

hello everyone assalamu alaikum welcome to texties another podcast today we have a very special guest with us

0:08

here jyana from estonia she's the ceo and co-founder of lava

0:13

tech her name was listed in forbes 30 under 30 in the list of top young entrepreneurs

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by the way can you please introduce yourself tanzania and thank you so much for sparing out time from your busy

0:26

schedule for this podcast well thank you for inviting me um so yeah i'm the ceo and co-founder of

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lavatech i started this company two and a half years ago originally i'm from belarus but i moved to estonia seven years ago and

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since then been living here and yeah working on lava tech oh wow that's great

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so i was i was looking into your story my team told me that you sold before going for your

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quarantine life you want to know that before like you sold your first company

0:58

you sold your first business at the age of 20. so we are really curious about your story that how this all started

1:05

like prior to lover tech what you were doing um so it wasn't a technical company um i

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was basically doing licensing it was a licensing company and i established it in belarus at a

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very young age i had a partner she was um

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what is the legal term uh like the partner in a law firm and she was helping me

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with at first she helped me with like financing and she helped with the legal side of things and

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i've been doing all the hustle so when i've been moving out of belarus

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uh we decided that it would be wise to to sell it well that's really great by the way uh

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still starting a company and selling it at the age of 20 i think it's it's a huge inspiration for all the

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entrepreneurs so badly can you tell us a little bit about that how you co-founded and started lava tech yeah of course

2:01

um so i started as a university project and i've been doing my master's in

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italian university of technology and in here we have a program it's called starter tech anyone

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can come and join anyone from students and basically the idea is that you come

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and you or pitch your own idea or join some team i thought that i will come and join some

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team because i haven't had any ideas but when i came i started listening to ideas i mean they were good but they

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were not in the topics that i'm interested about you know like gaming insurance and i wanted to do something a bit more

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significant um and same time i have a grandma in belarus who used to grow tomatoes

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and she was doing it extremely and efficiently so i was just thinking that maybe we can create something that would help to grow

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at least made us more efficiently wow so i just reached that idea and i got

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first people on board and then we started working on it when we got the first prototype we also

3:02

got this side effect of decreasing energy consumption we started talking you know with customers

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with investors and we've discovered that that is actually gonna be our main selling point

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wow that's really good so by the way you started this company as a university project and then you

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took it professionally yeah exactly i've been working as a lawyer back then

3:25

um and then i quit my job and got into startup world

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yeah by the way you have a law and marketing background what you were doing prior to in between can you tell us to share a little bit

3:37

more about yourself that what you were doing in between like you started a company at the age of 20 you sold it and then

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after that to lava i've been just uh building like a legal career i've i've always

3:49

been like studying how to be a lawyer international lawyer um it law i've been a scholar from un

3:56

and occ um i've always been getting various awards i have award

4:02

from president of republic of republic of belarus for my outstanding performances so wow um

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and i've always thought that i'm gonna be a lawyer so i've been just basically focusing on that mainly so by

4:17

the way when you figure it out that you want to become an entrepreneur that you were you have a law background marketing

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background no like marketing background it just was you know an easy job

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while studying it was an easy job when i was younger and it definitely helped uh but

4:36

i wasn't planning on being an entrepreneur if someone would tell me that like seven years ago i would laugh and i

4:42

would never believe it so it all happened with the passage of

4:47

time yeah so by the way the journey you are in nowadays is is a very

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hard journey it's a very you are going on a bumpy road all alone like it's a lonely kind of journey and

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it's not an easy like normally people say that entrepreneurial journey is full of sweat and tears

5:04

you are driving any other job that's gonna bring you money you know i mean i i can't complain

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because i can imagine that i don't know like having five kids

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is more work than what i do i don't know uh cleaning streets is more work

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physically for sure than what i do and of course everyone has their own like mental

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and like timing problems and so on so i don't think that it's

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any easier than any other job but i also don't think that it's any harder than any other job
it's just what

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you want to keep talking about passionate about what you are doing and when you
really believe in your idea and you have

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clarity about it only then you can say that it's not that hard

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so uh i think you're really passionate about i am very passionate about and i'm i'm

6:00

very focused on it uh but as i said what it doesn't matter what you want to do

6:06

if if you want to achieve something great you will need to work hard and a lot so you
know if i would

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want to be a very good lawyer it would be the exact same story just different industry

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it doesn't matter what you have to work really hard in life so by the way there is one
more

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thing that how you keep your passion alive because at some point in time we feel
depressed

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because it's a human nature at some point in time we feel like the things are not at
some point in time things are not working

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as as as as a normal work so how you keep your passion alive and keep yourself
consistent

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well you just take responsibility and you just do your work like you know you don't have
bad days if

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you wake up and you don't want to do something you still do it if you have a task that
you're not excited about like i

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don't know doing financials or i don't know whatever you don't like doing pitching

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writing applications talking with investors talking with the clients developing tech whatever of those you

7:08

don't like to do you still do it it's just about taking responsibility and following it through and

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not feeling sorry for yourself or pity or like thinking on how to avoid it yeah if you

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if you really want if you really believe in and you really want to do you have to do it so by the way there is one more thing

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for entrepreneurs i really want to ask you before going for your quarantine life that people really have ideas they want

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to start something but they are offered a fear of failure what you suggest to those kind of people

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that how how they can overcome that fear of failure because it's a very common tell them the exact same thing that nike

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been telling for decades just do it like there is no there is no way to overcome it there is

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no way to like deal with it just like you need to do it you might not succeed but you might succeed from

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the second attempt like there is like really no no way you can tell you just need to do it wow

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there is nothing which can tell you exactly there's no one who can tell you exactly that this is the part to success

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you have to try and make your own path create your own

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people not the best people in your industry no one ever gonna be able to tell you how to

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make it work unless you just like sit and do it yeah so uh by the way let's go to your

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quarantine life let's move on by the way nowadays everyone is talking about coveted 19

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and uh how you people are also stuck in quarantine life the whole globe globally people are

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stuck in quality in quarantine so how you're spending your quarantine days first of all

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working you're working

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same amount before and i'm working now actually even more because i don't need to spend time on the road i don't need to go anywhere

9:04

uh so i'm i'm just working more so it means your productivity has been has increased

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because of covid yeah i would say so wow that that's really great

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because most of the people when it comes to a lot of people they are feeling depressed because of covid they think that

9:21

uh because they're forward they are in quarantine they are unable to meet people physically they are unable to do

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meetings with them how to accept covid as a

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reality because now covid is a reality like we people are talking virtually we are not having a conversation in any conference

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so we people are talking virtually we are having a podcast so by the way how do you suggest others

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that they can use these online tools to connect across the globe

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with their customers and all that and they can move forward just use them like fix them call them

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like you know do what you have to do by the way how important is this for an

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entrepreneur to accept covid as a reality and like there are a lot as we as we

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talked earlier that there's a lot of business there are a lot of businesses as an entrepreneur you need to in general

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be very flexible and accept different kind of situations as fast as you can

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like it doesn't matter it can be covid it can be any other pandemic it can be like

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natural disaster like literally anything else you just just accept it and just

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that's what you mean you need to figure out a way how you can survive during the pandemic or whatever it is you need to

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figure it out

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you just do it because you are a problem solver when it comes to

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entrepreneurs so by the way what you suggest others how they can make their quarantine days productive

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because most of the people when it comes to we are not talking about entrepreneurs now when it comes to the general audience

11:04

they are feeling depressed how they can make these is productive because few of the people are unemployed

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nowadays because everyone knows that unemployment has been increased because of this pandemic so would you suggest them how they can

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either they should improve their skills they should uh read books what they should do

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well everyone would follow their passion it's not pandemic like you just need to read books all the

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time if you want to be smart and like during pandemic i mean there are insane amount of online courses

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that can help you to improve your career a lot of universities are going only to online schedule like

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cambridge gonna be working only online till the next summer so for like a year and a

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half more cambridge like the whole university gonna be working only online um i'm not even talking

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about all the variety of the courses you can these days you can study anything you can be a fitness trainer

12:00

you can be a physicist you can be chemistry like just find whatever you want

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literally google it and if you have access to internet then your problem is solved

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yeah do whatever you are passionate about because don't follow anyone blindly this is what i tell people that never follow anyone blindly

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do what you are passionate about and try to enhance your skills during this time i think this is the best time

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because every crisis every single problem has pros and cons so look this crisis in a positive way

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people also don't need to put a lot of pressure on themselves because obviously it's like very horizontally to

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accept situation if you're not that flexible and if you like start also putting that okay by the

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time the current team ends i need to like learn five new languages 15 new skills then it actually puts even

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more pressure on your mental health and it might backfire very hard on you

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just like do your normal routine and if you feel like doing something extra then do it

13:02

uh but like don't raise your expectations for yourself way too high

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yeah i think this is this is really an important message yeah people really need to follow this

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by the way when it comes to like everyone knows that a lot of people are unemployed

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nowadays specifically when it comes to daily wages they don't have jobs when it comes to

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those kind of people the most vulnerable community how we can help others what you suggest

13:30

and what your government is doing for those kind of people in estonia well i mean in estonia government for

13:37

example everyone who has been laid off due to kovit they will get their

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normal salary well their 70 of their salary from the government for the next several months so that's enough

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um and of course are trying to support their employees even if they're getting

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fired as as much as possible uh and it's a good lesson for all the people that i know

14:00

that's um like hard to to do especially when you don't have much money i mean i'm i'm from a very

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poor family um you know like from belarus like really you know very poor uh so i know what it

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is like you don't have any money but like you still need to always have try to put some um like for savings

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for this kind of situations because you never know what's going to happen and you need to

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financially educate your kids so your children from the childhood will know how to deal with

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money even if you don't have money it might be that if you will teach them how to deal with money they will

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would learn to like how to earn them i know what i'm talking about because

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when i first started to earn money i had zero idea what to do with them and how not to

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spend them like stupidly and so on because i've you know

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when you have personality in the hard time you don't spend it like yeah you don't over spend things

15:04

yeah you are very careful about all of these things exactly just

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just help each other out i don't know i i've always been getting the most help from the people i know and from the

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people around me so there is always someone in your network

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this is something which is really great you just mentioned that 70 of the salaries is being paid by the government

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estonian government is really if they are supporting uh the entrepreneurial ecosystem and the normal and them

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and the employees and the companies so they can sustain their employees i think this is something which is really great and other countries need to

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follow uh these kind of these kind of things uh to help their people uh so by the way uh when it comes to

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coverage like everything has a positive side and a negative side so what you think what is the positive

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side for you how you're looking this covert thing in a positive way well i'm more productive you learn how to be

16:01

more flexible you learn how to work remotely as a team

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because i think it's extremely important in the 21st century faster we learn how to do it

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the better um you have more time to spend with your family because i don't

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know last year um i've spent i don't know eighty percent of time not home it doesn't affect because

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you're traveling a lot or are you know i've been traveling a lot and i have a

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four-year-old child so yeah not right when it comes to traveling i'm gonna ask you a lot of

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questions about traveling this is my favorite topic uh basically texting the digital travel guide in pakistan and i love

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this traveling part so yeah go ahead you were telling something no that's it so okay as you just

16:51

mentioned traveling uh when it comes to traveling which is that country which you like the most

16:57

and which you really want to visit again and you have visited it before

17:02

ah that's a very hard question the country that i like the most

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i don't know every country i visit they're all quite unique they're just like so

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different i i can't compare and it's not always about the country it's about the

experiences you get there it's about the

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people you meet i mean last year i've been to 27 countries i had amazing time in japan wonderful

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time you were traveling visiting 27 countries in a year it means most of the time you were traveling

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yeah that i said 80 of the year i've been on the go so yeah like so it was all because of

17:49

business that you were traveling for later business business no no pleasure

17:56

it's all about business yeah but i i how much when it comes to traveling

18:02

like you were traveling across the globe and now you're unable to travel so is that thing affected your business

18:08

life um a bit but i learned how to work

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around it it's fine i mean how to work remotely and how to work actually virtually it yeah it would

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be easier of course if i could travel but if i can't i don't see the point of like oh if i could travel

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what could i do like what's the point of talking because it's not happening just

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yeah you is what you have so only it means you want to say that only look into possibilities

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like what is possible and what is not if there is something which is not possible at all so there is no point of talking about

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that thing it's just exactly it just happens this is really a great message this is really

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a great message that when there is something which cannot happen don't waste your time discussing that thing

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try to look everything in a positive way yeah so by the way uh when it comes to like

19:03

people who are discussing the positive sides of covid what else else other than your productivity has been

19:09

increased because there are a lot of people who started doing different things like people who were not cooking before they started

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cooking people are gardening these days they are spending more time on their business they are like what extra thing you have

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started is there anything that you started because of covert like you're spending

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i haven't been cooking and planning and cooking i haven't been gardening i'm not gonna be gardening i'm not good

19:34

at it there are people who are way better than i am at it so i don't see the point of wasting my time just just

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work so you just started working more and you became more productive after covert

19:47

yeah exactly so by the way when it comes to the new normal like people know the world is discussing

19:53

about the new normal how the new normal is gonna look like what according to you will be the new normal because

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we are like it was three months the three months back the normal we used to have is not going

20:04

to have after within next few months so what will be the new new normal according to you

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i don't know we shall see it's very hard to say because countries don't have the same strategy quite yet i mean in

20:17

estonia we don't have quarantine anymore for the second week and it's back completely back to normal

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like i can't say that it was any different before the quarantine so i don't think back to things are back

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to normal and quarantine life is over over there you know yeah yeah exactly okay even it's open

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for travel and tourism domestic travel and tourism or even international groups international traveling not quite but

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like nearby countries latvia lithuania we're open um i don't know like i can go to the

20:49

city i can go to the shop i can go to the cafe i can go to the office i can like you

20:55

know do whatever things are back to normal and it's a business as usual yeah i don't see any

21:01

any any difference by the way when you step out you have to wear the mask is there are there any restrictions like

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new things you have to wear the mask you have to well and bring in no

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we very few new cases every day and then if if we will have more than 25

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people in the whole country sick per day then they will put currency in again that would mean that the second

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wave is coming but i mean i think we've dealt quite okay when when our government says that it's

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current scene then people actually were sitting at home not going anywhere like i haven't been going

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anywhere for eight weeks at all and not only me like i spent

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eight weeks in lockdown yeah well i mean going outside to the forest but that's it and not

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communicating with other people nothing and the whole country did it so as law-abiding citizens we've done quite

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well that's why now we are back to normal life so by the way um when it comes to like

22:02

how important is this for you because when you're stuck at home uh and you are unable to step out like you just

22:08

mentioned that you you can go to forest and how important is this for you to go to nature

22:14

and uh think to give time to yourself how important is this in an entrepreneurial environment i am

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i'm in a bit special situation i'm lucky i live outside of the city i live right

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next to the forest where there are no people so i can go every day and not meet anyone

at all so

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it's very i i can imagine that if i would be living in the city i would go nuts so i'm not very good at giving advices

22:40

about that i always like nature that's what that's exactly why i'm not living in the city in the first place

22:47

okay by the way you just mentioned that you love nature by the way when you travel what is that thing which make you

22:52

travel cultural values of that place food heritage or you travel for

22:58

different kind of things and you love enjoying every single thing well i like experiences and of course i

23:06

always try local food like always

23:12

you're a foodie yeah i always go to the highest point in the city

23:17

or whenever i go and in general just like try to walk as much as possible

23:26

so that's what you enjoy so by the way when it comes to your entrepreneurial journey let's come back

23:31

to your entrepreneurial life what is the biggest hardship you faced in your entrepreneurial journey can you

23:37

please share a little bit on that because when it comes to there are two factors

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in entrepreneurship wow and oh when it comes to your wow factor people are gonna learn a lot from that

23:48

that this is what you face and this is how this is how you look at the problem and this is how you look at a hardship

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just like learning that you need to like sit and do it you know there is no like literally

24:04

there's no way around it if there something needs to be done you just do it you have to chunk it down into

24:11

you have to chunk it down and you have to go go for it do it i think this is the this is the only way out yeah

24:19

so uh by the way when it comes to mistakes like people do a lot of mistakes uh there are

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someone then we announced that you will be joining us for the podcast uh

24:29

there are a few questions from the people one of the questions is that we do a lot of mistakes how we can avoid mistakes first of all

24:36

my personal opinion is that we can never avoid mistakes because a mistake is something which is unintentional so we can only avoid

24:42

things which are intentional just learn how to remember them and how to get over them faster

24:49

like you do mistake try not to do it again and just get over it like there is no

24:55

point sitting for a week and crying over it it's not gonna help just see how you can fix it and see how

25:02

you what you can do not to ever do it again yeah and then move move forward yeah i

25:08

think i think i think this is this is the only way by the way uh when it comes to traveling

25:14

do you also travel for layer uh like maybe domestic it can be domestic

25:19

this year was the first time i went on a holiday uh in the last five years that was great

25:26

so i do travel for leisure just very very rarely can you show your best travel memory

25:34

any it can it can be it can be any country like either can be international or domestic

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whatever you want to share um it's actually domestic we have

25:46

friends in estonia in one very very very small village like tiny village

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they basically have a house in the middle of the field and with my parents we've been traveling there

25:56

since i was small like every year they have a house in the middle of the forest and they have sauna on the lake so you can just like

26:03

go to sauna and jump in the lake and there are no people a lot of nature

26:09

very calm it always like felt like home for me like second home

26:15

wow so by the way there is one more thing let's come back to your entrepreneurial life that your name was listed in forbes 30 under

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30 in the category of top young entrepreneurs how it feels like

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it wasn't your dreams or it happened unintentionally that you were in the journey and you came to know that

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this this thing happened well i always wanted it uh i don't know it just

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like seemed cool so i always wanted it i didn't know how i'm gonna use it it's actually not gonna use it in

26:46

any way but i think i think achievement that in

26:51

top young entrepreneurs globally uh you you were among the you were in that list

26:56

it's like a nice thing to have have i i didn't think that it would happen this year i didn't think that it would happen

27:01

at all but i wanted it and of course when it happened it came as a as a nice surprise

27:07

and i'm happy i got it but wow that that's really great i think you

27:12

are you are an example for the young entrepreneurs as well as specifically when it comes to women and entrepreneurs

27:17

you are an amazing example by the way being a woman in entrepreneurship do you face any as do you have any specific

27:24

challenge yes being a woman

27:38

can you hear me

29:42

okay guys i guess there are some connection problems with the internet thank you so much for watching

29:47

and i mean text me if you have any questions um or anything else

29:52

um i have to go now unfortunately but i hope you've enjoyed this podcast

34:07
you