

**YOUNG  
CEO  
PROGRAM**



**thinkstartup**

**Session 3 : Founder's Mindset**

- any small business
- technology business
- innovative business
- scalable
- In search of Business Model

**"the pursuit of opportunity  
beyond resources controlled"**

Prof. Howard Stevenson  
*Harvard University*



# Founders Mindset

A Mindset is a Way of looking at the world



# Young Founders who Inspire



Age 13

- Wished to be an Entrepreneur

Age 15

- Researched about the problem in hotel industry and wanted to solve it with an app

Age 18

- Started his first venture Oravel Stays

**Ritesh Agarwal, OYO Rooms** –Used his insights from his hobby of traveling to a business idea. Oyo rooms is one of the largest and fastest growing chain of leased and franchised hotels and homes. It has expanded rapidly in India and globally.



# Young Founders who **Inspire**



2010

- Started as a YouTube channel that gave free education to anyone.

2015

- Launched official online platform with Freemium model

2020

**Gaurav Munjal, Founder Unacademy** – Started as youtube channel while still at college. The firm now has thousands of online educators.



# Young Founders who **Inspire**



2010

- In US, Nitin wanted to have a good cup of tea and he cribbed with his friend Raghav

2012

- Launched their 1<sup>st</sup> outlet at Cyber City in Gurgaon

2015

- Came up with 12,000 different ways in which people can enjoy CHAI

**Nitin Saluja and Raghav Verma, CoFounders, Chaayos** – Wondered why isn't there a place where people can go and have a “Meri Wali Chai” in nice hygienic ambience.



# Young Founders who **Inspire**



2013

- Dropped out of IITD to create “News in Shorts”, that delivers news in 60 words

2014

- Got incubated at T-Labs and raised funding

2015

- Had more than 3 million downloads, 50 million news views..

**Azhar Iqbal, Founder, InShorts** – the man behind 60 word news summary for mobile age. He is now fighting “fake news”.



# Young Founders who **Inspire**



2014

- Almost all psephologists got it wrong. So he decided to take the plunge

2016

- Started Jan Ki Baat

2019

- One of the few who got Modi 2.0 right

**Pradip Bhandari, Founder, Jan Ki Baat** – psephologist who revolutionised opinion polls by enlarging the panel size and getting real time feel of the pulse from ground zero



# Identify Mindsets of an Entrepreneur





# 8 Mindsets of an Entrepreneur



Curious



Creative



Problem Solver



Passionate



Perseverant



Motivated



Risk Taker



Team Builder



What's **MOST** important is to have a



**GROWTH MINDSET**



# Fixed Mindset Vs Growth Mindset



# Doubling Lilies in a Pond



If a pond is filled in 60 days, on what day it is 1% filled?

# Doubling Lilies – Lesson #1

**Persistence = Growth**

OPPORTUNITY  
DANCES  
WITH THOSE  
ALREADY ON  
THE DANCE  
FLOOR

## Doubling Lilies – Lesson #2

“ It looks to me as if you were trying only half as hard as you could, and in trying, **it's the second half** that **brings results.**

**Letters from a Self-Made Merchant to His Son**  
by G. H. Lorimer



## Think like a farmer

- Don't shout at the crops
- Don't blame the crop for not growing fast enough
- Don't uproot crops before they've had a chance to grow
- Choose the best plants for the soil
- Irrigate and fertilise
- Remove weeds
- Remember you will have good seasons and bad seasons – you can't control the weather only be prepared for it

# Basic Challenge



