

# Successful Entrepreneurial Journey- Challenges & Opportunities

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# Successful -the context

- Psychological perspective
  - Materialistic Perspective
  - Physiological Perspective
- A Mckinsey study followed 1008 firms over 4 decades
    - Only 160 out of 1008 (about 16%) were still in operation after 4 decades
  - India has about 36 companies which are 100+ years old
  - A study between 1981-2011 found that only 45% of new registered firms survived in India after 20 years

Take it -> process it -> Give it back

# Major Challenges in Entrepreneurship

## 1. The right mindset

## 2. The regularly updated plan

## 3. Cash Flow

# 4. Time Management

# 5. Prioritization

## 6. Team Building



# 7. Selecting Right Products/Services

## 8. Task delegation

## 9. Getting the first customer

# 10. Compliances

# 11. Marketing Strategy

# 12. Capital

# 13. Branding & Growth Strategy (Scale up)

# 14. Founder's Ego

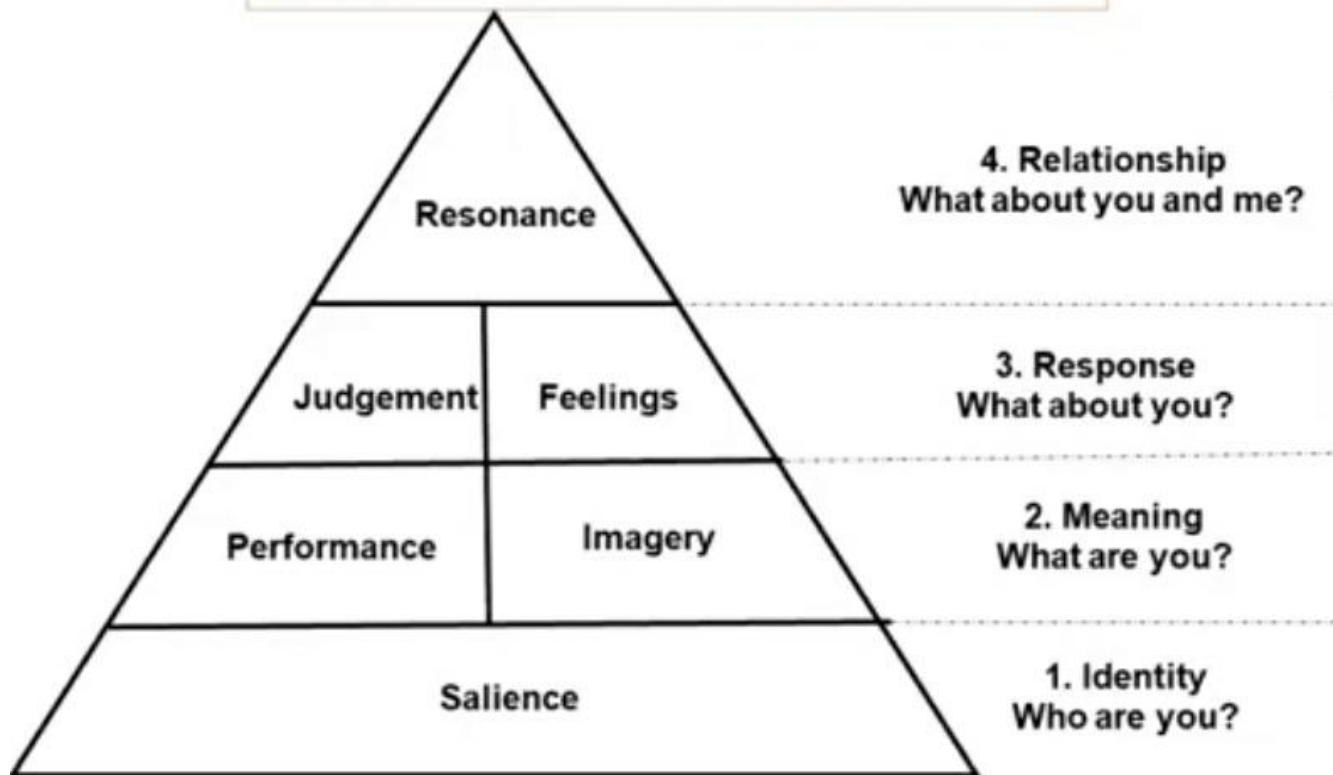


# 15. Self Doubt

# 16. Market Uncertainty

# 17. Work-life balance

# Brand – Consumer Relation



Keller's Brand Equity Model

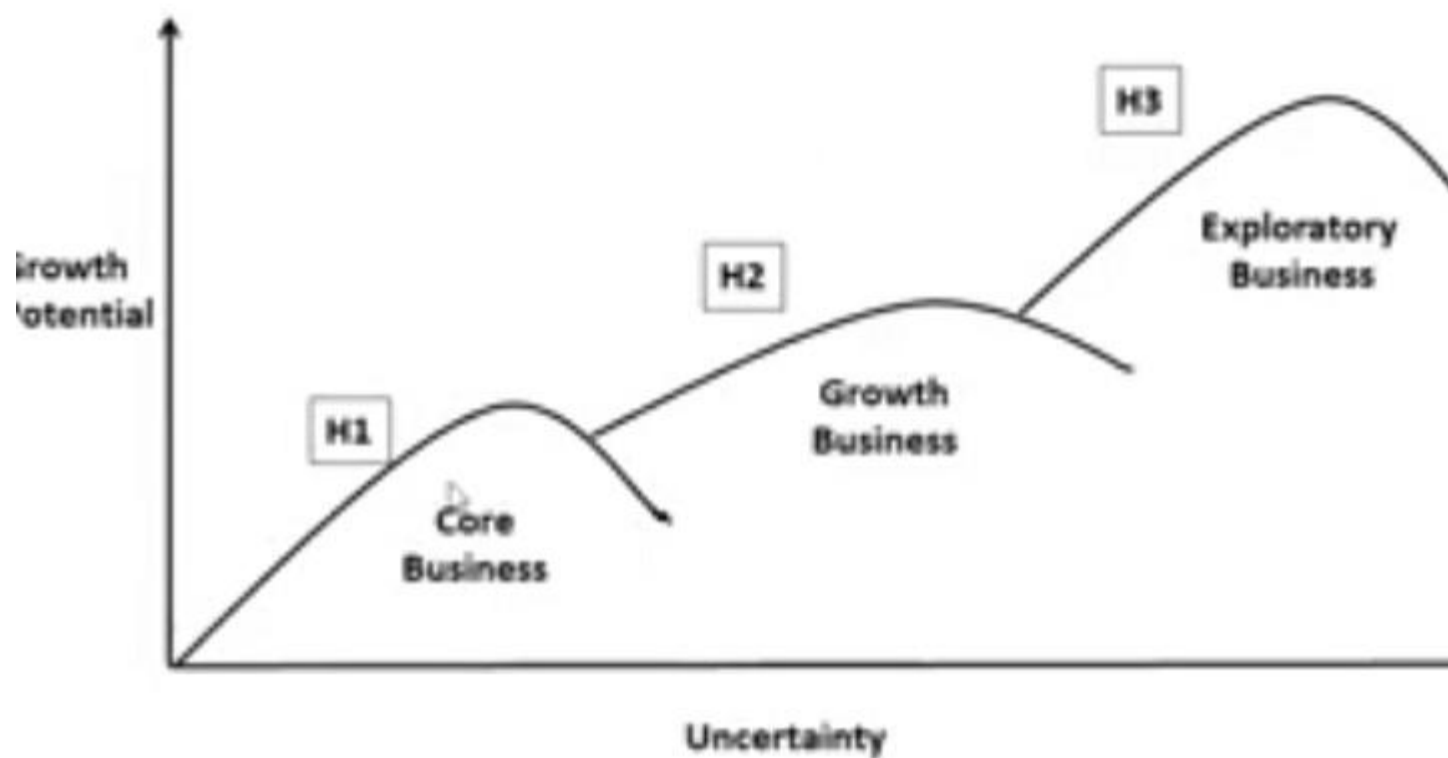
## Product Life Cycle:



## Red Flag Identification Matrix:



## Horizon's of Growth:



**Build Relevance**

**Exploit Brand scope**

**Create Network Effect**

**Disrupt yourself before someone else does**

**Explore Adjacencies**

**Doing well by doing good**



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## **Debajyoti Banerjee**

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Founder & CEO at Seven Boats. 15+ years of domain expertise. Felicitated & invited by 15+ top B Schools & Management Institutes of India including IIMs, IITs. Associated as digital marketing visiting faculty in 3+ premier B schools in Kolkata. 20+ awards, invitations & featured in premier magazines. Online Instructor at Udemy.

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