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Solopreneur to Entrepreneur

Humans are as big as their dreams. Many people have strong ambition of becoming entrepreneurs someday. But the reality is- there are a lot of factors we need to take into consideration first. We have to question ourselves, are we ready to take the challenge of the outside world? Not everyone is capable of acquiring the determination, innovation and creativity needed to become a successful entrepreneur. The individual must have a positive mindset to accept the duty on their own, have a set of rules to meet their goals and seize the opportunity when it is available. An average person relies on a weekly paycheck, while entrepreneurs will take risks and don't have time to calculate the amount of their own income rather, they keep expanding their domain.

The world is going through an economic crisis. All businesses are trying to survive this and keep going anyhow! Some competitive strategies and advantages are needed to be implemented which will empower them. An entrepreneur needs to act quickly according to the market changes and master negotiation and other skills that will make a difference in a competitive market. There are also some questions that you need to ask yourself to determine if you are ready to take the next step. Are you able to think of innovative ideas? Do you have the ability to solve real world problems? The transition from solopreneur to entrepreneur requires creative thinking to overcome the challenges. If you have ideas, learn to take advantage of new opportunities. You are your own boss- which means that you are responsible for making difficult decisions all by yourself. The business world has a close relationship with uncertainty! If you are not confident enough to face it, then entrepreneurship is not the best option for you.

Now, a question may arise- how is an entrepreneur different from you? Well, they are not! If something makes them different from you is their uniqueness in innovating ideas and implementation process. 'Square Group' is a good example which helps us to understand that, if you think out of the box the company will keep growing due to the new and innovative business ideas and models. It is now a group that deals with not just pharmaceuticals; but also with toiletries, garments, textile, information technology, health products, food products, hospital etc. having an annual turnover of more than Tk 6,000 crore and around 33,000 employees.

An entrepreneur should always evolve himself/herself while maintaining a positive attitude. There is no alternative to learning which is also a key to success and no matter which profession you are in, there is always a room for improvement. If you are always eager to learn and know more, it will definitely benefit you one day. It is very necessary for everyone to conduct a market analysis and research on current trends about the marketplace and society before embarking on a business. For example, if you are planning to start a software business, then you must act accordingly to the users' demands and needs. Prepare a survey questionnaire which will help your business to grow. You can simply put a feature on your website like a public poll or review and that will help your business in the long run to study user behavior & trends. Trust is the biggest key which is needed to get to the next level. New entrepreneurs lose their way because of lacking trust and

confidence. Try to overcome it because there may not be a single person out there to praise you or recognize your work until and unless you are successful. This is a competitive era and only you can help yourself if you want to rise to the top. Trust yourself and only then you will be able to do it. A positive attitude converts into positive powers. Other important thing is to discipline yourself. It doesn't matter if it is your own business or of others, you have the power to implement your ideas into reality if you really believe in it. I myself, an entrepreneur, have established CMED with the help of co-founder Dr. Farhana Sarker, Moinul H Chowdhury and Md. Ashraf Dawood after conducting six years of comprehensive research on the existing healthcare system; identifying core problems and structuring framework for solutions. Now my startup is a house of 60 employees including medical experts, engineers and software developers who are responsible of ensuring digital health inclusion in Bangladesh by implementing comprehensive primary and preventive healthcare. By incorporating data-driven health monitoring and referral systems in the healthcare infrastructure, we are working to create accountability in the country's healthcare sector. We take the healthcare service to doorsteps with AI and IoT-driven smart health kit. Keeping our goals aligned with the vision of a Digital Bangladesh, we aim to incorporate digital health inclusion within this decade of 2021-2030. At first, we started with very few people and gradually it transformed into one big organization. So, those who want to be an entrepreneur from solopreneur, need adaptability, resilience and determination to make a forward leap. While chasing your dreams, you might fail repeatedly, but do not give up! Learn from those mistakes and correct yourself to ascend higher. There are lot of entrepreneurs who started with being solopreneurs at first and with their hard work and dedication they are now known to the world like Mark Zuckerberg, Bill gates, Jack Ma and the list goes on! To become a successful businessman, one should have a business secret. Try finding yours!

You need to believe in your own ideas because people do not take new things easily! Once they get accustomed to it, they will invite your ideas with open arms. Try to focus and improve your ideas from time to time. Your self-confidence will take you to the next level. Try to learn new things and improve your skills; make an environment to learn from everyone because no one is small! Even a junior can teach you and help you to grow further. Keep a positive attitude and this will definitely make you successful in the long run.