

# Fostering entrepreneurial success strategy

**PRACHETA SHARMA BHATIA**

Santa Clara, Calif.

SILICON Valley is undoubtedly the motherland for budding entrepreneurs. For Sachin Saxena of Global Logic it really is a growing ecosystem for networking minds. Having founded four of his own successful startups becoming a core consultant, he explains the changing needs of entrepreneurs and his company's tools to support independent ventures.



**Sachin Saxena**

With a background in product management and serving Fortune 500 companies, he decided to take on a new path, which was to assist startups through Global Logic. At Tie Con 2008, the new vice-president of New Venture Services of it was seeking the same entrepreneurial spirit he possesses to launch young technology companies.

“Creating a working business strategy needs two essential elements, efficient product R&D and a good team of people. It provides these services by hosting new entrepreneurs. So many startups have great technology but no real market plan or strategy,” said Saxena, who uses his 20 plus years of experience in identifying the winners in the Valley for his company, as he explained his company's role at the event.

It has been building software product development services for both startup and established tech companies since 2000. Its new initiative is to help technology companies address unique challenges they face while engineering and launching their version 1.0 products.