

# The 21<sup>st</sup> Century

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

*- T.N.C.Venkata Rangan*

**t.n.c.venkata rangan**

proud alumni of SVCE – ECE 1996

cmd, vishwak solutions pvt. ltd.



## Entrepreneurship for Engineers

*"Ten years of my Entrepreneurship journey"*

# My Education

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

# Reasons to start a company?

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

# What it takes and my experience

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

# What it takes and my experience

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

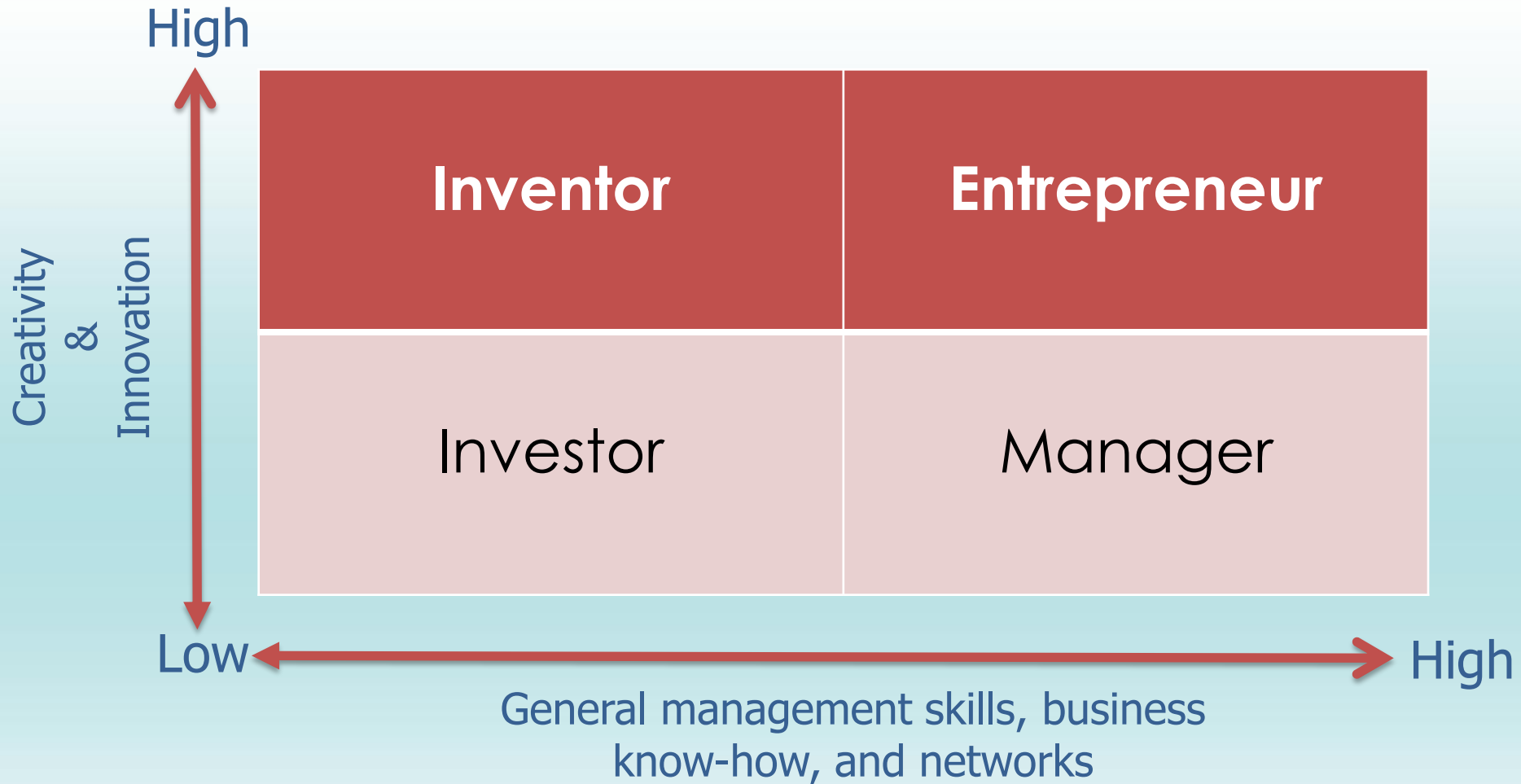
# What it takes and my experience

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

# What was the most toughest moment?

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

# Who is an Entrepreneur?



# How to Start?

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

# Who do you need to deal with?

1. Customers
2. Bankers
3. Investors/VCs
4. Employees
5. Accountants
6. Consultants
7. Distributors
8. Family & Friends
9. Press

1. Government Officials
2. Industry organizations
3. Sales prospects
4. Lawyers
5. Recruiters
6. Competitors
7. Politicians
8. Office Assistants!

# Scale

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

# How to Sell Yourself?

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

# Final notes

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

Thank You

**[www.venkatarangan.com/blog](http://www.venkatarangan.com/blog)**  
**[venkatarangan@hotmail.com](mailto:venkatarangan@hotmail.com)**

**reference: [www.tiechennai.org](http://www.tiechennai.org)**