



SYMBIPRENEURS

4th book in the series

BENCHMARK

**INSPIRING FIRST - HAND ENTREPRENEURIAL
STORIES OF THE GRADUATES OF
SYMBIOSIS COLLEGE OF ARTS AND COMMERCE.**

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BENCH MARK

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From Principal's Desk



The book *Symbipreneurs*, embodies the true spirit of innovation and entrepreneurship. At Symbiosis College of Arts & Commerce, we firmly believe in the importance of entrepreneurship as a catalyst for growth, creativity, and economic prosperity. To promote this belief, we introduced Entrepreneurship as a specialization subject under our B.Com program and established the 'Centre for Innovation & Entrepreneurship', which is working towards fostering a dynamic entrepreneurial ecosystem. Through these efforts, we aim to instill a sense of entrepreneurial spirit and encourage our students to become successful entrepreneurs who can positively impact society and the economy.

This fourth edition of 'Symbipreneurs', inspired by the theme BENCHMARK, is an exceptional book that takes us through our distinguished alumni entrepreneurs' inspiring and intriguing stories. It provides a unique opportunity for our students to gain first-hand insight into the journeys of these successful individuals who were once in the same shoes as them. The book serves as a medium for our students to learn from the experiences of these accomplished entrepreneurs and get inspired to create their paths in the world of business and entrepreneurship.

The editorial team of 'Symbipreneurs', have captured the inspiring entrepreneurial journeys of our alumni in this book. It is a testament to their dedication and hard work that this book is now a source of inspiration for generations to come.

Dr. Hrishikesh Soman
Principal,
Symbiosis College of Arts & Commerce



Editors Note



To truly benefit from the experiences of others, it is essential that we immerse ourselves in their perspectives. This is precisely what Symbipreneurs strives to achieve – to uncover the dynamic and ever-changing journeys of our alumni entrepreneurs.

This journey from a student to an entrepreneur can be an emotional rollercoaster ride, filled with excitement, anxiety, and uncertainty. All of these stories start with a strong desire to create something new or make a difference in the world, which can be both exhilarating and overwhelming.

Within the pages of this book, you will find a treasure trove of experiences, and learnings from our accomplished alumni. The students of Symbiosis College of Arts and Commerce had the privilege of engaging in candid conversations with these entrepreneurs, to capture the essence of their unique journeys. I am thrilled to announce the release of the fourth edition of Symbipreneurs – 'BenchMark,' featuring 15 first-hand accounts of our ex-students' entrepreneurial ventures. This book celebrates the triumphs and challenges of these individuals, and serves as an inspiration to aspiring entrepreneurs everywhere

Our alumni have founded businesses across a diverse range of industries, including music, dance, food, marketing, photography, jewellery, organic products, training, manufacturing, and languages. It is truly inspiring to witness these individuals forging their own paths, diverging from the unbeaten track to create something truly unique.

The tales of these entrepreneurs are intended to embolden aspiring entrepreneurs to embark on their own journey, equipped with the resilience to overcome any obstacles they may face, and emerge triumphant.

Prof. Dr. Sharayu Bhakare
Head, Centre for Innovation and Entrepreneurship



ABOUT THE CENTRE FOR INNOVATION AND ENTREPRENEURSHIP



The SCAC **Center for Innovation and Entrepreneurship (CIE)** personifies the commitment of fostering an entrepreneurial ecosystem in the college. Through innumerable activities the center has created a vibrant platform for experiential learning. It guides the students to identify the business opportunities and encourages them to build their own startups. Our college has also constituted an Institution's Innovation Council under the Government of India's Ministry of Education guidelines.

Under CIE we undertake various endeavors to assimilate the entrepreneurial spirit through workshops, national and international seminars like Symfinity - National Changemakers Conclave, Abhisad- National Conclave on Funding and Financing of Startups and Symbiz- Global Entrepreneurship Summit. Intercollegiate Business Plan Competitions like Vypaar Vichaar, Manthan- Social Business Plan Competition are organised to encourage students to ideate. Flea Markets, Indradhanu - Art Entrepreneurship Exhibition promote various forms of entrepreneurship. Initiatives such as Emerge- Student Research Paper Journal and Symbipreneurs- Book give a research edge to our aspiring entrepreneurs. CIE constantly engages in providing a foundation to our students to convert their ideas into feasible businesses.



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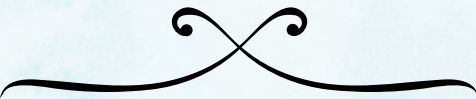
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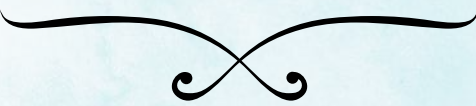
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BENCHMARK

About the book



Symbipreneurs is a book published annually under SCAC Center for Innovation and Entrepreneurship which features alumni entrepreneurs who have made a remarkable name for themselves in the entrepreneurial world.

Through this endeavour, we wish to bring our alumni entrepreneurs to the forefront and appreciate their effort which in return inspires our students to walk the path of entrepreneurship and become job creators.

The theme of Symbipreneurs Volume 4 is BENCHMARK, which is a tribute to the journey of these entrepreneurs, who began their career paths as students in this very institution. Today, they are successful entrepreneurs, leaders, and innovators, who have set new benchmarks and inspired the next generation of aspiring entrepreneurs.

Through this book, we aim to showcase their remarkable journeys, their struggles, and their successes. We hope that these stories will inspire and motivate our readers to chase their dreams, take risks, and persevere through hardships to achieve success.

It is truly inspiring to see the impact our institution has had on the lives of our alumni, and we are proud to feature their stories in this book.

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Jivesh Gupta
CO-FOUNDER
One Impression

FORBES 30 UNDER 30 ASIA 2020

*BUILDING WORLD'S LEADING INFLUENCER
PLATFORM*

*“Success is neither magical nor mysterious. Success is
the natural consequence of consistently applying the
basic fundamentals.” - Jim Rohn*

Jivesh Gupta is a young dynamic entrepreneur who has made it to Forbes 30 Under 30. He is the co-founder of ONE IMPRESSION, a very promising company. ONE IMPRESSION started off initially with 85 people with its base set up in Gurgaon. Jivesh and his team put in intrinsic efforts to work and spread their wings in the influencer marketing platform. In the words of Jivesh “A brand could be as small as a micro creator or as big as Shah Rukh Khan”. The company manages campaigns on their platform for the micro and macro creators and celebrities.

From content moderation to content briefing, everything is completely done on the platform. This can be viewed in the same lines as tech giants like Google. The process is very similar to how it works on Google ads. People can sign up on the forum just like they do for Google ads. But what makes the platform so special is that the consumer can choose and run different campaigns. In terms of sales, one can increase their sales and improve their brand awareness.



Based on their objective, the platform recommends to them which creator they should work with. For example, if they wish to do a brand awareness campaign, the platform will advise whether they choose maximum scalability or a thousand small creators. Hence, based on their objective and budget, the recommendations will change accordingly.

One Impression has a network of seven million creators, of which many are based out of India; roughly 65% are from India, and 35% of the creators are from 40 other countries. As of now, they are operational in about 12 countries wherein they do campaigns where they work with anyone who has a 10,000 following on Instagram, YouTube or different platforms like Sharechat.



MasterChef

How MasterChef Australia created awareness for the viewership of the show?

Solution

We identified Chef & Food Blogger influencers across Instagram and generated content for maximum viewership with the message "Watch MCA S7!"

Here's how people interacted with the campaign

- SarahBelle, Nutritionist & Fitness - Wonderful this presentation is, love the capture
- Therapioactive - Follow Sarah's idea
- James beautiful and tempting

436K Impressions **304K Reach** **16K+ Engagements**

Ready to kickstart your influencer led campaign?
Reach us at +91 9009751000 or hello@oneimpression.in

As a student, he mentioned the different hiccups he had, once he entered college, which he worked on by himself constantly to overcome them. He was clear with his thought and agenda of scouting good connections around him for the long-term goals he was looking for. He further expressed his gratitude, who introduced him to entrepreneurship and Entrepreneurial Development Cell (EDC).

At EDC, he was introduced to different people who built companies from ground zero to a scaled enterprise. This generated immense curiosity in him to grow as an entrepreneur. The industrial visits and various other entrepreneurial activities that the EDC conducted helped him to know and understand the business world. By the end of second year, he started a business, and by the time he graduated, he was a different personality altogether.

As of 2019, the entire business was built as a logistics business. All the clients that they were working with, had logistics involved. So, the minute lockdown started, the logistics industry was shut down for almost six months. If a product couldn't be shipped from a warehouse, it was not possible for the creator to create content and market the product or the commodity. First month proved to be difficult. He shared that the following month of the lockdown was surreal for them when they devised a new strategy to move from logistics-heavy clients to clients who were spending high.

He explained further with the help of a few case studies he came across during that period where he noticed gaming companies that accelerated faster and succeeded during the lockdown phase with heavy marketing, as did the pharma companies and companies like Zoom. Jivesh and his team tagged with all those companies. It took them a while to figure out how to solve it, but they were back to the same revenues by May.

As it turned out, April and May were the only months when they had lower income than what they did during COVID. But the newer strategies, sales teams, business models, etc., helped them see a new face of the company.

A true entrepreneurial spirit!

Jivesh believes that clarity, confidence and retrospection are the qualities that shape a person into an entrepreneur with a perspective. Indeed, the confidence built in him shaped him into a successful entrepreneur. He also touched upon the importance of networking, starting early and how participating in social and corporate events helped him become the person he is today. He gave credit to networking for all the relationships he was able to form over the years with similar entrepreneurial minds.

When asked about the roots and foundation of building a business from scratch, this is what Jivesh had to say- Any company that starts has two routes. One, you could raise a crazy amount of funding and start burning it. You will have a good number of users. User acquisition will come and eventually you will have to figure out how your CMS and your beta margins are performing.

The second route is to go for an IPO. When you go for an IPO, no one will care if you have a million users or more. It needs to be a sustainable business, the business needs to make sense. At the end of the day, the goal of the business is to make sure all of the stakeholders in the business, your employees are happy.

He says, "one's priority should be employees, investors, clients, supply partners, all the partners that you work with and then yourself. Sometimes you need to be brave and bold enough to experiment and not panic if things start going awry. Eventually, it needs to make sense. So, it will only make sense if it is a sustainable business."

Jivesh's love for building companies didn't just start from ONE IMPRESSION, he previously worked on an organic clothing startup which taught him the importance of strategizing and execution.

He felt that the route they chose for the company, which was B2C was not the ideal way of going about things at that point of time for that company and if given a chance, he would have preferred to rather make it a B2B as he envisioned its USP as an organic clothing brand for the businesses to sell.

To quote Jivesh,

"I feel like idea is just a very very small part of the entire thing. It is nothing if you can't execute it. You need to be great in execution. You need to understand the market. You need to understand the gaps, what you're trying to fill in."

Giving an overview of how does he schedule his day to day life, he said between Monday to Friday he works the entire day till 8pm and then goes out till 11pm, networking with friends, mentors, and investors where they informally discuss various problem statements in business. In the later part of the day he tries to look into his emails and goes through his briefings for the next day.

On the weekend, he usually likes to complete his personal work. Even though he has a zillion emails in his inbox, he makes time to reply to all the important ones and specifically caters time to review the ones he has replied to.



The three important entrepreneurial rules Jivesh never fails to follow are: TAKING RISK, WORKING HARD and CLARITY.

He said, "if you have the capacity to take a risk, then it is just unmatched. Like there's nothing above it. One can fail 100 times but should be able to take risks for the 101st time. You will fail. But that will make you great."

Along with all the difficulties and struggles of being an entrepreneur, he also shed some light on the good things one gets to experience as an entrepreneur. He added, "It's the meeting all of these great minds that I never imagined I would meet. So, when I meet a founder or an investor it is a learning experience for me".

He did not shy away from addressing and talking about how overwhelming it is to be an entrepreneur and shared a few ways in which he deals with getting burnt out with excessive workload or pressure. He mentioned, "There are two of my favourite activities. One would be going out with people I know. Second is that I would watch anything which has secret services. So, I love movies which have FBI secret services. I would go watch them and my mind will relax and I can again work for another few hours."

One advice that Jivesh would give to the young generation entrepreneurs is that “There is no WRONG time to do a RIGHT thing.” You need to learn things that you weren’t aware of in terms of operation, sales, investor relations and investments. Once you sign up you should learn everything to be a part of all the functions.

The second most important thing is to think about technology first to make an efficient business. This hikes the scalability of the business and that in turn brings profits.

He also extended his view saying “You will learn so many new things, but you cannot win in two ports at the same time. You need to be clear whether you want to be an entrepreneur or take up a job”.

Integrating the right ideas makes the right business and improves the agility of the firm.

ONE IMPRESSIONS- Platform that simplifies influencer campaigns, enabling brands to scale rapidly which covers discovery to pricing, contracting to payments, briefing to performance has recently raised a \$10 Million as Krafon Inc. with participation from investors like Peer Capital, Nicholas Cator etc



NESCAFÉ GOLD

How Nescafé Gold reached out to people to make it their go-to luxe coffee?



Solution

This campaign focused on how Nescafé Gold can be used to make easy, fun and trending recipes. A range of lifestyle, food, fashion, chef and even celebrity influencers made videos of them making the unique recipe trending at the time, the Dalgona Coffee.

Nescafé Gold received a great response in terms of their brand awareness. We observed people engaging on the posts and buying the product in order to have their perfect arabica ground coffee for all their coffee needs.

Here's how people interacted with the campaign



15 Influencers
30 UOC Created
0.5M+ Impressions
0.4M+ Reach
38K+ Engagements

Ready to kickstart your influencer led campaign?
 Reach us at +91 9882742888 or hello@oneimpression.in



One Impression

Student Interviewer: Akhilesh Chhabra

