

## Converting your Passion into a monetizing business

**Nidhi Banthia Mehta**

SP Jain Institute of Management & Research, India

### Abstract

A powerful way to convert your passion into your business or profession is with proper planning. There are many phases of planning necessary for new small businesses, Business Plan, Financial Plan and your Marketing Plan.

When we love doing something - it becomes easier for us to put our creative energies into doing it. Thus, the chances of happiness and success are higher. But the key point for making the business viable is good financial planning and having a business sense.

If you can ace that then you will be happy for life. I quit my corporate job 18 years ago and followed my passion for dance. Having a Business school degree helped in creating a business model for my passion and creating a business from ground up in a more structured way. Despite many odds and resistance and discouragement from some family members, I chose to listen to my heart and give it a shot.

What started as a fun class from a Silicon Valley garage - soon turned into a full on dance fitness studios inspired by Bollywood across all cities in Silicon Valley and moving to corporate wellness programs, D&D choreographies, Team Building workshops using dance as the creative medium and Therapy for employee wellness. The business elements of strategy, diversification, growth, expansion were all in there - but what was amazing was that I had fun doing what I called work. Not a day of moroseness or dullness, not a day of missed opportunity or boredom.



### Biography:

An MBA Graduate from SP Jain Institute of Management & Research and an LSR Graduate in B.Com Hons. Nidhi has a certificate in Entrepreneurship from ISB Hyderabad. She comes with an entrepreneurial experience of 18 years and two years of work experience with McKinsey & Co. Nidhi quit her job in 2002 to follow her passion for dance fitness and incorporated BollyBeatz in USA and sold it in 2005. She re-established BollyBeatz in Asia ([www.bollybeatz.com](http://www.bollybeatz.com)) which currently runs dance fitness and team building corporate and experiential workshops in Singapore, Bangladesh, France, Indonesia, Thailand, USA and India. BollyBeatz runs various team building workshops for Corporate, Ministries, and Educational Institutions to incorporate health and wellness and increase the happiness quotient. Nidhi received the distinguished Women's Economic Forum Award of "Iconic women creating a better world for All" for her contribution in the field of "Corporate wellness and wellbeing: Transforming Leadership".

[6th Global Entrepreneurship & Business Management Summit; Webinar Event](#)

### Abstract Citation:

Nidhi Banthia Mehta, SP Jain Institute of Management & Research, India, Entrepreneurship Summit 2020, 6th Global Entrepreneurship & Business Management Summit; Webinar Event

<https://www.conferenceseries.com/business-management-meetings>