

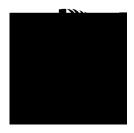
PAPERCUP THE JOURNEY OF A STARTUP

INTRODUCTION

It was the summer of 2013 and Somrwita Guha was in her bedroom staring out of her window thoughtfully. At 23, the young lady had some important decisions to make. She was the proprietor of a fledgling startup, which she had founded with her college mates a few years ago. While her friends had moved on to more conventional pursuits, such as higher studies and corporate jobs, Somrwita was determined to continue nurturing her young venture. Christened Papercup, the venture dealt in handmade greeting cards, bookmarks, and hand-painted kettles, all of which were entirely manufactured by Somrwita and a shifting set of two or three creatively inclined friends and college mates.

Papercup operated from , where she lived with her parents and older sister. In her bedroom, Papercup jostled for space with her textbooks and dothes. Thus far, all advertising had been through word-of-mouth and her personal Facebook page, and orders were fulfilled through personal labor, thus earning Somrwita some handsome pocket money in the process. However, she wanted to launch her website, employ a few workers, and have store inventors





her creative pursuits; in fact, she liked the crafts, colorful items and accolades that Papercup had generated, but she was not convinced that the venture ought to play

Summers in Kolkata had always been tough to negotiate but this particular one was going to be particularly problematic, Somrwita thought wrongly. She let out a deep sigh and turned back to the view outside her window, hoping a solution to her problem would present itself.