Career Advice #321 | 19 May 2020

Vinay Narayan | Finance and Accounting | Bengaluru

Link to Prasanth RSA (1st level contact)

MESSAGE from Vinay in which Prasanth tagged me on LinkedIn on 19 May 2020:

Dear Connections, I need your help and support. I lost my job due to COVID-19 pandemic situation. I have 12+ years of experience in Managerial expertise in Business process outsourcing as a Manager in [#p2p](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#p2p&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) , [#O2C](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#O2C&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self), [#Travel](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#Travel&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self)@expense process. [#immediatejoiners](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#immediatejoiners&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#accountspayable](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#accountspayable&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#accountsreceivable](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#accountsreceivable&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#jobopening](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#jobopening&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#talentaquisition](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#talentaquisition&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#humanressources](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#humanressources&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#bangalorejobs](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#bangalorejobs&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#urgentrequirement](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#urgentrequirement&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#lookingforjobchange](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#lookingforjobchange&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#recruiters](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#recruiters&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#managerjobs](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#managerjobs&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#operationsmanager](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#operationsmanager&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#needajob](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#needajob&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self) [#needhelp](https://www.linkedin.com/feed/hashtag/?highlightedUpdateUrns=urn:li:activity:6668125782927380480&keywords=#needhelp&originTrackingId=HE9Xoy3SR9WR0mbrv1UnkA==%22%20%5Ct%20%22_self)

Looking to join at the soonest. I will sincerely appreciate if you extend your support in recommending my profile to your company/Contact.

Even if you dont have any open position at the moment, request everyone to comment and share on this post so that it may appear on your profile and someone from your network will be able to see and help.

Thanks everyone in advance, Vinay Narayan

§§§

Good day Vinay,

Prasanth RSA tagged me on your job search post which may be related to the responses I have submitted to over 300+ job seekers since August 2018. In most situations, I seek to provide job seekers from across the globe with relevant and targeted career advice based upon their education, work experience, hobbies, interests and/or geographical location. Please keep in mind that some of my suggestions are based upon the state of affairs in the “pre-pandemic” period. Conditions may or may not prevail for the examples and companies that are referenced. Please further note that my suggestions are meant to provide you with ideas that can be researched during the pandemic and possibly benefit you (and/or your network of contacts with similar skills) over the long term.

Finally, this is not meant to find you an immediate role and is meant to enhance your job search efforts over the long term. I draw your attention to the following overview:

* CDK #7 “**Chennai: India’s Health Capital”**
* Gary Vaynerchuk
* Innovation in India
* Angel List in India
* Venture capital in India
* Small business innovation
* Social Media

§§§

**CDK #7 “Chennai: India’s Health Capital”**

On 24 March 2020, I posted this article on Medium (https://bit.ly/2xkm2YE) and on 28 April 2020, I posted the same article on LinkedIn (https://bit.ly/35i7AgD). You may want to consider reading the article to get an understanding of the depth and breadth of the suggestions I had made and seek to find relevancy to your current situation in Bengaluru. In my view, a significant amount of the content is relevant to your educational background and work experience in India and your proximity to many of the company and city references included therein. To the extent possible, I will try to avoid duplication in the commentary that follows and seek to provide material that relates to the period subsequent to March 2020.

§§§

**Gary Vaynerchuk**

In my article (CDK #7), I make reference to Gary Vaynerchuk’s book “Crushing It”. In my view, adopting one or more of his ideas in a manner that is relevant and contextual to your personal circumstances could make a significant difference in your life over the long term. Why do I think that? I lived in Doha, Qatar for 3 years and in my last 18 months or so in Qatar, I consumed many hours of his content in which he consistently (and repeatedly) speaks about branding and awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key-note presentations, podcasts and Inside 4D’s workshops with startups and other founders.

\*\*\*

Gary Vee in the Middle East

Gary had presented as a keynote speaker in Dubai in November 2018 (at the Sharjah Entrepreneur Festival) and visited Dubai in fall of 2019 with interviews on the Kris Fade Show (Dubai 103.8FM) and Dubai92. This is a link to his 2018 keynote speech:

Link to Podcast | <https://apple.co/2setheN>

Link to YouTube feed | <http://bit.ly/2UPc7Af>

This is a link to his interview in Dubai (podcast posted 7 December 2019):

<https://apple.co/2EjZEio>

**Tea with Gary Vee**

If you follow Gary Vee, you may have seen or heard of Gary’s recent live Facebook feeds called “Tea with GaryVee”. This is a 2-hour live session whereby Gary manages a series of Q&A from various individuals. This is the link to Episode #8 “13 Reasons we’ll get through this” published on 3 April 2020:

YouTube: https://bit.ly/2JF76XZ

Podcast: **https://apple.co/2wgq0kR**

This is a link to his podcast from of 18 May 2020:

YouTube | <https://bit.ly/2LJFqlI>

Podcast link | <https://apple.co/2XbMInJ>

\*\*\*

**Gary Vee and Social Media Content**

Gary repeatedly focuses on providing feedback to individuals (and/or the companies they represent) to create and post content on various social media platforms that relates to both their personal brand and/or that for their respective businesses. This may be more relevant during the crisis since many “sales” posts will likely have little or no impact. In 2019, Gary posted his “How to make 64 pieces of content in a day” on 14 November 2019 and he posted his “86-page content model” earlier in 2019. These are the links to both:

How to make 64 pieces of content: https://bit.ly/37sr9mf

86-page content model: http://bit.ly/2H0Jviz

NOTE: You are probably wondering how this is relevant to you in India? I cannot specifically say how you can apply these concepts but given the adoption of tech and social media across India, it is my view that over time, you can find a unique approach that is relevant to you and your personal situation.

§§§

**Innovation in India**

I recommend that you consider reviewing the tech companies referenced in my article, CDK #7, in which I summarized a number of Indian-tech firms into the following key industry sectors and/or functional areas:

E-commerce | Education | Farming | Fintech | Food delivery | Human Resources | Healthcare & Dental | Lifestyle | Logistics | Real Estate | Sales & Marketing | Vehicles & Ride-sharing

\*\*\*

**Indian Funding Announcements | April 2020**

In addition to the examples highlighted in CDK #7, the following relates to recent India-based funding announcements during the month of April 2020 that were included in the venture capital and tech newsletters I subscribe to: Techcrunch, Crunchbase News, Venture Beat, #StrictlyVC Newsletter and FINSMEs. This is not meant to be a complete list. Google or related search could reveal additional funding announcements on the market.

\*\*\*

**B9 Beverages**, a 12-year-old, New Delhi, India-based company owns the Bira beer brand, has raised $20 million in bridge financing from two of its existing investors, **Sequoia Capital** and **Sofina**, a Belgian investor. The round is part of a "pre-series C" funding round that began last year, reports the Economic Times | https://bit.ly/2LQBHCR | 27 April 2020

**Bijak**, a year-old, New Delhi, India-based B2B platform for agricultural commodities, has raised $12 million in Series A funding. **RTP Global** led the round, joined by **Omnivore**, **Omidyar Network**, **Sequoia Capital India**, and **Better Capital**. DealStreetAsia: https://bit.ly/2X8lRsw | 27 April 2020

**Indusface, a Bengaluru, India-based application security SaaS startup protecting web and mobile apps, secured $5m in funding | FinSME article:** [**https://bit.ly/3gaXZ0g**](%22) **| 27 April 2020**

**NoBroker**, a Bangalore, India-based apartment rental marketplace, raised $30m in additional Series D funding led by General Atlantic | FinSME article: https://bit.ly/3cSt1rI | 20 April 2020

**Yellow Messenger**, a Bengaluru, India-based company that operates a conversational AI platform used by companies including Accenture, Flipkart and Grab to communicate with employees and customers, has raised $20 million in Series B funding led by **Lightspeed Venture Partners**. TechCrunch article: <https://tcrn.ch/3cqNtzR> | 16 April 2020

**FarEye**, a New Delhi, India-based SaaS logistics platform, raised $25m in Series D funding led by M12 (Microsoft’s venture fund) with participation from Eight Roads Ventures and Honeywell Ventures and existing investor SAIF Partners | FinSME article: <https://bit.ly/2TkPBBn> | 16 April 2020

Setu, a two-year-old, New Delhi, India-based digital payments startup, has raised $15 million in Series A funding. Falcon Edge and Lightspeed Venture Partners U.S. led the round, joined by Lightspeed India Partners and Bharat Inclusion Seed Fund. TechCrunch article: [https://tcrn.ch/2ZpwTN5](%22) | 15 April 2020

**BigBasket, a nine-year-old, Bengaluru, India-based online grocery business, has raised $60 million in a bridge round that involved Alibaba, Mirae Asset, and CDC Group participated. | 9 April 2020**

MedGenome, a seven-year-old, Bengaluru, India-based genetic diagnostic testing company, has raised $55 million in new funding led by LeapFrog Investments with the participation of earlier investors Sequoia Capital and Sofina. Inc 42 Media article: [https://bit.ly/2APxtta](%22) | 1 April 2020

\*\*\*

NOTE: You may want to consider subscribing to similar news sources from your area to provide you with more direct local announcements. Inc42 Media is one good example: this is the link to their website: https://inc42.com

§§§

**Angel List in India**

Link to website | **https://angel.co**

This site is primarily used by tech startups to list tech & non-tech roles. A quick search on the site revealed:

21,800+ startups globally list open roles on the site

[NOTE 1: This total includes remote and non-remote roles and is down from the pre-Covid19 period in which 30,000+ startups had listed open roles. There are also several new features recently added to the website including the declaration “Covid: Verified Hiring”]

8,300+ across India

[NOTE 2: In the pre-Covid19 period, 15,000+ Indian startups listed open roles on Angel List]

1,325 in Mumbai

1,079 in Delhi

846 in Gurgaon

811 in Bengaluru

671 in Hyderabad

531 in Pune

396 in Chennai

133 in Kolkata

91 in Chandigarh

33 in Ghaziabad

NOTE 3: I recommend that job seekers consider spending time on the site. Set up their profile. Set search agents. Startups may not always use traditional recruiting sites to find staff. When they scale, they tend to need experienced staff. In fact, it is likely that many startups may end up outsourcing many support functions immediately after the crisis.

NOTE 4: The following is a sample of companies listed on the site from Bengaluru:

Kredily | HR and Payroll software for Digital India | [https://kredily.com/](%22)

GoGame | All-in-One Application that is widely focused on Entertainment Sector mainly towards Gaming, Movies and Social | http://www.gogame.in/

Neo-Bank | building credit, savings, and investment products | [https://neo-bank.com/](%22)

Decentro | Fin-tech startup | [https://decentro.tech/](%22)

Ablejobs | trains freshers on sales, operations & marketing | http://www.ablejobs.co/

§§§

**Venture capital in India**

As outlined in my article, CDK #7 “**Chennai: India’s Health Capital”**, my advisory work with two Indian startups -- first with Bengaluru-based Bankberry Fresh from March to June 2019; second with Mumbai-based MobbyPark from February 2020 to present – has provided me with significant exposure to venture capital and private equity firms in India. In that article, I made reference to a total of 101 VC/PE firms broken down as follows:

Bengaluru – a total of 28

Chennai – a total of 10

Mumbai – a total of 49

Other cities – a total of 14

This is not meant to be a complete list of VC firms in each location nor across India. A Google or related search will likely reveal many more firms. You may want to consider reviewing this part of the article to get familiar with some of the recommendations outlined therein, particularly with respect to potential support roles.

***Support over the VC/PE Portfolio***

As VC’s expand, the need will increase for them to hire various support functions to “work across the portfolio” — such as HR, marketing, accounting, IT, legal. This is a growing trend that Stephanie Manning Cohen from Lerer Hippeau describes in this Forbes article: <http://bit.ly/2vNF9X6>.

The Covid-19 slowdown will result in a reduction of personnel at both the VC’s and in their portfolio companies (as witnessed in the Angel List numbers above). At the same time, as business resume after the pandemic, many firms will likely seek to hire temporary or contract support personnel. Thus, experienced finance and accounting personnel may qualify for potential support roles directly at the VC/PE firms and/or within their portfolio companies. In my view, this could include:

* Strategic advisor to the VC partners and investment associates assessing the finance and accounting strategy of target investments and/or existing portfolio companies
* Guidance to the VC partners and CEO’s of portfolio investment companies on putting in place proper finance and accounting SaaS (software-as-a-service) applicable to their operating and back office activities
* Strategic finance and accounting support services to one or more of the individual companies within the VC portfolio

§§§

**Small Business Innovation**

The SaaS (software-as-a-service) examples outlined in CDK #7 are linked to Sales and Marketing. These may or may not be relevant to your experience and/or area of interest. Some additional SaaS examples are noted below for you to consider.

Imagine if you are able to combine your 12+ years of experience with Textron and Siemens to recommend one or two “bolt-on” or “add-on” SaaS products relevant to startups or small businesses in Bengaluru that you will potentially interview with in the coming weeks / months?

\*\*\*

***Finance and accounting***

**Khatabook** | Bengaluru, India-based startup that is an accounting service provider for SMEs in India | **https://khatabook.in**

**Airbase** | spend management platform | <https://www.airbase.com/>

**Jassby** | family finance app | https://www.jassby.com/

**Lanes & Planes** | maker of business travel and expenses software **| https://www.lanes-planes.com/**

**AvidXchange** | accounts payable and payment automation software | https://www.avidxchange.com/

\*\*\*

***Human Resources***

**Factorial** | Barcelona, Spain-based HR automation platform | https://factorialhr.es/en/

**EmployStream** | makes onboard automation software for the staffing industry | https://www.employstream.com/

Trainual | maker of a training and process management tool | https://trainual.com/.

Koan | performance management platform that's looking to help teams achieve their objectives and stay engaged | https://www.koan.co/

**Unmind** | London-based workplace mental health platform | http://unmind.com/

\*\*\*

***Data driven tech***

**Gyana**, a five-year-old, London-based startup that enables non-technical people to run data science analytics on structured datasets, has raised £3 million | <http://www.gyana.co.uk/>

**Concentric** | enterprise data management platform that aims to secure unstructured (yet critical) data | <https://www.concentric.ai/>

Collibra | Brussels, Belgium-based data intelligence company, raised $112.5m in funding | http://www.collibra.com/

**Count** | UK-based provider of a data consolidation and analytics platform, raised $2.5m | https://count.co/

**Celonis** | company does big data process mining on behalf of its enterprise customers | https://www.celonis.com/

\*\*\*

**Learning and applying new SaaS**

The examples outlined above and in CDK #7 are not meant to overwhelm you. As you are likely aware, most new SaaS (often referred to as Software-as-a-service) can be learned WITHOUT attending classes. WITHOUT getting an IT degree. SaaS have moved from the “IT Department” to “Operations” teams running the business. Most SaaS companies have free demos to download and “freemium” versions to allow small businesses to test and apply them to their business activities. This is increasingly more common during the Covid-19 crisis as most businesses have limited cash flows.

At minimum, I recommend that you to choose the SaaS that interests you and are applicable to your work environment in India. Consider subscribing to the company newsletter or other news releases. They can also follow the companies on LinkedIn, Twitter, Facebook and Instagram

***SaaS Applicability***

You may think: “How can these new SaaS help get me find a role?” In the short term, no SaaS will help. In the long term, the more an individual can learn about new SaaS that is applicable to their functional area, the more readily they will be able to identify potential gaps and can suggest affordable and effective solutions to companies that they are working at or seeking to work with; solutions that did not exist 10 years ago.

§§§

**Social Media**

As an extension to the Gary Vaynerchuk introduction above, some ideas to consider for your own personal Social Media strategy:

Bengaluru Business Podcast

What if you created your own podcast series using the free “Anchor” app and interviewed local Bengaluru businesses? Perhaps call this “Bengaluru Business Talk”; “Bengaluru Business Podcast”; “Vinay’s Business Talk” or similar name. Ask them what prompted them to start the business and what key challenges they overcame from the beginning. You could then move the discussion Covid-19 and get them to share innovative ways they, their staff and/or their customers are navigating through the crisis.

You could use LinkedIn to reach out to CEO’s and founders of such companies. What if you reached out to the CEO and founder of Kredily, Devendra Khandegar, one of the Bengaluru-based companies included on Angel List and referenced above? The “Personalized invitation” under LinkedIn could be as simple as:

“Hi Devendra, I would like to invite you as a remote guest of Bengaluru Business Podcast in your capacity as CEO, Kredioy. I started the podcast during Covid-19 to discuss current issues faced by Bengaluru business people. I am an MBA with 12+ years of experience. Best regards, Vinay”

\*\*\*

What if you cross-referenced your podcast to the Finance and Accounting articles you are writing on LinkedIn? Wait, you are not writing such articles on LinkedIn? Right. What if you created a series comparing IFRS to Indian GAAP? What about an article highlighting the Top 10 issues you faced working for Siemens and Textron Financial and then subsequent articles you go into depth of each issue? At minimum, you would have 11 articles – the introductory article and the 10 in-depth articles.

\*\*\*

By the way, the idea for you to create the “Bengaluru Business Podcast” comes from a Gary Vaynerchuk podcast. He suggested this for a small businesswoman in Boca Raton, Florida during a session with small business owners (referred to as “Inside4D’s”). This is a link to that session:

Apple Podcast: [https://apple.co/2XVGfMD](https://podcasts.apple.com/ca/podcast/the-garyvee-audio-experience/id928159684)

Sound Cloud Podcast: <http://bit.ly/2kO6MgO>

YouTube link: [http://bit.ly/2kNlaG4](https://www.youtube.com/watch?v=rkZXlHCQ0mQ)

\*\*\*

Calgary Business Podcast

It is practical and reasonable for an accounting and finance professional to start their own podcast. Why do I think so? In September 2019, I started the Calgary Business Podcast and have recorded a total of 152 episodes to date. Before Covid-19, I recorded 101 episodes in the offices of my guests. From 1 April 2020, I have recorded 51 episodes remotely using the Anchor app on my mobile device. I use Apple but it works equally well on an Android device.

Most of my initial podcast interviews came from reaching out to Calgary CEO’s and business leaders using LinkedIn. I also use Instagram and Facebook to invite business owners, educators and civil leaders to join my podcast. This is the link to my podcast:

iHeartRadio | <https://ihr.fm/2F84f7I>

Spotify | https://spoti.fi/2mW0NYe

Apple Podcasts | <https://apple.co/2tR08u8>

Google Podcasts | http://bit.ly/2Mn6V4I

Anchor.FM | <https://bit.ly/2rGEQPj>

§§§

Feel free to message me if you have any questions. Have fun researching and sending out invitations!

**#career #HR #HRCareers #recruiting #jobsearch #careeradvice #jobsearchadvice #jobsearchtips #jobseekers #recruitment #cv #resume #headhunter #humanresources #venturecapital #technology #yyccareers #yycjobsearch #yycinnovation #yycrecruiting #continuingeducation #yyccareeradvice #calgaryeconomicdevelopment #startupcalgary #lifeincalgary #garyveechallenge**