



WHAT WOULD YOU BUILD IF YOU KNEW YOU COULDN'T FAIL?

By **Sharon Kuriakose**

If I knew I couldn't fail, I'd still build exactly what I'm building today. The only difference is that I'd miss out on one of the greatest teachers I've ever had—failure itself.

Throughout my career, whether leading global technology products at Visa or now building Platesfull, an AI-powered private chef marketplace, every meaningful lesson has come from something that didn't go according to plan. A delayed project. A failed assumption. A feature customers didn't want. An idea that sounded brilliant until real users proved otherwise.

Failure has a way of humbling you. It forces you to question your thinking, adapt quickly, and find a better path. Success feels great, but it can also make you complacent. One of India's greatest cricketers once said, *"Failure teaches you lessons, whereas success may just boost your ego."* That has stayed with me throughout my career.

What excites me most today is that AI has completely changed the way entrepreneurs can build companies.

A few years ago, building a software platform required a large engineering team, significant funding, and months—sometimes years—before you could validate whether your idea even had a market.

Today, that has changed dramatically.

With tools like Claude, Replit, and Codex, founders can build prototypes, launch features, test product-market fit, and gather customer feedback in days instead of months. We've had mornings where we discussed an idea over coffee and by the afternoon we already had a working version ready for testing.

In many ways, AI has made failure cheaper—and that's a wonderful thing.

Instead of spending hundreds of thousands of dollars before discovering you're on the wrong path, entrepreneurs can experiment quickly, learn from customers, pivot, and keep improving. The cost of innovation has dropped, giving more people the opportunity to solve meaningful problems.

That's exactly how we've approached building Platesfull. Every feature we launch is driven by customer feedback and real-world learning. We don't assume we know all the answers. We test, listen, improve, and repeat.

To me, that's the biggest advantage AI has created. The winners won't necessarily be the companies with the biggest budgets or the largest teams. They'll be the founders who learn the fastest, adapt the quickest, and aren't afraid to admit when they're wrong.

So if I knew I couldn't fail, I'd still take the same risks.

I'd still challenge assumptions.

I'd still build.

Because entrepreneurship has never been about avoiding failure. It's about learning from it faster than everyone else—and today, AI gives founders the opportunity to do exactly that.



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