

# SUCCESSFUL ENTREPRENEURSHIP

Pradeep Anand  
Seeta Resources

+1 281 797 0797; pa@seeta.com; www.seeta.com

January 2014

# Agenda

- Background
- Successful Entrepreneurship

Background

# Seeta Resources

- Customer Challenges
  - Goals not met: revenue growth, quality of revenue
  - Need: rediscover markets, redesign business
  - Executives/employees are too close to the situation
  - Outside resources are not close enough
  -
- Solution
  - Use Seeta Resources' proven processes
  - Turn employees into strategists and tacticians
- Results
  - Revenue growth, enriched margins
  - Quick results, long-term effectiveness

# Background

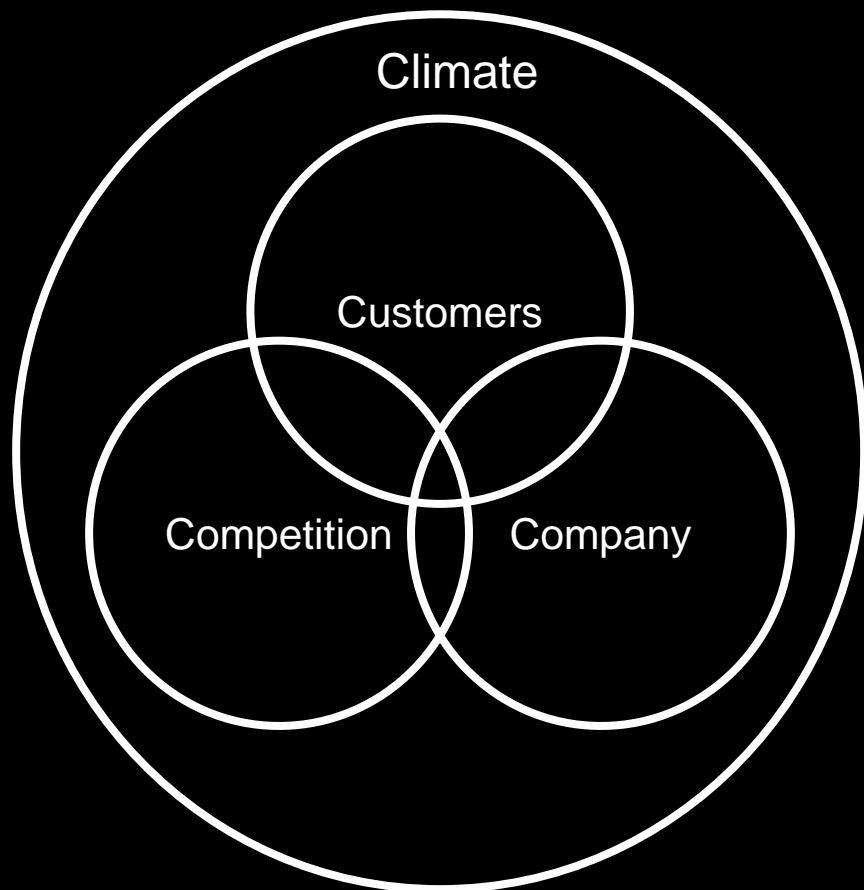
- Vice-President, Marketing, Landmark Graphics (Halliburton)
- Manager, North American Operations, Baker CAC, Baker Hughes;
- Marketing/Business Development Manager, LWD/MWD, NL Sperry-Sun (Halliburton)
- Adjunct Faculty, Rice University's Jones Graduate School of Business, MBA Program

# Background

- Vice-President, Marketing, Landmark Graphics (Halliburton)
- Manager, North American Operations, Baker CAC, Baker Hughes;
- Marketing/Business Development Manager, LWD/MWD, NL Sperry-Sun (Halliburton)
- Adjunct Faculty, Rice University's Jones Graduate School of Business, MBA Program
- **Oil & Gas** – AirXChangers, Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Key Energy, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Photon, PGS-Tigress, Praxis, Preng & Associates, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
- **Engineering/Manufacturing** — Aggreko, Astralloy, CompX, Continental Carbon, Excell Minerals, Express Integrated Technologies, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Corporation, Harsco Industrial, Harsco Infrastructure, Harsco Metals & Minerals, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, MultiServ, National Cabinet Lock, Nutter Engineering, OnePoint, Patent Construction Systems, Patterson-Kelley, Reed Minerals, SGB, SteelPhalt, VisionMonitor Aviation Software, Waterloo Furniture Components
- **Technology** — AMD, Sun Microsystems, Syntel, Metasolv, NobleTek, Avalon Imaging, Scicom, Silicus, Laversab, Facet, Zresearch
- **Other** — WNS, Kanaly Trust, Fort Bend Independent School District, American Sleep; Willy, Nanayakkara, Rivera & Goins

# Simple Questions/Proven Process

**Where are we?    Where can we go?    How do we get there?**



# Client Team & Our Process

- Our process:
  - Answer three questions: Where are we? Where can/should we go? How do we get there?
  - Unlock team's latent knowledge
  - Guide team to rediscover markets
  - Guide team to reinvent/redesign the business
- Client team
  - Drawn from diagonal cross-section of the firm
- Team members champions of change
  - Overcome internal resistance
  - Speedy and effective implementation
- Team comprehend market dynamics of business
  - Deft adjustments/corrections over longer term



# More Details @ [www.seeta.com](http://www.seeta.com)

**SEETA RESOURCES L.L.C.** [HOME](#) | [Contact Us](#) | [Site Map](#)



## Accelerating Business Growth Since 1994 Sustainable Revenue Growth, Enriched Margins. FAST.

[Articles by Pradeep Anand](#) | [Results Delivered](#) | [Clients](#) | [Areas of Excellence](#) | [About Pradeep Anand](#) | [Speaker & Author](#)

**SOME OF OUR CLIENTS:**

**Oil & Gas** — Baker Hughes, Landmark Graphics, Sperry-Sun...

**Engineering/Manufacturing** — AirXChangers, Continental Carbon, Harsco Corporation...

**Technology** — AMD, Sun Microsystems...

[See client list »](#)

**RESULTS DELIVERED:**

Our clients, their employees and Seeta Resources have jointly delivered impressive results.

[See Results Delivered »](#)

**TESTIMONIALS:**

"Pradeep's methodology works! As a consultant he provided the framework to understand the future of the markets we served

### Swift Growth of Quality Revenues



Hello, I am **Pradeep Anand**. I work with Business Leaders to accelerate their firm's revenue and margin growth. I help business leaders (and their teams) unravel their company's market forces in meaningful ways, which when combined with their current and potential competitive positions/capabilities and corporate objectives, provides them with the framework for an edgy strategic direction, which I then help hammer into execution excellence in five key areas—taking advantage of market drivers, pricing effectiveness, increasing market share, new markets, and new products.

I am known to bring things into focus, very quickly. I have a >30 Year Track Record of successes in various industries, from High-Tech to No-Tech—Oilfield, Engineering, Manufacturing, Software, Technology and Services.

I also educate & train people to create a smarter, market-savvy workforce who can sustain a firm's competitive edge and profitability for the longer term. I teach "Marketing in the Energy Industry" in the MBA program at the Jones Graduate School of Business, Rice University.

Clients:

# Successful Entrepreneurship

# Why we work

- Meaning
  - Purpose
  - Passion
  - Challenge
  - Joy

**Work is a Means to Meaning**

# Work

- Produce something valued
  - By others
  - By self
- Work for someone else
- Work for oneself

# Working for someone else

- Corporate world is risky
  - More than 80% of a corporation's fortunes are uncontrollable! (McKinsey Study)
- Corporations are slow and sluggish in decision making and subsequent action
- Corporations are not very receptive to new ideas, concepts and technologies

# Working for someone else

- Immigrants face bias that can be overcome by competence
- Academia is an alternative but compensation is comparatively poor

# Immigrants as Entrepreneurs

- 46 percent of America's top venture-funded companies had at least one immigrant founder
- 74 percent had at least one immigrant holding a top-level management position (including CEO, CTO, and VP were most common)
- Each company founded by an immigrant has already created, on average, about 150 jobs (Companies in the study are still in their high-growth stage)
- The most common country of origin for immigrant founders was **India**, followed by Israel, Canada, Iran, and New Zealand

*Source: National Foundation for American Policy Report, 2011*

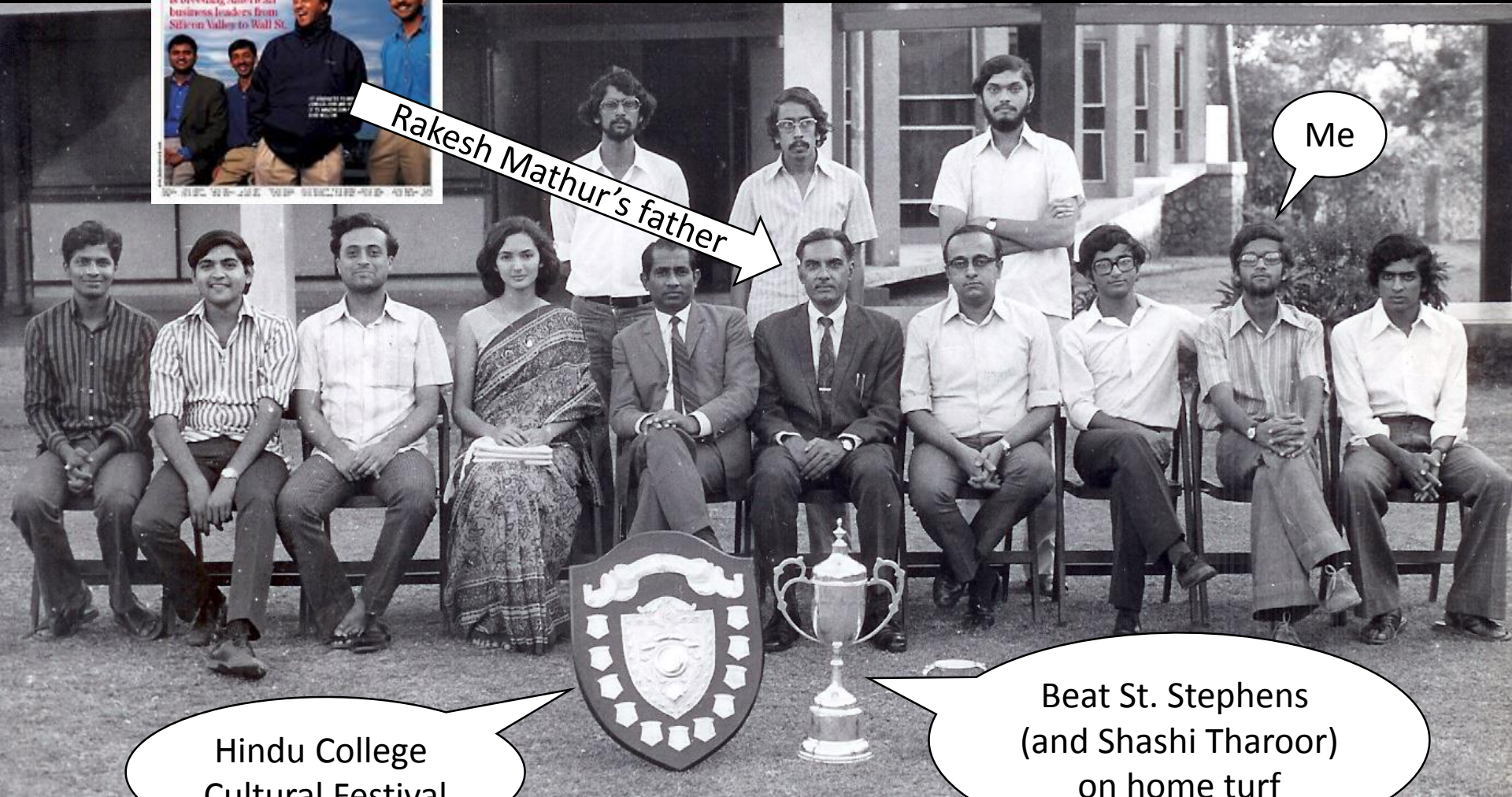
# Working for oneself

- It's a lot easier than most people think it is, especially in America
- BBC report: being entrepreneurial and self-employed is affected by:
  - Our genes
  - Being made redundant (British way of saying "Laid Off!")
  - Winning a large sum of money
  - A chance meeting with an entrepreneur
- Being around successful ones helps!





# WHIZ KIDS at IIT Bombay



Rakesh Mathur's father

Me

Hindu College Cultural Festival

Beat St. Stephens (and Shashi Tharoor) on home turf

# My friends at IIT Bombay

Me



# IIT Bombay Alumni You May Know

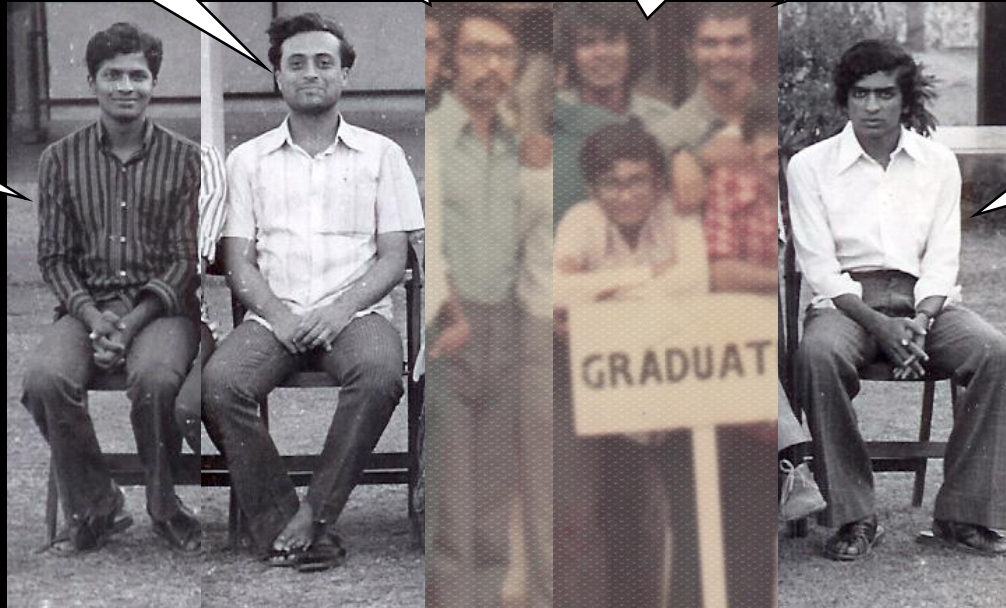
Jairam  
Ramesh

Bharat  
Desai

Bernard  
D'Mello

Hemant  
Kanakia

Amar  
Bhide



Nandan  
Nilekani

# IIT Bombay Alumni You May Know

Explores  
untraversed  
regions

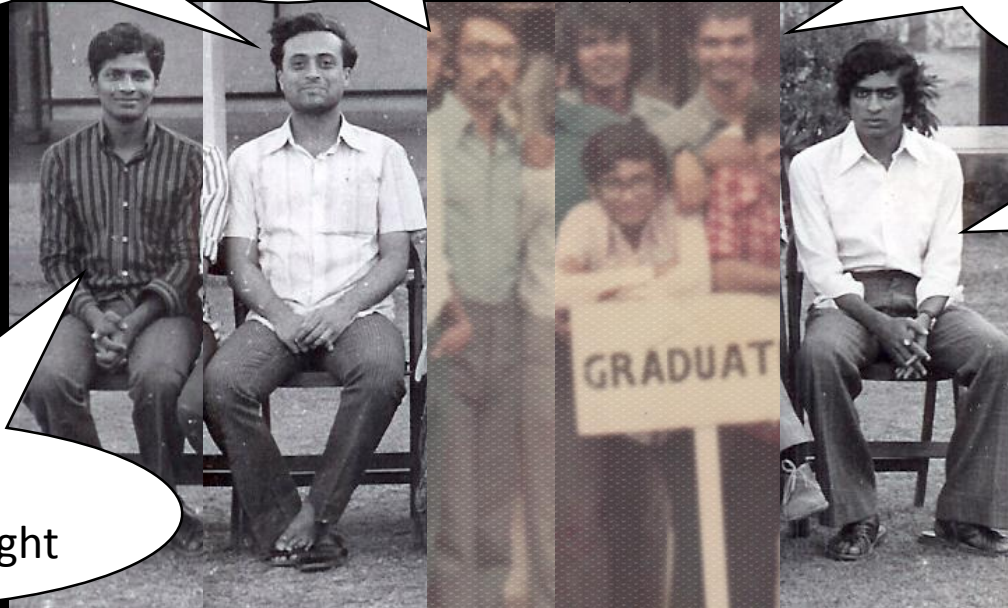
Opens up a  
new line of  
activity

Blazes a trail  
to guide others

Opens up a  
new line of  
technical  
development

Opens up a  
new line of  
activity

Opens up  
new line of thought



# Successful Entrepreneurs

1. Good Idea/s
2. Risk Mitigation Skills
3. Competence
4. Communication Skills
5. Market and Customers
6. Capital/Cash Flow Management
7. Persistence
8. Leadership
9. Integrity
10. Balance

# Successful Entrepreneurs

- Good Idea/s
  - Entrepreneurs disrupt markets—disturb, dislocate, dislodge incumbents
  - New improved product or service/solution that is faster, better, cheaper or more comprehensive than existing ones
- Risk Mitigation Skills
  - Not gamblers; balance risk and rewards

# Successful Entrepreneurs

- Competence
  - If they don't possess needed competencies then they beg, borrow or buy them
- Communication Skills
  - Entrepreneurs convince and motivate people all the time, especially their customers and employees
- Market and Customers
  - Focus on business climate and customers to be ahead of the curve

# Successful Entrepreneurs

- Capital/Cash Flow Management
  - Managing cash flow is the key to staying alive
- Persistence
  - Long, lean periods before it begins to pour
  - *“It took us fifteen years to become an overnight success!”*—Nandan Nilekani, Founder: Infosys



# Successful Entrepreneurs

- Leadership
  - Ability to realize vision through an organization
- Integrity
  - Without it you're dead!
- Balance
  - Remember why they started down this path of entrepreneurship
  - Meaning—Purpose, Passion, Challenge, Joy

# Successful Entrepreneurs

1. Good Idea/s
2. Risk Mitigation Skills
3. Competence
4. Communication Skills
5. Market and Customers
6. Capital/Cash Flow Management
7. Persistence
8. Leadership
9. Integrity
10. Balance

# Summary

Entrepreneurship is a means to an end

*Take a good idea and run with it like  
your life depends on it. It does!*

**THANK YOU**

**Pradeep Anand  
Seeta Resources**

+1 281 797 0797; pa@seeta.com; www.seeta.com

January 2014