



Silver Linings for Entrepreneurs

Thursday, April 30, 2020

During this webinar, successful business leaders discussed the unprecedented impact COVID-19 has had on the business environment and the entrepreneurial opportunities that are coming their way despite market activity seizing up. They discussed the aspects essential for entrepreneurs to take advantage of the silver linings in this downturn.

Webinar Panelists Included:

- **Oriel Morrison (Moderator)**, Former anchor, CNBC International
- **Raj Ganguly**, Co-Founder and Partner, B Capital Group
- **Magnus Grimeland**, Founder and CEO, Antler
- **Chatri Sityodtong**, Founder, Chairman, and CEO, ONE Championship

The panelists touched on the following:

- Ganguly commented that almost everyone is thinking about the recession and very few about the rebound. He thinks this is the perfect opportunity for entrepreneurs to make their business mission-critical to the customers; that way, they are less swayed by business ups and downs. He concluded that now is not the time for businesses to start something new, but rather, it's a good time to pursue what the entrepreneur has expertise in.
- Grimeland strongly believes that the entrepreneur's responsibility in this crisis is to keep a positive mindset. He elaborated that as consumer behavior changes as a result of this situation, companies must adapt to those changes; this was not just about surviving this downturn but about coming out of it even stronger. He noted that health and education technology are industries witnessing major growth at the moment, but they must work on making this growth sustainable in the long term.
- Sityodtong discussed that his live-sports business was heavily impacted by this pandemic as they could no longer host live shows. Despite this situation, his Reach Frequency Numbers have been going up, and he attributes this to two skills. First, creativity is essential, and the usual business mindset will not solve extraordinary problems. Second, resilience is imperative in getting through these tough times. He believes that once the pandemic is under control, 90 percent of our way of life will be back to normal.
- All panelists agreed that if your business does not have a permanent cash cushion, it is more difficult than ever to prove the worth of your business and receive funding. Funding is available, but entrepreneurs need to push harder to receive it. They concluded by agreeing that extraordinary times make extraordinary leaders who then go on to run extraordinary companies.

If you would like to listen to recordings of this webinar and the rest of the Milken Institute's COVID-19 conference call series, please visit our [website](#).