

ENTREPRENEURSHIP: "IT'S NOT JUST WHAT YOU DO ON THE GAME; IT'S WHAT YOU DO BEFORE YOU PLAY THE GAME"

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When I was told to share my views on this most discussed term in the world "entrepreneurship", I was wondering what should I write and how should I start. Then I decided to share my thoughts on this which I have learnt as a PGDM student, during my SIP and as a Co-founder and C.E.O. of a start-up "Infopine".

Entrepreneurship is about taking ownership of whatever you are doing. When I was doing my SIP with Ticketgoose.com, I played the same strategy. Being an intern I tried and put myself in the shoes of the C.E.O. of the company and started pitching to the customers and conducting market research. Only one thing was running in my mind that this is my company and now what should I do. Believe me result was astonishing. I was the best performer and received appreciation from my guide as well as the C.E.O. of the company for getting them a good business from my work. Many of suggestions have already been implemented in the organisation.

Now let me discuss what I felt about being an entrepreneur when I started "Infopine" in Nov-2013. Initially I was mad about my company; I was exerting myself more than I should have and I was wondering that "Why I'm not getting the desired results?" "Where I'm lagging behind?" Then somewhere I read "If you want to have the results that only 1% of the entrepreneurs have then you must be willing to do the strange things that only one 1% of the entrepreneurs do." I have seen and even I was doing the same mistake, most entrepreneurs think that if I work longer I'll achieve more. But that actually depletes your energy, depletes your resources, your capability and

your creativity. It's not about how longer you work it's about how smart, efficiently and effectively you work. You have to be energetic, full of ideas, passionate which will be driven when you are fresh. When you are fresh you can come up with million dollar ideas, will be ready to take on the world, ready to develop your business, ready to own your market. Work less to achieve more. Doing lots of work is not important, doing quality work is. I followed this and I started feeling energetic and getting good business.

I firmly believe a successful entrepreneur didn't wait until he was entrepreneur to behave like an entrepreneur. In a documentary I was seeing recently about IBM one of his founders said "we had a vision of building IBM a 100million dollar company when we were just a start up. But here is the question we asked our self every single day what we need to do tomorrow to behave like a 100 million dollar company even when we are a start-up." Great think isn't it? Founders of IBM didn't wait to deliver and behave like a genius they just did it and that is why IBM is what it is today. As a remarkable entrepreneur don't wait until the world sees you as a world class to perform like a world class. You can never be world class until you have not started behaving like a world class.

Quality of the practice determines the calibre of the performance. What makes you a great entrepreneur is same like what makes you great athlete. It's not just what you do on the game; it's what you do before you play the game. I believe as an entrepreneur you are more like an athlete, when you get to work it's a show time, when you get to work it's a performance, when

you get to work it's a game of business. It will all be driven by how much you have practiced, thought process you have gone through and your believe system. Don't do what's easy do what hurts. I was watching one documentary on Muhammad Ali, he said "In all those exercises, all those 5:AM running sessions, all those training preparation practice sessions; none of them I enjoyed, I didn't liked them but he said I like the idea of being a world champion." As a Co-founder and C.E.O. of "Infopine" even I sometimes feel like irritated but my passion lies in my dream of making it a fortune 500 company and it drives me like anything.

In one of a very interesting book I read during the first year of my PGDM "The Innovator's Dilemma- by Clayton Christensen", it was clearly explained that entrepreneurship is all about being disruptive. I know it's very difficult to go against the rule but you have to either disrupt or join the disrupted that is where the action lies. If you don't do that you will end up like Kodak and all these companies which fell in love with their success and the way of doing things and they thought this is best way and they don't need to change and finally they got knocked out of the game. An entrepreneur should always keep one thing in mind, If you are not leading you are following, Just because world is living and working under certain conditions and

in a certain way doesn't mean that you should also follow those conditions. Think differently, be different, and perform different. An entrepreneur believes in power of great ideas.

A remarkable entrepreneur never focuses on profit to make more profit. They focus less on profit and more on relationship to make remarkable profit. Most of the entrepreneur doesn't do this. Most of the entrepreneurs ended up there journey just because of this. Business is all about people. An entrepreneur understands human mentality, understands relationship, willingness to wow their customers, if not then you are not an entrepreneur. So focus more on people than profit; when people fall in love with you, they trust you; they will buy your services, they will be willing to do business with you. Be happy, because happy entrepreneurs are the most effective successful entrepreneurs, because you will telegraph your emotions, energy and passion to your team, to your customers and everyone around you. Learn your competition, think your competition and outperform your competition. Job of an entrepreneur is to grow more entrepreneurs, hire leaders not employees.

I would like to end up with a note which my father has always reminded me in my life "Don't wait for the energy to do the work, do the work to get the energy."