

Book Review

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The Underage CEOs: Fascinating Stories of Young Indians who have Become CEOs in their Twenties

Publisher: Collins Business

Language: English

P-ISBN: 978-93-5177-226-2

Book Author: Ganesh .V

Abstract:

The book chosen for review in this article is “The Underage CEOs: Fascinating Stories of Young Indians Who have Become CEOs in their Twenties” written by Ganesh. V. This recently published book is chosen for review for various reasons, but the stimuli came from none other than the subject matter it deals with ‘the student entrepreneurship’. Many of the students during the college life dream to become an entrepreneur but only a few will try a hand at it. There may be various apprehensions the students might be having regarding starting a business of their own. In this book the author Ganesh. V has diligently collected and explained the stories of student entrepreneurs who have crossed all the hardships and started a business of their own. From my perspective, these stories will definitely boost the morale of the students and be a guide for them for the queries they have in mind regarding entrepreneurship. In the last few pages the book deals with the thoughts and views of an investor and an entrepreneur regarding raising funds for a startup.

Key words: entrepreneurship, startups, student entrepreneur.**1. ESSENCE OF THE BOOK**

This book is about the stories of 11 different young entrepreneurs and how did they fight against the odds to become one of the successful entrepreneurs. The author has given the name the “the underage CEOs” because of the fact that entrepreneurs who are covered for this book are young. The author has to give a great deal of appreciation for choosing to cover the stories of the diverse set of entrepreneurs like diverse backgrounds, different cities, a good mix of gender. The Author has chosen a right mode of communication in this book i.e. narration. The author by narrating the stories of the student entrepreneurs address a variety of questions and facts like but not limited to the following.

- How to start up a business/How to turn the idea in to commercial business?
- How to find a first few customers?
- How to raise fund?
- When to divest the existing business?
- When to rise fund and when not to?
- Is it viable to continue business when there is mismatch of interest among partners?
- What role a mentor plays in a start up?

2. HIGHLIGHTS OF THE BOOK

According to my view, the following are the main highlights of the book. The USP (unique selling proposition) of this book is that this book specifically covers the stories of the student entrepreneurs and thus the information available in this book can easily reach the student or the youngster who aspires to become an entrepreneur because I feel that they can easily connect themselves with the life events of the student entrepreneurs. Entrepreneurial ventures from different business sectors are covered in this book and thus people can a fair deal of knowledge about nuances involved in setting up the business in different sectors. Each entrepreneur’s success story is covered as a separate chapter and at the end of each chapter the author has made a great impact by including founders message to young entrepreneurs and key learning’s from each founders experience in setting up and sustaining the entrepreneurial venture. According to me, this will have a huge impact on the readers since the readers can recall and refresh the important messages from each entrepreneur’s life events. The author also included sidelights at the end of each chapter to discuss some other perspectives about the entrepreneurs which is not

included in the main text. Messages given in the sidelights for e.g. an entrepreneur likes to sleep in his office so that he can be dearer to work explains the dedication one wants to have to be successful entrepreneur. At the start of every chapter the author follows a common template by including some common information like founders name, Company name, Nature of business, city of operation, team size, vision etc., This information greatly helped me as a reader to have a basic understanding of the business that I was about to read in the chapter. In the Final pages of the book, author has included an important chapter which includes a Q & A session with an investor and an entrepreneur regarding the nuances involved in raising funds. This provided some valuable insights to me as a reader. Before concluding the book the author has given the list of resources which the budding entrepreneurs can use for their entrepreneurial venture.

3. WHY I LIKE THIS BOOK?

The author has explained different entrepreneurial ventures like cyber security, school, activity based education for children, cash on delivery collection center, urban farming, home automation solutions, biotechnology, website designing, ethnic object sales, gifting of plants etc., and thus as a reader I got a fair bit of knowledge about the various events that unfolded in each of the entrepreneurial journey. The author has a great presence of mind, because he has pro-actively found out that the some of the jargons may not give sound meaning to all the readers. Therefore he has explained the meaning of the words that the readers may find difficult to understand in some cases; in other cases he has given examples to the readers to better understand words. For example in chapter 6 he has explained the meaning of aerobic and anaerobic bacteria. In chapter 5, he has given examples about home automation. He has also understood the diversity of audience that would read the book and hence he also given meaning of non-English words that are part of the company names e.g. Ghar and Gyan. The stories covered in each chapter address a unique problem and thus, as a reader I am exposed to fresh ideas from each chapter that I read.

4. CONCLUSION

According to me, the book can give an insight to the budding entrepreneurs regarding what they can expect when they startup a business. Although the experiences faced by entrepreneurs in the book will not be same for the reader, it will give him an idea and glimpse of various events that may unfold while starting a business. If I put myself in the shoes of an aspiring entrepreneur this book would definitely help with a list of do's and don'ts while starting a business.

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