



# Path to Profitability

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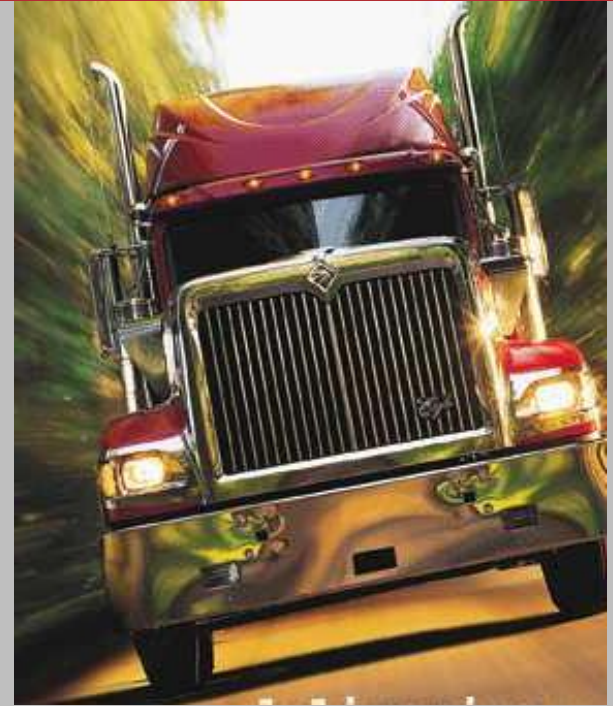


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# What is Profit?



- Difference between revenue and expenses
- Profit is like a tiny little Volkswagen sandwiched between two 18-wheelers
- If revenue slows down without expenses slowing down, the Volkswagen gets crushed!
- If expenses speed-up and the revenue does not, the Volkswagen gets crushed again!!

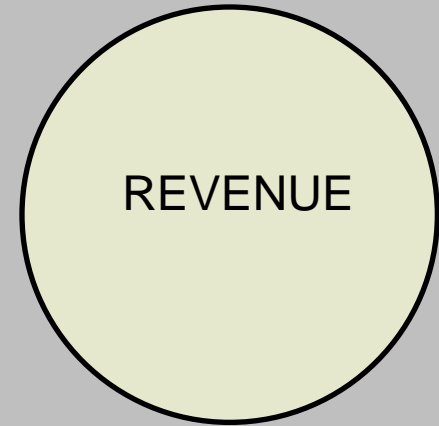
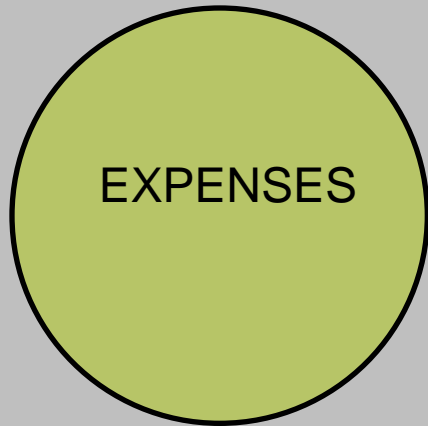


# Role of Profitability

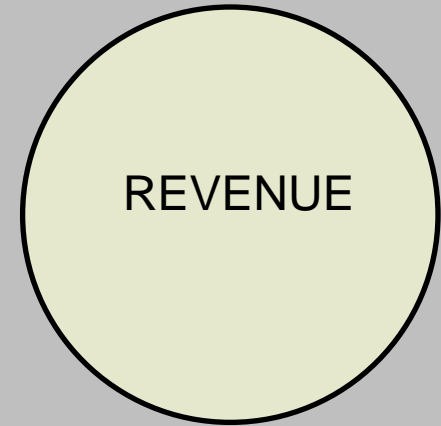
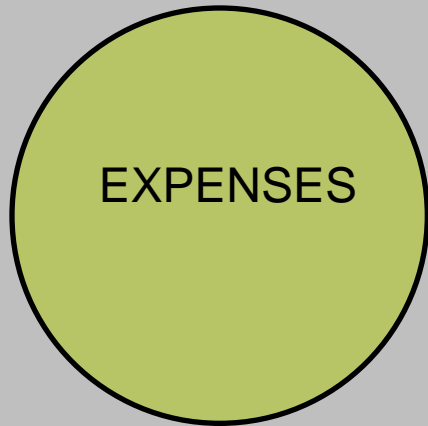


- A necessary condition for existence
- Not the reason for existence
- Makes everything else possible

# A Revenue Centric Approach



# A Cost Centric Approach



# About Risk



- Take risks: You can't find new shores without losing sight of the old ones
- Don't avoid risk, manage it!
- Don't create a hole below the water line

# About Luck



- Harder you work, luckier you will get
- More you prepare, luckier you will get
- In order to be lucky, you have to exist

If you put a premium on existence, you have  
a much better chance of being lucky

# Growth vs. Profitability



- Are you patient for profit, but impatient for growth?

OR

- Are you patient for growth, but impatient for profit?

# Profitability



- It is a Culture
- It is a Discipline
- It is a State of Mind

Lead By Example