



# R.M.K

## COLLEGE OF ENGINEERING AND TECHNOLOGY

### DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING



Date: 09-05-20  
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## Topic: Secrets of Successful Entrepreneurs

Entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit. The success secrets of entrepreneurs aren't as secret as you think. To be successful as an entrepreneur, you first need to understand what type of entrepreneur you are.

Entrepreneurs are of two types based on how they involved themselves into money making.

1. Those that have **created their own businesses in reaction to their life**, as a problem solving to their needs. This idea later develops to a business. We have heard a lot of such stories where mostly the proverb, "Necessity is the mother of invention" played major role. Ex. Creator and sellers of household tools, interior designers, etc.
2. Those that **create business from inspired vision and action**, are people who want their mark in existing technology or system, where their ideas are incorporated to make the best out of it, for the betterment of humanity. Ex. Steve Jobs through Apple, Bill Gates through various products of Microsoft, etc.

Even though the way differs, in which an entrepreneur is made, their secrets of success are in line with each other. Following are some of the success secrets.

### 1. Be passionate about your work!

Meaning, you must be clear that, most of the working hours you spend will go into building what you are aiming to achieve. Being passionate kindles both your innovative skills and working skills to greater extent. Also, your passion will ignite the skills of your team which in turn pave way for reaching your success. A passionate businessman will always be rewarded with believing and long-term customers.

## 2. Focus on opportunities!

Entrepreneurs must be able to look for a platform to grow. This means, study the market, and identify the available opportunities. Once found, your work should be focused only on serving the opportunity. Any business should make products only to cater the need and not doing many things which are not needed now. Stay focused on the mission.

## 3. Hard work is the key!

Any established business had a great background of hard work in the form of sweat and sleepless nights. There is no such thing as overnight success. Successful entrepreneurs always give 100% effort to everything they do. You will have no regrets when you know that you have given full effort. Stay focused. Let the result me what it will be.

## 4. Success is a long journey!

It is good to focus on the goals, but the small milestones that you reach on the way to success is worth celebrating. Entrepreneurs must enjoy and celebrate the milestones achieved along the way along with the team. This will also ease the pain and give more energy to move further close towards the goal.

## 5. Trust yourself!

Many times, the statistics and forecast given by your business tools like spreadsheet and others will give false sense of security. In most cases, your heart and gut are your best guide. Focus on the mission, be available. Follow your heart. Sometimes the faint voice based on your instinct makes wonders more strongly that your brainy logic.

## 6. Be ready to change!

Market is not the same as yesterday. Needs change every day proportionately with the advancement in technology. You should continuously learn and adapt to the available information about the business world. Always be persistent to your mission. Success is near when are ready to change quickly.

## 7. Teamwork

You must be able to work in team. No one person can be good in everything. You must be able to search and understand what your own core skills and strength. Then find people like you, who know their skills and strength, but good on things that you are not. It is easy to get attracted to people who are like you.

**8. No long-term success without honesty and integrity.**

Honesty and integrity must be the core of everything that we do. Everyone has a conscience, but too many people stopped listening to it. This faint inner voice will always warn you when you are not completely honest with you team as well as to you customers. Be sure to listen the voice to be successful.

**Measuring success.**

I hope that the secrets are not secrets anymore to any budding entrepreneur after reading the above. Next question is how to measure that success? Success, of course, is very personal; there is no universal way of measuring success. What do successful people like Bill Gates and Mother Teresa have in common? On the surface, it is hard to find anything they share, and yet both are successful. I personally believe the real metric of success is not the size of your bank account. It is the number of lives in which you might be able to make a positive difference. This is the measure of success we need to apply while we are on our journey to success.

Sample screenshots:



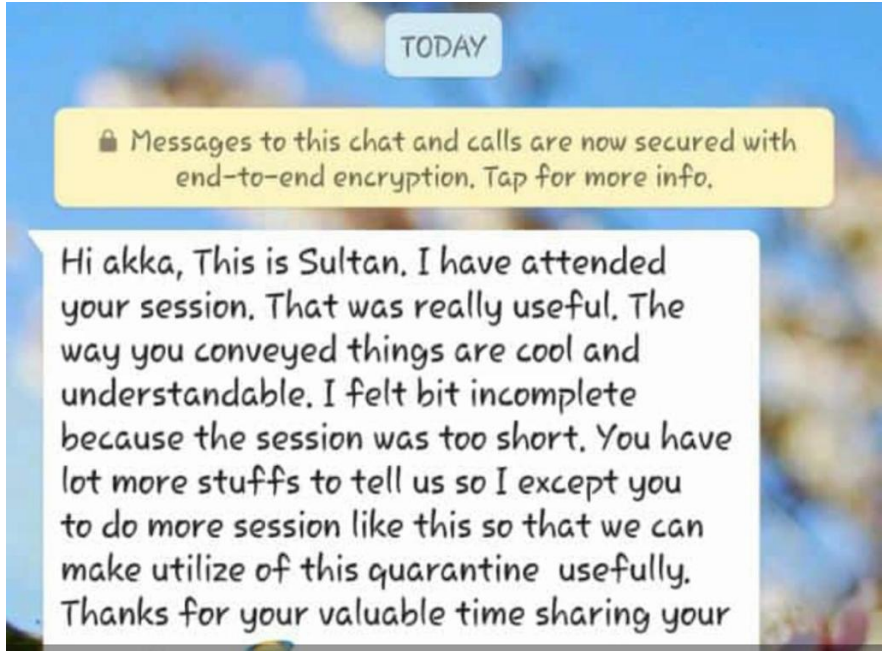
IS TIME = MONEY?

**NO!**

MONEY = SKILLS ↑ \* TIME ↑

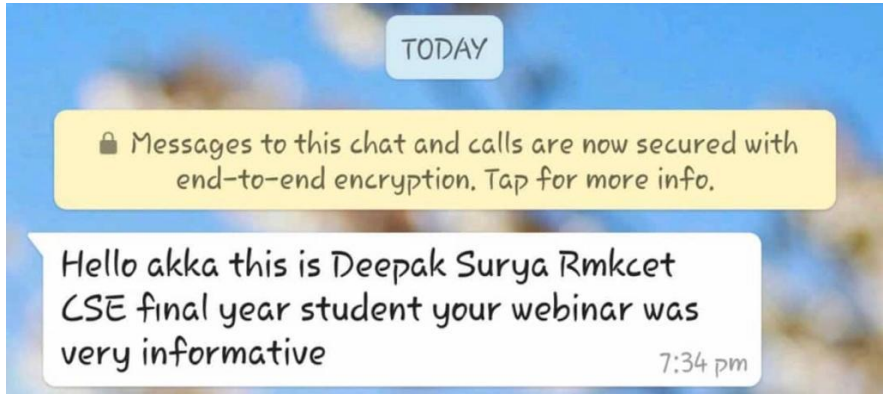
Students feedback...

- 1. Mr. Sultan, Final Year CSE, RMKCET





2. Mr. Deepak Surya, Final Year CSE, RMKCET



More students actively participated in the webinar. Requesting you to organize more webinars in the future.

Thank you!