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A Start up Formula

By A Harini Prasad | Published: 24th October 2015 05:48 AM Last Updated: 24th October 2015 05:48 AM

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Young entrepreneur Rajive Dhavan launched his first book – ‘Start The F Up’, that the author claims is dedicated to young aspirants of business and entrepreneurship who has clubbed his experience of heading a media house -- What’s In a Name Creatives.



“Writing was my passion. Entrepreneurship was my dream,” he says.

Having entered the world of business and startups at the age of 22, Rajive calls it a tough battle to be able to figure out and hold a business organisation on your own. “I didn’t have a lot of money for investment, but I could not give up on my dream project. I partnered with Harini Prabhu,” he tells us and Harini is now the COO of the company.

Though he didn’t have a lot of support of encouragement, he did not lose hope. “Success didn’t come to me easily. I had to work hard and stay determined. That is also what helped me write the book too,” shares Rajive.

About the book

The theme of the book is motivational and talks about various challenges an individual goes through. He explains the same through his own experiences. “Most entrepreneurs write books at the end of their career, but I wanted to document a path that I am treading on”, explains Rajive.

“My book is definitely a first hand experience from somebody who went through all the phases of setting up a dream startup. You will need to depend on that one person who will always come to your rescue – Yourself. Yes, nothing helps you like – you,”he signs off.






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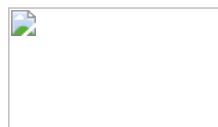
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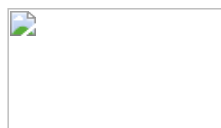
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