

## Entrepreneurship is a marathon, not a sprint

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**A**s a woman founder, I eagerly await the day when conversations shift from increasing the percentage of women leaders in tech to celebrating our collective impact on the industry. Growing up in an academically inclined environment, the journey of entrepreneurship was like a road less travelled or perhaps the road never travelled! Now after 11 years of Tracxn, to all the budding women entrepreneurs, one thing I would really like to say is, dream big and you will be surprised at what you can achieve.

We all know that technology is an ever-evolving landscape. Our curiosity can even serve as a compass, guiding us through it, but once we're through, is curiosity enough?

➤ **Cultivating a solutions-focused mindset has been crucial in my journey.** Challenges are inevitable, but fixating on your problems can only hinder progress. I've had to train myself to approach obstacles as opportunities for innovation and learn that if you can't connect the dots looking forward, look backwards.

➤ Our desires fuel our journey. I always felt inclined towards building something of my own but I wasn't exposed to it. I sought the path that led me to where I am today by taking up jobs in consulting and venture capital investing. **If there isn't a clear-cut path for you to walk on, forge your own path.** Your footsteps might become the blueprint for someone else to follow.

➤ I've built the company from the ground up, and as a leader, **I've learned to surround myself with a diverse and talented team because a big part of leading is recognising where you lack.**

Turning your limitations into an opportunity to expand and lean on the collective strengths of your team is paramount.

The journey of entrepreneurship is a marathon not a sprint after all. It's about endurance in the long run.

*Neha Singh is co-founder of Tracxn*

