

R U N N I N G Y O U R
F I R S T B U S I N E S S



K I R A N S . S R I P A D A

R U N N I N G Y O U R F I R S T B U S I N E S S

Discover the hack to fight procrastination and achieve that productivity you always wanted



WRITTEN BY
K I R A N S . S R I P A D A

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This is a preview copy published for the visitors of Data Sapien and contains only the first chapter. The full book shall be published on Amazon soon.

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the author's face when he looks at intentionally left
blank pages in various writings*

Hello Entrepreneur

Yes, everybody is an entrepreneur. The definition of an entrepreneur is a person who sets up business or businesses, taking on financial risks in the hope of profit. Every person's first business is running themselves, taking on the risks of survival in the hope of a rewarding life.

An analogy can be drawn between running a technology company and running oneself. The person running the former wants to create a platform and build offerings such as one or more applications leveraging the platform to generate revenue.

In the business of running oneself, the platform is one's body. The capabilities of the platform are one's skills and the applications are one's offerings such as work meant to earn rewards.

For any business to be sustainable, its owner, to be referred as CEO hereafter, has to study and understand its market time and again, setup goals to make the offerings more valuable.

Similarly, for a person to run themselves sustainably, they will have to continuously monitor their market, devise and implement plans to tweak their offerings to achieve more rewards.

While the CEOs of various businesses are largely diverse in their approaches to achieving the goals, there are a few commonalities. They tend to be comprehensive in devising a measurement framework to monitor the effectiveness of their strategies, and they try to be objective while interpreting the measurement.

In the business of running oneself, deploying such a comprehensive measuring process and training themselves

to be objective in interpreting it can significantly contribute to making their goal achieving strategies more realistic.

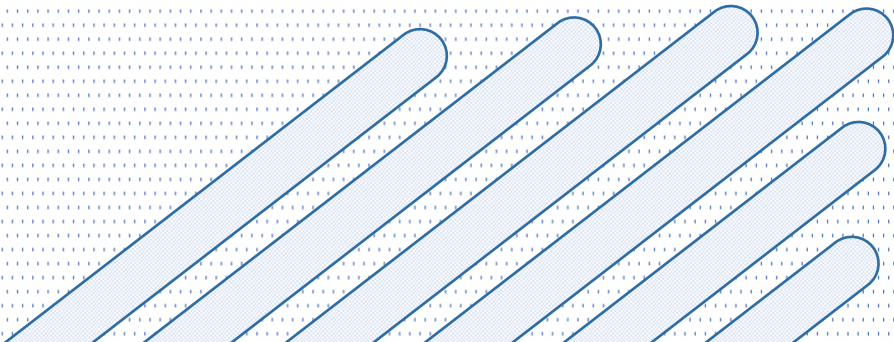
The concepts of measurement, goals and reward are going to be discussed in detail as various chapters of this book:

- [Time and Measurement](#)
- [Capabilities, goals and the reward](#)

Chapter 1



Time And Measurement



Time and Measurement

If you want to believe time is valuable, get started by measuring it

Measurement is the process of assessing the importance, effect or value of a thing. A comprehensive measurement framework is essential to understand any process in great detail.

In the business of running a technology company, most CEOs measure things all the time. They measure the costs, revenue, profits among several others on deeper levels. The platform is the core of their business. It perhaps has the greatest influence on the costs and revenue. The CEOs will setup multiple processes to measure its efficiency and capabilities on a continuous basis.

Efficiency is defined as the ratio of useful work done to the total inputs taken. It is a metric defined on two measurements which are the measure of useful work done and the measure of inputs. The useful work is a measurement subjective to the business whereas the inputs are generally time and costs.

The platform will have several jobs to do. The efficiency is defined for each job and for all jobs combined. Inefficiency in doing one of the jobs can affect the total efficiency of the platform. Such inefficiencies are identified only by measurement. Also, some jobs are critical to the business and are given a higher priority.

The technology platform does the jobs by running the software on multiple pieces of hardware. It provides room to schedule hardware shut down and maintenance and also balance the workload if one of them fails.

The body however is just one piece of hardware. Therefore, maintenance and shutdown (sleep) are business critical jobs.

The total efficiency of the platform over a period of one day shall be maximum if there are efficient jobs including shut down and maintenance running throughout the day. This can be achieved by scheduling the jobs in a pattern to keep the platform busy. The scheduling not only maximizes the total efficiency but also helps the CEO in making better decisions while adding new jobs to the platform at the expense of existing ones.

In the business of running oneself too, the jobs of the body have to be scheduled to increase the total efficiency. The schedule can be made using a calendar. However, unlike a machine, the body cannot follow a completely packed schedule every day. An additional headway has to be provided for at least some of the jobs to make the schedule realistic.

The typical schedule of a technology platform comprises business critical jobs with highest priority, diagnostic jobs for maintenance, some time allotted for hardware shut down, research and development jobs to build and test new capabilities and other minor jobs quite specific to the business.

The typical jobs of the body are attending work or college, maintenance jobs such as food consumption, physical activity and recreation, research and development jobs to build new skills, and other jobs specific to the person. The chart below is a generic measurement log to measure and compute efficiency:

Date	Sleep	Maintenance				Hobby / Recreation Job	Mobile screen time	Skill building	Other tasks	Approx time remained after doing the jobs
		Weight	Estimated calorie intake	Estimated additional calorie burn						
Units	hours	kg/ lbs	count	count	hours	hours	hours	hours	hours	

The table below shows the sample values of the measurement log:

Date	Sleep	Maintenance				Hobby / Recreation Job	Mobile screen time	Skill building	Other tasks	Approx time remained after doing the jobs
		Weight	Estimated calorie intake	Estimated additional calorie burn						
Units	hours	kg/ lbs	count	count	hours	hours	hours	hours	hours	
15/10/20	7.5	72.5	1700	107	1	1	1	1	1.5	
16/10/20	7.25	72.5	1500	106	1	1.5	1	1	1.5	
17/10/20	8	72.4	1600	101	1	0.75	1	1	2	
18/10/20	8	72.4	1600	102	1	0.9	1	1	1.75	
19/10/20	7.5	72.3	1500	108	1	1	1	1	1	
20/10/20	7	72.3	1700	100	1	1.25	1	1	0.75	

This table has the measure of actual work done. To compute the useful work done, a target has to be set for each job. The sample targets are presented in the chart below:

Date	Sleep	Maintenance				Hobby / Recreation Job 1	Mobile screen time	Skill building	Other tasks	Approx time remained after doing the jobs
		Weight	Estimated calorie intake	Estimated additional calorie burn						
Units	hours	kg	count	count	hours	hours	hours	hours	hours	
Target	8	70	1600	100	1	1	1	1	1	

These targets might vary over a period of time. From the measurement of actual work done and the defined targets, the efficiency metrics can be computed, and the sample computations are presented in the chart below:

Date	Sleep	Maintenance				Hobby / Recreation Job	Mobile screen time	Skill building	Other tasks	Approx time remained after doing the jobs	Percentage day made
		Weight	Estimated calorie intake	Estimated additional calorie burn							
Units	Efficiency expressed as proportion/ percentage										
15/10/20	0.94	0.97	1.00	1	1	1.00	1	1	0.67	95.70	
16/10/20	0.85	0.97	0.94	1	1	0.67	1	1	0.67	90.85	
17/10/20	1.00	0.97	1.00	1	1	1.00	1	1	0.50	94.67	
18/10/20	1.00	0.97	1.00	1	1	1.00	1	1	0.57	95.38	
19/10/20	0.94	0.97	0.94	1	1	1.00	1	1	1.00	98.43	
20/10/20	0.88	0.97	1.00	1	1	0.80	1	1	1.00	96.43	

The efficiency of a job is computed based on the kind of target set. The target can be doing at least a certain amount of work, like spending at least an hour on skill building. Or the it can be doing not more than a certain amount of work like having the mobile screen time not exceeding an hour. In the former case, efficiency of the job will be the ratio of actual measure to target capped at 1, and in the latter case, it will be the ratio of target to actual measure capped at 1.

To compute the total efficiency of the body in doing all the jobs, there can a simple or weighted average of the computed efficiencies, based on the degree to which some jobs are prioritized over the others.

As the data gets measured over multiple days, the CEO can estimate the average total efficiency of their body in doing the jobs. The jobs and the schedule can be altered based on the extent to which they are helping in reaching the goals. In case of an unexpected new job, the CEO now has a better estimate of the time available after doing the existing jobs. If the new job requires additional time further, it can be scheduled by replacing the existing jobs in the order of priority.

Some things to be considered while practicing the methods of measurement:

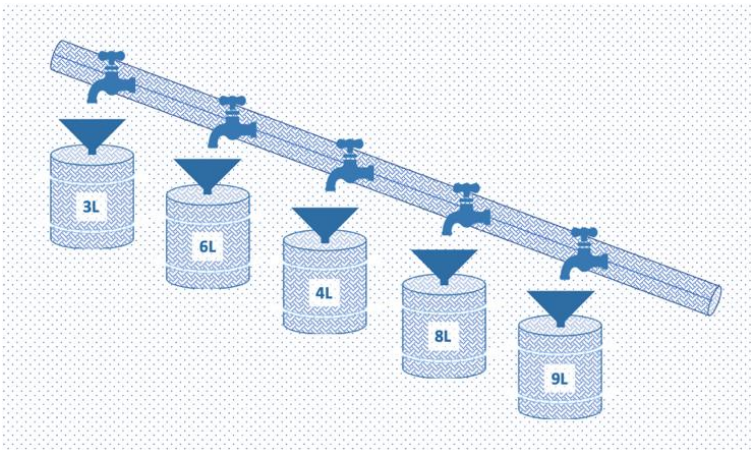
- In a technology company, the measurements are recorded in a nearly automated manner. However, in the business of running oneself, the CEO has to measure most things manually. Therefore, it is important to keep the charts concise and not overwhelming to enter data every day. The sample charts presented are experimented in real life and found to be taking an average time of less than 2 minutes to measure and enter data

- The measurement data is a piece of personal information and the CEOs will have to be mindful in using third party services, in understanding whether such service providers can access the data and have been given the authority to use it for the benefit of their businesses. The companies that make fitness bands also provide a cloud based service to access the physical activity measurement on any device. There has been a conspiracy that some of those companies have been selling that data to medical insurance companies.
- The technology platform accepts and does all jobs as instructed. However, the body has its own intelligence to deny or underperform while doing some of the jobs. The CEO has this additional responsibility to understand how their body, or more precisely their mind reacts when it is instructed to do various jobs. The next chapter tries to explore this crucial concept of understanding one's mind to set up goals and building skills in the anticipation of rewards

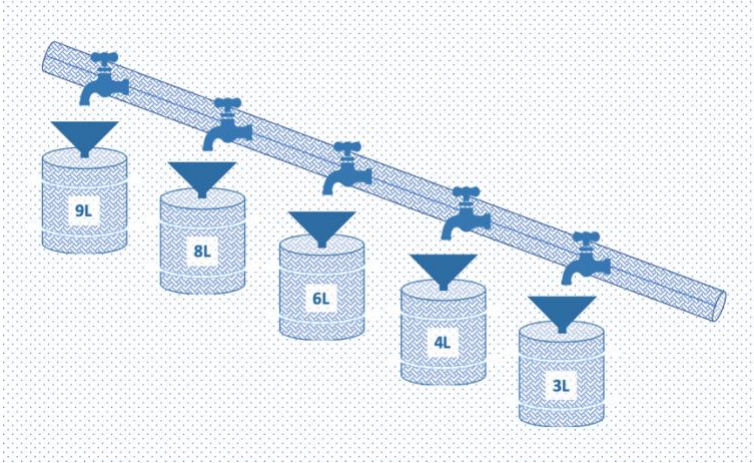
Illustration



The barrels in the image are meant to be filled with the liquid every day. The barrels look identical but some of them could be leaky, and some others might not be as hollow as they look making the storage capacity inconsistent. Such barrels cause the liquid to overflow or spill over. If the liquid flow is limited, then it is quite likely that the remaining barrels never get full.



If the volumes of barrels are measured every day, the not-so-hollow and the leaky ones can be identified to prevent the wastage of liquid. However, one might be risking the opportunity of storing more liquid by spending too much time on the measurement.



Measurement naturally brings a sense of priority to fill the larger or more important barrels based on their value. Scheduling becomes obvious with measurement, and with it comes the efficiency.

Chapter 2



Capabilities Goals & Reward

Full book to be available on Amazon soon

About the author

Kiran S. Sripada is a graduate from Indian Institute of Technology Madras and is currently working as a professional in the field of Data Science and AI.

He is passionate about visual storytelling and screenwriting. Right from his days at IIT Madras, he has been curious and experimental in using pop culture themes as visual analogies to simplify technical presentations.

He schedules time in learning the advances in Data Science, multimedia content creation, programming and problem solving, large technology organizations building innovative products, conservation of endangered animal species like pandas and penguins, useful hacks to solve seemingly difficult problems persisting in daily jobs.

Data Sapien will have content based on these topics in future. If you are interested, do check out his social channels on Twitter (@imsskiran) and Reddit (u/imsskiran).