



**Startup Name:** Sharp Consulting and Implementing Company (SCICO)



**Domain:** Sales, Marketing and Implementing Consultants (FMCG)



**Founder:** Vijay Sokhi



**URL:** <https://www.scico.in/>

Sharp Consulting and Implementing Company (SCICO) helps companies to launch, re-launch and restructure their business. New Business Experts.

Vijay Sokhi is the Founder Director of SCICO. In his endeavour to create brands he left an established company like HUL and started working with a new brand - Typhoo Tea, that entered India in the year 2007. He worked for the company from scratch and today Typhoo is the one of the leading tea bag brand in the speciality tea business category in the country.

He re-launched a brand called Vegit, that's when he decided to spread his knowledge & experience by helping companies to launch, re-launch and restructure their business.

On the 13th of Feb 2017, he launched Sharp Consulting and Implementing. Since its inception, Vijay has advised and implemented several companies in launching their brands.

He is an avid reader and serious blogger.

**The Cofounder and crew interviewed Vijay Sokhi and here is the summary of the discussion.**

- **WhySCICO?**

"How do you sell things that are already selling" - a senior once asked me, and this got me thinking. This combined with my fascination with the number 'zero', became the triggers that made me move out from a large corporate to work with start-ups. The world has been crafted in such a way that everyone is afraid of Zero. Very few who look at this number as an opportunity that it represents. Having worked in start-ups for most of my career and helping them achieve success, I have understood the nitty-gritty of the entire ecosystem. Sharp Consulting and Implementing Company (SCICO) is the answer that new businesses are looking for to reach their goals. One of the key reasons for a new business to fail is execution, and SCICO takes care of this woe. We are one of the few companies in India that not only consult but also help with implementation.





- **Does SCICO help only start-ups?**

SCICO is a specialist in launching and re-launching brands in the market. We are not restricted to new ventures; we help any companies to put systems into place. We are experts when it comes to FMCG- Pre Launch Planning, Launching and Post Launch Analysis- we can do it all for you.

- **We know that you blog a lot on LinkedIn. Recently you have been using the word 'Idea Syndrome.' Can you tell us what that means?**

Idea Syndrome is a lethal disease and most new businesses suffer from it. I feel that an idea is extremely dangerous if not understood properly. Even large companies become victims of this confusion. The idea has this bad habit of coming every time just like a click of the button. Putting too many ideas into one project will not only delay it but may not even let it start. One needs to know when to stop before the entire process becomes unending. This is Idea Syndrome - Playing with the idea so much that the original idea loses its identity.

I am not saying that ideas are bad, ideas are important and critical aspect of any business. It is the thing that can transform the world, but you have to stick with one. I have high regards for those who have the ability to take one idea then think over it to perfect it within a stipulated time and implement it. One idea turned into reality will lead to next. It is further emphasized that Flipkart started by simply selling books online and look at them now. Apple first started with Apple-I and then moved to the iPhone. Bajaj initiated their journey with scooter and then moved to bikes. The process is never-ending. One successful Idea when actualized leads to another.

- **Most of the new businesses need funds. What route do you think that start-ups should take to secure funds for themselves?**

Every founder does his best to perfect their pitch and their plans and PNLs before meeting investors. Yet only a few succeed.

Why? The reason is extremely simple - No investor has ever invested in any project. Investors invest in people. Your project may have flaws, but when the investor knows that you can do it, she/he will help you rectify the mistake, and the Money will follow.



- **What do you think is an important ingredient for any brand to become successful?**

**Patience.**

SCICO has created tools such as MAP TAP ADAPT and Sharp's Pentagon which will help you in execution, but it takes time. I think that the first objective of any new venture should not be business profits but instead recovering the operational cost- which itself would take about three years minimum.

- **What different do you think SCICO brings to the arena of consulting?**

**Implementation.**

One of the core policies of SCICO is to be at the heart of the action. Only then implementation can be perfected. Our logo tells our story - a horse, a bow, and a peacock feather- signifies the epic relation between Krishna and Arjuna in the Battle of Kurukshetra. The horse carries the chariot, the bow is the weapon of Arjuna, and the peacock feather resembles Krishna. The first consultant of the world, Krishna was consulting Arjuna on how to lead the fight. Every time a doubt arises in the mind of Arjuna, it is explained and clarified by Krishna. Why was Krishna able to clarify the doubts so ably? Because he was at the battleground, where the real action was taking place. Basics of consulting have been compromised over the years. It does not mean being in a confined room and advising; it means to be present and to execute, and this is what SCICO brings to the table.