

# Insights from the **#KalaariFamily**

*2021 Edition*

At Kalaari, we are committed to providing a useful resource to all founders, and working with them to navigate the inevitable challenges of fostering ideas into successful businesses.

The following is a compilation of insights from founders and visionary leaders who are building companies of scale.

We hope these learnings will be valuable to you.



**Harsh Jain**

Co-founder, Dream11

*on building  
**Consumer Tech**  
Companies*

Go after large market opportunities. Choose a problem which has a **large TAM** (total addressable market).

Your startup life should revolve around **retention cohorts, CAC (customer acquisition cost), ARPUs (Average Revenue Per User), and payback periods.**

Remain focused. Too many founders are in a hurry to expand internationally or in new industries. **Focus on solving one large problem in one large industry.**



**Mukesh Bansal**

Co-founder, Cure.fit

*on being **prepared**  
and dealing with  
unpredictable situations*

I follow the mantra of '**live to fight another day**'.

Always ensure that you have at least 24 months of runway in your bank. Stay consistent and judicious with that number, and you will never be worried about your startup dying.

You can never predict what uncertainties you will have to deal with in the future. Having this runway will always keep you one step ahead.



**Krishna Kumar**

Founder, Simplilearn

*on being a  
solo founder*

Don't try to be a master of everything. **Collaborate** with people with diverse perspectives to cover the blind spots.

**Seek out a peer group** (join networking groups) as solo entrepreneurship can get very lonely.

Most importantly, remember to **trust your instincts** and take chances.



**Karthik Venkateswaran**

**Co-founder, Jumbotail**

*on how to navigate in a  
**highly competitive**  
market*

Focus on your customers, not competitors.

**Be as close to your customers as possible.** Define the picture of success for your customers, then see how your product/service is helping them achieve that.

**Know when to scale and when to hold back.**

Don't scale (the losses) just because your competitor is scaling. Don't try to fight competition everywhere if you have not yet achieved product-market fit in at least one core market, with defensible competitive advantages.



**Swati Bhagrava**

**Co-founder, CashKaro**  
*on her philosophy to  
motivating her team*

**Effective communication** is key. Establishing a connection with my team is very important for me.

**Decision making and ownership.** I encourage my team to take ownership. Learning at CashKaro is valued deeply and I make sure my team is developing skills beyond their role.



**Sourabh Gupta**

Co-founder, Skit.ai  
*on his key  
fundraising tips*

**Start the process with all investors simultaneously.** This ensures you can close the process with every investor after you get your first offer.

**Find soft connections to the right investors.** Nothing compares to connects via portfolio founders.

Learn the **art of storytelling**. Every slide should tell a story, more so the ones with data.





**Shradha Sharma**

**Founder, YourStory**  
*on how to approach*  
***networking***

**Do your research** on the person you are meeting, irrespective of how important or relevant they are. Being prepared will help you spark meaningful conversations.

**Don't label yourself.** Networking does not come naturally to most people. By labelling yourself, you will find yourself under a lot of performance pressure. Instead, focus on cultivating strong and genuine connections.



**Ankit Ratan**

**Co-founder, Signzy**

*on how to find the **right mentors** in the early stages of a startup*

Try and find mentors who help your organization fill capability gaps. First, **identify what those gaps are.**

Leverage platforms such as **LinkedIn** to identify and reach out to the right mentor profiles.

Never give away equity in your company to organizations just for access to their mentor pool. This is almost always a waste of your precious equity. Look for individuals who are aligned with your vision.

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