



REVIEW ARTICLE

STARTUPS, REINVENTING THE WORLD

^{*},¹Ashish Dande and ²Rahul Eragula

¹Research Scholar, EThames Degree College, India

²Operations Manager, Blu Skin and Cosmetology Clinics, India

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ABSTRACT

The inventions of new technology and the discovery of opportunities have tremendously impacted the world in the 21st century. The thrive to be different and the thrust to prove oneself is increasing among the people with the advancements in this world. There is no person today who can say that he is absolutely good for nothing. Each person is gifted with a unique talent. It is a matter of challenge whether he can discover his innate talent. The talent when nurtured grows into a successful tree that bears fruit evidently satisfying the needs and desires of others. People today are like never before, working to be distinguished by others. This has given the scope for millions of startups come up into the picture. Whether successful or not, people are giving it a try to do something that they are good at. It implies to how one can be contributable to others that these startups mean. The aim of this paper is to emphasize on the importance of startups so as to how they shape of this world.

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INTRODUCTION

Startups is a term that we constantly hear in this business world today. From Google to Uber, every company was and is once a startup. To be somewhere there must be a beginning and this is a natural fact that applies universally. What then is new about these startups that everyone talks of these days? The present world is encouraging startups and nurturing new ideas where employment is enjoyed by everyone. Advancement and growth must be embraced by every person nonetheless he would be in a deadlocked space zone. The main idea behind the growing trend of startups is entrepreneurship. This concept was never so encouraged and uplifted as it is in this present day ever growing world. The spark in the eyes of people today is being noticed. The conventional mindset of sticking to a predefined job and settling with its limited scope is now being questioned as it is not everyone's cup of tea to be a good employee. There are various competencies in different people. Those who have a competence to work have been working towards their employment but those who have different interests weren't so encouraged back in olden days. The very thought of failure has kept people from trying what they believe they are good at. This has chained many overtime to getting settled with jobs they don't always delight in. What are startups?

The word startup was popularized during the "dot-com bubble" which was a period when a humongous number

of Internet based companies were formed. Startup refers to an entrepreneurship venture formed and established with a futuristic ambition to grow. The main concept that lies within startups is the perspective of growth. Startup is not created with an assumption that it would end but with an ambition to grow. Paul Graham states that "a startup is a company designed to grow fast. Being newly founded does not in itself make a company a startup. Nor is it necessary for a startup to work on technology, or take venture funding, or have some sort of "exit". The only essential thing is growth. Everything else we associate with startups follows from growth." The world is in need of startups as they play a vital role in reinventing this world. For instance, until Google showed up, the world was not so equipped with the search engine technology. Also, we can look at Facebook in reference to how it changed the fate of social networking. Startups have evidently played a vital role in the economic prosperity and economic transformation of the world. Countries like China and USA stand out in the development of their economic status that have been established by entrepreneurs with a common vision to grow and give to this world what they have to offer. The role that startups play is a significant one that the business world must acknowledge.

Literature Review

The stories of many have inspired the world to come up with thoughts and ideas that can make a difference. This could happen because of the way things were perceived by those

people who were the channels for greatness to flood through. The belief that leads to greatness is the belief against the fear of failure. Michael Jordan, NBA Legendary Basketball MVP stated, "I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life and that is why I succeed." Elon Musk quotes, "If things are not failing, you are not innovating enough." And this very confidence builds up over the love for what you do. Steve Jobs said, "Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do."

Recommendations

1. Believe in your-self/Idea

To live a successful life and in order to achieve something, one must fully believe in himself and in their ability to do things. If you see the success stories of entrepreneurs of today's generation, everyone had great belief and confidence in themselves and in their ideas. It's not the money, fame or level of success that drives them. But it's their passion to chase their dreams, no matter how many times they fail, that they were successfully able to create a life of their dreams. Their belief and hard work is what created a vision so big that it made all their failures look small and got them where they wanted to be.

Ideas for action:

- Don't be afraid to give voice to your values. This will help others know who you are and how to relate to you.
- Actively cultivate friends who share your basic values.
- Your belief talents allow you to talk to the hearts of people. Develop a purpose statement and communicate to your loved ones.

2. Be strategic

Being strategic enables you to eliminate the clutter and find the best way to move forward. Being strategic is a unique way of thinking, a special perspective over the world by and large. This perspective helps you to find gold while others simply find dirt. A strategic person always thinks of different scenarios, always asking, "What if this happened?" This question helps you to see around the other corner. This helps you to see the clutter and accurately evaluate the potential obstacles. Developing a strategic angle helps you to see where the path is leading to, so that you can start making selections. You discard the paths which lead to chaos. You discard the paths which lead to confusion. You make selections unit to arrive at the chosen path – your strategy.

Ideas for action:

- Plan before you start. Take time to fully reflect about your idea until you feel right.
- Trust your intuitive insights as often as possible. Have confidence in these perceptions.
- Study the market and always take the opinion of the experienced.

3. Be persistence and patient

Being persistent is one of the most important characteristics of an entrepreneur. Persistence is what keeps you going in the

face of all obstacles. It pushes you to do more, to achieve more. It brings you the energy you need to work long hours without burning out. Persistence helps your goals to serve as your compass, helping you determine priorities and stay focused. But there are numerous dreams that failed because of lack of patience. It's not that they don't try, they do, but are not patient enough. For an idea to grow, you need to put in time, hard work and nurture so that it develops into a profitable business. For this to happen you have to be persistent and patient.

Ideas for action:

- When you set goals, discipline yourself to include timeliness and measurements. These will provide proof that you are making progress.
- Seek roles which are demanding and that require a lot of grit.
- Always be patient. Remember good things take time.

4. Don't forget the WOW factor

Always be unique in your approach and make people go WOW. Because people like things which are extraordinary. Take time for yourself, make sure you are building yourself and develop things which you love and enjoy. Enjoy the challenge of meeting new people and getting them to like you, because connections can go a long way. There are new people to meet, new rooms to work and new crowds to connect with. Always remember to BLEND IN BUT STAND OUT.

Ideas for action:

- Join local organizations, volunteer for committees and build a network.
- Be the initiator, find people with common interest so that you can strike up a conversation, and build rapport so that you open doors for an exchange of ideas.
- Let the excellence in your work shine forth.

Conclusion

The world is full of opportunities. If you don't find them, you create them. As the world is moving at a very rapid pace, it is extremely important to keep reinventing yourself. It is when you desire to uncover what you are within, that you discover the newness of your potential in different dimensions. And this pushes you on, to give something more advanced and innovative to this ever demanding world.

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