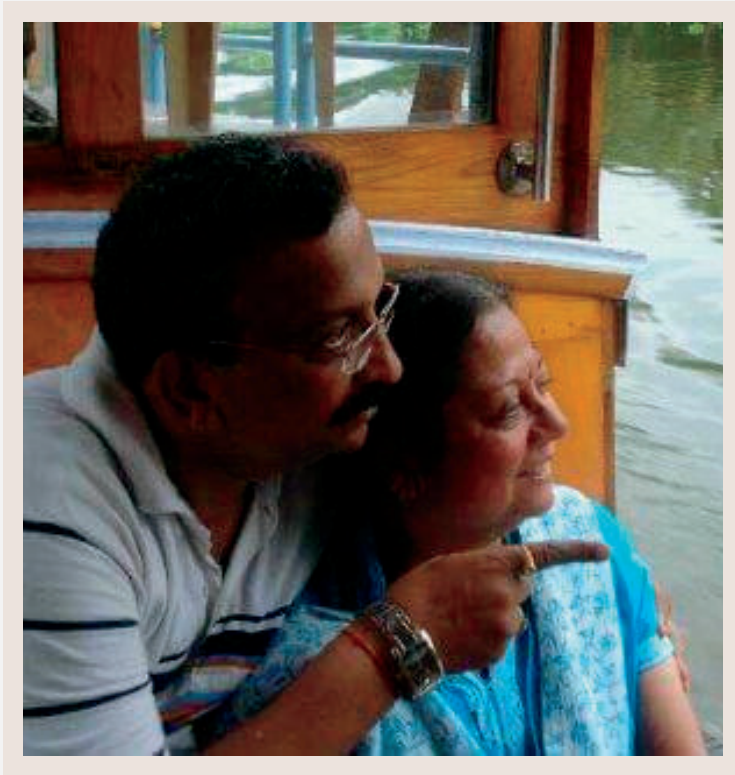




SOMETIMES IT FEELS GOOD TO BE

TANKED



Dedicated to My Parents

MEENA & KIRTI MEHTA



Gizmoswala[®]

Gizmoswala operates as a marketplace focused on enhancing sexual experiences of individuals with the help of sexual wellness products. Our vision is to create the largest safe sexual wellness online store in the country. Established in the year 2020 along with my partners Pooja Nandi, Rohit Sharma and Ranjan Periwal, Gizmoswala has been featured on Vice India, Red FM, Spotify, Mint Lounge and the final week of Shark Tank India. With more than 75000 visitors on the website, Gizmoswala is soon going to become the largest safe sexual wellness online store in the country.

NIRAV CARVING THE NICHE



I have been in the business of Mattresses with my family for almost 20 years. With utmost enthusiasm, I have been identified with the name Gaadlawala. I don't believe in the concept of building with the flow. I Like to put constant effort into growing and learning. This led me to introduce the Gaadlawala nightwear. With more eagerness to go beyond boundaries, I decided to create something which can be done on the bed.

This led to the introduction of the niche category of sexual wellness, Gizmoswala.

EVERY BIT MATTERS

Sometimes it is all about the quiet presence or just a few words at the right moment. I especially take this opportunity to thank my extended family and friends. The last 6 months have changed my life. I am sure you've witnessed a very different version of me.

But I appreciate you all making it special for me in every way. I remember you all dropping in and making gestures with your truest emotions. I might have not been able to reciprocate in the same way so this space is for you.

Thank you for hearing me cry and laugh. Thank you for celebrating my enthusiasm in the volatile covid times. Your support and partnership personally meant a lot to me and I will always remember your kindness.

I wish to give you all back in future.

THE FOUNDATION AND PILLARS OF OUR JOURNEY

I would like to begin by saying that maybe this idea of participation in the famous show for startups was seeded in my life because of my daughter Jiana. I dedicate this book to her primarily!

She is 13 years old now but we have followed the international version of this show since she was 8 years old. She has been a major foundation-laying person in my journey. She has dedicatedly followed the process and supported me emotionally and even with technical details.

Every step of mine mattered to her. It was her idea and hard work which led me this far. Thank you Jiana for being so strong. I hope I make you proud forever and always!

I would like to thank my father Mr Kirti Mehta for always accepting my ideas to stand out. He has been a strong pillar of support. Our ideas and times might have not matched but trust matters. Results do matter but acceptance is the bigger step on every ladder.

My wife, Prerana Mehta, is a true partner in every sense. You did bear the brunt of my tantrums, anxiety and weirdness. Holding the hands of a person and loving them with their good and bad qualities is an absolute achievement. You have been my wall to lean on.

My Younger sister, Anvita Mehta, staying in Paris, has been my constant support, confidante, and punching bag. One goes to a person when I am confused about this business or the volleys of hardships this brings along with.

To my younger daughter, Alvira Mehta, I would like to say, you are five but you have a lot to see in the world. Hope I have set benchmarks for you to follow. I hope you find this book an inspiration to carve your own path and do wonders in life.

To my In-laws, Mrs Arti Joshi & Mr Arvind Joshi for being my biggest and loudest Cheerleaders. My Friends more than my In-laws in the literal sense.

Family, I love YOU!

Thank you, Pooja Nandi, for all your support. You have been integral support not only to my company but shaping the journey into complete bliss.

Thank you, Rohit Sharma, and Ranjan Periwal for being the complete guides and support. The presence, advice and partnership will always be of great value.

I am lucky to have you all running with me in the race at the same pace.

I would like to dedicate this journey to all my team members, beginning with Mr Shadab, my man Friday, my shadow, Aditya, Sahuji, Deepak and Hemant who have been my insane support. The reason I am placing this page is because I want you all to know I appreciate your contribution and trust. With the transparency of being strong and vulnerable at the same time, you all have chosen to stick with me.

Big gratitude to you for being an active part of my life and my company.

THE DEDICATION

Won't Stop!

PREFACE

This book is not a medium to express my feelings. This is key preparation for startups who want to make it big. It's never going to be easy but it will definitely be worth every sweat.

Of course, I want to pen down this journey as a souvenir marking a dramatic event in my life.

Hope this helps you all to continue what you are doing to make it big

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We are always advised to go with the flow and I always wondered what does that even mean? What if the flow is not my preferred direction? Or not the velocity I can keep up with? For a person like me, I am known to have plans of life in boxes and checklists and this philosophy has always been indigestible. Until my 40th birthday, I, Nirav, had to change my ideology, when this apparent flow became a push to an unplanned journey and roller-coaster ride for the following 5 months.

With the uncertainty in 2020 and 2021, I would say my birthday celebrations were unique. My 40th was in the month of June in 2021. For me age has never been a significant number, it's the part when you stop thinking of risking it, that's when the ageing actually begins.

So, me being me, I planned an impromptu junk food drive with two of my friends, Yashodhan Sandu and Tushar Agarwal, one who understands me, mentors me, berates me, supports me, and keeps me grounded while the other, who makes me laugh with his witty one-liners and will stand by me whenever I'm in distress. They are my usual targets for surprise plans, which are accepted well by the duo. As we waited for the food to arrive, Tushar turned to me with this gleaming funny face, and said, "Nirav, why don't you register for the upcoming show S**** T*** in India?". Before I could evaluate what he was talking about or even respond by thinking about the idea, he quickly landed on the registration page on his smartphone. Now here is a thing about digitization, you are just a click away from your potential success story.

I gave it a look and thought why not? I am not an introvert but you won't find me mingling randomly. This idea never crossed my checklist and when I did my pros and cons thinking, it got complicated to think of the possibilities. I just gave in. In the month of July, we registered for Shark Tank in India inviting crazy 5 months in the already volatile year of 2021.



GO WITH THE FLOW *Nirav.*

As I stepped into a multiverse of possibilities, the first step was a long, detailed “Filling the form” round where we had to fill a 10-page form. We all know patience is a virtue but I am not gifted with it for sure. Two things kept hitting my mind, one was ‘Do I have enough to fill this form?’ and the next being ‘Are they prepared for my category of business?’. Not only is my business unique, distinguished and untapped in the Indian market but also it is a taboo topic in our country. It’s sexual wellness. The controversies to follow had already filled my mind with anxiety and nervousness.

After a mental battle, I took a deep breath and took the dive. I registered Gizmoswala and successfully completed the challenging 10-page form. Again, as I registered for the start-up, I filled my category as sexual wellness. My overthinking brain made conversations with myself about the possible backlash I was going to possibly face; leaving aside the bright side of getting a chance to appear on National Television, with a big IF statement which was ‘If we clear 3-4 rounds amongst 62000 registered start-ups’. This was the part I really had to go with the flow and see where the flow leads me.

THANK YOU

Thank you for completing the registration form. Our team will review your form and get in touch with you shortly.

Now when I say I completed the form, it wasn't dramatic like the scene of a movie where the lead actor just closes his eyes, takes a breath and does the job. No, that's not how it works. Gizmoswala has 4 partners in business and luckily, we all were on the same page to at least give it a try and make it work. We discussed extensively and reached a conclusion to fill the form together with distinguishing content and some high maintenance English. Initially, that was the plan and the energy level to fill this 10-page form was rising with enthusiasm. We began to modify our schedules to accommodate each other's presence and contribution to that form. It was decided that Rohit and Pooja would fill it with their best skills and I would do the submission.

Known for my impatience and self-talk, I began to think in the wrong direction again. I wondered, what if this whole planning is pointless? What are the chances of being visible in 62000 startups which are suitable to the traditional needs of the people and profit gains for the sharks? What if the category itself is rejected and discarded? I couldn't handle this surreal pressure. I took the form and filled it all myself with decent English. I was already feeling accomplished that I have completed the first step. I submitted the form on 29th June 2021.

My expectation was that this form is going to end up in the trash and it was the end of an unreal dream. I saw it as saving time for my friends and partners who or else would have dedicated their time to crafting something special with their ideas and inputs which would never see the day of the light for this show. The form wasn't an exceptional creation, it was just a record of basic details, the pitch, the category, the partners and the generic information of start-ups that are required for evaluating companies. They also inquired about the profile of the founders. I think Pooja and Rohit would have done a better job honestly but they have to make do with it now.

I am sure they weren't very comfortable with me doing this but yet again they supported me. I was anxious and I kept checking the mail every hour for a response but there was none. I would hold my breath before refreshing the screen many times in the day and there was absolutely nothing. I decided to move on. I laughed at the whole go with the flow application. But on 29th July 2021, we received the mail that we are shortlisted for round 2, and finally, the flow became the push!

WHERE THE FLOW

BECAME THE PUSH

It's Getting SERIOUS, PHEW!

A ray of hope with feelings of accomplishment, I kept thinking that I made it. Nirav and Gizmoswala passed an important examination of visibility with unique offerings. My team was on cloud 9 but we also decided to prep for the next requirement more seriously. It was an 18-page form this time. I decided to try the earlier method and be relaxed. Not to my surprise, the questions were tougher this time. It's good to accept that you need help and everything cannot be done by one single person.

We scheduled a call as the cases were at a peak again and virtually, we could work this out swiftly. This form was divided into many different detailed sections. This seemed so serious now and my attitude was transitioning into something undefinable. As we started the process, a thought passed my mind. Maybe this could be an example to climb their ladder in business. This was a tedious process and I wanted to make it valuable. I decided to record all the details in a word format for any start-up that wishes to spread its wings when they are about to enter a bigger picture. I would like to extend this reference document happily to anyone who is aiming to make it big or planning a moment to celebrate just with the uniqueness of their selling.

I promised myself to be completely transparent and real for my sake. It didn't stop here, in another 3 days on 27th July 2021, we received a mail which stated that we need to create and send a pitch in video format. To add to that, the communication has to be Hindi. Now, let's face it, in the millennial era, we are very comfortable speaking broken Hindi, broken English and many other languages mixed as per the comfort or demand of the communication set-up. Speaking confidently or pitching completely in Hindi was way out of my comfort zone. The time given to us was 7th August 2021 as a deadline. Coming up with a pitch, storyboarding and recording it were basic needs. I didn't want to settle for basic. With my overthinking brain, I was charged up to make this pitch impressive and extraordinary.

This pitch wasn't just a submission anymore. It was a package of effort, motivation, hard work, hope and goal to reach a destination for Gizmoswala. A step toward breaking the taboo and achieving the mission of emerging as industry leaders in the Indian Market.

There are people in the contact bubble, designated for different requirements in your life and they are not necessarily committed to giving you what you want for various reasons. The reasons are many, like unavailability, comfort, time, distance, effort and sometimes you are just not a priority. But gradually, the dynamics of your relationship change, they are just a call way for anything and you trust them to be there come what may.

One such jewel of a person is Kejas Shah, who also is my college friend. Whenever I am in a creative mess or need he is that person who can fix my situation.

Understanding the seriousness of making the video, Kejas had to be the one I called. Being professional was definitely the key to the video along with some amount of discretion. I didn't wish to take chances. I finally called him to enquire about the availability of his camera, studio lights, mic and his workshop, as a shoot location. His workshop ambience is phenomenal and styled as per my vision for the video. He agreed to this and I was sorted. I ticked my checklist – Shoot Location and Equipment – Done.

Preparing the script for the video in Hindi was the next task. My team and I gathered for real this time to create this unique script for the video. It took us hours of scripting and re-scripting to at least reach a near-perfect creation. We had a brainstorming session for all the pointers to be covered in the storyboard. I wanted to be very precise and detail-oriented in every step now, just to have a record that could be used by anyone in future as a reference. We also paid great attention to the aesthetics of the video. We worked on the visualities and the mood board of the video. This time it was nervousness with a dash of excitement. Another checklist job – Script and Look – Done.



Checklist JOBS

On 29th July, as scheduled and planned, I met Kejas at his workshop. I was well prepared with the look and the script. So here is a thing about video shoots, I wondered why it takes time after such rigorous planning, to get that one perfect take? I went with the thought being, I will be talking about my company, hence I am familiar with the content and it's simple I just have to stand in front of the camera, speak and do. What's so complicated about this? Kejas set the lights and I was positioned in the best perspective comfortably. The shoot began and there was a rush of anxiety in a perfectly-known environment with a person known for more than a decade.

The camera is in front of you, and your eyes are focused on a black circle that looks like nothingness and you have to speak to a dark body, keeping track of the flow of the script. This is some newfound complicated coordination. I had to gather myself because again there was a lot to do in a specified timeline. It took 10 retakes to get a satisfactory result. The video was further edited. My checklist tasks were decreasing, and my smile was getting better. Video shoot and editing – Done.

Many times, you are energized to feel you can rule the world and it never gets tiring, you just want to keep doing more and never stop. When I saw the main edit, I thought to myself that this had more potential to look professional. I called Vatsal and Apeksha, the backbone of my company. They agreed and understood quickly what I had in mind. They added some great music and our logo to the video. I was finally feeling relieved.

My checklist tasks were finally completed. Only the last and important one remained undone till 2nd August 2021.

Shoot Location and equipment. – Done

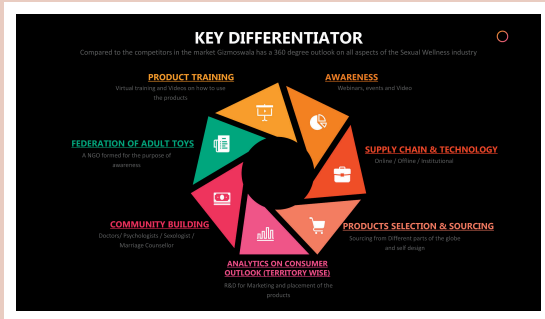
Script and Look. – Done

Video shoot and Editing – Done

Submission - ...

This time, I took a deep breath again and uploaded the video for submission, completing all my checklist jobs finally.





ONE STEP
 AT A TIME,
 Nirav.

On 10th August 2021, we received another email. My heartbeats were racing faster. I wondered looking at the inbox, what next? To my excitement, we were shortlisted further for the next round. Just taking one step at a time with many more steps yet to come was an achievement for me. With building confidence, I read what they needed further, carefully.

This time was another challenge. They wanted us to be physically present. Yes! This was getting real! So now what they required was for the shortlisted participants to present their pitch being physically present in front of the evaluators. It's one thing to record the pitch and another to stand in front of an audience, absorbing their expressions and continue to give your pitch whether it makes sense to them or not.

We were told that the evaluators will be from the production house of S**** T*** India on 16th August 2021 with active partners with heaps of documents.

The time spent together got more valuable for me and my partners. We were instructed to give a pitch for 20 mins with respective PPTs and videos that we had. We could also show our product display.

Now I realized a lot has to be done. We are still in the pandemic technically. Hence, we had to be extremely careful as this was a once in a lifetime opportunity and not only did we have to survive the competition but also the virus war. I realized it's pointless being overwhelmed and I should think about what was in my control all I thought was one step at a time Nirav.

With the bifurcation of documents, choosing from a large array of products to being presentable, a lot was happening. We had to get our RT PCRs done before heading to the pitching place Westin, Goregaon.



0:20
TO
1:30

With all preparations done perfectly, myself Ranjan & Pooja wore a super traditional company outfit for this great day.

This felt like giving board exams and took me back to my childhood. Two decades back when children did not get 100% marks in their board exams, we used to feel it was a big deal to complete the examination paper altogether. I remember my parents wishing me luck and telling me to do well. And scoring average marks or even just passing was my aim and goal.

Now I want to highlight this important point that academics are definitely important but your scores don't define you. At the age of 16 and 18, I never imagined being a part of a reality show. At the age of 40 today what I did in school doesn't matter. It's about what I am today and now. The kind of a human being you shape your future but not what others have evaluated you to be on paper. So, take failures to be stepping stones and move on to be a better version of yourself.

Now as I say move on, I personally won't move on until I have given my 100% and failed. In my mind presently, I wanted to pass every step because it mattered. So, coming back to Westin, I reached on time with my partners following the regular drills of Antigens and submitting more documents.

The scenario at Westin was another scenario, very detached from the outside world. The chaos here was thrilling and exciting. The room was buzzing with plenty of startups, suited in their respective uniforms, with their products and displays networking with each other with just one thought in mind – Mera number kab aayega? (When will it be my turn?)

All 3 of us were wearing Kurta and pyjamas with our company logo standing out amongst the startups and all would walk up to us and speak about how well dressed we were, thus boosting our confidence.



The energy emitted and the vibe of the room was a feeling I cannot define. All were here to win. We patiently waited for our turn and after waiting for 8 long hours, the moment arrived. As I walked towards the door, the scene played completely differently in my mind. I imagined myself walking towards the doors of heaven. As I walked past the door, it was another world or again I am being dramatic about this. Gleaming studio lights, camera setups and the panel, waiting for us.

Initially, we were instructed to pitch for 20 mins but when our turn arrived we were told to take our own sweet time to put it out there. I had a different view again. I thought 20 is going to be it. But as the questions and explanations began, to my surprise we lasted for 1 hour and 30 mins.

THE HEART WANTS WHAT IT WANTS

At the 1.30th hour, the pitch was over. I had it together. The butterflies in my stomach stopped fluttering. I believe we gave our best shot as a team. The team of evaluators, the cameramen and panellists gave us an encouraging response. Maybe they did it for everyone but at that moment it did matter just to keep knees from getting weak. I was a happy man.

I couldn't stop smiling thinking about what was done and how we performed. We had our PowerPoint presentation pitch and possible information required for a Q&A session prepared in full swing. We had carried the products and display with us which were the spine of our pitch with the required documents backing the products. We are able to share and educate them about our concept and products.

The fact remained that this was one of the best pitches we made as a team to date in front of our potential investors. Our part was finally over and done. I couldn't believe all the adrenaline had to be controlled for a period of time till they got back to us. I returned home feeling optimistic. I told my partners convincingly that it's about the satisfaction of giving your 100% more than the result. But being competitive in nature, I haven't convinced myself. I wanted more. The climb on this ladder was tempting and I couldn't wait to go one step higher.

I checked my inbox the very next day, and as expected there was nothing. And then again, the day after and this continued for weeks. It made me restless. I contacted the team and there was no response on the follow-ups. Weeks turned into a month and yet nothing.

During our 8 hours of wait, we spoke to some participants and exchanged contacts. We were in touch with each other and they hadn't heard from the production house either. As September and October passed by I started getting worried. I thought maybe they got our number wrong or maybe the email id was incorrect.

My close friends started preparing me by saying, there will be other opportunities. They indirectly told me that maybe we aren't selected for various other reasons so I should accept there will be no communication now.

But, the heart wants what it wants.

Never say never UNTIL IT'S OVER

I am not usually a fan of movies but this stuck with me. “Never say never until it's over.” With everyone asking me to give up on hope, I was stubborn and reluctant to let go. I wanted them to tell us we made it or we didn't make it. Weaving my tales on the basis of others' words has never been my thing.

I wanted to hope and believe. And I did. On the 1st of November, 2021, just before Diwali, we got mail. We were confirmed. The mail stated that we had been shortlisted for the studio round, which will be conducted between 7th December and 12th December, 2021.

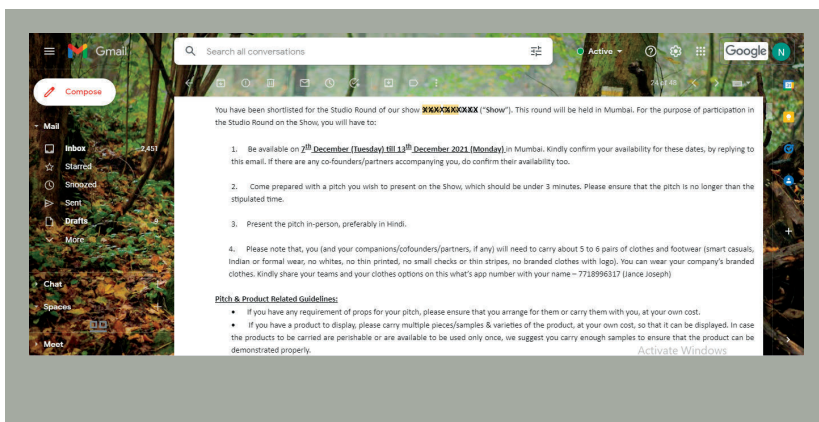
We took our baby step ahead. It was the most important part of any startup. Just like a dream channelling into my reality.

It was a cocktail of emotions hitting at different levels, anxiety, nervousness, happiness and excitement. I could see myself feeling all of it in the coming 30-35 days.

With this mail, my partners also got very excited. Each one of us importantly was on the same page. We started penning down our strengths in the business with planned timelines. This “studio round” we divided into the following sections:

- 1 – Presentation on TV**
- 2 - Content for the TV**
- 3 – Numbers on TV**

I felt like a knight, trailblazing our path to success.



A ROADMAP CARVED TO REACH OUR GOAL

PRESENTATION ON TV

The first impression is the last impression. Now though it's not a very good practice, the reality is that people judge you by looks in every aspect and industry. It's like the standard or screening test to move forward. I took this very seriously and we planned our look for the show.

We further started thinking of the aesthetics of the products to be displayed. The racks and trays are to be used for carrying the products. We also started minutely studying the look of our website. We made sure we had everything covered for this segment.

CONTENT ON TV

Successfully placing ourselves visually, our next big step was communication. We had to build the script in Hindi. Talking about our website and our product look had to be covered in the challenging time of 3 minutes. Communicating the product right could make or break our chances towards our dream.

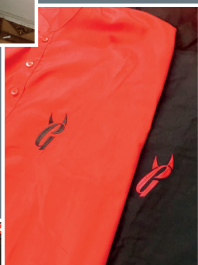
NUMBERS ON TV

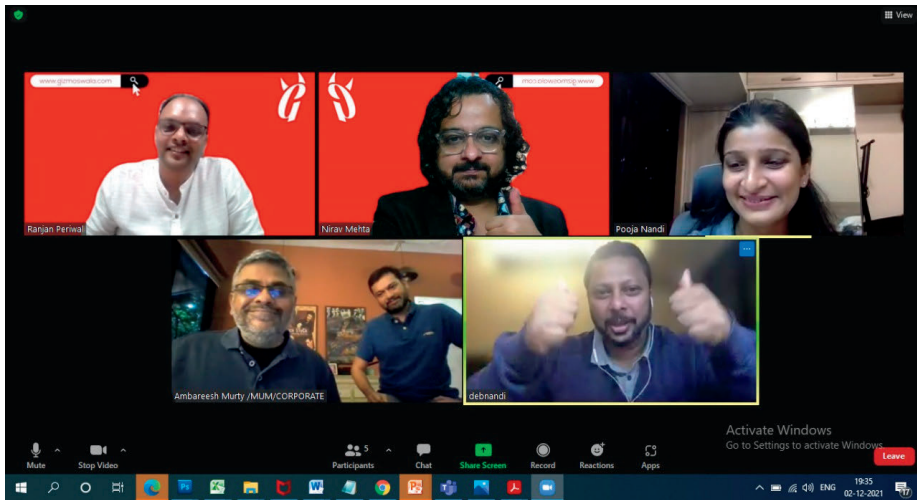
The most crucial part of evaluating all our hard work for all these months was brought together in this segment. Your ASK from the investors with sales and projections.

This was our roadmap prepared for the event.



ic bag
ms - 10" 9" x 2.99"





When you are on these memorable journeys, you come across a lot of moments that stay with you throughout your life. In these crazy days. While we were preparing every standard step to win this competition, we coined the word pre-show essentials. This list was all about the essentials before the essentials required. This was to reap the maximum potential from our resources.

This interesting Pre-show essentials list consists of our mock on, to begin with. The Mock practice with the stalwarts was meticulously planned by our very own connections. This was just 1 week before the show with crazy tension.

This was to prepare us for the exact experience with the investors. This would help us understand the behaviour or reaction of the investors with the questions to rise up. This was to decrease the tension of the actual Q&A round.

It's always good to do your homework. Our next step was to study these judges, their backgrounds and what their journeys have been like. This would help us know our choice of association if we got the chance to choose.

The report backing our sales, projections and vision had to be almost perfect from the references. This arrangement could be our game changer to earn the confidence for our project.

Lastly on my list was labelling the products. I found this a key factor in planning the arrangement of the array of our products.

I felt like me and my team left no stone unturned and we just kept adding up to checklists gathering all our adrenaline rush.

PRE-SHOW *Essentials*

TRIGGER ALERT!

Now, all we experienced yet was preparations from our end. As we came closer to the event day, we got a series of unplanned calls from various departments of the show. The sync journey had begun. We received calls from the Costume Department, the Founder's Interview Department, the Product's Display Department and last but not least the Business Valuation Department.

We were further informed that by being a part of the Mumbai team, we would have a chance to take a studio tour. This would be two days before the show. This was both exciting and created nervousness. I realized it was like 15 days of extensive and rigorous work was our path towards achievement.

These moments often make you vulnerable. I identified that my emotions cannot come in the way of our journey. I decided to take counselling sessions to gain more confidence irrespective of the awaited results.

I would like to take this opportunity to speak about mental health. In India, it's a taboo topic. Understanding the importance of mental health. We often perceive it to be a requirement of the weak-minded. I took this initiative for the betterment of myself and the team. It is very overwhelming for a layman to come on TV, let alone pitch your business on national television in front of potential investors. It consumes more of you.

To hold your ground, you need more preparation and more confidence. Who else can help you professionally apart from a counsellor? So, everyone please identify the need of the hour and the signs your mind and body give you. Mind and body coordination is very important to scale heights. This trigger alert is important for your own gains!

ENCOURAGEMENT BLISS

Just one week to go. The scenario was like board exams. All your friends and relatives start calling you wishing you all the best. It didn't decrease my anxiety but I was happy with the gestures. After you are 40, these little things matter the most in life. Many visited me to wish me personally.

I could feel the support wall growing stronger. I was very happy to earn these relationships at the position in life.

I felt myself gearing up for another new beginning. It was going to be a whole new scenario once we reached the sets. I just realized that I should cherish the presence of all these people in my life. Just a mere presence adds a lot of motivation and confidence to face the world outside. It's encouraging to be in your comfort zone with comforting people.



YET AGAIN...A NEW *Experience*

We reached the allotted place on the 7th of December. We are still in the volatile time of Covid fighting various brave battles. We had to take the standard RT-PCR tests before checking in. We started preparing again and again with the mocks. The stress level could not be defined.

On the 8th, we were to take the studio tour and meet various departments. We began with the costume department. Now it wasn't at all like what we had in mind. Our perspective was very different. They were show focused and we were brand-focused. The things we prepared were to bring the essence of our product and they were to sell the show to the viewers.

The costume department asked us to wear business formals but we wanted to dress traditionally. The scripting department wanted us to pitch with pleasure being the focus but we worked on the wellness dimension. We definitely had our differences and this continued for 10-11 hours every day. My partners and I fumbled a lot during the mocks, which kept hitting our confidence daily. Being away from family and experiencing highs and lows is not a very pleasant feeling. The Projections team weren't happy about how we were presenting our figures and samples. They had a list of suggestions which were going very well with us.

It made me feel that the studio tour and interactions with these teams were altogether another journey from the past months. This was challenging to us in all aspects and we stood together, keeping our grounds stable.



THE D DAY!

Now, this was the ultimate moment. This was what we all prepared for. This hour was what we struggled for 4 months and it got butterflies in my stomach. It was definitely a proud moment for me but you just seek more.

I think the night before was very tough on me. I broke down in tears because of the pressure. We were working for 10-11 hours a day prepping and you get tired. In the back of your mind, you want to look the best for the pitch but your dark circles show. You want your loved ones to pat on your back or hug you and say it's okay but that's not possible. Pooja & Ranjan were kind enough to suggest I go home and return the next day. I didn't want to take any chances. I spoke to some of my close people to feel better. I just took a deep breath in.

We were thankfully given the slot in the afternoon. People had gone to the sets at 6 am. I felt blessed for this at least.

It was our turn. I entered the room. This was real. The investors were sitting there and we carried our products in the trays. We began our pitch. It was a panel of 7 investors. They found our idea interesting. Pooja and Ranjan interacted with them and nailed all their questions.

Pooja was surely a Surprise package as her confidence and approach while talking about her personal journey in promoting this industry in her circle was commendable.

Our pitch lasted for about 55 minutes. They all shared a lot of jokes because of our category. When it was time for the investment, they started declining. The percentage started decreasing and our chance of winning too. We finally did not get it. We walked out of the hall.

But each of the investors were just perfect. They made us feel at home. The S**** T*** team had prepared us so much that when we had to actually face them it was far easier than it looked. The Investors feedback were really insightful and valid.



IT'S NOT ALL OVER BUT YET OVER.

We walked out of the hall. It was a sinking feeling. It was also a relief that all the pressure was released. We walked to the next hall to give a byte about our experience. It was then that I felt the despair of not winning.

All our hard work for months was not fruitful.

Having said this, I definitely think the experience was worth it. The journey was memorable and we had a lot of takeaway from this. We did discuss what could have been. We are entrepreneurs and you want to know at the end of the day what is lacking.

Some of the cherishable facts were that we were selected amongst 62000 start-ups. We could not appear on national television and couldn't get the due recognition.

Now we believe that at least we have generated awareness amongst people. This is our way forward. We want to grow in the sector of sexual wellness. We wish that doctors and counsellors prescribe us for treating people. We would like our carved niche to grow in India and generate ways to be a part of your daily life.

I am going to end this book by saying it's not an end but yet another start!

Giving back to my contributors

As I had mentioned earlier, this book is for a greater reason. I am making this record and memoir not just for my daughters but also for every entrepreneur who wishes to make it big. Every small drop matters to create an ocean.

I would dedicate this page to all my team who contributed to helping us reach this recognition point in every possible way.

I would like to thank Gauri & Mihir from Bombay Barons to initiate this idea and putting it in the right direction

I would like to thank Arjun and his team for handling our website and making sure it aesthetically adds value along with smooth functioning.

I would like to thank Meen Vora from Insane Designs for handling the brand's logo, colour coordination and the brand content virtually. She made sure that we were presented with the best image.

I would like to thank Aman and Vijesh from Klick who play a major role in handling our animated videos. Their ideas are aligned with the Next Generation. Their quirky ideas help us stand out on digital media.

Vatsal Shah from Arsh Softwares has been the google and Wikipedia for us. They have helped us reach where we are today in terms of business and visibility. Vatsal and Apeksha have always been a call away for anything I needed.

Yoshita Dave, a counselling psychologist has been our channel partner, friend and an elder sister.. Thank you for always guiding us and promoting us in every possible way.

I would like to thank Jatin Doshi for all our carton and box requirements. He has helped us a lot with the packaging and labelling of all the products.

I would like to thank Shubham Jain specifically for aiding us with the uniforms during the show in a short span of time. He provided us with the exact colour and design we recommended for the show.

I would like to thank Vemal Panzani for helping me make proto-types. His advice for manufacturing has been gold for us.

Nikunj Joshi from Strawberry Gifting has been my man Friday for all my merchandise needs. We needed racks for the show and he delivered them in 3 days and went all out for me. I really appreciate your enthusiasm.

Thank you, Alpesh Thakkar and Jeet for helping us with maximum visibility in the Indian Market. Thank you for helping us with the distributors

Thank you Adv. Dimple Merchant and Adv. Mridul Sharma for being a call away and nurturing us on every crucial step of this journey.

Thank you Prashant Kathuria and Vishu Lunkad for backing me, helping me shortlist major vendors and industry stalwarts and standing by my side throughout.

Thank you Suresh Menon, Giriraj Bhaiya, Somin Gada & Kalpesh Thakkar for being my pillar of Support.

You all have helped us reach a destination where I didn't imagine standing.

THE 3-MINUTE PITCH FOR THE SHOW

NIRAV

Namaste Sharks,
Hum hai Team Gizmoswala, aur hum
uus cheez ke bare mein baat karna
chahte hai jiske bare mein koi bhi
baat nahi karna chahte. Par humari
140 karod ki abaadi is baat ki gawah
hai ki yeh kitna mahartvapurna hissa
hai humari aam zindagi ka.

Mein hu Nirav Mehta aur ye mere
Co-Founders, Pooja Nandi aur
Ranjan Periwal hai, aur humari
company ek registered startup hai in
the sexual wellness space.

Kahan jaata tha ki, roti kapda aur
makan ek aam admi ki zindagi ka
bohot zaroori hissa hai...

Maniye ya na maniye, SEXUAL
WELLNESS PRODUCTS bhi utna hi
eham hissa hai.

SPEAKS:

POOJA

Our vision is to create the largest safe sexual wellness online store in the country.

Humne ek saal ki resarch ke baad sexologists, psychologists aur customers ke feedback ki madad se kaafi international trade fairs visit kar ke products ikhata kiye aur Nov 2020 mein humne hamari website jo ek sexual wellness products marketplace hain use ko launch kiya...

Humari is koshish se hum chahte hain ki hum na keval is vishay se judi hui jo jijak hai hum use hatan sake, balke is vishay ke baare me mein sahi sahi jaankari aur shiksha.

SPEAKS:

RANJAN

Hamare products hamari website www.gizmoswala.com pe uplabd hai aur saath hi saath anya market place, medical apps and distribution channels pe bhi uplabdh hai.

Bahot jald hum white labelling ke through products khud ki brand pe bhi import karna chahenge.

Aaj tak hum logon ne 3000+ products ko successfully deliver kar chuke hai.

Reports ki manein toh iska bharat mein anumanit market size INR 15,000 cr ka hai aur abhi bhi is market ka bahot bada hissa untapped hai.

Hamari sharks se maang hai Rs. 75 Lacs aur iske samne hamari company mein 5% bhagidaari.

So sharks, it's time to join us and take every individual's happiness to newer heights.

SPEAKS:

ABOUT THE AUTHOR

Nirav Mehta is synonymous with an energy house. He cannot be defined by his business. He is much more than that. He can never sit idle. He is always up to something. When his time is not committed to mattresses, nightwear or sexual wellness, he explores himself.

He takes a deep interest in fashion trends and the fashion industry. He can talk for hours about the same. He is very particular about dressing up to the T. He cannot step out with any kind of compromised look. He believes anything can happen anytime and he needs to be prepared.

He loves having photoshoots of his own. He loves spending time with his family and kids.




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