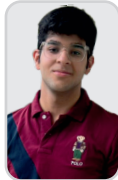


Surrogate Entrepreneur

About the Author



Medhansh Seth is a 17-year-old student-entrepreneur, speed cuber, and founder of AceCubing, one of India's cubing education platforms. He started solving the Rubik's Cube at the age of eight and went on to become a 4-time state champion with over 150 competitive podiums, including a fastest official 3×3 solve of 6.11 seconds and participation in a Guinness World Record event.

Through AceCubing, Medhansh has taught 600+ children how to solve the Rubik's Cube, conducted workshops across schools and communities, and built courses that turn a simple puzzle into a tool for focus, discipline, and confidence. His journey as a young founder and speed cuber has also been featured in Indian media, including News18 and The Hindu in School (front page),

highlighting his work at the intersection of education, competition, and entrepreneurship.

By making AceCubing a part of FICCI CMSME, he is the youngest executive in that committee.

Away from the cube, he has immersed himself in India's startup ecosystem—interviewing founders and investors. Those conversations, combined with his own experience as a young founder, led to this debut book: a no-fluff, Indian, Gen-Z lens on startups, funding, and the real cost of building big. His work has been shaped by a curiosity about why some startups thrive while most fail, and a belief that young founders deserve a more honest conversation about what they're getting into.

He is currently based in India, where he continues to run AceCubing, mentor young cubers, and explore the intersection of education, competition, and entrepreneurship.



Mr. Kishore Biyani

Founder & CEO of Future Group

I'm glad to see your energy and initiative at this age. Your work with AceCubing and the effort behind your book are commendable. Your core message is right—entrepreneurship is built on values, discipline and execution. Everything else follows. Stay curious, stay grounded, and keep building.



Mr. Ankur Warikoo

Founder@WebVeda • Speaker • 5x Bestselling Author • 16M+Community

Medhansh cuts through the noise of startup glamour and tells the truth about funding, pressure, dilution and the emotional cost of building a company. Through raw founder conversations and sharp insights, he shows young builders how to make deliberate decisions instead of chasing borrowed dreams.



Mr. Abhiraj Malhotra

Founder of School Pad

Congratulations on giving voice to the unvarnished reality behind entrepreneurship. Your writing captures both the chaos and the clarity of building something real—not for the spot light, but for the satisfaction of creating lasting impact. It's a rare thing to find honesty this sharp and story telling this grounded. May your work continue to nudge dreamers toward resilience, integrity, and the joy of building with purpose.



Mr. Arjun Seth

Entrepreneur Who Built and Exited a Travel Company Partnering with Solo Founders to Build and Scale | Investor

As someone who has navigated the Indian startup ecosystem for over a decade, I've witnessed both the exhilarating highs and the challenging lows. This book brilliantly captures the essence of what it truly means to build and sustain a startup in India. It goes beyond the glossy headlines and dives into the real, unfiltered stories of people who have faced the brutal truths of funding, valuation, and growth."

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TODAY'S STARTUP CULTURE AND FUNDING ECOSYSTEM



Based on Insights From Established Founders & Investors

Medhansh Seth



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