

A journey of a Commercial Artist to Entrepreneur

VINOD PATIL

3Dpreneur

Building my business of
3D Visualisation multi-dimensionally

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Foreword

I've known Vinod for over a decade since we worked together at an advertising agency. There was an air of genuinity to him, and the spark of creativity shone brightly even at that time. His grasp of the world around him was uncanny, and unlike most creative, he looked to go deeper. His thirst for knowledge is insatiable, and the need to excel equally so.

I moved on from the agency to pursue my calling of coaching and training. We parted ways from the agency much later. However, we remained in touch.

My coaching process was different since I married the science of numerology with a workable coaching approach to inspire transformation and change. One day, he called to share that he was at crossroads and needed some direction

to pursue his calling – should he continue being in a job or venture out on his own. Needless to say, with his never-say-die spirit and need to evolve, a solo was the way to go. He was quick on the uptake, and our sessions were immersive.

While he was a friend and remained one, objectivity remained prime. I saw him morph into an entrepreneur working in an area unbeknownst to him – 3D visualising, with sharper business acumen and superior talent. When we met again next, he had evolved. He's a fighter, a determined person, a great student, a good listener, an early adapter, hungry to learn and, importantly, grounded.

In the past few years, his knowledge through the expanse of work he has taken on has enriched him, and this book is a way to give back and share the knowledge with those who needn't struggle to understand the business. I'm proud of Vinod, and I've seen it all - his trials and victory!

There are innumerable takeaways – like how to scale, how to professionalise a business predominantly known to be of freelancers, how to adapt to management techniques we only learn but don't implement like being asset light, nimble in operations, outsource, stick to your core, push the

boundaries etc. etc.

The very first chapter talks about the price equation. It is tough to explain “how he charges”, but without any fear, the gutsy Vinod I know has presented where he is coming from without any insecurity. His clients would be happy to read how he values his business and his work without compromising anywhere. This is a real eye-opener many competitors would appreciate as these lift the industry standards.

Farzana Suri

Victory Coach

Numerologist | Trainer | Speaker

Preface

The business of 3D visualization I run does appear relatively easy than it is. It all depends on how you model your company; I've done it as an entrepreneur from day one. I want the reader to note the keyword used in my last line. It is a "business," and I call myself an entrepreneur and not someone who is a solopreneur or freelancer.

I want people, particularly aspiring entrepreneurs, not to get bogged down by any challenges when they start their business. There are no barriers unless you allow them to come to you. All you need is the right mindset.

"3Dpreneur" is how I see it, and I want many to be inspired by it. Unless you don't position yourself rightly, the world will never do that for you. The term "preneur" means a person

who takes (something), especially one who accepts an offer or takes a bet. In my brief career, I've accepted bets for sure. Bet to succeed, perform against all odds, which repeatedly gives a new dimension to my 3D visualization business.

The three-strong dimensions of my business are hunger to succeed, perform against all odds, and deliver consistently.

This book expresses my business, which I am incredibly passionate about. The objective was to perform with creative freedom. As an entrepreneur, not loving the art of making money is not right, but that's not the only objective.

I want the reader to understand, absorb and gauge how seriously and professionally we take our business of 3D visualization.

Entrepreneurship gets you freedom. It gives you the freedom to perform in your way, take risks, take responsibilities, try unconventional ways, and multitask. Still, these are all your decisions at the end of the day. You do not have anyone on your top whom you are answerable, but you must look into the mirror and repeatedly ask whether you are doing right. I was happily working in the advertising sector. I earned a

good salary in 2015 when the entrepreneurial bug bit me. But what happened? Why did I take this path? There were people all around me discouraging me from quitting my job but urging me to work hard to excel further. My friends joked about me and would wonder what was wrong with my thinking. I would avoid meeting them, would ignore their messages, and was also shy about telling about myself. I would skip social gatherings also.

The freedom I mentioned earlier was also to make sure I don't get into a rat race, or get so busy working for someone else that I lose my quality of life. I told myself I didn't want to fall into the same trap; I needed to change these working patterns, clients' expectations, and industry standards in whichever way. I'm not saying to change the world. I just wanted to see change in me and my company. I started following some ethics, processes, and setting systems to professionalize my business as much as possible. Not compromising on quality, service, no negligence at the same, not compromising on costs on unhealthy lifestyles of my team members or encouraging late working hours.

Family life matters to me the most, and I want my team to experience the same. I want to see happy faces coming to

the office.

My family was pretty supportive, but out of their concern would always tell me to go back to employment and take up a stable job. Coming from a conservative middle-class Maharashtrian family, this was expected. Still, I wanted to prove a point that I could succeed in business. It was a tough time but what got me going was nothing but my passion. I genuinely believe that if I can set myself well, learn the industry's tricks, and further add value and improvise, there's good scope here. I was conscious of the fact that my industry was not considered professional. Freelancers and small teams deliver inconsistently, and they have commoditized the market. So how would I change this?

I'm an optimist, and though just a Diploma holder, I am confident about my game and strengths. I knew the right mindset would take me places. There was never any restriction in my mind regarding how one will succeed. With good support from my family and subsequently from my wife, a Degree holder from J.J School of Arts, our combination and teamwork have helped us further scale up our business.

Motivation is another keyword in my life. I wanted to