



Founder's Corner



Hello associates:

After six months of delving into the importance of an ownership mindset and linking it to the performance of our operations, I am hitting pause on that topic this month to discuss something entirely different—business failure. I will return to those critical ownership insights next month.

After over 40 years in my profession, I've come to believe that failure is an integral, often overlooked element of success. How we succeed is not determined by the number of failures but by how we respond. We will all fail more often than we succeed. In business and life, anyone aiming to get somewhere must understand that things can go wrong more often than right, so failure is a part of the journey. Thus, you are probably not very successful if you've never failed. We must take risks, knowing very well that we will fail in most attempts. Since failure is required for success, we should aim to fail quickly and cheaply, learn fast from failures, and adapt to pursue other promising ideas.

This month, my focus on failure was triggered by reading an essay about the reasons for the downfall of several high-flying, venture-backed companies. It struck me just how practical and applicable these lessons are for our businesses and pertinent to our current challenges and opportunities. I wanted to share them before I forget them.

By failure, I don't mean that companies went out of business. Failure, to me, is a business barely surviving instead of thriving. With that said, below are the lessons from the startup failures essay that I read:

- 1. Bad product-market fit:** No need to explain it. If the product does not meet its customers' needs, then there is no reason for its existence.
- 2. Shaky finances:** One major factor in startup failure is too much financial commitment and debt. Please note that I am not saying that a lack of money is the reason; instead, businesses fail because they don't live within their means to provide themselves an unlimited runway to grow the business steadily. A lesson we can relate to in our personal lives about the ideal way to become rich is by avoiding get-rich-quick schemes and saving and investing regularly by living within our means.
- 3. Ignoring customer feedback:** Businesses ignore customer feedback about their product or feedback from prospects about why they did not purchase their product at their peril.
- 4. Tough competition:** Many startups go after the large players because their products are better than the market leaders, assuming they can take a piece of the market leaders' share. This strategy typically fails because of the entrenched consumer behavior, bringing down the company. The right approach is to find a niche that the market leaders ignore or would not invest in to defend the niche business if they get challenged by startups because the ROI on the investment to protect the company would not justify their attention.
- 5. Poor timing:** Many startups fail because they are early or late in the market. Understanding the market need for the product or service could make or break the business.
- 6. Leader and Employees:** Just as company leaders are the reason for the fall of the mighty, the biggest reason for startup failures are the founders, cofounders, and early employees. Pushover employees, ineffective management, and founders focused on getting rich quickly instead of focusing on customer needs will invariably kill the startup.

Actionable Thoughts:

Business failure is often preventable and recoverable if we address early signs of trouble. The key is maintaining discipline, humility, and a commitment to the core principles that initially drove success when we started the business. Here's how we should manage our businesses to thrive, not survive:

- **Maintain Vigilance:** We should constantly question assumptions, review results, and adapt, focusing on continuous business performance improvement.
- **Stay True to Core Values:** We should never forget our reason for being in the business for each company—the mission to help address our customers' needs. While the needs may differ for each business, our commitment to meeting them is the only way to ensure success.
- **Face Reality:** To improve our business, let us focus on strengths and core competencies and openly address weaknesses and threats. We should not pursue products or services for which we are not among the best in the industry and not pursue marketing activities we cannot afford.
- **Disciplined Growth:** All business managers should focus on growing at least 30% within their means to ensure a sustainable path to success, relying on their core strengths and capabilities. We focus on growing at least 30% year over year, which may seem like low growth for a startup, but it is achievable without going into debt or seeking outside financing.
- **Long-term Vision:** To maintain disciplined growth, we should prioritize sustainable success over quick wins because focusing on quick wins generally leads to disaster in the long run. Achieving a 30% growth rate for a few years will position us as top businesses in our niche.

Let us all take calculated risks, knowing too well that they may end up being failures. If we fail cheaply and quickly and use the lessons to improve our chances of success when we try a new approach (risk), we will achieve sustainable, above-average growth.

Until next month.

Ajay Prasad

FEATURED ASSOCIATES:



ABHISHEK KUMAR:

Hi! I am Abhishek, a digital marketing enthusiast working as an SEO executive. With a background in business management, I excel in systematic thinking and understanding market dynamics, which allows me to craft compelling SEO strategies aligned with business goals. I firmly believe that not being where you want to be should be enough motivation to strive harder every day, and this mindset fuels my passion for continuous learning and personal growth.

Beyond work, I enjoy reading, visiting serene destinations, and spending time with family and friends over good food. I am open to exploring new challenges and adventures.



MD SAMI:

Hello! My name is Sami Khan. I am an inhabitant of Patna and I'm working as an SEO executive. I graduated with a degree in computer science. In my free time, I enjoy playing cricket and traveling. I'm passionate about learning and constantly seek out new challenges to improve my skills. I'm excited to be part of this Firstbit technology and look forward to connecting with like-minded professionals.

THE HR SPEAKS:

Welcome, New Hires!

Please join us in warmly welcoming **Aman Kumar, Shikha Kumari & Sonali Rani** to the Marketing team and **Rudra Manu** to the Development Team.



Aman Kumar
Marketing Team



Shikha Kumari
Marketing Team



Sonali Rani
Marketing Team



Rudra Manu
Development Team

Work Anniversaries Celebrated:

RAJ KUMAR
GULAB PRASAD
SHASHI RANJAN

🎂 Birthdays in August 🎂

PRABHAT PRASAD
NEELAM NAVEE
NAYAN PRAKASH
ABHISHEK NARAYAN
ROHIT KUMAR
AKANKSHA KUMARI
RATNESH KUMAR SINHA
ANAND RAJ

New Projects Signed up in July 2024

Sr No	GMR Projects	India Projects	Stratosphere Projects
1	Dr. Lav Kochgaway	Dr. Akhil Monga	Enterprise Coatings Pro
2	Inspired Health & Metabolism	-	Anderson Insurance Affiliates
3	JRK Vascular Medicine & Vein Center	-	-