

THE NEW NORMAL

REINVENTING  
PROFESSIONAL  
LIFE AND  
FAMILIAL  
BONDING  
IN THE POST  
COVID-19 ERA



Editors

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B L O O M S B U R Y

# Pivoting Business Models in the Pandemic: A Study of Personality Traits of Successful Young Entrepreneurs

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**Abstract:** *When the COVID-19 pandemic hit the streets, the global community of start-ups was thrown off-kilter. In the ensuing chaos, it was seen that many start-ups struggled for survival. The ability to be flexible is encoded into a start-up's DNA, but the pandemic found that this was not true for all, as many of them quietly shut shop. All these transformational changes affected people differently, generating some strong emotions, but also unique thoughts and ideas, amidst a lot of uncertainty and chaos. Despite all the gloom and doom, there were quite a few rays of sunshine in the form of start-ups who pivoted on their business models and came up with new innovative business models and verticals.*

*To understand this shift from the perspective of personality traits, in-depth interviews were conducted with young Indian entrepreneurs, whose ventures were not more than a year old. when India went into a lockdown*

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