

Thank You



# Resources and resourcefulness: Experiences of a first time entrepreneur

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*... making devices with multiple radios work ... the way they should ...*

# Jumping off the cliff .....

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- Getting going was the hardest part!
- One can never be too prepared or prepared enough
- Finding out what we did not know ... that we did not know
- Scaling our ideas, approach, thoughts, way of doing things from “TI scale” to “start up scale”



# A safety net of mentors and well-wishers ....

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- Guidance from some one who had “been there done that” and who has our best interests at heart
- Unwavering support of our long time advisors and mentors
- A great core team
- Active supporters outside the core team ... Angel investors, financial consultant, legal consultants
- And of course ... Parents, sibling, family members willing to stand behind our dreams and efforts



# Drawing on resources from all possible corners

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## ■ Technical strategy and business development

- Our experience
- Contacts and network

## ■ Funding

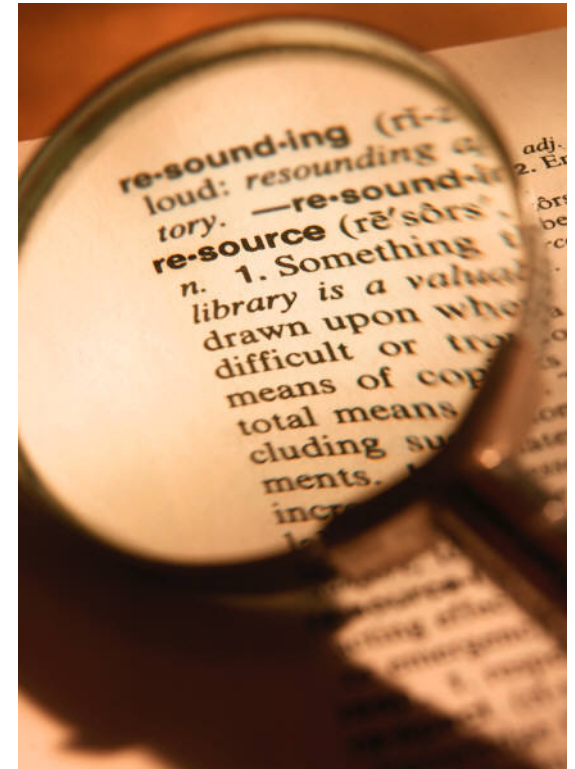
- Friends and family, Angel investors
- State of Texas

## ■ Engineering execution

- Full time employees
- Graduate students
- Consultants

## ■ Operations

- "Outsource": Payroll, Accounting, Insurance



But it is a balancing act ...

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Between resources and resourcefulness



# Finally it comes down to resourcefulness

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## ■ Funding

- Looking for and finding the best suited sources of funding

## ■ Technical strategy

- Being very agile
- Always “look from outside”

## ■ Engineering execution

- Parallelize as well as time slice
- One plus one is greater than two

## ■ Operations

- Looking for non-obvious alternatives to everything



.... I do, I understand .....

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- A start up is somewhat like grad school
  - You have to count every penny you spend!
  - One learns by doing
  - One stands on shoulders of giants
- My heartfelt thanks to Rice Engineering for giving me the basic building blocks for making this adventure possible!

