

Building a Business from Zero to 100Cr

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Abstract: *In a nation where startups are flourishing and unicorns are emerging, the path from a zero-investment concept to a Rs 100 crore business is trying but motivational. This study paper delves into the blueprint for creating a thriving business ground up in the Indian ecosystem. It presents every decisive stage — ranging from idea validation, product-market fit, investment, operations, marketing, to scaling growth — backed by evidence, case studies, and actionable recommendations. Particular emphasis is placed on digital innovation, bootstrap practices, frugal marketing, and revenue models appropriate for founders with limited resources. The work also explores psychological and leadership traits essential for sustainable entrepreneurship. Drawing insights from actual Indian startups such as Zerodha, Boat, and Mamaearth, this paper seeks to be a guidebook for aspiring entrepreneurs who want to scale their valuation and revenue from zero to ₹100 crore while being lean, innovative, and customer-centric*

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