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## The Guerilla Warfare Techniques with the New Age Startups and Management Methods – A Comparative Study

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**Abstract:** *A slighter degree of its root meaning "war" in Spanish, is usually translated as "little war", and the word, guerrilla has been used to refer to the concept as early as the 18th century. In correct Spanish usage, a person who is a member of a guerrilla unit is a Guerrillero if male, or a Guerrillera if female. This term became popular during the early-19th century Peninsular War when the Spanish people rose against the Napoleonic troops and fought against a highly superior army using the Guerrilla strategy. However, this is not new to India. Lord Rama with his small vanara sena has won over Ravana. In the recent history, Rana Pratap Singh of Udaipur has made guerilla war with Emperor Akbar at Haldighati and won over it. The Moghul army was about approximately 20000 people and the Rana has got only 300 Bhils in his army.*

*To achieve greater targets and to reach higher altitudes, and to anchor at higher places with limited resources, manpower, and technology this method is quite useful.*

**Keywords:** *Guerilla Warfare Techniques, War, Startup Ecosystems.*

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### INTRODUCTION

#### Introduction to Guerrilla Warfare

Guerrilla warfare is a form of irregular warfare in which a small group of combatants, such as paramilitary personnel, armed civilians, or irregulars, use military tactics including ambushes, sabotage, raids, petty warfare, hit-and-run tactics, and mobility to fight a larger and less-mobile traditional military. But they will have a specific aim and are well known for their goals.

#### Introduction to Startups

A startup company (startup or start-up) is an entrepreneurial venture which is typically and newly emerged, fast-growing business that aims to meet a marketplace need by developing a viable business model around an innovative product, service, process or a platform. A startup is usually a company designed to effectively develop and validate a scalable business model. Startups usually have high rates of failure, but the minority of successes include companies that have become large and influential.

### NEED & OBJECTIVES OF THE STUDY

The need for this comparative study comes from the fact that there are great similarities in the structure, resources that these two systems have in common. Also, the history of guerilla warfare is proven and hence can be easily adopted for the new age startups if deemed fit.

The main objective of the study is to compare the guerilla warfare techniques with the new age start up management methods. It is also according to the government policy of making in India programme given by the honorable Prime Minister. It has become more imperative to develop skills in the entrepreneurs.

- To know the warfare techniques of guerrilla wars.
- To know the management methods of startups.
- To highlight and study the significance of strengths of guerrilla wars
- To highlight and study the significance of strengths of startups management.
- To analyze the common features between guerilla warfare and startup ecosystems.
- To understand if the guerilla war techniques can be adopted by the startups.
- And to compare, infer deduce the relations between the two systems to the advantage of the entrepreneur and the society at large.

### **SCOPE AND LIMITATIONS OF THE STUDY**

The scope of the study is limited to the areas where there is a visible resemblance of the factors like the structure of both units, availability of resources, the opponents of both units only. The study does not cover the other factors which are purely related to warfares with respect to the guerilla warfare and the business models with respect to the startups business. But sit should not be misunderstood with the devastation that guerrilla warfare may cause to the civic societies. Only the war is on the competitors on business competition only.

### **METHODOLOGY OF STUDY**

The study method is a comparative one studying the similarities between the guerilla troops and the startups with the similarities that they have. The similarities that were identified during the study were the strategy, tactics, operations, people, event and the resources.

#### **Basic Features of Guerrilla Warfare**

Some basic features of guerilla troops are

- Guerrilla warfare is a form of irregular warfare
- It has a small group of combatants, such as paramilitary personnel, armed civilians, or irregulars. They use military tactics including ambushes, sabotage, raids, petty warfare, hit-and-run tactics, and mobility.
- They fight a larger and less-mobile traditional military.

#### **Basic Features of Startups**

Some basic features of startups are

- A startup is an entrepreneurial venture which is typically a newly emerged
- It is fast-growing business that aims to meet a marketplace need by developing a viable business
- It is generally small with fewer resources

### **ANALYSIS AND INTERPRETATION**

#### **Findings**

Point of comparison	Guerilla Troops	Startups
Strategy	Find something to fight for	Find solution for problems
Tactic	Focus on what you do	Focus on what you have
Operation	Execute often fast and daring	Execute bold, fast and in small
People	Commanders	Founders
Event	War	Business
Resources	Fewer weapons and warriors	Less Money and people

#### **Cultural Similarity**

The guerilla troops and the commanders leading them do not have a standard uniform, great weapons, the workplace advantage. They wear what they have, eat what they get, stay where they can. Similarly, startup founders often have a more casual or offbeat attitude in their dress, office space, and marketing, as compared to traditional corporations. For example, startup founders in the 2010s may wear hoodies, sneakers and other casual clothes to business meetings. Their offices may have recreational facilities in them, such as pool tables, ping pong tables and pinball machines, which are used to create a fun work environment, stimulate team development and team spirit, and encourage creativity. Some of the causal approaches, such as the use of "flat" organizational structures, in which regular employees can talk with the founders and chief executive officers informally, are done to promote efficiency in the workplace, which is needed to get their business off the ground.

## **SIMILARITIES OBSERVED AND SUGGESTIONS MADE**

### **Light Equipment: hi**

Just as heavy equipment can impede an army in its battle with guerrillas, fixed assets can be a drag on companies in fast-changing industries. Fixed assets not only lock companies into technology that is soon out of date, but they can also be a drain on your most important resource, management energy.

### **Less secretarial Positions**

In the heat of battle, a guerrilla commander needs accurate information and the ability to communicate quickly with troops. The same is required of startup founder or a CEO to get the accurate information and his /her ability to communicate the ground employees. Too many secretarial and supervisory positions will not let the CEO or the founders to have accurate information and will decrease their ability to communicate quickly.

### **Take the Advantage of Terrain: (Be it is known or unknown)**

Guerrilla fighters make up for their smaller numbers and inferior equipment by being opportunistic. They catch enemy forces off guard, inflict heavy casualties, and, if necessary, withdraw quickly. When you're dealing with large and fast-changing markets, you have to do the same.

The advantage of the demonetisation in India was rightly captured by many payment wallet companies and fintech companies where as few traditional business made losses during the same as they failed to understand the situation and take quick decisions. This is an unknown territory into which the nation has plunged into under the leadership of our Prime Minister.

Similarly, the advantage taken by the financial software manufacturing companies during the launch of GST in India can also relate to this.

### **Show Your Troops the Way**

Successful guerrilla forces are led by commanders who also are in the thick of the battle. Guerrilla managers have to be willing to get in the trenches, and this is especially important when the total war effort is going poorly.

### **Fight for Solutions**

Stop building products to sell and start fighting for a group of people in need. Start finding solutions for the people striving for it. If you want to win against larger companies with better resources, you need some advantage. The startup is about starting up with limited resources and focusing on the customer.

It is about acknowledging that starting out is hard and to win you have to fight and to win the fight you need the right strategy, the right tactics, and willingness to execute.

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