

# From the Editor's Desk

*Dear Entrepreneur,*

*Those who have seen your struggle, they know the value of your success. For the rest, you are just plain lucky. Entrepreneurs are a league in themselves. They contribute to the well being of the society and nation as a whole, sometimes sacrificing their personal lives in the journey. The world of small entrepreneurs have thousands of untold stories that has potential to inspire others. Entrepreneurship must be celebrated. And we want to be a part of that celebration.*

## Our vision

We are looking for you to share some insights into your entrepreneurial journey. It can be about your experience as an entrepreneur, your business story, a small venture that has helped you grow, some idea that you feel needs to be put out there for the world to know, your journey from challenges to success and growth, or even multiple failures that you would have experienced. We will celebrate it all. And here's what we will do next. We will publish your story on our website and newsletters for everyone to see and know, that will give you an exposure and publicity in the entrepreneurial world like never before!

## The Do's

- ★ We provide you with a set of questions to help you build a framework, but the write-up can be something entirely different and creative, an extension of yourself, the way you like it. It should be captivating and inspiring, with a dash of humor and forthrightness.
- ★ It can be limited to 500-600 words (1.5 to 2 pages of word doc), but not restrictively.
- ★ Some strategic photographs to go with the story would be a good way to project what you and your journey is all about. Also a few of your venture(s) (building, logo, team pics, etc)
- ★ A quick profile info about yourself, your qualifications and your past experience, your contact number and anything else about you that is worth sharing. [You can provide a link to your LinkedIn Profile too.](#)

## The Questions

1. Something about yourself, your likes and your aspirations
2. What made you step into the world of entrepreneurship?
3. What was your vision and motive behind starting your own business?
4. Did you always dream of doing what you are doing or did it happen by chance?
5. Where and how did you see yourself when you thought about floating your venture?
6. What was your ultimate goal with which you started?

7. Tell us about the idea that led to the venture.
8. What are your short term and long term expectations?
9. What challenges did you face in the beginning? Any setbacks?
10. What are your returns and how are you reaping benefits out of it now.
11. Do you have a fall back plan in place?
12. What are the plans for future, for yourself and your venture
13. What are your ultimate goals
14. What is your vision?
15. How & what do you think of giving back to the society?
16. What is the ultimate goal in your career, with or without this business/company
17. What motivates you?
18. How far are you willing to go to succeed?
19. What is your greatest fear, and how do you manage fear?
20. What are your ideals?
21. How do you define success?

Your Journey, Your Pride!

*Looking forward to your journey in your own words*

Warm Regards,

**Ruchi Pancholi**

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