

Thirukumaran Sivasubramaniam Debunks 5 Common Myths That Hold People Back in Fintech and Entrepreneurship

Toronto-based Fintex COO Thirukumaran Sivasubramaniam shares the biggest misconceptions he sees in business and technology and what to do instead.



Toronto, Ontario Feb 12, 2026 (IssueWire.com) - In today's fast-moving world of entrepreneurship and emerging technology, misinformation spreads just as quickly as innovation. Thirukumaran Sivasubramaniam, Co-Founder and COO of Fintex Inc., is speaking out to correct five common myths that continue to mislead individuals entering fintech, business, and the tech-driven economy.

“People don’t fail because they lack ambition,” says Sivasubramaniam. “They fail because they believe the wrong things about what success actually requires.”

Below are five myths he believes deserve to be challenged and along with practical tips anyone can apply immediately.

Myth #1: You Need to Be a Tech Genius to Work in Fintech

Why people believe it:

Fintech sounds intimidating. Many assume only engineers or coding experts can succeed in the space.

The truth:

Fintech needs operators, communicators, designers, mentors, business builders and not just developers. In fact, many successful fintech leaders come from non-technical backgrounds.

“Technology is important,” says Sivasubramaniam, “but execution and teamwork matter just as much.”

Tip you can use today:

Start by learning one concept: payments, digital banking, or automation and follow one fintech newsletter or LinkedIn page this week.

Myth #2: Entrepreneurship Is About One Big Breakthrough

Why people believe it:

Social media highlights overnight success stories, making growth look instant.

The truth:

Most businesses are built through years of steady progress. According to the U.S. Bureau of Labor Statistics, about 20% of small businesses fail in their first year, often because people underestimate how long it takes to build sustainably.

“Consistency matters more than talent,” Sivasubramaniam explains. “Showing up daily beats chasing quick wins.”

Tip you can use today:

Pick one small business goal you can complete this week: one customer call, one product improvement, or one networking message.

Myth #3: You Have to Do Everything Yourself to Succeed

Why people believe it:

Many professionals equate responsibility with carrying the entire load alone.

The truth:

Strong leaders build systems and empower others. Delegation is not a weakness, but it’s scale.

“I learned the hard way that leadership isn’t doing it all,” says Sivasubramaniam. “It’s building the team and trust to move forward together.”

Tip you can use today:

Write down one task you can hand off, automate, or simplify immediately.

Myth #4: If You Struggle Early, You're Already Behind

Why people believe it:

People compare their starting point to someone else's middle.

The truth:

Early hardship often builds resilience. Sivasubramaniam immigrated to Canada at age nine, facing instability and financial challenges. Those experiences shaped his work ethic and long-term focus.

“Struggle isn’t the end of the story,” he says. “It can be the foundation.”

Tip you can use today:

Instead of asking “Why me?” ask “What is this teaching me that will help later?”

Myth #5: Success Is Only About Money or Titles

Why people believe it:

Business culture often measures achievement through status.

The truth:

Impact, service, and mentorship matter deeply. Sivasubramaniam organizes annual fundraising efforts, donates clothing to communities in need, and mentors immigrant youth as they search for their first jobs.

“Helping someone land their first opportunity changes everything,” he says.

Tip you can use today:

Reach out to one person who is earlier in their journey and offer a small piece of guidance.

If You Only Remember One Thing...

The biggest career and business breakthroughs rarely come from hype or shortcuts. They come from daily habits, long-term thinking, strong relationships, and a willingness to keep learning.

“Long-term success comes from consistency, not intensity,” Sivasubramaniam adds.

Call to Action

Thirukumaran encourages readers to share these myths with a friend, colleague, or young entrepreneur and to try just one tip today.

“Small actions create momentum,” he says. “Start with one step.”

About Thirukumaran Sivasubramaniam

Thirukumaran Sivasubramaniam is the Co-Founder and Chief Operating Officer of Fintex Inc., based in Toronto, Canada. Born in Jaffna, Sri Lanka, he immigrated to Canada as a child and built his career at the intersection of entrepreneurship and technology. He is passionate about innovation, mentorship, philanthropy, and helping others pursue opportunity through the Canadian dream.

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Source : Thirukumaran Sivasubramaniam

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