

**ENTERPRISE
TWENTY20**
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INDIA INC.

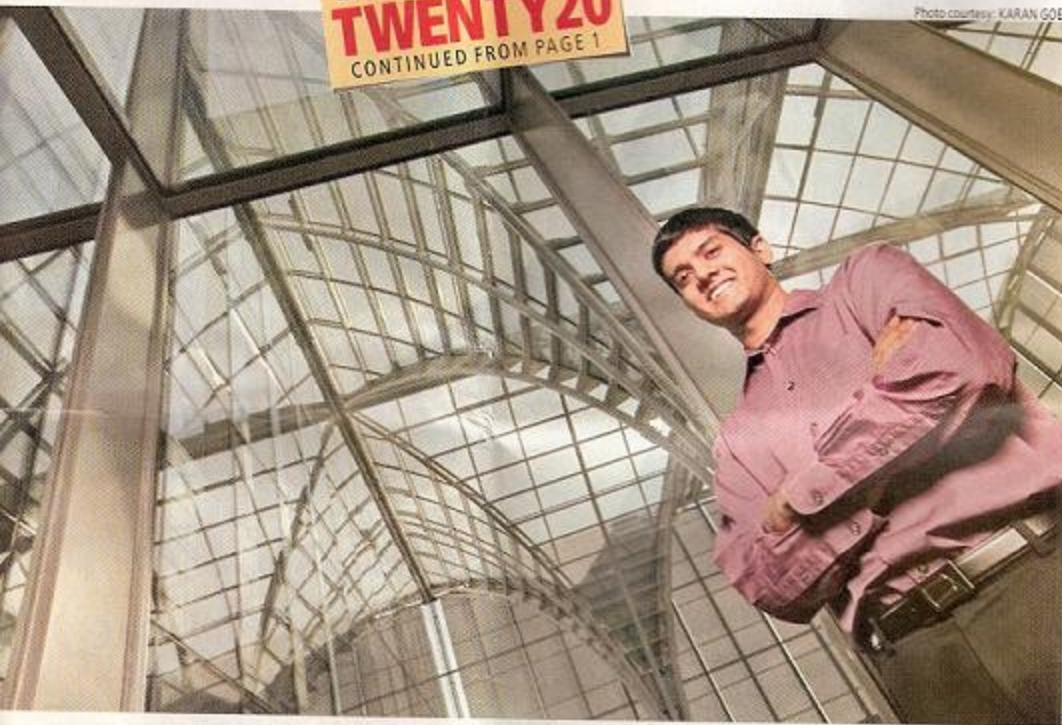


Photo courtesy: KARAN GOEL



PHOTO COURTESY: AVICHAL GARG

Avichal Garg, 24
 CTO
 PrepMe
 (Online education)
 Chicago

Find a problem and just fix it

Karan Goel, 24
 CEO
 PrepMe
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 Chicago

AVICHAL (our CTO) and I went to different high schools in Cincinnati, Ohio. We found that our classmates had very few, if any, good options to prepare for the ACT and SAT exams that one has to take before entering colleges in the US. So, we set up PrepMe in 2005.

The trick is to find a problem that you have and solve it. The more press-

ing your desire to solve this problem for yourself, the more, people will want your solution. Entrepreneurs look at a situation and don't bemoan because there is a problem. They think, "How can I fix it?" Real entrepreneurs don't launch big companies because they want to make a billion dollars. They do it because they think that the way it is done is just not right and they have to make it better.

Secondly, one has to listen and be open to criticism. It's easy to fall in love with your idea and the more you talk to potential customers, investors and stakeholders, the better prepared you

will be for changes in your industry and the faster you will be able to adapt.

Thirdly, one has to believe in oneself. There will be times when people just don't see your vision. That's fine as long as you have a good reason for believing in what you do. You are the one who has the dream. Don't let people tell you, it's not possible. If you can dream it, you can find a way to do it. There were many times in the early days of PrepMe when people told us it can't be done and that our competitors are too big. The best way to win that argument is to go and start your company and prove them wrong.

PREPME'S success is not just about dollars but about how many millions of students we reach. At the beginning of 2007, we had just a few thousand students. Now, we are aiming for, at least 1,00,000 students by the end of 2008 and hope to work with millions of students by 2010. While we already have students in India and in five continents, we would like to grow more internationally.

We believe in improving access to high quality education in India and would love to hear from foundations and philanthropists, who would like to sponsor access to our programmes for those who may not be able to afford it, and companies with educational content who would like to partner with us.

We are inspired by anyone who has had a vision and has turned it into reality. I admire Google founder Larry Page the most. I had a chance to work with him during my tenure there. I admire his vision and idealism.