

Entrepreneurship: A Roller Coaster Ride

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A Roller Coaster Ride

Entrepreneurship is a buzzing word that excites most of us today, and Mr MBA is no exception. He too did not know initially that it's a roller coaster ride, which thrilled him in the beginning and scared him en-route. But he lives in highlight and believes that 'the end will be the beginning of a beautiful life filled with choices.' Everyone he knows, beyond the finish line, shares the same thought – it's incredible & worth riding.

Opportunity v/s Challenges

Most people ask this question, and most are not sure about venturing into. Although it seems to be a journey embarked on by chance, hearts of hearts he knows it came to him because he had asked for it. When the opportunity knocked at his door, his financial situation wasn't conducive, and the mere thought of betting his life-long savings caused him sleepless nights. Even before embarking on the journey, he thought of quitting a lot of times. He knew, as he had read many times, failure is the stepping stone to success; but the unanticipated roadblocks this time were his own family members/ close friends & well-wishers. And to add to their rationale, he had already closed his first e-retail venture before its anniversary. As he often says - What it takes is 'to get up again' after every fall. Today, he believes entrepreneurship is for anyone who is ready to replace 'I wish' with 'I will.'

Few things he did right:

1. Decision (Right or wrong?)

He knew, even after all the R&D, the decision to venture into the domain of your choice is just a decision - neither right nor wrong. After firing his boss within a year of starting this venture, he proved his decision right; but again, firing his boss was just a decision. A dream came true and many more to come with time.

2. Commitment (does 87.3% commitment works?)

Soon he realized that the journey isn't an easy one. There is no balanced life for an entrepreneur. Our Mr MBA chose to live an imbalanced life for 4 to 5 years (only work and no life) because he knows the end result of this journey is a fantastic imbalance for rest of the life. He is not alone in paying the price, his family is equally involved. Nevertheless, he is 100% committed towards his dream.

3. Got a Coach (I know it all!)

Today, it isn't necessary to re-invent the wheel to be successful. It's a no brainer for him to work together with more than one brain in sync. There is nothing better than leveraging someone else's real-life learnings. He feels lucky to have a coach like Mr Vibes, a game changer throughout his career, a certified trainer and above all a serial entrepreneur.

Few things he avoided:

1. Will everybody buy into my philosophy (Yes/No?)

He believes that there is no exception to the 80:20 rule and knows that if he wants to achieve success, he must be strong enough to survive through 80%. There is no substitute for hard work, no elevator to success and hence we must climb the staircase. He believes whatever he does, it is the most important attribute to his success. The only person who can make him successful is, himself.

2. I am the king (or Kingmaker?)

One thing he learned though hard-way is the value of time over money. He knows if he wants to enjoy the life to the fullest, he must have freedom (24x7). The successful 3% decentralize control - the secret of living a life of choices. It's always better to leverage on other's resources than trading own. A goal is more critical than a role. And He became the kingmaker by choice.

3. I can't do it (How can I do it?)

Challenges are an integral part of our life, and an entrepreneurial life is no exception. Many think that challenges come to break them, but he believes that problems come as an opportunity to introspect & rediscover the true self. When someone says, I can't do it; the person has already quit on himself. The right question to ask is – How can I do it?

Toughest time of his journey:

Take off was great, though as part-time with a job, soon came the point where he had to take the toughest decisions of his life. He had to choose between the employment and entrepreneurship; the security (oxymoron) or the freedom. It was a battle within, a risk, where his decision could be right or wrong. It was a tough choice for him as he hails from the middle class where the only legacy we get is to study for decades to secure a means of survival - the job. Nobody was supporting his decision, neither family nor best friends; it scared him even more. After swaying between two minds, he finally chose to take a leap of faith and decided to let go of security.

Advice to the Aspirants:

Before asking what to do and how ask actively WHY to do it? Do the needful, think through and decide. But once decided, keep doing till it happens. There are only two ways of not being successful in any business - one is not to start; the other is to quit. Remember, there are three kinds of people in this world; 1. People who 'Make things happen' 2. People who 'Watch things happen' and 3. People, who wonder 'What happened'?

Who Are You A Warrior or a Wimp?

I Create! I Take Risks! I Live My Passion! I Am An Entrepreneur

