

The 21st Century

“There has never been a better time in Indian History for becoming an Entrepreneur”

- T.N.C.Venkata Rangan

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Entrepreneurship for Engineers

"Ten years of my Entrepreneurship journey"

My Education

- **Did my schooling (LKG to 12th) in Shrine Vailankanni School**
- **BE, ECE from SVCE**
- **Came from a business family (LIFCO Books)**
- Average student Academically
- Outside the classroom on the first possible opportunity
- Exposure to public speaking, organization & fund raising
- Never had the interest to do higher studies (likes of MBA)

Reasons to start a company?

- **You like to control your own destiny**
- You don't want to work for someone else
- **You want to get maximum benefit from your talents**
- You want to set (and change) priorities at will
- **You think it would be fun and cool**
- You want to work in a location of your choice
- **You want to become rich and make others rich too**
- You don't really trust others
- **You want to leave your mark on society**
- You are tired of just designing logic and/or writing code

What it takes and my experience

- Passion
 - Energy to work long hours
 - Initial difficulties
 - Risk Taking
 - Overcome free advice and pessimism
 - Low/Down Periods
- Reward is satisfaction

What it takes and my experience

- Multi Roles (HR, Finance, Accounts, Sales, Mktg, General Admin)
 - 3 Years I took a conscious decision of not being a CTO
 - 2 Years back I got a COO
- Capital
- Team Building
 - 3 Years Bottom 10% was fired and salary matched
 - Internal training

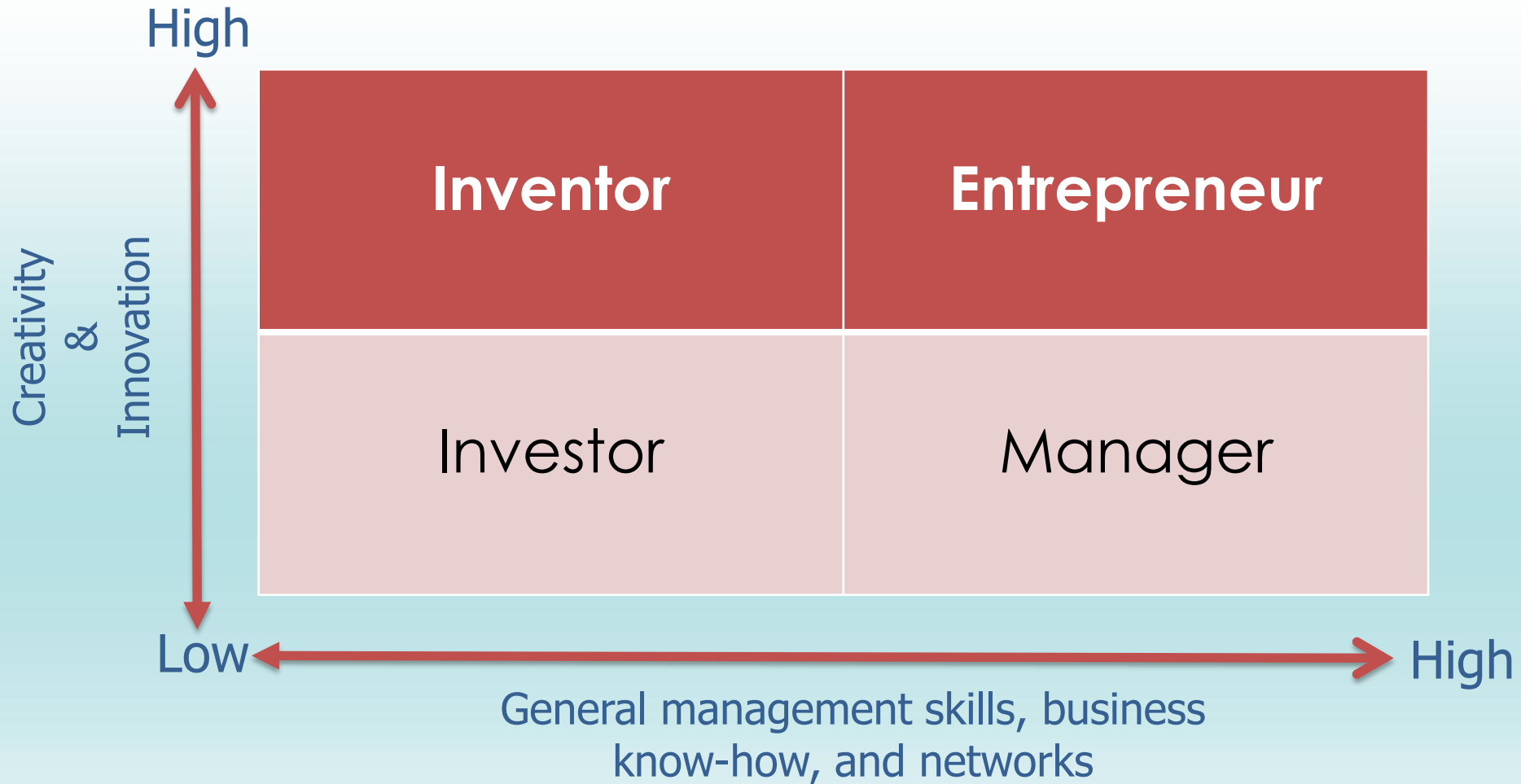
What it takes and my experience

- Delegation
 - Colleges don't teach this
- Iterative improvement
 - Quality is paramount
 - At the same time don't be obsessed with Perfection alone
 - Time to Market is also important.

What was the most toughest moment?

- Was it starting?
- Was it the first loan?
- Hiring the first person?
- Doing the first project / sale?
- The big financial risk?
- A Technical Bet?

Who is an Entrepreneur?



How to Start?

- Work for few years and then Start
- Start immediately
- I don't believe on a Eureka/Apple Falling moments and clarity

Who do you need to deal with?

1. Customers
 2. Bankers
 3. Investors/VCs
 4. Employees
 5. Accountants
 6. Consultants
 7. Distributors
 8. Family & Friends
 9. Press
1. Government Officials
 2. Industry organizations
 3. Sales prospects
 4. Lawyers
 5. Recruiters
 6. Competitors
 7. Politicians
 8. Office Assistants!

Scale

- Remain Small
- Grow Organic
- Grow In-Organic
- I do believe Small Players will always have a niche

How to Sell Yourself?

- Trial and Error, learning
- Every contact / networking is important

Final notes

- Be curious (You will learn from everywhere)
- Be Open
- Do lot of travel and reading

Thank You

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