

PAY IT FORWARD



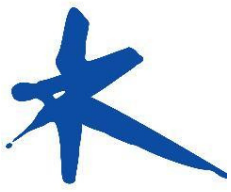
**Lessons from building
India's largest sports
platform**

HARSH JAIN

Co-Founder & CEO, Dream Sports

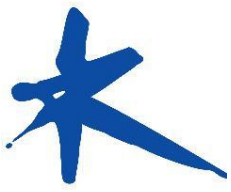
SWIPE





Building a startup is like playing a team sport.

Creating a successful team is not just about getting the best players together. It's about building the right team chemistry and culture, which trumps all other factors.



Focus on building a product that users genuinely love.

Product market fit - the organic, non-incentivized retention of paying customers - will follow.



Choose your investors carefully.

Don't just go after brand names.

Look at the person who is going to join your Board and see if you can build a long-term relationship with them.



Focus on solving one main problem.

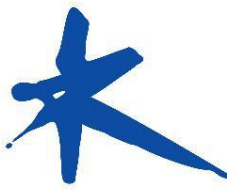
Become a master of this one problem, and then slowly build out additional features.



Write down your company culture.

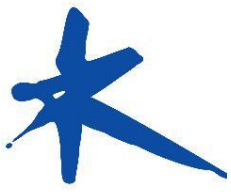
The company culture stems directly from the founders' DNA.

It's important to create a culture of ownership, transparency and sense of belonging in the employees.



Be prepared to face multiple rejections along your journey.

You must have the passion, self-belief, and determination to be able to learn and move on from rejections.



Always be authentic.

Have the humility, integrity and maturity that's required to have difficult conversations.



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