Twitter Thread by Supriya Paul



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Josh Talks turns 6 today. Here is what I have learnt. A thread.

1/ Building a company is hard. Building a company based on a social mission is even harder. Don't let anyone sway you away from your true cause - sticking to it is more rewarding than you think.

2/ Knowing who your user is and understanding their pulse to the extremest detail as early as possible is an absolute must. Every decision then becomes easier, will this help X? Will he/she use it? How will this change their outcome?

3/ Take time out to figure out what your core strengths as an organisation are. It makes building additional product lines much easier and faster. Still learning how to do this without getting distracted by what seems like a big opportunity in the moment.

4/ Running a profitable business is underrated. We were bootstrapped till we proved our unit economics work. Knowing that our business works at its core fundamentals makes it easier to make bold decisions.

5/ Entrepreneurship can be very lonely. Have the right set of mentors and friends around you who you can turn to just to talk. With no judgement. Been very fortunate to have found this in @drriteshmalik & @warikoo .

6/ If you decide to start up today, think of it as a marathon from Day 1. The most valuable skill I have learnt in the last 6 years is Patience. Funding and acquisition news is a continuous distraction - an average overnight success is 10-12 years of behind the scenes existence.

7/ You may think you can do everything on your own (because of the adrenaline) but you can't. Find a co-founder who complements your skill sets & build a core team you can have blind faith in - from Day 1.

8/ Building distribution is tough but owning distribution has massive power. It will take its own due course. It took us 6 years to get to 65 Million views every month. But this is now our biggest MOAT.

9/ @ThEbmr once said and it completely resonated with me - The world is not a zero sum game. No one has to lose for you to win. Ask others for help. Reach out and build something valuable together.

10/ While the journey has had significant highs and lows, one thing that @shobhitbanga, our entire team & I, have truly come to realise is - that all you really need is Josh. The drive to get up every single day to do more and be more everyday.

11/ And as we complete 6 years today & cross one BILLION views, I am thrilled to share the cover of our first book with @BloomsburyIndia which will be out this summer!Now you can carry a piece of josh with you as a reminder that no matter where you come from #AllYouNeedIsJosh ■

ALL YOU NEED IS JOSH

'Through stories of 30 accomplished individuals, the book inspires readers to dream big.' –NARAYANA MURTHY

Foreword by SANJEEV BIKHCHANDANI

Stories of courage and conviction in 21st century India



Edited by

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