

Persistence pays in business

Our Chennai Bureau

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YOU MAY have to forget about your B-school background and corporate sophistication, if you want to become an entrepreneur. You will have to learn to start with used furniture and second-hand computers. You should be prepared to operate with flexible approach. Also, you have to be a persistent person who will never accept 'no' for an answer.

"Every boot-strapping entrepreneur has to pass the first 1000 days test of running his venture, like a captain of a ship managing to sail through uncharted waters," said A G Karunakaran, founder, GDA Technologies, a California-based electronics design services firm. He was speaking at a ET Club event on 'Foster-

ing Entrepreneurship' hosted in association with TiE at the Indian Institute of Planning and Management (IIPM) in Chennai on Thursday.

Entrepreneurship is all about converting an idea into a business reality, assembling the right set of people and creating a scalable organisation in a period of three to four years, he said.

Mr Karunakaran said that an entrepreneur has to be tenacious and a perpetual learner. Being



A G Karunakaran, (left) president, GDA Technologies and Srinivasan HR, vision holder, Take Solutions addressing a ET Club meeting at IIPM in Chennai on Thursday.

creative, innovative, adaptive, and flexible are required qualities. Mr H R Srinivasan, vision holder, Take Solutions, highlighted how prior experience of an entrepreneur's career would be useful while building an organisation from scratch.