

Startup, Managing Growth in Complete Chaos and finding your Zen

Sumit Kapoor
Co-founder, Zorang, Qaddoo

Introduction

Sumit Kapoor

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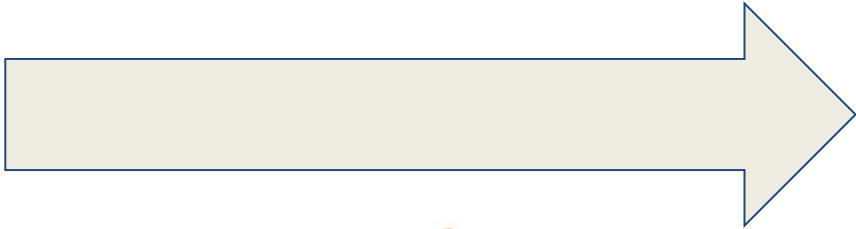
Zorang (www.zorang.com, @zoranginc)

- Company HQ in the San Francisco Bay Area
- Focusing on Intelligent Solutions for Content and eCommerce
- Mid-size to fortune 500 customers
- Partners IBM, SAP, Salesforce, Bloomreach, ContentStack
- AI, Integration, ECM, eCommerce

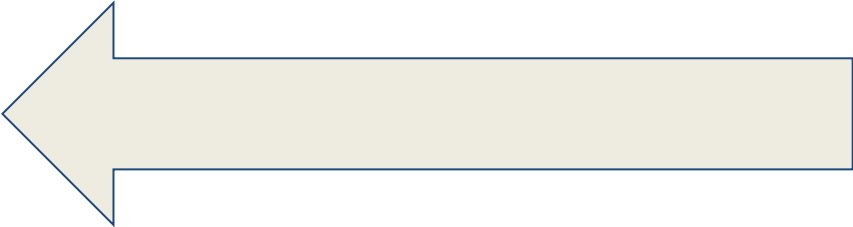
Qaddoo (www.qaddoo.com, @qaddooinc)

- An Anonymous Hyper Local Social Networking platform
- Connect with people in your vicinity anonymously

Mid-Life Crisis?



Start Up 



To Bootstrap or Not

- Valley rewards risk takers
- Product vs Services
- Inheritance
- Rich parents/relatives
- Sugar Daddy
- Spouse....

Resources

- Vendor Resources
 - Evaluation
 - Referrals
 - LinkedIn Deluge
- Contractors
 - Commitment?
 - Coin Operated
 - Expensive
- Hiring
 - Expensive
 - Quality
 - Flaky
 - Firing
- On-shore vs Off-shore

Leverage Cloud Platforms/Solutions

- AWS/GCP
- G App Suite/MS Office 365
- Zoho/Dynamics 365
- Trello/JIRA/Asana
- Github/Bitbucket
- etc.

Marketing

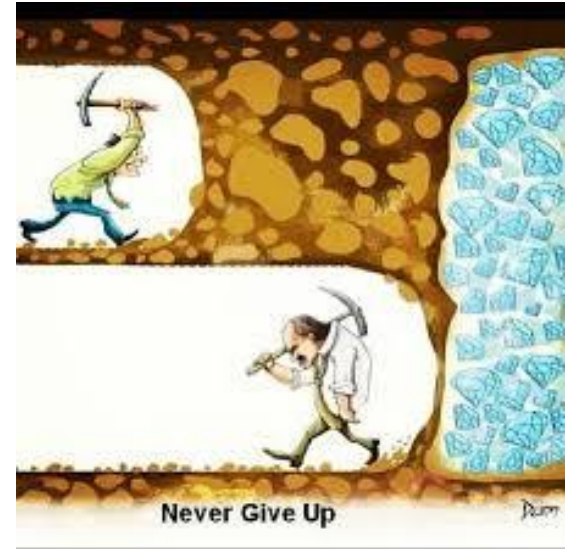
- Analysts
- Publications
- Events
- Outbound

Getting Customers/Sales

- Partners
- Contacts
- Referrals
- Sales Team
 - Contract
 - Hiring
 - Coin Operated
 - Commitment

To give up or not to ...

- The dreaded ratio 1 : 10
- Growing too fast, burning through resources
- When to Give Up?
- Investor Fatigue
- Dragging it too long?
 - Few Quarters - 1yr
 - 5-10 yrs
 - Decades - Legends
 - Return on your Time and Investment
 - Thinking about the Employees, Customers, Partners, Investors
- Exit Plan



Thank You

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