



## Stanford eCorner

### The Pains of Going Public

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Video URL: <http://ecorner.stanford.edu/videos/2496/The-Pains-of-Going-Public>

"Don't assume that building the company and financially engineering the company are the same thing," says Hara CEO and Founder Amit Chatterjee. Chatterjee reminds aspiring entrepreneurs that simply because you're ready to go public is no guarantee that you'll be successful in the public market.



#### Transcript

And one of the things you got to know, entrepreneurial lesson number one: Don't assume that building a company versus financially engineering a company are the same thing. Just because you can go public doesn't mean you will be successful in the public markets. But I didn't know that. That was a lesson I had to learn. And we went through that process, a hair-raising process, that while I would love to take a company public again, I would not want to orchestrate one again.