



Essentials of Entrepreneurship

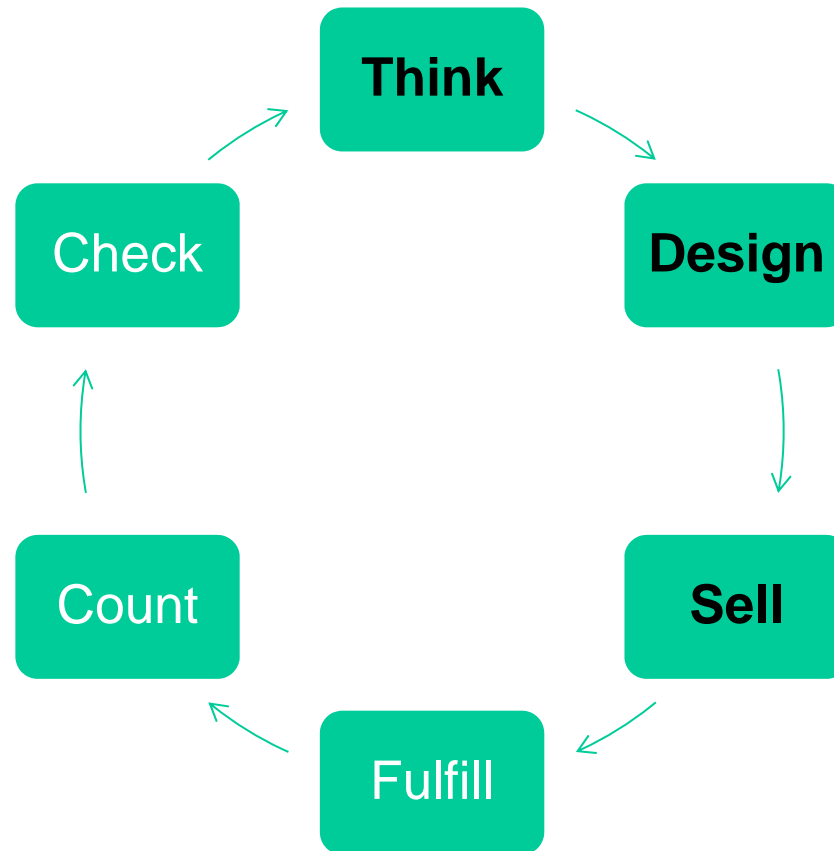
Fulfillment & Operations



The Sequence



The Sequence





Introducing **Sudy Bhardwaj**



Operations and Fulfillment





What is Operations

- A Sequence of activities grouped as business processes which run a business to achieve the business's objectives
 - Manufacturing
 - Human Resources
 - Procurement
 - Sales



What is Fulfillment

- A subset of operations which enables a business to meet obligations to customers and continues to meet the needs of the business



Why is it important

Critical things to consider to launch your business

- Right product ?
- Right supplier ?
- Right cost ?
- THE RIGHT BALANCE BETWEEN WHAT IS ESSENTIAL and WHAT IS OVERKILL to GET BIZ OFF THE GROUND



Balance!

- How much do we focus on operations?
- We can plan all day, but we still need customers
- Need to have the optimal balance between operations, innovation, sales, service
- Let's sell one product and we won't have any issues!



Operations breakdowns

- Facebook is down
- Credit cards numbers get stolen
- Injuries / Illnesses

The screenshot shows a web browser with multiple tabs open. The active tab is displaying a Mashable article. The article title is "GoDaddy's DNS Servers Go Down, Along With Thousands of Sites". The author is Christina Warren, and the date is September 10, 2012. The article has 13.0k shares and 4,696 likes. The browser's address bar shows the URL "e.com/2012/09/10/godaddy-down/". The Mashable logo and navigation menu are visible at the top of the page.



“Apple's real iPhone 5 ace: Its supply chain”

ZDNet, 9/13/12

- “Now contrast Apple's announcement with other phone launches. Nokia couldn't even give a date for its latest Lumia device with Windows Phone 8”
- "We are pleased with the pace of this iPhone's rollout, which should help drive sales from the end of the September quarter and into the holiday season. We are very surprised Apple can launch this fast since we had expected major constraints”
- Rollout:
 - Sept. 12: Apple announces the iPhone 5.
 - Sept. 14: Preorders start.
 - Sept. 21: iPhone 5 ships in 9 countries.
 - Sept. 28: 20 more countries get the iPhone 5.
 - Year end: 100 countries and 240 carriers will have the iPhone 5.



How do they get there?

- Plan that supply chain!
- Chalk talk and game



Operation controls

- When does your software get upgraded?
- When does your plant shutdown?
- Is someone available to service your customers?
- Do we hire the right people?



Operational Metrics

- Units produced
- Unique visitors
- Defects
- Signups
- Overall Equipment Effectiveness
- Asset Utilization
- People Utilization



Introducing **Jay Reddy**



Capital(s) – 4 Cs

- **Intellectual Capital**
 - **Great Ideas with a purpose**
 - **Make Money, Make a difference in the world, solve a problem**
- **Sweat Capital**
- **Human Capital**
- **Risk Capital**
 - **Lost Opportunity, Savings, Investments**
 - **Venture Capital**



The Objective

- **Maximizing the Return-on-Investment (ROI) on Risk Capital**
- **Why do you need to raise?**
- **How much to raise?**
- **When to raise?**
- **How can you get the most out of the least amount of Risk Capital?**



"When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone. Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure."

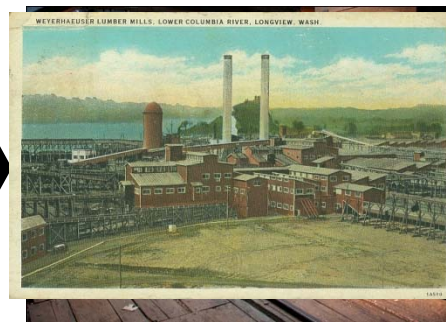
- Mary Kay Ash, founder of Mary Kay Cosmetics



Examples/Exercises



The Lumber Supply Chain





Questions / Exercises

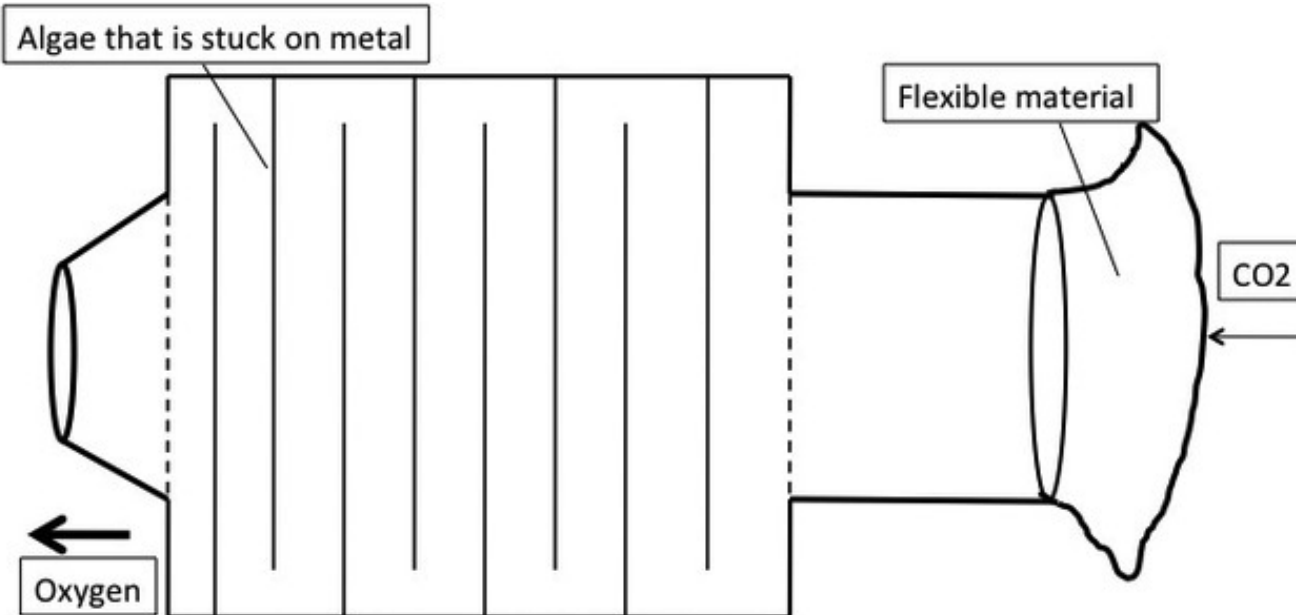
- Define your business's operations
- Define an operational plan
- Define a fulfillment plan
- What are your top-3 operational metrics



Param Jaggi

Founder & CEO of EcoViate Inc.
2012 Forbes '30 Under 30: Energy'
Student, Inventor, Entrepreneur

Algae-Based Emission System





EcoViate

DeViate → InnoVate → EcoViate

- Algae Based Emission System
- Industrial Plant Carbon Capture
- Car Turbine



Tips

- “When you want to succeed as bad as you want to breathe, then you’ll be successful”
- Set periodic and long term goals with a time reference
- Follow your passion and be somewhat realistic!
- “Insanity: doing the same thing over and over again and expecting different results”
- Let doubt fuel your energy



Fulfillment Exercise