

PAY IT FORWARD



**Founder insights on
building Cure.fit and
Myntra**

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Be obsessed with customer delight.

Keeping your ear to the ground and listening to the customers can pay disproportionate dividends. It has to be baked in as an integral part of a firm's culture



Culture is extremely important.

In a bad environment, $1 + 1 < 2$.

Focus on building an environment where people feel pumped up about coming to work. It should evolve, with scale, in terms of rituals and policies but the core values should never change.



Live to fight another day.

Always ensure that you have more than 12 months of runway. Stay consistent and judicious with that number and you will never have to worry about your startup dying.



Been there done that mindset is dangerous.

Every situation is different. Having both operational and observational awareness is important. Focus on continuously observing and deriving insights.



**Expose yourself to a lot of context
and do not jump to assumptional
conclusions.**



Follow the maxim of strong opinions, loosely held.

Have strong opinions and march down a path with deep conviction, but if data disagrees, you should be able to let go and reinvent yourself.



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