



Vandana Tolani

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Would you tell us about Yourself, Your Journey, Initial Struggle?

Ms. Vandana Tolani: Convanto started 7 years ago, in Gurgaon, Haryana. Convanto is a portmanteau of the words “Consultant Vandana Tolani”. It is a boutique investment bank firm with a range of services aimed at enabling young start-ups - it provides them with services such as Fund Raising, Marketing & Growth Advisory, GTM Strategic Advisory, and value-added services such as building Investor Presentations and Financial Models.

We at Convanto advise small, medium, and large enterprises on raising capital, finding their product-market fit, and implementing a successful go-to-market strategy, branding strategy, and brand positioning.

Unlike traditional consulting firms, we have proven our operational expertise in bringing money, creating value, and driving growth to help you maximize your results.

I had my own Family Office in Singapore and Jakarta. I worked as an Investment Banker & Advisor to Family Offices and Angel investors in Jakarta, Indonesia, helping start-ups from diverse backgrounds, from Fin-Tech and B2B Tech to consumer startups. I was raising funds for them & providing them with a range of services just as Convanto does today. After 15 years of staying in Singapore and Jakarta, I came back to India. I did investments for a bit, and then returned to the advisory. That is when Convanto was founded. Today Convanto is one of the most well-known boutique investment banks in India and led by a female founder.

Today, I am also a Venture Advisor with Loyal VC, the INSEAD-led Canadian VC Fund, having a core portfolio of over 160 investments in more than 35 countries. I am also a Partner with GSD Venture Studios, a Silicon Valley-based venture builder.

Over the years, I have arranged Funding for startups & growth-stage companies in diverse sectors like EdTech, FinTech, Consumer B2C & B2B, AgriTech, Health-tech, Food- tech, Disruptive & DeepTech as well as non-tech sectors. Please do have a look at my website for testimonials.

This month I have been nominated as one of the Top 10 Women Leaders in Wealth Management 2021.

My expert opinion is often sought by leading business news channels and publications like VCTV, and Business World, and I have participated in 100+ talks - you can easily see them on YouTube and the VCTV streaming site.

Convanto

<https://latoken.com/vctv/investor/1038> and www.convanto.com

I am connected with 300+ investors globally, picking up global deals while being sector agnostic. Our ticket size is \$1-\$25 million.

What incident had most influenced your career choice?

Ms. Vandana Tolani: I have always been drawn to finance as an industry. Even in high school, I was always reading biographies and memoirs of entrepreneurs and business leaders to glean how their businesses started and continued making money and how they navigated moments of crisis or transformation, which inspired me thoroughly and brought me to where I am today. Throughout this time, I have always looked up to Vani Kola as an inspiration. To me, she's like an entrepreneurial superwoman. I hope I can one day bring Convanto to the level she's brought her business.

Some books I've read have also impacted me deeply, namely *The Power of the Subconscious Mind*, *Rich Dad Poor Dad*, *Pitch Anything*, and *The Lean Startup*.

What/Who Inspires Convanto to provide the fundraising & helping in other ways to any start-up?

Ms. Vandana Tolani: Let's face it, feeling motivated is perhaps one of the most difficult things you could ever do. If it were so easy, everyone would be making progress and achieving the goals they've set out to achieve.

Even worse is when we read countless articles from around the web that make it seem straightforward. As a result, it often becomes frustrating due to it seeming easy to apply on paper. It does little to improve your self-esteem and confidence, especially when you face difficulties in applying the advice you know and understand so well.

But all of this should feel encouraging because one of the main things I found with regards to motivation is that it takes very little of it when doing the things you truly love. It seems very confusing at first but it makes sense when understood.

Have you ever felt like you needed motivation when doing something that excited you?

Ms. Vandana Tolani: So I think because I love what I am doing that keeps me going on, having huge responsibilities and having set goals keeps me going on

- It's quite simple really, Convanto is a portmanteau of the words "Consultant Vandana Tolani". We at Convanto advise small, medium, and large enterprises on raising capital, finding their product-market fit, and implementing a successful go-to-market strategy, branding strategy, and brand positioning.

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What kind of support you needed when you started Convanto?

Ms. Vandana Tolani: When I started Convanto, I needed network, relationships with investors, a team that compliments me

What can be expected from Convanto in the upcoming years?

Ms. Vandana Tolani: I see myself on the front page of Forbes in the next five years and maybe even receiving recognition for Convanto being one of the most recognized female-led investment banks. I also see myself doing Series C, D, and E deals.

How do you keep up with the latest technology/resources advances?

Ms. Vandana Tolani: Things change fast in the tech world. With new trends constantly emerging, keeping up can become a chore that's easy to procrastinate.

Fortunately, a few simple "life hacks" can help anyone keep their finger on this shifting pulse. For instance, following the people most likely to set new trends (rather than trying to suss out new trends yourself) or having a LinkedIn and a list for tech news, can help you stay on top of what's happening in your industry

For me, I start or end my day by perusing the technology category on Flipboard. It includes Recode, TechCrunch, Venture Beat, and several others that help me capture the news of the day in the tech world. I also find attending TechCrunch Disrupt and the Collision Conference are excellent ways to not only keep in tune with trends but also to come back to the office inspired to innovate.

I am probably a bit dated, but I still believe that the LinkedIn feed and various social streams are the best way to consume targeted and curated information in small doses surrounding trending technology topics

What would you suggest young entrepreneurs get successful in their relative fields?

Ms. Vandana Tolani: Every single person I know who is successful at what they do is successful because they love doing it. Anything can be done, as long as you truly believe it. We led with our conviction rather than rationality because rational said it was impossible. Find something you love and do it better than everyone else. Failure is a stepping stone to greatness and we all fail. I read the book 'Power of the Subconscious Mind' and found it inspiring, and I practiced the law of attraction. Also, remember that you will never be criticized by someone who is doing more than you. You will only be criticized by someone who is doing less, so always remember that. Successful people do not put others down.

- **Website:** <https://www.convanto.com/>
- **Industry:** Financial Services
- **Company size:** 2-10 employees
- **Headquarters:** Gurgaon, Haryana
- **Type:** Sole Proprietorship



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