

'Inclusion' the cornerstone in start-ups: Startupreneurs speak : Featurephilia, News

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Even among the steady, diligent, disciplined, intelligent and competent professionals, the thought of modern day startups evokes words such as: garage; sleeping bags; late nights; curling twirling smoke; chaotic; when do they eat, when do they sleep questions; along with comments such as— Oh! This is just a bubble waiting to burst; this is another valuation game; and there goes one more down the tube.

Start-up teams are unique:

In contrast, a closer and more responsible look at the world within a startup is a pleasant surprise and is often diametrically opposite to what many perceive. Numerous research studies on startups, especially those that made it big or failed majorly, have shown that there is something uniquely distinct about this community of people.

Common in purpose and yet complementary in talent, this body of individuals often consists of geeks, wizards, professionals, nerds, tech-savvy friends, former colleagues etc., who are driven by **one collective 'childlike curiosity' to make the unbelievable happen.**

Then what are these folks who join such startups called? Are they employees? Never. Colleagues, maybe; owners, surely, even if equity shares are a distant pipe dream. **It doesn't matter whether they fail or succeed, but rather that they tried.** Such is the culture.

Belonging to ‘the idea’:

This inclusive characters of many of these start-ups attract those with a diversity of talent weaved one into another with a commonality of purpose. Despite a shoe-string budget, till they strike a pot of **gold, this oneness determines ownership and belongingness to ‘the idea’ and concept that can be made real.**

Here are the top four work environment characteristics that make the brightest shun secure, safe, easy money jobs and jump into a start-up out of their own volition:

1. Disruptive thoughts and ideas:

Though the environment is gender skewed at this stage, with an average age of less than 32 years, human risk taking capacity is at its peak. Fear of looking like a fool is almost close to absent, while disruption in business models or product ideas is the key descriptor. At any stage of the startup-life, **the slogan is ‘the best is yet to come’ – turn it upside down, inside out -there is always a better way!**

2. A gathering of intuitive thinkers:

Start-ups usually consist of a group of youngsters with the innate mental capacity to see what does not exist and then give form and shape to it. A storehouse of super brainpower, these young men and women are given to long periods of brooding silence with ideas and concepts gently ticking within. Mentally fleet footed and nimble to begin with, they have the focused ability to deep dive and consolidate with rigorous thinking.

3. Lean and mean resources:

Time and mind space are fully occupied and completely stretched with no room for anything else in such lean and mean organisations. Everything is a stretch – technology, human resources, infrastructure, time and money- all of it. Jack Welch, despite all his abundance, called this as a **strategy of ‘under resourcing’ to get the best of human potential.**

4. Goal to make a difference out there:

Start-ups are dominated by a clear obsessive conviction that the product or service is surely going to make a huge difference to the users. The idea by itself means nothing if it cannot be simple and make a huge difference.

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