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# STARTUP SPARK

YOUR FORTNIGHTLY GUIDE TO INDIA'S ENTREPRENEURIAL NEWS

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## Tech for Non-Tech Entrepreneurs: Why Understanding Technology Is No Longer Optional

### Introduction: The New Reality for Founders

Whether you are building in fashion, food, finance, events, agriculture, or wellness, technology is now at the centre of every entrepreneurial journey. Even if you don't write a single line of code, your ability to understand, leverage, and apply technology will directly influence the success and scalability of your startup.

From AI to automation, from CRMs to cloud tools, from digital marketing to basic product architecture—non-tech founders who embrace technology early are the ones who scale faster, raise smarter, and operate more efficiently.

This issue builds on the powerful session delivered by Dr Siddharth Pai, in which students were introduced to the importance of technical awareness, digital efficiency, and effective collaboration with tech teams.

### A Quick Framework: How Non-Tech Students Can Become Tech-Savvy Founders

**Step 1:** Learn fundamentals, not coding: APIs, databases, user flows, cloud basics, AI tools.

**Step 2:** Start building with no-code: Design small prototypes: landing pages, MVP dashboards, simple automations.

**Step 3:** Experiment with AI assistants: Use AI for writing, research, CRM automation, idea validation, and product design.

**Step 4:** Partner with a technical collaborator: No founder succeeds alone—find someone who complements your skillset.

**Step 5:** Stay curious and up to date: Technology evolves monthly. Follow blogs, newsletters, and product launches.

### Indian Examples of Non-Tech Entrepreneurs Winning with Tech

a) Falguni Nayar (Nykaa): Former investment banker. No tech background. Built India's leading beauty-tech platform using data insights, tech partnerships, and digital marketing.

b) Sriharsha Majety (Swiggy) (Originally non-tech): Understood logistics, customer experience, and operations deeply—tech was built around those insights.



### **Why Technology Matters for Every Entrepreneur (Key Insights from Dr Siddharth Pai's Talk)**

In his session with the students of SCMS-PG, Dr Siddharth Pai underscored a message that has become central to modern entrepreneurship: technology is not optional—it's foundational. Whether a founder operates in retail, wellness, finance, food, logistics, or education, the engine that runs every business today is digital. Pai explained how customer acquisition, backend operations, analytics, automation, payments, and AI-driven workflows form the invisible architecture behind every successful startup. Even founders who never intend to write a line of code must understand how technology works—what backend and frontend mean, how APIs connect systems, how data flows across tools, and why cybersecurity is non-negotiable. "If you don't understand the engine, you can't drive the business," he said, urging students to develop technical fluency—not technical mastery—so they can lead teams, make informed decisions, and avoid costly mistakes.

### **2. Tech Fluency Without Coding: What Non-Tech Founders MUST Know**

A major theme in Dr Siddharth Pai's talk was empowerment: you can build, launch, test, and scale ideas today without being a programmer. Through no-code platforms like Bubble, Webflow, Glide, Notion, Zoho Creator, Zapier, and Make.com, non-technical founders can create functional prototypes, dashboards, automations, and even full-fledged apps in days, not months. On top of this, AI co-pilots have entirely changed the rules. Students today have an "unfair advantage"—AI can perform market research, analyze competitors, draft pitch decks, design user flows, create mockups, and automate entire business processes. Pai highlighted that understanding the fundamentals—digital products, user journeys, cloud tools, Gen AI, Agentic AI, and data management—enables entrepreneurs to communicate more effectively with engineers and CTOs, evaluate vendors, and lead with confidence. He stressed that marketing, operations, hiring, and customer support are now 80% tech-enabled, making digital literacy a core entrepreneurial skill rather than a specialised one.

### **3. Becoming a Tech-Savvy Founder: A Roadmap for Students**

Dr Siddharth Pai concluded by offering a practical pathway for students: start with understanding how digital systems work, then begin creating with no-code tools, and finally integrate AI into everyday workflows. He encouraged students to prototype ideas quickly instead of waiting for perfection—early action leads to clarity. Partnering with technical collaborators, participating in hackathons, using cloud credits, and experimenting with AI agents were highlighted as high-impact steps. He stressed that curiosity will become a founder's greatest asset because technology evolves every few months, bringing new opportunities for those prepared to learn. For SCMS-PG students, this mindset is essential—not just to build startups but also to thrive in internships, competitions, consulting roles, and future leadership positions. In a world where every business is becoming a tech business, the entrepreneurs who understand digital workflows—even without being engineers—will set the direction for innovation.

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