

Momprenneur

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From where did you get the idea of starting the business?

Got the concept was from a company for which I worked in the US, where it was already well established for several years. I felt that given that the Indian SME space was really cranking up ... it would make sense to not use expensive assets, namely sales people, to do lead generation. And as it turned out, my timing was pretty good.

What makes your business unique?

The business is unique that nobody took sales generation an exclusive activity. In that sense we were beginners.

How much money did you invest to start this venture (the initial seed fund)? How much time it took to reach the break-even?

I had very limited funds at that time. We were profitable the first year of business.

These are the skills she looks for in her staff, which is composed primarily of women, particularly at the top level. 'It takes a level of self-confidence, empathy and gravitas, to convince a C-level executive to meet a salesperson, or to attend a conference, quite obviously in addition to content'. Doonseems to manage to attract and retain people like this alarmingly well, and deploy them to a variety of industry verticals within the broad realm of technology. Their hip office in Gurgaon has very much of a Charlie's Angels feel, sans, of course, the footwear.

What were the challenges of being a woman entrepreneur? How did you overcome them?

Needless to say, there are numerous challenges being an entrepreneur but, that situation may become even more challenging when the entrepreneur is of a female gender.

I struggled with funds to organize the infrastructure, to pay my bills and staff. I struggled with finding a qualified team to work with and office space with reliable power. In 2004, Gurgaon was beginning to go through a building boom, and I would find that on any given day, someone would have sliced through my Internet or my phone lines. And yes, there was the irritant that even forceful women are not taken seriously.

You being a mother how did you manage between kids and being an entrepreneur?

I managed no differently than the hundreds of women that work for another company. If I may be honest, I think that it is easier to balance two roles when one works for oneself and one can decide one's own working hours. But in answer to your question - I managed with lots of help at home, efficiency and a strict regime. I left myself no room to sleep in or sleep late. I was up early and worked for a few hours before my daughter would wake up. I would ensure that I was in the office before everyone else came in. I worked late at night post my daughter had gone to bed. I ensured that very minute of my day was spent either working or with my daughter or ensuring that everyone is comfortable at home. So, while I do give complete credit to my family for their support - I too had to work very hard to ensure that all expectations were managed well.

How have you distributed time between your kids and your work how have your children reacted to your busy time schedule?

I have one daughter who just turned 11. She is my biggest supporter, my best friend and understands the demands of my job. But, on my part, I ensure that I spend maximum time with her. For starters, I ensure that I am up with her every morning when I am in town and get her dressed and ready for school. I also try to have a working lunch so that I can finish off my day early and come back home to her. More often than not, I move my base to my home office post 3 PM everyday. This way I am able to manage being with her and ensuring that my work gets done. I also give a lot of credit to my team members and clients who understand my need to be with my daughter and support me with that.

Do you think Mompreneur is the next BIG thing in the world of business as for many Women-Turned-Businesswomen they became entrepreneurs more for necessity than choice?

I am not sure if that is correct. I did not become one out of necessity but more out of choice.

Please walk us through the phase of your children's birth. What was the level of involvement in your business during the time of their birth and their toddler years?

I was working in the US when my daughter was born. But, moved back to India in December 2003 when she was only 2 years or so. So, while I was working for a company when she was born - I started Doon during her toddler years. I can tell you that starting up a company at that time took a toll on me and was extremely hard.

Which is the best business lesson you have learnt so far?

Best business lesson is learnt from clients, listening to them and their suggestions are key.

Your take on franchising?

Excellent Concept if well run and monitored closely.

Please state the following facts.

- Founder (s): Meeta Wasan
- Age: 39
- Company name: Doon Consulting
- Year of inception: 2004
- City: Gurgaon, Haryana
- Number of employees: About 60
- Annual Turnover: Cannot specify as it is a Private Limited Company
- Awards/Recognitions: None so far