



Nagarjuna College of Engineering & Technology  
(An ISO 9001-2008 Certified, NBA\* & NAAC 'A+' Grade Accredited  
Autonomous Institution under VTU, Approved by AICTE)  
Mudugurki, Venkatagiri Kote Post, Devanahalli, Bengaluru 562164  
Department of MBA



## Event Report

**Date of Event:** 25<sup>th</sup> February 2023

**Activity :** Guest Lecture on Bootstrapping and the Growth Strategies for a Start-Up

**Details of the Resource Person:**

Ms. Yamuna Sastry – Founder Cab Dost and Co-founder, Dvara Money

**Write up on the event:**

Ideas are easy. Implementation is hard. - Guy Kawasaki, All Top Co-founder  
Start-ups by an entrepreneur seek, develop, and validate a scalable business model. While entrepreneurship includes all new businesses, including self-employment and businesses that do not intend to go public, startups are new businesses that intend to grow large beyond the solo founder. At the beginning, startups face high uncertainty and have high rates of failure, but a minority of them does go on to be successful and influential.

The startup process can take a long period of time, and hence sustaining effort is required. Over the long term, sustaining effort is especially challenging because of the high failure rates and uncertain outcome. With this, add bootstrapping and there is a tough situation created for a company to grow.

Department of MBA, in association with NCET Institution's Innovation Council, Technical Innovation Club and ED cell organized a guest lecture on 'Bootstrapping and the Growth Strategies for a Start-Up' by Ms. Yamuna Sastry, Founder & CEO of Cab Dost and Co-founder, Dvara Money. It was organized on 25.02.2023 in the auditorium for the first and second year students.

The objectives of the Guest Lecture were to bring awareness to the students on the challenges of a boot-strapped company, which depended on 'Paying customers'

Commencing with a wonderful statement that 'Startup is a mindset and not a business', Ms Yamuna told her story of 'CAB DOST' where she was a co-founder. Ms. Yamuna went on to say that she had spent a minimum of 38,000 hours on the ground to build a company, about the tough journey and validation- by the customers, industry and also families. With down to earth examples, she spoke about the two sides of a business, like two sides of a coin -1. Investors: Investment for employers, types of investments, steps to be taken up by small companies -Being a Unicorn, IPO and Social Stock exchange.2. Employees-She spoke about the challenges of unorganized sector of workforce, gig economy and connected the dots with the cab drivers. There is nothing more rewarding than them being able to help people from bottom of the pyramid finally reap the benefits of financial inclusion, like building a track record of income, becoming financially literate, reduced cost of credit from the organized sector, getting their first TDS refunds.

Ms. Yamuna also spoke about ownership of a company, about the first digital bank of India, 'Spark Money', her journey as a founder of 'Dvara Money'. She conducted an activity for the students to make them understand what is bootstrapping, by literally asking them to BOOT-STRAP.

Finally, she was of the opinion that 95% of the startups fail within first 500-1000days. She gave roadmap to the students

FIRST 100 DAYS: Find co-founders and team who can make or break, to understand, what I know, what I am as an entrepreneur, Grow your Idea, Reverse Engineering, Campaign, Get closer to

customers

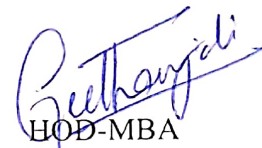
At 500 days: Abandon ideas that do not work

At 1000 days: Make use of existing resources

Build Network

Ms. Yamuna ended her info-power packed talk by giving certain info about various platforms for the students to approach, to build / develop their businesses.

Prepared By  
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Guest Lecture on Bootstrapping and the Growth Strategies for a Start-Up on 25<sup>th</sup> February  
2023

