
THE PRESEED TOUCH

WHAT DO MODERN ORGANIZATIONS THAT THE WORLD EVANGELIZES, ORGANIZATIONS LIKE GOOGLE, APPLE, FACEBOOK, ETC. HAVE IN COMMON?

NONE OF THEM ARE FROM INDIA.

HOW CAN ORGANIZATIONS LIKE INSTAGRAM REACH A 5000 CRORE VALUATION IN 2 YEARS WITH A 12 MEMBER TEAM IN THE USA?

THEY UNDERSTAND THE WAY BUSINESS IS DONE IN THE INTERNET AGE.

WHERE INDIAN STARTUPS GO WRONG

- A. POOR VISUAL COMMUNICATION //Great design will make customers love your organization, not just your product
 - B. WITHOUT HARNESSING THE INTERNET AND THE SOCIAL MEDIA //This is a powerful, powerful tool. The game changer.
 - C. UNCLEARLY DEFINED ROLES AND RESPONSIBILITY OF THE STAFF.
 - D. UNINSPIRED MANAGEMENT //Apart from the co-owners. The team is arguably the most important aspect of a business, and finding talented people who share your vision is arguably the most important and difficult task
 - E. NO BUSINESS PLAN. NO PHILOSOPHY OR VISION //Great organizations have a why, a why that converts their customers into patrons.
 - F. INEFFECTIVE OR DELEGATION OF TASKS.
 - G. UNOPTIMIZED RESOURCE INCLUDING THE AVAILABLE HUMAN RESOURCE.
 - H. LITTLE OR NO FUNDING.
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