



Why being an entrepreneur sucks, but I still want to do it

My name is Terrance Bei D'13 and I am co-founder of Puddleworks, a company that develops mobile games that fully leverage a smartphone or tablet's capabilities to deliver an immersive, rich gaming experience. Our **first release** is going to be a Pokemon-style game on Android and iOS, a platform that Nintendo has largely ignored in favor of their own proprietary hardware, and in the long run we hope to disrupt the Pokemon franchise. Moving forward, we have a team that is also developing augmented reality, geo-local, artificial intelligence/machine learning, and social gaming functionality which will enhance the gaming experience.

The Puddleworks team is currently **in the trenches** putting the polishing touches on a release for demo day, so I know I can't speak nearly as well as a seasoned entrepreneur on process or execution. However, if there's one aspect from my experience of which I feel strongly, it is that being an entrepreneur and trying to grow a lean startup really sucks a lot.

Heading into entrepreneurship, I was deceived by its over-glorification—Instagram-like exits, the freedom to control one's own schedule, becoming one's own boss, and creating something amazing from just a simple idea. Luckily for me, I found an advisor who made me realize that a business is all about the execution, not just an idea. When it came to actually working, my startup slowly took priority over my social life and sleep, consuming more and more time. Essentially, the daily motto became a simple "Shut up and get back to work." Running on a lean amount of capital, my team and I would down red bulls and lock ourselves in a cramped office, developing away. We learned to **fail quickly**, placing our ideas and developments in the open for criticism, pivoting, occasionally watching hours of work get thrown away.

My entrepreneurial lifestyle so far has been rough and **very humbling**, and it continues to amaze me why the entrepreneurial route appeals to so many people, despite the terrible conditions most entrepreneurs endure. The main aspects I see appealing about entrepreneurship are the absolute meritocracy, the community, and the opportunity to work on the things one is truly passionate about. But I can only guess that to those who embrace the entrepreneurship lifestyle, turning an idea into something tangible is rewarding enough to justify the rest of the grind.

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