

Chaitanya Cherukuri explains innovation among millennials

As a generation, the majority of millennials have grown up and entered adulthood in tandem with the evolution of the internet and technology as we now know it.

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/EINPresswire.com/ -- "From the adoption of early home internet access in the 1990s to the explosion of social media and smartphones in the mid-to-late 2000s, many millennials have grown up around the ever-evolving internet and alongside rapid advances in modern technology," explains [Chaitanya Cherukuri](#), a marketing professional and technology enthusiast from San Marcos, Texas.

Cherukuri believes that while previous generations have borne the likes of technology entrepreneurs such as Bill Gates of Microsoft and the late Steve Jobs of Apple, the millennial generation has taken entrepreneurship and innovation to a new level.

"Now, it's more about innovation than it is purely about old-fashioned entrepreneurship, profit, or stakeholder relationships," Cherukuri suggests. "Millennials have turned the process of innovation somewhat on its head."

Most recently helped by platforms such as Kickstarter and Indiegogo, Cherukuri points out that ideas can now be quickly realized without reliance on banks or the need for traditional forms of investment. "The route to market has been made simpler and shorter," says the Texan marketing professional. "Establishing a minimum viable product and testing the waters has never been easier."

Studies have shown that millennials are driven to succeed where perhaps previous generations haven't. Instead of climbing the traditional corporate ladder, as many as 1 in 3 millennials reports a desire to start their own business or enterprise.

That's according to a study by Bentley University, located in Massachusetts. Fred Tuffile, the university's director of entrepreneurial studies, explains, "Millennials are realizing that starting a company, even if it fails, teaches them more in two years than sitting in a cubicle does in 20 years."



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The study specifically highlights innovation and a desire to create change as two of the fundamental driving forces behind the typical millennial business mindset.

By most common definition, millennials are the generational demographic consisting of those born between the early 1980s and the mid-1990s to early 2000s.

Deloitte, the industry insights, and services provider, more accurately defines millennials as those born between January 1983 and December 1994. Furthermore, a survey by the organization closely echoes the findings of Bentley University, highlighting innovation, corporate responsibility, and social enterprise as primary driving forces among millennials in business.

"While global brands such as Microsoft, Intel, and Google have all established corporate responsibility programs, it's the innovative millennial generation which has taken this ethos and really runs with it," [Chaitanya Cherukuri remarks of the findings](#).

"Furthermore," he adds, wrapping up, "socially conscious and forward-thinking millennials are already paving the way for future generations of innovators, which in my opinion can only be a good thing."

Chaitanya Cherukuri also explains the process of starting a new business, which [you can read here](#).

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