**CAREER ADVICE #442 | Suresh G Rao | Bengaluru, Management**

**6 April 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

Hi This is Suresh here. I come with 3 decades of rich work experience in a leadership role, donning different roles at all levels in varied industry verticals, managing multi products & services across geographies. I'm looking forward to work with some established brands where in my expertise & experience gained over the years can be utilized to the optimum & as part of the Top Management cadre, enable me to learn, perform & grow further in my career path.

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Good day Suresh,

I have a few ideas for you to consider:

Gary Vaynerchuk

Angel List | India

Startups in India

Bengaluru Business Podcast

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Gary Vaynerchuk

Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, livestreams on Facebook, TikTok & Instagram and Clubhouse chats.

You may want to consider one or more of the following links:

Crushing It. Here is the link to the audiobook: https://adbl.co/2YfafaS

Some examples of entrepreneurs featured on his podcast include:

Louie Blaka | art teacher | <https://www.louieblaka.com/>

Brian Wampler | Wampler peddles | <https://www.wamplerpedals.com/>

Dr. [Chithra Durgam, DDS](https://www.linkedin.com/feed/update/urn:li:activity:6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) | dentist created a Musicly video

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Mid-life Wisdom Podcast | 29 January 2020

This Gary Vee podcast focuses on two things:

1st: The book “Wisdom at Work: The Making of a Modern Elder” | https://amzn.to/3s2Gt3a

2nd: The school: “The Modern Elder Academy” | https://www.modernelderacademy.com/

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Please see post 2 of 6 | Gary Vee (continued)

POST 2

Hi Suresh,

This is post 2 of 6

Gary Vaynerchuk (continued)

Mid-life Wisdom | Key concepts:

“…huge swath of life called midlife — from 45 to 65 — where there are no safety nets or supports for these people…”

“…he created a “midlife wisdom school” where the goal is to “grow whole, not old.”

“…a refueling station at a pivotal fork in the road” where graduates are given tools to “dramatically reduce stress and ramp up resiliency and adaptability

Link to podcast with Chip Conley | <https://apple.co/36HOIHf>

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Angel List | 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:

24,700+ startups globally list open roles on the site [NOTE: Pre-Covid, over 30,000+ companies globally listed open roles on the site. These numbers include both remote and non-remote roles]

8,700+ non-remote open roles across India [NOTE: Pre-Covid, India listed 8,800+ across the country so it appears that the availability of such roles has improved in India compared to the rest of the world]

1,200+ in Mumbai

900+ in Bengaluru

Please see post 3 of 6 | Angel List (continued)

POST 3

Hi Suresh,

This is post 3 of 6

Angel List (continued)

NOTE: Consider spending time on the Angel List site. Startups may not always use traditional recruiting sites to find staff. When they scale, they tend to need experienced staff. Consider reaching out to any relevant companies (founders, senior executives) to see if there is common ground to work together.

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Tech Startups in India

Your 30+ years of practical business experience could be beneficial to startups. Like that American film with Robert DeNiro “The Intern”

In fact, your city is well known across the globe, which Angel List highlighted in this 2018 article (https://bit.ly/2Rd5PZo):

“…Bengaluru has the highest concentration of e-commerce startups in the world with one in six companies in the city operating in this space.”

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Please see post 4 of 6 | Tech Startups in India (continued)

POST 4

Hi Suresh,

This is post 4 of 6

Tech Startups in India | Media Announcements

You may want to consider subscribing to news publications such as Inc42 Media (https://inc42.com/) and ET Tech (<https://ettech.com/>) that provide current news on the tech scene in India. These international publications will also provide you with knowledge on funding of tech innovation in India and across the globe:

StrictlyVC newsletter | [https://www.strictlyvc.com/](%22)

Crunchbase News | https://news.crunchbase.com/daily/

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | https://www.finsmes.com/the-daily-deal-newsletter

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The following are two examples of recent funding announcements of Bengaluru-based startups that were included in the #StrictlyVC newsletter [NOTE: Many Western sources still refer to your city by its former name of Bangalore]:

Please see post 5 of 6 | Tech Startups in India

POST 5

Hi Suresh,

This is post 5 of 6

Tech Startups in India | Media Announcements (continued)

5 April 2021

**Meesho**, a 5.5-year-old, Bangalore, India-based company whose online marketplace connects sellers with customers on social media platforms such as WhatsApp, Facebook and Instagram, then handles their order management and takes care of logistics, online payments, and shop updates, has raised $300 million in Series E funding. **SoftBank Vision Fund 2** led the round at a post-money valuation of $2.1 billion. The company has raised roughly $490 million altogether to date | https://tcrn.ch/3wskPbM

25 March 2021

**Rupifi**, a 15-month-old, Bangalore, India-based buy-now-pay-later platform for small and medium-size businesses, has raised $4.1 million in seed funding led by **Quona Capital** | https://www.rupifi.com/

Please see post 6 of 6 | Tech Startups in India

POST 6

Hi Suresh,

This is post 6 of 6

Bengaluru Business Podcast

In September 2019, I listened to this Gary Vaynerchuk podcast (YouTube link: [http://bit.ly/2kNlaG4](https://www.youtube.com/watch?v=rkZXlHCQ0mQ) ) in which he recommended one of his guests to start the “Boca Business Podcast”. Not long after, I started the Calgary Business Podcast. In just over 18 months later, I recorded and released episode 282 last week.

You could start the Bengaluru Business Podcast and invite founders from some of the key startups (such as those on Angel List) or more well-known companies such as Byjus, Ola, Big Basket, Swiggy or FlipKart to join you on the podcast with a focus on the same 3 questions:

1. What got you started?
2. What changes have you see in your business since inception (including the impacts of Covid)?
3. What do you feel are key or critical success factors to your business in the future?

A lot of people will ignore you invitation at first but a surprising number will simply want to talk about their business.

You could start with the businesses you worked with over your 30 year career: ORNNOVA, Ktech Centre, Quikr, 6th Gear, Piterion Group, Excelsior Nissan, etc

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Good luck and have fun!