



It's all about money, honey!

Lessons in entrepreneurship

*Cafemutual IFA (CIFA) 2015
February 13, 2015 at The Lalit, Andheri East.*



It's all about money, honey!

*Money is to an enterprise,
What goal is to the game of football*



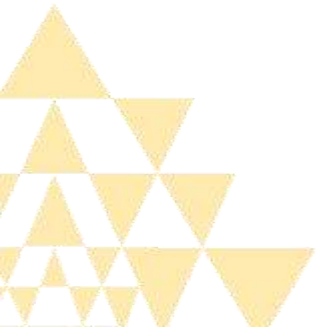
1. Vision is 80% hindsight and 20% foresight!

Do not over emphasize vision for success



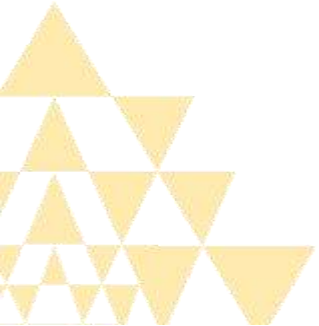
2. Focus, no hocus pocus!

Do not under emphasize the relevance of focus



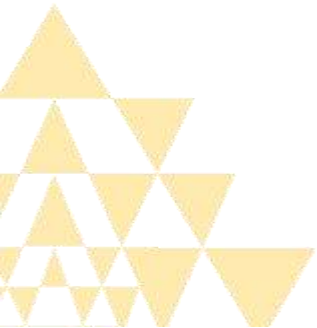
3. The early years, passion drives hard work!

When you love your work, hard work is fun



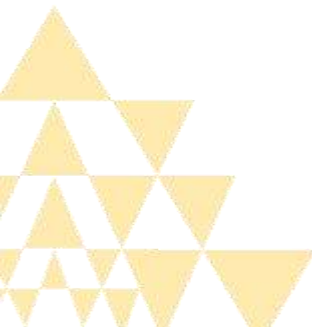
4. The crisis years – We almost gave up but honesty saved us

We survived scam and extinction, with honesty of purpose



5. When opportunity knocked, we betted our house again

Take risk when risk rewards odds are favorable



6. Orbit change has challenges – humility offers alternatives!

We could hire best people with innovative approach



7. Mistakes are recurring – keep accepting and correcting

International operations, offshore asset management were expanded at inappropriate time



8. People and social skills are underrated

Managing expectations and egos of people is crucial



9. Epilogue – Its not *actually* all about money, honey!

Reward goes much beyond money for a successful entrepreneur



Thank you

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