

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Mulder Tech Limited

Mulder's blockchain technology provides complete transparency in medical device tracking, ensuring compliance, safety, and efficiency from production to patient care.

<https://muldertech.co.uk/>

Key Takeaways

Embrace Uncertainty:

Sriya's career evolved through bold leaps into unfamiliar roles, proving that growth happens when you step outside your comfort zone.

Long-term Success:

From her father's lessons, to building trust in MedTech, she learned that strong connections drive long-term success.

Resilience in Entrepreneurship:

The early days of Mulder Tech were tough, but belief in the mission and a strong team kept them moving forward.

Validation Comes with Persistence:

Winning the Innovate UK Smart Grant reinforced that solving real problems leads to recognition and progress.

Trust the Process:

Success isn't about having all the answers it's about taking action, adapting, and staying committed despite uncertainty.



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Meet Sriya Deokar

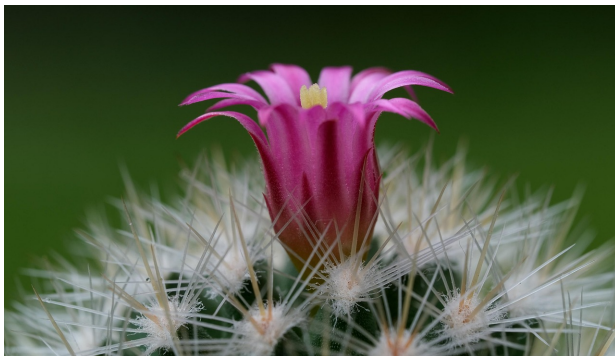
Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Sriya, CRO and Co-Founder of Mulder Tech Limited. A journey that started in metrology engineering and evolved into entrepreneurship in the MedTech space. With a passion for solving complex problems, she transitioned from a technical background to leading business development at Mulder Tech, a company using blockchain to revolutionise medical device traceability. Their mission is to eliminate inefficiencies, enhance compliance, and improve patient safety by ensuring every medical device is tracked from origin to disposal. By replacing outdated paper trails with real-time coordination, Mulder Tech is building a future where transparency and trust drive the industry forward. Read on for her advice and lessons on navigating challenges and achieving success in your ventures.

Culture of Precision

Entrepreneurship wasn't always Sriya's plan, but her upbringing played a major role in shaping her approach. Watching her father build his business taught her the importance of persistence and long term strategy. He valued relationships and trust over quick wins, a lesson that stayed with her. Studying and working in Japan further influenced her mindset, exposing her to a culture of precision, discipline, and structured problem-solving. Her time at ASML Japan reinforced these values, giving her a deep appreciation for execution at the highest level. When the opportunity to join Mulder Tech came, it wasn't just a career move it was a chance to apply these lessons to solve real industry challenges.

New Environments

Sriya's career has been defined by pushing through uncertainty. Moving from business studies into engineering meant countless hours of self-learning to prove herself in a technical field. Later, she took another leap by pursuing an MBA and stepping into a completely new environment. The pattern continued at Mulder Tech, where she took on sales and business development despite not having a traditional sales background. MedTech is an industry where credibility is built over time, and one of her proudest moments was securing the Innovate UK Smart Grant. It wasn't just about funding it was the validation that they were solving a real problem. Looking back, she sees that true growth comes from stepping into the unknown and learning along the way.



A Team Mindset

The early days of Mulder Tech tested Sriya's resilience. For almost a year, she and her team worked without salaries, taking on side jobs to sustain themselves while building the business. It was a period of uncertainty, but their belief in their mission kept them going. She also realised how critical the right team is. Finding people who are adaptable, committed, and willing to push through setbacks together. Startups are unpredictable, but with strong partnerships and a clear vision, progress becomes possible. Looking back, she sees that success came with staying persistent despite the challenges.

Keep Moving Forward

If there's one lesson Sriya wishes she had learned earlier, it's to trust the process. There were moments when slow progress made her question whether they were on the right path. But over time, she realised that every challenge refined their approach and moved them closer to success. The biggest takeaway from her journey is that success isn't about having all the answers, it's about moving forward, even in uncertainty. To anyone starting their own journey, she shares this thought: "Great minds are not the ones with all the answers; they are the ones that are comfortable living in the question." Progress comes from embracing the unknown and staying committed to learning.