



moving from idea to execution. When Raghunandan and Aprameya had had the idea, the first thing they did was establish the universality of the problem they had identified.



time you get to make the difficult decisions about your idea. We had this bunch of annoying friends who kept asking difficult questions of us about the smallest things related to our venture. The more they asked, the more we got to learn.”

According to Raghunandan, the market is the dominant determinant of the venture’s success. “When a great team meets a lousy market, the market wins. When a lousy team meets a great market, the market wins. When a great team meets a great market, something great happens.”

“When your customers persistently see value in your offering, then you know you’ve got something”, he concluded. The foundation of a venture is laid by the amount of in-depth clarity entrepreneurs have about each and every aspect of their product. And unless these fundamentals are strong, the building is built sans a solid foundation.

Raghunandan went on to narrate how they ensured the same at Taxi-ForSure: “During this phase, you go through a lot of iterations; this is the

However, one rung below the market, the right team is absolutely essential. “Someone with skills won’t acquire passion but someone with passion will definitely acquire the required skills. Once the start-up gets you to a certain stage, you won’t be writing code, but building an organization, motivating, hiring, resolving HR issues, raising funds. And after a while you cannot say X is not my domain. Founders needs to do whatever is required”. the best way to find a co-founder according to Raghunandan is to choose from among whom you have known well in life, since you have been able to judge his/her performance in a context different from only handling the venture. “In terms of number, 2-3 is good. If it is a huge team, you will be having HR issues on a regular basis.”

Coming to the end of a lecture peppered with pearls of wisdom, he left the audience with this final thought: “Enjoy what you’re doing, with a bunch of guys you like: that matters. If you fail, it’s learning. It is better than sitting on a pile of cash alone”.

