

What I've Learned as an Entrepreneur:
The Do's and Don'ts

About Myself

Born in Bangkok, Thailand.

11 years studying and living in the UK.

Read Physics and Economics at Universities.

One year learning Mandarin Chinese in Beijing.

Ten years working for and leading my family business.

Founder and Co-Country Director of NEXUS Thailand.

Now launching a startup based on the Circular Economy concept.

The Future is Now!

- ***“Yesterday is history, tomorrow is a mystery, today is a gift..., which is why we call it the present.”*** Bil Keane
- Stay in the present.
- Do your best today, for today is the foundation of tomorrow.
- ***“A journey of a thousand miles begins with a single step.”*** Laozi
- Be fearless!



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- Your life really is what you make of it.
- ***“We can't choose where we come from, but we can choose where we go from there.”*** Stephen Chbosky



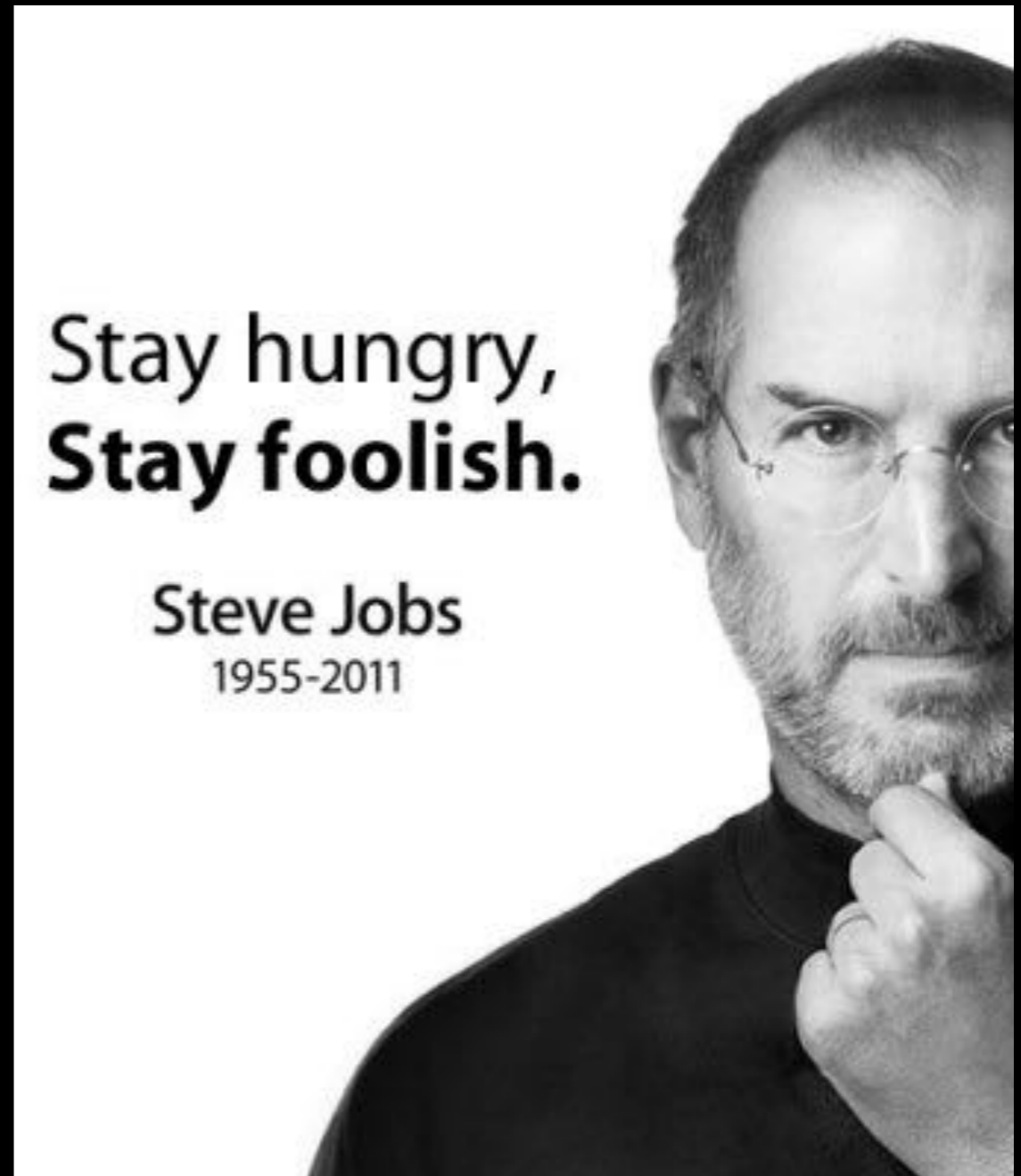
It's All About Serendipity.

- Be in the right place to meet the right people.
- Keep meeting new people.
- Hang out with the right crowd.
- ***“You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future.” Steve Jobs***
- Trust and let the Universe play its part.
- Be presentable always. You never know who you are gonna meet!

Life is not
merely a series of
meaningless
accidents
or coincidences
But rather, it's a
tapestry of events
that culminate
in an exquisite,
Sublime
plan.

Keep Learning. Keep Yourself Inspired.

- *“Always be an empty cup.”*
- Read widely.
- Keep traveling.
- Attend seminars.
- Know what’s going on. Keep yourself updated on current affairs. The world will keep changing.



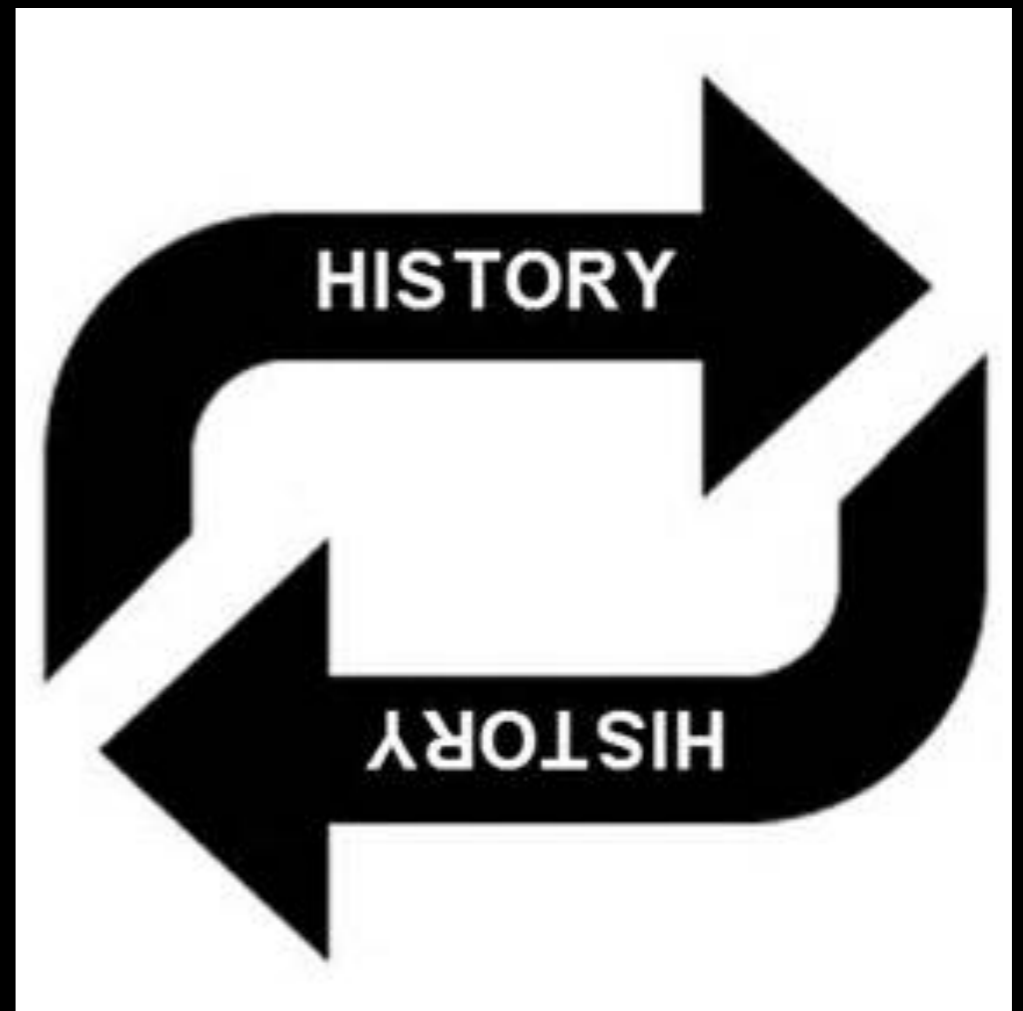
Luck Favours the Prepared.

- Luck plays an important part in life.
- Keep improving yourself. You might get lucky one day!
- A series of seemingly small, insignificant, incremental advantages do translate into one major one after a long period of time.



Study History.

- Anything that could happen to humanity probably has already happened in one way or another.
- Learn from history. Don't make the same mistake.



Be Humble, but Confident.

- Practice public speaking. You need to get your ideas heard.
- Practice debating.
- Accept constructive criticism and learn from it.
- Keep your ego small.
- ***“There’s always another sky above the sky.”*** Thai proverb



Develop and Maintain Your Social Capital

- It's not really what you know, but who you know.
- Hang out with the right crowd.
- Be the connector. Be the social hub.



Be Focused.

- Have a holistic view of your life. All that you do should complement each other.
- Be strategic in how you spend your time.



Stay Positive Always.

- Things can always change. Tomorrow could be totally different from today. The factors on which your life is based today could be different from the ones tomorrow.
- Stay positive, and don't lose hope.
- Study and understand **The Law of Attraction**.
- As long as your goal is clear and you stick to it in your mind, somehow the Universe will work things out to get you there.



Never Give Up.

- Keep believing in your dream.
- Try to find and enjoy the silver lining.
- Keep plodding. It's better to take small steps forward everyday than to stop.
- It's a marathon, not a sprint. Success is measured in decades, not years.



Don't be Afraid to Fail.

- It's better to fail than not to try at all. Live your life in a way that you will not regret later.
- The test of your strength is how you pick yourself up after a fall.
- ***“It's only in time of misfortune that we know who we really are.”*** Marie Antoinette
- Learn from your mistakes, and move on.



Learn to Pick Out Good Advice from Bad Ones.

- Everyone has an opinion, but not all opinions are good.
- Trust your own instinct.
- Trust yourself.



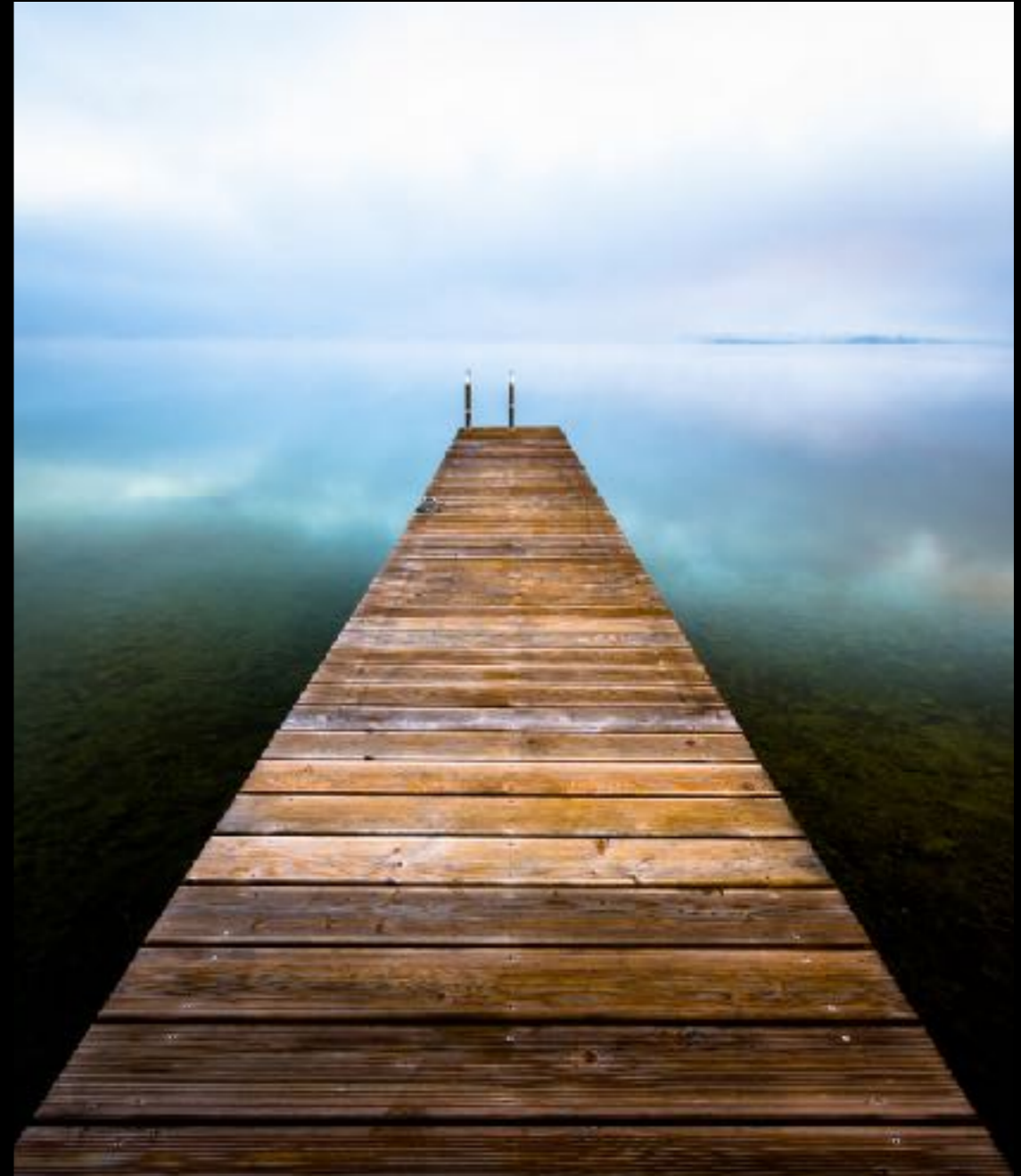
Keep Things Balanced.

- Health is your most important asset.
- Exercise regularly.
- Eat healthily.
- Learn to meditate.
- Learn to let go.
- Learn to be at peace.
- Spend time with family and friends.



Success is Meaningless.

- At the end of the day, material success is meaningless.
- Be generous. Pay your good fortune forward.
- Be a force of positive impact on the world.



**It's the Journey that Matters,
Not the Destination.**



Enjoy the Ride!