

## **Rohan at BlueOcean Tech: Building Early Startup Teams**

This short caselet illustrates the issues in managing people in start-ups; especially while building and growing teams. Rohan, the protagonist is a young, passionate entrepreneur whose start-up has a proven concept and is pushing towards growth. Rohan, along with his co-founders, Shantul and Niraj is trying to set rules and procedures within the team to streamline processes. Rohan's push towards discipline and time management is causing some unique problems within the core team. Towards the end of the case, the problems get out of hand when Niraj; one of the co-founders, threatens to quit.

The caselet highlights the importance of rule-setting in a start-up and anticipating problems that may arise out of it. It also stresses on the importance of making difficult choices regarding people.