Speaker	:	Srikanth Ramachandran

Venue	:	KB520	**Time**	:	10:30am-11:30am

Talk Title	:	Entrepreneurship - Why, How, What, When

1. Company Background (10%)

Moving Walls is a Malaysain Company founded by Srikanth Ramachandran in the year 2012 with a vision to enable future "Smart Cities". The company focus about providing solution for the "Offline Challenge" through aggregating and processing digital footprints from multiple sources.

2. Technology(ies) Discussed (20%)

The speaker did not discuss much on the technology they used in the company, but he did mention that the company is solving the problem of static advertisements by using mobile phone to promote certain advertisements. The company uses patent-pending technology to measure real people and personify any physical location.

3. Successful Business Idea Model / Business Idea Description adopted by Speaker (20%)

The speaker did not share much about how their business model success. Based on what he told us during the session, we assumed that the company earns revenue through the commissions of promoting other company's product digitally. Mr. Ramachandran mentioned a way to get capital for starting up a company, which are "Friends, Family and Fools".

4. Challenges, Problems and/or Issues faced by Entrepreneur? (20%)

Mr. Ramachandran mention that one of the challenges that he faced during the company startup is the need of sustaining the full commitment of working to achieve success of the startup. They are many startups, but not many are success, he added. He did not continue further on the challenges or problems he faced.

The speaker very much focuses on the WHY, WHAT, HOW & WHEN as an entrepreneur, in fact, almost the whole session. First is the WHY, why we want to be entrepreneurs? he asked, then continue

that we need to do it as a passion and not doing this for chasing for a luxurious life, if so, then you will fail in a few years later. He then makes a statement, if you want to start a business, be an entrepreneur, first you need to ask yourself whether you have the passion to do so for the rest of your life. The second part is the WHAT, what vision of your goal is to create and sustain a business company. He explained that the goal must be broad so the ideas can be expended to areas that never once thought of getting to. No successful business without a clear goal. He continues to the HOW part, he says that we must find something that is worth doing and solving. Building a team of people with the similar interest and manage them is not an easy thing to do, he added. Lastly, the WHEN, when dealing with the development of technology, we cannot be too fast nor too slow, he said, we need to know when the right time for is showing the world on the technology created.

5. <u>To what extend this talk has impacted me as a software engineering student? (30%)</u>

This talk has taught us that it is not easy to be a software entrepreneur, we need to have a strong passion on what we want to achieve as a motivation instead of using fame and wealth, because if we are motivated by fame and wealth, we cannot sustain our company for longer period of time. As software engineering students, we all wishes that one day, we will invent something that can change the world, such as Steve Jobs and Bill Gates, well known by their ideas and innovations. Mr. Ramachandran told us that our course mates may ended up as our co-founders for our company. This leads us to believe that we need to start making a network during university, the bigger the better, so that we can find the people with common interest, thus, in the future, with the right people and right idea, we can start something new.

Being a software entrepreneur in not easy, as the problem that they need to solve must worth the usefulness for the society, very much different to us, software engineering students, as the problem we need to solve are merely simulated situation that will not happened in the reality to prepare us.

The last and the most important part of the talk impacted to us is that mistake is sure be made when trying to achieve something. Everyone made mistakes, and the people who are successful made more mistake before they "gets it". Whenever mistake is made, think of it as a stepping stone for you to grow instead of falling down, Mr. Ramachandran said during his talk.