I had the courage to come and have an open discussion on options that I felt were obvious if there wasn't a deal. Making, 'Zostel = Travel' seemed the obvious one.

We did not understand market or scale, maybe we still don't. As much as I love Malik's deck, to me it feels PE in nature, and not something that might scale in valuation as desired. As I mentioned, business opportunity will always be each individual's opinion, and if there can be an option to solve for differences we should solve.

I have always loved travel space, but even more being an entrepreneur. I have been studying for a multi decade grind that I would start at my pace. With Zostel brand you can expedite things, attract talent, without the brand you must be more creative and patient. Some of these questions will give broad overview of my thoughts and directions.

- I was working on studying Hostelworld, can't they now be disrupted with community at centre? \$400m - 20 year old monopolistic business?
- How anyone goes to India? Can I capture complete international inbound? Can I tie up with local travel agents internationally? Can I dominate global SEO for TG visiting India?
- India is a place where most people want to travel, but there are major frictions. Flight, Itineracy, Medical, etc. Can we enable a one-time book service(including cheap flights) that enables you for whole trip to not worry about stay. Later add travel, food, events, etc.
- After solving for India. Can I use the same technology to make it easier for anyone and everyone to backpack any geography? Make brand presence globally with partners and minimal hassles?
- How do we enable the community interactions beyond Zostel?
- Luxury and exotic: Destination creation

~~Travel, Live and Travel - Domination creation...~~

- How do we leverage the brand beyond travel? Co-living, Co-working, Events, Buses, T-shirts, etc.
- To be honest, be wild with thoughts, not being scared of anyone. Not competing with hostels, but be in a mentality of being an international brand, similar to 'Virgin' for our generation. Then backtrack how do I do it? Who do I get? Where do I get money from? How much time I need?

I don't have a deck or detailed plan for you guys. Even coming up with sexy vision statements, broad expectations and timelines in a deck would need 4 weeks.

I want to think what skills and structure such an org would need. Then from Zostel, where we stand, how should the first year be like. I want to talk around, see who can we get to lead technology. Think deeper on this, have a broad team structure in mind, with advisors, etc.

So, please don't consider this vision as a blocker for proceeding discussions on topics already raised by others, and thoughts above on solving cap table.

I don't want any pressure. Neither I am hell bound that I want to do all this, I have always believed in the power of teams. I would need thoughts, call up you guys over the month, prepare a deck. If we can get some valuation numbers, I can talk around and see if we can get immediate liquidity on the table as well. I am trying to find independent valuation through financials as well.

Lastly, promoters don't get a lot of options in their lifetime to negotiate with their investors. We should at least fight for maximum rights from investors. I don't think Zostel would have been anything without the blood of 7 of us, and nothing will ever change that.

Still trying my best to write short emails ^_(^)_/^-

Thanks

On Fri, Jan 26, 2018 at 1:51 PM, Chetan Singh Chauhan <chetan@zostel.com> wrote:

Bros,

I have only two points:

1) **Regarding Zostel** - I have had a discussion with Malik and I do believe that Zostel has a great opportunity now to scale up, form the community, become synonymous with travel and propagate a certain brand of culture globally. We need to find out the right ways to expand so as to remain true to our brand and its values. I agree with Nanda that we need to aim for global domination in travel in long run and for that we need a solid team and also challenge ourselves by bringing people smarter than us in the team. I will be happy to come onboard and build Zostel 2.0.

2) **Regarding Equity** - I think 40 % is bit higher a number to give away at this point without any cash exit or any other incentive for anyone. I am fine with any structure related to attaining certain

milestones in future for redistribution of equity. I have no particular thoughts regarding the figures of structure, I am more or less fine with whatever everyone agrees with. As far as salary is concerned, it would be only source of income for a while, so it would be difficult to take a heavy cutdown but we could take some.

On Sat, Jan 27, 2018 at 2:12 AM, Paavan_Zostel <paavan@zostel.com> wrote:

I shared some initial thoughts the other day. Sharing some more points in the meanwhile others pour in more thoughts so that we get towards concrete next steps -

1) First things first, No matter how fast we want to arrive at a number and structure, it is important to understand that what we are discussing is crucial from whatever is left of the entity and what kind of business can it become a couple of years down the line. Hence, ideas will flow around and only once all aspects are covered and broad contours of comfort/expectations are set, we will be to achieve a consensus. I personally want this exercise to finish on ASAP basis, however, I request Malik to be patient, and others to be super-responsive (keeping silent is definitely the last thing anybody should be doing Coz at the end it is everybody's personal equity and everyone's opinion matters!)

2) (I) There are 2 ways to look at it, first is to just arrive at a dilution number, Park that equity and let Malik take care of the rest. This is a relatively low information, no involvement and hence, fairly straightforward path. My offer of 7% discount to my current equity was more like - take my equity and run it the way you want to run, I will not put any restrictions on current management, neither would I expect certain definite milestones, Coz in a way I am also investing only 7% of total equity (which is not a big investment from my end)

2) (II) However, basis Malik's proposal and after reading other's opinion, I feel that a meatier share of my investment (in the form of my current equity) is expected to build Zostel2.0. While, I will be fine to take that number to $\geq 20\%$ as well but then I need to be definitely far more sure that my investment is going in the right direction to increase the overall returns.

So, if it is about 2 (I) - I am happy to offload that much basis 2 basic conditions - 1) Separate Entity 2) 3 Year Vesting from now on

If it is 2) (II) - which I feel is the case from an expectation point of view then I definitely need more info and exercise better controls / protections to safeguard the bet.

Things that we need a consensus on -

- 1) We MUST have a separate entity
- 2) What would be the current valuation at which 5Crore will be put for Zostel?
- 3) Capital Spend - How do we plan to spend this money? I saw the plan and majority of our fund

raise is going in salaries which is understandable for an asset light model. I would specifically like to understand the salary distribution of top management coz if we are getting 2 founders to run this plus 1 more senior guy from outside, we can obviously not have 20% of the entire capital to be disbursed in salary of 3 guys (going back to our decision to draw 50k/month after IIM when we raised a similar amount).

4) PLAN - Basis the plan that Malik shared, I feel if we get some solid numbers on-board by Dec'18 our valuation should definitely increase. Can we somehow link this performance or at a basic level - closure of Series A, Topline, etc as a milestone (this milestone point would make more sense if the current management is drawing close to market salary). I am fine to let go off any milestones if we decide to trim down on salaries and equity ownership is a much stronger driver in monetary terms.

5) PLAN - Regarding the business plan - I am more or less fine with Malik's plan i.e., if we can simply scale these numbers 4X-5X in 12-18 months. I think DV has certain other thoughts on the overall vision and how this can be made into something very massive. Would be important to hear that stuff in a structured manner (even a quick summary by tom. followed by a detailed plan would do). Obv this thing should not hamper the pace of this discussion.

6) TEAM (Make or Break point) - To be honest, I strongly feel that we need some really strong guys on the top. I am discounting all of us as founders, and sort of looking at Zostel 2.0 to have new founders (1 or 2 from among us plus 1 solid guy from outside). An outside guy will really get some fresh energy, objectivity, dynamics and operate without baggage. Can find someone either through own network or can also give a mandate to an executive search firm but we MUST get someone at founder level if we are looking at serious change in business trajectory.

7) EQUITY - we can create an exit plan for those of us who would like to make a partial exit once we know the valuation at which 5Cr is being raised. That will create more room for equity in the company.

Also, I am pretty sure, that we MUST push our investors to take a similar discount in ownership. At least angels, and Rehan (who has anyway doubled his ownership after acquiring Tiger's shares). We must go to investors and tell them that founders are giving away 15percent only if investors are giving away 10percent. So that should create some more space.

Also, I want to understand - what's the objective of creating more equity pool right now? Does the closure of 5Cr round depend on that? Coz in the next round once we raise more money, the company itself can also repurchase the shares from founders. If we can clearly understand the requirement, we can devise an off-loading mechanism accordingly.

Will add more points if required.

On 26-Jan-2018, at 3:24 PM, Abhishek Bhutra <abhishek@zostel.com> wrote:

Point 2: Let the vesting be time bound. Let the vesting start now. Only the pool is triggered

when we have achieved certain valuation. I have no mechanism to decide this value. But maybe Nanda or Janghu can help if this makes sense to them or maybe just use the financials you had sent as benchmark. That way everyone have some known economic incentive to be part of this pool compared to lets say DV's offer or otherwise as well.

Point 3: I would have somewhere agreed to Nanda's number. But let's first finalize the structure, would be easier for everyone or at least me for coming up with final number. Also no intention to deny the work you have done.

On Fri, Jan 26, 2018 at 2:22 PM, Akhil Malik <akhil@zostel.com> wrote:

@Abhishek...can you please be little more specific and clear:

Point 2: So basically rather than time based vesting you are looking for a milestone guarantee for any vesting to happen!! That is interesting....I would love for some of you to come forward and give me time bound guarantees in terms of revenue, profit, scale etc. I seriously mean it....Will be really happy to just be working on something else outside zostel while you work towards fulfilling the guarantees I assign for you in Zostel.

Point 3: "quiet higher" didn't give me any semblance of how higher....higher by 1% or 40% - can't say! Also, just to highlight, I have worked as much for zostel as company as any of you as zostel for business unit.

Finally, I am getting little sick here with the people not being able to find 10 minutes to write here for past 4-5 days. Now it's nobody from outside who is fucking with us...its we who are killing the time and the opportunity with it. Can't be waiting till infinity.

On Fri, 26 Jan 2018 at 1:21 PM, Abhishek Bhutra <abhishek@zostel.com> wrote:

My few points adding on/over TT's and Nanda's email:

1. We should definitely consider creating new company for new business unit (irrespective of any structure). We have had faced troubles before, because of not doing this.
2. If the pool we are creating is for founder(s) only, everyone would have economic incentive if the pool is created at some milestone (valuation/ revenue). We should agree to the dilution percentage and this milestone now.
3. The 40% is on quiet higher side as people have been arguably - unarguably, regularly - intermittently worked for Zostel as company if not for Zostel as business unit even till now.

On Thu, Jan 25, 2018 at 8:41 PM, Akhil Malik <akhil@zostel.com> wrote:

OK. In that case we are yet to hear anything from Chetan and Abhishek. Looking fwd to their views

On Thu, 25 Jan 2018 at 3:34 PM, Dharamveer Singh Chouhan <dv@dvcoolster.com> wrote:

Just to clarify Chetan is not with me. These would be my thoughts alone. Will update guys.

On Thu, 25 Jan 2018 at 2:02 AM, Akhil Malik <akhil@zostel.com> wrote:

@DV & Chetan....To update everyone else, it would be great if you could please try and jot down succinctly the key points of the discussion call with me today. Also, in the interest of time, it would be great if you could get in touch with everyone with your thoughts/offer preferably today itself so that we have some clarity soon.

Cheers
Akhil

Akhil Malik

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On Thu, Jan 25, 2018 at 10:37 AM, Dharamveer Singh Chouhan <dv@dvcoolster.com> wrote:

Zostel equity redistribution for long term opportunity maximization is something I have deeply thought about. I would like to discuss some options and really solve for the long term. Will call you Malik today, need to understand some more of your thoughts. Please give some time. Thanks.

On Wed, Jan 24, 2018 at 8:19 PM, Akhil Malik <akhil@zostel.com> wrote:

Guys

I have underlined the importance of time quite clearly in the last 3 days on initiating this conversation. However, some of you are just sitting over these emails in a sarkari sort of way.

It's time to close this conversation and plan ahead. Please respond so that we can focus on next steps.

On Thu, 25 Jan 2018 at 12:39 AM, Siddharth Janghu <siddharth@zostel.com> wrote:

100% agree with TT

On Wed, 24 Jan 2018 at 12:16 pm, Tarun Tiwari <tarun@zostel.com> wrote:

A Couple of things,

1. We should always refrain from commenting on personal circumstances/bringing them to the discussion, as nobody can assess/judge other person's situation. The eventual solution should be logical irrespective.
2. Shareholders v/s Board is again a chapter in itself in the company law so no point in arguing about. The important thing is to keep the communication strong and to keep everyone informed about both the sides of the story (Nanda \m\). This helps in getting well thought through opinions from everybody that in turn helps in arriving at a decision.
3. The whole point of this equity reallocation exercise is to
 - a. Make the cap table look good (minimizing dead-weight equity)
 - b. In the process, carve out a considerable prize for the '**Management Team**' who will try to maximize the value of our remaining equity.
4. The management team should be Malik [and/or any other founder] & not the current team.
5. Regarding the entity structure - Nanda has mentioned a couple of valid points.
6. Linking last 2 years to dilution % would be difficult[Except for Malik]. I am perfectly all right **with equal dilution for all** [Which as per Malik's structure is 40%]. However, I would like to be on the Board.

Bas thoda jaldi karte hain...

Tarun Tiwari

Co-Founder, Zostel

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On Wed, Jan 24, 2018 at 11:17 AM, Akhil Malik <akhil@zostel.com> wrote:

Ok...here are the broad contours of what I propose:

- Right now, Founders Combined are at 41.27% (including Founders ESOPs) i.e. 5.9% with each of the 7 founders
 - Everyone except me and TT gets diluted by 40% pouring that amount into a new '*New Founders ESOP*' pool to be vested to the people who run from Zostel now on. I don't get diluted while TT gets diluted by half of the others because he worked full time at Zostel for close to past 1 year
 - This leaves me at 5.9%, TT at 4.72% with everyone else at 3.54%; the '*New Founders*

ESOP' pool thus created would have 12.98% for future allocation

- The '*New Founders ESOP*' would be vested in 4 years between me and Chetan (if he decides to come onboard).

- As you rightly said, the existing '*New ESOP pool*' of 4.76% is sufficient enough to attract top professional talent from the market to take the company forward

Current Internal Cap table is attached. Over to you guys.

Akhil Malik

Co-Founder & Director, Zostel

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On Wed, Jan 24, 2018 at 2:47 AM, Paavan_Zostel <paavan@zostel.com> wrote:

Where is the structure?

Sent from my iPhone

On 24-Jan-2018, at 12:54 AM, Akhil Malik <akhil@zostel.com> wrote:

Akhil Malik

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On Wed, Jan 24, 2018 at 12:26 AM, Paavan Nanda <paavan@zostel.com> wrote:

Response in Red.

Malik - plz send the structure that you propose.
Responses below in blue.

Warm Regards,

Paavan Nanda

Co-Founder, Zostel

On Tue, Jan 23, 2018 at 11:43 PM, Akhil Malik <akhil@zostel.com> wrote:

So, just because the board voted against going criminal due to reservations around our position of financial weakness and good chances of getting entangled in legal mess for long term, you take the liberty of judging the decision as "not in the best interests" of the company. - **for your information, shareholders of the company supersede any board. You can have a ready reference with % shareholding in favor of Criminal and you would get your answer.**

And how many of those shareholders have an obligation to be present in court/thana when asked to be present or their personal freedom at risk in case of any mishap? By your logic I can purchase 1 share of MMT tomorrow from market and ask Deep Kalra to assault Modi in the best interest of the company. Also, with Sidd, Bhutti, DV based/shifting out of India and you and TT busy with your company/jobs - who would have taken the onus of haziri in various courts and thanas? For what...just a tiny possibility of getting 1-2 cr from Oyo if we are extremely lucky. I am sorry but I value my peace of mind and entrepreneurial freedom/abilities more than today's 1-2 crore and would love to showcase the prowess in market rather than in court.

Now let's come to your 'fair' proposal:

- Thanks for being generous about letting go of 7-8% of your respective shareholding. While till last year Jan when the company was in 'critical' stage - the fair ask was for everyone to let go 50% of their shareholding in favor of management team- today the figure comes out to be 7-8%? - **I just shared my first thoughts on the % I am 'personally' okay to be diluted. If somebody else is willing to be diluted by 50%, why not!**

- How would you explain the double whammy of you starting a successful gaming company with 15% shareholding and DV/ Bhutti, Parth all working on their startups for past 2 years or Janghu being able to work in Australia while I was ensuring that this abandoned

shop doesn't sink but rather comes out of the woods -
**It is fairly immature of you to comment upon things
that are out of the scope of this discussion.**

Ok, let me clarify the scope. As per your proposal, the vesting clock for whatever amount of new ESOP/Equity starts today. Till 31st Dec 2017 - we are all equal. Through the examples I mentioned above - I highlighted that you guys have done quite a lot in the period when I was working at Zostel including setting up entire companies/learning new skills winning international assignments. You could accomplish all these while your equity in Zostel was simultaneously vesting at the same rate as mine. Hope this clarifies.

You guys would never get it. It was never about money or shareholding for me but just the satisfaction of building something beautiful in a field that I genuinely love. I did my best every time I had the opportunity and spoke my heart out in the interest of company despite the adverse impact on numerous personal relationships. I continued with Zostel only when each and every one of you except TT declined the offer to run Zostel because it was too small a firm for your capabilities. But now when the worst is behind Zostel, things are getting clear.

Anyway....whatever helps you sleep better at night. You guys are free to decide and so am I on my future.

On Tue, 23 Jan 2018 at 11:12 PM, Paavan Nanda <paavan@zostel.com> wrote:

Firstly, I feel time and again, over past 2 years, as founders, we have kept our interest or personal preference/ relation/ comfort over the best interest of the 'company'. It has been witnessed in something as recent the legal way forward, where majority of us decided to follow a path that's convenient to them, and yet again deviating from the business of the appropriate legal measures that were to be taken basis sound legal consultation. One's personal insecurity and vulnerability is the loss that the entire company (other founders).

investors, ESOP holders) had to materially bear.

Regarding, the current topic of discussion, this is going to be a crucial juncture for the company, and it is important that all the decisions that go into Zostel 2.0, should be taken without any emotions, relations, insecurities, etc but in a fairly just manner to ensure the best utilisation of this opportunity.

My thoughts -

- The current entity's cap table should not be changed. Tomorrow in case of any settlement the money from Oyo has to come in this entity, and, no new employees or team members who would be joining Zostel should have a right on that money, which won't be possible unless we issue them shares in a fresh entity
- New Subsidiary (100% owned by ZHPL) should be created and Zostel's assets to be transferred there. The current cap structure will be mirrored in that subsidiary as well since it will be 100% owned by ZHPL.
- Regarding creating a pool in the new entity - I can see that there is already a 4.66% New Employee ESOP Portion on our Cap Table. Let's use that to hire sound guys. Plus all of us can get diluted by 7-8% of our current holding (~0.4% each) to pass on an additional 2.4% to Malik. However, both 4.66% and 2.4% has to be vested over a period of at least 3 years (let's say Dec'20) starting today.
- New Team (**most critical**) - Malik - I am pretty sure the kind of vision and plan on the back of which we are raising fresh funds would need a much stronger, seasoned and mature team. Your current management team i.e., Aviral, Akshat, etc is very junior and won't be able to create a solid business (keeping all the emotional attachment aside). You need people who can manage big teams.

understand the possibilities with technology and developing those products in-house, lay out processes, represent/ negotiate company's interest on domestic/international platform and vendors, raise capital, have sound cost and revenue management understanding. Oyo is a fairly clear example of how a single founder w/t losing out on much equity managed to build a great team. You would need a couple of folks as good or even better than you.

Let's build a consensus on this and close it soon!

Warm Regards,
Paavan Nanda
Co-Founder, Zostel

On Tue, Jan 23, 2018 at 6:13 PM, Akhil Malik <akhil@zostel.com> wrote:

Akhil Malik

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On Tue, Jan 23, 2018 at 6:03 PM, Abhishek Bhutra <abhishek@zostel.com> wrote:

Additional queries:

1. Who qualifies as current management team?

For clarity's sake: Its me and my team i.e. Aviral, Akshat, Kaushal, Sapan & Deep - same people who have been running Zostel. Would also include someone we decide to induct in future for specific senior management role(s).

[View raw message](#)

2. I believe we have another ~10% as employee ESOP (~6-7% left if we consider our ESOP commitments' vesting). What are we planning to do with that?

Will issue ESOPs to those who deserve from the current employees and the leftover can take its course as per the SHA guidelines for the ESOP

Will see your plan and projections again and come back to you if needed clarity.

Hehe..sure

Thanks

On Tue, Jan 23, 2018 at 3:46 PM, Akhil Malik <akhil@zostel.com> wrote:

Please find my answers below in blue.

Akhil Malik

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On Tue, Jan 23, 2018 at 3:21 PM, Abhishek Bhutra <abhishek@zostel.com> wrote:

Just stating the obvious that no board meeting can bind any one to relinquish their equity in any way.

"I didn't get it....Is that a threat or a submission? Because wherever you read that, rest assured that when push comes to shove, there are enough ways to get things done the way they are meant to be done. So its good for everyone to not get down to that path as the keyword I used in my communication was 'amicable' "

I personally would like to understand

following before filling up any form:

1. We already have provision of equity pool in our SHA, why we are not using that?

"We are definitely assuming that as a part of founder's equity only....the reason base of 100 was used in the assumption. Are you suggesting we allocate the entire 12.71% in founders ESOP pool to the current management then?"

2. When we say redistribute are we thinking of creating another equity pool or do we have any other structure in mind?

"See, its very simple. Currently founders combined hold close to 28% plus 12% Founders ESOP pool. That at max brings everyone at 5.8%. The ask is to restructure the equity holding so as to reflect the status of your past and current involvement so that the current management has sufficient stake to stay invested and work for the company. How this needs to be done is immaterial....we will need to get the CA involved for the procedural aspects."

3. If every shareholder would be participating in creating this pool (or redistribution process)? Or this is just for founders? If other shareholders are also participating, have we received any affirmation from them?

"If you mean investors, I don't see any reason on why would they participate!"

Also I would also like to know how did we decide if co-living is best way forward for the company?

"I have shared the business plan and projections with you. As a person driving Zostel solely for over 2 years now, this is to the best of my judgement. If you have any other idea. put pen to paper and convene a

covered, prep next paper and convene a meeting. Would love to take a look there"

But that would be diversion from topic in discussion, will call you later to understand that. Hope that works.

"Hope I have reasonably answered yours or whosoevers queries. Now may I request again to please let us know of your opinion by filling up that Typeform."

Thanks

On Tue, Jan 23, 2018 at 12:01 PM, Akhil Malik <akhil@zostel.com> wrote:

Ok, as expected, I didn't get any reply. Therefore, let me again highlight the urgency here. We need to resolve this asap and move ahead.

Please fill up this 30 sec Typeform today itself. We want to resolve this amicably or else otherwise, we will have to call an urgent board meeting within this week whose decision would be binding on everyone irrespective of the number of participants. Look forward to your cooperation.

Thanks

Akhil

Akhil Malik

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On Tue, Jan 23, 2018 at 11:42 AM,

Akhil Malik <akhil@zostel.com>

wrote:

Because obviously, the new investor coming on-board needs to know that how deeply entrenched the people driving the company are and what's their upside which is keeping them motivated to give their best. And also, don't you feel that the people who have moved on since last 2 years now, dedicating their time somewhere else, need to relinquish their stake in favour of people who are actually working on-ground to take the company forward?

Akhil Malik

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On Tue, Jan 23, 2018 at 2:20 AM,

Abhishek Bhutra <abhishek@

zostel.com> wrote:

Why is this required?

On Mon, 22 Jan 2018 at 3:29 PM,

Akhil Malik <akhil@zostel.com>

wrote:

Guys

Had a meeting with Rehan today. We are going ahead with launching the coliving properties alongwith accelerating Zostel hostels.

In next 60 days, we are targeting to raise INR 5 crore for next 2 years. As per Rehan, before we reach out to potential investors - we need to revisit our internal shareholding and adjust it so that it reflects the correct status vis-a-vis who is involved in business and who is out focusing on other endeavors. We need to reach a consensus asap on this so that we can right away start reaching out to the investors.

Do let me know your thoughts on this as soon as possible. Hoping for a reply.

Thanks
Akhil

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New Delhi - 110020



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The Zostel Internship: end or a beginning?

Me to IIT, Harshit, viyat.bhalodia.ece12@iitbhu.ac.in, Saurabh, Vineet, Kshitij, Anupriya, Ni... 12/1/2014

Hi Guys

Hope you all had a fun break and the year is turning out to be challenging and exciting cause that's the only way I think we evolve each day :)

MDI peeps: I have sincere apologies since some info have already reached you via Janghu, but do bear with me there's a lot in this long mail(and a hidden awesome video as well)

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There's no need of anymore planning, whatever you have done till now is enough to start, you'll always learn along the way and make it better, but start up, now.

My Second internship was in Germany and I made the most out of it by backpacking across 9 European countries, I met a lot of people, learnt a lot of things, but realized the huge untapped potential that our country holds.

My final internship was my dream, *I wanted to make games since I was 12 years Old*, that was the only thing that I was sure I could do my whole life, make awesome games. I worked as a Game Designer, first in the history of Zynga to be hired as a fresher for such a role across continents.

There were things that I loved at my internships, but some things that I hated as well. **I hated to be treated like an intern**, I hated it so much, that at my internship at Zynga, I called the country head of the company and told him that I am working as an intern only if I am at equal on all pars with the permanent employees when it comes to sharing ideas and sharing confidential information, he was probably moved by my straight attitude, but I think he liked my honesty, since I did get the offer :D

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- Give everyone the work that they would love to do, never give a boring task to any of you.
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That's all behind us and I am really happy updating you guys with Zostel's progress since you've been part of the team.

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Looking ahead, India's awesome in every sense possible, it's our responsibility to make sure that we make it available to each one of our youth. Zostel is just a small step in the direction to make people travel more, have different experiences, make India the destination to explore. We are better than the fucking Europe combined, and we need to tap into our potential to realize it.

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The question would depend on the choices you make today.

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The timeline states we need to be prepared by 3rd Feb, so we have limited time to refine the idea and get things in place before we take over Rome!

Think before you commit, this is going to be an intense exercise, which would last 45 days before the dust settles by Mid or End March.

It's Ok to say No, but do reply how you want to handle the internship or would like it to end, enjoy the awesome video from my favorite Zostelers DDC and Anagh! It's a secret between us, this has not been made public and is our secret pitch, so handle with care: <http://www.youtube.com/watch?v=Wx1YjnRZLA0&feature=youtu.be>

And think it through are you ready for this once in a lifetime experience, Zosteler?

Dhruv to Me

12/1/2014

Hey DV,

I'm IN.

A month with Zostel was crazy enough and I am really really excited to be a part of what's coming.

P.S.Remember the offer that you can't refuse? I think *this* must be what the Don meant ;)

Milan to Me & Siddharth Janghu

12/1/2014

Hey DV and Janghu,

Bloody awesome mails those were. Have not been active for a while due to preparations I have been spending time on. I ensure to commit myself to Zostel after 22nd Jan or so, assuming m placed by then. Heck I will be almost free for some two months or more. Yeah so m in. Lets bloody do this.

Sent from my Windows Phone

From: Dharamveer Singh Chouhan

Sent: 12-01-2014 04:09

To: Shubham Goyal B.Tech , IIT(BHU), Varanasi (U.P.), INDIA; Harshit Gupta; viyat.bhalodia.ece12@iitbhu.ac.in; Saurabh Singhal; Vineet Kumar; Kshitij Singh; Anupriya Jain; Nidhi Bhati; Tania G; Niresh Jain B.Tech., Ceramic, IT-BHU, Varanasi (INDIA); mohd yunus; SHEKHAR SUMAN; Dipanjan Dutta Chowdhury; ANAGH SAHA; Samya Ghosh; Milan Garg; Sahil Jaswal; Anubhav Proothi; Siddharth Gautam; Mayank Taparia; Dhruv Mishra; Aswin Sridhar; Pavani Chennamsetti

Cc: zobu@zostel.com; HARSHIT MALIK; Pratik Khandelwal; Parth Choudhary; Pratikshit Pandey; pranjal mittal; KAUSHAL SINGH; Siddharth Janghu

Subject: The Zostel Internship: end or a beginning?

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v=Wx1YjnRZLA0&feature=youtu.be

- Pavani I am very interested in being part of zostel and I wanna become zoster.I am r... 12/1/2014
- Me Yo Dhruv macha denge, main broadly pura idea document karke bhejta hu aa... 12/1/2014
- Anupriya Hi Dharamveer Totally up for the challenge. Count me in :) Regards Anupriya 12/1/2014
- Me Stud hain bhai tu! Nipta dey fatafat placements, main proper idea break down ... 12/1/2014
- Me Great, really wanted you in this team. I'll document proper idea by tonight or ... 12/1/2014
- Me Great! Pavani, everyone in that email had worked hard for zostel for a month a... 12/1/2014
- Pavani I was at my home in the month of december so I could not do any work to zost... 12/1/2014
- Bhatinidhi Hey the new campaign sounds bloody cool!!.....and im in...but i just want to inf... 12/1/2014
- Me Great, I'll prepare the final plan by tonight or tomorrow and get back to you. ... 12/1/2014
- Bhatinidhi Yeah i will keep myself as much free as possible in the future!! 12/1/2014
- Siddharth Gautam hellow dharam paji fan ho gaye ji apke mail ke. I surely want in...but can... 13/1/2014
- Me Sure bhai Call lagata hu final karke 13/1/2014
- Siddharth Janghu Bhai.. BANG ab karne ke liye tyaar hain!!.. Ispe kya socha hai tune... 14/1/2014
- Me 4 Baje baat karein? Macha denge, aur bhi baat karni hain 14/1/2014
- Me Yo Dhruv Have a look at this Prezi presentation for our internal Team discussio... 21/1/2014
- Me Yo Milan Have a look at this Prezi presentation for our internal Team discussio... 21/1/2014
- Me Hi Pavani Have a look at this Prezi presentation from your computer, ... 21/1/2014
- Me Hi Anupriya Use your computer and have a look at this internal team discussi... 21/1/2014
- Me Hi Nidhi Finally, this is it for you!: Use your computer and have a look at this int... 21/1/2014
- Me Hi Siddharth Bhai, have a look at this prezi presentation, was just trying hands ... 21/1/2014
- Pavani I vl be free at 5 pm tomrw...and I have some couple of ideas after went through... 21/1/2014
- Me Tomorrow 5 PM it is then, looking forward to your idea :) Cheers Dharamveer 21/1/2014

- Dhruv Hey DV!! Was waiting for this eagerly.Any time after 6 is fine. 22/1/2014
- Me ... 22/1/2014
- Me You forgot to reply to this one, so I did not add you to the new team :) But, ... 22/1/2014
- Milan Hi DV and Jhangu, 33 Colleges ki list hai jahan contacts hain. ... 31/1/2014
- Me Yo bhai! website waiting launch kar rahein hain bas 2 din main. Complete list b... 31/1/2014
- Nidhi please find attachment... :) 3/2/2014

Me to akshat@zostel.com 1/12/2014

http://prezi.com/u_h-r7trxq4v/?utm_campaign=share&utm_medium=copy

Short of words here

Me to Mahendra, RAVISH & ANISH

17/7/2014

Bros

Had a beautiful dream, it was just awesome. One of the best of my life, the wonderful part is that it was not just a dream but a look back into the times of Amsterdam.

I feel happy that I was part of this beautiful reality that we lived. Now that I look back, buying the first cycle, going to late night albert heijn. Buying the last stuff before closing, making those crazy shakes(remains of which are still very much visible) Cooking of that chicken, or the crazy chicken sauce that Dewasi would fit in everywhere!

Bulldog, the last Steak at that Restro, the christmas nights, the ride that sikka missed. Lots of people came and left, but if I look back I just remember the 3 of you and I am sure that the magic was in you, not in Amsterdam, not in that weed, not in that hash, not in that 7th floor Room.

I listen to the EDM music and I smile, people around might think I am chating with a hot chick, but in reality I am dreaming the energy. I am damn envious of you both Qureshi and Sikka, am fucking coming to delhi this week, bahut ho gaya :D

Had been sometime since we last talked or met, so this stupid email. Dewasi, sorry bro, missed your call last time. Hope to see ya all soon :)

Cheers

RAVISH That brought a tear to my eye.... Already sikka and I are in senti mode... ...

17/7/2014

Me Zostel ko bhi ab Delhi aa jaana chahiye, bahut ho gaya! Coming soon bros :) Fl... 17/7/2014

ANISH Bros.. I'm so wasted. But i love all of you 17/7/2014

Mahendra Sorry yaaron! Didnt access my gmail for quite some time. Some last indulgenc... 25/7/2014

Me to Mahendra, RAVISH & ANISH. Bcc: kulta@kulgauravi.com

16/2/2019

Bump! in 2019. 4.5 Years since the Nostalgia :)

Now, can't even be nostalgic without visiting again. Iss saal ka kuch toh plan karna padega Europe!

Damn!

ANISH What an email this was! And what a time amsterdam was.. 2.0 jaldi Banta hai 17/2/2019

Mahendra to ANISH, Me & RAVISH 28/2/2019

Hello lads,

Great to hear from you.

Make a plan to come to Germany. I moved here recently.

Hope all is well!

Cheers,

MD

RFID and Zostel Hospitality: World of Possibilities

Me to Siddharth, Akhil, PAAVAN, chetan, Tarun & Abhishek

18/2/2014

Yo Bros

I have read several articles now on RFID and its usage in hospitality industry, India as usual is lagging behind, here are the possibilities listed for you to think on, now we will now just say security each time with RFID.

Our Focus: Improve Guest Experience, Minimize Costs, Showcase Quality and Security, Set Zostel Standards across Industry, enable us to charge premium.

Customer Experience: MEMBERSHIP CARDS/AUTOMATIC CHECK-IN: Basically, all Zostel membership cards(issued at first-time check-in, we can charge nominal fee) would always double up as Security Key, etc. and guests can directly check-in using this cards. If at a future instance the same person books with his customer ID, we can directly send him his Dorm no. and Locker no. on Mobile and he can directly proceed to his room. When we are talking about 300-500 beds, we need automatic check-in to keep the process as smooth as possible without waiting times for check-in.

Finances/Increase Purchase: RFID CASHLESS PAYMENT: The same Membership card-cum Key, will be used to pay for anywhere inside the hotel, buy towels, locks, maps, food, breakfast, beer, souvenirs, completely cashless. The same can also be tied up with certain restaurants, and cashless payments can be extended beyond the hotel premises.

Marketing: RFID Integration with SOCIAL MEDIA: HEAVY MARKETING: every check-in is published online, recently one Swiss resort spent in the technology only because of the Social media integration and they gained 35 million positive impressions. Zostel can automatically share pictures with users after scanning their RFID tags on Facebook/Twitter. Link: <https://www.tersosolutions.com/rfid-hospitality-industry-storm/>

Monitoring food and Beverage: RFID can reduce waste and improve profit margins on liquor pore system(also enable our aggressive beer game) monitor threat from staff, monitor freshness. Cashless payments a big plus plus. We can reach a level where, "Hello, Mr. Nanda, would you like the usual or something new?" With the device, customers could rate and track previous visits. "I see you liked Kingfisher beer last time you came. We happen to have their lager on draft."

Gamification of Travel: RFID Enabled cards would be used at pre-set sites with RFID readers, this would verify the position of the customer and create a task completion for him in the Zostel

gamification project

Linen and Goods management

- Reduced hotel staff intervention in laundry operations
- Updated and accurate inventory of laundry
- Audit report in multiple formats
- Helps to determine health status of linen
- Individual linen tracking with each linen unique identification cod
- On placing RF Readers at various locations of the hotels such as bell desk area will alert front office staffs on any hotel linens in guest baggage.
- Theft control from guests, in terms of books, games, etc. everything can be RFID protected

Service Innovation, brand differentiation, through capturing data

With such data, Zostel would be able to provide custom tailored service to each customer, know about their habits and able to differentiate the brand from others.

All this research, procurement of devices, creation or procurement of software, integration with ERP would easily cost us 50 lakhs. I'll try to find some more detailing in terms of softwares/hardwares needed and their procurement in India.

Reference articles:

2012: This article talks about wrist band kinda RFID system, automatic amount of beer tracker, tracking all guests, customers, linens. (<http://www.frost.com/sublib/display-market-insight.do?id=257657577>)

<http://www.foodandhospitalityworld.com/specials/tech-trends/1900-rfid-offers-advantages-over-bar-codes>

https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&ved=0CDMQFjAB&url=http%3A%2F%2Fwww.tourisminnovation.eu%2Findex.php%2Fdownloads%2Fdoc_download%2F36-radio-frequency-identification-rfid-in-hospitality&ei=pZ4CU7i7B9GsrAeb5YHIDA&usg=AFQjCNGYRw_Pj4J68qkZ0UHB0BPeTDEcBA&bvm=bv.61535280,d.bmk

<http://www.rfidjournal.com/blogs/experts/entry?10402>

<http://www.todayswirelessworld.com/2013/07/be-our-guest-how-rfid-devices-will-revolutionize-the-hospitality-industry/>

Sexy RFID bands, no cards: <http://www.todayswirelessworld.com/2013/07/be-our-guest-how-rfid-devices-will-revolutionize-the-hospitality-industry/>

Cheers

Me Bros! Since you guys completely ignored the mail with no replies, I am going t... 19/2/2014

chetan Behenchod...poora padha tha...har link aur tere se pooche bhi the questions...j... 19/2/2014

Me to Aviral & ishan.shrivastava@zostel.com 18/4/2019

Always about the last and best level of customer experience. Using the edge of technology.

Request from Zostel - India's Backpacker's Hostel Chain

Me to dheeraj@kamalan-travels.com

30/9/2013

Hi Dheeraj

This is Dharamveer, Co-Founder of [Zostel](#), India's first backpacking Hostel Chain. We have taken the onus of developing India's backpacking culture for Indians as well as international travelers.

We have already started 2 backpackers' Hostels in Jodhpur and Jaipur and few more properties are under development. We would like to increase our reach to International travelers as we have focused on addressing primary issues of Security, Hygiene, Culture and Location for all travelers.

It would be great if we could connect with you and lookout for some synergies, I am sure with your experience we can contribute towards making India a hub for travelers worldwide, it has so much potential waiting to be unleashed, it is about time India realizes it's strengths and works towards developing them. Please have a look at our [Website](#) and [Facebook Page](#), I'll be waiting for your reply.

Best Regards

Dharamveer Singh Chouhan

IIM Calcutta, 2014

www.zostel.com

www.facebook.com/zostel

Remember, Remember, The 20th of May: The short lasting 50 days :)

Me to samrat, Shivani, 8srishi8@gmail.com, umsibaba@gmail.com & Me

18/7/2014

Hi Guys

Hope you all have now reached safely into the mortal life. I call it mortal for a reason. 4 years back, during one of the few interviews I have experienced, I was asked what is your strength?

I was naive and replied I have never been envious of anybody. Now, that I look back it looks like a funny answer, without dwelling into the story deeper, I am happy to tell you guys that I can no longer answer that as a strength as I have honestly truly been jealous of you all.

What you experienced, was really surreal!

Life is weird, as Passenger would tell us "Only know you love her when you let her go", I could see you guys getting a bit tired towards the end of the trip, but hopefully now you are starting to miss those moments. From the last minute booking in buses, to shooting in the hot day, from weird Vishal Jokes to Negi's impeccable silence. You might wish to forget it, but you have become a Zosteler for life!

I don't know if I should congratulate you, cause now you'll soon begin to see a different world around you. You'll realize how most of the people around you are lost in this world. You'll see people following the same path that has been laid for them, being aimless in their ambitions and changing themselves to fit in the world. You'll see how small we really are, what does it mean to be truly happy, and probably someplace you'll also find yourself. Though, I might be completely wrong, since I must remember I have not experienced what you have.

In all, it has been amazing to know you guys, you will always be a Zosteler for life, and hopefully keep inspiring people to travel more. We will continue to work at our ends to make sure best internship serves as the platform to make India explore itself much more. I hope the overall experience has been enriching for you as well and we again cross roads sometime soon.

We all are just a call or an email away, and remember it's not your job to inspire young people to travel, it's your duty to let people know why they must travel now. The destiny has chosen you guys to change the way India travels. Pat your backs, keep those memories safe, and be proud of yourself. You all fucking deserved it. Keep Zosteling, keep chasing those dreams!

P.S. If you feel a weirdness in your eyes, you do need to call each other one more time :)

Cheers

Dharamveer

For the uninitiated :) <https://www.youtube.com/watch?v=RBumgq5yVrA>

Open letter to Brendan Rodgers

Note to self

10/5/2014

Will send this letter soon :) will do edits in evening, had to share with you all before. YNWA

Hi Brendan

Thank you for making me dream again, cause I know the beauty of the small life we've is dreams and there is no better feeling than seeing those dreams come true, step by step.

What an year it has been for us, do you remember the first game? We had no Suarez, but Sturridge stood up and we had that 1-0 lead. Alas, all my hopes built on my own dreams came thrashing when we gave away that penalty in the last few minutes, the same way we did each year. The new kid Mingolet was no Dudek and I was almost about to come back to reality when he fucking saved! Wow! Dreams live on in James bond style to 'Die another day'

1-0 1-0 1-0 we were doing it dirty, and we were doing it in the way I always saw Man U do it, do the job and move on. Clean sheets in a row! That was enough to bring the smile back on our face.

I am an entrepreneur and was busy for launching our start-up Zostel to the world, I am sorry, but i did miss a couple of weeks that time. I had already backpacked across Europe once, but this time I was doing again for 4 months with the sole purpose of understanding everything about backpacking and Hostels. I secretly wished I could see Liverpool play in Europe, my close arsenal friend did get his dreams fulfilled in Marseille, and I promised to Liverpool and myself that I'll be back when you'll be here. Couldn't imagine that it would be this year itself! (though would secretly dreaming about it)

Do you remember the Arsenal game? They outplayed us and were looking strong to capitalise on the season when most teams are in rebuilding, Chelsea, Man U, Liverpool, Tottenham. I wished if only we could be enough to come top 4, somehow, anyhow?

SaS had started killing it by November, the way we were playing was phenomenal, not just ramping the goals, but the fluidity and beauty of game, unbelievable goals, never-seen-before confidence! It was visible, and I strongly believe if one man with one skill can change the world, that skill is confidence. We had it. We had dripping from our eyes.

Everton from nowhere came to equalise and even took lead, Sturridge once again salvaged a point for us. This was a different Liverpool, it knew its weaknesses, but played by its strengths, cause maybe attack is the best form of defense.

Come Christmas, we were top of the league. Some stats showed that the team which has led on Christmas from many years has went on to win the league. I do remember that we were leading on Christmas in 2008 as well, I wonder if they throw that stat just to screw with you. Cause everyone knew we had the tough week with Chelsea and City away games.

0-1 2-1

0-1 2-1

We did it, we did again what we're good at, we scored the fucking first goal! We took that important leading, and we would have got some points as well, we did get some wrong decisions like the offside goal. But, that Sterling kid missed the sitter! How? Why? WTF! He's just not good enough to win, but he was the best we had along with Henderson, who also infact missed an easy one. Damn, why can't we have a sheikh get us all we want, I am sorry for saying that, but i was pissed when people starting posting pictures showing Liverpool from top to 4th in a week.

There was no way we were coming back to the top, even Man U was closing up on us. Along with Everton, Tottenham, the fight for 4th was gonna be tough.

Suarez, by now had been compared to everything from a dirty rat to a Space X rocket. The passion and work rate I saw in Suarez each week was enough to motivate me to put in 100+ hours each week for Zostel.

I had by now started watching all your pre-match and post-match conferences. Your clarity of thought and honesty was really commendable, deep down I would be scared, damn scared that what if Suarez and Sturridge develop an ego rift, After all Sturridge had been known for selfishness in Chelsea and I can't imagine Suarez being too patient about it. I wished and hoped that you'll be able to handle it all. The match against West abcdxxxx when Gerrard let Sturridge take the penalty to score his hat trick, he missed and you substituted him after his game deteriorated. There was a small fiasco and I was panicking that you somehow handle this, cause I remember the Tevez case in City and we're not such a team. Thankfully, there was an apology from Sturridge after the match, and I was too eager to forgive.

The magic begin when Sterling, Continho, Henderson weaved it. You had done it, created masters of the footballing art from the talent that was visible using your secret recipe of confidence and Chemical X.

6 Games, win them all and the title is all yours! The same two teams who pushed us at Christmas were yet to come, this was easier said then done.

We all could see the last 2 miles of this Marathon, we all knew these are the most difficult ones. We were ahead of the rest, the numbers and stats won't reason why we were here, it was the raw passion

of individuals held together by the Ned Stark of Liverpool 'Gerrard'

One game at a time, and soon the Anfield was roaring with City coming in. Wow! I don't know what steroids Sterling was on, but the lad who had missed sitter against the same team, toyed with them, before making us dream again in under 6 minutes! The Game went on, they came back in, but in the end we had the tears, the tears of joy. The tears of Gerrard, the throne afterall looked ours.

Chelsea, oh my dear Chelsea.

We needed 7 from 9 and a draw looked fine.

You kept playing with words for sending kids,

We all knew this was another one of your tricks.

You came for a point, got more from a slip.

You're like the frey from game of thrones,

You stopped the north, but throne is not yours.

I was still cool, till you attacked with abuse

You're the ones who eventually looked like fools.

I respect your game, you know how to win.

But, we can't be your evil twin.

We play by blood, fluid and passion, the true football we like to believe.

Let's lock heads again next year, may be make it a English European Derby.

I had those stupid Facebook debates with Chelsea friends, but I was still looking forward to the last two, cause dreams are afterall what we do.

I kept checking the differenc, 9.

9 was the difference between passion and money.

9 was the difference between dreams and money.

9 was the difference between loyalty and money.

9 Goals was the difference between Liverpool and City.

I am glad we tried to kill it, cause only those who dream they can are the ones who do it. The players looked focus, the no celebration from Sturridge after 2nd, Suarez taking the ball back to the centre after 3rd that was mind-blowing!

How much would be enough? This is Pullis' palace! 5, I said to myself, enough to create panic in the city half. That's what we wanted, that's what we needed. Respects for palace for the way they capitalised the momentum, cause we had previously shut these bursts whether at Sunderland() or Norwich.

I just couldn't take it for Suarez, I know how much this meant to him. You know why he cried, you might think because we lost the league, but there's something inside him and I'll tell you why.

HELPLESSNESS

You know what Suarez breeds on, Hope. The hope that it's in our hands, even if the chance is 0.1% that doesn't matter. The thought that if we do the unthinkable of scoring 12 odd goals we can win it is what helped him sleep peacefully. I know for sure that deep down when you think of the lowest moments in your life you'll realize that as humans it's hopes and dreams that we live on. When you take that away from me and tell me no matter how much I work hard I have to depend on prayers, you make me feel helpless. Being an entrepreneur I can tell you that I live on hopes, that's what gives me the courage and excitement to work hard each day to go forward, to evolve each day. When Palace snatched that away Suarez had to let it go. I am glad our Ned was there cause this is reality and not fiction and the Game of Thrones shall be played again next year. This time, we'll do the same things we did this year, the only difference would be the difference between dreams and reality, cause this time we'll be on the next side of balance.

P.S. I don't have a lot of money, but I'll make a small promise that I would save something from my meagre self-earned salary each month, and come to Anfield next year Champions League Semi-Final. See you then. Thank you Liverpool, thank you Rodgers.

ZoWorld: Opening next Round: \$3m at \$12m Pre.

Me to karthik@blume.vc & Ashish

20/8/2021

Hi Karthik & Ashish

We have secured Zostel business, master franchise and global license agreement for next 25 years in ZoWorld. We have also secured 15m Euro Pre-IPO definitive agreement from GEM NY with ZoWorld.

With recent design workshop closure, we have decided to name the app, Zo Travel, and position as simply the best leisure travel & trip company. We see all OTAs ([Booking.com](#), MMT, Ixigo, etc.) as booking platforms. And, we want to become everyone's travel partner with people at centre, like your CA, lawyer, dentist, financial partner, etc. your travel partner, from now on is Zo.

We'll have marketplace fulfilled by vendors, and sales closed with help of Trip Manager (Travel Agent) and Destination Host (Destination Management Companies/Travel Agents.) We are looking to launch on 2nd October with 20 destinations available for bookings and a campaign for raising community across all 20,000 odd pin codes in India. Should be interesting to see how many we can touch, how fast.

We are clocking 2.4 Cr booking for this month just from flagship accommodation. And as we are scaling our tripping operations, average wallet spend of every traveller is coming out to be 2500 per day with food, transport and experiences.

Keeping you posted, as you have always shown interest in understanding that the future of travel is living. Finding trustworthy friends, and enjoying life as a game. If you'll like any allocation for the small \$3m round, or would like to understand deeper plans on execution or product launch, feel free to let me know and we'll sync.

We'll soon close documentation for the \$5m round. Great to have you with me in some form as I take this forward. Tie up the seat belts guys, it's gonna be a rocket ride \z/

Thanks

Demand Report: 19 August 20			Realized Report: 19 August 2021		
GBV	%	MTD: ARR	MTD	GBV	%
\$18,525,88	2%	\$711,35	10	\$10,908,88	5%
\$1,44,14,98	40%	\$1,008,55	49	\$1,63,429,98	26%
\$1,08,829,20	13%	\$262,34	20	\$80,463,89	14%
\$3,75,15,83	45%	\$938,48	80	\$3,50,470,64	5%
\$8,34,622,49	100%	\$923,90	160	\$6,20,782,38	100%
Δ %	Actuals	Δ %	August	Δ %	Actuals
\$2,42,46,726,88	50,04	\$1,12,41	\$2,05,30,861,90	24,05	\$1,65,46,33
\$1,79,19,2,48	50,04	\$4,07	\$6,02,280,87	51,08	\$6,43,792
\$1,48,60,897,12	50,04	\$93,43	\$1,25,83,431,49	24,05	\$1,01,41,30

Zostel: India's First Backpacking Hostel Chain

Me to sarbanandasonowal@gmail.com

23/6/2014

Respected Sir

It's an honor to connect with you, I would take this opportunity to inform you about our Start up '[Zostel](#)'

We are India's first backpacking Hostel chain and are working hard to bring the backpacking culture to India. We strongly believe that traveling helps one liberate himself and our Indian youth travels much less as compared to international counterparts.

Also, addressing the issues of **Hygiene, Security, Location and Price** Zostel has made a mark for itself in this small period of time.

- Rated No. 1 on TripAdvisor out of 200 locations in Jaipur and Jodhpur
- We are covering 6 cities in next 60 days at Varanasi, Agra, Udaipur and Goa.
- We have a Facebook Reach of over 500,000 and almost 50,000 fans on Facebook.

Our Facebook Page: <https://www.facebook.com/Zostel>

Our Team

We are 7 Co-Fouders from IITs and IIMs. I am myself from IIT BHU and IIM Calcutta, we have lost cushy jobs to liberate India from travel woes and impact India's international Image.

We are entrepreneurs, work hard 24x7. It'll be great if we can have a meeting with you to discuss our next steps as we are sure with your support we will be able to inspire India to travel and create a global impact.

Thank you for your time.

Best Regards

Dharamveer Singh Chouhan
Co-Founder, Zostel
IIM Calcutta, 2014
IIT BHU, 2012

Zostel: A Start-Up seeking Guidance

Me to phanindra@redbus.in & Me

22/9/2013

Sir,

I'll try my best to keep this message crisp and to the point without taking much of your time.

You're an inspiration to a generation and I feel very excited to just write this message to you. I thought of writing this before, but I wondered "if this is the only message we could pass to you, we should be more concrete and substantial when we do it", today, we are in that stage.

What we are? Why India?

We are Zostel(<https://www.facebook.com/Zostel> and www.zostel.com), we strongly believe that India has huge untapped potential when it comes to travel, there's so much to see in our country but their is serious lack of infrastructure, we are not utilizing our sites to the maximum and tourist places are deteriorating. We want to make India the place to travel for everyone.

Who we are?

We are bunch of over enthusiastic passionate individuals, we are 7 co-founders and have a complete team of 22 and each one of us really excited about Zostel. I'll leave the details about individuals for later.

Why Travel? Why Backpack?

Our youth is burdened by academics and peer pressure and explores really less as compared to its counterparts across the world. People are eager to go to Europe than to explore the secrets of India. Backpacking is a way to live, that we've never really experienced, making friends while traveling, staying in dormitories, meeting new cultures, sharing food and tastes. We believe that travelling is the best way to learn and evolve as an individual, much more than books. You realize so much more about yourself when you are on the road away from home.

Why You? What do we want?

We are creating Zostels, the first backpackers' Hostel chain in India. The 1st is at Jodhpur and 2nd is coming up at Jaipur. We have not taken any external funding, put in all our savings, friends' savings and bootstrapped till now. We wanted to delay any external funding till the maximum possible time.

We would like your guidance over handling funding, investors and general mentorship if you would be interested.

We have some investor interests, but we don't know how it will impact us and so have not looked for any investors till now. It will be really kind of you if you can share some of your experiences and help us handle this situation.

If you've some available time in your schedule we can schedule a call and tell you more about each one of us, our beliefs, our ideas, our vision and you can feel our passion.

About Media

We have avoided all media talks till now to keep the limelight away from us, learn and improve ourselves before everyone starts looking at us.

On a personal note, I have studied in Birla Public School, Pilani and spent some of my glorious years in Pilani, I still remember going to Connaught Place, Pilani for all our outings. It would be great if you could give some of your time and direct our passion to create a difference the way people travel in our country. If you could give 1 hour to us, it would be a great motivation for the team to work towards our dream.

Best Regards

Dharamveer Singh Chouhan

Team Zostel

Me to phanindra@redbus.in

8/8/2019

Hi Phani

Wrote to you 6 years back and writing to you again today. I am raising a 10 Cr round primarily for getting back control of the company. Would love to have your blessings along.

Thanks

Zostel August 2019

PDF

Introduction

Me to oren.zeev@gmail.com

22/8/2017

Hi Oren

I am Dharamveer, serial entrepreneur from India. We pioneered youth travel and backpacking here with Zostel and ZO Rooms. I recently exited those. Prior to this, my earlier companies were focussed in Gaming.

I have been exploring different industries, challenges and opportunities from last year. I feel Blockchain has enough to keep me occupied for next couple of decades at least. As I began to study deeper, the ecosystem in India felt very nascent still for Blockchain, and there's much froth, less substance.

I am moving to SF as we build India's first tech driven Cryptocurrency Exchange. *You cannot even buy ETH right now in India.*

Would love to be connected, and briefly have a chat about the company we are building, vision we are pursuing, and if you are into philosophy, entrepreneurship as a meaning to life as well :)

Best wishes for all space-time. Let's keep spreading smiles.

Thanks

Dharamveer

IIM Calcutta

I have skipped on WAT and GD, I pretty much sucked at both of them. For overly curious, the topic for both of them was in short “TV serials show stereotype women, should they change. Discuss”

So, coming to interview, I was 4th in my panel

Date: 12th March 2012

Time: 4:22 PM

Confidence 9.5/10

.5 cause of all the current affairs I heard they were asking and some statistics questions like variance and some other stuff which I just don't get. Also, there was no lady in my panel, damn!!

Preparation 2/10

2 points thanks to IIM L interview, that's it. I had no mock GD or mock interview.

There were 3 people in the panel:

Alumni (A): Young looking person probably in late 30s, looks cool and calm. He is seated on extreme left.

Professor 1 (P1): Probably in 60s, looks serious, doesn't look like the guy who would return you a smile. He is sitting in the middle.

Professor 2 (P2): Late 50s, he smiles, looks like a person who is happy with his life. He is on the right.

Me (M): All my thoughts are in italic, just to make clear, what I am saying and what I am thinking.

M: Good Afternoon Sir

P1: Good afternoon, please take the seat.

There is a huge table between us, I have my folder in my hands, I look for a chance to pass it to them, but no one looks very much interested, they are looking at some documents or something else. I just keep it with me and sit down.

P1: What are you doing right now?

M: Sir, I am at 4th year IT-BHU, Ceramic Engineer. (*Wasn't clear enough*)

P1: What?

M: I am currently in my 4th year at IT-BHU, doing Ceramic Engineering, though I am working as a Game Designer right now.

A: Game designing, such as games for EA Sports, Lan Gaming?

I have this cool smile on my face all this time, don't know why but I guess it's the word 'Game' that bring it to my face

M: Sir, I started my company in 2nd year Bright Ants with the aim to develop social games for all platforms starting with Facebook.

A: What are your views about LAN Gaming, EA Sports etc.

M: There is a difference between traditional games and online games, social games.

A: Online Games, so you mean games from Zynga?

M: Yes sir, I worked as a game designer in Zynga recently in December and January for 2 months. They had come to campus for recruitment of engineering profile, but during the interview it changed direction and I ended up as a game designer. As, they had never hired a fresher as a game designer so I was asked for an internship. I talked with my HOD and he gave me permission for some time.

A: So, what are your views about it?

M: Sir, Social gaming is here to stay, it's not a bubble waiting to burst. Zynga few years back was considered nothing as compared to EA Sports which was 5 Billion dollar company. Recently, in December when Zynga IPO was launched it was valued at 10 Billion and since then the share price has increased from 10 USD to 14.65 USD.

A: So, you're wasting your talent by doing an MBA.

I knew it was coming sooner or later, here comes the most important question, Why MBA?

M: Sir, as an MBA, I would learn a lot, it will help me learn and evolve as an individual.

A: I honestly can't find one reason for you to do an MBA.

M: Sir, I have not done an MBA, so I don't know about the course structure and what I am going to learn, but there would be a lot to learn not just from my teachers but also from my peers.

P3 looks quite happy, he has been happy throughout, maybe he just likes my face.

A: You're not getting my point, there is no point for you to do a MBA, just run your company, you're good at it, why become manager?

M: Sir, as an MBA, I would learn to better manage myself, my company, my team.

He looks somewhat satisfied, looks towards other professor. There is a silence for sometime. I intervene.

M: Also, 10 years down the line, I would like to take my family business to new heights.

I knew the conversation was going nowhere, and I did not want to come to Current Affairs or tech questions, my only bet was to take it towards Tourism industry, though I had not done anything for it, nor was I prepared but it still seemed a safe call. I knew at least why MBA would end now!!

3 sec pause, I was exploring the uncharted territory now, waiting for them to ask "What Business?"

P1: What business?

M: Hotel Business. We have 4 properties, 2 running, and 2 under development. We have recently tied up with Royal Orchid in Jodhpur. *I assume they know the name Royal Orchid.*

P1: Tourism is a risky business. Is there guaranteed income and revenue?

M: No sir, it depends on various factors, like for example in Rajasthan, it is dependent largely on international tourists. So, in case of a global epidemic like anthrax in early 2000, it was a big hit on industry. Also, if there are any terrorist threats in the country it affects directly to industry.

I was not paying attention to grammar, nor am I very good at it. So, you're expected to see more mistakes in one paragraph then probably in a whole essay. That's the way it works for me, I just keep saying something that makes my ideas or views clear enough.

P1: Isn't it over crowded already?

M: Actually not, In India there is actually a need to increase the number of budget rooms. The global ratio of a luxury room to budget room is 1:7 where as in India it is only 1:1. So, we have a lot of scope for development here.

P1: Do you know how many are business or travel?

M: Sir, I don't know the exact numbers, but it actually depends what place we are looking at, like in metro cities Delhi, Bangalore, business travelers are high, and in Rajasthan, Varanasi tourists are more.

My confidence was kind of sky rocketing at this moment, I knew I was timing it middle of bat.

P1: What is the future of this sector?

He looks serious all the time, I wonder if he's ever going to smile. May be he just had a bad lunch.

M: Sir, it is a service based business, I personally feel it's got huge untapped potential that we need to utilize. For example, when I was in Germany(*I had to put it somewhere about my internship*) last year, I used to travel a lot around Europe on weekends. So, they have so much developed their any small historical building, they will project it as a must see.

I was super excited this time, making all sorts of weird hand signs and facial expressions, kind of like telling a story.

As soon as you arrive at any station, they obviously have exceptional transportation system. But, they would give you these very good, creative pamphlets, brochure of their city, especially made for youth. Where as in India, even the great Chouhan Fort of Ajmer is degrading (*the best word that came to my mind, I know I suck at vocabulary and everything related to English*). We need a lot of efforts from government, individuals to promote Terrorism, O! I mean Tourism (*I am laughing and so are they*) definitely not terrorism.

A: you want to promote terrorism?

M: *Laughing, literally* No I am fine with tourism, no terrorism.

P1: Hmm, but don't you think it's over exploitation, I mean when more people will go, it becomes damaged. So, in order to protect it, you need to stop tourism.

It sounded absurd, and I was confident that I could tackle this illogical conclusion.

M: Sir, I understand what you're trying to say, for example, you reach on the top of Sand dunes in Jaisalmer, and you see coke bottles, wafer packets lying around, you won't like it. You might like it the first time, but you won't like to recommend it for next time. It becomes a onetime experience, I won't be recommending it to my friends.

P1: So, you're getting my point, you need to stop tourists to make it clean.

M: Sir, I personally believe everyone should take a break and travel around, relax a bit and enjoy their life.

I don't know why I said those words; it was totally out of context. He shows a disappointed look.

P1: What I mean is you're damaging the environment.

M: Sir, government is not doing adequate efforts. So, now it becomes the duty of the businessman to make sure they keep it clean, because their business is dependent on it.

I knew I was beating around the bush, how could I be trapped in such an illogical inference. I was losing some vital confidence here, but I knew I had to hold ground anyhow.

P1: You know even Mount Everest is getting dirty, the beautiful Ajanta and Ellora caves are not even close to what they were 10 years before. *He gets a bit loud trying to prove his point.*

M: Sir, I agree to with you on the problem , and If you are saying such a case in Ajanta and Ellora caves then it must be true, but your suggestion of stopping tourism will affect a lot of people who are dependent on it. *Again I am talking non sense here, but whatever I am doing I make sure I at least look confident.*

P1: That is not the issue, see tourism is like Petroleum, it's a depletable resource, more you use it, it will not be available for future generations, like you use petrol, so it will end one day.

I have a real broad smile on my face.

M: Sir to me that sort of solution is not a solution, but rather not attempting the problem, you're trying to run away from the problem, I am sure there is a better solution which is more efficient, we need to look at alternatives for effective usage.

I have no clue what I am saying, but I am saying it clear and I am sure Tourism is not Petroleum, so I would get some points soon.

P1: What is effective usage? Caves are dying!!

A flash of bright light, I got an idea. I am way more confident now. So, I start speaking a bit more affirmative, while making all sorts of weird hand signs and expressions

M: Sir, take the example of Eiffel Tower. You don't let 1,000 people go top, you have to stand in a queue, wait for your turn, you have to preserve it. When people come down then the next group is allowed to go top, if they are done for the day, then nobody can go. They have different levels and charge differently according to each level. You don't rush people in. *I am saying the same thing again and again, yeah!! I got a point this time.*

So, in our case if we cannot manage 1,000 people inside the case, we need to limit them. If we don't have enough resources or man power to manage a large group, we keep it to a limit to make sure it's not damaged any further due to overcrowding. This way we presever the scenic beauties for our future generations, make sure our natural resources don't vanish and people enjoy tourism to it's maximum potential

I knew I had nailed it here this time.

P1 and P2: And how would you distribute the tickets, first come first serve or auction based, because according to Supreme Court auction is the best form of distributing a resource which has supply and demand. See, there is demand for it and supply, so there should be auction?

I have a smile as usual, though I wonder where did this come from, weren't we discussing Tourism and Petroleum.

M: I don't think so, then you're limiting the experience to the rich, everybody has equal right to travel, enjoy the beauty, have fun, so auction can't be the method.

P2: You're talking about experience, so a poor person who eats at Dhaba(*mind you, lot of people eat at dhaba and they are not poor, but I decided to skip this one with him*) should just go to the 5-star hotel and claim to have equal rights to that experience of a lunch at 5-star, you can't limit him from that according to your logic.

Now I am smiling so wide, I have a look like "are you kidding me?"

M: Sir, when you are using a natural resource or something that belongs to everyone like Sand Dunes, or Caves, you cannot sell it on a higher price cause it belongs to everyone, but when I talk about a 5-star experience that's what I have made, I have every right to sell it at whatever price I want. I am not forcing anybody to come and pay me for it, everyone is free to either use it or not use it, but because it belongs to me I have every right to charge whatever I want.

P3 nods his head and smiles, P2 has his looks.

P2: But, whatever you do, whenever there is a demand and there is a supply there would be black marketing and people would be willingly selling their places at higher prices. See, there are some temples which are free to visit, but they have long queues where you have to wait for hours or even days maybe, but if you're willing to pay a luxury fee you can get entrance easily. So, whatever you do it will always happen.

I was wondering if they would get on the ethical question of if it's right or wrong, because that would be a real tough nut to crack, but they did not ask it.

M: Sir, I agree with whatever you have said, I would like to point out a recent example about which I was reading recently. In Ranthambore wildlife sanctuary there used to be bookings online for travel visits. So, travel agents used to book online early and then sell their seats later on an exorbitant prices. So, what they have done now is you need to have an ID proof for using your ticket later on. I think the same can be done in all cases where we want to protect the place from Black marketing. Anybody who wants to use it must bring in his ID-proof at the time of visiting. I think this will largely solve the problems.

I was happy nobody questioned the ethics of visiting temples by paying prices, relieved.

They all looked pretty satisfied now.

A: So, I am done sir.

P1: I am done too.

P2: But, you cannot let him have such a free ride, you have to put him under the grill.

3-5 Sec Pause

I am smiling, over confident look as usual. Kind of like "Bring it On". I was wondering should I express Poker interest right now.

Right then, the thunder struck

A: Alright, so "What is Integration?"

I hear it the first time but he wasn't clear. So I ask again hoping it's not the 'I' word.

A: "What's integration?"

I Smile

M: Sir, integration is basically Summation of values over a period. *I have this look like, yeah, cool, it's this thing. Though it was pretty clear I was not in my comfort zone.*

A: So, you know what's integration right, you know it's 'dx' and over the area under the curve basically.

M: Yes, I know.

A: So, can you please integrate "X^2 +2" from 0-2 without integrating but using summation.

M: I can take 10-20 seconds.

A: Yeah

I take the paper with a pencil, start cribbing something on the paper, wondering why the hell I had to stuck up with integration, why would it come back to haunt me in my interview. Why do you always have to pay for your bad deeds? After, thinking about these thoughts for some time.

M: Sir, I am a bit confused, So I can't actually integrate

He laughs off

A: Obviously, integrating directly is going to be very easy.

Take another 15 seconds wondering, the curve would go up. At 0 value is 2, at 1 value is 3 and at 2 value is 5. Can I approximate this thing somehow?

M: Sir, actually I am not able to focus right now on the question

A: *He smiles,* Why?

M: I don't know, maybe it's the interview pressure or something else, but my mind is not able to solve this one right now.

A: What exactly is going through your mind?

M: It's just blank right now. Otherwise, I would have solved this one easily. Sir, I can give you an approximate answer.

A: Can you give an exact answer?

M: 'No'

Only if I would have done something productive at that time, maybe only drawing the curve I would have solved this one, but, alas I had to wonder about Integration and its love with me.

A: Ok, what is differentiation?

M: Differentiation is basically rate-of-change-of..value.. of ...curve. It is slope of curve.

Making sure I extend each vowel to it's maximum limits, I answered in that tone.

A: Ok, So, can you differentiate Mod X Cube?

I start writing something on my paper. After 5 seconds.

A: Ok, can you differentiate Mod X?

I again start writing something. After 3 seconds

A: Do you know what Mod X is?

I start smiling loud, draw Mod X graph point it towards him

M: Yeah this one I know. *Show it to him, with a way too big a smile in the lost cause.*

He is also smiling.

A: So, can you differentiate it?

M: No, sir we cannot differentiate it because it has 2 values at 0.

I know it's a noob answer, but, that is how my calculus is, I don't get limits, and that sign of integration itself creeps me out. Why is that the case with me? It is a totally different story, completely beyond the scope of this interview.

A: How It has 2 values?

M: Sir, as on the positive side value is +1 and on the negative side value is -1. So, we cannot have a fixed value at 0, so we cannot differentiate it. *Totally, non engineer style answer continues.*

A: Don't use the graph to explain, explain in terms of logic. Ok, tell me what can you differentiate?

M: Sir, we need the graph to be continuous to be differentiable (*Seriously shows my lack of knowledge in the field, don't think I was in pressure, it's just that I don't know even basic calculus.*

A: And what is continuous?

This answer is going to be awesome.

M: Sir, continuous is that which we can differentiate.

I have a wide smile on my face, he laughs.

A: Don't make a loop and even that is incorrect.

P1: You see that Mod X graph is continuous or not?

M: It is continuous.

P1: So?

M: Yes, so not necessarily continuous graphs can be differentiable, they should not have a sudden change in their slope.

P1: Listen, it's like this, the limit RHS value is not equal to Limit LHS value, so we cannot have a single value.

I keep nodding my head heavily while saying yes sir, yes sir.

P1: You can also look at the graph and tell it.

M: Sir, I was explaining it from Graph, but he (I look at A) told me to explain without graph. I wanted to say this only that the slope is not continuous.

M: Actually, sir I have been completely out of touch of integration from last 4 years, otherwise I used to be very good at this before.

I have a familiar smile on my face.

A, P1, P2: Thank you.

M: Thank you.

I stand to leave and notice that the folder was with me only the whole time. Damn, why did I not pass it in the beginning? I wonder if I should pass it now. Anyways, it's already too late. I walk slowly towards the door, pause for .5 sec in between and then just go through it wondering Did I screw it up bad? What do you guys think? Let me know.

I missed out on a lot of things, few of the game design documents in my folder, one research report, my intern at IIM A, my independent applications, some cool projects. Pretty sure if I had passed that folder things would have been different. But, all's well that ends. Can't say 'ends well' here 😊

Time: 4:50 PM

Cheers

-DV

Fwd: Zostel's Ninja Intern Drive!

Me to btech.che11@itbhu.ac.in, btech.cse11@itbhu.ac.in, btech.eee11@itbhu.ac.in, btech.e... 1/6/2015

Hi everyone,

We are now inviting applications from all pre-final year and final year students for Zostel's Graduate Ninja Internship Programme. With the history of successfully inspiring the nation to travel with the 'Best Internship Ever' (<https://www.youtube.com/watch?v=zxDeczFatTl>), we are back to inspire you to dream, believe in yourself and start your own venture. And well, you will be paid for it. But wait, that's not all, there will be a big surprise for our coolest interns! (read on till the end to find out more ;)

So, **Who are we:**

Zostel (www.zostel.com) and ZO Rooms (www.zorooms.com), our brands have served 60k+ satisfied guests. While Zostel is India's first chain of backpacker hostels, ZO Rooms is a chain of premium budget hotels. We have a presence in 13 cities all over the country with 150+ properties and we soon plan to hit international shores.

In total, we have received 20 million + impressions on social media and 2 million + unique visitors on our websites. Phew! And all of this because of our tech first vision and data driven approach of doing things. We are here to change the game and we can safely say that we are well on our way to do that!

But the BIG question is: **Why are we even doing it?**

The answer is simple: Because it was our dream.

You would have a dream too, a dream to start something of our own, to nurture it, to see it grow and change the world! After all, the thrills of starting up are tough to match... you need to handle strategy, marketing, sales, operations, technology... all by yourself and more importantly, execute everything to perfection.

Do you think you have it in you to handle all these thrills? To be the next Steve Jobs or the next Elon Musk? Have you ever wondered when will you get to know this? When will you discover yourself? After years of a 'suited' corporate job? When you get accustomed to the MNC life along with all of its securities? When you have multiple responsibilities on your shoulders?!

We think otherwise. **THIS is the right time to find the answer to that BIG question!** And we are here to help you out.

We bring you THE opportunity to explore a start-up which is at its most exciting stage ever! Explore, learn and discover everything there is to discover about a start-up and about yourself by interning with us in either of the following functions:

- Sales and Marketing
- Acquisitions (Business Development)
- Operations
- Technology
- Design
- Content

Have a look at the attached presentation for more details.

So, how do you become a part of our journey ?

Step 1 : Fill the form provided through the link given below. The form will be accessible till midnight, 3rd June (i.e. Wednesday)

<https://zostel.typeform.com/to/Ty7rLL>

Step 2 : For the shortlisted candidates, telephonic interviews will be conducted.

Kindly note:

- We don't provide accommodation, so it is advisable to choose a location where you can arrange for your own accommodation
- The duration of the internship is 8 weeks from early June till early August. However, in case of any issues owing to the college schedule or job joining dates, the duration can be altered.
- The monthly compensation will be between a cool 10,000 Rs. - 25,000 Rs. Per month (depending on your role) ! Not only that, depending upon your role requirement, you would also be eligible for on the job travel reimbursements.
- And now that you are here, the big surprise for the top interns would be an all expenses covered vacation to a dream destination in India. After all, we want to make India travel ;)

For further information, please contact-

1. Anish Raj Sikka 2. Saumya Singh 3. Swapnil Srivastav

sikka@zorooms.com

saumya.singh@zorooms.com

swapnil@zorooms.com

+91-9717886324

+91-9619221287

+91-7042481969

Cheers,
Captain Zo
\z/



www.zorooms.com

www.zostel.com

ZHPL_presentation

[PDF](#)

Day 0: Beginning of Work

Me to INDIA, Harshit, Viyat, Varanasi, Vineet, KAUSHAL, pranjali, Parth & B Tech, Comput... 6/12/2013

Hey Guys!

So, heard about your exciting meet!

Along the lines of learning and working on some new cool tech, there's something more.

We are also going to learn three important skills

1. Keep ourselves in deadline check.
2. Work and collaborate in a team
3. Making the most out of an opportunity

We're gonna make sure we do all of that

For the Point 1: I need all of you to reply back to this mail "Reply All" with the work that you've taken up and your own expectation of when you can complete it, or give a draft. I'll collate that and put it up in a central place, this would also keep you in check when you're working on multiple projects after a week.

For Point 2: We will keep each other posted about our work, the help that we need from each other, if you're stuck at something, you've to be proactive and ask for help. If you think you can give an input to someone else, feel free to do so, but remember you've your own monster to fight as well.

For the Point 3: You'll learn as much as you want to, if you think of this opportunity as just another internship with completing the work assigned and chilling, you'll get through smoothly, but if you truly want to make the most out of it.

- **Your Work:** Learn how you can do your work in such a manner that it is the best way to do it, globally, there's no better way to make that query, or a model which takes time, but is compensating cause it's scalable.
- **Total Work:** Have a look at what everybody is doing, and how are they doing it? if that excites you, have a look at their code as well, everything is shared with you.
- **Business:** We are making Zostel scalable, the apps that we develop would help us in remote monitoring of any property, we will need final RFID integration as well, but we are keeping hardware away for a while. So, now you know how your contribution is completing the bigger picture. If you want to discuss anything ever, feel free to do so

- **I am Done:** If you've finished off your work and are in a bottleneck situation waiting for something else to be done, there's always something to be done! So, just let me know and I'll make sure that you've some dragons to slay, don't stay idle, waiting for someone to give you work, be proactive and take it, it's your time, you deserve to learn!

Try to make the most out of it guys, and hopefully we shall continue much beyond the internship.

If you need any documents or other information about Zostel for your work, reach out to me at the earliest.

Cheers

Me Hi Yunus and Niresh I was addressing the tech team a while back, this is really... 6/12/2013

B Tech, Computer Sci. & Engg., IIT I need to learn google maps api so that we'll able to ad... 6/12/2013

IIT I need to learn Django-nonrel for development of booking portal. Before that I ... 6/12/2013

Me Yup, get me in sync too on data models, we'll get this done over the weekend, ... 6/12/2013

Electrical not much of practical work, more of studying part was given to me. So, ... 7/12/2013

You can try to implement mongoDB and Django asap that would save time later on.

We had to push android behind initial development, since without critical mass as users we won't be able to do justice to the efforts we put in, it's all about returns(usage) on the investments(efforts/time).

We should be active on android from towards the end of 3rd week.

I am not sure that it's wise to spend a lot of time on GUI of Android App at this moment, better yet, if you can think of a concept of Android application which is unique, has mass usage and is towards our target segment is much better.

For example:

1. All India Taxi fare app: Self explanatory name, required lots of content though, will solve all problems of being conned by taxi drivers/auto drivers throughout India.
2. All India Festivals and Events: Highlight upcoming festivals like Jodhpur Polo Season, International Lit Festival, International Holi festival, Khumbh mela, give info on how to go? where to go? why to go? etc. etc.

We have not given sufficient time to brainstorming that breakthrough android app idea that can crack it huge for us, so we are sticking to basics at this moment, if you can think of something that would be great.

Your first priority would still be learning and setting up MongoDB and Django, but your remaining time should be spent on doing probably this stuff, document it, so that we can debate it, once we debate it, you've to prove to us that this app has the potential, We'll throw mud at you, push you down, and when you rise again with the refined idea, we shall all stand behind and make sure we bring it to reality. This is possible, let's do it, let's see who comes with the sexiest android app idea: I have 2 above, bring in your guys!

Then, we shall all go and build that app!

I am hoping that Android excites you Harshit like a KitKat ;)

Cheers

Viyat I need to study a bit abt django-nonrel and details abt the models in mongodb... 7/12/2013

Varanasi My job is to study about non rel django mongoDb integrations and payzippy a... 7/12/2013

Parth to Indian Institute of Technology, BHU, Varanasi, Me, INDIA, Harshit, Viyat, Varanasi... 9/12/2013

Hello Everyone,

Sorry I couldn't be a part of your discussions till today, was out Zostelling for the weekend :)
Its great to see that we have such an exciting team all geared up and ready to go. This is an amazing opportunity for you guys to learn and groom yourselves so put in all you've got.

DV has clearly stated what we have in our mind and what is expected of you guys. if you still have any doubts or have anything you want to share/speak feel free to do so!! Your feedback is really important to us.

Incase technically if you have are blocked, have any doubts contact me, DV, Pranjali or Kaushal at any

Confidential: Zostel Shareholder discussion:

unfortunately, Zostel brand and business is a part of the transaction.

Zostel opportunity

Post the deal failure in late '16, different individuals/teams tried at multiple times to restructure the company, particularly in Jan 17, then in May'17, then early '18, then early '19, then the current time period of Mid-late '19.

We as shareholders have never been able to conclude in unison where does our value lie post the deal failure, and given the current scenario of Oyo looking towards an IPO, we hope to get maximum value from the legal proceedings. Therefore, we would prefer to wait and watch what to be done with Zostel.

Institutional investors expectations

Without major restructuring and complete indemnity from anything arising out of Oyo, institutional money won't be able to participate in any round. Strict IC in most cases means a big no-no in this complicated story even with those aspects handled.

We have been able to generate interest for investments in growth opportunities and confident of generating further.

- Rahul Yadav: \$1.5m
- One of 'Hiranandani/M3M/Just Dial founder/Kunal Bahl/Anand Piramal, Isha Ambani, Karan Virwani: Embassy for \$200K via RY
- Angellist team: \$200-250K
- Other angel investors: \$200-250K
- Artha: (Legal DD): \$1m (wants all with liq pref under 10%)

Legal Requirements for any possible structure

- No impact on our claim with Oyo.
- Protection of new business from Oyo.
- In case of deal failure, opportunity to participate in upside.

Legal Solution

- Brand License agreement with new entity (example Zolive). New entity pays a certain fee every month for using brand license. The existing team (or new management) keeps growing and sustaining the Zostel hospitality business till clarity from Zo-Oyo. In essence, running the business to hand it over to Oyo and diluting all their claims that we might have diminished value of their stake. Tangibly, grow hostels from 37 to 50+ in next 2 years with positive cash flow.
- If we win the case and push through the term sheet, Oyo takes claim of the Zostel brand, IP and

- If we win the case and push through the term sheet, Oyo takes claim of the Zostel brand, IP and business. They can then decide what to do with the license agreement. They can continue, terminate or strike a new deal with Zolive, all with due legal procedure and no complications as owners of Zostel brand.
- If they make further claim even after owning the Zostel brand and business that they left, and we sustained, they will have to accept that they have gained significantly from the transaction and handover the whole 7% first.
- If we lose the case, ownership of Zostel brand, IP and business remains with us. With a growing hospitality business and brand, we will have significant value to salvage and can participate in merger with new entity or sell the Zostel brand and business to a different entity as we desire at that point in time. With clarity from case, we'll be able to maximize our value here as well.

Cooperation and conclusion request

I have asked the larger operating team to be patient as we figure out solution for Zostel. I humbly request you guys to please communicate your concerns, and collaborate for solutions. In the proposed construct, with Zostel brand license fees, a team committed to sustaining the business transparently, we'll have continued positive monthly cash flows. We can let go of the worry of time or fear of diluting our claim in any manner. Oyo has tried much to break us, we have stood together in times of difficulty, a stable solution for Zostel future till we have to wait will bring the advantage of time at our end, and Oyo will feel the heat because of IPO deadline. Together we will win.

I was of the opinion 4 months back that we had all agreed that we are willing to compromise on the Zo-Oyo legal case for an opportunity to grow Zostel, but that's not the case, and that's fine, but it's our moral duty as shareholders to set clear expectations with management.

Q&A: Friday 8 PM Zoom.

I am available in all office hours for a whatsapp/call. Happy to schedule meets. I am scheduling a Zoom call with you all on Friday, 8 PM. Will share invites. Request for all to confirm and join the conversation. Let me know if you would like to request rescheduling this.

Thanks

Aviral Details of Zoom Call - Link - <https://zoom.us/join> Code - 7725901111 Calendar i... 5/9/2019

Presha Thanks DV for this email. Not sure if this time is already confirmed and works f... 5/9/2019

Me Thanks Presha for response. No, time is not already confirmed, and we are hea... 5/9/2019

Gagan Dharamveer, I am still down with Fever, some bad viral infection. Asking Rahul ... 5/9/2019

Me Thanks Gagan for response and being a support always, please take care. ... 5/9/2019

Rehan Folks pls go ahead without me as I have met DV and understood and am on bo... 6/9/2019

Chetan I have also met in person and totally on board. All the very best. 6/9/2019

Me Confirmations for the 6:30 Zoom call. Presha, Rahul (instead of Gagan), Tarun, ... 6/9/2019

Aviral Hey Rahul, A gentle reminder. The call has started. Warm Regards, 6/9/2019

Akhil Dear Dharamveer For those of us who could not join - awaiting the minutes of ... 8/9/2019

Me Hello everyone We had a chat on Zostel future last Friday, and had unanimous... 10/9/2019

Me ... 11/9/2019

Me ... 11/9/2019

Me Dear Zostel shareholders Building on our last discussion, it is paramount to st... 25/9/2019

Presha Thank you DV - this seems like a great plan till April 2020 and hoping we have ... 26/9/2019

Akhil Dear DV Went through your email but need more clarity on the below points: -... 26/9/2019

Me to Akhil, <paavan@zostel.com>, Abhishek, Aviral, Chetan, Gagan, Presha, Rehan, Sid... 26/9/2019

Thanks Presha for note.

Dear Akhil, replied in line.

On Thu, Sep 26, 2019 at 09:32:43, Akhil Malik <akhil@zostel.com> wrote:

Dear DV

Went through your email but need more clarity on the below points:

- In one of the points you mentioned that you will continue to work with Zostel till Apr 20 with the
'new management' while on the other point you mentioned developing tours and trips in 'new'

New management will be on the other point you mentioned developing tours and trips in new company' side by side. Please provide clarity on this construct as to what that new company is, who are the shareholders, from where will you derive salary and how much & your views on conflict of interest

I would draw 1.5 Lakh from Zostel for my services every month, working part time at Zostel. The new company will be a startup, we'll try to raise funds, I have Ishan & Kaushal with me there. Not opening Hostels or BnBs so don't think much conflict of interest. I would also like to mention that I was requested by shareholders to remain in-charge and oversee the business, if you or anyone else would like to lead, be a part of Zostel, please let us all know, and I am sure we can work out solutions.

- With regards to the new management, they have been provided vested equity 3 months back. On what basis do you think they are demanding better compensation and equity - are they doing heavier weightlifting and are responsible for more business critical things than before and if so, why?

They want market salaries, they have been below market salaries for long, if they're going to remain scaling the company, they want forward looking rewards. How much precise work they do, and who should be rewarded what equity is a conversation they are looking to have post next 2 quarters. I will reduce my workload and we'll groom them for independent responsibilities in their departments for a stable management in Zostel future.

Thanks

Dharamveer

Looking forward to your response.

Thanks

Akhil

On Wed, 25 Sep 2019 at 9:58 AM, Dharamveer Singh Chouhan <dv@dvcoolster.com> wrote:

Dear Zostel shareholders

Building on our last discussion, it is paramount to stabilise Zostel operations as we have clarity of no imminent cash flow infusion in the company. In this regard, we have formed a stable management that I will continue to work with.

Our next 2 quarters are best for business, and have several Zostels lined up for launching as well. Post end of this fiscal year FY19-20, i.e. April '20, core team would like to negotiate on better compensation including stocks as well. All of the key members have agreed to stay and have taken on their responsibilities with as much clear mind as possible, hopefully we'll have a better

~~taken on their responsibilities with as much clarity as possible, hopefully we'll have a better understanding from litigation front as well over the period.~~

Personally, I have accepted all of the requests from shareholders as mentioned in trailing email, i.e. in summary,

- Not raising funds in Zostel Hospitality entity
- Continue to run Zostel business as is
- Do not license the Zostel brand name in new entity
- Do not run Hostel business in new entity

With regards to these, I am beginning with organizing trips & tours in new company and will build from there. We would sell Zostel inventory just like any other tour organizer that works with Zostel.

I hope this settles all of our earlier issues wrt. fundraise & operations, regardless if there's any discomfort around any arrangement, it would be a good time to let know now. We have all been drained by energy in stuff that's not really building the company. Thank you for understanding and support in these regards.

We are also working on a quarterly board/shareholder meeting, will share details and deck in separate email over the week. We would love to have views & support on company operations in that Zoom meeting.

Thanks

Dharamveer

On Tue, Sep 10, 2019 at 18:29:48, Dharamveer Singh Chouhan <dv@dvcoolster.com> wrote:

Hello everyone

We had a chat on Zostel future last Friday, and had unanimous consensus around running Zostel in sustainable mode in larger hopes to push through the term sheet and get our maximum compensation from Oyo. It is clear that any growth in Zostel will be subject to the outcome of arbitration since Zostel may or may not be taken over by Oyo depending upon the decision of the arbitrator, which will also be challenged before higher courts.

The alternative to transferring Zostel brand to new entity is to share a brand license agreement with a new company in exchange of something. One view was that any such ~~agreement may prevent Oyo to claim that it can no longer arbitrate on the issue of acquiring~~

~~agreement may proper Oyo to claim that it can no longer arbitrate on the issue of acquiring Zostel since Zostel has licensed its brand to another entity. The larger legal opinion however is that with a significantly larger Zostel business than what existed at the time of term sheet execution, any such claims by Oyo are futile. Still we would want to be extra careful and suggestions were made to not do any license agreement between Zostel and the new company.~~

Regardless, for the new entity, shareholders felt that although they understand the frustrating situation due to messed up cap table, they won't be able to relieve me from complete non-compete waiver officially, because that also might give Oyo a reason that shareholders were not judicial, though this seemed unreasonable and very far fetched to me. The legal opinion was also similar, but we agreed that anybody can anyway only give an opinion and cannot predict what will help in future litigation.

Though shareholders agreed that officially it's an issue, there's no intention to come after the new entity for seeking upside. And, officially shareholders are comfortable giving non-compete waiver including for adjacent industries such as coliving, hotels, tours and trips, community, retail, etc. except the backpacking hostel industry.

On non-compete, discussion moved towards founder's non-compete with Oyo in case of success of arbitration and takeover of Zostel by Oyo. Since I would be one of the leading shareholders in the new entity, which would be competing with Oyo, fresh negotiations would likely take place between me and Oyo at that stage. Though maximum impact can be complete loss of my individual claim from Oyo and damages to be paid for breach of non-compete. We agreed that in such a case, we would all make sure that split between us is done in an equal manner without diluting my share in any manner since this is all predicated on assumption of our success in arbitration. Primarily, also because I am agreeing to not reach out to Oyo or Ritesh individually in any manner and working with the singular legal strategy we have in place for our group.

There were requests from shareholders to not associate the new entity with the Zostel brand in any official manner, therefore minimising any impact on litigation with Oyo. Also, for any brand license there's nothing that Zostel shareholders are gaining right now in terms of possible capital inflow except for license fee. If such an arrangement is worked out, some dividends etc. for Zostel shareholders could be thought around, but largely there's nothing in exchange for brand license, except maintaining Zostel, so doesn't really excite or make much sense as of now for shareholders. The larger request was to do a completely separate entity with no official association with Zostel and continue to run Zostel as is.

This has pushed me back to the drawing board and thinking deeper on what's the structure for right incentives, and creating a win-win situation. But, it seems like we are fighting against time, and therefore a lot of variables can only be known by time. I am taking further legal opinion and hope to close out internal agreements within the next 2 weeks.

Opinion and hope to close out internal agreements within the next 2 weeks.

If I have missed anything, those who were present please add.

Thanks

On Sun, Sep 8 2019 at 4:16 PM, Akhil Malik <akhil@zostel.com> wrote:

Dear Dharamveer

For those of us who could not join - awaiting the minutes of the call. Would request you to please provide the same.

Thanks

Akhil Malik

Co-Founder, Zostel

IIM Calcutta | Batch of 2014

+91- 7728897593 | akhil@zostel.com | www.zostel.com |



On Fri, Sep 6, 2019 at 5:34 PM Dharamveer Singh Chouhan <dv@dvcoolster.com> wrote:

Confirmations for the 6:30 Zoom call.

Presha, Rahul (instead of Gagan), Tarun, Abhishek have confirmed.

Chetan and Rehan won't be at the call.

You would have all received calendar invites. Would be great if others could also join. Post discussion, we will share our notes from the meeting with all.

Thanks

On Fri, Sep 6 2019 at 8:23 AM, Chetan Singh Chauhan Chauhan <chetan@zostel.com> wrote:

I have also met in person and totally on board. All the very best.

On Fri, 6 Sep 2019 at 8:00 AM, Rehan Yar Khan <rehan@oriosvp.com> wrote:
Folks pls go ahead without me as I have met DV and understood and am on board.

Warmly
Rehan

On Thu, 5 Sep, 2019, 6:34 PM Aviral Gupta, <aviral@zostel.com> wrote:

Details of Zoom Call -
Link - <https://zoom.us/join>
Code - 7725901111

Calendar invites sent for the same.

Warm Regards,

 **Aviral Gupta**
Jack Sparrow, Zostel
+91- 7726864940 | aviral@zostel.com | www.zostel.com |
37, Arjun Marg, DLF Phase-1, Gurgaon
   

On Thu, Sep 5, 2019 at 8:09 AM Dharamveer Singh Chouhan <dv@dvcoolster.com> wrote:

Dear shareholders of Zostel, sharing brief thoughts on a solution that might work for everyone. Would request for an all-hands Zoom call on Friday, 8 PM for discussing this and any other alternate solutions for way forward.

Zo-Oyo

We will continue our legal battle with Oyo and hope to get our complete due share (7% in 2015) of their recently valued \$10B entity. We have been making strong progress and therefore, we would like to **not** transfer ownership of Zostel brand or IP in any new entity that can in any manner dilute our claim. As unfortunately, Zostel brand and business is a part of the transaction.

Zostel opportunity

Post the deal failure in late '16, different individuals/teams tried at multiple times to restructure the company, particularly in Jan 17, then in May'17, then early '18, then early '19, then the current time period of Mid-late '19.

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- No impact on our claim with Oyo.
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- Brand License agreement with new entity (example Zolive). New entity pays a certain fee every month for using brand license. The existing team (or new management) keeps growing and sustaining the Zostel hospitality business till clarity from Zo-Oyo. In essence, running the business to hand it over to Oyo and diluting all their claims that we might have diminished value of their stake. Tangibly, grow hostels from 37 to 50+ in next 2 years with positive cash flow.
- If we win the case and push through the term sheet, Oyo takes claim of the Zostel brand, IP and business. They can then decide what to do with the license agreement. They can continue, terminate or strike a new deal with Zolive, all with due legal procedure and no complications as owners of Zostel brand.
- If they make further claim even after owning the Zostel brand and business that they left, and we sustained, they will have to accept that

~~business that they left, and we sustained, they will have to accept that~~

they have gained significantly from the transaction and handover the whole 7% first.

- If we lose the case, ownership of Zostel brand, IP and business remains with us. With a growing hospitality business and brand, we will have significant value to salvage and can participate in merger with new entity or sell the Zostel brand and business to a different entity as we desire at that point in time. With clarity from case, we'll be able to maximize our value here as well.

Cooperation and conclusion request

I have asked the larger operating team to be patient as we figure out solution for Zostel. I humbly request you guys to please communicate your concerns, and collaborate for solutions. In the proposed construct, with Zostel brand license fees, a team committed to sustaining the business transparently, we'll have continued positive monthly cash flows. We can let go of the worry of time or fear of diluting our claim in any manner. Oyo has tried much to break us, we have stood together in times of difficulty, a stable solution for Zostel future till we have to wait will bring the advantage of time at our end, and Oyo will feel the heat because of IPO deadline. Together we will win.

I was of the opinion 4 months back that we had all agreed that we are willing to compromise on the Zo-Oyo legal case for an opportunity to grow Zostel, but that's not the case, and that's fine, but it's our moral duty as shareholders to set clear expectations with management.

Q&A: Friday 8 PM Zoom.

I am available in all office hours for a whatsapp/call. Happy to schedule meets. I am scheduling a Zoom call with you all on Friday, 8 PM. Will share invites. Request for all to confirm and join the conversation. Let me know if you would like to request rescheduling this.

Thanks

Akhil Malik

Co-Founder, Zostel
IIM Calcutta | Batch of 2014

+91- 7728897593 | akhil@zostel.com | www.zostel.com |





Dharamveer Singh Chouhan



CEO @Zostel, CEO @Oepoch Past: ZO Rooms

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33 Answers

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Dharamveer Singh Chouhan

CEO @Zostel, CEO @Oepoch Past: ZO Rooms · Updated 5y

What are the best ways to think of ideas for a startup?

If Ideas were even worth a dime, I'd have made more money in my dreams than Bill Gates will in his whole life

IDEAS ARE SHIT! The moment you realize that entrepreneurship is 99% about Execution and 1% about Ideas, you are on the right path for chasing your dreams. Until then, you can keep enjoying your mental orgasms.

Today, I am an Entrepreneur who sleeps peacefully at night and works with people who inspire me to keep getting better each day. Last year this time, we were college students who were plotting each day to take over the world like 'Pinky'.

Why should you read this?

We had closed our first round of funding close to a million dollars *before we even graduated*. There's a method to this madness and I am here sharing the secrets to thinking of ideas that are executable.

Which Idea is best depends on who you are, what you can do, with who you can do and how much time you have to do it? For example I'll talk about students.

The limitations of students are pretty high as compared to others.

- Geographic constraints
- Time commitments to studies
- Inexperience on various fronts

So we've to fight these and then see how best we can equip ourselves to not just put in a good fight but also win the war.

Before playing any Hand, one must realize the cards that he has been dealt.

There are 4 key parameters that one must first evaluate before even Thinking of an Idea.

- Time, the Dinosaur
- Skills, the Ninja
- Money, the Donkey
- Network, the Girl

The only Idea that ever changed the world is Religion; everything else needs execution to see the light at the end of the tunnel. To be honest even religion needed shit loads of execution.

Being a student is the best time one can Start-up. In the course of this answer, I'll answer why.

Credentials & Highlights



- Works at Zynga (company)
- Studied at Indian Institute of Management Calcutta
- Lives in Kolkata, West Bengal, India
- 775.8K content views 9.4K this month
- Active in 3 Spaces
- Joined May 2012

Spaces



Zostel

Admin · 1 item



Dharamveer Singh Chouhan's Posts

Admin · 1 item



Deep Digger Digged Deep

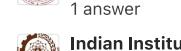
Admin

Knows about



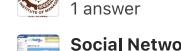
Indian Institute of Technology Varanasi (IIT BHU)

1 answer



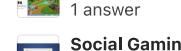
Indian Institute of Management Calcutta

1 answer



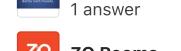
Social Network Games

1 answer



Social Gaming Startups and Companies

1 answer



ZO Rooms

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[This is you being bound by Time, Money, Skills, Network. But always look up, cause there are solutions once you know the problem]

Corners of Entrepreneurship

Time

Even the mighty earth needs a year to just take a circle around the Sun.

- You should be able to clearly quantify how much time you have in hand for your start-up.
- As a student, you might have to spend considerable time with your assignments.
- As a working professional, you will need to spend time fulfilling your job obligations.
- A Lover will need to spend time with a psychiatrist.
- A married guy doesn't really know what time is.

In all, when you ask yourself how much time you have to change the game?

You should be able to answer with

1. 100 Hours per week or
2. 10 hours per week:

In the latter case you should resort to watching True Detective, Breaking Bad, House of Cards, Foreign language movies, Naruto, Liverpool football matches

This is not a joke actually, there's much to learn from art. You cannot simply think of creating an impact by giving anything less than 100 hours/week



Short Story: Once upon a time there was a 'Z-Rex'; he was T-Rex, but with a Zing. He lived happily with his friends and family. Like all other dinosaurs, he was also a cold blooded reptile. When the temperatures started to drop, they needed to

ongoing work to improve...



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That's when Z-Rex came up with an idea to dig deeper to find heat. Everyone laughed at him and they planned to move East in search of warm lands the very next day. I still remember that was a long and painful night for our hero. He had to make a choice - either let go of his idea or his love. Eventually 3 of them stayed back, unfortunately She did not.

They decided to dig deep; each hour they would work as a team in alternate shifts and work 48 hours each day! 16 hours each of them. As they continued to dig deeper they faced several problems

1. Water started filling in: They had to go deeper to survive and that's when they learnt to swim.
2. Sunlight became rare: That's when they learnt to work in dark and enhance their other senses.
3. Food was clever: They learnt the art of camouflage and sudden sharp attacks to hunt fishes and keep themselves alive

In less than 100 days. They had found a cave warm enough for them to live.



What happened next was unimaginable!

Soon, the whole planet was covered with ice and there was no place left to migrate for other dinosaurs. With different surroundings and a will to fight, Z-Rex evolved and so did his succeeding generations.

Dinosaurs were now something else - they could swim, they could go on land at times, they could crawl and as land became warm later, they could even fly! Z-Rex was the father of all modern reptiles, unfortunately we have all forgotten this story. 99% of your DNA is common to both you and him; just that he wanted to try his idea and he gave it all the time he ever had.

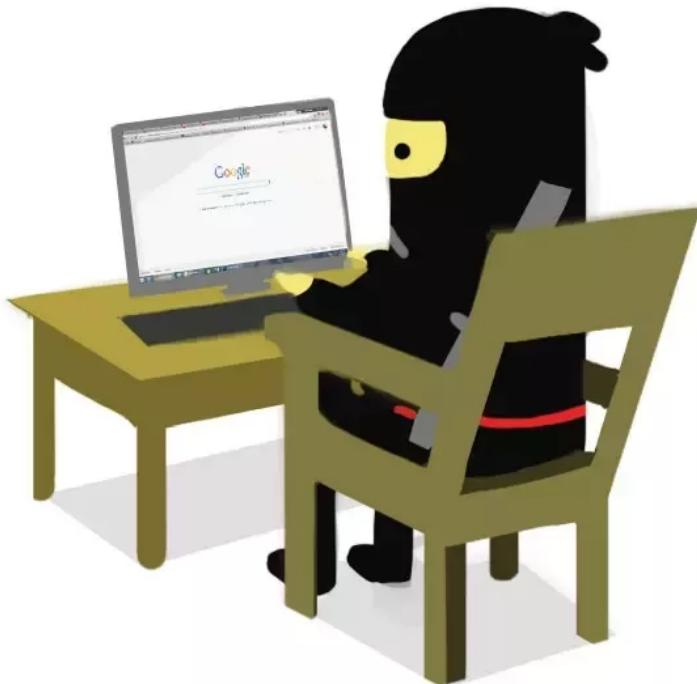


Key learning:

- Digging is a skill in which team multiplies, walking is not!
- They worked harder and learnt from the problems that came and became better reptiles.
- If you believe in something, you've to go all-in; there's no such thing as Plan B!
- She wanted the safer route, he did not, so they had different paths.

Skills

If you can do everything, it probably means you are not very good at anything.



You might have a lot of passion and you might even be a rockstar, but if you cannot quantify your skills you will need to be comfortable working in ambiguous environments.

What are skills?

1. Research & More Research
2. Technology: Web and app development

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- 5. Social media
- 6. Sales, Sales!
- 7. Getting Shit done
- 8. Motivating
- 9. Managing Resources
- 10. Others



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You need to know what you can do, but more importantly you need to know **what you can't do!** This will help you putting together a team which can supplement you and help you limit the ideas which you can execute for real.



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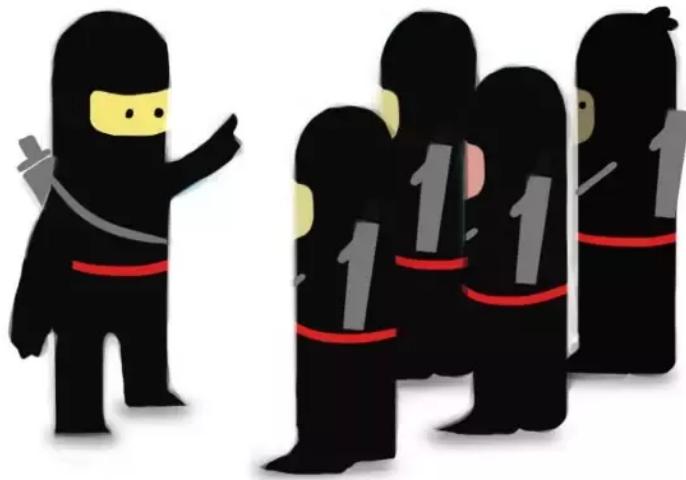
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Being an entrepreneur is the fastest way to learn a lot of skills that you don't even know exist. But even before you start, you should be able to lay down your plans and allocate job responsibilities. To maximize returns from this, it's very essential to realize who's specializing in what, and what (s)he loves to do.



Ideas need to know what your skills are and what you cannot do; also ninjas are excellent story tellers if you can get them to speak.

The Storyteller's story

"What do you want to do?" – She asked him.

"I want to be the strongest man on this planet." - He replied.

2 Messages



She laughed, "I doubt that's going to be enough."

But, with just a wonderfully knit story, he knew what they wanted to hear. He knew when to speak, what to speak and how to touch the cords of their hearts. Yes, He Could!

Oh man! And was she wrong. Soon America had the 1st black president - the story teller who made everyone dream charmed his way to become the strongest man on living planet.

Any resemblance to any person dead or alive is purely coincidental.

Key Learning

- Knowing what you can do and what you can't is half the battle prepared.
- Not knowing is full battle lost!
- Technical skills are very critical in today's world. If a single skill which can make you motherfucking rich, it has to be this. With a great team, you can do wonders!
- Designing skills are highly underrated, if you are a good designer, remember you can win the world - Be Creative.

Money

Friends, All your base money belongs to us



As an entrepreneur you will have to learn to work with minimum resources, but there are some things that'll need money at the end of the day. So, fundraising for bootstrapping is also an important skill. At Zostel, we bootstrapped around 2,000,000 INR. We did everything from borrowing from friends, stealing from them, taking multiple student loans and in all ranges from 500 to 100,000.

No money is small enough to say no, ever.

It is extremely important to know how much money you can raise because it's not something you can google. It will decide what ideas are worth refining and what are worth zilch right now.

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2. If you wish to produce breakinthrough tablets, you are going to need a lot of research and shit loads of money. Not your first start-up!
3. If you wish to bring breakfast culture and sell breakfasts every morning - that is something that can be your first start up.
4. If you wish to design and sell posters online - now that's something that you can think of doing right now.



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Ideas need to know how much money is possible before being born.

It's said that one must know the length of the blanket he owns. As an entrepreneur you must know the length of the blanket that can be sewed from all that you have around, anything less would leave you cold feet and increase your vulnerability.

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Short Story

Sam always wanted to make a movie. He would go to people and tell them his wonderful story. But, everyone was busy with 'bhai'. Bhai's movies made shit loads of money and so no one wanted to invest in Sam's movie. After years of struggle Sam died and there was no movie.

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executed and Money required for them. Limit your ideas, challenge yourself to innovate or think radically to get better results with even bare minimum requirements.

Moral of the Story: Don't struggle for that one dream. Reduce your risk and try something that works before going for the big hunt.

Network

If you know the right people, you'll be on the right path.

You might hate it, but if you are the son-in-law of the leading politician in India, chances are your start-up is going to beat the shit out of anything that ever existed without any expertise whatsoever. You'll be making more money each second than any sane human can spend in a year. That's the ground reality.

2 Messages



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Be Shameless. If you know someone, go out and ask for help. Call your *alma mater* and discuss your idea. Call your childhood friend and ask for 25,000. Tell your parents to help you guarantee an application.

Here's where having an IIT/IIM background would really help you crack a lot of networks with much less resistance. The same might be true for MIT, Stanford or Harvard in the west.

Alma mater helps in connecting people - nobody says no to an open honest heart, at least not when you are asking for help. So once again, it's time to be shameless

5.9K | 135 | 4 | ...

fresh vegetables online. It was a difficult job since she did not know:

1. How to make a website
2. How to add stuff online or
3. How to deliver or
4. How to do anything about it.

Three Whatsapp Smileys later,



2 Messages





2. Another was busy uploading high resolution pictures of all the vegetables,



3. The third was dealing with vendors to deliver the vegetables to the desired addresses.

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Later, it became a marketplace like snapdeal, but for vegetables. In due course, they also added fruits to their catalogue.

Moral of the story: If you know you're hot, forget that not. Also, the networks that you can influence can decide the factor between a success and a failure.

Team Multiplication Factor

If I work 100 hours a week and my competitor works 40 hours a week, my growth will be 2.5 times his.

Elon Musk famously said this. Just imagine if you are 4 individuals each working 100 hours a week. Your growth will be 10 times the competition!

Time, Skills, Money, Network: All of these get benefits from having a passionate team which is ready to go all-in.

1. You'll have more skills among yourselves.
2. You'll be able to raise money more efficiently and can even dedicate a resource towards this exercise.
3. Your network is simply an exponential function of the team size.

Having said that, make sure to work with people who share your vision and passion. Most startups don't fall from the pressure outside, but from the pressure that develops within. Communicate well with each other, use the technologies of Whatsapp, Skype etc. if you are geographically separated. If you want to do it, there's nothing that can stop you from doing it.

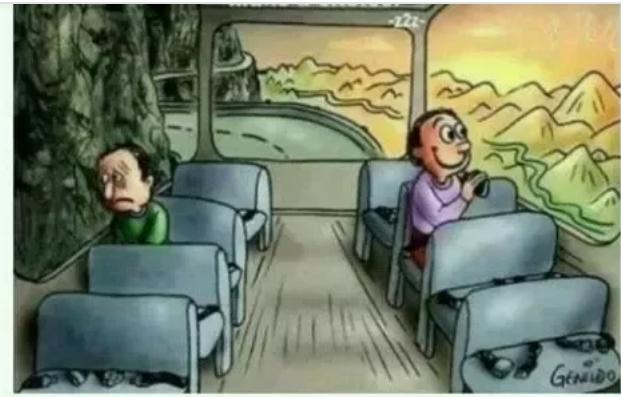
Message to Final year students/ PPO Holders/ Job Seekers

People like you have done a lot.

Entrepreneurs in the last 5-10 years have changed a lot in India specially.

- E-commerce
- Daily transportation
- Bus bookings
- House Hunting
- Food Hunting
- Traveling

It's an ongoing process and the least I can do is let the final year students in colleges know of the secrets that lie hidden in plain sight. No job is satisfying enough except the one that you create for yourself.



Use your time right now to free yourself. Take risks. If not you, then ask yourself who could? If you already hold a job offer, it basically means you've 10-12 months of uninterrupted time to experiment and innovate. Go ahead. Do it, now!

I have actually removed big chunks from this blog-cum-answer, but there's a lot that can be done to improve it further. I'll like to work on the theory in discussion, but that needs your support to improve.

Whatever examples of successes or failures you would like to discuss, or something that you tried yourself would bring a lot to the table. Please share in the comments section.

I have tried here to help students and entrepreneurs break down their ideas and make them executable, because a lot of times we are not able to see the next step and then we feel that the people who are doing it might just be a different breed altogether.

You've nothing to lose, you'll either be fucking rich with money or experience. Either way, it'll be a great addition to yourself :)

Now that you've read this far, I have a personal message for you. I don't get much time to write, but I strongly feel it's my duty to share the knowledge I have been lucky to gain. I don't think I have worked hard to gain such insights, I have just been lucky to be in the right place at right time. The same goes for you as well, if you know people who'll benefit from reading this you need to share this with them. Guess what! I am making several promises which I intend to keep unlike *the last Indian government*. So, it's a Win-Win for the world as we know it :)

Have you ever wondered Where do Avengers really Live? [Team | Zostel](#) [Only on Desktop/Tablet]

This article is reproduced on Steemit: [How to think of 'Ideas' beyond Mental Masturbation — Steemit](#)

Exciting Stretch Goals for the Answer and the brilliant author!

I shall complete all of the completed ones as soon as I write next.

Update: 30th October: I have been pretty jammed, but I am completing few of the Goals and I give you my word I shall complete others ASAP. The Batman is a tough nut to crack :)

1. 50 Upvotes: I will add "How to Become Batman?" using the above theory :P
- Reached in 9 hours, will do ASAP.

2. 100 Upvotes: I will dissect any 2 success start-ups from the comments, break down their successful execution and how the 4 Key points actually were vital.
- Reached in 15 hours, Guys! Anybody wants to suggest any start-ups. Else I'll go with Snapdeal, RedBus or something else.

3. 200 Upvotes[Completed]: I will add original artwork all across the blog – like a cool cartoon every alternate paragraph!
- Reached in under 40 hours as per my info. Apologies for the backlog guys, this is going a bit faster than I imagined :)
- I am in talks with some awesome friends who would like to work on bringing this art to reality.

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8



5. 500 Upvotes: I shall explain in depth how the theory works even on other projects inside a company or personal life via the most successful marketing campaign of the Year – Best Internship from Zostel.

6. 650 Upvotes: I Shall add why my 2 previous start-up attempts failed and what I learnt from them.

7. 800 Upvotes: I shall dissect any 2 unsuccessful start-up attempts with the theory. Also, I will add more stretch goals :D

8. 1000 Upvotes: I shall share my experience of "How I achieved 2 of my lifelong dreams, one overnight and another in 10 years."

9. 1200 Upvotes: I shall share all the code that I had written for my 1st Startup "IPL Cricket Game" and make it open-source for anyone to build a great game out of it.

10. 1500 Upvotes: I shall share my first job interview and the whole story with it. Believe me, it's worth it.

11. 1800 Upvotes: I shall make my 2 Original Game Designs Open Source. Free for anyone to read, dissect, build and make shit loads of money!

10. 2100 Upvotes: I shall make a short animated video to explain the whole concept that we discussed here alongwith fun stories and examples, that'll help to inspire many more budding entrepreneurs who are too lazy to read!.

11. 2400 Upvotes: I have given a couple of interviews in my life and trust me they are hilarious and interesting, I shall make them public :)

[One of Them: [Dharamveer Singh Chouhan's answer to What is an IIM interview like? If you have had an IIM interview, what is your profile, i.e. academic record, CAT percentile, etc.?](#)]

12. 2700 Upvotes: I shall publicly share initial confidential email conversations of the beginning of Zostel. They should be fun to look at now!

13. 3000 Upvotes: I shall mentor any start-up that is interested to discuss their execution from the comments. I am not the best person, but when I was there I always loved talking with entrepreneurs. So, for anyone who's interested.

14. 3500 Upvotes: I shall share my thoughts of why I never wanted to end up at Business School.

15. 4000 Upvotes: I shall share the secrets my grandfather passed on to me which made me solve myself and become a better entrepreneurs. Lessons from History, Mythology, stories and experiences.

16. 4500 Upvotes: I will start a never ending blog where I will add my learnings of things to do to become a better individual. Might be philosophical, but hey I'll do it anyways!

17. 5000 Upvotes: I will write a book "Inside Zostel: What happens inside, must come out!" with a better title.

Our Website: [Zostel: Live it. Now: India's first branded Hostel chain](#)

[Must-Check Out] Our Facebook Page: [Zostel](#)

If you would like to work with a team in which I am the least smart individual, drop me a message. Zostel is a family of Superheroes :)

Once in my life I was able to score a BINGO in scrabble, and this guy scored one in just the next turn. Since then I have stopped playing the game and still have nightmares of that incident. Thanks [Rohit Murthy](#) for serious help in making this answer presentable :D

240.5K views · View 5,989 upvotes · View 4 shares



Add a comment...

Add comment



Akash Tandon · 8y

This has to be one of the best answers regarding Entrepreneurship on Quora (product); brilliantly done, sir!

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Sure

Aug 1, 2020



Suraj Prajapati

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Dubey

Aug 18, 2018

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idea.Can i discuss it woth...Kiran
Chandra

Jul 23, 2018

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Dharamveer Singh Chouhan · 8y
Thanks, those words means a lot to me :)

  Reply 

Priyansh Choudhary · 8y
AAA+ Ratings Attained !! Never have been so intrigued by any Quora answer before at such level ! You make US proud !

 19  Reply 

Arjun Pitchanathan · 8y
But he is Indian, living in India.. why would he make the US proud? :P

 5  Reply 

Ashish Agarwal I think he just capitalized 'us' for emphasis and was not...

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Dharamveer Singh Chouhan
LFC Supporter for Life, Entrepreneur, Poker, Game Designer, Writer · 9y

As a Liverpool fan, what would you like to say to Brendan Rodgers after the season of 2013-2014?

Hi Brendan Thank you for making me dream again, cause I believe that the beauty of the small life we've is dreams and there is no better feeling than seeing those dreams come true, step by step. The Seeds of Hope What an year it has bee [\(more\)](#)

 96  5  

Dharamveer Singh Chouhan
CEO @Zostel, CEO @Opoch Past: ZO Rooms · 9y

What is the best internship that an ECE student can obtain?

At this moment of time the best internship anyone can obtain is Page on www.bestinternship.in 50 Days to Travel India 50,000 INR Stipend over [and above](#) it. A chance to inspire India to explore more Gain celebrity status among the. [\(more\)](#)

 38  2  

Dharamveer Singh Chouhan
www.zostel.com : Changing the way India Travels · 9y

Do I have a chance of being admitted to IIM A/B/C?

Yeah, everyone has atleast an iota of chance to do anything always.

 23  2  

Dharamveer Singh Chouhan
CEO @Zostel, CEO @Opoch Past: ZO Rooms · 9y

Should I accept a job offer from Zynga? I am just wary of the company's direction and success in the near future. Will accepting this job hurt my career negatively?

No! * Zynga is going through a rebuilding phase I feel * At this moment of time it needs people who believe in it, specially its philosophy, very strongly. * Those people who are ready to put in hours and yet sleep peacefully feeling satisfied [\(more\)](#)

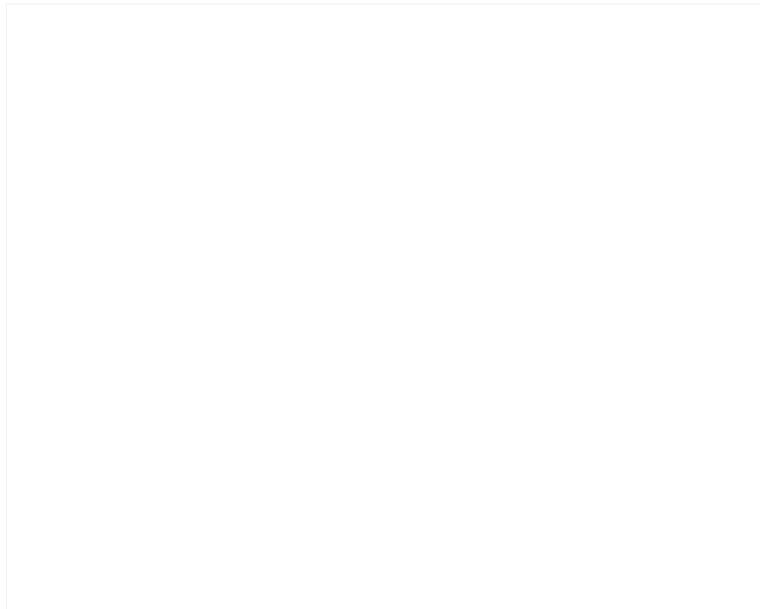
 2 Messages 

**Dharamveer Singh Chouhan**

CEO @Zostel, CEO @Oepoch Past: ZO Rooms · 9y

What's your favorite photograph of your dog(s)?

Messi loved to wear clothes and get photos clicked when he was young :) Now, he's got big hairs so we don't think he'll like to try clothes and anyways he's just too sexy for them He loves to get dirty too and then get all pampered with a shower [\(more\)](#)

[Up 84](#) | [Down 1](#) [Comment 6](#) [Share](#) [...](#)**Dharamveer Singh Chouhan**

CEO @Zostel, CEO @Oepoch Past: ZO Rooms · 9y

As a Marketing major from IIM which jobs gives me maximum amount of International Exposure?

Dear anonymous IIMs don't give any majors, a diploma in management, that's it, since you're studying there and don't know this, I highly doubt you've great opportunities lined up. Regards

[Up 8](#) | [Down 1](#) [Comment 1](#) [Share](#) [...](#)**Dharamveer Singh Chouhan**

CEO @Zostel, CEO @Oepoch Past: ZO Rooms · 9y

What is an IIM interview like? If you have had an IIM interview, what is your profile, i.e. academic record, CAT percentile, etc.?

IIM Calcutta I have skipped on WAT and GD, I pretty much sucked at both of them. For overly curious, the topic for both of them was in short "TV serials show stereotype women, should they change. Discuss" So, coming to interview, I v [\(more\)](#)

[Up 1.4K](#) | [Down 1](#) [Comment 21](#) [Share 1](#) [...](#)**Dharamveer Singh Chouhan**

CEO @Zostel, CEO @Oepoch Past: ZO Rooms · Updated 9y

What are some of the biggest lies ever told?

Fair and Ugly! Using Photoshop since Adobe Photoshop 1.0...

[\(more\)](#)

ongoing work to improve...

Dharamveer Singh Chouhan

CEO @Zostel, CEO @Oepoch Past: ZO Rooms · 10y

Can an IITian crack JEE again?

Yes, that is the reason now IIT students are not allowed to appear in JEE again. Till it was allowed I guess 2007 or 2008, lots of people used to give JEE again and waste a lot of seats.

6 |

...

Dharamveer Singh Chouhan

Calculus was invented because newton needed it! · Updated 10y

What are some uses of calculus in "real life"?

Going out to Drink some Beer To go the nearby Pub, we need to drive cause well I don't live in a bar and the nearest one is quite far.(Did that just rhyme?) Whenever you drive anything, whether Car, bicycle or a boeing 787 Dreamliner, you war [\(more\)](#)

57 |

...

Dharamveer Singh Chouhan

Studied at Indian Institute of Management Calcutta · 10y

What are some awkward things that can only happen to people at IIM Calcutta?

The list is pretty long, I would love to tell, but then I would have to kill you. Jay Puranik: Handle this :D I'll give a brief glimpse though: Harlem Shake [can happen](#) anywhere, but in the middle of End Terms in an IIM! beat that! ... [\(more\)](#)

73 |

...

Dharamveer Singh Chouhan

Dragonball Z, How I fell in love with Japan !! · 10y

If humans had retained their tail, how different would our life have been? What would we have done with our tail that we are now doing with our hands? Would automobiles have another control that we use our tail to "handle"?

We will need to cut those tails before someone turns into Super-Saiyan !! ... [\(more\)](#)

Mankaran Singh

Dec 30, 2020

Sikh History Mankaran Singh has invited u to...

Falak Sher

Aug 1, 2020

Sure

Suraj Prajapati

Sep 1, 2019

Good morning Sir I have work experience certificat...

Prakhar Dubey

Aug 18, 2018

Sir,I have an startup idea.Can i discuss it woth...

Kiran Chandra

Jul 23, 2018

2 Messages



Quora     

ongoing work to improve...

 **Mankaran Singh** Dec 30, 2020
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 **Kiran Chandra** Jul 23, 2018

Dharamveer Singh Chouhan
CEO @Zostel, CEO @Oepoch Past: ZO Rooms · Updated 10y

Should I join an IIM?

Are you ready to jump the cliff without knowing how to Swim? Rather than 'Should I join an IIM?', what you've to ask yourself is "What is your Risk Appetite?" MBAs are risk aversion tools, if a business graduate comes to you and says, "I just love (more)

 12 |  1 |  1 |  ...

 918 |  22 |  11 |  ...

Dharamveer Singh Chouhan
Quora Fan and promoter, loves pushing Quora answers to people on Facebook. · 10y

What do you respect most about Quora?

After the failure of Google+ I was almost certain that majority of my time would be spent on Facebook for years to come and anything that tries to engage a huge mass would either a.) be crushed/bought by FB/Google b.) would be a copy (more)

 18 |  |  |  ...

Dharamveer Singh Chouhan
Studied at Indian Institute of Technology Varanasi (IIT BHU) · 10y

Why are there no Top Writers on Quora from IIT (BHU), Varanasi?

Cause I am too lazy to be a top writer :P IMHO: Cause there's no Jugaad here :D

 10 |  |  |  ...

Dharamveer Singh Chouhan
Wannabe Writer · 10y

What is the most intriguing original story you can write in just five words?

Last human-being heard a knock

 10 |  |  1 |  ...

Dharamveer Singh Chouhan
When God took time to cheer up a billion hearts · 10y

What are some of the best computer games of all time?

These are my 5 favorite games which are not currently in the list 6.75: It's a very nice game where you can be a hero, just like Enrique! 6.63: This is also somewhat similar to 6.75, many people think it is copied from it, but actually 6.75 was in (more)

 **2 Messages** 

Quora

ongoing work to improve...

**Mankaran Singh** Dec 30, 2020

Sikh History Mankaran Singh has invited u to...

**Falak Sher** Aug 1, 2020

Sure

**Suraj Prajapati** Sep 1, 2019

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**Prakhar Dubey** Aug 18, 2018

Sir,I have an startup idea.Can i discuss it woth...

**Kiran Chandra** Jul 23, 2018**2 Messages**

Best Internship Ever: 50 Days of travel and a chance to Inspire India

Note to self

22/2/2014

Hi Dharamveer

How many times have you thought that had you asked someone out? or done something differently, things would have been different?

This might seem promotional mail to you, but trust me I just have a small message for you. Let me begin by an introduction. We are a bunch of passionate travel enthusiasts who are stupid enough to think they can solve a problem that has infected India for years. We, Indians, travel much less as compared to our worldwide counterparts, and that really makes us sad. :(

We believe that **travel is liberating**. It makes you realize who you really are. It **helps you evolve** as an individual and makes you better equipped to **take wise decisions**, whether they are regarding your career path or your personal life. Travel **gives you the courage to live your life** the way you have always wanted it to be.

We are on a mission to make India travel, and for that we **need passionate people**, like you, who are ready to lead and **inspire the nation**. We are offering a **50-day all expense paid** internship around India, all you have to do is share your traveling experiences through blogs, pictures, videos and inspire India to travel and for that we are paying you a **cool INR 50,000** stipend above all the expenses!

You need to get back to www.bestinternship.in and click on "Start Journey" to begin the ride!

There would be daily videos when you travel published on various media partners online as well in television. The possibilities of this internship changing your life forever is pretty huge!

As cliched as it may sound, but there are some opportunities that come once in a lifetime, this might just be one of them :)

What is Zostel?

Zostel is India's first backpacking Hostel chain revolutionizing the way India is experienced, without any boring intro, if you are interested these links would be helpful to know more about us.

[Zostel Promo Video](#)

[Best Internship Teaser](#)

[Reviews: Jaipur](#)

Reviews: Jodhpur TripAdvisor

If you've any queries, questions, ideas, think we are doing something good or something wrong, please feel free to reach out to me, I'll be happy to answer all your questions.

This mail is on behalf of all the stupid guys who think they can make a billion people experience more, here's to changing the way India Travels, Together :)

Best Internship Ever

Cheers

Dharamveer

Co-Founder, [Zostel](#)

An Entrepreneurial Journey: Zostel: India's first backpacking Hostel Chain

Me

30/9/2013

Hi Anshuman

This is Dharamveer, I had applied for internship with MyGola in the summers of 2010, I later went on to work with Padmashree Prof. Anil Gupta, but I have followed MyGola religiously from the days when security was through obfuscation on the website to the current advanced version of website. It's been really exciting seeing MyGola evolve.

After graduation from IIT BHU, I joined IIM Calcutta, I had a couple of eventful start-up experience by then. I had decided not to opt for placements and work for myself, I sensed the need of backpacking culture in India comparable to Europe or Australia/New Zealand and thus began [Zostel](#) - India's first backpacking Hostel Chain.

I would really love to tell you more about us and It would be great if you could give us some of your time and share your experiences about starting up in India, discuss our idea, vision, throw some execution suggestions, or just randomly motivate us. It would be really exciting to talk with you

P.S.: We are a really energetic and passionate team, and we strongly believe we can change the way people travel in India, you can probably feel so from our blogs.

Do Check out:

Our Website: www.zostel.com

Our Facebook Page: www.facebook.com/zostel

Our Promo: <http://www.youtube.com/watch?v=LS-tbQ6Z5Cs>

Eagerly awaiting your reply.

Cheers

Dharamveer

Zostel Team

Anshuman

30/9/2013

Dharamveer, this is really exciting stuff! Congrats on the launch - looks like a very relevant idea in the Indian context. I'm traveling starting today and back on Oct 9th. Do you want to chat then? I'm at 9632219989

--

Anshuman

CREATE AMAZING TRIPS IN 15 MINUTES - DOWNLOAD MYGOLA

+1-650-3537778, +91-9632219989

Me

30/9/2013

Thanks for the kind words.

Have a great trip and looking forward to talking with you on 9th then.

Cheers

Dharamveer

Me

28/10/2013

Hi Anshuman

Hope you had a great fun trip :)

Would it be possible to connect with you sometime in this week, would love to talk Zostel with you.

Cheers

Dharamveer

Anshuman

28/10/2013

Hi Dharamveer,

Do you want to come by in the morning (say 10am) of Wed, Oct 30th?

--

Anshuman Bapna

CEO, Co-founder | Mygola.com

CREATE AMAZING TRIPS IN 15 MINUTES - DOWNLOAD MYGOLA

+1-650-3537778, +91-9632219989

A big Hi

bright ants

1. Getting background in check with the rest of the website. It should be reproducible at high resolution I guess, if not let me know, I'll send a screenshot.
2. At least one more header image from 'Battle T20 game'. If you think it's being too dull, just make it full of energy(bright colors) and do with it.
3. If you can find a link to some privacy statement(just copy anything that looks close to our requirements) that should do it.
4. The image as background behind body has some text right now in the bottom middle region, you should probably edit it.
5. Getting the logo to smoothly mix with the rest of website, I guess a .png with smoothing(fading with opacity round the corner, would do the trick)

This list is in order of priority.

As Bright Ants is a registered company, I'll be happy to issue you recommendations, and referrals for your work expanding it over a duration of remote internship, let me know if you would want it.

Hope to work more and get to know more about you guys,

I am pretty bogged down right now with mid terms over here, Let's have a talk on Saturday evening(I'll be wasted till then) or Sunday morning.

If anything urgent comes up, regarding website or any professional/personal(girl friend broke up) kind of issue, feel free to ring me. :D

Cheers then, and take care

-DV

KAUSHAL bhaiya i'm really in trouble for gfrnd problem n major one ... Bhaiya kuch tagdi ... 11/7/2013

Me Hey Kaushal Aaj baat karte hain, experience bhi kaafi hain mujhe, counselling ... 11/7/2013

KAUSHAL ok! Bhaiya free hona to batana. On 7/11/13, Dharamveer Chouhan ... 11/7/2013

Me to KAUSHAL

21/10/2018

Early convos bro 😊

On Thu, Jul 11 2013 at 11:58 AM, KAUSHAL SINGH <kaushal.singh07@gmail.com> wrote:

ok! Bhaiya free hona to batana.

On 7/11/13, Dharamveer Chouhan <dvcoolster@gmail.com> wrote:

Hey Kaushal

>

Aaj baat karte hain, experience bhi kaafi hain mujhe, counselling session karte hain.

>

Mast reh tab tak.

>

Cheers

On 11 Jul 2013 01:52, "KAUSHAL SINGH" <kaushal.singh07@gmail.com> wrote:

>

bhaiya i'm really in trouble for gfrnd problem n major one ... Bhaiya kuch tagdi wali councelling kar do yaar.:/

>>

On 8/2/12, Dharamveer Chouhan <dvcoolster@gmail.com> wrote:

> Hi Guys
>
> This is DV, also known as Dharamveer Singh Chouhan.
>
> Not very sure if we have met in college, if we have not, I take
> this opportunity to say a big 'Hi' to you guys.
>
> I am always reachable, like 24 X 7, whatever issues, queries, random
> questions that bog you down. You will get confused at least sometime in
> this 3rd year with something or other, intern, Job, CAT, GMAT, etc.
>
> So, feel free to call me.
>
> *Regarding Bright Ants*
> Coming to Bright Ants, a loud applause for the pace with which you guys
> have worked despite the tries of electricity to back you down :)
>
> Quick suggestions
>
> 1. Getting background in check with the rest of the website. It
> should
> be reproducible at high resolution I guess, if not let me know, I'll send
> a
> screenshot.
> 2. At least one more header image from 'Battle T20 game'. If you
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>
> If anything urgent comes up, regarding website or any
> professional/personal(girl friend broke up) kind of issue, feel free
> to
> ring me. :D
>
> Cheers then, and take care
>
> -DV
>

>>

>>

--
With Kind Regards,
Kaushal Kumar Singh
B.tech Part III
Electronics Engineering
Indian Institute of Technology, B.H.U, Varanasi
INDIA PIN-221005
Mo: +91 - 9839203380
E-Mail : kaushal.ksingh.ece10@itbhu.ac.in
kaushal.singh07@gmail.com
Skype : kaushal.singh07

6 Minutes of Leak and 60 Questions - Anonymous

Everybody gives CAT, it's become so common that I fear in a few years even cats would be appearing in it. I had to come up with an intriguing title to force someone to read my CAT experience. I had thought of writing this article on the very day I gave my CAT. But, it was 11/11/11, Rockstar released that day, and I don't have a better excuse till now for not starting it.

Tomorrow, CAT results will be out, may be tonight., I might end up scoring a 90 odd percentile and I am sure I won't write this then. But, I assure you even if that happens, on any other day I might have scored a 100 Percentile. So, here goes my efforts to motivate others to enjoy each moment of their small life and follow their heart.

I seriously think it's kind of loser to write your views, tips and experiences of an exam that is given by every sheep of the herd. But, I had my own reasons for it and definitely an original way to approach it. I write this article with two purposes.

Firstly, I wish to improve my writing skills, as simple as that. Secondly, I want to encourage others to take CAT with a lighter note, a bit less seriously, a bit more casually, and enjoy the overall experience rather than being intimidated by it.

I don't have anything against CAT but I have a lot of hatred towards all the coaching institutions and feel pity on anyone who joins a coaching institution in his 2nd year of Engineering!! Seriously, is it that important? You won't get a 1 crore package!! READ: *You won't!!* Why don't you use that time to do something that you truly wish to do?(don't tell me you always dreamt of becoming an investment banker and rip the poor in china)

Anyways, few things that I have learnt from JEE experience is that you don't treat any exam to be greater than you. They don't define you, they don't judge you and all the rest of crap that your coaching teacher taught you there are infact cent percent true.

Doing coaching after 10th is fine in my opinion, or at least it was at my time(I did it, so you won't hear anything against it from me). You need some competition to charge yourself up, you actually learn stuff at an astounding rate, and probably it'll be the most fun time of your life, if you were in Kota.

Anyways, getting back to CAT and my 2 cents on it.

Why you don't need any coaching?

1. CAT only tests your Maths skills till Xth standard. So, if you genuinely want to do coaching; go take Xth class tuition :/
2. English is a language, If you have been successful after doing coaching, it's because of

your efforts not the coaching institutes.

3. If you are appearing for CAT and seriously want to do an MBA, you need to learn to manage yourself and set your priorities right before managing the world.

But, if I go to coaching, I see other's around and then I am motivated to study

So, you waste your 3 hours a day just to be motivated. Better yet, spend 2 hours playing Cricket and read something in that 1 hour or do some fun project.

Go ahead, you can write a book in all the time you're gonna spend in Coaching.(Yeah, people have done that and proofs are all around you. Flipkart.com)

Whenever I am the first to shout answers in my class, I get a confidence boost

Just imagine, if you can beat all those guys who are doing coaching without doing any coaching in any mock CAT, the level of confidence boost you would get.

Where will I practice myself? How will I know my progress?

Test series: AimCATs, simCAT, CL Cat, Testfunda. I am in support of Test series, they keep you on your toes, give you an idea about the type of questions expected, changes in test pattern.

But, most importantly “ **You won’t fall asleep**”

If you say, you went to coaching, studied stuff and never went on to sleep.

Then, either *you’re lying or you’re lying*.

So, stop lying to yourself and stop doing shit that makes you sleep.

Test series are the best way to prepare yourself for CAT. No coaching would tell you that for obvious reasons:

Cost of Test Series<<Cost of 2 years of Coaching.

Reasons for me to give CAT

1. More than anything else, I have a personal Vendetta to settle with competitive exam after a dismal JEE. Kind of like a self-reality check, I want to score a 100 Percentile.
2. It won’t hurt to get in IIM A,B or C along with your best buddies. It might turn out to be the most fun time of my life.
3. You need to have a back up.
4. I have a challenge/pact with my girlfriend that If I get in IIM A, we’ll have 24 hours of non-stop partying.(Alright, may be I made this up. But, seriously weren’t you getting bored of all the gay stuff, if you weren’t then all this shit won’t be able to help you much for sure)

D-Day experience

We(all the branch mates) settled for a late 11/11/11 date for CAT. The most honest reasons for it is my mother asked me to fill it up on this date, and I don't say no to her, also you have to agree the date is super cool. Since, we always do things together, all of us ended up giving it on the same day morning session.



11/11/11 ;)

I'll try my best to keep it short and concise.

Chapter 1: Is that me? Eeeww!!!

I was confident, each one of us was. We reached on time which was way before time. I don't know why they called us so early. :/

Anyways, we deposited all our stuff and then had to wait for Prometric guys to take our fingerprint and webcam click.

Man, I just sucked at that pic. It looked like some fat ass geek but it was even worse cause it was me, eeewww!!(And, I thought I was wearing my lucky smart shirt :/)

Anyways, at least I knew it was my pic. One of my friend thought the pic shown on system was his some old photo :D



MADEBULLION.COM

It's not very clear, but try to understand it.

Chapter 2: Augmented Reality

So, we had to wait for more than hour before anything could start. It was air conditioned, and my bladder shrunk to minimum and I had to go for a leak before the exam started.

Surprisingly, when I reached there, everybody was there, like seriously everybody!! We had a small talk, exchanged some “all the best”, “best of luck” and “!@#\$%^&* CAT” and went back to our system.

The best part with computer based system is you don't need to look on any tight jeans in front of you. It's a serious distraction (Don't give up on me yet, it's true) and now you can avoid it easily, thanks to all the cameras and a closed cube type environment.

Possible example of distraction:



Now, you've to understand here that as exam goes intense,

Girls tend to jump around, it's fine till then. But, bending forward takes a Troll!!! and there goes the last panic minutes :X Sigh!!!

Chapter 3: When seconds become slower than hours

Stop staring at that ass, we are discussing something important here. So, everybody has his strategy to approach CAT. I too had a simple one:

"If I don't do all the 60 questions, I can't top this exam. If I can't top this exam, it beats the purpose of giving it"

There were these people right behind me who were administrators or something, they were supposed to monitor all of the people with cameras, but boy, they were loud. Chatting insanely about I don't know what shit. I asked the person around me to calm them down. He assured me that as the paper starts everybody would be silent. Phew!! One less thing to worry about

I looked around I could see all of my friends except one. Perhaps, he was too deep into prayers or memorizing some stuff or maybe I just couldn't find him.

Anyways, we were given 8 rough sheets, which was no way enough for me, So, I asked again if I would be given more, if required. Positive reply and now I was good to go.

I ran through the tutorial, and waited for paper to start.

Trust me, I was not in any sort of pressure or tension, but I had to take a leak again before the exam started. I had gone just 30 minutes back, so obviously my plea was rejected with a look as if I was hiding some stuff in the toilet. I wasn't !!

Chapter 4: Go Go Go...

I was probably the first one who started the paper. I realized this later, when I was the first one to complete it :/

It was the easiest first section I had ever given. I was able to do most questions way before time. I can't talk about detailed questions and stuff cause it's against some weird policy or something from IIMs.

Now, when I say I did all the questions, doesn't mean I really did them. I take calculated risks and move to the next questions marking the previous one for later review. I do all of them in one order, one after another.

I had a very straight forward question, which took me less than 5 seconds to solve. Me and my roommate had discussed that one last night before going to sleep. I thought about him for

another 5 seconds and had a smile on my face.

Darkness, lights went off. But my system was on UPS, so I continued, but soon I had a jumping batman around me telling me to stop, like STOP!!!. He waved his arms in between me and my system and went ahead. I decided to continue, you can't trust The Dark Knight these days. Later, I realized people had system shutdown and waited for system to boot up again. Few even solved pending questions in this time. "Lucky Bastards !! " I did not have any question to solve anyways :/

Chapter 5: Break even :/

I had 12 minutes of time and a small 2 question DI left. On any other day, I would have not taken more than 6 minutes to solve them to 5th decimal accuracy. But, alas my mind shifted to some weird stuff, like "OMG!! I am gonna score 90/90 in this section", "may be I'll get selected based on only section 1's score", "When people ask me, how to score 100 percentile, I'll tell them to remain cool".

Yes! Yes!! I was dreaming about interviews in the last 12 minutes of my first section paper. Sigh!! All these and many more thought were coming to my mind. As you might notice all of them are self-obsessed. I think this might be the decider at the end. I might miss by a couple of marks here and there. But, that's because of my mental instability and nothing to do with our preparation.

Basically, it was a game of high speed with high level of accuracy while avoiding maximum possible silly mistakes.

On those 2 remaining questions, I spent all the remaining time and eventually solved one and took the same answer as guess in the second one, because I was sure at least one of them would be it. It shows, that I was not cent percent confident over the question that I had solved also.

On any other day, I might have taken a gutsy risk and gone all in. But, today I decided to settle for a 2/6 rather than 6/6 or -2/6. That's because I knew I had pretty much nailed it and I hate myself for doing it. That's really unlike me :/

Chapter 6: Chapter 2

Anyways, when 2nd section started. I took a deep breath and again started off with full pace. I had to finish it fast and then respond to nature's demands.

LR was a shame on testing intellectuality of any person. English was English and I am an engineer. If you don't get what I mean, read again, "English was English and I am an engineer" Repeat till you understand my state.

I was on a mission to attempt all 60 questions, So, I went ahead and took my best shots, mostly second shot. You know when you're sure that 'A' option is correct and after spending another 2 minutes, you come to conclusion damn, 'B' is definitely correct. I attempted here and went ahead before my brain would trick me into "*OMG!, C is correct, thank mother of God I did not attempt A or B, phew!!*" and this cycle never really ends, cause after 'C' comes 'A' and it goes on and on...

Alright, it was becoming too much now, and I could not make head or tail of RC. I just had to go. So, I asked the now calm Bruce Wayne extremely politely with baby Jesus eyes, "May I?" He talked with other superheroes and gave me permission.(Oh Yea!! You bet me they were feeling like superheroes right now and humming Bruce Almighty "I got the Power!!")

Chapter 7: Nature calling

I thought I'll take a run, it won't be more than 2 minutes. I still had 41 minutes left with 14 odd questions remaining, so, a pretty safe bet.

I ran towards the door used previously used, boom!! It's locked. Grrr... I ask him spiderman, why it won't open. He directed me to the single entry, where we had previously shot that horrible pic.(Don't remind me)

So, I make a run from that door only to be stopped by Hulk, who asks me to wait. WTF!! What now? He takes out a piece of paper and asks me to fill in details. It was horrible, and since I was the only one on that list. I did not have any reference also to fill it up.(Come on, we all look over the person who filled first to get an idea of what to fill in the name section)

After that was done. I was finally allowed to go downstairs, I finished it ASAP, and decided to run back in. Only if things were so easy, I was stopped by a guard now downstairs. He wanted to see my ID and my print out of admit card, which I had already submitted.

I was getting pissed now. He frisked me and found my handkerchief asked me to submit it with the counter which was closed. I said some stuff in loud voice and he realized it's no time to joke around.

I dashed in the hall, Hulk passed me the paper, on which I had to sign again and put in details of time. I sighed, over 6 minutes had gone :/

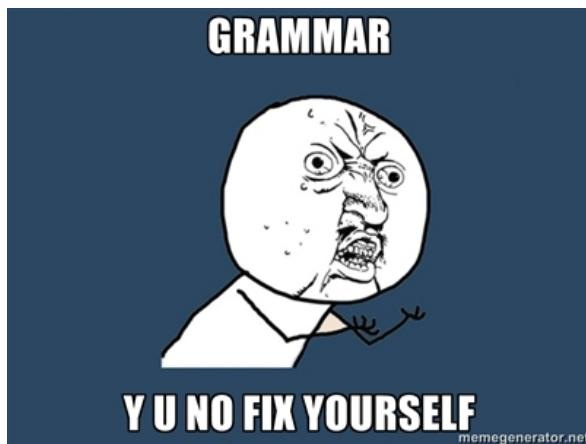
Chapter 8: When minutes fly by

I was back at my system, with an astounding heart beat this time. I could feel it, probably because all the running was way too much for my low stamina. After all, I looked like a Fat-ass geek I noticed on the system.

Also, clearly visible was that 35 minutes remained with 14 questions to do. I finished remaining

LR first. I knew I would gain time there.

I had that expression on my face (when you're on top of the world, after taking that much needed leak. Maybe, I even made an orgasmic sound 'ahh', or may be not :/).



Now, at least I could read the RCs in one go. I had to settle with first guesses this time, no time for second shots. This way I finished off all the questions with 5 minutes left to go. I made a quick review of my choices in grammar and RCs, mostly all seemed better than other options, I can't say correct cause none of the options looked correct :/

Chapter 9: Not again!!!

My last question was incorrect. But, the best possible option was data insufficient. I had it selected, I started doing some totally stupid assumptions and tried to check if some option would fit. Time was ticking down faster than Indian wickets. You have 0 Minutes and 52...46...31...23...12... seconds left.

I checked for 2 other options, ticked the 3rd one, was checking for its sufficiency, it did not fit. My mouse was right on the 4th option again "Data insufficient" but boom!!

"Thank you for appearing in CAT 2011. Your results would be declared on 11th January 2012"

I messed it up again in the Panic moments, after this I realized it's not just about the tight jeans and waistlines. You're bound to screw up if you're not cool enough. I tried my best to remain calm. But, alas I failed again!!

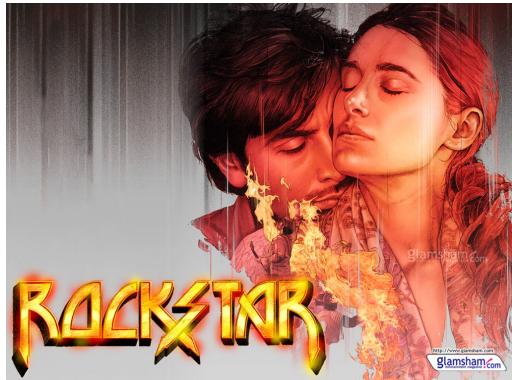
Anyways, all is well that ends!! especially if it's CAT :D

Chapter 10: End for a beginning

We tried not to discuss questions, I was against it. I wanted to remain calm and was looking forward to some productive time ahead. I had spent last few weeks taking mock CATs and it

was time to enjoy Rockstar!!

Each one of us had pretty much nailed it. Everybody did a really good job and ending up in the same IIM seems like a possible reality now.



Realisation

Results were out last week. So, I won't be changing anything written above. Not even grammatical errors, it would be like cheating with this article and I'll be even more honest as possible from here on. I'm a lot pissed off right now. So, there won't be any lame joke attempts.

I scored a 99.89, it's not 100 but still pretty decent enough and I had a fun time approaching CAT and I did a lot of other things that I am way more proud of than this result. So, maybe while you're here, you'll read some things which might help you on your way.

Bring it on

How I went about it, WE took it on?

Chapter 0: Goa

All good stories need a happy ending, this one doesn't have an end yet. So, let's start with an awesome beginning and what better place than Goa :)

Flashback, *Black and white*.

Me and Chetan on a bike. No, no, no, Chetan is not a hot chick, infact we don't have any in our group, but I said I'll be honest. So, stop looking for it and just read along. I don't remember how this conversation started, but I remember how it ended.

C: Oye, MBA karna hain na apan ko.

D(me): Ha bey, karna hain obviously.

C: Saath main karna hain yaar.

D: Ha yaar, ek toh itna padhate hain wahan, akele nahi ho paayega, total give up. Bahar, se

karte hain, London main sahi mazaa aayega, 2 saal aish kaatenga.

C: Sexy mazaa aayega, but Inzi se kuch nahi hogा wahan pe.

D: True, but usko sikha denge thoda bahut, pata karna padega yaar. Aaj kal har koi London/US se hee karta hain.

C: US main thoda bore ho jaayenge, London sahi hain apne liye.

D: Ha, but important hain saath main karna hain, nahi toh koi mazaa nahi hain yaar, saath main IIM main bhi sahi time pass ho jaayega.

C: Woh toh hain hee yaar, CAT denge na apan, Inzi toh phod dega.

D: Abey, lekin saath main jaana hain, saale ek ka Ahmedabad main hua aur sabka Calcutta main toh chup chaap C chal lena bete.

C: Abey, C toh waise bhi better hain, sexy mazaa aayega. But, ek level define karna padega, ab sab IIM Udaipur main toh Gotiya nahi khelenge.

D: Ha ha, Oye gaadi main petrol kitna hain?

C: full hain na apna, kaata hil hee nahi rahan, faaltu ka chuna lagega ismain apan ko.

D: Beer Shop aa gayee

C: Dekh lee thee maine. :D

Chapter 1: The road less travelled

Before we go into details, there are some characters you need to get familiar with.

Inzy(Prateek), Chetan, Bhuti(Abhisek), Saahil. We are all in Ceramic Engineering, it's the best place to be when you're doing Engineering.

While we are at it, I would like to assure any young readers that you should fill Ceramic Engineering way above Computer Science, Electronics and everything.

I am in so much love with my branch that if I have a JEE rank of 50, I would still choose Ceramic Engineering(Ok, May be not :D). But, it's fun and you'll meet your best friends here who would definitely be more trustworthy than your girlfriend.

But, well all friends are more :/

Anyways, So we had this chat:

3rd year

DV: Apan log coaching join karein?

Chetan: Dekh lo, sab karo toh kar lenge

Inzi: Nahi yaar, coaching nahi ho paayegee roz jaana padta hain.

Saahil: roz toh jaana nai padta, upar se paise denge toh chalein jaayenge.

D: Paise ki toh aaj tak koi value karee nahi, I highly doubt ab jaayenge apan log.

I: Test series lagate hain, mazaa aayega.

C: Ha bey, coaching se toh sab karte hain, apan kuch alag kartein hain.

D: Ha faltu coaching se achcha khud hee padh lenge toh jyada fayda ho jaayega.

C: Arey, Delhi main sab material milta hain, main le aaunga sabke liye, mast padhenge.

S: sahi hain chalo, phir final.

D,I,C,S: No coaching then, final.

Eventually, Chetan never got any material even for himself, let alone all of.

We were very right in not opting for any coaching cause we would have not attended a single class for sure.

I laugh at times when I see how serious and velle we were in 3rd year discussing on this topic. As time flew by, we all got involved in other things and CAT was never a priority for any of us.

Preparing for CAT though would have side beneficiary effects on you.

Your almost dead brain would have something to think upon. You'll score the highest in all aptitude test for any Job you want and definitely have a lot of confidence for anything that you may encounter upon your journey. It's good feeling to know, you can beat anybody always.

My Take from this experience:

- Be Original.
- Have faith in yourself a lot, you'll be tested on this one each day of your life.
- Be confident, over confident.
- Challenge yourself to achieve what you want.
- Dream Big, big BBBIIIGGGG!!!!
- For a single day, It had not come across my mind that I may not score 100 percentile. I knew I can. I know I can.
- Don't follow others blindly. Just because we did it, doesn't mean you have to do it. Just because they did it, doesn't mean you have to do it.

Chapter 2: Know your Strengths, know yourself!

We knew we could not study for 2 years for an exam, it was totally unlike any of us. May be you can, may be that's the best way for you to get a 100 in CAT. But, ask yourself, what next? Why CAT? You have much more to give this world then acing the most sort out exam.

You're special. You've a purpose and it's very simple "*follow your heart*". You'll never fail, never ever. Trust me on this one.

We decided to go for no coaching, but we knew we needed each other to beat everybody else. If we could develop a healthy environment of challenging each other and improve upon ourselves, there would be no stopping us.

Our only strength was us. We had this explicitly mentioned a lot of times. We shared a lot of nice stuff, short tricks, threads, had long discussions, even GDs towards the end.

Chapter 3: Know your Limits:

Know your limits.

"A 'No' in time will help you much more than 1000 'Yes'!!!"

You would come across a lot of opportunities, probably one every week, from some friend, from some teacher, may be even from your dreams. You need to know your limits and priorities. Running a 100 races would make you come last in each one of them.

We dropped a lot of things. I would not mention here any, but trust me it was very tough to say "No" to any of them.

If you don't value participation certificates, then focus on 5 things that you really want to do or as many as you can handle.. Just keep that in mind. It can be anything, seriously anything, for me the list was like this.

1. Have Fun, each day each moment. At least try to.
2. Start up, creative project, something that I would truly die to do.
3. Dream, Dream BIG!!!
4. Take Practise CATs, try to attempt all 60 questions.
5. Research on Hair Transplantation.

Alright, some things might be fictitious, but it was getting too monotonous. It's not in order of priority and I have not mentioned Family, friends and love, cause they would any day drop all others off the charts.

Mark this one, it's really important to know your limits. May be CAT is not for you, just shrug it off and go make that awesome play or write that romantic novel or even better write a script for SB.

Chapter 4: Slow and steady wins the race:

CAT is like a marathon, anybody can tell you that. But, nobody would tell you to stop running in the beginning.

I had this in my mind, that I won't be able to prepare 2 years for CAT, may be not even 6 months of complete dedication, even 2 months only for CAT seemed too much.

In the end I settled for 20 days, I had not spent a lot of time with my family, as in last summers I was out for an internship and had to rush back to college.

So, around Diwali, I took a break and went home. I made it a routine to practice 1 mock everyday and spent some genuinely quality time with everyone at home. I made a point to visit my idol, my grandfather every day. By this time, I had a lot of Practice papers at my disposal from CL and some others, they would give it to you practically free by this time. Don't loose this

opportunity.

I reached a completely new level during these 20 days, I could feel it in me. It was the first time in my life when I was doing something academic at my home. May be I had saved a lot of spiritual powers there. My probability of a 99.5+ had increased tremendously and it seemed more of a routine now. It was like *Naruto in Sage mode*(no, not in nine tails, that's too much too handle)

You have to turn the Nitro on at the right time to keep it burning before reaching the finishing line, if you switch the button before, you'll be exhausted before the end. This is very important.

You have saved your stamina, remember it's a marathon. Use it up now, don't save it for the next year's race. :)

Chapter 5: More doesn't mean better

You would have genuinely bad outings at times. I scored my lowest in a section one day. I even scored a 60 percentile one day, and If you're following along, it's pretty clear that I would be genuinely pissed with myself and would attempt another mock straight away. I would do bad in that too. I learnt the hard way, that it's of no use. But, it's very tough to give up at this time and you wish to beat everyone everyday. You need to know when to stop, there's no point loving your ex.

Don't rush yourself, never ever.

All you can do is increase your chances of success, there is no thing as sure success. So, don't go crazy over it. Accept the fact that you messed it up, analyze it if possible(it won't be easy, since you attempted 60 questions).

Try not to think about her in your next mock and you'll do just fine ;)

Chapter 6: Rock hits the head

Remember, mock is mock, even if you get 99.94 doesn't mean you're gonna get through in CAT. A 85 doesn't mean you're out.

Each time you rock the paper, it gets to your head. You rise above your limits and eventually end up doing some really stupid crazy silly mistakes. As much as you want to keep your feet on ground, you'll fly, fly high. Try not to, cause it'll hurt when you crash.

I don't think it'll affect your result much, but it may affect your emotional balance after the result. You always need to be calm, the day you let it get to you would be the beginning of a long steep down slide.

Chapter 7: Fail, fail hard

Cherish all the failures, they are equally important in life as success. There is no joy in success without failures right?

I failed for my first job interview at Oracle, which I was overly confident, then again things turned around and I am right now at Zynga. It would have never happened had I cleared that interview.

But, it's way too philosophical to talk like this. Try to take failure as a motivation and an opportunity to do better next time, it won't be easy but keep it in the back of your mind. If there is no next time, the greater power wants you to look in other direction, have a look. Maybe you'll find her there, and trust me she'll be much more beautiful than any you would find in IIM Ahmedabad :P

Chaper 8: Over and under

It's never too late to start, 2 weeks before exam may prove to be enough. Hell, with the preparation, a totally casual take may turn out to be 100. Anything can happen, just believe in yourself and you'll be fine.

I realize while writing this article that as much as I wish to assume that I did not study much for CAT, had no coaching, and took it casually. I did indeed put in just enough hard work to see the sail through. I did it smartly but I did work on some stuff, I can see it.
So, that's my point, don't overdo it, but it's still better than under doing it.

You don't need a lot of time for this exam for sure, some smart moves will take you through. This same philosophy works for everything in life.

For that dream job interview, don't overdo it, but do just enough and you'll nail it.
For that obsession of yours, don't overdo it, there are other things around that need you, but don't do injustice to it, it's your dream, it's your child.
For relationships, don't overdo them but still it's better than under doing them.

Chapter 9: Switch off/On

I explained before I was not much into CAT/MBA except for my personal Vendetta and those 24 hours of partying.

So, I was confident that I had my dream work to do, when I was very close to ending up as a Game Designer at Zynga. You might have noticed till now that I am an over confident person, so I was pretty much sure I'll get the job and would be spending some awesome time in Zynga, Bangalore.

I gave up on CAT. I stopped any sort of connection with mock cats. I watched Naruto Shippuden, IMDB Top movies, and all the very important pending work that needed to be finished like Dexter, Breaking Bad, Rome, 570 Naruto Manga, Bleach, etc. etc....

I had a wake up call in another one of my interviews with a very senior personal from Zynga. He asked me "What's your option, if not Zynga?"

I had not taken up any job interviews till now, except one with Oracle. Job was not on the top of my list, So, I just replied, "I'll find something which seems interesting"

Now, that is a stupid stupid answer at such a level. He asked again to make himself clear, I did not have an answer, because I had not thought about it. I was overly confident that I am going to be the best Game Designer ever in the history of Game design. Sigh!! Interview ended pretty well, but that's not we're concerned about here.

I decided to take up CAT again, after all I was having a lot of fun giving all the aimCATs.

It took some time to get the stroke right, but I guess I was prepared for the pitch in the end, unlike our Indian Team #IndiaOutsidelndia



You can always take a break if you think you're overdoing it. You can take a break if you think there are other important things to be done like love. Oh I know, what you're thinking, there is a difference in 'do' and 'make'.

So, important thing to take from here is to be stupid. Let the child in you live, be innocent. It's the best feeling, it's the toughest thing to do.

Chapter 10: Low before high

By now you must have realized that I mostly do stuff with high confidence and that's the only reason for being able to give my best shot . It's the same for everyone, but no matter how much you try, how fucking awesome you are.

You *will* feel low. You can't stop that. If you don't feel low ever, that's great but if you do, don't worry it'll pass. I have been very depressed at times with absolutely no logical reason.

I usually like to sort things out with my brain via logical reasoning but there are times when you've no logic, cause it's illogical. May be somebody just wanted to screw with you, may be you got some issues back home, may be the person who you trusted decided to break it, may be your friend wasn't your friend and may be she doesn't love you after all. (Yeah, there's a subtle love story going along :P)

Anyways, when that sad feeling creeps in, look on the awesome sides of world. You'll be good to go in no time. Find your niche.

This is what I go through, you need to find yours if this doesn't work for you.

1. Liverpool v/s AC Milan 2005 UEFA : Everything is possible, if you believe in it.
2. Spartacus S01E01: You don't give up, rise just one more time.
3. Naruto v/s Negi: No matter what people say, it's what you believe that counts.
4. Naruto v/s Pain: Training has its benefits and you don't give up, not till it's finished.

Some more awesome videos that you find all over FB these days can be used :)

<http://www.youtube.com/watch?v=TOS1GaxqAkl> - like this one.

Cheer up, you can do it. I believe in you. You made it this far in this shit article, you have the required passion to do it.

Chapter 11: It's not for you

This whole approach of CAT is not for you. Yes, I just said you have the required passion but as much as I wish to say, you can do it simply by following such simple steps, chances are 99.89 % you can't do it this way.

This is my way. It's not yours, it won't be yours. You have to go out there and find your own. I can only tell you that it's possible.

None of my closest buddies nailed it. There won't be any love in IIM Udaipur, there won't be any start-up from IIM Calcutta. There won't be any real estate business from IIM Ahmedabad. I dreamt a lot of things, and my friends were always a part of it.

But, dreams are made to wake you up. They are there to tell you, how much you care for somebody? How you feel about yourself? how high can you go? How much fun life would be if all that was true.

Life's not a dream, it's your duty to make your dreams come true and grasp all that fun. I could not help my best friends get a 100 percentile. I highly doubt any of you reading this can do it, but you never know, may be I was over confident and did not put in enough efforts to motivate everyone :)

Hell, even I don't have an Ahmedabad/Bangalore call, So there won't be any 24 hours of non-stop partying :D I guess a good trade-off considering all the parties I did in college to screw up my grades.

Chapter 12: A man of my word

For us, I assure you I would crack all the IIM interviews, I won't be preparing anything specifically for GDEI(I don't even know when it became GDEI and what it stands for, from GDPI).

If response to this article is good I might start writing regularly and work on my Blog. I wish to write a game book, I'll work on that. One of my friend has a quality start-up idea, I'll try to look into that.

May be we'll need to go to London, Inzi needs some lessons after all ;)

You cannot fight with the greater power right, London it seems right now then.



I am a Rajput and I am a man of my word. I would not be joining any IIMs, because I don't want to and I'll try my best to live each day to the maximum, have more fun than I had yesterday, try not to think about her and do something that I have never done before like writing this long. :)

I have drifted a lot from the title, but I could not change it. It was decided when I left the CAT examination hall. Hope you had a fun time reading my shit, and got some motivation to pursue your dreams. Have a nice day and keep your smile intact.

Dharamveer Singh Chouhan

[Dream Chaser](#)(Check it out)

dvcoolsiter@gmail.com : If you wish to leave any feedback, suggestions, or just a small message to motivate me to write more, it will be really appreciated. Anything you wish to know, about that wrong question which I could not post or just anything that comes across your mind, feel free to drop a mail. Cheers

Mediocre Internship Application

Me to saumya.singh@zorooms.com, Swapnil, Anish, mayanks2015@email.iimcal.a...

29/5/2015

ZO Bros

I was just about to crash after having a chat with Kaushal. Saw he was working on internship landing page, so I just had a glance. Looked great.

Clicked in the end to just see the JD.

1. JDs were damn boring, nothing to make me excited to trade my last free month before joining a job. Even readability was an issue.

2. PPT : This is the thing that made me write this email. Wow! Are you serious? What font is that guys? Are we even a brand? Do we really care about finishing and design to impress anyone to respond. ZoRooms, Zo rooms, ZO Rooms everyway in a single ppt. Congrats.

4. That was still nothing to like lose it, I clicked to see the video. Wow! IIIM convocation, one I more enough to probably highlights our focus. Guys, this is enough to make ourselves a joke. Probably with Tiger investment news, we belong to jungle.

5. What is that video yaar? Is it our brand? What the hell animation and quality is that. I regret to see my face and the shit I speak. I will report that video as harassment.

6. I know some of you would have not even seen that thing, since you've several other things, but if you had not even seen the above things, then I am very scared to leave anything to anyone. I think I need to approve everything. If people in this email don't feel ownership or proud of the things they are passing through than I must be going terribly wrong someplace, which I'll try to figure out.

7. IIM interns, guys I know we had not been clear with responsibility, but don't make me feel that probably you guys are from IIIM.

8. Probably my expectations are higher, probably we did this cause we were in a hurry. But Tushar and Mayank, how can this happen under your nose with your hands?

I am afraid of opening the typeform. Please have a look once and let me know when you think I can safely review it.

I don't even want to ask why do we not have all JDs even if it's boring? Why graphic designer intern needs a diploma in motion designing? Why anybody can't see that outside the company acquisition role is called as business development?

Mediocrity

Thoroughly disappointed

Cheers

Dharamveer

Hi DV!

I am disappointed that I couldn't meet your expectations. I appreciate the feedback given by you, but since you have doubted my qualifications in point no. 7 & 8, let me clarify a few things. In the intern hiring process, there were specific responsibilities given to me which included brainstorming & designing the entire process for hiring, liaising with colleges and faculty, and designing the typeform for all the profiles. Having set the context, let's go point by point

1. The JDs were made by the respective functional heads as they know the exact requirements and are experts in the field.
 2. Although I haven't made the ppt, but I was responsible for it. I accept the responsibility for this.
 - 3.
- 4/5/6. The video was not made specifically for the intern hiring process, it was already there when I came in. I had no role in the making of video.
7. I have no doubt about my qualifications. I am absolutely sure about the institute I graduated from.
 8. I reviewed the work to the best of my abilities and asked for feedback and suggestions at every stage of my work from my reporting manager. The suggestions were discussed and necessary changes were made.

Having said that, it would have been better have I received this feedback when I sent the PPTs and other material for your perusal around 10th May. I don't remember the exact date as I don't have

Mission Freedom: 15th August Launch Preparation

Dharamveer Singh Chouhan to Tarun, Akhil & PAAVAN

9/8/2013

Yo Boys. so need to monitor closely our progress, we have some blogs/articles till now, but no where close to create the buzz, we are not going to beg like IIM A for likes, we want people to ping and ask, so need to work for it.

Right now we going more towards Zostel(Personal), we can now focus somewhat back on classic relevant existing things, like 10 reasons to travel young, dating the girl who travels, Jaipur on a shoestring, etc. So, we need to find a balance between Zostel related posts(team, vision, humor, update, etc.) and travel related content. I think it should be more towards the second category like 40:60, let's discuss on this thing.

What we have till now

Classy Posts

What is Zosteling?

Why Zostel?

Zostel v/s Hotel?

WTF is Akhil doing in Zostel?

5 things not to do in Jodhpur

Another proposed Blog Series

"Hacked Emails of Zostel[LEAKED]"

What's coming up

Launch Speech: Tryst of Destiny

Pandit Zobu as cartoon

FB Cover Pic on theme of: Freedom, Travel, Zostel

Infographics(need more content)

We should probably make an excel to keep a track of our progress on social media and website content, like when are we launching, who's looking into it, do we need images to be prepared or we can download from internet?

Twitter

Akhil after you're done with Itinerary and Home Page Content, we need to look more seriously this time on Zostel Twitter account, should we be there or not at the moment? if we can't be there, then we need to be silent for a few days and remove the twitter handle from website, if we want to be there, then we need to engage there, so need to take a call on this after Nanda proposes a Nanda (Nanda's forces of Social Media) Strategy.

Daily Meeting:

Bhai logo, aaj se daily meeting for progress before launch, 15 tak maraani padegee, teaser poster chahiye, kaisa chahiye, lots of questions to answer.

We shall meet at the stroke of mid night each night now!

Cheers

Yo Boys. so need to monitor closely our progress for the launch, we have some blogs/articles till now, but no where close to create the buzz, we are not going to beg like IIM A for likes, we want people to ping and ask, so need to work for it.

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What's coming up

Launch Speech: Tryst of Destiny

Pandit Zobu as cartoon

FB Cover Pic on theme of: Freedom, Travel, Zostel

Infographics(need more content)

Nick <> DV

Me to Nick & Abhishek. Bcc: Parth

5/6/2018

Hi Nick

Hope all going great at your end. I am sharing a brief overview of our developments as well as Oepoch whitepaper. Would love to have your thoughts.

At Oepoch, we are looking to take cryptocurrencies to the masses and are solving the 3 large friction barriers for adoption at scale.

1. Entering/Exiting Crypto Ecosystem
2. Storing Digital Assets
3. Utility of Cryptocurrencies

Oepoch is solving all of these in a 100% decentralized manner.

- We have completed the development of our decentralized multi-currency cross-platform wallet that allows users to hold their assets safely and securely without any 3rd party.
- We are launching 'The Dawn' campaign next week for building early community and peers for the global Marketplace. (Under Production Access: <https://opochdawn.firebaseio.com/>)

- The Core of decentralisation is connecting the peers. We built and deployed our P2P marketplace over Ethereum at <https://findether.com/en/> Building on web, we learnt that without Mobile, it's akin to building Uber in a world of desktops and emails.
- Oepoch whitepaper elaborates further on our Platform and detailed technological aspects along with market dynamics and vision: <https://opoch.gitbook.io/whitepaper/>

We have concluded trials with lightning network over Bitcoin. Polished UX with lightning client integrated is scheduled to release end of June. Enabling lightning for community on Oepoch platform would make us the first in world to achieve this feat, and also enable businesses and developers to build applications previously not possible.

Crypto ecosystem is still in its infancy, and there's been lack of innovation with Mobile at the core of product experience. We see a strong opening for grabbing the multi-billion dollar market swiftly, it's paramount to win markets that matter before they have won the world.

Would love to have your feedback on our vision, strategy and developments. Looking forward to answering all your queries and discussing further over a Zoom/VC. Let me know what works best, and we can schedule something in the coming days.

Thanks

Nurture ki Badi Game! "Where is India's Messi?"

Me to Siddharth

27/2/2014

"Where is India's Messi?"

In a nation of a billion people, why does India struggle for creating a global impact in any sport other than Cricket? We believe that there is ample talent across Indian corners which needs to be identified and nurtured to be brought on the global stage.

With this vision, we embark on our journey to find the Indian Messi across 250 schools covering complete India. The search will be mostly done during the vacation period and students will be traveling across India for the same. Only serious schools and students who share the vision would be a part of this campaign.

While the world will be watching Fifa World Cup 2014, India will find its own football champion and get him to meet the legend Messi in Barcelona or Brazil(13th July 2014)

From each city 4 schools will be selected covering 60 cities. Schools might need to pay a minimal fee to be associated in the noble search. A tournament will take place between the 4 schools and ex-football players will mentor the kids on basics and finally one team will be made from each city.

Each participant in the competition will have his own online profile also, listing down his stats and ambitions.

All football matches will be covered and recorded with a video and support for each player would be asked on Social Media also.

Finally, School teams will lead to City based team, City based teams will lead to State teams and State teams will lead to 2 national teams who would be mentored by Bai Chung Bhutia himself and the game would be telecasted live on National television.

All associated schools would have certification of participation and would be listed on website, only selected top schools will be participating from each school.

There might be cases when if a lot of individual interest is garnered by students, a separate team might be formed from the individuals from different schools.

Local clubs would be associated as partners and would be provided with free publicity over internet for their support towards the cause. Only one from each city will be selected.

Reasons:

1. Football is gonna be big in next 2 months.
2. Any news regarding football will get high coverage.
3. Will get entry into schools with this pitch and we can focus on creating relations at this moment and develop the brand.
4. We will showcase that we truly care about India, a real big angle, people will support us.
5. Can get the social media angel and get direct access to kids email and Facebook IDs for the support garnered.
6. I really wanted to think of a way to get direct access to Kids this should do the trick, then we can slowly tell them about other adventures and camps with getaways.
7. Once again, i think if done right, this will only get bigger each year, we love solutions that can be replicate and have high disrupt potential.
8. Problem, not much time, can be done, but will need khatarnaak tech and design, with no-one full time yet, this can be an issue.
9. Will need to work out the business model behind this, I am sure that won't be an issue.
10. Execution, execution, execution: Best Internship toh maine jaise taise dekh liya, ab yeh toh pura tereko hee karna hain, if we are doing this!

I strongly believe school kids are huge huge market! Highly unorganized and can generate such high revenues to offset everything else!

I also believe the same for Pharma, two industries that excite me less for innovation, but much more for the money they can generate!.

Baaki yaar thoda kam samjha paaya, baat karke batata hu aur.

Cheers

Me ... 27/2/2014

Me ... 27/2/2014

Siddharth to Me 27/2/2014

Bhai gaaaand maaro.. Godly concept godly!!

Long Mail: Looking for guidance-Start-up

bright ants

Dharamveer to contact@startupdunia.com

2/6/2010

Hi Pranav Sir,

I am Dharamveer Singh Chouhan, 2nd Year Ceramic Engineer IT-BHU.

I need some guidance on some topics, I have nothing to loose in trying to contact you also i don't know much people who can help me. This mail is pretty long and if you are in a hurry just leave it for some other time but please reply me back, I have saved, drafted and deleted it many times and i don't know when will i click on the send button. Sometimes, the mail will turn into a story and sometimes it'll be full of emotions and things that weren't that much required. I wrote as much as possible, so that you get as much idea as possible about me as a person. I would be really grateful to even get a reply from you. Thanks a lot.

About Me

I made **iplcricketgame.com**(in my first year as an interest) last year and made some 3.5k bucks(100k+ impressions) using Komli ad networks though the site was dormant for more than 10 months still due to proper search-enigne optimization earlier on many organic searches landed on it during this IPL, **Google never approved my site**, giving various reasons.

After that, I went on to make 3 more websites **Hotelrajputanapalace, kashiyatra, sparklegroup** for father, college and friend respectively. I am also working with 2 of my friends on **katrinawallpapers.net**(As its one of the most searched word closing to 3 lakh+ searches per month in India, and will help in improving designing skills of new people joining me) and **Brightants.com**(My very own first start-up). I have registered Bright Ants as a private limited company and convinced my family to give me some funds for working on it.

My Dream

I wish to be an entrepreneur, I cant see myself fit in any job, for me more than monetary its about doing what i love and being by own boss. For the same reason, i wish to clear CAT and get in IIM (as people say that would help) but one of my senior told me "**A one year entrepreneurial stunt teaches much more than 2 year MBA degree**" there are always those 'ifs' and 'buts' will later discuss on that.

This Summer

I had got 3 interns

1. **IIM A:** This is an intern relating with agriculture, promoting honey bee network, helping grass-root

level social entrepreneurship under **prof. Anil K Gupta**. I am working with him currently in IIM A.

2. IIT Kharagpur: Dad got me this intern its concerning with the core and i have declined it.

3. Logic Roots and SchoolCountry.com: This is in an start-up by IIT B, IIM A, Stanford graduates its concerning with developing games for kids age group 5-12 and other aspects of the business but the thing is they are yet to have a office in jaipur and it has to be work from home. I have also not joined them

What i really wished to do this summer?

I wished to start my own company namely brightants.com. But, I later ended up joining internship at IIM A, though i religiously work atleast 4-5 hrs daily on something relating to the company.

What it'll be about in brief?

Help other personal/companies/start-ups in marketing/brand building/advertising through applications and games, specially focused on Facebook and social networking.

Why this?

I am very good at thinking creatively and designing/planning games more importantly 'I love anything relating to games'. I have been an avid gamer since my childhood. I got my first computer in 3 std. and since then i had been playing games at average of 6+hrs till my 7th standard. After which i went to Mayo College, Ajmer followed by Birla Public School, Pilani then I went to Kota.

Aren't there already many gaming companies?

What i wish to achieve is making games specifically helping companies, for example: in a detective type game, the person has to buy a '**transcend**' pen drive to store the required data, rather than banners, pop-ups or loading-time ads its just an idea that i thought while writing this line, there can be many such implications.

I wish to later expand the company to mobile applications and gaming. at an even later stage, I wish to create huge MMORPGs on the lines of Mahabharat, Ramayana, Mughal wars, Rajput wars, Other historical battles, bring them back to life. Its late but still an idea and dream.

Am i really serious about this?

The only and sole reason i wanted to be a software engineer ever since in 8th std. was for making the best games ever. That's the only reason i prepared for IIT, my family wanted me to take commerce and go for BBA/Hotel Management +MBA but I refused. So, I am damn serious about this thing.

Did i ever win in Any B-PLAN or entrepreneurial Cell?

I participated in 5 B-plan competitions, never won the grand prize the only time I won was in MNIT, that too was a friends idea which was only for the B-Plan competition and not practically possible for us to run at the moment. The whole point is mostly only those participants which have some unique idea or a new innovation win, if I send a B-plan relating to games, they reject it straight away. So, I feel its better to get something working and up and then try luck.

What right now when no company in contact no game developed, the first step?

I have spent close to 300+ hrs myself and have a working cricket-social-game like never before its very very different from any previous game, its about being the IPL manager and not the playing cricketer. But, its only in numbers, Gameplay is great but no work has been done for designing part. Else then that, a lot of work is being put on learning the ways of internet marketing, target market, Indian online spending, researches etc. I feel, this game will help us build our credentials and give us something substantial than air before other steps. Also, some revenue can be generated through ads and programs. Also katrinawallpapers.net will help us get some revenues, the site is still only in idea, the domain has been bought and we will work after we first get the fb application ready and brightants website..

Hiring for start-up

I have hired 2 interns from close to 150+ applicants for Brightants, I would pay them, but i had to lie that i am a young pass out from college to attract talented and dedicated people. I don't know how this will turn out. Both are from IITs and in 2nd year. I had to do it, cause nobody from my group was good in vector based graphics, and because I would be handling the programming, I need some people to work on designing and research aspects. I know I did bad by lying, but the sites won't post the intern if I had not lied.

So, that's a very long story and I couldn't make it any shorter, I wanted to give you a brief idea about everything. Now the thing is

- I have done a research on all the games(cricket) on facebook and found another t20 manager but its too complicated and I feel I can do better than that.
- As, I am working on developing application right now, there are many doubts about the broader picture of company as a whole. How to do marketing relating stuff for it.
- A market research finding the actual need of facebook and interaction with the Indian market is a must, how can i get it done or when can i find a similar paper or report.
- I am doing my stuff, but wanted to know from people who have done it before, so that i don't do same mistakes and progress faster, i want to learn some basics the faster way, then of course there is the harder way. How should I proceed with this?
- Should I change my idea, cause this thing is very tough for me right now and go for the intern only?
- What should i do actually?

K then, that is it about me and my questions, thanks for your time and awaiting your reply. I don't even know if you reply to your mails, but the hope is one thing that drives me and my dreams is what makes me smile right now. Thanks once again.

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