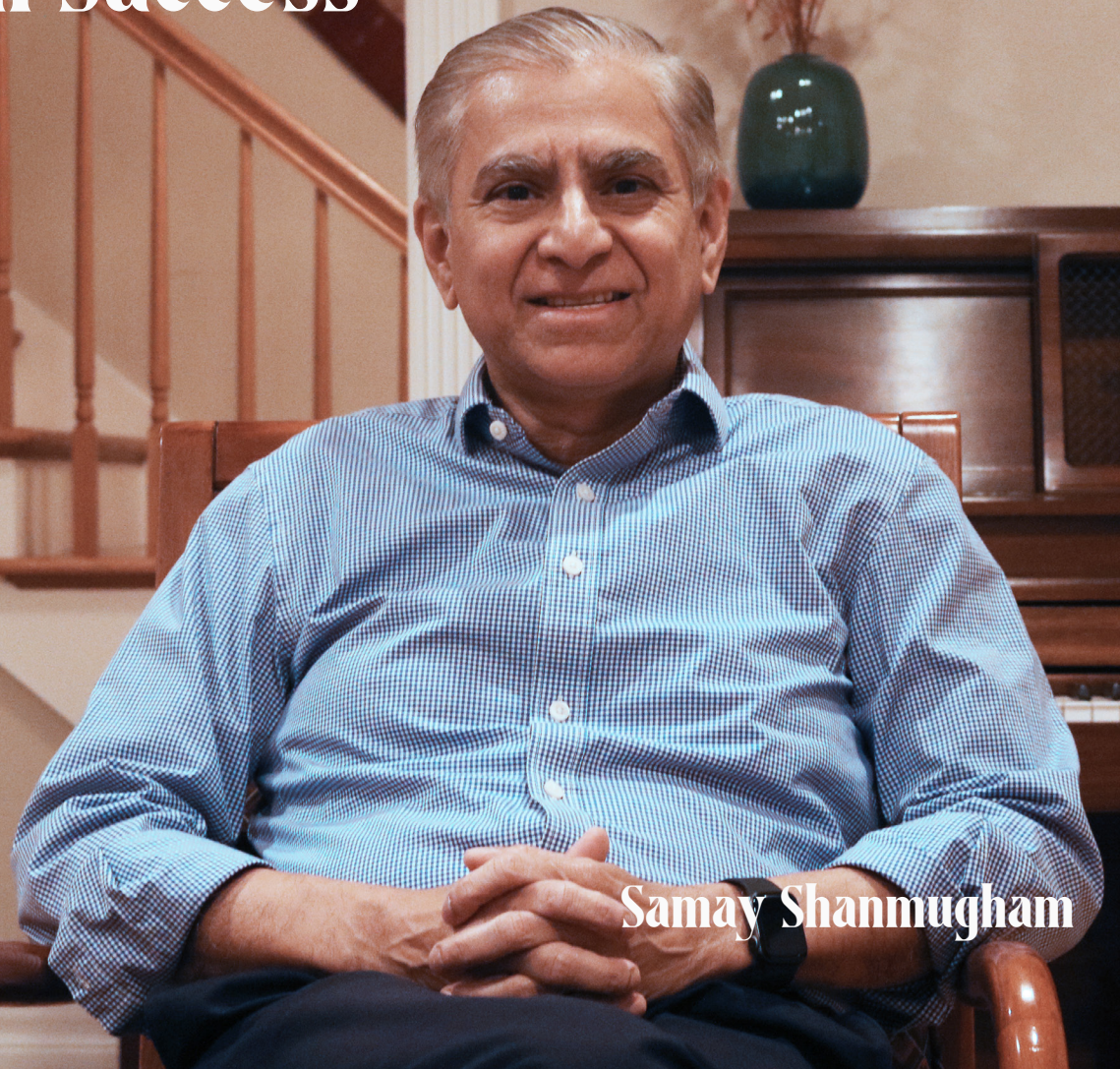
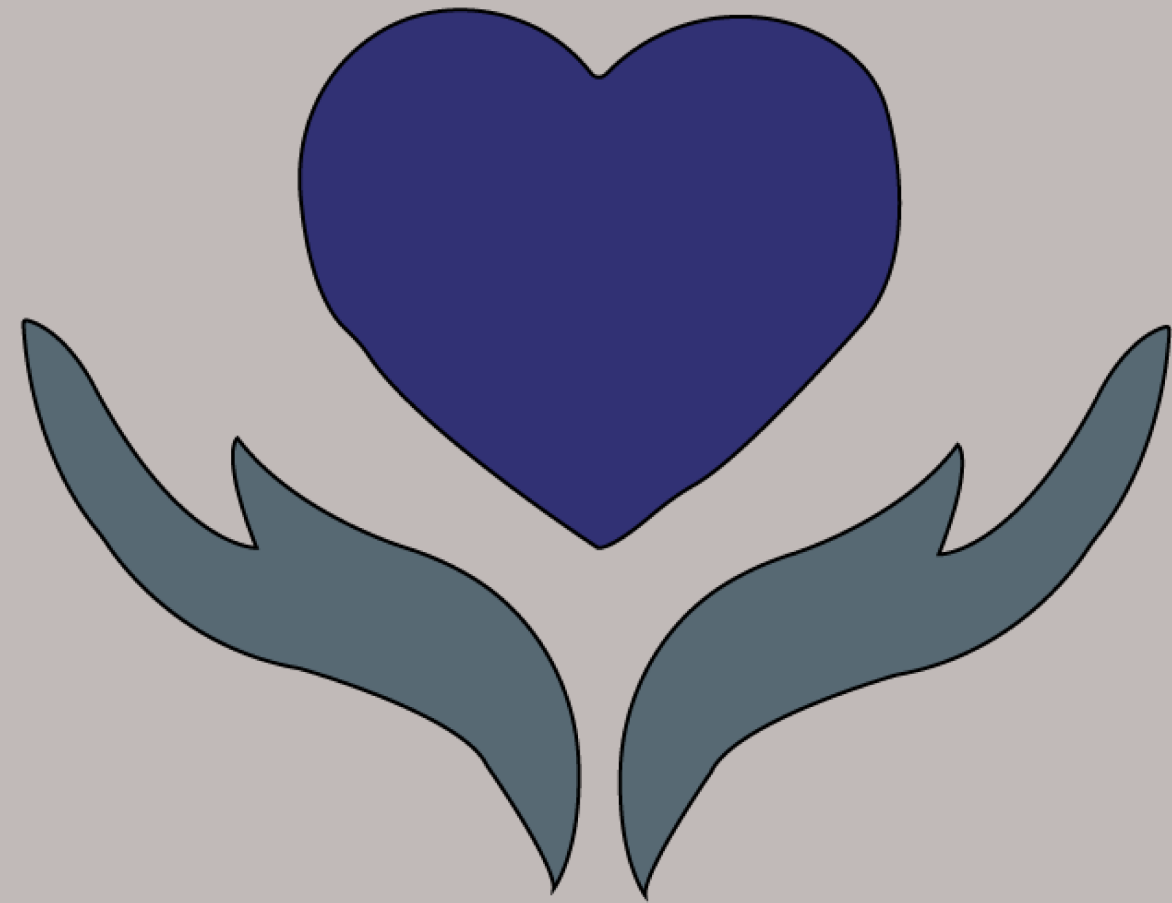


# Rebellious Roots to Silicon Success



Samay Shanmugham





# Dedication

For the past several months, all of the juniors in Freestyle have been working on their Documentary projects. This project was challenging at times, but it was worth the effort to see my entire project laid out in InDesign and have all the pages complete. I want to thank Sudhir Pendse first for letting me learn about him and his journey as my subject. His story deserves to be told, and I am incredibly fortunate to be able to do so. Second, I would like to thank my Freestyle teachers for all the hard work and extra hours they have put in over the last couple of months to help us students succeed. They work relentlessly, sometimes until 6 pm on days, to ensure we have the best conditions to create quality work that we can be proud of. Finally, I would like to thank my family, who encouraged me to be the best version of myself every day.

"Sudhir is very hard working and diligent. He puts his customers first and is willing to go to any lengths to help them succeed. He welcomes feedback and strives to improve"

- Mughda Pendse

# Acknowledgments

To my loving parents for allowing me to find my passions and cultivating them with their underlying support. Thank you for the opportunities, advice, and trust you two exude every second. You are my mentors, friends, and, most importantly, an incredible pair of parents.





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# Preface

When searching for a subject worth the time and effort of documentation, it was clear that I had to be genuinely passionate about it. Having a background in business, including internship programs, summer courses, and some experience selling, I knew this was where my focus should lie. After brainstorming with my mom and dad, my curiosity led me to entrepreneur neighbor Sudhir Pendse and his wife, Mughda Pendse. These incredible individuals gave me their extremely valuable time to educate me on the principles of entrepreneurship, vision, and the journey to success. It is upon these principles that this book is based upon and their teaching that I am fortunate enough to present to you.





# Introduction

In the heart of Silicon Valley, Los Altos, where entrepreneurship and economic innovation thrive, Sudhir Pendse does not have an ordinary story. As Steve Jobs once said, “Innovation distinguishes between a leader and a follower” (Forbes). This is evident in Sudhir’s journey into entrepreneurship, where he wasn’t kick-started through a singular event he experienced but through many of his core childhood traits. As a child in India, Sudhir was always rebellious; he opposed taking orders from people and wanted to be his own boss. These traits born within him pushed him towards independence in the occupational world, which was first shown in his entry-level job as an independent consultant and eventually down the path, leading him to create his first software business, SimpleSoft. In today’s dynamic world of business and entrepreneurship, Sudhir found a way to use his interests to create something meaningful and beneficial to the technological world. His story is evidence to the idea that the best career choice’s are ones that align with one’s personality. As Sudhir himself said, “Your career choices work best when they suit your personality” (Pendse).



Sudhir Pendse's journey is not just a story of personal success, but a story which shows his personal growth and entrepreneurial spirit. His story is not only about building a successful software business, but also about the close relationship of personality and career. He is a man who embraced his rebellious traits and channeled them into his occupational life, which he took advantage of and brought great success to himself and the ones around him. As Caterina Fake, the entrepreneur of Flickr, once said, "So often people are working hard at the wrong thing. Working on the right thing is probably more important than working hard" (Business Insider). Sudhir found the niche that resonated with his specific personality and passion. Additionally, Sudhir's journey is not only entrepreneurial related, he has also immersed himself in the world of community philanthropy.

"So often people are working hard at the wrong thing. Working on the right thing is probably more important than working hard."

- Business Insider

# Chapter One

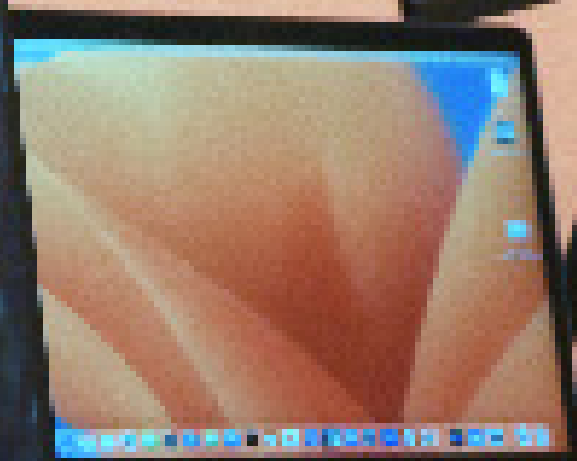
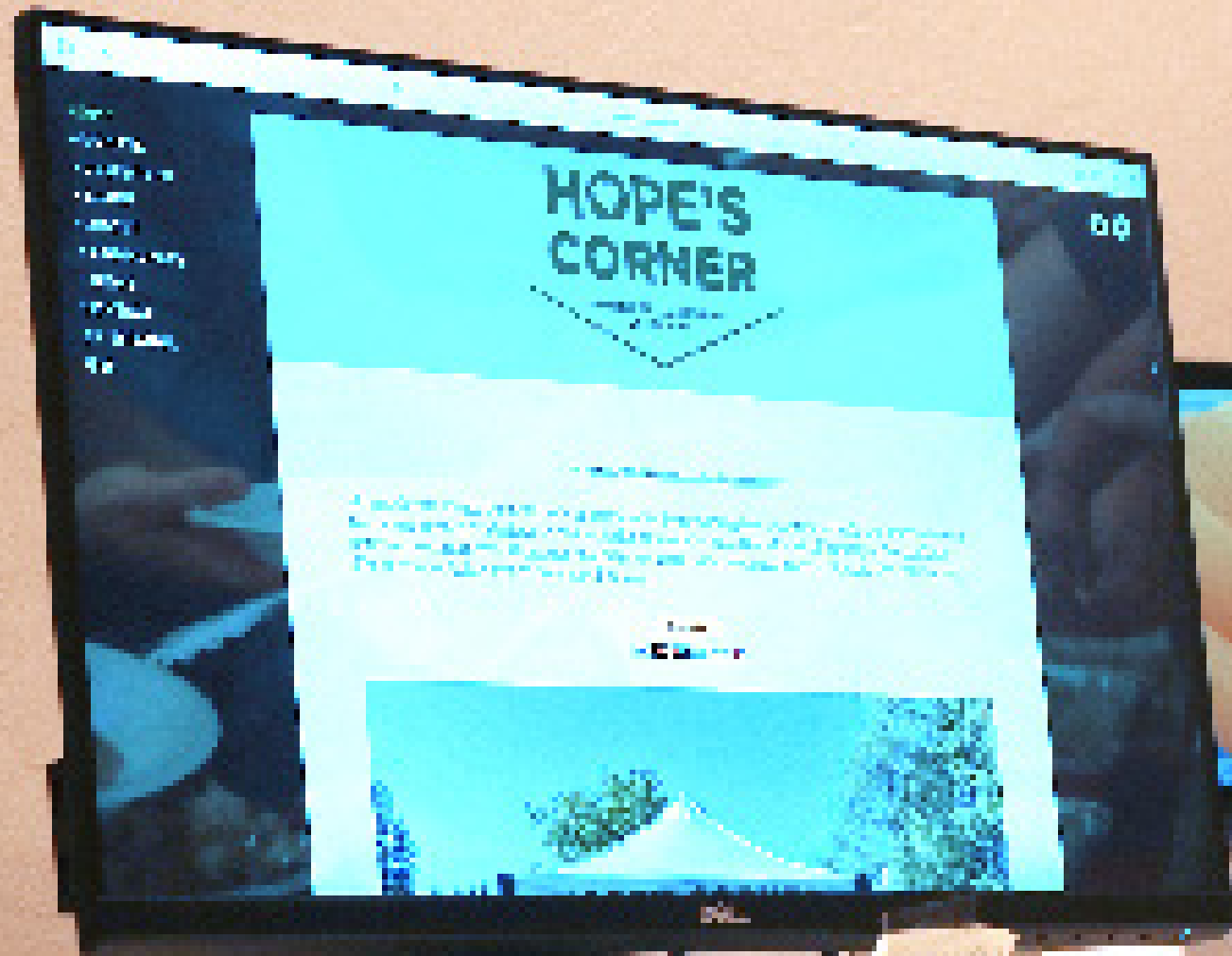
In the rapidly changing world of business, SimpleSoft was not an exception. As Sudhir states, "Every business goes through transitions and if you don't navigate these transitions well, the business flounders and dies" (Pendse). The company, which started out selling perpetual licenses, found itself in a bit of a situation, needing to switch to a subscription based licensing model to adapt to the changing market. This transition was not just a reaction to the changing models of business, but



was a calculated risk that took advantage of another pattern happening among their customer base, which was the move from hardware based machines to virtual based machines. Additionally, what really set Sudhir's approach apart was his dedication to the consumer's choice. He believed in "Always giving the customer a choice and

allowing them to decide instead of forcing a decision on them" (Pendse), an approach that not only supervised important decisions but also added to the longevity of the business itself. Sudhir's business journey shows the importance of adaptation based on your ever changing environment and consumer-based decision making in the world of business. As Michael D. Watkins from Harvard Business Review states, "Leaders in transition reflexively rely on the skills and strategies that worked for them in the past. That's a mistake, says Watkins, whose research shows that executives moving into new roles must gain a deep understanding of the situation at hand and adapt to it." After SimpleSoft's transition to a subscription-based model, his journey of entrepreneurship continued to grow and evolve. Once a startup, Pendse's company now had become a known business in Silicon Valley. As the business grew, Sudhir's role as the CEO also grew. He was now not only the creator and innovator of the company, but more of a leader, who led his team through the difficulties of Silicon Valley tech.













## Chapter Two

However, as Sudhir navigated the highs and lows of entrepreneurship within his business, he began to notice some of the troubles some were having in society: food insecurity, financial instability, specifically during the era of COVID-19 and lockdown. Once he realized that these problems were surrounding him, it marked a turning point in his life, which led him to start on his path towards philanthropy and his involvement with Hope's Corner. Sudhir aimed to make an impact on both the digital world of Silicon Valley as well as the physical world. As Peter F. Drucker, a renowned management consultant and educator once said, "... The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."

"The entrepreneur  
always searches  
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it as an  
opportunity."







# Free Meals

Wed. Drive-thru &  
Walk-in:

11:30am-12:30pm

Sat. Walk-in:

8:00am-10:00am

For more info: 650-254-1450

[www.hopes-corner.org](http://www.hopes-corner.org)



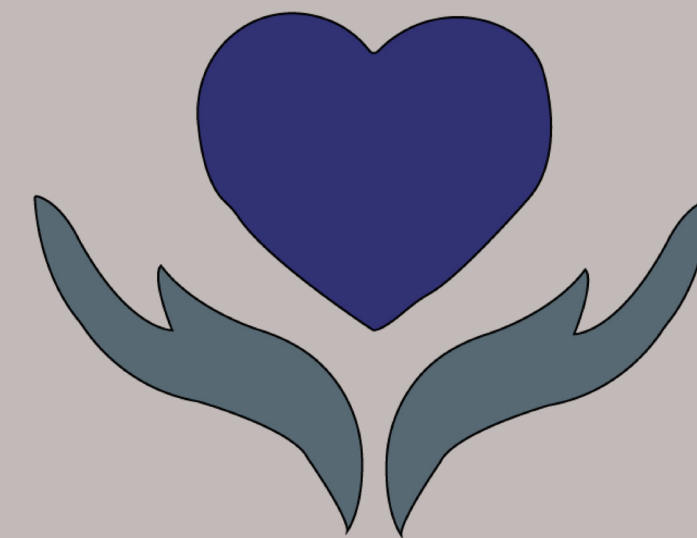
“... I knew I had to do something for the other group, but did not know what.”

- Sudhir Pendse

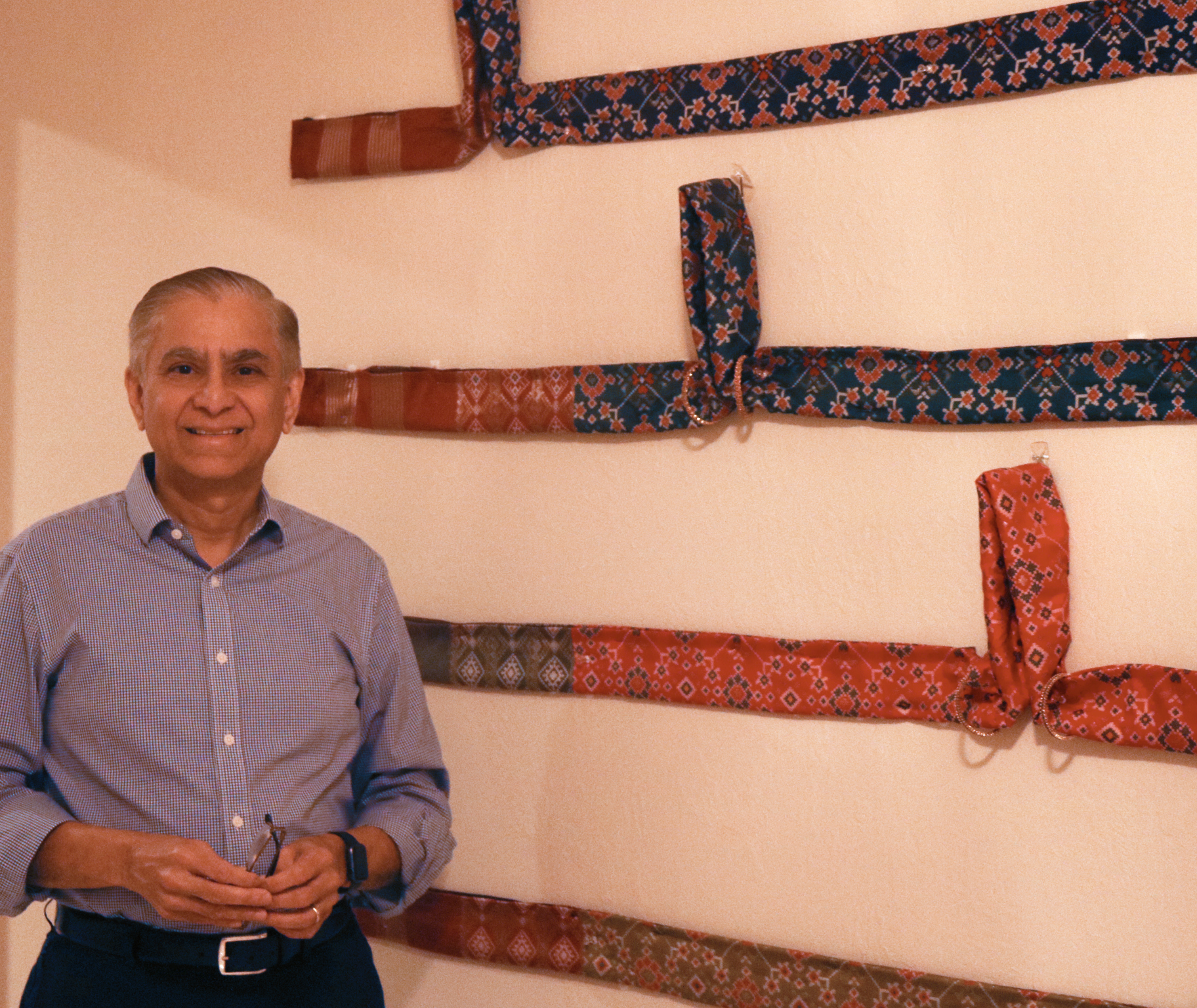
## Chapter Three

During the peak of the COVID-19 pandemic, Pendse saw an unbalanced situation in the falling society around him. While Sudhir and his tech career were not impacted strongly by the economic repercussions of the pandemic, he saw a large difference in the lives of those working in the physical labor industry and non tech world. As more and more people lost their jobs and their emergency savings started to drain, the difference between the lives of people whose careers were based in the digital world and physical world became extremely prominent. Sudhir, despite being spared of the economic hardships of the pandemic, felt a sense of responsibility to help those who were less fortunate, and struggling because of the pandemic in his community. Pendse recalls, “... I knew I had to do something for the other group, but did not know what.” His path to philanthropy was not entirely clear until he found out about Hope’s Corner, a nonprofit in Mountain View which serves the underprivileged hot meals, clothes, and many other necessities. He was sparked by Hope’s

Corner when he had seen vast lines of cars lining up to pick up food. He realized the amount of insecurity and need for basic amenities there was in his community, and knew from then on philanthropy would be something to take on himself.







# Conclusion

In terms of the future, Sudhir is in a great place. He has fulfilled most of his business aspirations and now wants to focus on the smaller things in life. As Sudhir says, “Now the challenge is to use the remaining time wisely to stay healthy, support business customers, make impactful philanthropic contributions and grow spiritually” (Pendse). His future is unknown but he is bound to keep contributing great things, as his past pattern shows.





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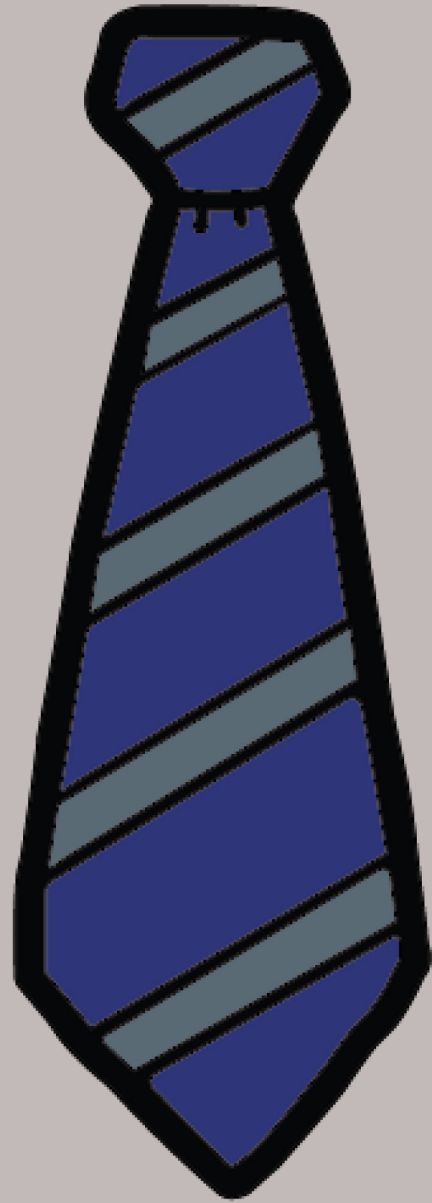
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## Author's Bio



Samay is a Mountain View High School junior in the Freestyle program. Beyond the classroom, Samay finds his passion in the exhilarating world of sports, particularly lacrosse and golf. He enjoys spending quality time with his furry companion, playing and bonding with his beloved dog when he's not on the court. His interests extend to entrepreneurship and marketing, and he's always eager to delve into the intricacies of business. Another facet of Samay's creativity shines through his love for creating meaningful digital art.



