

Richa Bhagnari
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My Story: A Journey of Resilience, Entrepreneurship, and Empowerment

I'm Richa Bhagnari, a battle-hardened business leader, mother, and cancer survivor who has built a life defined by perseverance, success, and empowerment. My entrepreneurial journey started at just 16, co-founding an agency focused on training, recruiting, and hiring talent. Little did I know, that experience would ignite a lifelong passion for creating opportunities, growing businesses, and breaking down barriers.

When I moved to Dubai in 2000, I worked in corporate roles, but the call of entrepreneurship never left me. By 2013, I founded YouFirst Business Setup Company, a company dedicated to helping other entrepreneurs build their dreams, just as I had built mine. Over the years, YouFirst has helped more than 450 entrepreneurs establish successful businesses in Dubai, making their visions a reality.

However, my life took a sudden, unexpected turn in August 2020 when I was diagnosed with aggressive breast cancer. It was a challenge like none I had faced before. After enduring 16 chemotherapy sessions and 25 rounds of radiation, I not only beat cancer but emerged stronger. That battle has shaped the person I am today—driven by resilience and determined to inspire others. Through my platform, I now mentor, speak, and support others as they face their own storms, whether in life or business.

My Mission: On a Mission to Empower Entrepreneurs and Women

I am on a mission to support 1,000,000 entrepreneurs and women to build lives they are proud of. My goal is to empower others through mentorship, practical guidance, and business support—whether you're a first-time business owner or an established entrepreneur looking to expand. I believe that building a successful business requires not only the right strategy but also the resilience to overcome every hurdle along the way.

As a multi-passionate, serial entrepreneur, I understand that success comes from never resting on your laurels. Life is about continuously moving forward, growing, and learning. That's why I'm dedicated to sharing my experiences—through speaking engagements, mentorship, and business consulting—to help others navigate the complexities of entrepreneurship.

My Career and Achievements

Her Awards and Recognitions

My entrepreneurial achievements have been recognized through various awards, including:

1. Women Entrepreneur of the Year (2021) – Great Companies

2. Inspirational Women of the Month (2022) – UAE Connects
 3. Wonderwoman Award (2021) – Tally
 4. Certificate of Appreciation (2021) – BNI
 5. Easy Business Setup Award (2019) – Smart SMB Summit & Awards
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Professional Experience

Managing Director | YouFirst Business Setup Company | Dubai, UAE | 2013 – Present

I founded YouFirst Business Setup Company to provide seamless and efficient business formation services in Dubai. Over the years, we've helped more than 450 entrepreneurs launch their ventures, growing our client base by 45% and cutting onboarding time by 73%. I lead a team of specialists dedicated to making business setup in Dubai easier, faster, and more effective.

Deployment & Support Specialist | Nokia | Dubai, UAE | 2007 – 2013

During my time at Nokia, I managed procurement operations for the Middle East, leading a team that optimized logistics and product availability. This role sharpened my skills in leadership and strategic planning—abilities that have proven essential in my entrepreneurial journey.

Product Supply Planner | Cannon IV, Inc. | Dubai, UAE | 2004 – 2007

At Cannon IV, I developed procurement strategies that improved supply chain efficiency. My focus on cost-effectiveness and optimized distribution cycles helped build my foundation in business growth and operational strategy.

Procurement Executive | Samsung | Dubai, UAE | 2002 – 2004

At Samsung, I handled the procurement process for mobile phones imported from Korea to the Middle East. My ability to manage complex supply chains and deliver results under pressure became a cornerstone of my business philosophy.

Education

- University of Mumbai | Mumbai, India | 1993 – 1996
Bachelor of Commerce (BCom) – Business/Commerce, General
 - University of Mumbai | Mumbai, India | 1997 – 1998
High School Diploma – Sales, Distribution, and Marketing Operations, General
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Business Setup Projects and Client Testimonials

Over the years, I've had the privilege of working with numerous businesses to help them navigate the complex business setup landscape. Some of the projects I've led include partnerships with Afkar Al Zaman, Rajdhani Restaurant, and UUDS Aero Repair. Each project presented unique challenges, but my dedication to providing tailored solutions ensured successful outcomes every time.

Clients such as Mazin Alhaj at Al Irshad Electromechanical Work LLC, Mohammad Masoud at Masoud Advocates, and Afzal Ahmad Majid at ALS Global Freight Services have praised my work for its precision, attention to detail, and commitment to excellence.

Looking Forward: Speaking and Mentorship

Today, I am passionate about sharing my journey and insights with others. I've had the honor of speaking at prestigious events like Dubai Investment Cop, Zurich Insurance, and Dubai Health

Authority, addressing topics ranging from cancer resilience to business strategy. Through these engagements, I aim to inspire and empower entrepreneurs, women, and professionals to build lives they can be proud of—both personally and professionally.

I am here to support, guide, and mentor anyone who believes they can build something greater. Whether it's through business setup, navigating personal challenges, or expanding into new markets, my focus remains on helping others achieve success while living fully.