

CASE STUDY: COACHING THROUGH THE ENTREPRENEURIAL CYCLE

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Ash Varma has coached a number of entrepreneurs and potential entrepreneurs through all different phases of the full entrepreneurial cycle.

The phases of the cycle that we navigated include:

- Negotiating the Exit
- Finding the New Venture
- Creating Vision, Mission & Business Plan Strategy
- Ensuring Financial Viability
- Establishing Legal Structure
- Developing Personnel & Culture
- Continuing Growth Through Major Hurdles
- Implementing Sustainability Plan

In one particular case, Ash started out coaching a Leader at a major consulting firm who wanted to determine if it was feasible for them to move into an entrepreneurial direction. We first started out by helping them navigate the legal complexities of ending their existing employment arrangement and then worked diligently together to create their entrepreneurial plan, which included the development of a new product as well as the consulting service to support it.

In addition, there were certain personal development steps to tackle, including emotional and psychological Life issues that the leader wanted to address in order to be best prepared as a leader in their own venture.

As we worked through the business plan, we created the overall vision and mission for the new product and service, including identifying the problems in the market that they would mitigate.

We then analyzed the market domain to strategically create the financial projections that would ensure viability of the company and success for potential investors.



Next, we identified the best form of legal entity for the company, and once established, began to negotiate a contract for the Leader's new Partner as well as setup employee structure.

Operations:

The first year, got off to a good start, but there were major issues—just as in any new entrepreneurial venture—which needed to be identified, analyzed and solved.

We then helped the Leader prepare numerous materials which resulted in the Company becoming part of a major Accelerator program. Participation in the program provided new leadership ideas and strategies. Additional new financing was also successfully obtained.

Things were progressing well for the Company. However, when the COVID pandemic arose, a whole new set of questions had to be addressed. With a new realignment of operating costs and revenue strategies, we were able to help the Leader overcome this hurdle.

KEY ELEMENTS:

- ⇒ Employment negotiation
- ⇒ Life Coaching
- ⇒ Financial Strategy
- ⇒ Market & Competitor Analysis
- ⇒ Forecasting & Strategic Planning
- ⇒ Pivoting
- ⇒ Strategic Alliances

