



The
enchantingLawyer[™]

Action Guide

Suman Kanuganti

1. Test away your doubts

Suman talks about how one of the most important things to do with a start-up business is to test. This is the best way to check that what you are doing is the best option for the desired outcome.

How Does It Apply?

Write down below some of the doubts that you are currently having in your business. Now think about what tests you can devise to check that you are on the right track.

2. Get the Right Team

Suman explains how it is vital that you have the right team of people behind you. By employing people with the same ethics and principles as you, you can make sure that they are taking your business in the right direction.

How Does It Apply?

Write down below some words that you think sum up the ethics and principles of your business, and what kind of people you would like to be working with. You can use these to help you in the employment process.

3. Use Technology

Suman used new technology to help solve problems in society. The Google Glass type technology allows remote agents to guide blind people, and this was Suman's basis for Aira.IO.

How Does It Apply?

Write down below what issues that you are currently facing – inside or outside of your business. How can you use technology to help you to solve these problems?