

Entrepreneurship Cell Participated in Paytm – Build for India Talk

Friday, 18th September'2020

16:00 : 17:00

Convener: Dr. Monica Aggarwal

Co-Conveners: Dr. Shivani Raheja, Dr. Ruchi Sharma

The following students of Entrepreneurship Cell Participated in the Talk:

1. Naina
2. Yannish
3. Aarjav
4. Sanyam
5. Prachetus
6. Sakshi
7. Ausaaf
8. Yaman
9. Mohit
10. Harsh

Meet the Investor
Rajan Anandan

paytm BUILD for INDIA

Saurabh Jain
Vice President, Paytm

HOST

SEQUOIA
Rajan Anandan
Managing Director,
Sequoia Capital and Surge
President, TIE Delhi-NCR

18th SEP
4:00 PM to
5:00 PM

SPEAKER



The talk was organized by Paytm and hosted by Mr. Saurabh Jain, Vice President, Paytm along with speaker Mr. Rajan Anandan, Managing Director Sequoia Capital, and started off with Mr. Anandan giving insights about his background:

- He received his education from MIT and Stanford University, further went on to work in big corporate conglomerates like Dell, Microsoft, Google and then Sequoia.
- When asked about Sequoia's background, he explained that Sequoia is a global venture capital firm which started out in Silicon Valley. It has been present in India for the past 15 years and helps tech centric startups from "ideation to IPO". It has been named as the top backer of Indian unicorns and is associated with 16 unicorns like Oyo, Zomato, Byju's, Ola, etc.
- He further talked about a startup founded by Sequoia Capital, Surge, a rapid scale-up program for early stage startups in India and Association of Southeast Asian Countries (ASEAN). It has raised 100 million dollars equity and 300 million dollars externally.
- He explained that startups can approach both Sequoia and Surge by connecting with them online through their website or by writing to them or if the startup has already started off in its journey, a recommendation from within the corporate industry is an extremely good way to connect. If the startup is of tech background, their application gets an edge over others.
- He suggested the following 4 part series documentary; https://www.youtube.com/playlist?list=PL3eSrq6SV06tLPAfdP_g5rbcRhHcMXCp_
- He was then further asked by Mr. Jain about Digital Healthcare and Online Education sectors' boom because of lockdown. He presented his views by elaborating that since the lockdown and Covid pandemic was unexpected to have such severity, many tech startups not only in the above-mentioned sectors, but also online platforms like Zoom and Google meet saw 5-fold growth in viewership. He said, pre Covid there were about 40 million students learning online in India and now there are over 100 million.



Healthcare is a new segment for tech companies to visit, AI and machine learning in healthcare is also something new.

- The session ended with a QnA segment where attendees asked him about what is considered to be a good idea or what is a good startup. He replied, it should be “something you’re really obsessed about and only do it if you’re ready to spend 10-15 years to building the company. Being an entrepreneur is one of the hardest jobs in the world. Don’t just be an entrepreneur because it’s cool, you should be willing to work 18 hours a day, 7 days a week. If you want to launch a business, figure out if the customer base likes it or not, user love is an essential key to success.”
- How to validate an idea? “Try to launch it and build it quickly. Need assessment surveys. Put it on Facebook and see if the mass is interested. Not talking to any customers is a very bad idea. Always focus on the long term.”
- How to figure out it’s the right time to get external funding? “Set a milestone and try to get to that milestone and find out what you need to get that to that milestone instead of copying other startups because you might not need the same amount as any other startup. You don’t want to dilute your ownership in the company unnecessarily. Always let the investor value the company, you don’t want to show all your cards.”

