



Company: GrassDew IT Solutions Pvt Ltd



Service Idea: Quality IT Solutions For Your Business Growth



Domain: Software Solutions, IT Security, Consulting, Digital Marketing, Knowledge Service



Founder: Mr. Shekhar Ashok Pawar and Mrs. Aparna Ashok Pawar



Investment: Bootstrapped



URL: <http://www.GrassDew.com/>



“GrassDew” a venture started by Mr. Shekhar Pawar and Mrs. Aparna Pawar in year 2016 with an idea to deliver IT services with affordable investment and high-quality to small or medium scale companies. GrassDew IT Solutions Pvt. Ltd. is into Consulting Services, Software Solution Services, Security Services, Digital Marketing services and Knowledge Services. GrassDew IT Solutions Pvt. Ltd. is the startup which was the perfect place for IT services and solutions.

Mr. Shekhar Pawar, always had a passion to be an entrepreneur as he loves to connect his ideas into reality. He has been working in various roles like technical, functional and managerial for international software assignments for more than 14 years. He was working as Manager in Capgemini which has taught him a lot of things in his career about managing software deliveries, team leadership, security practices, corporate environment, different process implementations and audits etc. While, being through the journey he found that there are many small or medium scale companies which are looking for IT services at an economical commercials. Therefore, “GrassDew” was established.

Mr. Shekhar Pawar with his mother Mrs. Aparna Pawar (founding member) has took the idea forward. A family invested company is a well known brand now, having network in around 12 countries.

The Co-Founder Team had a small discussion with Mr. Shekhar Pawar to know some more interesting facts. The Discussion as follows:

- **Journey so far**

I have started GrassDew IT Solutions Pvt Ltd in January 2016. It's a three-year-old company now. First year was bit difficult, it took time to promote GrassDew as a brand and gain trust from customers. Later, due to GrassDew's focus on quality and commitments, we got better opportunities.



Mr. Shekhar Pawar

● **What is the problem you are solving for your users?**

The very first step about problem solving is to determine the problem your customer is actually facing. It is my observation that many companies in this business are not aware of customer's problems. There are many myths about IT as service. SMEs are looking for many interlinked IT services from one vendor within budget. I am trying to resolve both problems with spreading awareness about IT services and their benefits along with providing those services within scope specified.

● **Can you give a background about your market/domain?**

We are into B-2-B business. Our primary focus is on **Small and Medium Enterprises (SMEs)**. We have experience working in **banking and corporate domains**. We are expanding our customer base to other industries as well.



● **Service Features**

High quality of deliverables, on time delivery commitments, relatively low cost as compared to other vendors, warranty if applicable for few deliverables, support and maintenance.

● **What is the biggest challenge you faced as an entrepreneur while establishing your startup?**

Entrepreneurship comes with rewards and challenges. Initially, people are not aware of your business or the services you provide. So, marketing and branding was a challenge for me. However, it doesn't stop for me here. Then there were challenges like finance, customer loyalty, competition, employees etc.

Challenges like marketing, finance and competition are ongoing and I'm working my way up to remove the same.

● **How did you overcome it?**

For marketing and brand building of my business, I have been interacting with people of different businesses. Approaching people and convincing them to use your services is what I learned over the time. I have identified the opportunities, preparing daily, weekly, monthly, quarterly and yearly plans to achieve the goals.



- **What's your revenue model?**

As explained, GrassDew has five service streams and one product group. It is my observation that products sometimes work and sometimes fails. It was my strategy to be focused on service business to get regular inflow. Initially my revenue generation was totally based on services, it was even feeding product group. We have much revenue generated from clients providing repetitive business. With time both services and products will earn more revenue for us.

- **Have you raised funding before?**

No, GrassDew was funded by me and my family initially.

- **Are you looking for raising more funds? If yes, how much and what will the funds be utilized for?**

No. Currently, my goal is to drive business without external funds. I guess any startup should invest funds in building own team and brand marketing.

- **Who are your competitors? How are you planning to outpace your competitors?**

I really don't believe in competition as a startup. GrassDew should be at such a state of quality and timely deliveries that client should always come to us and they will be happy to refer us to others. Rather than competing with other startups, I would like to go with collaboration with them for achieving more success stories together.

Like I said earlier, I would be interested in collaboration rather than competition. We are constantly unlearning, learning and relearning many things to be best in market.



- **What is the biggest learning so far in your entrepreneurial journey?**

I was expecting the tough start and found it same. Failure is a teacher and step to success. Initially, I was writing dozens of proposals and hardly getting any response further. With time and business experience, I understood many aspects of choosing potential assignments. It is important to learn saying "NO" to many things. Entrepreneur should save his/her energy to be able to build delivery capabilities, team and focus on business goal.

- **What are your future plans with your startup?**

Now GrassDew is a well-known brand. I have network in around 12 countries via LinkedIn and other channels. Since last 3 years, I have been putting efforts to align it with demanding market needs.

We have delivered services in India, USA, UK and UAE. Now, as we have proven model for execution of assignments both onsite and offshore, our next goal is to increase clients. Apart from that, we are launching couple of useful software products for Human Resources (oHRMS) and other areas useful for SMEs.

- **What's your tip for budding entrepreneur?**

Entrepreneurship is your own decision – you are sole owner of your decision. Initially, it is difficult as you won't be getting a fixed salary every month. Instead you will be responsible for paying salary to your employees.

Despite of any challenges or failures, never blame others for the decision you took. Be positive, hold on and get the way out. Secondly, your family support and your team's support are most important. It might take time, but it can reduce your burden to a huge extent.

We all know the important points - clarity towards what you want to achieve and how to achieve. Experience is the best teacher and guide. If you face failure today, analyze the reason and don't make the same mistake again.

Most importantly, an entrepreneur must have best good attitude towards team, society, client and all around. What you sow will return to you.