

Kārmanyē Lessons for Startups from Gita

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BlueRoseONE.com
Stories Matter

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*Dedicated
To Papa*



*Do not ever think you are powerless.
For you have the power to do what is right...
You have the power to change the course of your life,
You have the power to impact the world;
So never give up, and never back down.
When you know you are right,
and when you know you can make a difference;
That is the power of Karma.*

I have heard that Gita is a book that solves any problem in your life, but I never read Gita or the translations. After losing my dad, there was no one to discuss my issues with and answer my questions, so I started following Gita.

After multiple readings and research, I discovered that it does not have a single interpretation. Yet, it has the solution to all your problems and acts as a beacon of your life.

Gita is an ideal management book, but you must spend a lot of time interpreting it. I took the opportunity to simplify my findings and jot them down in personal notes. I converted my notes in the form of this book; Karmanye.

Since childhood, we have heard small messages like Save Water, Save Electricity, and so on. Still, we hardly care to follow these messages in real life. Gita is similar: it has straightforward rules that we all know or hear but fail to implement in daily life and business. Every time you read Gita, you will get new findings and answers according to the problem.

I have not written anything new in this book. You will not find lessons you never heard of, but at the same time, it has everything that teaches you about effective ways to run a business.

Having built various startups for the last 20 years, I got the privilege to talk with the Honorable Prime Minister of India, Shri Narendra Modi. Modi Ji addressed me as a "Catalytic Agent of Growth for any Startup," That day, it was in the back of my mind to write something for entrepreneurs.

I have vivid experience running a startup; It's like a roller coaster ride. Since you are reading Karmanye, you must have

entered this ride or planning to start soon; let's make this ride more effortless.

There is no set pattern to read this book; you can open any chapter of the book at any point. You will get to learn something. I have structured this book into chapters based on the chronology of shlokas as they appear in Shree Bhagwad Gita.

Since I am not a religious or seasoned writer, please read this book as my guide, with errors and omissions excepted.

- Rahul Singhal

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Introduction

Gita is not religious literature. It's a rule book for any problem in life. When Arjuna was assigned the task of re-establishing Dharma over Adharma, he must fight with his guru and family members.

On the First day of Mahabharat, Arjuna requested his sarthi; lord Krishan to take him to the middle of the battlefield. After seeing his family on both sides, he fainted and feared, then with a very calm and peaceful mind, Krishna asked him to clear the doubt.

The whole process of this doubt-clearing session is in the form of questions and answers. All these shlokas are stringed in the form of a beautiful book by Vyasa called Shreemad Bhagwad Gita.

I believe that if somebody follows Gita as a rule book, he will get answers to all his problems in life.

Here in this book, I tried to build a rule book from the abstract of Gita using shlokas with their takeaways and interpretation and implementation in your journey of building a startup.

Rahul

Face Your Problems And Solve One At A Time

*Face your problems and solve them one at a time
You can't just sit and hope that they will go away
You have to take action and be proactive
Only then will you see results and feel better each day
Start with the easiest problem and work your way up
Don't try to take on too much at once or you'll get overwhelmed
Tackle each issue systematically and with a clear head
And soon enough you'll find that your problems are no longer so big*



Face Your Problems And Solve Them One At A Time

क्लैब्यं मा स्म गमः पार्थ नैतत्त्वय्युपपद्यते।
क्षुद्रं हृदयदौर्बल्यं त्यक्त्वोत्तिष्ठ परन्तप॥2.3॥

During your startup journey, you may face various obstacles. Sometimes you may feel things are not going as desired, your product launch is failing, the code is not working correctly, and customers are not using your products.

There can be zillions of problems; in this situation, you should stand and act, don't escape, don't be worthless, leave all your incompetency aside and start taking small steps.

Try to solve problems one at a time; if you do not address these issues now, they will pile up and ultimately lead to your startup's failure.

Most people naturally tend to shy away from and avoid problems. After all, situations can be stressful, and who wants to deal with that? Unfortunately, running away from your problems won't make them go away. Avoiding your concerns will likely make them worse. If you want to improve your life and well-being, you must face your problems head-on.

The first step to solving any problem is admitting that it exists. Once you do that, you can start to take the steps needed to address the issue. It's important to remember that you don't need to solve all of your problems at once.

Trying to take on too much can be overwhelming, and, likely, you won't be able to solve everything all at once anyway. Instead, focus on solving one problem at a time.

When trying to solve a problem, it's essential to be mindful of your thought process. A lot of people get caught up in thinking about all the ways that their issues could go wrong. While it's essential to be realistic, dwelling on the negative won't do you any good. Instead, focus on how you can overcome the obstacle in front of you.

It can be helpful to talk to someone else about your problem. Getting another person's perspective can give you some much-needed clarity. Knowing that you're not alone in facing your situation can make it feel more manageable.

There's no easy way to solve problems, but avoidance is not the answer. If you want to improve your life, you need to be willing to face your issues head-on. Take things one step at a time, and be mindful of your thoughts as you work towards a solution. And don't forget to seek out support from others when you need it.

Nothing Is Permanent

*Nothing is permanent
Everything is temporary
Even this moment will eventually pass
So cherish it while you can
And don't take anything for granted
Because in the blink of an eye
It could all be gone*



Nothing Is Permanent Have Plan-B Ready

श्री भगवानुवाच

अशोच्यानन्वशोचस्त्वं प्रज्ञावादांश्च भाषसे।

गतासूनगतासूंश्च नानुशोचन्ति पण्डिताः॥2.11॥

Nothing is permanent, your employees, your top-performing sales executive, or the technology of your product.

Everything around us is in a state of continuous motion or development; we can't assure that things will be with us here forever.

In this fast-changing world, things will come and go; if you stop and start crying about each of your losses, then it will hamper your growth. Knowing that nothing is permanent, be prepared, always have a backup plan ready, keep a junior employee along with an expert, have a backup technology ready, and always have plan-b ready.

It's a fact of life that nothing is permanent. Everything is subject to change, including our bodies, the earth we live on, and the universe itself.

While this may seem like a bleak outlook, it can also be seen as a liberating one. After all, if nothing is permanent, then that means we're always in a state of flux and that nothing is set in stone. We're always free to change and evolve, both as individuals and as a species. So what does this mean for us? We should never get too attached to anything or anyone because everything is subject to change.

It also means that we should always be open to new experiences and ways of doing things because change is the only constant in life. So next time you're feeling down about something that's changed in your life, remember that change is a natural part of life and that nothing is permanent. Embrace the change, and who knows? You might find that you like the new version of yourself or the unique situation better than the old one.

Deliver real value through your products for long-term sustainability

Differentiate Between Real & Unreal

*There's a fine line between real and unreal
Is it what we see or what we feel?
Our minds can play tricks on us
Making us believe things that aren't true
The world around us can be a confusing place
Sometimes it's hard to tell what's real and what's not
But in the end, it doesn't matter
As long as we're happy with what we've got*



Differentiate Between Real & Unreal

नासतो विद्यते भावो नाभावो विद्यते सतः।
उभयोरपि दृष्टोऽन्तस्त्वनयोस्तत्त्वदर्शिभिः॥2.16॥

There is a massive difference between the real and the unreal; in this materialistic world, the objects are unreal, but the experiences it delivers are real.

Don't create unreal solutions; the Product, features, and Solutions all are unreal, but the Convenience given by the Product, Customers acquired by the features, Experiences provided through Solutions, and emotions delivered by the overall cycle of the Product are real.

Build real value which remains forever, the customer will come and go, but for organic growth, these customers should experience the absolute Convenience delivered

As a startup founder, it is essential to differentiate between what is real and what is not. This is because if you cannot tell the difference, you may make decisions based on false information, which could lead to your startup failing.

Many things can be unreal, such as promises made by people who will not follow through on them. This is why it is essential to read people and situations well to tell what is real and what is not.

Another thing that can be unreal is data. This is why it is essential to analyze data correctly so that you can make decisions based on accurate information.

If you cannot differentiate between real and unreal, you may make decisions that are not in the best interest of your startup.

Perform Your Duties

Do your duty without thinking

Do it without any fear

Just do what you think is right

And the rewards will be clear

You'll get what you deserve

If you do your duty

So don't think twice

Just do what you have to do

And success will be yours



Perform Your Duties

स्वधर्ममपि चावेक्ष्य न विकम्पितुमर्हसि।
धर्म्याद्धि युद्धाच्छ्रेयोऽन्यत्क्षत्रियस्य न विद्यते॥2.31॥

As a founder, you must perform all your tasks and ensure that all your teammates or subordinates perform their duties correctly.

If each startup does its team duty, even the more significant tasks can be solved quickly.

Duty is a powerful word. It is a word that motivates people to action. It is a word that can inspire us to do things we never thought possible. It is a word that can change the world.

When you think of the word duty, what comes to mind? For some, duty may conjure up images of soldiers marching to war. For others, it may evoke visions of firefighters rushing into a burning building. Regardless of how you define it, duty is an essential concept we should all strive to live up to.

So what does it mean to perform your duty? It means doing what is expected of you. It means meeting your obligations and responsibilities.

It means doing what is suitable for your startup, even when it is hard. Of course, we all have many different duties in life. We have responsibilities to our families, friends, jobs, and communities. We even commit ourselves. It is important to remember that our duties are not always eafulfilulfill.

Sometimes, they require us to make sacrifices. Sometimes, they need us to go above and beyond what is expected. But that is okay because that is what duty is all about.

It is not always easy to do what is right. But it is always worth it. When we perform our duties, we make our business a success. We make a difference in the lives of those around us. And we set a positive example for others to follow.

So, the next time you are faced with a duty, remember it. Remember that it is an important responsibility that you have. And remember that you are capable of meeting it. Be proud of your duty, and strive to perform it to the best of your ability. The world will be a better place for it.

Build And Follow Sops

*There's a right way and a wrong way
To do almost everything in life
You can take the easy route
Or you can cut like a knife
With every choice you make
You're either one step closer
To your goal or inching closer
To complete disaster
So when it comes to your success
Be sure to follow the SOP
It might not be the shortcut
But it's the route to results*



Build And Follow Sops

नेहाभिक्रमनाशोऽस्ति प्रत्यवायो न विद्यते।
स्वल्पमप्यस्य धर्मस्य त्रायते महतो भयात्॥2.40॥

Continuously build and follow Standard operating procedures for running your startup.

Before launching the product, do proper market research, build MVP (Minimum viable product), Launch beta, take feedback, and repeat the process until your product is market fit.

If SOP is not followed, your teammates will work haphazardly and proceed in the wrong direction, which will hamper your growth and productivity. It will be too difficult for you to analyse the flaws and stop the leakages.

Running a startup can be a complicated and chaotic process. There are a million things to do, and it can be hard to keep track of everything. This is where Standard Operating Procedures (SOPs) can be a lifesaver.

SOPs are detailed instructions that outline how to do specific tasks. They help to ensure that things are done consistently and correctly. Having SOPs in place can make running a startup much easier and less stressful.

Some of the benefits of having SOPs include the following:

They help to keep everyone on the same page.

When you have SOPs in place, everyone knows what needs to be done and how it should be done. This can be a massive help in keeping everyone organized and on track.

They can save you time.

If you have to do the same task multiple times, having an SOP can save you a lot of time. Once you have the SOP in place, you can follow the instructions and complete the task quickly and efficiently.

They can help to improve quality.

Having clear instructions on how to do something can help ensure that the task is done correctly and to a high standard. This is especially important for jobs critical to your startup's success.

They can reduce stress.

SOPs can take much of the guesswork and stress of running a startup. Staying calm and focused can be much easier when you have a plan and know what needs to be done.

They can make training new employees easier.

If you have to train new employees, having SOPs in place can simplify the process. They can use the SOPs as a guide to help them learn how to do their job correctly.

Overall, having SOPs can be a huge help when running a startup. They can save you time, improve quality, and reduce stress. If you don't have SOPs, it is time to start creating them.

Plan & Execute At Your Best

*The best-laid plans of mice and men
Often go awry
But that's okay
Because we learn and try again
The key is to have a plan
And then take action
The result may not be what you expect
But at least you'll get somewhere
If you don't have a plan
You'll never get anywhere
You'll just be spinning your wheels
So make a plan
And then execute
See what the result is
And then adjust as needed
This is the key to success
In anything that you do
So make a plan and see it through
The result will be worth it
I promise you that*



Plan & Execute At Your Best

कर्मण्येवाधिकारस्ते मा फलेषु कदाचना
मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि॥2.47॥

Do the best you can. This is the only thing you can do; you can plan and execute, and this loop is endless.

There are 3 primary stages in any startup.

Plan -> Execute -> Result

Plan for the tasks and stages correctly have sufficient inputs and data, do proper market research, take regular feedback and implement the information with a clear vision.

Execute your plan as defined, have regular checks on SOPs, input your data, feedback, and results with accuracy and honesty, if required, with timely inputs from customers, modify the plan accordingly,

If you have planned properly and executed as per the plan, the results will always be as desired. Whether it's good or bad will depend on how you have executed and planned.

So, when you have no control over the result, then why worry about the result? Your only task is to do the things in your power.

In today's world, anyone can start a business and become successful through their hard work and determination.

The vast majority of businesses in the world are small businesses, and the key to their success is a well-executed business plan.

Starting a business is not easy; it takes more than just a great idea to succeed. It takes hard work, dedication, and a willingness to risk everything to achieve your goals.

A good business plan is the foundation of any successful startup. It is a document that outlines the critical components of your business, including your budget, marketing strategy, and target market.

Executing your business plan is just as important as creating it. Without a well-executed plan, your business will likely not make it off the ground.

There are a few things to keep in mind when executing your business plan:

1. Make sure you have the right team in place.
2. Make sure you have the necessary funding.
3. Focus on your sales and marketing strategy.
4. Keep track of your progress and adjust your plan as needed.
5. Have a clear exit strategy.

The most important thing to remember is that a successful business plan is not a one-time event. It is a continuous process that should be revisited and updated as your business grows and changes.

The best way to ensure your business plan is a success is to have a clear and attainable goal and to execute your plan with dedication and determination.

Be A Good Leader

*A leader is someone who knows the way,
And shows the way,
And goes the way,
And never gives up,
And never gives in,
And never quit.*

*A leader is someone strong,
And brave,
And confident,
And never backs down,
And never backs out,
And never backs down from a challenge.
A leader is someone unafraid, unshaken,
And always ready,
And never falters,
And never gives up,
And is a role model for others to follow.*



Be A Good Leader

अन्नाद्भवन्ति भूतानि पर्जन्यादन्नसम्भवः।
यज्ञाद्भवति पर्जन्यो यज्ञः कर्मसमुद्भवः॥3.14॥

Don't be a good founder, be a good leader. Your team members watch your action; if your efforts are reasonable, your team's action is also good. Everyone is vouching for you, following you.

There's no question that leadership is essential in any organization, but it's especially critical for startups.

Startups are typically characterized by a small team working on a big vision, which means everyone needs to be aligned and working together towards the same goal. And that's where leadership comes in.

Leaders help set the company's vision and ensure that everyone is working towards that vision. They also help create a culture within the company and build a cohesive team that works well together.

In addition, leaders are often the ones who are responsible for raising funding and bringing in new customers and partners. All of this is to say that leadership is essential for startups. Without strong leadership, it's challenging for a startup to succeed.

The right leaders will help a startup navigate the challenges of early-stage growth and develop a robust culture that will scale as the company grows.

Work Smartly & Intelligently

Working hard is important,

But working smart is better.

You can work hard all you want,

But if you're not working smart,

You're not going to get far.

Working smart means being efficient, Doing things the right way,

And getting things done quickly.

It's not about working harder,

It's about working smarter.

So if you want to be successful, Remember to work smart, not just hard.



Work Smartly & Intelligently

न बुद्धिभेदं जनयेदज्ञानां कर्मसङ्गिनाम्।
जोषयेत्सर्वकर्माणि विद्वान् युक्तः समाचरन्॥3.26॥

Being a founder is not an easy task. Your actions are being watched and followed by your peers. Always work intelligently & smartly, and don't show the pressure of your work to the world.

Always carry a smile on your face, slowly people around you also start following your aura, and effectively, your startup will have a better work environment, leading to a lower attrition rate and high productivity.

As a startup founder, it is essential to be efficient with your time and use it to your advantage. One of the most important things you can do as a startup founder is to focus on your core competencies. Do not try to do everything yourself, but focus on what you are good at and delegate the rest. This will free up your time to focus on the most critical aspects of your business.

Another way to work smartly and intelligently is to always be learning. It would be best if you never stopped learning and constantly tried to improve your skills. The best way to do this is by reading books, attending seminars, and listening to podcasts. You can make better decisions and grow your business faster by continually learning.

Be efficient with your time, be effective with your resources, and make thoughtful decisions.

Being efficient with your time means that you use your time wisely and don't waste it on things that aren't productive. This means setting priorities and knowing when to say no. It also means taking breaks when you need them and not working too much.

Being effective with your resources means using them in the best way possible. This means being careful with your money and not wasting it on things that aren't necessary. It also means using your time wisely and not spending too much time on tasks that could be automated or outsourced.

Making thoughtful decisions means thinking about what you're doing and why you're doing it. It means considering the risks and rewards of each decision and choosing the option that will help you achieve your goals.

Being a founder also means being open to new ideas and ways of doing things. The most successful startups are those that are constantly learning and evolving.

Be Focused

*There's a lot of noise in the world
a lot of distractions trying to take you away
from what's important.*

*But if you can learn to focus
to block out all the distractions
you can achieve anything you want to
So don't get discouraged
when things seem tough
just stay focused and you'll succeed*



Be Focused

मयि सर्वाणि कर्माणि संन्यस्याध्यात्मचेतसा।
निराशीर्निर्ममो भूत्वा युध्यस्व विगतज्वरः॥3.30॥

As a founder, it is essential to maintain focus to achieve your desired results. Several things can contribute to a lack of focus, such as Distractions, Lack of clarity, and Poor time management.

Distractions can come from many sources, including social media, email, and even talking to others. It is essential to be aware of these distractions and avoid them to maintain focus.

A lack of clarity can also lead to a lack of focus. It is challenging to maintain focus when you are not clear about what you want to achieve. Having a clear goal in mind is crucial to stay on track.

Poor time management can also majorly contribute to a lack of focus. If you do not manage your time well, it is easy to get sidetracked and waste time on activities that are not productive. It is essential to plan your time so that you can maximize your productivity.

Maintaining focus can increase your chances of success as a startup founder. Many things can get in the way of a startup, but by being aware of them and taking steps to avoid them, you can stay on track and achieve your goals.

Have Patience

*Patience is a virtue they say
But it's so hard to find
When you're looking for answers
And all you get is "not now"
You want to scream and shout
But you know you have to wait
For things to happen in their own time And eventually, they will
So you sit and you wait
With the questions swirling around in your head
And you hope and you pray
That the answers will come
And eventually, they do*



Have Patience

सदृशं चेष्टते स्वस्याः प्रकृतेर्ज्ञानवानपि।
प्रकृतिं यान्ति भूतानि निग्रहः किं करिष्यति॥3.33॥

Founders are often told to be mission-driven and passionate to be successful. And while it's true that a lot of grit and determination is required to get a startup off the ground, patience is also essential.

Rome wasn't built in a day, and neither is a successful business. Getting caught up in the hustle and bustle of startup life can be easy, and forget that some things take time. Changing things too quickly can often lead to burnout, so it's important to pace yourself and know when to take a step back.

Working with patience as a startup founder doesn't mean being complacent or accepting things as they are. It's about being strategic and intentional with your actions and knowing that some things take time to achieve.

One of the most essential aspects of patience is learning to listen. This means taking the time to understand your customers, employees, and stakeholders. What are their needs and pain points? What are they looking for from a product or service?

Getting input from others can help you make better decisions and avoid the mistakes that come from rushing into things. It's also important to be open to feedback and willing to change course if something isn't working.

Being patient doesn't mean you have to do everything alone. One of the best things you can do as a founder is to surround yourself with a great team. Delegating tasks and trusting others to do their jobs well can free up your time so you can focus on the big-picture tasks that require your attention.

Building a successful startup takes time, so cut yourself slack and be patient. Rome wasn't built in a day, and neither is your business.

Fight With Oneself

*I am my worst enemy
I battle with myself every day
I try to be upbeat
But I'm dragged down by my negativity
I tell myself that I can do it
But my mind always doubts me
I'm fighting an uphill battle
That I'm not sure I can win
But I'm determined to try
To never give up on me
Even though it's hard
I know I can make it through*



Fight With Oneself

एवं बुद्धेः परं बुद्ध्वा संस्तभ्यात्मानमात्मना।
जहि शत्रुं महाबाहो कामरूपं दुरासदम्॥3.43॥

As a founder, if you will not control your peers or your team wisely with intellect, then over some time, they will start doing things unwisely, and this will hamper the growth of your startup.

Your day-to-day karma is to make things happen properly; your actual competition is not with the world but with yourself and to deliver the best every day with immense accuracy.

Conquer your bad habits and useless pieces of stuff and control your mind

The life of a startup founder is often fraught with challenges and difficult decisions. One of the hardest things startup founder has to do is fight with themselves.

A million things are vying for a startup founder's attention and time, and getting pulled in different directions is easy. But at the end of the day, startup founder has to be their own harshest critic and make the best calls for their business.

This can mean making tough decisions about which product features to prioritize, which partners to work with, or even whether to persevere in the face of difficult times.

It's not always easy to make these decisions, but startup founders have to be willing to fight with themselves to make the best choices for their businesses. It's not always easy, but it's always worth it.

Inaction In Actions

*The world is fraught with pain and trouble
And it's easy to get caught up in the strife.
But sometimes the best course of action
Is to do nothing at all.
When the world is spinning out of control,
And you feel like you can't take anymore,
Sometimes it's best to step back and take a breath.
To let the world keep spinning without you,
And to find some peace in the stillness.*



Inaction In Actions

कर्मण्यकर्म यः पश्येदकर्मणि च कर्म यः।

स बुद्धिमान् मनुष्येषु स युक्तः कृत्स्नकर्मकृत्॥4.18॥

In your startup journey, there will be multiple inputs in the form of feedback and suggestions from your customers, teammates, or investors. You have to think wisely and do the best required as all these inputs may not require immediate action or any action in the future.

Don't get agitated over actions that don't need any effort. You may be given that input to distract you from your work.

Likewise, some inputs may seem very stupid at first, maybe you have overlooked the importance of that input at first, but you should be capable enough to read the underlying lines and take appropriate actions.

So find actions in inaction and inaction in action.

Inaction is a powerful weapon for a startup founder. It is the ability to remain calm and focused when everything around you is chaos. It is the ability to see opportunities when others see only threats. And it is the ability to act when others are frozen by fear.

Inaction is the key to a startup founder's success.

The world is filled with distractions and noise. A startup founder must be able to filter out the noise and focus on what is essential. They must be able to find the signal in the noise.

The startup journey is full of highs and lows. There will be times when everything is going right and times when everything is going wrong. Inaction is the key to remaining calm amid chaos.

A startup founder must stay calm during the highs and lows. They must be able to maintain focus and perspective.

Inaction is the key to seeing opportunities when others see only threats.

The world is filled with challenges and hardships. A startup founder must always be able to see the opportunity.

Inaction is the key to acting when others are frozen by fear.

The world is full of uncertainty and risk. A startup founder must be able to take risks when others are frozen by fear. They must be able to make decisions when others are frozen by fear.

Deliver Real Value

*Startup founders are always looking for the next big thing,
The next big opportunity to make a difference.
But what matters is delivering real value,
Not just innovating for the sake of it.
Value comes from solving problems and making people's lives better,
It's what makes a startup successful in the long run.
So if you're a startup founder, don't lose sight of what's important,
Delivering real value is the key to success.*



Deliver Real Value

श्रेयान्द्रव्यमयाद्यज्ञाज्ज्ञानयज्ञः परन्तप।
सर्वं कर्माखिलं पार्थ ज्ञाने परिसमाप्यते॥4.33॥

As a startup founder, it's essential to consistently deliver real value. This doesn't mean you have to be perfect, but it does mean that you need to be continuously working to improve your product or service and offer something that people want or need.

While marketing or sales, most of the startups provide gifts and offers to the customers, which is a must and necessary to acquire customers, but giving the free values exposes them to the convenience that you are offering

Tomorrow a new player may come and lure him with bigger gifts or offers, but eventually, your customer will remember the convinces offered by your product.

There are a few reasons why delivering real value is so important:

It keeps people coming back.

People will keep returning for more if you're constantly delivering real value. They'll appreciate your product or service and stick with it, even when there are bumps in the road.

It attracts new customers.

Word-of-mouth is powerful, and if people constantly talk about how great your product or service is, you'll attract new customers.

It builds trust.

If you deliver real value consistently, people will start to trust you and your brand. They'll know that you're not just out to make a quick buck but also care about your customers and their experience.

It sets you apart from the competition.

Setting yourself apart from the rest in today's competitive landscape is more important than ever. You'll be ahead of the game if you can show that you're constantly delivering real value.

It helps you weather the tough times. No business is immune to tough times, but if you've built up a reputation for delivering real value, you'll be in a better position to weather any storms that come your way.

The bottom line, delivering real value is essential for any startup founder. It's what will keep people coming back, attract new customers, and help you weather the tough times. So always be working to improve your product or service and offer something people want or need.

Respect & Learn From Your Mentors

Respecting and learning from mentors Is something that we all should do

They have so much knowledge and wisdom

And they're always there to help you

Mentors are like a second parent

Always there to give you advice

They've been through everything before And they know what it takes to succeed

So if you ever have a problem

Or you don't know what to do

Just remember your mentor is there

And they'll help you get through



Respect & Learn From Your Mentors

तद्विद्धि प्रणिपातेन परिप्रश्नेन सेवया।
उपदेक्ष्यन्ति ते ज्ञानं ज्ञानिनस्तत्त्वदर्शिनः॥4.34॥

It is essential to respect and learn from your mentors. Your mentors have a wealth of experience and knowledge to help you avoid mistakes and grow your business.

Mentors can guide various topics, including how to raise capital, build a strong team, and scale your business. They can also offer advice on your challenges and help you develop a plan to overcome them.

Here are a few reasons why respecting and learning from your mentors is essential:

Mentors can help you make critical decisions about your business with their valuable guidance. They can advise everything from choosing a business structure to raising capital.

They can help you avoid common pitfalls.

Mentors can help you avoid common mistakes that new entrepreneurs make. They can share their experiences and help you avoid making the same mistakes.

They can help you network.

Mentors can introduce you to their network of contacts. This can be invaluable in the early stages of starting a business when trying to build relationships with potential customers, partners, and investors.

They can provide emotional support. Starting a business can be a lonely and stressful experience. Mentors can provide much-needed emotional support during this time. They can help you deal with the ups and downs of entrepreneurship and provide encouragement when needed.

They can help you grow as a person. Mentors can help you grow as a person and as a leader. They can challenge you to think about things in new ways and help you develop the skills you need to be successful.

Keep Faith

*When life gives you lemons
You make lemonade
But when life gives you challenges
You start up with faith
Obstacles will be there
But so will your strength
You'll get through it
because you have faith*



Keep Faith

अज्ञश्चाश्रद्धधानश्च संशयात्मा विनश्यति
नायं लोकोऽस्ति न परो न सुखं संशयात्मनः॥4.40॥

As an entrepreneur, you will face many challenges and setbacks. It's easy to get discouraged and give up on your startup. However, to be successful, you must have faith in your ability to overcome these challenges and persevere.

Believing in yourself is essential to your success. No one else will if you don't believe in your idea or your ability to execute it. When you're faced with difficult times, remember why you started your business in the first place. This will help you push through the tough times and continue working towards your goals.

It's also important to keep faith in your team. Building a solid team is essential to the success of any startup. When you believe in your team and their ability to achieve great things, they will be more likely to live up to your expectations.

Finally, don't forget to have faith in your customers. If you believe in your product or service and provide value to your customers, they will continue to support your business. They are the ones who will ultimately decide whether your business is a success or a failure.

Faith is an essential ingredient for any successful startup. You can overcome any obstacle and achieve your goals by believing in yourself, your team, and your customers.

Remain Undistracted

There's a world beyond this screen,

And it's time that I explore it.

*I'll put down my phone and step away, To find the beauty in the
world around me.*

I'll take a deep breath and clear my mind,

And for once I'll be present.

I'll be undistracted and alive,

And I'll savour every moment.



Remain Undistracted

ब्रह्मण्याधाय कर्माणि सङ्गं त्यक्त्वा करोति यः।
लिप्यते न स पापेन पद्मपत्रमिवाम्भसा॥5.10॥

As a startup founder, it's crucial to remain unaffected by distractions. This can be difficult, especially when you're surrounded by people constantly trying to get your attention. However, focusing on your goals is essential, and not letting yourself be sidetracked by things that don't matter.

There will always be distractions, but it's up to you to decide whether or not you let them affect you. If you allow yourself to be distracted, it will be harder to achieve your goals. Stay focused, and don't let anything stand in your way.

The best way to remain undistracted as a startup founder will vary depending on the individual and the specific demands of their role. However, some tips on how to stay focused and avoid distractions while running a startup include:

1. Set clear priorities and goals, focusing on one thing at a time.
2. Build a strong support network of family, friends, and colleagues.
3. Take breaks regularly, and make time for relaxation and hobbies outside work.
4. Keep a healthy lifestyle, and get enough sleep and exercise.
5. Be mindful of your use of technology, and limit distractions from social media and email.

Work As A Team

*When we work together as a team
We can accomplish anything
We are strong and we are powerful
We are united and we are one
We have each other's backs
And we always stand as one
We are a team, a force to be reckoned with
We are unstoppable, we are unbreakable
We are one, we are many, we are a team
And together, we will always succeed*



Work As A Team

विद्याविनयसंपन्ने ब्राह्मणे गवि हस्तिनि।
शुनि चैव श्वपाके च पण्डिताः समदर्शिनः॥5.18॥

There should be a sense of oneness in any startup. The founder has to keep this sense alive.

Team spirit allows for a division of labour so that each member can focus on their strengths. This can result in a more efficient and effective workplace. Additionally, team members can provide moral support for one another during difficult times. Finally, working as a team can help to create a sense of camaraderie and esprit de corps within the company.

When starting a business, trying to do everything yourself can be tempting. However, as the company grows, it becomes more and more challenging to wear all the hats. This is where working as a team comes in. By dividing the work among team members, everyone can focus on their strengths, and the workplace will run more smoothly.

Starting a business is risky, and there will be ups and downs. Having a team to rely on can make the journey a bit easier. In addition to a more efficient workplace, team members can also provide moral support for one another.

Finally, working as a team can help to create a strong sense of community within the company. This can be beneficial in attracting and retaining employees. People want to work for companies where they feel like they are part of something larger, and working as a team can help to create that feeling.

Having a strong team spirit is essential for any startup. It's what keeps everyone working together towards a common goal, and it's what helps to create a positive and supportive environment.

Without team spirit, employees can quickly become siloed and focused on their own individual goals. This can lead to infighting and a general feeling of disharmony within the company.

A strong team spirit will help to keep everyone working together towards the same goal. It will also create a more positive and supportive environment, which is essential for any startup.

If you're looking to build a strong team spirit within your startup, you can do a few things.

Encourage open communication: Encouraging open communication between team members is a great way to build team spirit. It allows everyone to share their ideas and thoughts and helps create a more relaxed and cohesive environment.

Encourage team building activities: Team building activities are a great way to build team spirit and unity. They help team members get to know each other better and can be a lot of fun.

Encourage positive reinforcement: Positive reinforcement is a great way to build team spirit. It helps team members feel appreciated and valued and can help create a more positive and supportive environment.

Enjoy Your Startup

There will be ups and downs,

But don't forget to enjoy the journey.

It's your startup,

So make it something you're proud of. There will be challenges,

But don't forget to enjoy the journey.

It's your startup,

So make it something you're proud of.



Enjoy Your Startup

स्पर्शान्कृत्वा बहिर्बाह्यांश्चक्षुश्चैवान्तरे भ्रुवोः।
प्राणापानौ समौ कृत्वा नासाभ्यन्तरचारिणौ॥5.27॥

Doing a startup needs lots of focus; it requires you to disconnect from unwanted inputs and avoid useless outputs. When you achieve this, you will enjoy the startup journey; it's a unique and exciting time, full of possibility and potential.

Startup life is not for the faint of heart. Of course, it's also a time of stress and uncertainty. But if you're up for the challenge, it can be one of the most rewarding experiences you'll ever have.

Here are a few tips to help you make the most of your startup journey:

Embrace the chaos

Startups are notoriously chaotic. Things change rapidly, and there is often a lot of uncertainty. This can be tough to deal with, but it's also part of the fun. Try to embrace the chaos, and go with the flow. This is a time when anything can happen, so enjoy the ride.

Work hard

Startups require a lot of hard work. There are often long hours and late nights. But it won't feel like work if you're passionate about what you're doing. So put your nose to the grindstone and work hard. It will be worth it in the end.

Be flexible

Flexibility is vital in the startup world. Things change quickly, and you need to be able to adapt. Be open to new ideas, and be willing to change course if necessary.

Be patient

Startups take time. It can take years to get things off the ground, and there will be many ups and downs. So be patient, and don't expect overnight success. Just keep working hard and believe in your vision; eventually, you will achieve your goals.

Enjoy the journey

Most importantly, enjoy the journey. Yes, it will sometimes be challenging, but it will also be exciting, exhilarating, and gratifying.

So savor every moment, good and bad. You'll remember these times for the rest of your life.

Be Your Friend

*Be your friend
And you'll never be alone
You'll always have someone there
For you to lean on
No matter what life throws your way You'll always have a friend
In yourself, you can trust
So be your own best friend
And never doubt yourself
You'll always be there for you
Through thick and thin*



Be Your Friend

उद्धरेदात्मनाऽऽत्मानं नात्मानमवसादयेत्।
आत्मैव ह्यात्मनो बन्धुरात्मैव रिपुरात्मनः॥6.5॥

Running a startup is a roller coaster ride; there will be many ups and down; start a startup if you are ready and aware of this fact.

During this journey, you may lose or gain everything; being a founder or co-founder is the most useless, hopeless, and thankless job in this world. Still, when you achieve success, everybody will follow you.

You are your only friend and enemy. No one is there for you. It would be best if you run a startup with balance.

If your startup fails, you're the one who's responsible for it. Of course, this also means that if your startup succeeds, you get the credit. But either way, it's up to you to ensure your startup is successful.

This can be a lot of pressure, but it's also a lot of responsibility. As a founder, you must ensure your startup is doing everything possible to succeed. This means ensuring your team is working hard, your product is market-ready, and your marketing is on point.

Doing a startup is a beautiful experience. It's a lot of work, but it's also a lot of fun. You get to work on something you're passionate about with a team of equally passionate people. And you get to see your hard work pay off, whether in the form of a successful product launch or a satisfied customer.

So if you're thinking about starting a startup, go for it. Just be prepared to work hard and take responsibility for your company's success.

Work With Dedication

Work with dedication

Be it small or be it great

In everything you do

With a heart full of love

And a mind full of hope

You will find success

Success is not a destination

But a journey of the heart

And when you dedicate yourself to your work

You will find that success is yours



Work With Dedication

योगी युञ्जीत सततमात्मानं रहसि स्थितः।
एकाकी यतचित्तात्मा निराशीरपरिग्रहः॥6.10॥

Run your startup without the fear of failure or expectation. Keep yourself in a state of dedication with all side projects on hold. If you fail, then try again. If you win the excel, there's always a scope for improvement in whatever you do.

As a founder, you must be dedicated to your business and team. This means being there for your employees, clients, and customers. It also means being willing to do extra work to make your business successful.

Suppose you're not dedicated to your business. In that case, motivating your team and getting them to buy into your vision will be difficult. Additionally, you won't be able to build the trusting relationships essential for a successful business.

Clients and customers will also see your lack of dedication and will be less likely to do business with you.

It would help if you were dedicated to your business. This doesn't mean that you have to work 24/7, but it does mean that you need to be committed to your team and your company's success.

Don't have a sense of possessiveness for things that are not important.

Possessiveness is holding on to something tightly or having a strong desire to keep something for oneself. You can be possessive over essential things in business, like products,

technology, or growth; it is often counterproductive to be possessive over things that are not important.

Don't have a sense of possessiveness for things that are not important, as it can lead to unproductive behaviour.

Stay Vigilant

*In these troubled times, it's more important than ever
To stay vigilant and keep our focus clear
We can't let our guard down for a moment
Or the darkness will consume us whole
We have to be strong and keep fighting
For our lives and our future
We can't let the darkness win
So we must stay vigilant, and keep our focus clear*



Stay Vigilant

यतो यतो निश्चरति मनश्चञ्चलमस्थिरम्।
ततस्ततो नियम्यैतदात्मन्येव वशं नयेत्॥6.26॥

Bring your startup, your mind, your team.. everything in your control; when you get disturbed because of restlessness, your startup will suffer, and the best way to get things under your control is to stay vigilant.

Starting and running a successful startup is no easy feat. It requires long hours, dedication, and, most importantly, vigilance. Here are a few tips on staying vigilant while running your startup:

Keep your eyes open for opportunities.

You never know when or where the next ample opportunity will come from. Whether it's a new business partner, a game-changing technology, or a better way to do things, always be on the lookout for ways to improve your business.

Be prepared for the worst.

No matter how well you plan, things can always go wrong. Whether a product launch flops or a key team member quits, prepare for the worst and have a contingency plan.

Stay flexible.

The business world is constantly changing, so it's essential to be able to adapt to new situations. Whether changing your business model or pivoting to a new market, flexibility will help weather any storm.

Keep your team motivated.

A motivated team is a productive team. If your team feels bogged down or burnt out, it's up to you to keep them motivated. Whether offering incentives, implementing new policies, or simply being a positive leader, do whatever it takes to keep your team on their toes.

Always be learning.

In the business world, things are constantly changing. To stay ahead of the curve, it's essential to always be learning. You continuously learn new things by reading industry news, taking courses, or attending conferences.

Running a startup is a demanding task, but it can be enriching. By staying vigilant, you can ensure that your startup is a success.

Have Clear Vision

*A clear vision is important in business
It helps you see the path ahead
And plan your course of action
It gives you focus and direction
And helps you stay on track
Without a clear vision, you may wander
And never reach your destination
So take the time to develop a clear vision
For your business, and stay the course
It will pay off in the end.*



Have Clear Vision

यो मां पश्यति सर्वत्र सर्वं च मयि पश्यति।
तस्याहं न प्रणश्यामि स च मे न प्रणश्यति॥6.30॥

Like most entrepreneurs, you probably have a million ideas floating around in your head. But how do you know which ones are worth pursuing?

The answer is simple: you need a clear vision for your startup.

Having a clear vision is vital for several reasons:

It Helps You Prioritize

There are a million things that you could be doing with your time and energy, but you can't do them all. A clear vision helps you prioritize and focus on the activities that will have the most significant impact.

It Keeps You Motivated

The startup journey is full of ups and downs, and it can be easy to lose sight of your goals during tough times. But, if you have a clear vision, staying motivated and pushing through challenging times will be easier.

It Attracts Customers and Investors

If you want to attract customers and investors, you need to be able to articulate your vision clearly and compellingly. Having a clear vision makes it easier to do this.

It Helps You Make Better Decisions

A clear vision doesn't just make it easier to attract customers and investors; it also helps you make better decisions. When you have a clear idea, it's easier to see the potential consequences of your actions and make decisions that align with your goals.

It Gives You a North Star

A clear vision acts as a North Star, guiding you through the ups and downs of the startup journey. Whenever you're feeling lost or uncertain, you can refer to your vision to help you get back on track.

If you're serious about building a successful startup, you must have a clear vision. So, take some time to articulate your vision and make it a part of your everyday decision-making process. It will help you prioritize, stay motivated, and make better decisions.

Be A True Leader

What does it mean to be a leader?

Is it to be the one in charge,

The one who gives the orders?

Is it to be the one who is always right,

The one who never makes a mistake?

Is it to be the one who is always in control,

The one who never shows any emotion?

I think being a leader is something more than that.

It's about inspiration,

It's about motivation,

It's about believing in yourself and others.

It's about leading by example,

It's about making a difference.

So if you want to be a leader,

Start by making a difference in your own life.

Believe in yourself and others,

And lead by example.



Be A True Leader

आत्मौपम्येन सर्वत्र समं पश्यति योऽर्जुन।
सुखं वा यदि वा दुःखं सः योगी परमो मतः॥6.32॥

A founder respects and serves society as one; who helps others, his team in sorrow or joy, in pleasure or pain, in loss of revenue or a gain of new clients, and shares his thoughts with his co-founders, employees and investors; he takes blame and responsibilities.

For a startup, it's essential to have a great leader at the helm. A leader with a clear vision and the ability to inspire others must rally the troops and get everyone working towards the same goal.

There are a few essential qualities that all great leaders possess, and if you can emulate these qualities, you'll be well on your way to success.

Passion

One of the most essential qualities of a great leader is passion. You need to be passionate about your product or service and believe in what you're doing. This passion will be contagious and inspire others to believe in your vision.

Communication

Communication is critical when it comes to leadership. You need to clearly articulate your vision and goals to your team. Furthermore, you need to be able to listen to feedback and suggestions from your team to make the best decisions for the company.

Decisiveness

A great leader can make decisions quickly and confidently. In the fast-paced world of startups, there's no time to hesitate. You need to be able to trust your gut and make decisions that are in the best interest of the company.

Adaptability

Things change quickly in the startup world, and a great leader can adapt on the fly. Any leader must be able to roll with the punches and make quick changes. You need to be flexible and be able to pivot when necessary.

Resilience

There will be bumps in the road and setbacks along the way. It's important to have thick skin and be able to pick yourself up after a setback. A great leader can learn from their mistakes and move on quickly.

If you can embody these qualities, you'll be well on becoming a great leader for your startup.

Practice Makes A Man Perfect.

Practice makes a man perfect,
This is what we've been told
And it's true, no doubt about it
For without practice, we'd be nowhere
We'd be lost, fumbling and bumbling
Our way through life, making mistakes left and right.
But with practice, we get better
We learn from our mistakes
And slowly but surely, we become
The people we were meant to be.



Practice Makes A Man Perfect.

श्री भगवानुवाच

असंशयं महाबाहो मनो दुर्निग्रहं चलं।

अभ्यासेन तु कौन्तेय वैराग्येण च गृह्यते॥6.35॥

As a startup founder, it's easy to get caught up in the day-to-day grind and lose sight of the bigger picture. That's why it's essential to regularly reflect on your company's progress.

One way to do this is by practising "management by walking around" This involves making a point to talk to employees, customers, and partners regularly to get feedback and stay connected to what's happening.

Another way to keep your finger on the pulse of your startup is to schedule regular "all-hands" meetings. These meetings give everyone in the company a chance to provide updates on their work, share ideas, and ask questions.

Finally, don't forget to give yourself time to reflect on your progress as a founder. This can be difficult when you're always hustling, but taking stock of your accomplishments and learning from your mistakes is essential.

The best way to do this is to keep a journal or blog where you document your thoughts regularly. This will not only help you keep track of your progress, but it will also allow you to look back and see how far you've come.

When starting a business, you need to get comfortable with the word "practice." You'll be hearing it a lot.

Practice makes perfect, and that's especially true when starting a business. There are many moving parts to a startup, and you need to be able to juggle them all without dropping the ball.

That's why it's essential to get started on the right foot by practising as much as possible. Here are four reasons why practicing is so important for startups:

You'll Make Mistakes

No one is perfect, and that's especially true of first-time entrepreneurs. You're going to make mistakes, and that's OK. The important thing is to learn from them and not repeat them.

If you practice, you'll make mistakes in a safe environment where they won't cost you. That way, you'll be more likely to make the right decisions when you're out in the real world.

You'll Be More Prepared

When starting a business, there's a lot to think about. You need to have a solid business plan, you need to know your target market, and you need to have a clear idea of your goals.

If you practice, you'll be better prepared for your challenges. You'll know what to expect, and you'll be able to hit the ground running.

You'll Build Confidence

Confidence is vital in any endeavour, but it's imperative in business. If you're not confident in your ability to succeed, you will not get very far.

Practising will help you build confidence in your skills and in your business. Knowing what you're doing will make you more likely to succeed.

You'll Save Time

If you don't practice, you'll likely make more mistakes and waste more time. That's time that you could be using to grow your business.

Practising will help you save time in the long run. You'll make fewer mistakes, and you'll be able to get things done more quickly.

Starting a business is a big undertaking, but it's also an exciting one. So make sure you find time to put in the work. Practice will help you be successful.

Connect The Dots.

*connect the dots
and what do you see?*

a picture of me

a picture of you

a picture of us

together

connect the dots

and what do you find?

a path to our future

a path to our past

a path to our present

together



Connect The Dots.

श्री भगवानुवाच

पार्थ नैवेह नामत्र विनाशस्तस्य विद्यते।

नहि कल्याणकृत्कश्चिद्दुर्गतिं तात गच्छति॥6.40॥

In a fast-paced and rapidly changing world, getting caught up in the day-to-day and losing sight of the big picture can be easy. But, as a startup founder, it's essential to take a step back and connect the dots to see how everything fits together.

In a startup, there are a million moving parts, and it can be challenging to keep track of everything. By taking time to connect the dots, you can get a better understanding of how your business works and how all the pieces fit together.

This is especially important when you're making decisions about where to allocate your resources. By understanding how everything fits together, you can ensure you're making the best decisions for your business.

So, next time you feel overwhelmed, take a step back and connect the dots. It may just give you the clarity you need to move forward.

You may have acquired expertise on a particular subject, read an article, or watched a series way back in time; you never know which knowledge can come in handy at what stage. It would help if you kept your thoughts open and could connect the dots from the past.

Learning from your past is essential to your success. After all, mistakes are bound to happen when starting a business. But

by learning from your mistakes, you can avoid making the same mistakes in the future.

In addition to learning from your own mistakes, it's also essential to learn from the mistakes of others. There's no need to reinvent the wheel when you can learn from the mistakes of others and avoid making them yourself.

Finally, it's also essential to learn from your successes. What worked in the past may not work in the future, but by understanding what worked and why, you can give yourself a leg up on the competition.

So, if you're a startup founder, remember to always keep learning. By doing so, you'll increase your chances of success.

Learn From Your Mistakes

*Don't be afraid to make mistakes
It's the only way to learn
And if you're never afraid to fail
Then you'll never be afraid to succeed
So go out and make some mistakes
And learn from them along the way
And before you know it
You'll be making all the right choices
And living the life you were meant to live*



Learn From Your Mistakes

प्रयत्नाद्यतमानस्तु योगी संशुद्धकिल्बिषः।
अनेकजन्मसंसिद्धस्ततो याति परां गतिम्॥6.45॥

In any startup, there will be plenty of chances to make mistakes. Learning from these mistakes is essential to the success of the business.

There are a few reasons why it's essential to learn from your mistakes in a startup:

It's inevitable

You will make mistakes. It's part of the process.

It's a learning opportunity.

Each mistake is an opportunity to learn and improve.

It builds character.

Showing that you can learn from your mistakes and move on builds character and shows strength.

It shows you're human.

Making mistakes shows that you're human and relatable.

It builds trust.

It builds trust with employees, investors, and customers if you can admit your mistakes and learn from them.

It makes you smarter.

Learning from your mistakes makes you smarter and wiser.

It's a growth opportunity

Each mistake presents an opportunity for growth.

It's part of the journey.

The journey to success is not always smooth. Learning from your mistakes is part of that journey.

It's a learning curve.

The learning curve for a startup is often steep. Learning from your mistakes can help you flatten that curve.

It's an essential part of the process.

Learning from your mistakes is an essential part of the startup process.

Making mistakes is an inevitable part of the startup journey. Learning from these mistakes is essential to the success of the business. By learning from your mistakes, you can improve your chances of success and build trust with employees, investors, and customers.

Work Hard

*You can achieve anything you set your mind to
So long as you're willing to work hard for it
There will be obstacles and challenges along the way
But don't let them discourage or derail you
Keep your eyes on the prize and power through
Never give up on your dreams, no matter how difficult they may seem
If you want something badly enough
And you're willing to put in the effort
You can make it happen, no matter what
So never give up and never give in
Keep pushing yourself and you'll reach your goal
Just remember that hard work pays off in the end*



Work Hard

मनुष्याणां सहस्रेषु कश्चिद्यतति सिद्धये ।

यततामपि सिद्धानां कश्चिन्मां वेत्ति तत्त्वतः ॥ 7-3॥

Out of thousands of startups, only a handful succeed. We generally see the tip of the iceberg: they have worked hard with great dedication and may or may not have something unique in working, but one thing common to all is hard work.

As a founder, working hard is essential to set the tone for your team and company culture. When you're working hard, you're not only modelling the behaviour you expect from your team but also setting the bar high. Your team will see that you're committed to making the company a success, and they'll be more likely to work hard.

Of course, working hard doesn't mean you should always be working. It's essential to take breaks and have a healthy work-life balance. But when you are working, giving it your all and setting an example for your team is essential.

So why is working hard as a founder so important? There are a few key reasons:

- It sets the tone for your team.
- It shows your commitment to the company.
- It sets the bar high.
- It gives you a chance to lead by example.
- It helps you maintain a healthy work-life balance.

To be successful, it's essential to work hard. By setting the tone for your team and showing your commitment to the company, you'll be more likely to achieve your goals.

You Are The One

I am the one who is strong

I am the one who is powerful

I am the one who is fearless

I am the one who is determined

I am the one who is passionate

I am the one who is alive

I am the one who is here to stay

I am the one



You Are The One

मत्तः परतरं नान्यत्किञ्चिदस्ति धनञ्जया
मयि सर्वमिदं प्रोतं सूत्रे मणिगणा इव॥7.7॥

Your startup has DNA. It has its aura. It's seen by the world in how you behave. Your startup is like neckless pearls in the same thread and seen as one entity to the outside world, so act accordingly, as your being a founder is the DNA of your startup.

Aura of you, your co-founders, and your teammates, your product reflects the ambience of your startup.

When it comes to startup companies, the founder is often seen as the driving force behind the business. After all, the founder comes up with the initial idea, finds the initial funding, and assembles the team that will help turn the vision into a reality.

But what exactly is a founder, and what role do they play in the success of a startup?

A founder has an idea for a new business and takes the necessary steps to make that business a reality. This can include coming up with the initial concept, finding funding, and assembling a team of people to help turn the vision into a reality.

While the founder is often the face of the company and gets the most credit (or blame) for its success or failure, it's important to remember that a startup is a team effort. The

founder may be the driving force behind the business, but they need the help of others to make their vision a reality.

The role of the founder is to provide the initial vision and direction for the company. They are the ones who come up with the initial idea and then work to find the funding and assemble the team that will help turn that vision into a reality.

While the founder is often seen as the most crucial team member, it's important to remember that a startup is a team effort. The founder may be the driving force behind the business, but they need the help of others to make their vision a reality.

Remember Your Idea

*Remember your idea
And never let it go
It's the best thing you have
And you should never lose it
Remember your idea
And keep it in your heart
It will never die
And you'll always have it
Remember your idea
And never forget
What it is you want to do
And why you're doing it
Remember your idea
And never give up
On your dreams
And what you want to achieve*



Remember Your Idea

बीजं मां सर्वभूतानां विद्धि पार्थ सनातनम्।
बुद्धिर्बुद्धिमतामस्मि तेजस्तेजस्विनामहम्॥7.10॥

It's your startup; remember the day, that cold night when you seeded the idea. Always keep that in mind during tough times.

The day you dream of the idea, your intelligence, passion, and desire will pass to the future of your startup. No external forces, competitors, or investors can micro-manage you during tough times. Close your eyes, go back to that cold night, travel back in time, and remember why you seeded this idea; get back that faith and passion, and you will find all the solutions.

You might have the best startup idea in the world, but if you don't keep it in mind, it won't do you any good. Here are four reasons why it's essential to always keep your startup idea in mind:

It's your biggest asset.

Your startup idea is your most valuable asset. It makes your startup unique and will be the key to your success.

It's the foundation of your business.

Your startup idea is the foundation of your business. It's what you'll build your company around and what will guide your decision-making.

It'll keep you focused.

If you're constantly thinking about your startup idea, staying focused on your goals will be easier. You'll be less likely to get distracted or make impulsive decisions.

It'll inspire you.

Thinking about your startup idea can give you the motivation and inspiration you need to keep going when you're feeling lost or uncertain.

If you want to be successful, you need to keep your startup idea front and centre. Make it a priority in your mind and business, and you'll be on your way to achieving your goals.

Every Problem Has A Solution

*If you're feeling down and out
And you don't know what to do
Just remember that every problem has a solution
So don't give up on yourself
And keep on pushing through
You'll find the strength you need
To overcome anything life throws your way*



Every Problem Has A Solution

दैवी ह्येषा गुणमयी मम माया दुरत्यया।
मामेव ये प्रपद्यन्ते मायामेतां तरन्ति ते॥7.14॥

There are many problems in any startup. When you look closer at the situation, you will find it is small, think radically, and it will be cracked easily. In everyday life, we don't realize and start bothering about the issue.

It is often said that for every problem, there is a solution. While this may not be strictly true, it is undoubtedly the case that there are solutions to many problems. Sometimes, finding the key to a problem can be difficult. However, a few general principles can be followed to find solutions to problems.

The first step in finding a solution to a problem is to clearly define the problem. Once the problem is clearly defined, it is often easier to see what the possible solutions might be. It is also essential to consider the available resources to solve the problem. Sometimes, the answer to a problem is simply a matter of using the resources that are available in a different way.

Once the problem is defined, and the resources are considered, it is often helpful to brainstorm possible solutions. Brainstorming can be done alone or with teammates. It is often beneficial to have someone else to bounce ideas off of. Once a few possible solutions have been generated, it is important to evaluate each one. Some solutions may be more feasible than others. It is also essential

to consider the potential consequences of each solution. Some solutions may have unintended consequences that make them not viable.

Once a few possible solutions have been generated and evaluated, it is time to choose and implement the best solution. This cannot be easy, especially if there are multiple reasonable solutions. It is essential to consider all the factors involved in the problem and the potential solutions before deciding. Once a decision is made, it is crucial to stick to the chosen resolution and see it through to completion.

Finding solutions to problems can be difficult, but it is often possible. By clearly defining the problem, considering the resources available, brainstorming possible solutions, and evaluating the potential consequences, it is often possible to find a workable solution.

If you're a startup founder, it's easy to get caught up daily and feel like you're constantly battling to put out fires. But it's important to remember that every problem has a solution – you need to be creative and resourceful in finding it.

Here are some helpful tips for solving common startup problems:

1. Employee turnover

If you're experiencing high employee turnover, it could be due to several factors, such as a lack of company culture, poor management, or unlivable wages. To solve this problem, start by assessing what might be causing it and then take steps to address those issues. For example, you could invest in employee retention programs or offer more competitive salaries.

2. Limited resources

If you feel like you're always stretched thin in terms of resources, it's time to get creative. One way to do this is to look for ways to get more bang for your buck, such as by negotiating better deals with vendors or using technology to automate tasks. You could also consider tapping into the sharing economy or partnering with other businesses to share resources.

3. Slow growth

If your startup isn't growing as quickly as you'd like, it could be because you're not doing enough to market your business or you're not offering a compelling enough product. Take a close look at your customer acquisition strategy and see if there are any areas you can improve. You might also want to survey your customers to get feedback on what they do and don't like about your product.

4. Unhappy customers

If you're getting a lot of negative feedback from customers, it's essential to take action to address the issue. Start by reaching out to customers to understand why they're unhappy and what you can do to make things right. It's also a good idea to put together a Customer Service Recovery plan so that you're prepared to handle unhappy customers in the future.

5. Cash flow problems

If you're having trouble keeping up with your expenses, it's essential to look closely at your financials to see where you can cut costs. You might also want to consider ways to increase

your revenue, such as by offering discounts or introducing new product lines.

No matter your problem, there's a solution - you need to be creative and resourceful in finding it. With a little effort, you can overcome any obstacle and keep your startup on track for success.

You Are Responsible For Your Actions

You are responsible for your actions.

You are the one who determines your future.

You are the one who creates your destiny.

You are responsible for your actions.

You are the one who decides what you will do.

You are the one who chooses your path in life.

You are responsible for your actions.

You are the one who controls your own life.

You are the one who decides your fate.



You Are Responsible For Your Actions

यो यो यां यां तनुं भक्तः श्रद्धयार्चितुमिच्छति
तस्य तस्याचलां श्रद्धां तामेव विदधाम्यहम्॥7.21॥

Always respect your mentors, get advice, keep faith in them and work smartly, but a mentor can only advise you; they can show you the path; no one in this world can make you succeed.

With experiences, they can tell you how not to fail. It's your karma to follow the path shown. It's your responsibility to take ownership of what you are doing and which direction you follow. No one can hand-hold you. You are responsible for your actions.

As a founder, you are responsible for your actions and decisions. You need to be able to take ownership of your mistakes and learn from them. You also need to be able to trust your team and give them the responsibility to make decisions.

You alone are responsible for your success or failure. You are the only one who can make the choices that will lead you to a life of joy and fulfilment.

You are the only one who can make the choices that will determine the future of your startup. No one else can live your decisions. You are responsible for your success. You are responsible for your own failure.

No one can make you happy unless you decide to be satisfied. No one can make you successful unless you choose to be

successful. You are responsible for your own destiny. You are in control of your own life.

You have to work with a co-founder or team. It would help if you made all the decisions; your mentors can't decide for you. They are just the beacons.

Working on your own can be lonely, and you must wear all the hats in the business. This can be overwhelming, and it can be hard to stay focused.

But if you're up for the challenge, working on your own as a founder can be incredibly rewarding. Here are a few tips to help you succeed:

Define your goals

When you're the only decision-maker, you must envision what you want to achieve. Define your goals for the business, and make sure you have a plan to reach them.

Stay organized

With so many balls in the air, it's easy to let things fall through the cracks. Stay organized with to-do lists, calendars, and other tools that can help you track what needs to be done.

Delegate and outsource

You can't do everything yourself, so delegate and outsource when necessary. This can be anything from hiring a virtual assistant to handle administrative tasks to working with a freelance designer for your website.

Find the right support network.

Running a business can be isolating, so finding a support network is essential. Connect with other entrepreneurs, join

a business group, meet up, or participate in online forums. This can help you stay motivated and inspired, and you might even make some valuable connections.

Be prepared for setbacks.

There will be bumps in the road, so don't be discouraged when things don't go as planned. Learn from your mistakes, and keep moving forward.

Don't Be Busy Always

*Work smartly
And you will achieve great things
Forget about working hard
And you will find success
Work smartly
And you will find a way
To get things done quickly
And efficiently
You will find
That working smartly
Is the best way
To achieve success
In everything you do!*



Don't Be Busy Always

श्री भगवानुवाच

अक्षरं ब्रह्म परमं स्वभावोऽध्यात्ममुच्यते।

भूतभावोद्भवकरो विसर्गः कर्मसंज्ञितः॥१८.३॥

Don't work harder. Work more innovatively. Work is defined as an action that produces results. Do not work hard. Work with brilliance and knowledge, and make informed decisions with a useful data set. Effort supported by intelligence is called work, and creating something worthwhile is called Karma.

Today's society seems like we are always hustling and busy. We are running from one meeting to the next, trying to juggle work and life, and always trying to stay one step ahead. It can be exhausting, and sometimes it can feel like we are just running in circles.

As a founder, it is essential to not get lost in the hustle and to focus on what is important. Yes, there will be times when you are incredibly busy, and things are moving at a million miles an hour, but there should also be times when you take a step back, take a deep breath, and assess what is important.

There is such a thing as being too busy, which can be detrimental to your business. There will always be something that needs your attention, but that doesn't mean you must always be busy. If you are constantly busy, you are likely not as effective as you could be.

When you are constantly busy, you cannot focus on the task. Your mind continually jumps from one thing to the next, and

you cannot give your full attention to anything. This can lead to mistakes, errors, and a general feeling overwhelmed.

As a founder, you need to focus on the big picture and ensure that you are taking care of yourself. Finding a balance between being busy and taking time for yourself is essential. You will burn out if you constantly run around and never take a break.

Take the time to assess what is really important and what can wait. Learn to say no to things that are not a priority, and take time for yourself. You will be a better founder and leader if you can find that balance.

Failures Is First Step Of Success

*Learn from your failures
And don't be afraid to take risks
For it is only through taking risks
That we can ever hope to achieve anything
And without failures
We would never learn
So embrace your failures
And learn from them
And don't be afraid to take risks
For it is only through taking risks
That we can ever hope to achieve anything*



Failures Is First Step Of Success

अनन्यचेताः सततं यो मां स्मरति नित्यशः।

तस्याहं सुलभः पार्थ नित्ययुक्तस्य योगिनः॥8.14॥

There's no question about it – startup life is tough. You're constantly hustling, grinding, and pushing yourself to the limit to keep your business afloat. And while all of that is incredibly rewarding, it's also highly challenging.

One of the hardest things about being a startup founder is dealing with failure. Every entrepreneur experiences it at some point, but it's tough when you're just starting out.

Failure can be crushing, but it's also an essential part of the startup journey. We learn and grow through failures, and it's often the first step to eventual success.

Here are a few things to keep in mind if you're struggling with failure in your startup:

Failure is inevitable

No matter how hard you try, you will experience failure at some point in your startup journey. It's an unfortunate reality, but it's also something that you need to accept.

What's important is how you deal with failure when it inevitably happens. Do you let it defeat you or use it as a learning opportunity to help you grow and improve?

Failure is not the end.

Just because you've experienced failure doesn't mean that your startup journey is over. It's often just the beginning.

Many of the most successful startups have failed multiple times before finding success. So if you're feeling down about a recent failure, remember that it's not the end – it's just another step on the journey.

Failure can be a good thing.

While it's never fun to fail, it's important to remember that failure can be a good thing. We learn and grow through failure, and it can be the catalyst for positive change in our businesses.

So next time you feel down about a failure, try to see it as a positive opportunity to learn and improve.

You're not alone

It's easy to feel alone when you're struggling with failure, but it's important to remember that you're not alone. Every entrepreneur experiences failure at some point, so you're definitely not alone in this.

If you're feeling down, reach out to your network of fellow entrepreneurs. Chances are they've been through something similar and can offer some valuable insight and support.

Keep going

Finally, the most important thing to remember is to keep going. Startup life is tough, but it's also gratifying. So don't let failure get you down – use it as a learning opportunity and keep pushing forward.

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It's A Mind Game, Be Positive

*Business is a mind game
You have to be sharp and quick
To make a profit and succeed
You have to know how to play
The game of business
It's not for the weak or faint of heart
You have to be brave and bold
And have a strong mind
To succeed in business*



It's A Mind Game; Be Positive

भूतग्रामः स एवायं भूत्वा भूत्वा प्रलीयते।
रात्र्यागमेऽवशः पार्थ प्रभवत्यहरागमे॥8.19॥

You see what you want to see, so always be positive. The world is full of negativity and devastating forces. If you see positivity in any situation, things automatically turn up in your favour.

This is when everything is new and uncertain, and a positive outlook can be the difference between success and failure. Thus the importance of maintaining a positive attitude in a startup cannot be overstated. Here are four reasons why being positive is essential in a startup business:

A positive attitude attracts customers and investors.

In the early stages of a startup, it's essential to generate buzz and interest. Customers and investors are more likely to be drawn to a business with a positive outlook, so it's important to project confidence.

A positive attitude inspires employees.

Startup businesses are often built on a small team's hard work and dedication. Maintaining a positive attitude is crucial to inspire employees to stick with the company through thick and thin.

A positive attitude attracts media attention.

In the competitive world of start-ups, any bit of positive media attention can be a considerable boost. A story about a company with a positive attitude is more likely to generate

interest and excitement than one about a company with a negative outlook.

A positive attitude keeps you going when things get tough.

There will be times in every startup when things are tough. During these times, a positive attitude is essential to keep going. A positive outlook will help you see the challenges as opportunities and give you the strength to keep going when things are tough.

Know Your Path

*There's no guidebook
or set of instructions
for starting your own company
You have to make your way
and blaze your trail
This can be scary and intimidating
but it's also exciting
and full of potential
If you want to be a successful founder
you need to know your path
and be confident in following it
There will be challenges and obstacles
but if you stay true to yourself
and your vision
you will find a way to overcome them
There is no greater satisfaction
than knowing you've created something
from nothing
and change the world in the process
So if you're feeling lost or unsure
just remember that your path is waiting for you
and it's never too late to start following it*



Know Your Path

नैते सृती पार्थ जानन्योगी मुह्यति कश्चना
तस्मात्सर्वेषु कालेषु योगयुक्तो भवार्जुन॥८.२७॥

To be a successful founder, it is essential to know your path. This means having a clear and concise idea of what you want to achieve and how you plan on achieving it. Without a clear way, getting lost in the shuffle and going nowhere can be easy.

There are a few key things to keep in mind when thinking about your path as a founder. To begin, you must have a vision for your organisation. What issue are you attempting to resolve? You must establish a solid plan to make your vision a reality after you have an idea. What measures must you take to get there?

Finally, keep in mind that your road may not be straight. You may need to take detours and adjust your plans if you discover new challenges. However, as long as you keep your overall goal in mind, you will be able to get back on track and continue moving forward.

What are some things you should keep in mind when you're trying to figure out your path as a founder?

Know your goals.

What do you want to achieve with your business? What are your long-term goals? What are your short-term goals? Having a clear understanding of your goals can help you make the right decisions for your business.

Be honest with yourself about your skills and limitations.

What are you good at? What are you not so good at? Knowing your strengths and weaknesses can help you delegate tasks and build a strong team.

Ask for help.

Don't be afraid to ask for help from mentors, advisors, or even friends and family. When you're starting a business, it's important to have a support system.

Be flexible.

Things will change as your business grows and develops. Be prepared to change your plans and pivot your business as needed.

Take Responsibility

*Recognize your responsibilities,
And own up to them with pride.
Be mindful of the role you play,
And others will look up to you with respect.
Set the example and lead the way,
And others will follow in your footsteps.
Be responsible for your happiness,
And take charge of your own life.
You are the only one who can make things right,
So never give up and always fight.*



Take Responsibility

न च मां तानि कर्माणि निबध्नन्ति धनञ्जय।
उदासीनवदासीनमसक्तं तेषु कर्मसु॥११॥

Usually, as a founder, you blame your failures on your teammates, product, technology, investors, markets, etc., but all these factors empower your journey.

It would be beneficial if you did not blame it on something external. It is your responsibility as a founder.

Being a founder entails many obligations, and taking them all seriously is critical to running a successful firm. One of the most critical responsibilities is taking care of the finances. This means keeping track of income and expenses, making sure money is being used wisely, and being able to create and stick to a budget.

Another critical responsibility is to hire the proper people. This includes interviewing and vetting potential workers to ensure they are a suitable fit for the corporate culture. It is also critical to effectively manage employees, which includes setting clear expectations, providing feedback, and dealing with conflict.

Founders also need to be good at marketing and promoting their businesses. This means knowing who the target market is and what they want and creating a marketing strategy to reach them. This could involve traditional marketing methods like advertising or more modern techniques like social media marketing.

Finally, founders must be willing to put in the hard work themselves. This means being hands-on and involved in all aspects of the business and not being afraid to get their hands dirty. It's also important to be passionate about the startup and to have a clear vision for its future.

Focus On Minute Details

*There's no task too small,
For those who are willing
To help out and give their all.
No job is too difficult,
When you're working as a team,
And everyone is pulling their weight.
So don't be afraid to jump in,
And lend a helping hand,
For no task is small,
When it's done for the good of all.*



Focus On Minute Details

येऽप्यन्यदेवता भक्ता यजन्ते श्रद्धयाऽन्विताः।

तेऽपि मामेव कौन्तेय यजन्त्यविधिपूर्वकम्॥9.23॥

You do various tasks in our startups, like maintaining an MIS, data interpretation, business analytics, research & development, reviews & feedback, etc. All these small tasks seem very useless but remember, no task is small; even a minimalistic task done with intelligence is important

The most minor details can often make the most significant difference for a founder. It's easy to get caught up in the big picture and overlook the tiny details that can make or break your business.

You need to focus on the little details and be willing to sweat the small stuff. This means being organized and having a plan for everything, no matter how small.

The details matter because they're often what trip people up. If you can focus on the little details and ensure everything is in its place, you'll be ahead of the game.

Focusing on the small details shows you're committed to your business. You're not just going through the motions; you're trying to make it work. And that can make all the difference.

So next time you're feeling overwhelmed, remember that every small task is helping you get closer to your goals.

Success Is For One Who Works With Devotion

*Success is for hard workers
It's not for the slackers or the quitters
It's for those who persevere
Through trials and the tribulations
Who never gives up
Who always keeps going
No matter how hard it gets
Those are the ones who achieve success
So if you want to be successful
You know what you need to do*



Success Is For One Who Works With Devotion

समोऽहं सर्वभूतेषु न मे द्वेष्योऽस्ति न प्रियः।
ये भजन्ति तु मां भक्त्या मयि ते तेषु चाप्यहम्॥9.29॥

Success is offered to everyone. Often you get distracted by the success of other competitors. You are constantly sidetracked by funding announcements, new product launches, and so on, but you can succeed if you have a decent product. Then you won't need to strive for success. It will find its way to you by default. Success comes to those who work hard.

The founder is everything in the early days of a startup; they are the company's face, the driving force behind its success, and the one who sets the tone for the culture. Therefore, the founder must work passionately to develop a strong foundation for the company.

A few key reasons are that working with devotion is vital for a founder. First, it sets an example for the rest of the team. If the founder is not fully committed to the company, it won't be easy to inspire the rest of the team to do the same. Second, working with devotion ensures that the founder is always putting the company first. This means making sacrifices when necessary and always putting the needs of the business above their own.

Finally, a founder must work with dedication because it is the only way to attain success. Building a successful business is difficult and requires a founder to be laser-focused and committed to their work. It can be difficult at times, but if the entrepreneur is not entirely devoted, the company is unlikely to flourish.

Focus On Your Goal

*What makes a great leader?
Many things come to mind
But one that stands out is the focus;
The ability to keep your attention
on what's important
and not get side-tracked
by the distractions of life.
There will always be things
trying to pull you off course,
But if you stay focused.
You'll achieve your goals
And be a successful founder.*



Focus On Your Goal

ये तु सर्वाणि कर्माणि मयि संन्यस्य मत्पराः।
अनन्येनैव योगेन मां ध्यायन्त उपासते॥12.6॥

All your actions must be guided & regulated by your aspiration to reach that goal. All your efforts should be handled to work towards a startup.

All of your modest product launches, team members, investments, collaborations, and so forth should be strategic.

It is possible that you will have to choose between two personnel, investors, or technologies. You may be confused, but decisions should be taken keeping the goal in mind.

As a founder, getting caught up in the day-to-day and losing sight of the bigger picture is easy. Keeping your eyes on the prize can be difficult, but staying focused on your objectives is critical. After all, your company's success is at stake.

Make a written list of your goals and refer to them often. This will help you stay organized and on track. Additionally, communicate your objectives to your staff and involve them in the process. This will assist to keep everyone on the same page and working toward the same goals. Finally, don't be afraid to adjust your goals as needed. As your company grows and changes, so too will your goals.

Be Fearless

*Be fearless when you face your fears,
And let them know that you're not afraid
Of anything they might bring your way.
Be fearless when you're feeling unsure
And don't let the doubts control your mind,
Just believe in yourself and you'll find
The strength to carry on...
Be fearless when the path ahead is unclear
And don't be afraid to take the first step;
Even if you don't know where it will lead
Just have faith and go.
Whatever challenges come your way,
Just be fearless and you'll get through
Remember that you're never alone
And you always have the power.
To overcome whatever comes your way.*



Be Fearless

यस्मान्नोद्विजते लोको लोकान्नोद्विजते च यः।
हर्षामर्षभयोद्वेगैर्मुक्तो यः स च मे प्रियः॥12.15॥

It is critical to be courageous as a start-up founder. This includes being willing to take risks, believing in your skills, and being open to new experiences.

Being fearless does not imply that you will not have doubts or anxieties, but it does imply that you will confront them and not let them hold you back.

Being fearless allows you to seize opportunities when they come up, allow you to make mistakes and learn from them, and it will enable you to keep moving forward even when things are tough.

So if you want to be a successful startup founder, don't be afraid to be fearless.

Maintain a positive outlook on life. Be a founder who is not agitated by the world, be someone who is at peace with oneself. Don't get affected by the negative things that happen in the world. Live in the moment and not constantly worry about the future.

Never Expect Anything From Other

*When we expect things in business,
We often set ourselves up for disappointment.
We expect our products to sell,
But sometimes they don't.
We expect our employees to work hard,
But sometimes they don't.
And we expect our customers to be satisfied,
But sometimes they're not.
It's important to remember that expectation is a dangerous thing,
And it's often better to be prepared for the worst
Than to be disappointed by the results.*



Never Expect Anything From Other

अनपेक्षः शुचिर्दक्ष उदासीनो गतव्यथः।
सर्वारम्भपरित्यागी यो मद्भक्तः स मे प्रियः॥12.16॥

Don't keep expectations from others. Especially from customers, you try to deliver the best solution that you can think of. They may like or not like your product, so never expect revenues, feedback, or any other inputs. Anything returned is a by-product of your good services.

It is often said that Expectation is the root cause of all misery. And it is valid to some extent because when we have high expectations from someone or something, we get disappointed most of the time. It is vital to have expectations but never keep any expectations.

When we set expectations for others, we give them the power to make us happy or sad. We get reliant on them to make us experience particular emotions. And when they fall short of our expectations, we are disappointed. But we would never be disappointed if we never had any expectations in the first place.

It is better to be independent and not rely on others to make us happy. We should find happiness within ourselves and never depend on others for pleasure. When we have low or no expectations, we are never disappointed because we never expected anything in the first place.

Never React Instantly

*It's best to take a moment,
a breath, a step back,
to collect your thoughts
and calm your mind,
before you speak or act.
This way you can avoid
an impulsive reaction
that you might later regret,
and instead, respond
in a more mindful way.*



Never React Instantly

यो न हृष्यति न द्वेष्टि न शोचति न काङ्क्षति।
शुभाशुभपरित्यागी भक्तिमान्यः स मे प्रियः॥12.17॥

Never react to a situation right away. Defer the decision for the time being. It is not necessary to respond to every email or phone call immediately. Think first, then act. Things can be postponed.

Starting a business is full of challenges, and you will face many difficult situations. It is vital to never react instantly to any situation but to take a step back, assess the problem, and then make a decision.

Many things can happen that might tempt you to react quickly, but it is always best to take a moment to think about what is happening and what the best course of action is.

For example, you might receive a negative review online. It would be easy to react emotionally and write a defensive response, but that would not be helpful. Instead, take a deep breath and see if there is any merit to the criticism.

If there is, use the opportunity to develop your company. If not, explain calmly why the reviewer is incorrect.

Remember that you are in charge and have the authority to make the greatest option for your company in every situation. Allow no one to influence your reactions or make decisions for you.

In the age of social media, it's easy to get caught up in the latest drama or controversy and to feel the need to respond

immediately. However, it's important to remember that there is almost always a benefit to taking a step back and taking some time to think before you react.

Here are a few reasons why you should never react instantly:

You might say something you regret.

When angry or emotional, it's easy to say something you'll regret later. In the heat of the moment, you might not be thinking clearly, which could worsen a situation.

You could make the situation worse.

Not only can reacting at the moment make things worse, but it can also escalate the situation. If you and the other person react emotionally, things can quickly get out of control.

You might not have all the information.

There are usually three sides to any situation: yours, the other person's, and the truth. When you're in the middle of a conflict, it's easy to only see your perspective. However, it's important to remember that there's always more to the story than you know. You'll be in a lot better position to decide how to react if you take the time to calm down and gather all of the data.

You could miss an opportunity.

In many cases, the best opportunity to resolve a situation is in the moment. If you're too quick to react, you might not see the other person's side or an opportunity to resolve the issue.

You could make things worse for yourself. Sometimes, the best course of action is to do nothing at all. If you react without thinking, you could end up in a situation that's even

worse than the one you're trying to escape. In the age of social media, it's easy to become engrossed in the current drama or controversy and feel compelled to comment right away. However, it is crucial to remember that there is nearly always a benefit to taking a step back and thinking before reacting.

Keep Your Mind Balanced

*When life gets hectic and fast-paced,
it's important to keep your mind balanced.
You need to be able to think clearly and make good decisions,
so taking some time out to relax and de-stress is crucial.
If you let your mind get too frazzled,
it will be hard to stay calm and collected.
But if you can find that perfect balance,
you'll be able to stay focused and succeed.*



Keep Your Mind Balanced

असक्तिरनभिष्वङ्गः पुत्रदारगृहादिषु । नित्यं च
समचित्तत्वमिष्टानिष्टोपपत्तिषु ॥ 13.10 ॥

Sometimes situations may be in your control, sometimes not. As a founder, always try to keep balance, Don't keep attachments.

The equilibrium should not be upset by external events or items you like or loathe.

The startup journey is fraught with ups and downs. It is critical to have a balanced mind in order to stay focused and motivated.

A balanced mind helps you to take things in stride and not get overwhelmed by challenges. It also allows you to see the positive aspects of the situation and find opportunities in adversity.

A positive outlook is essential to weather the tough times and come out stronger. It is also important to have a healthy body and mind to sustain the journey.

So, take care of yourself and keep a balanced mind to enjoy the startup journey.

Author's Note:

It's all about execution.

The product is a shit

(en.). noun. /'pradakt/ [countable, uncountable] a thing that is grown or produced or obtained or developed in large quantities so that it can be sold

[The only three Ps of getting Desirable Result]

Promoter; for the vision

Have a clear picture of your idea, your startup

People; for the execution of the vision

Have the right team, the right set of people who can execute the promoter's vision

Performance; execute with quality at the right place at the right time

Execute with dedication and maintain quality while grabbing the opportunities on the way

You will get the desired results if all 3Ps are in place.

