SEASON 2 · GUEST INVITATION

The Driven Entrepreneur

a podcast by **Rishi Yadati**



Founders talk about the real journey: the early days, the hard days, and what kept them going.

- Entrepreneur Journey
- Habits and Power Words
- Movies and Books
- In-depth Subject

rishiyadati.com/the-driven-entrepreneur

THE SHOW

One conversation, four parts

Each episode follows the same arc, so guests know what to expect and listeners know what they will take away.

01

Entrepreneur Journey

Your path from the first idea to today: the challenges you faced, the pivotal moments, and the lessons you learned along the way.

02

Habits and Power Words

The daily routines, habits and mantras that keep you going, and the words that push you through obstacles.

03

Movies and Books

The books, films and people that shaped how you think about business, with the story behind each choice.

04

In-depth Subject

A deep dive into one business topic you know well, such as marketing, finance, leadership or innovation, with advice others can apply.

SEASON 1

Six founders, six stories

From software in Bikaner to leadership coaching in Chennai. Each episode is on YouTube, Spotify and Apple Podcasts, with its own page on rishiyadati.com.

RV

Rajneesh Vyas

SunArc, Bikaner

Techpreneur from Bikaner

Left a Bengaluru IT job in 2001 and started SunArc in Bikaner in 2003, and became an Odoo Gold Partner.

WATCH THE EPISODE →

AG

Ashish Gupta

FretBox

Unwavering Spirit

From global MNCs to several startups, including a state helpline for Jharkhand and a company that automates university hostels.

WATCH THE EPISODE →

JD

Jai Doshi

Prolite

Human First

Over a decade leading Prolite: a six-month cash buffer, profit before revenue, and taking care of his people through COVID.

WATCH THE EPISODE →

BC

Bert Cherian

Build People

Switch ON

From a village start to a design house in Chennai, and now a mission to build leaders through long-term coaching.

WATCH THE EPISODE →

VC

Vinil Chandra

Square Box and Hyno

Journey from Zero to One

A decade of startups, from a laundry business to remote-team tools to AI customer engagement, guided by "remember why you started".

WATCH THE EPISODE →

VR

Vamsee KC Reddy

48crafts

From Failure to Success

The raw ups and downs of building a startup from scratch, from financial planning to the role of mentors and support.

WATCH THE EPISODE →

WHAT FOUNDERS TOLD US

Six ideas that keep coming back

Across Season 1, guests from different industries returned to the same lessons. Your story adds to them.

1. **Staying power**
   Keep going, but be ready to pivot. Several guests call it a test match or a marathon, not a sprint.

2. **Money discipline**
   A cash buffer, a runway and a stop rule, and numbers you check before emotion takes over.

3. **Family as the base**
   Spouses and parents show up as the first investor, the toughest critic and the reason to continue.

4. **Mind and body**
   Prayer, journaling, running, swimming and mentors: daily practices that keep founders steady.

5. **Building people**
   Low attrition, trust and long-term coaching come up as often as strategy does.

6. **Solve a real problem**
   Start from what the customer struggles with, and learn to sell it yourself.

SEASON 2

Who we are inviting

Founders who have run a business long enough to have something worth passing on.

Guest profile

- Based in India, with **more than 5 years** running your own business
- A lesson from the journey that you firmly believe the ecosystem should know
- A story about the hard days, such as pressure on your health, mind or family, and how you came through it
- Open to sharing your habits, your inspirations, and one subject you know in depth

Who listens

- Entrepreneurs
- Startup management teams
- Wannabe entrepreneurs

FOR GUESTS

How it works

Simple for you, with your approval at the end.

1

Intro call

A short chat to agree the topic and your story.

2

Record

One relaxed conversation, recorded online at a time that suits you.

3

Release form

A short, simple form that covers how the episode and clips will be used.

4

You approve

We edit the episode and you approve the final cut before anything goes live.

5

Publish

Your episode goes out on YouTube, Spotify and Apple Podcasts, with a page on rishiyadati.com.

YOU GET A professionally edited episode, ready-to-share short clips (6 to 7 per episode) for your own LinkedIn, and a permanent episode page to link from your website or profile.

THE CONVERSATION

Questions we usually ask

No surprises. We share the themes in advance, and you choose what to go deeper on.

1. Where did you get the motivation to be an entrepreneur, and what keeps you going day in, day out?
2. What stages of growth have you seen, and which was the hardest?
3. What was the biggest risk you took, and what did you learn from it?
4. What misconceptions about being an entrepreneur would you like to debunk?
5. What are the three lessons you have learned from running a business this long?
6. How do you stay mentally healthy through the ups and downs? Any daily practices?
7. Which books, films, events or phrases have motivated you, and why?
8. What is one subject you know in depth that other entrepreneurs should learn?

NEXT STEP

Have a story worth telling?

Message me on LinkedIn with a line about your business and the lesson you would share. I will reply with a few slots for an intro call.

Be a guest on Season 2

Listen to a Season 1 episode first to see whether the format suits you, then get in touch.

Message Rishi on LinkedIn



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linkedin.com/in/yrkrishi

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