

# THE POWER GRADIENT

## Inspiring Future Entrepreneurs

### Project Kaizen

Project Kaizen is a pioneering educational platform, recognised by Westminster Council for its innovative AI integration that enhances student performance.

### Key Takeaways

#### **The Power of Mentorship:**

Mentorship, whether from unexpected sources like movies or real-life guides, provides inspiration and guidance to navigate challenges and grow.

**There is wealth in purpose:** Understanding your "why" gives deeper meaning to your journey, keeping you motivated and aligned with your passions.

**Embrace Technology:** Leveraging technology, especially AI, can significantly enhance your business's value and open new opportunities.

**Discipline Over Motivation :** Discipline is the key to consistent progress, even when motivation fades.

**Your Network is a reflection of your success:** Surrounding yourself with inspiring and driven individuals shapes your mindset and helps you reach your goals.

**The Key is Marketing:** A great idea needs effective marketing to reach the right audience and succeed.

**Embrace Failures and setbacks:** Failures and rejections are invaluable lessons that strengthen resilience and adaptability on the entrepreneurial journey.



Connect with Dunia Mangal:

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## Meet Dunia Mangal

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Dunia Mangal, CEO and Founder of Project Kaizen. Driven by a passion for making education more accessible and personalised, Dunia founded an AI-powered educational platform during the COVID-19 pandemic. This initiative was born from her firsthand experience with traditional teaching methods that often overlooked individual learning needs. Drawing on her entrepreneurial journey, Dunia offers invaluable insights into perseverance, innovation, and finding purpose. Read on for her advice and lessons on navigating challenges and achieving success in your ventures.

## Entrepreneurial Roots

Dunia was first inspired by her father's own business, where she gained a first hand view of the rewards and challenges of entrepreneurship. Particularly fascinated by his determination to create his own path and provide opportunity for others, Dunia has now planted the seeds for her own fulfilment through entrepreneurship

## Turning Point: Kaizen (Small Steps, Big Impact)

From a young age, Dunia aspired to be a doctor, drawn to the trust, respect, and purpose the role offered as "a position where people would rely on me to help them." She was passionate about making a tangible difference in people's lives, and medicine seemed like the perfect path. Her interest in entrepreneurship sparked at 14 when a high school business class ignited her curiosity. Diving beyond the curriculum, she discovered her true calling: to "build, lead, and impact others." While societal expectations led her to medical school, the pandemic shifted her perspective. Experiencing the challenges of remote learning, she blended her desire to help others with her academic skills, creating a personalised educational platform. This dynamic alternative to rigid, traditional teaching methods aimed to reduce stress and better support students' needs.



## Mentors & Grit: Lessons in Action

Mentorship has been a cornerstone of her journey, taking various forms, from inspirational movies like *The Pursuit of Happiness* and *Madam C.J. Walker's story*, to shows like *The Apprentice UK*, *Dragons' Den*, and *Shark Tank*. These resources instilled key lessons about resilience, overcoming doubt, and navigating the challenges of building a business. As she reflects, "I could see myself in their shoes and knew I wanted to build something of my own." She also draws inspiration from Mel Robbins' grounding advice and Grace Beverley's candid portrayal of balancing entrepreneurship with personal growth during university.

## Building Purposeful Businesses: Innovation, Resilience, and Real Impact

In the early days of her business, marketing was a challenge. Starting with grassroots efforts like flyers, she later tapped into the power of digital platforms like TikTok. She advises founders to know their audience and use platforms wisely. Discipline, not just motivation, drove her daily progress. She emphasises building a strong network, letting go of perfectionism, and embracing technology. Starting simple and learning from experts helped bridge gaps, especially in tech. Her journey highlights persistence, growth, and solving real problems as keys to success.