

aws PRESENTS

TECHSPARKS YOURSTORY 2020

CO-PRESENTED BY  

TECH30

30 most promising Indian startups
2020

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INTRODUCTION

Tech30: Building from India for the world

It's a fact well documented that startups have a pivotal role to play in driving positive change and growth. They create jobs, contribute to economic dynamism, push the innovation needle, generate competition (and therefore lower costs), create new industries and more.

And when they succeed on a larger scale, they create wealth for not just their founders, but also for employees and shareholders.

Over the last few years, India's startup ecosystem has truly come of age. The country's startup ecosystem has also grown to become the third-largest globally, with its entrepreneurs and tech innovators building lasting solutions not only for India, but also for the world.

When we look at global expansion plans of YourStory's Tech30 2020 startups, the US, Southeast Asia, and Europe are emerging as the preferred go-to markets. Nearly 44 percent of the Tech30 startups claim to have global operations even at an early stage and many have global expansion on the cards, with only 7.2 percent focussed exclusively on the Indian market.

The country is also rapidly transforming into a digitally empowered society. With a digital population of over 600 million, India currently has the world's second-largest online market, also in terms of the number of apps installed and used per month.

India's unicorn club saw some great progress as well. We were happy to see Nykaa, a female-founder-led startup break into the all-male unicorn founder club – a leg-up for

diversity in the ecosystem. Nyka was one of six startups that attained unicorn status in 2020 besides Postman, Unacademy, Pine Labs, Zerodha, and RazorPay, even as BYJU'S attained the coveted decacorn status.

Despite the multiple challenges that abound with the current pandemic environment, India's growth story and its potential remain a strong bet, with its thriving innovation-led entrepreneurial ecosystem poised to contribute significantly to the country's move to an Aatmanirbhar Bharat, or self-reliant India. This was also reflected in the world of our startups that still saw investments flowing in, amidst the cautious business environment.

Every year, at TechSparks, YourStory celebrates the cause of 'vocal for local' with the Tech30 – a hand-picked list of India's top 30 early-stage, homegrown, tech startups. Tech30 startups, over the years, have grown into strong contenders in the ecosystem. Alumni of this illustrious club include Freshworks, Capillary Technologies, LogiNext, Little Eye Labs, Flutura, ForusHealth, Moonfrog Labs, Crayon Data, and Airwoot to name a few. Startups showcased in Tech30 over the past eight years have gone on to raise growth capital of over \$1 billion, cumulatively.

With Tech30, we are spotlighting the potential of building from India for the world and recognising the most promising early-stage startups. This year, we've also curated nine startups for a special mention as they create never-before solutions for the new normal. The innovations that they are driving will help to strengthen India's position among the global tech elite.

India's growth story and its potential, therefore, remain a strong bet. Its thriving innovation-led entrepreneurial ecosystem is poised to contribute significantly to the country's move towards being a global tech powerhouse. Here's to being vocal for local as we build from India for the world.



Shradha Sharma
Founder and CEO,
ourStory

Foreword

Over the last eight years, we at YourStory have been presenting the Tech30 – our specially curated list of India’s top 30 early-stage tech startups. Tech30 is often among the most anticipated tracks at TechSparks, India’s largest tech and startup summit – always heavily attended – with the audience practically spilling out of the auditorium for the pitches and report launch.

This year, the report will be released virtually. It will play out on millions of screens as TechSparks goes all virtual in keeping with the new normal.

The year was undoubtedly tough on a lot of startups, most of whom would have had the odds stacked against them. I believe it bears merit to acknowledge the challenge, before we go on to celebrate the victories.

Speaking of victories, one of the more encouraging statistics to emerge this year was that of the number of early and growth-stage deals – they are definitely on the upswing. More early-stage companies (an increase of 5.7 percent from last year) received funding in the first half of the year vis a vis growth and late-stage startups. That is precisely what the Tech30 is all about. Spotlighting and empowering the freshest crop of early-stage tech startups that will go on to become the next generation of changemakers.

Tech30 is also about being vocal for local. Prime Minister Narendra

Modi's clarion call for India to become Aatmanirbhar, or self-reliant, also put the spotlight on local startups and solutions and helped power India's innovation agenda through the Aatmanirbhar Bharat App Innovation Challenge, Artificial Intelligence Challenge, Microprocessor Challenge, and the Innovation Challenge for Development of a Video Conferencing Solution.

Given the tough dynamic, we want to go that extra mile for our Tech30 this year and be more than just a showcase of high-potential startups. We want to help these startups achieve their dreams by giving them a platform to tell their stories, meet investors, collaborate with ecosystem experts and enterprises, raise funding, and take their startups to the next level.

So, here's to being truly vocal for local with the Tech30 of 2020. This year's startups have been handpicked from over 2,000 applications. It was heartening to see startups headquartered in Tier-II cities like Cochin, Dehradun, Manipal, and Surat make it to Tech30 2020. It's encouraging to note that the maximum applicants to Tech30 2020 have launched their startups in 2020 – an encouraging statistic for what was a very tough year for most startups.

It is also interesting to see the youth of India taking the lead in the country's entrepreneurial landscape. The largest chunk of our startup founders fall into the 20-30 age bracket. More interestingly, 0.6 percent of the applications were from founders under 20 years old, indicating the falling average age of entrepreneurs in India.

This year, amidst the pandemic, several startups pivoted or came into being to create solutions for the new normal. We're proud to accord them a special mention in this report.

I urge you to go through all the profiles in detail and get to know these passionate entrepreneurs, because clearly some of them will go on to define the narrative of new India.

Research methodology

YourStory's flagship Tech30 list depicts our selection of 30 high potential and disruptive tech startups in the Indian startup ecosystem. This is the only platform in India that has been selecting "Super 30" startups **every year since 2012**. Not only does the platform act as a catalyst in creating growth opportunities for the selected early-stage startups, but also helps them showcase their tech-first, data-led, and innovative solutions to the ecosystem.

Over the past decade, **around 270 startups** that were showcased in the Tech30 list have gone on to raise growth capital of over a billion dollars, cumulatively. YourStory's Tech30 Startups platform helps young entrepreneurs reach out to leading influencers and mentors, thus creating a collaborative space for future interactions and engagement.

In this landmark year, our theme for the **ninth edition** of Tech30 Startups is '**Celebrating the Big and Small: Aatmanirbhar India Building World-Class Solutions**'. Every nation today is battling its own struggles and challenges in the face of a pandemic. This is a time when



developing countries like India are at crossroads with a falling economy on one hand and the rise of entrepreneurship on the other hand.

India is witnessing remarkable technology innovations during the pandemic, which just goes on to show the potential that Indian startups offer. Whether going through pivots or starting new businesses, the young entrepreneurs of the country continue to merge active participation and cutting edge technology in most industries.

Deep Tech, Agritech, Enterprise Software, Fintech, Ecommerce, Healthtech, and Cleantech are a few sectors that continue to integrate Artificial Intelligence (AI)/Machine Learning (ML), Augmented Reality (AR)/Virtual Reality (VR), Internet of Things (IoT), big data analytics, blockchain, cloud, and cybersecurity capabilities into their systems to increase efficiency and productivity levels while creating world class products and solutions. Numerous other innovative startups are mushrooming across the country. YourStory's Tech30 startups will certainly play a crucial role in India's global quest.





Valuation Methodology

Over **2,000 applications** were received in the initial stage of the Tech30 selection process through a draft web-based survey instrument prepared and launched across YourStory's online properties. Through this short survey, YourStory's objective was to obtain accurate information about the applicants, their technology and products.

The Tech30 Jury, comprising YourStory Research and Data Heads, senior editorial staff, investors, and industry experts, narrowed down the initial list of around **2,000 applications to almost half** based on the extent of the product innovation of startups, both in terms of product utilisation and defensibility, as well as its market potential.

In the second round of the selection process, around **900+ startups** were invited to participate in a more detailed survey, which sought details on the startup's revenue model, team strength, market potential, product lifecycle, customer traction and expansion plans, among others.

This detailed survey sought to gain more information on each startup by understanding their potential, perspectives, scalability, impact, and products.

Once all responses had been received in the second round, they were thoroughly vetted for reasonableness and accuracy. Startup founders were then contacted to clarify any contradictory messages or seek clarity on areas that were left unanswered. Follow-up emails were sent and phone calls made to several respondents to better understand the context of some of the responses.

Following multiple iterations on the application forms and several interview rounds with founders and key stakeholders, the select group of startups were further shortlisted by the Tech30 Jury for the third and final round.

The final stage of the selection process included face-to-face or online video interviews with startup founders, during which the jury further queried the startups on technological innovations being leveraged to imagine solutions that have the potential to impact millions of people.

The jury also closely studied the team for capabilities and skills that are required for disruptive tech-based solutions and products, and also to scale and grow the business with the right leadership and management skills.

Other key metrics that were considered before making their final selection of the Tech30 companies included the size and potential of the addressable market, scalability of solutions, and clarity in the revenue models.



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Tech30 2020: Key insights from the applications

Single founder vs co-founded startups

29 percent of the startups have a single founder, while 71 percent have co-founders. Most Tech30 2020 applicants (24.8 percent) have launched their startups in 2020.

Funded vs non-funded startups

60 percent of the startups are bootstrapped, 22 percent are angel-funded, 7 percent are VC funded, and 7 percent are part of an accelerator or incubator.

Global expansion plans

Of the total applicants, 35.5 percent of the startups claim to have global operations even at an early stage and many have global expansion on the cards. The key international markets on the radar for the Indian startups are Africa (7.8 percent), Australia (11.4 percent), Europe (17.5 percent), Middle East (15.7 percent), South America (5.9 percent), Southeast Asia (18.3 percent), with US/North America (23.5 percent) leading the charts.



Profitability

While 29.1 percent of the startups have not started generating revenue yet, 65.1 percent of the startups are at an early stage of generating revenues but are yet to break even. Interestingly, 20 percent of the startups claim profitability. Most of the startups are currently generating revenue between Rs 5 and 25 lakh.

Key sectors

Traditional sectors are still in the lead. Enterprise Software (15.4 percent), Deep Tech (13.1 percent), Healthtech (10.3 percent) and Edtech (10.2 percent) emerged as the most preferred sectors. However, the applicant startups were also found leveraging technology to find new solutions in areas such as space, legal, and energy, among others.

B2B vs B2C

B2B startups (36.8 percent) continued to take the lead in the ecosystem. While 6 percent of the applicants are yet to make their product live, 27 percent of the startups are exploring the B2B2C model. Also, 40.2 percent of the startups have pivoted their business model after their launch.

Patents

Only 11 percent of the applicants have

received one or more patents. Sadly, despite India raising the innovation flag high up, 66.3 percent startups have no patents in place so far.

Tier-I vs Tier-II and III

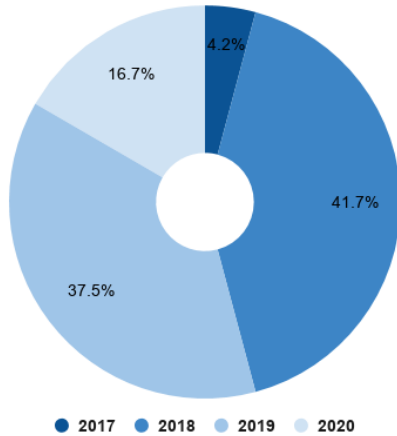
Bengaluru continued to lead the charts with 28.5 percent of the applicants headquartered in the Silicon Valley of India. Delhi-NCR followed at second place with 17.8 percent and Mumbai came third at 12.8 percent. It was also interesting to see cities like Indore, Jaipur, Vadodara, Coimbatore, and Ahmedabad making it to the top 15.

Age of founder(s)

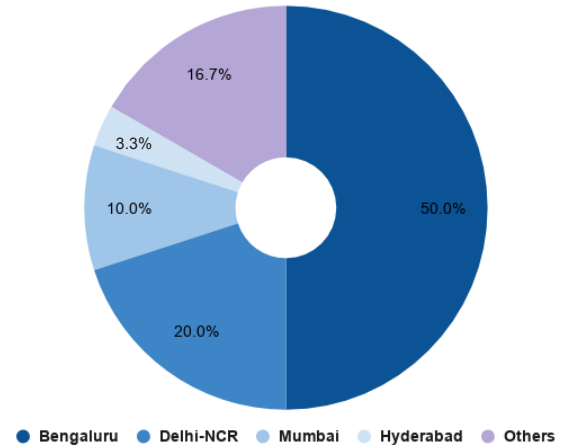
Most startup founders (37.7 percent) fall into the age bracket of 20–30 years. Interestingly, 0.6 percent of the applications were from founders under 20 years old. This indicates the falling average age of starting the business in India.

Tech30 2020-Winners At A Glance

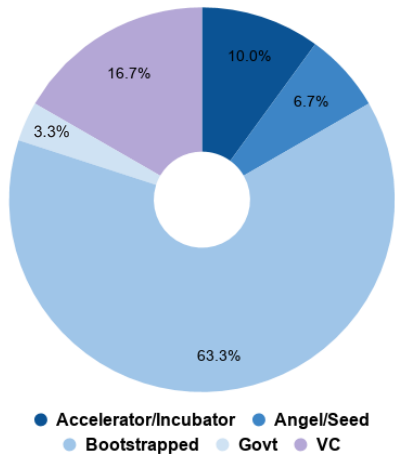
Founding year



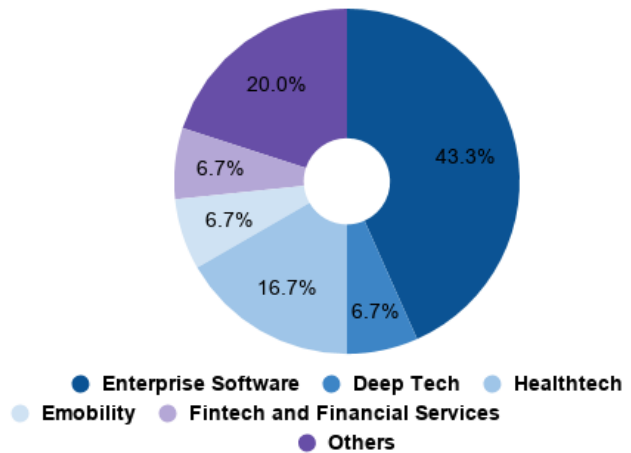
Headquarters



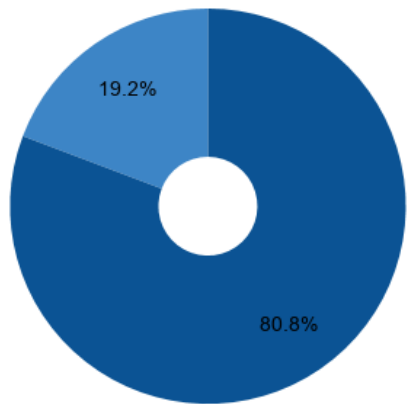
Source of funding



Sector-wise breakup

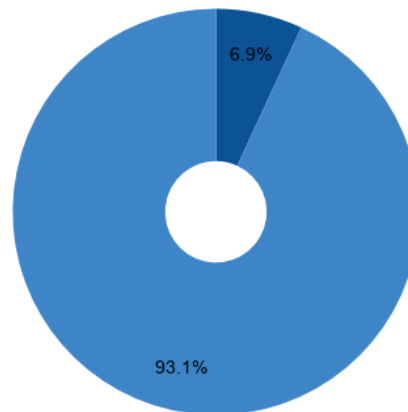


Single vs co-founded startups



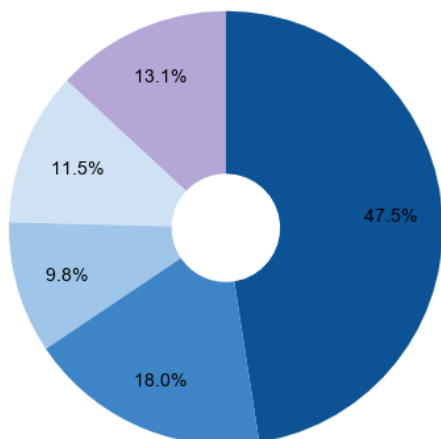
● Co-founded startups ● Single founders

Founders' gender breakup



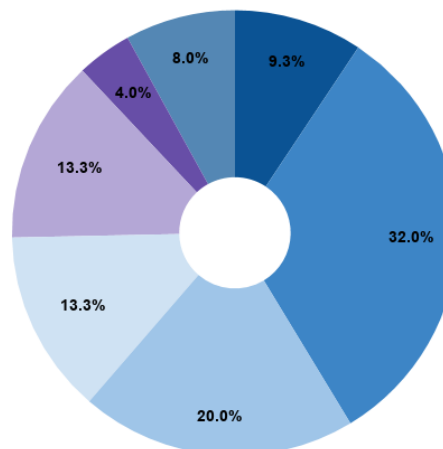
● Female ● Male

Founders' education background



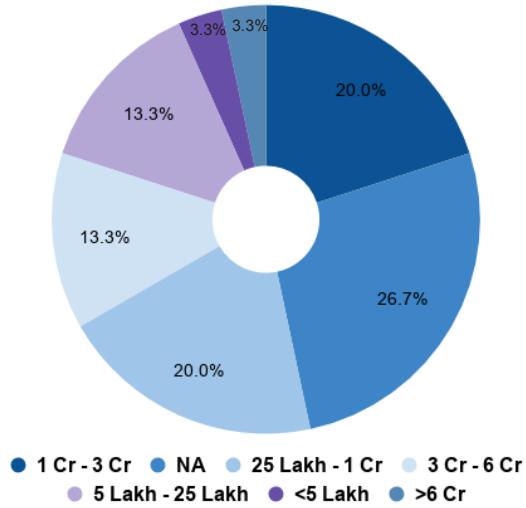
● BTech ● MBA/MS ● PhD ● MTech/ME ● Others

Age of founders

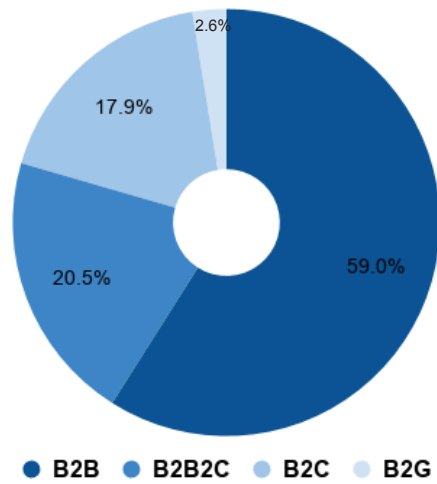


● 20-25 ● 26-30 ● 31-35 ● 36-40 ● 41-45 ● 46-50 ● >50

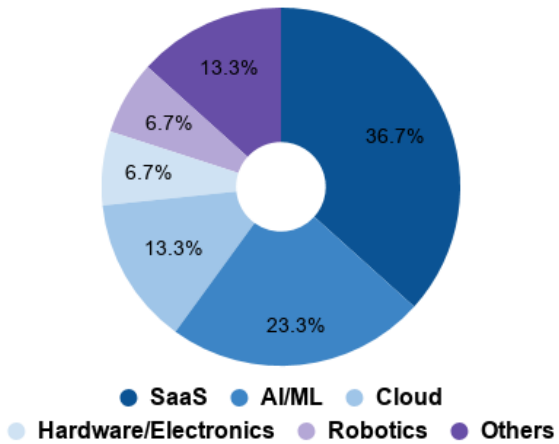
Annual revenue (in Rs)



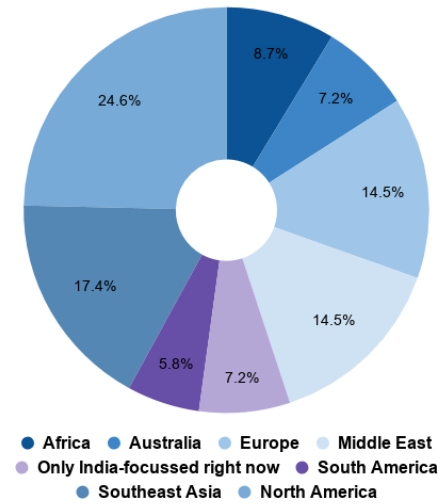
Business model



Technology



Global expansion on the cards



Tech30 2020 Winners: Other Notable Insights

Single founder vs co-founded startups

While 19.2 percent of the winning startups have a single founder, 80.8 percent have co-founders. The maximum startups in the winning stream have launched their startups in 2020 (24.8 percent).

Funded vs non-funded startups

63.3 percent of the winning startups are bootstrapped, 6.7 percent are angel-funded, 16.7 percent are VC-funded, and 10 percent are part of an accelerator/incubator.

Global expansion plans

Of the total applicants, 43.3 percent startups claim to have global operations even at an early stage and many have global expansion on cards. The international markets on the radar for the Tech30 winners are Africa (8.7 percent), Australia (7.2 percent), Europe (14.5 percent), Middle East (14.5 percent), South America (5.8 percent), Southeast Asia (17.4 percent), with US/North America (24.6 percent)

leading the charts. Interestingly, 7.2 percent startups are only focussed on India.

Profitability

While 13.3 percent startups have not started generating revenue yet, 50 percent startups are at an early stage of generating revenues but are yet to break even. Interestingly, 23.3 percent startups claim profitability. Most of the winning startups are currently generating annual revenue between Rs 25 lakh to Rs 3 crore.

B2B vs B2C

59 percent of the Tech30 2020 winners operate in B2B space while 20.5 percent prefer B2BC, and 17.9 percent in B2C.

Tier-I vs Tier-II

Bengaluru continued to lead the charts with 50 percent applicants having their headquarters in the Silicon Valley of India. It is followed by Delhi-NCR (20 percent) and Mumbai (10 percent). It was also interesting to see startups headquartered in Tier-II

cities like Cochin, Dehradun, Manipal, and Surat to make it to Tech30 2020.

Gender and age of founder(s)

Maximum (41.3 percent) startup founders fall into the age bracket of 20-30. Interestingly, 8 percent startups that made it to the top 30 were started by founders over 50 years old. Also, only 6.9 percent of the Tech30 founders are female while 93.1 percent are male.

Key sectors

Around 43.3 percent of the startups were in Enterprise Software, while another 16.7 percent were Healthtech startups. The rest were from Deep Tech, Emobility, Fintech and Financial Services, and Spacetech, among others. Here's a look at the Tech30 winners by sector:

Enterprise Software



Deep Tech



Healthtech



Emobility



Fintech and Financial Services



Logistics



SpaceTech



Agritech



Ecommerce



Edtech



IT/Services





TECH30 Profiles

Arintra



Vertical: **Healthtech**

Business model: **B2B SaaS**

Technology: **AI**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **November 2019**

YS TAKE

The poor doctor-to-patient ratio in the country puts Arintra in a sweet spot as its technology platform lessens the load on medical practitioners and allows them to focus on diagnosis and treatment. The SaaS model of this startup gives a big boost for telemedicine, making healthcare accessible to greater sections of the population. In addition, Arintra's technology platform is also available in Indic languages such as Hindi, Tamil, Kannada, Telugu, and Gujarati that gives it a much wider acceptance.

COMPANY OVERVIEW

Arintra is a healthcare focused AI-driven startup, which aims to make information of patients' history readily available so that doctors can focus more on diagnosis than spend time collecting data. The startup's AI-powered software platform can capture all this data without the assistance of a doctor.

DETAILS OF PRODUCT/SERVICE

Arintra's AI-powered software platform allows for patients or clinical associates to comprehensively capture patients' history without the need for a doctor. The startup's deep learning model generates clinical insights such as provisional diagnosis, lab recommendations, etc. It uses medical AI to intelligently generate probing questions based on the complaints and previous responses. The technology platform takes into account many factors such as medication, social history, pre-existing conditions, etc. The startup estimates that through this process, doctors are able to save 40 percent of the time that would have spent learning the patients' history.

FOUNDER(S) DETAILS

The startup was founded by Preeti Bhargava (35) and Nitesh Shroff (35). Preeti is a graduate of Delhi College of Engineering and did her PhD in computer science from the University of Maryland.

Nitesh is a B.Tech in electrical engineering from IIT Madras and also holds a PhD in electrical engineering from The University of Maryland.

REVENUE MODEL

Arintra works on a SaaS model where it sells its products as subscriptions to hospitals on a per doctor, per month basis. Besides, it also licences its APIs to EMRs, remote-clinics, and telemedicine companies on a pay per use basis.

TRACTION

The startup is yet to generate any revenue.

Avianco



Vertical: **Enterprise software**
Business model: **B2B/B2C SaaS**
Technology: **Software**
Location: **Bengaluru**
Size of the team: **Less than 10**
Founding date: **May 2018**

YS TAKE

Drones are expected to become a key part of industries in the 'new normal' thanks to social distancing and contactless delivery norms. We expect Avianco's "No-Code Low-Code" approach to onboard various types of drones, comprehensive end-to-end drone operations, and a management platform that enables drone service providers to deliver value to their end customers, will act as key strengths for the company's growth.

COMPANY OVERVIEW

Avianco is an aerospace and aviation technology solutions startup, which enables safer integration and use of fully automated drones into the airspace. Through its digital cloud-based drone operations and management software (SaaS) platform, and software integration tools, Avianco enables a national-level, full-scale deployment of unmanned aerial vehicles (UAVs), and compatible services.

DETAILS OF PRODUCT/SERVICE

The product suite is designed to be used by individual and enterprise drone operators, manufacturers, and system integrators, as well as government agencies and authorities. Use cases include conducting land, asset or industrial survey and mapping inspections, drone-based essential medical deliveries in emergencies, drone-based last-mile delivery in hard to reach (HTR) areas. Enterprises can conduct their drone operations using Avianco's platform.

FOUNDER(S) DETAILS

The startup was founded by Shravan Vatambeti (42), who had earlier founded Dhansoft Technologies. He has a B.Tech in Computer Science and Engineering degree from Sri Venkateswara University and an MBA from George Mason University.

REVENUE MODEL

Avianco follows a combination of subscription based and API pay-per-use revenue model.

TRACTION

The bootstrapped company has around 10 customers and is yet to break even.

Bikayi



Vertical: **Ecommerce, Digital Marketing**

Business model: **B2B SaaS**

Technology: **Software**

Location: **Hyderabad**

Size of the team: **11-20**

Founding date: **April 2019**

KEY TAKEAWAYS

Bikayi has successfully managed to crack the code for onboarding merchants without fuss by leveraging WhatsApp, which most have already adopted for conducting their businesses. Despite big players such as Amazon and Reliance Jio entering the merchant ecommerce space, Bikayi's headstart in the sector gives it an early mover advantage. The startup has been chosen as part of Tech30 for demystifying digital for merchants across the country, as well as enabling them to take their businesses online in a seamless manner.

COMPANY OVERVIEW

Bikayi, a merchant ecommerce startup, allows small businesses to quickly and simply create their online stores, powered with all the necessary tools needed to manage ecommerce on WhatsApp. The Hyderabad-based startup's potential customer is anyone doing commerce on WhatsApp, whether it's a grocery store, wholesaler, manufacturer, retailer, restaurant, or a bakery.

DETAILS OF PRODUCT/SERVICE

The startup helps businesses that use WhatsApp, with its order and catalogue management. The platform is similar to Canadian ecommerce company Shopify, which enables businesses to create, scale, and manage their own online stores.

The Bikayi app has both free and premium subscription-based offerings that start from Rs 1,999 and go up to Rs 7,999 per year. The subscriptions include benefits such as the ability to generate discount promo codes, different themes, analytics access, etc.

FOUNDER(S) DETAILS

The startup was founded by Sonakshi Nathani (26) and Ashutosh Singla (25), who met as classmates at IIIT (International Institute of Information Technology) Hyderabad. After college, Sonakshi went on to work for Microsoft in Hyderabad as a software engineer for three years.

Ashutosh, on the other hand, moved to Canada and had a stint each with US-headquartered HR startup Zenefits and Twitter Co-founder Jack Dorsey's payments startup Square.

REVENUE MODEL

Bikayi's revenue comes from its fee-based premium subscriptions.

TRACTION

Bikayi turned profitable in under a year by January 2020. In August 2020, it announced its seed funding round of \$2 million from a group of international investors, including Grammy-winning American electronic DJ and music producer duo Chainsmokers' early-stage fund Mantis Ventures, Y Combinator, and Pioneer Fund. Bikayi has over 85,000 merchants on its platform and expects the number to reach a million by December 2020.

Blackfrog Technologies



Vertical: **Healthtech**

Business model: **B2B**

Technology: **Hardware, Electronics**

Location: **Manipal**

Size of the team: **11-20**

Founding date: **November 2015**

YS TAKE

Blackfrog Technologies has been chosen for Tech 30 for its efficient rapid-cooling technology, especially with the increasing need for transportation of biological samples. With vaccines being freeze-sensitive and becoming the need of the hour, Emvólio's technology ensures the optimum temperature between 2 and 8 degree Celsius. Moreover, an electronic feedback mechanism is used to make sure that the temperature conditions of the containments are never compromised.

COMPANY OVERVIEW

Blackfrog Technologies' flagship product is Emvólio, a portable, wireless, refrigeration device that can help store vaccines at an optimum temperature of 2-8 degree Celsius, with their patented rapid-cooling technology. Further device capabilities will include continuous temperature monitoring, location tracking, state of charge indication and communication with headquarters via live tracking and vital statistics for improved coverage.

DETAILS OF PRODUCT/SERVICE

Emvólio is a portable, battery-powered refrigeration device that will strictly maintain any pre-set temperature for up to 12 hours for last-mile transport of biological samples.

The device stabilises the temperature to 2-8 degree Celsius (safe limits) during excursions and is 96 percent faster than any other available product. The system also operates as a stand-alone refrigerator during power outages and is currently being solar-operated in a remote health-centre cut-off from the grid.

Emvólio has been granted two patents in India (now pursuing Patent Cooperation Treaty) for the refrigeration mechanism that ensures a stable temperature platform for vaccines with an error of less than 0.5 degree Celsius.

FOUNDER(S) DETAILS

The startup was co-founded by Mayur Shetty (27) and Donson D Souza (27). While Mayur completed his B.Tech from Manipal University, Donson completed his B.Tech from Mangalore University. Mayur is also a fellow at the Judge Business School, Cambridge University.

REVENUE MODEL

At present, they are selling the devices (ad-hoc sales) which are one-off products completely developed, assembled, tested and deployed by Blackfrog in-house.

Until their production capacity is scaled up, they will be focusing on domestic laboratories and hospitals for transport of various biologicals. They have been working with manufacturing partners to scale-up volumes for delivery of COVID-19 vaccines when approved.

TRACTION

It has around 11-50 customers at the moment.

CogniAble



Vertical: **Healthtech**

Business model: **B2G, B2B, and B2C**

Technology: **ML**

Location: **Delhi-NCR**

Size of the team: **11-20**

Founding date: **January 2016**

YS TAKE

Behavioural conditions like autism can be difficult to understand, for both the patient and the family. CogniAble is not only helping people get access to the appropriate healthcare but also understand the condition better. Considering the lack of awareness and difficulty in finding timely resources around autism, we believe CogniAble can play a crucial role to nurture this niche category.

COMPANY OVERVIEW

Healthtech startup CogniAble uses ML-based assistive technology to ensure early detection and affordable treatment of autism spectrum disorder.

DETAILS OF PRODUCT/SERVICE

CogniAble has an online platform with two solutions — early automated screening for autism and digital therapy management. Users upload videos of children on its mobile app, which are analysed by deep learning models to identify fine motor, gross motor, and complex actions based on stimulus provided by a caregiver. The proprietary algorithms conduct an analysis and give an autism screening prediction by providing a risk score. This risk prediction is done on the basis of 12 behavioural landmarks suggested by doctors. It also enables parents, schools, and institutes to get access to integrated assessment and treatment plans aimed at helping children live an independent life.

FOUNDER(S) DETAILS

CogniAble was founded by Manu Kohli with his wife Dr Swati Kohli, Dr Prathosh AP, and Dr Joshua Pritchard.

Manu, an engineer and management graduate, has 16 years of experience, and is working on his PhD at IIT-Delhi with a focus on developing affordable and scalable solutions for neuro-developmental disorders. Dr Swati has 18 years of experience in working with children with neuro-developmental delays. The duo were joined by their friends, IIT-Delhi faculty member Dr Prathosh, a computer vision expert with a PhD from IISc Bangalore, and Dr Joshua, who holds a PhD in behaviour analysis from University of Nevada and runs autism clinics in the US.

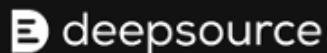
REVENUE MODEL

The startup works on three revenue models: business to government, business to business, and business to customers. It works with government organisations such as healthcare centres and public hospitals, businesses such as schools and private hospitals, and parents. Clients are charged a subscription fee for access to the platform.

TRACTION

Six clinics from India, the US, and Bangladesh are using the application with more than 100 users.

DeepSource



Vertical: **Enterprise Software**
Business model: **B2B2C SaaS**
Technology: **Automation**
Location: **Bengaluru**
Size of the team: **11-20**
Founding date: **December 2018**

YS TAKE

In a short period of time, DeepSource has attracted clients like Slack, Intel, NASA, SAS, and others. Backed by Y Combinator, and several other ventures, the founders' target is to reach a community of 40 million developers in the world and save more than three hours of developer time per week. We believe, if DeepSource can play its cards right, it can create the much needed revolution in the area of coding.

COMPANY OVERVIEW

DeepSource helps developers find and fix bugs in their code automatically with its flagship product Autofix. It uses technologies like static analysis and ML to learn from how a project or team writes code and suggest how they can write code better by generating bug fixes automatically. It claims to be the only product in the space with automation features and a five percent false positive rate.

DETAILS OF PRODUCT/SERVICE

The startup's flagship product Autofix supports all major programming languages and configuration as code technologies and detects 2,000+ unique issues like bug risks, security vulnerabilities, performance issues, anti-patterns, and so on.

FOUNDER(S) DETAILS

DeepSource was co-founded by 26-year-old duo Sanket Sourav, and Jai Pradeesh. A B.Tech in Computer Science and Engineering from NIT Jamshedpur, Sanket earlier founded HR tech startup DoSelect where Jai was into engineering. Jai has a B.Tech. in Computer Science and Engineering from SASTRA University.

REVENUE MODEL

The startup charges \$30 per user per month for its cloud version and a custom pricing for its on-premise enterprise version. For the enterprise version, the annual contract value (ACV) is between \$80K and \$120K.

TRACTION

The startup claims to serve 500+ customers, and clocks an annual revenue of Rs 25 lakh to Rs 1 crore

DronaMaps



Vertical: **Deep Tech**

Business model: **B2B SaaS**

Technology: **AI, ML, Analytics**

Location: **Delhi-NCR**

Size of the team: **Less than 10**

Founding date: **October 2016**

YS TAKE

DronaMap's solution has already been deployed in cities like Ayodhya where it mapped the cityscape to find exit routes and identified dangerous areas of the river during a festival. We believe that drones have the capacity to change the future of industries such as consumer tech, logistics, among others. However, startups like DronaMaps will be the much needed solutions to bring in higher efficiency to ensure larger productivity here.

COMPANY OVERVIEW

DronaMaps specialises in large-scale 3D mapping with drones and advanced geospatial analytics using AI. It addresses the problems faced by state bodies and large enterprises which require structured and digitised geospatial data which is readily available for future decision-making. The startup is in the process of filing process patents for image reconstruction and sorting.

DETAILS OF PRODUCT/SERVICE

The product is a Command and Control Centre solution that structures existing geospatial databases, augments them with 3D drone maps, integrates inputs from on-ground surveys/sensors, and adds AI/ML analytics to support informed decision-making. The startup uses advanced analytics with survey-grade accuracy to support 3D mapping with drones. It also integrates drone maps and live feeds to further common access information systems for the state machinery, enabling remote access of information, monitoring and surveillance.

FOUNDER(S) DETAILS

The startup was co-founded by Ayushi Mishra (28) and Utkarsh Singh (27).

Ayushi has pursued MS in Engineering Management from John Hopkins University, US, and was previously the co-founder of Marigold Health – a mobile platform that gives patients text-based support using AI.

Utkarsh also studied at John Hopkins University, pursuing a Bachelor's in Computer Science.

REVENUE MODEL

DronaMaps platform provides licences to its clients for a subscription of Rs 1 crore over a year. This does not cover the cost of drone data acquisition. There is a per-unit price of Rs 1.5 lakh per sq km, out of which 30 percent goes to the drone service provider who collects the data for the startup.

TRACTION

Serving less than 10 customers, the startup generates revenue of Rs 1 crore to Rs 3 crore per annum.

EyeROV



Vertical: **Deep Tech**

Business model: **B2B**

Technology: **Marine robotics, underwater drones, AI, ML, computer vision, real-time 3D imaging, data analytics**

Location: **Kochi**

Size of the team: **11-20**

Founding date: **September 2016**

YS TAKE

EyeROV has been chosen as a part of Tech30 for increasing efficiency, improving visibility, and bringing in data-led reporting in marine operations with its compact, easily maneuverable, and operationally safe ROV drone that is built in-house. The device is economical, multi-functional, and fully digital, and can potentially bring about behavioural shifts in industrial inspection, which was a paper-based exercise earlier.

COMPANY OVERVIEW

EyeROV is a marine robotics company that designs and manufactures industrial grade underwater drones known as Remotely Operated Vehicles (ROV), which let businesses conduct inspections and surveys of underwater assets. The startup has also built an analytics platform EVAP powered by AI/ML algorithms.

DETAILS OF PRODUCT/SERVICE

EyeROV has built TUNA, a smart micro-ROV (Remotely Operated Vehicle) and commercial underwater drone, which has completed more than 1,000 hours of underwater inspection of dams, bridges, ports, ship hulls, oil and gas assets, and other critical underwater structures across 25 projects in five states.

The cost-effective product works up to a depth of 200 metres, and can be controlled using a laptop or joystick. A camera fitted onto the drone provides a live video feed of the underwater environment. EyeROV TUNA is used in defence, search and rescue operations, emergency services, and ports.

FOUNDER(S) DETAILS

The startup was founded by Johns T Mathai (31), who previously worked as a firmware engineer at Grey Orange Robotics and as lead engineer at Samsung R&D Institute in India. He has an M.Tech in Computer Technology and Electrical Engineering from IIT Delhi. His co-founder, Kannappa Palaniappan P (31) was a project scientist at the National Institute of Ocean Technology (Government of India). He has an M Tech in Ocean Engineering from IIT Madras.

REVENUE MODEL

The startup has a three-pronged revenue model: hardware sales; RaaS (Robotics as a Service) based on the area to be surveyed; and PaaS (Platform as a service) for a data-led inspection reporting platform given to enterprises.

The startup is generating Rs 5 lakh to Rs 25 lakh revenue per annum.

TRACTION

It has 11-50 customers, including the Defence Research and Development Organisation (DRDO) of the Government of India, Bharat Petroleum, Adani Group, Kerala Police, Southern Railway, Eastern Railway, West Central Railway, Karnataka Fire, and Emergency Services, among others.

Fountain9



Vertical: **Enterprise Software**
Business model: **B2B/B2B2C SaaS**
Technology: **AI, ML**
Location: **Mumbai**
Size of the team: **Less than 10**
Founding date: **November 2019**

YS TAKE

While the pandemic halted most businesses, retailers and ecommerce players are still pushing through the crisis by leveraging digital adoption. After witnessing how Sears — one of the biggest names in the history of retail — in adopting technology and keeping up with trends, the co-founders decided to help other “Sears of the world”. The startup has been chosen for building capabilities that are entirely new to inventory management, and can go a long way in addressing core issues

COMPANY OVERVIEW

Fountain9, a deep tech startup, leverages AI and ML to provide algorithmic planning solutions for ecommerce, retailers, and CPG companies to minimise stock-outs and inventory pile-ups. Its flagship offering, Kronoscope — a fully-automated cloud cost optimisation product — brings all inter-related functions around demand, inventory, suppliers, pricing, and marketing on one platform for retailers.

DETAILS OF PRODUCT/SERVICE

Its solution Kronoscope provides retailers with an omnichannel demand sensing for better visibility into future demand, simulations to see the impact of pricing and marketing strategies, and stock out predictions with automated procurement plans for proactive stocking and replenishment.

The solution also provides systematic collaboration between supply chain, pricing, and marketing teams, helping them test out different scenarios and make data-driven decisions to optimise outcomes.

FOUNDER(S) DETAILS

Fountain9 was co-founded by Niki Khokale (34) and Rajas Lonkar (34). Previously, Niki headed the Strategy and Analytics department for Google Fiber, while Rajas worked as a Product Manager for Google Ads.

The co-founders have a Masters in Information System Management from Carnegie Mellon University, Pittsburgh.

REVENUE MODEL

Fountain9 follows a monthly subscription-based SaaS model, wherein it has two plans — one for the SMEs and the other for enterprises. It has differentiated pricing for India as compared to the global market.

TRACTION

Currently bootstrapped, the startup presently caters to around 10 clients.

Lightwing



Vertical: **Enterprise Software**

Business model: **B2B SaaS**

Technology: **Software**

Location: **Bengaluru**

Size of the team: **Less than 10**

Founding date: **March 2018**

YS TAKE

At a time when organisations are aiming to bring down costs to sail through the ongoing pandemic, Lightwing is helping businesses save 90 percent of cloud computing cost via intelligent automation and claims to provide 2x-3x higher savings than any other product in the market. It is solving the massive problem of cloud waste, i.e. companies paying for cloud compute that they do not actually use.

COMPANY OVERVIEW

Lightwing's solution provides companies with intelligent CloudOps automation — decreasing monthly cloud computing bills by up to 90 percent, and improving the efficiency of the team and the infrastructure by optimising the use of public clouds such as AWS, Azure, and DigitalOcean. This can be achieved with a simple one-time setup while eliminating any manual intervention, and businesses will not require any change in the way their developers work.

DETAILS OF PRODUCT/SERVICE

Lightwing Smart Advisor helps to bucket cloud resources based on usage (production or non-production) and nature (state and fault tolerance). It uses data across deployments to figure out what compute power will be cost-effective for a particular workload. The second product, Lightwing Compute Groups, helps companies utilise the cloud's excess capacity and significantly cut compute costs. The third product, Lightwing Policies, provides automated cloud usage governance across the business' cloud accounts.

FOUNDER(S) DETAILS

The startup was founded by Ravitej Yadalam and Navaneeth KN in 2019. Ravitej (33) previously co-founded Pennyful and MediRupee. He has a degree in Electronics and Communication from the RV College of Engineering, Bengaluru.

Navaneeth (37), who previously worked at Alation, Sahaj Software Solutions, ThoughtWorks, and Wipro, is a consulting professional. He holds an MCA degree from Bharathiar University, Tamil Nadu.

REVENUE MODEL

Lightwing charges customers 20 percent of the monthly savings generated for them by its solutions. For example, if Lightwing saves them \$1,000 for the month, they pay Lightwing a license fee of \$200 for that month.

TRACTION

Techstars-incubated Lightwing has around six paying customers including Wipro, Discover Dollar and Zwayam among others and 15 ongoing POCs. The company is also an official alliance partner of Wipro, to co-sell to their customers globally.

Megara Robotics



Vertical: **Deep Tech**

Business model: **B2B2C**

Technology: **Robotics, Automation**

Location: **Chennai**

Size of the team: **Less than 10**

Founding date: **December 2019**

YS TAKE

Coconut harvesting in India has been the occupation of economically backward communities, but many are not keen due to the risk involved. Kerala has 180 million coconut trees and needs 50,000 trained climbers, but only has about 7,000. Megara Robotics' AI and robotics-based coconut harvester cuts out the risk by allowing plantation owners to harvest coconuts by tracking a video feed. The company has been chosen as part of Tech30 for its focus on building robotics for agricultural, healthcare, and humanitarian applications that improve the quality of human life.

COMPANY OVERVIEW

Megara Robotics is a startup that focuses on building robotics for agricultural, healthcare, and humanitarian applications, among others. The robotics startup has garnered attention for its AI and robotics-based coconut harvester. Incubated at Amrita TBI, Amrita Vishwa Vidyapeetham University, Kollam, the startup aims to design, develop, manufacture, and deal in all kinds of robot and automation systems and technologies.

DETAILS OF PRODUCT/SERVICE

Megara has created an AI and robotics-based coconut harvester called Amaran. This can be used to harvest coconuts from the ground with the help of a video feed. The user does not need to climb up trees for harvesting. The mouse-click method is used to select the bunch of coconuts to be cut from the live video stream. It has also created other AI-enabled products such as tele-operated patient transportation robots.

FOUNDER(S) DETAILS

The startup was founded by Dr Rajesh Kannan Megalingam, Director of a Humanitarian Technology Labs (HuT Labs) in the ECE department of the Amrita School of Engineering, Amrita Vishwa Vidyapeetham University. Rajesh completed his master's and PhD from Amrita Vishwa Vidyapeetham in 2010 and 2015, respectively. His research areas include embedded systems, robotics, semiconductors, and healthcare. He has published more than 80 research papers in various international journals and book chapters, and has four patents to his credit.

REVENUE MODEL

Amaran is a patented technology in the US and India. The startup expects to make revenue by selling or renting Amaran to consumers.

TRACTION

The startup has not sold any machines yet, but about 15 farmers are using the coconut harvester on a trial basis.

Niral Networks



Vertical: **Enterprise Software**

Business model: **B2B, B2B2C**

Technology: **Edge Cloud**

Location: **Bengaluru**

Size of the team: **11–20**

Founding date: **July 2019**

YS TAKE

Niral Networks aims to democratise 5G, and Edge Cloud networking infrastructure by transforming to open-source, web-scale disaggregation using NiralOS and white box hardware. Its open networking software and white box products are an alternative to Cisco, Juniper, and Huawei. As part of a recent report by DSCI, a NASSCOM initiative, Niral Networks has been named as a leading 5G technology provider from India.

COMPANY OVERVIEW

Niral Networks develops curated, open, disaggregated networking solutions that transforms the economics of networking systems for 5G and beyond. It partners with mobile operators, cloud providers, and ISPs on their network transformation from being vendor-controlled to being vendor-agnostic by embracing curated, open-source, and disaggregated product frameworks.

DETAILS OF PRODUCT/SERVICE

Niral is creating an open source portfolio of networking product frameworks for 4G/5G Access and Edge, including Cell Site Router (CSR), Deep Packet Inspection (DPI), Cell Site Gateway, and Inspection (CSGI) that can be integrated on a white box hardware or deployed as a virtual function.

FOUNDER(S) DETAILS

The startup was co-founded by Abhijit Chaudhary (42), Inder Gopal (58) and Subrata Debnath (42).

Abhijit previously co-founded Etrance Networks and Pickcel. He has worked with Apigee, Sandvine India, Cisco, Huawei and Motorola. Inder has worked with IBM Global Networking Business, Ericsson and has co-founded a couple of VC funded-startups in Silicon Valley. Subrata has worked with HP, Movik, Emulex and co-founded Xlayer Technologies & Pickcel.

REVENUE MODEL

Niral can provide its NOS either as a product pre-integrated software and hardware or as only software and integrate it with separately purchased hardware. It charges annual subscription fees for NOS and a one-time NRE fee for customization and bespoke product development.

TRACTION

It is in the advanced stage of its trials and has commercial agreements with eleven telecom operators and ISPs in India, Asia, and Europe, including Spectra, Airtel, Rakuten, and Tata Communication, among others.

Nuclei



Vertical: **Enterprise Software**

Business model: **B2B2C SaaS**

Technology: **Software**

Location: **Bengaluru**

Size of the team: **61-100**

Founding date: **September 2018**

YS TAKE

In the world of traditional banking and neobanking, Nuclei is walking the middle path, catering to the digital needs of the banks to bring in the additional tech capabilities primarily on the consumer front. With clients like SafeGold and partners like ConfirmTkt, the team is looking to create 'super banking apps', which have the potential to disrupt not only fintech but even the consumer tech sector in near future. We saw a product-market-fit in the blooming digital economy of India and wished this team a success on its entrepreneurial endeavour.

COMPANY OVERVIEW

Nuclei is a bootstrapped software enterprise startup that helps banks improve digital banking services by integrating its API platform to increase customer engagement through merchant marketplace and wealth management services. Banks can integrate third-party products and partners and provide those products to customers via their digital assets. It is now targeting to expand into the Southeast Asia and Middle East markets.

DETAILS OF PRODUCT/SERVICE

The product is a set of services including aggregated merchant marketplace that captures customer data to cross sell products, facilitating recharge and bill payments, flight booking, credit report generation, discovering and booking physical and online events. The bank's customers can transact directly without being redirected to another platform.

FOUNDER(S) DETAILS

The startup was founded by Ankur Joshi (34), who previously worked as an Associate at Deutsche Bank, and was Chief of Staff at Tapzo which was acquired by Amazon. A serial entrepreneur, he founded RushHrs in 2011 and Blaez in 2015. Ankur holds a B.Tech from Indian Institute of Technology, Bombay.

REVENUE MODEL

Nuclei earns revenue from banks for offering its SaaS product as well as commission per transaction from underlying partners. The startup claims to earn an average of \$200,000 ARR per bank, amounting to annual revenue of Rs 6 crore. The startup also claims to be profitable.

TRACTION

Nuclei is enabling Merchant Marketplace for 16 banks across Asia including SBI, ICICI, Canara Bank, IndusInd Bank, RAKBANK, Syndicate Bank, and Indian Bank. The startup sees over three million monthly transactions across 15 categories and 40 merchant partners.

ODWEN (Udghata Technology Private Limited)



Vertical: **Logistics and warehousing**

Business model: **B2B SaaS**

Technology: **Software**

Location: **Delhi-NCR**

Size of the team: **11-20**

Founding date: **July 2019**

YS TAKE

COVID-19 has increased the uptake of on-demand storage spaces. Thousands of businesses have also been forced shut, or have switched to a work-from-home model. As a result, on-demand warehouse/storage spaces are seeing an uptick in demand. Warehouses and warehouse management systems have enjoyed quite the monopoly in India — but startups like ODWEN are democratising the sector and making it more price-competitive.

COMPANY OVERVIEW

ODWEN is an on-demand warehouse management startup that helps small businesses across sectors discover and book warehouse spaces and services.

DETAILS OF PRODUCT/SERVICE

ODWEN allows customers to browse and book warehouse spaces using multiple filters such as size, location, budget, duration, etc. Once a warehouse space is booked by a customer, they can send consignments on their own, or use ODWEN's logistics services to transport the goods. Customers can either pay for the rental spaces based on a fixed duration, or as-they-go. The service offers 24x7 surveillance, easy retrieval of the goods stored by customers, hygienic storage spaces, and other value-added services such as consignment pickups or drops.

On the enterprise side, ODWEN allows warehouse and transport companies/operators to offer their services and spaces on ODWEN's platform so they can connect with interested customers.

FOUNDER(S) DETAILS

The startup was founded by Vijay Anand Bhagavatula (48) and Jai Misra (55).

Vijay has over 20 years of experience in investment banking. He has worked with Moser Baer, and led the solar business for Royal DSM in South Asia. He has an MBA from London Business School.

Jai has over 30 years of experience in logistics and business development, having led the North India distribution operations for Hindustan Petroleum. He has an MBA from the Indian Institute of Foreign Trade in Delhi.

REVENUE MODEL

ODWEN books full revenues for the warehouse space and services its customers book on its platform. It pays a cut to its warehouse and service partners in the backend.

TRACTION

ODWEN has nearly 50 clients across industries such as food, pharmaceutical, electrical and furniture so far. It has onboarded 250 warehouses, pan India, and is looking at a pipeline of over 100 companies.

Onsurity Technologies



Vertical: **Healthtech**

Business model: **B2B2C, B2B**

Technology: **AI, ML**

Location: **Bengaluru**

Size of the team: **61-100**

Founding date: **February 2020**

YS TAKE

Offering a subscription-based model that starts at just Rs 49 per month, Onsurity's healthcare membership costs 40 percent less than most other market health packages — thus catering to the extremely price sensitive and high-potential SME segment. Its pricing is also completely transparent with no additional paperwork or charges. The startup's quick and easy, monthly payment format ensures value-for-money, democratizes technology, and gives everyone — from individuals to entrepreneurs to small businessmen — a chance to provide the best of healthcare to their employees.

COMPANY OVERVIEW

Onsurity is a healthtech company providing all-round healthcare services to startups and SME teams. Their focus is to enable employees, freelancers, and temporary staff with AI-driven healthcare and wellness products, thus creating healthier and happier teams. This in turn helps increase employee retention and productivity. They provide everyone — from entrepreneurs to small businessmen — with a chance to ensure that their team has access to the best of healthcare with simplified and affordable products.

DETAILS OF PRODUCT/SERVICE

Onsurity's flagship product, TeamSure, is a monthly subscription programme that helps organisations provide a comprehensive healthcare membership plan to their employees at usage-based pricing. Requiring a minimum of three employees, TeamSure enables digital enrolment and zero paperwork.

FOUNDER(S) DETAILS

Yogesh Agarwal (30) is a Commerce graduate from St. Xavier's College, Kolkata, an Associate Chartered Accountant and a Fellow of the Institute and Faculty of Actuaries.

Kulin Shah (37) comes with an MBA in marketing from NMIMS, and has over 14 years of experience in launching and driving business P&L, product management, brands partnerships, business development and venture capital.

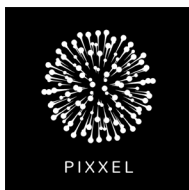
REVENUE MODEL

Their employee health benefits package includes medicine orders, diagnostics, teleconsultation, fitness rewards and much more at a monthly subscription model, starting at Rs 49 per employee.

TRACTION

The startup claims to have traction of over 500 customers, with annual revenue of more than Rs 3 crore.

Pixel



Vertical: **Spacetech**

Business model: **B2B**

Technology: **Hardware, Electronics**

Location: **Bengaluru**

Size of the team: **21-40**

Founding date: **February 2019**

KEY TAKE

Indian space sector needs to grow at an approximate rate of 48 percent CAGR over the next five years in order to reach its target of \$50 billion. While the majority of the spacetech activities relied on ISRO, the Indian government has now opened up spacetech to private companies to realise their own space missions and help achieve the goal. Pixel has been chosen as part of Tech30 for its efforts towards building an earth imaging satellite constellation, which will enable the world to see the unseen, predict global phenomenon and take timely actions.

COMPANY OVERVIEW

Spacetech startup Pixel is working towards building a constellation of earth-imaging small satellites to provide real-time global data. These images will help organisations collect data about agriculture, oil and gas, and pollution levels among others, to detect, monitor, and predict instances and make better business decisions.

DETAILS OF PRODUCT/SERVICE

Pixel is focused on using its satellites for collecting data on agriculture, climate, forestry, and urban monitoring. The data can help clients identify soil health status before plantation and crop health during the growing season.

Its data can be used by governments and organisations to check air and water pollution levels, forest biodiversity and health, coastal and marine health, and changes in the urban landscape, among others. These satellites can also alert in case of gas or oil leakages from pipelines.

FOUNDER(S) DETAILS

Pixel was founded by Awais Ahmed (22) and Kshitij Khandelwal (22) during their final year at BITS Pilani.

While Awais completed his master's in Mathematics from BITS Pilani, Kshitij completed his engineering degree in Electrical and Electronics. The duo were part of the Team Hyperloop India which participated in SpaceX's Hyperloop Pod Competition.

REVENUE MODEL

The company operates on a monthly subscription based model where client organisations are charged for the data. For instance, if an agriculture company wants to monitor 1,000km of pipeline everyday and data per km is priced at \$1, then the client will have to pay $1,000 \times 1 \times 30 = \$30,000$ per month on a continuing basis. Pixel's online platform allows the clients to purchase the data and analyse it. The global startup claims to clock Rs 1 crore to 3 crore per annum.

TRACTION

Pixel has around eight to 14 clients across the globe from India, the US, and Europe.

Rephrase.ai



Vertical: **Enterprise Software**

Business model: **B2B SaaS**

Technology: **AI**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **December 2018**

KEY TAKEAWAYS

Today, most companies are trying innovative methods to engage with their users. In a digital world, videos tend to show a higher potential than the other methods. Rephrase.ai has made a platform that enables brands to address every customer individually with video content and embed personalised videos in their emails.

COMPANY OVERVIEW

Rephrase.ai is an AI-powered SaaS startup that allows companies to create personalised videos using real human models with just text as input. Through its platform, one can create millions of personalised videos that includes customer names, age, gender, or any other custom fields.

The platform helps eliminate production costs and efforts required in creating videos manually, in a studio.

DETAILS OF PRODUCT/SERVICE

The core principle behind its AI video platform is a facial-reenactment technology, which predicts lip movements, facial expressions, and head movements. Its generative AI algorithms automate everything that happens from script to video.

These personalised videos are complimented with customised thumbnails embedded in the email. This helps the emails stand out from all the other emails, hence leading to higher CTRs (clickthrough rates).

The startup claims to be the world's only company which can photo-realistically create videos of real human characters.

FOUNDER(S) DETAILS

The startup was founded in 2018 by three 26-year-old IIT graduates — Ashray Malhotra, Shivam Mangla, and Nisheeth Lahoti. Ashray and Nisheeth, both IIT-Bombay alumni, co-founded audiotech startup SoundRex in 2015. Ashray has also worked previously with Goldman Sachs, and RedX (MIT Media Lab). Shivam, who graduated from IIT-Roorkee in 2015, has earlier worked with Facebook, and Nisheeth at Google.

REVENUE MODEL

Rephrase.ai follows the SaaS/Software license model where it charges based on the number of emails sent or on the duration of videos created within a minimum subscription every month.

TRACTION

The startup claims to be seeing demand for personalised videos from digital marketing agencies and B2B SaaS enterprises for the creation of their sales and marketing video content across multiple industries, such as automotive, ecommerce, entertainment, financial services, and real estate.

Samaaro



Vertical: **Enterprise Software**

Business model: **B2B/B2C SaaS**

Technology: **Software**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **May 2020**

YS TAKE

The COVID-19 outbreak has accelerated the demand for online event platforms. While US-based conferencing company Zoom has gained traction in recent times due to the work-from-home format, Indian startups have been stepping up their efforts to strengthen their presence in the growing virtual event management segment. The company has been chosen as part of Tech30 for its innovative solution to event hosting challenges.

COMPANY OVERVIEW

Samaaro enables organisations to host secure and effective virtual events, like virtual conferences, summits, fairs, and exhibitions, for audiences across the globe. Its holistic platform allows participants to engage audiences, network with like-minded people, and build connections.

DETAILS OF PRODUCT/SERVICE

Samaaro's scalable and responsive online event platform can be accessed using a laptop, smartphone, tablet, among others, and allows hosts to add unlimited participants.

The platform has been designed to include several features such as backstage meeting room, meeting scheduler, real-time insights, moderated Q&A, and live notifications. Participants can also come together and click images with augmented backdrops and play online games. Samaaro is available in multiple languages such as Hindi, Tamil, Marathi, Bengali, and Kannada.

FOUNDER(S) DETAILS

The platform has been founded by Purnank Prakash (28), Mayank Banka (29), Skandha Gopalan (31) and Jeevan Ram (30). Purnak, Mayank, and Jeevan completed their B.Tech from NIT-TRICHY while Skandha has an ME in Computer Science from BITS Pilani.

Prior to starting up, Purnank was working as a software engineer at SAP Labs, while Skandha was employed at Cisco Systems. Mayank was a Business Analyst at Souq while Jeevan was working in operations department at Reliance Industries.

REVENUE MODEL

Samaaro operates on a subscription-based revenue model where clients either pay on a per-event basis or select a monthly subscription or an annual package. The pricing depends on features and spaces that the organisers require, along with the number of attendees. The startup charges approximately \$1 per attendee. A fixed commission fee is also charged for paid events and promotion of the event using the Samaaro platform.

TRACTION

Samaaro has around 10 clients. The startup claims to clock in a revenue of Rs 1 crore to Rs 3 crore per annum.

Senderment



Vertical: **Enterprise Software**

Business model: **B2B SaaS**

Technology: **Software**

Location: **Mumbai**

Size of the team: **Less than 10**

Founding date: **August 2020**

YS TAKE

India's payment ecosystem has been taken by a storm since the launch of UPI. The next leg of innovation is on innovation around account aggregators. Sendermint has demonstrated its ambition of building user-friendly solutions at Bharat scale. Even though the startup is pre-revenue and early in the nascent ecosystem, it reminds us of the PhonePe team at its first UPI hackathon. If Sendermint plays its cards right, it is on a rewarding track to revolutionise payment tech in India.

COMPANY OVERVIEW

Senderment has built one of India's first data collection applications in the public domain using the Account Aggregator (AA) framework. The startup extends the AA framework and provides a complete digital medium for data transfer from the end user to a business user. It offers a secure way to collect and share identity, personal and financial data from individuals and businesses via SMS, QR codes and API.

DETAILS OF PRODUCT/SERVICE

The Senderment application makes it simple for global businesses to collect data from individuals, with their explicit consent, by providing multiple methods for the business user to create a transaction request and the end user to provide the data. With use cases in lending, banking, insurance, wealth management and various non-financial sectors, Senderment claims to be the only application so far to achieve 100 percent digital data transfer.

FOUNDER(S) DETAILS

Senderment was started by Saurav Raaj, who previously worked with oilfield services company Schlumberger Limited. The IIT-Delhi graduate was inspired to start-up after seeing the US and countries in the EU offering solutions to manage and protect consumer data.

REVENUE MODEL

Senderment is not live yet and is not generating revenue. When it is launched, it plans to monetise its offerings through a SaaS or software license model. It is looking to charge transaction fees and has built its product to reward members of the network, such as data originators, issuers, owners and requestors.

TRACTION

Senderment is not live yet and founder Saurav Raaj believes the solution is ahead of the market.

Spayee



Vertical: **Edtech**

Business model: **B2B SaaS**

Technology: **Software**

Location: **Delhi-NCR**

Size of the team: **21-40**

Founding date: **February 2014;**
new platform launched in
January 2018

YS TAKE

Spayee was an early player in the Learning Management System space before edtech and LMS became sexy. With our post-COVID-19 reality where every teacher, trainer, and any content creator wants to monetise their content, this team has built solid traction that can cater to the growing market of online education in India and globally. Its demonstrated traction and ambition, coupled with a clear roadmap to achieve Rs 1,000 crore in sales through its platform made us bet on this team.

COMPANY OVERVIEW

Spayee allows ed-preneurs to create, market, and sell courses online and impart online education in their own way. It offers content creators the flexibility to have their own business model.

DETAILS OF PRODUCT/SERVICE

Using Spayee, content creators can build customised course content in the form of audio, video tutorials, PDFs, quizzes, assignments, and live classes, and offers integrated discussion forums for doubt clearance, automated payment gateways, and sales and marketing funnels, among other services.

It has options like creating a course marketplace, selling an individual course, conducting live sessions, building an OTT based platform etc. It is available in Hindi, Tamil, Kannada, Assamese, Telugu, Marathi, Malayalam, Punjabi, Oriya, Bengali, and Gujarati and offers support for localisation to enable customers to change to their preferred language.

FOUNDER(S) DETAILS

The startup was founded by Sandeep Singh (31), who previously worked as a Software Engineer at Innodata INC. He holds a B.Tech in Computer Science from IMS Engineering College.

Other co-founders include Gourav Kakkar (31), Aniruddha Singh (31), and Vijay Singh (32).

The founders met when they were working with a US-based publishing company. At the time, Aniruddha and Sandeep were preparing for their UPSC exams. While prepping for the exam, they collected study materials from several sources like newspapers, magazines, YouTube videos, etc. Proper management of these resources was a task, which gave them the idea to set up Spayee.

REVENUE MODEL

Spayee follows a purely transactional revenue model through SaaS/software licensing. It offers a subscription based service where customers pay a fixed monthly fee from Rs 3,000 to Rs 15,000 per month, depending upon the plan.

It also offers some add-ons as part of the platform, which customers can choose, which are also charged on a monthly basis.

TRACTION

The product is being used by more than 500 paid customers in India and abroad.

Sprinkle Data

sprinkle

Vertical: **Enterprise Software**

Business model: **B2B**

Technology: **Cloud, Analytics**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **February 2017**

YS TAKE

We believe Sprinkle Data can simplify end to end data analytics for organisations, so that they don't worry about integrating data from various sources, changing schemas and managing pipelines. Plus, it is being built by the founder who co-authored Hadoop, a big data open-source software while he worked at Yahoo, and led data platforms at prestigious unicorn startups InMobi and Flipkart. We saw a founder-market-fit and wished this team a success on its entrepreneurial endeavour.

COMPANY OVERVIEW

Sprinkle Data is a SaaS startup which offers an analytics platform that automates data pipelines and dependency management. Sprinkle makes data scientists and analysts 10x more productive by making high-quality data available to them in real-time.

DETAILS OF PRODUCT/SERVICE

Sprinkle Data's platform builds operational KPIs by integrating transactions, supply-chain and other data in a few clicks. It provides 360-degree visibility to the operations team. The platform has more than 50 readymade connectors for example Facebook Ads, Hubspot, Salesforce, Zoho, and Google Ads for marketing and sales analytics. The product also automated ETL pipelines without any coding in the cloud and offers interactive BI and self-serve dashboards by drag and drop interface.

FOUNDER(S) DETAILS

The startup was founded by Sharad Agarwal in 2017, who previously worked in companies such as Yahoo, InMobi, and Flipkart in key positions. He holds a degree in engineering from Indian Institute of Technology (IIT), Delhi.

REVENUE MODEL

Sprinkle Data follows a software licensing based business model. It generally signs annual contracts.

TRACTION

It has around 11 to 50 customers, including Udaan, Swiggy, and Yulu.

Stackby



Vertical: **Enterprise Software**

Business model: **B2B SaaS**

Technology: **Cloud**

Location: **Surat**

Size of the team: **11-20**

Founding date: **April 2018**

YS TAKE

The no-code and low-code movement has become popular as several businesses do not want pre-built apps to define their business processes. With Stackby they can customise applications based on their processes. This startup has been selected as YourStory's Tech-30 in 2020 because it simplifies work flows with access to a front-end database platform where non-technical people can build their own apps.

COMPANY OVERVIEW

Stackby is a Surat-based SaaS startup which combines the best of spreadsheets, databases and business APIs in a single flexible platform to let business end users build their own tools, in their own way.

Highly effective sales and marketing teams use Stackby to not only plan and manage but also automate their life and work. It's a real-time, collaborative product, which has the ability to connect columns to popular third party services to pull information automatically and allow for automated data gathering and reporting.

DETAILS OF PRODUCT/SERVICE

The product is remote work plus no code software - where you can organize your data, collaborate with your team and automate your work. You can automate your campaign metrics, video metrics, keyword research, lead lists, enrich company and people data and more - all in customizable spreadsheet style databases.

It is an API first tool where non-technical people with no coding skills can build custom apps for their organisations. It has over 100 plus templates across functions for marketers to adopt and build their own custom workflows.

FOUNDER(S) DETAILS

Stackby was founded by Rachit Khator in April 2018. Rachit studied in NIT-Surat and graduated in 2013 in Applied Physics. He later went on to the University of Michigan for his MBA in Entrepreneurial Studies. He has previously worked at Magna International. Rachit quit his corporate job in 2018 to return to India and start Stackby.

REVENUE MODEL

Stackby works on a freemium SaaS model. Customers start with a free trial and move to one of its subscription plans - Personal (\$5 per user per month), Economy (\$9 per user per month) and Business (\$18 per user per month) per workspace.

Within each workspace, customers get a number of databases, attachment space, API integrations, revision history and other premium features.

TRACTION

It claims to be working with 3,500+ customers and plans to acquire 10K paying customers globally. The startup's Annual Revenue Run rate is \$1.5 million-\$2 million.

Statiq



Vertical: **E-mobility**

Business model: **B2C**

Technology: **IoT**

Location: **Delhi-NCR**

Size of the team: **Less than 15**

Founding date: **October 2019**

YS TAKE

The e-mobility sector across the world is facing a classic chicken and egg problem. While a lot of innovation has been happening on the front of producing the 2/3/4 wheeler automobiles, most nations are stuck on creating charging network, which cannot be built until the demand for EVs rise in the country. Statiq claims to bring a solution for this. Most interesting is the multi-revenue model of the startup which it claims can solve the financial challenges of this sector. Well, we believe Statiq has all the right cards to take this chance.

COMPANY OVERVIEW

Statiq is a smart public charging network that lets users charge their electric vehicles. The startup builds a network of car chargers and bike chargers in partnership with property owners who install the stations.

DETAILS OF PRODUCT/SERVICE

Statiq builds a network of charging stations and connects them through its app. The app allows customers to find smart public electric vehicle chargers at places such as offices, shopping malls, residential apartments, restaurants, hotels etc.

FOUNDER(S) DETAILS

The smart public charging network was founded by Akshit Bansal and Raghav Arora. Akshit, an electrical engineer, leads the business and is passionate about the environment. He aims to solve the problem of EV adoption in developing economies. Raghav leads the IT team. He is passionate about HMI and artificial intelligence.

REVENUE MODEL

Statiq sells subscriptions to end consumers to use its charging stations. Users also pay a session fee for charging their EVs. The session fee is split between Statiq and the property owner.

TRACTION

The startup claims to have conducted over 2,000 charging sessions across 150 charging stations, and is responsible for 40,000 kms driven by its EV customers.

Sunfox Technologies



Vertical: **Healthtech**

Business model: **B2B, B2C**

Technology: **AI, Hardware, Electronics**

Location: **Dehradun**

Size of the team: **Less than 20**

Founding date: **August 2016**

YS TAKE

A cost-effective device, which is simple to use has the potential to alter how healthcare services are delivered in a country like India with a large geographic area and equally large population. Sunfox Technologies' cardiac care monitoring device could help in reducing mortality by providing the early warning signals. The frugal hardware technology makes it very portable while the software within the device connects to the healthcare service providers. This startup's healthcare devices can plug the gaps in the delivery of emergency healthcare services.

COMPANY OVERVIEW

Sunfox Technologies is a healthcare startup which develops medical devices for the cardiac segment. The R&D lab of this startup has created a portable, affordable, minimalistic medical device where patients with no access to healthcare facilities can use it for monitoring and seek immediate services of the doctors. The AI algorithms on the devices makes it simple to use.

DETAILS OF PRODUCT/SERVICE

The flagship product of Sunfox Technologies is Spandan which, according to the company, is the smallest, lightest and most economical ECG device being the size of a matchbox. This cardiac equipment can monitor ECG with clinical grade accuracy and detect over 40 abnormalities with edge-based AI algorithms. The device can be used by a lay person and does not require experts to handle it. This device is also an important facilitator for the promotion of tele-healthcare.

FOUNDER(S) DETAILS

The founders of Sunfox Technologies are Rajat Jain (25) and Arpit Jain (27). Rajat is a technologist by training and Arpit comes from a finance background. Both these founders are in their mid-twenties.

REVENUE MODEL

The healthcare devices of Sunfox Technologies are sold through both offline and online channels. It generates revenue through one-time sale of the device, followed by different subscription services. The customers of Sunfox Technologies are both retail consumers as well as healthcare enterprises which encompasses both B2B and B2C segments.

TRACTION

The startup has more than 500 customers which includes both retail and enterprise segments.

TartanSense



Vertical: **AgriTech**

Business model: **B2B**

Technology: **AI, ML, Robotics**

Location: **Delhi-NCR**

Size of the team: **21-40**

Founding date: **February 2015**

KEY TAKEAWAYS

Robotics in agriculture is an emerging trend in India. Agriculture and allied sectors form more than 15 percent of Indian GDP, yet the sector is plagued with traditional ways of operation. Indian agritech startups are keen to bring disruption here and TartanSense is one such startup. Although TartanSense has started at a small scale with cotton farmers, building a strong data set can help it make a long runway for itself. Also, the founder's own experience as a techie and a farmer is an added advantage.

COMPANY OVERVIEW

TartanSense builds small agricultural robots which can move around farmlands, identify weeds and spray them with pesticides. Its machines not only help farmers decrease the excessive usage of chemicals, but also, enables them to save time and lower costs.

DETAILS OF PRODUCT/SERVICE

The startup's product is called Brijbot and it addresses the pain points of weeding and pest control for farmers. Driven by artificial intelligence, the robot traverses the farm, examines crops through its computer vision cameras and sprays pesticides on the weeds after identifying them. Hence, the machine autonomously carries out weeding, without the farmers having to deploy manual labour. In addition to this, Brijbot captures data with regard to crop health, soil, etc.

FOUNDER(S) DETAILS

TartanSense was founded by Jaisimha Rao who previously worked as the Vice President at Blackrock, a New-York-based global investment management company. Jaisimha completed his electrical and computer engineering from Carnegie Mellon University before stepping into investment banking.

REVENUE MODEL

TartanSense's revenue model has been staged to initially offer the robot as a service to farmers as opposed to direct sale. Any farmer who is interested in using the robot can book the service and the startup's operator travels to their doorstep to deliver it. And, once the service is rendered, they are charged Rs 1,500 per acre. The purchase and maintenance of Brijbot presently costs Rs 10 lakh, but the price is expected to significantly reduce at scale.

TRACTION

Brijbot is gradually becoming a medium through which farmers are looking to use herbicides and pesticide more judiciously. The startup has conducted product demos and rendered services to several farmers in Andhra Pradesh, Karnataka and Maharashtra so far.

Taskmonk Technology



Vertical: **Enterprise Software**

Business model: **B2B SaaS**

Technology: **AI, ML**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **July 2018**

YS TAKE

In the late 90s and early 2000s, Indian BPO industry generated lots of jobs. A similar revolution is happening in AI-related data labelling work. India needs more jobs. We are betting on this company because what they do is critical for AI — with the three core pillars of algorithms, data, and compute. And labelled data is critical and this company is just solving for it in an impressive way.

COMPANY OVERVIEW

Taskmonk is a data labelling platform for data science teams developing AI models. Its proprietary task allocation algorithms and ML-assisted labeling has enabled enterprises to save more than 325,000 human labeling hours. It primarily caters to industries such as automotive, ecommerce and retail.

DETAILS OF PRODUCT/SERVICE

Taskmonk empowers enterprises to combine machine and human intelligence to control – data labelling budget, optimise – human effort, and enhance – dataset quality, eliminating- repetitive tasks.

FOUNDER(S) DETAILS

The startup is co-founded by Chetan Velkur (38), Sampath Herga (43) and Vikram Kedlaya (30).

Chetan had completed MS in Thermal and Fluid Sciences from University of Kentucky and had previously worked at GE Energy and Kriya IT Pvt. Ltd.

Sampath Herga pursued a Bachelor in Computer Science from University of Mumbai and had previously worked with Pegasystems. Vikram too graduated in CS from University of Mumbai and had worked with MetricStream.

REVENUE MODEL

Its revenue model is subscription based, and Taskmonk charges by labeling-hours. It claims to make a monthly recurring revenue of \$25K or annual recurring revenue of \$300K.

TRACTION

Currently they have three customers on contractual basis and the platform is signing in a few more by this year end.

IDENTY (Touchless ID Private Limited)

IDENTY

Vertical: **Deep Tech**

Business model: **B2B2C**

Technology: **AI, Deep Learning, Computer Vision**

Location: **Bengaluru**

Size of the team: **Less than 10**

Founding date: **July 2018**

KEY TAKE

As most fintech services for consumers' journeys start with a smartphone, this startup's biometrics might experience exponential growth. With six patent-pending technologies, the team comes with a solid background of execution and has demonstrated good traction in a competitive space. We believe Touchless ID Private Limited has built a solution that helps reduce the risk of potential identity fraud by going touchless. The company has been chosen as part of Tech30 for achieving these twin goals.

COMPANY OVERVIEW

IDENTY is used for touchless multi-factor identity verification and authentication. The IDENTITY software developed by the startup verifies the identity of the people applying for financial or other services using its touchless biometrics. Users can verify themselves using the software through a face and finger enrollment feature.

DETAILS OF PRODUCT/SERVICE

A mobile phone camera can be used to take a picture of the fingers and extract fingerprints which can be later used for verification using technologies based on artificial intelligence, computer vision and deep learning. The startup has developed a software called SDK that runs on iOS and Android platforms. This eliminates the risk of identity fraud and also controls transmission of germs that usually happens in the case of hardware scanners. The liveness detection feature ensures that the solution cannot be spoofed with pictures or videos, allowing only the real face/fingers to be processed. Also, the startup has enabled processed biometric templates that can be compatible with legacy biometric databases.

FOUNDER(S) DETAILS

The startup was founded by Antony Vendhan and Jesus Aragon. While Antony completed his engineering from the Government College of Engineering, Tirunelveli, Jesus has an MBA from INSEAD. Antony has previously worked with Netflix and Yahoo! as a software engineer and technical lead respectively. Jesus worked with California-based Audience Inc., as the Senior Director of Business Development and Vice President of Corporate Business Development and Marketing at Agnitio Voice ID before launching the company in 2018.

REVENUE MODEL

IDENTY follows a subscription based revenue model. The company works as System Integrators and charges per transaction. Around 80 percent of its customers are financial institutions.

TRACTION

It has around 11-50 customers. The company is operating in India as well as abroad.

WorkDuck



Vertical: **Enterprise Software**

Business model: **B2B**

Technology: **AI SaaS**

Location: **Delhi-NCR**

Size of the team: **Less than 10**

Founding date: **January 2020**

YS TAKE

Resourcefulness is most essential for a startup's success. While we were analysing its burn we learned the startup is working on AWS Activate Credits and has spent zero in marketing. The team has not been taking salaries for now, so its burn is virtually nothing with a decent runway parked in the bank. And it is profitable already. Our bet on this is because Workduck is allowing anyone to test any app without writing a single line of code, which opens a huge market for it to operate in. We see a 2020-baby BrowserStack in them. Wish this young and hungry team good luck with us.

COMPANY OVERVIEW

WorkDuck is an AI-powered, no-code platform for automated app testing and collaboration. By just writing down the URL, it navigates through the app, and automatically creates relevant app tests without the hassle of scripting. It analyses and monitors common bugs, user engagement on certain features, and other key metrics to take development and launch decisions faster to save up on a large number of product development cycles.

DETAILS OF PRODUCT/SERVICE

The WorkDuck platform is aimed at making it easy for anyone in a team to collaborate in testing the app and giving instant feedback, which the developers and product teams can see at a single place along with screenshots, user interaction logs, and videos. The element identification and crawling capacity of its AI engine, based on unsupervised app type, allows anyone to test any app without writing a single line of code.

The platform helps in finding insights to improve product performance across different distribution channels. It claims to have a collaborative interface with insights and analysis of user feedback per element on a page.

FOUNDER(S) DETAILS

The startup was founded by BITS Pilani graduate Rishank Pandey (22), who previously has worked as a Product Consultant at Google; Associate Product Manager at Rakuten; Chief Technology Officer at Pepper Content; and Data Consultant at Hilti Singapore.

The startup is also co-founded by Ruddhi Prasad Panda (22) and Mihir Katiyar (23)

While Rudhi has worked with Udaan, IBM and Pepper Content, Mihir has previously worked with Pepper Content and Ola Cabs.

REVENUE MODEL

WorkDuck uses a SaaS/Software license revenue model which is dependent on the number of users in a team. It offers a free tier for individual users with 30 mins of testing time. There is also a band of \$99 /month for small teams and \$250/month for bigger teams.

TRACTION

The startup claims to be used by teams at Google, Facebook, Udaan, Flipkart, Hilti and Rakuten with a Net Promoter Score of over 70.

Yaoe



Vertical: **IT, software services**

Business model: **B2C**

Technology: **Cloud, DevOps**

Location: **Bengaluru**

Size of the team: **Less than 10**

Founding date: **March 2019**

YS TAKE

Timing is crucial to a startup's success and what the Yaoe team is building (an Android Studio on the cloud), the time feels right. The average global internet speed, browsers supporting a lot more APIs and interfaces than before — streaming APIs, Filesystem API, USB and MIDI interfaces, and more. As this team ventures into a space that needs a fresh touch but dominated by incumbents Citrix, Teradici, VMware AWS Appstream, Microsoft App-V, Cameyo, we wish the team luck.

COMPANY OVERVIEW

Yaoe is a full-blown development workspace on the cloud, which developers can use to access their workspaces anytime and from any browser. The workspaces provide a full VS Code IDE, along with private storage containing all the necessary runtimes, packages, dependencies pre-built/pre-installed.

DETAILS OF PRODUCT/SERVICE

Yaoe eases out developers' work and has built a cloud platform to bring any Windows or Linux desktop application to be available for use and to collaborate in the browser. Yaoe runs these applications in cloud-native environments, provisions the hardware resources (CPU, GPU, Memory, and Storage) on-demand, and then streams it to the user. Essentially, it's Google Stadia for desktop applications.

FOUNDER(S) DETAILS

The startup was founded by Ram Pasala, and Lakshman Pasala, both 30. Lakshman holds a dual degree from IIT, Kharagpur, and has previously worked in companies like Chutney (YC W20), GiveIndia, Trapyz, and Turannt.

Ram, who holds a B.Tech from Jawaharlal Nehru Technological University, has previously worked in companies like Ajo, Treebo, JPMorgan, Thermofisher, Technicolor, and Accenture.

REVENUE MODEL

Yaoe is a PaaS offering and has a freemium pricing model for individuals starting from \$1 per 5 hours. For businesses, it will earn from pay-as-you-go with a monthly/quarterly/annual subscription option, and will charge an annual licensing fee from public clouds.

TRACTION

Product is not live yet

Zeuva Automotive



Vertical: **Energy**

Business model: **B2B, B2B2C**

Technology: **Analytics, AI**

Location: **Mumbai**

Size of the team: **Less than 10**

Founding date: **January 2020**

YS TAKE

The mobility vision of India requires many homegrown startups that are solving for electric vehicles. We are betting on this team building the safest battery with longer-life, in the process making India EV battery technology exporting nation, instead of an import-dependent nation. The road ahead for Zeuva is very long but YourStory wants this startup to be encouraged.

COMPANY OVERVIEW

Zeuva Automotive wants to disrupt the electric vehicle industry in India by offering low-cost battery packs that help build 5X cheaper two-wheeled transportation services for businesses and consumers alike. It wants to drive the adoption of EVs in India by making them more optimal, affordable and accessible, and eventually the de-facto choice for mobility in cities and towns.

DETAILS OF PRODUCT/SERVICE

Zeuva manufactures safe lithium-ion battery packs for electric vehicles (like scooters, bikes, and rickshaws) that deliver 50 percent more life and offer fast charging features. Along with the battery packs, Zeuva also offers battery management services (BMS), including passive thermal management, accurate measurements, voltage, current and temperature based controls, safety, swapping, and portability, low power mode, GPS and BlueTooth connectivity. Its patent-pending product is 100 percent 'Made in India'.

FOUNDER(S) DETAILS

The startup was founded by Nishant Ranjan (42) who previously served as the CTO of MyGlamm. He has a B.Tech from IIT Kharagpur. His co-founders are Manoj Bhataria (53), who is the ex-head of Advanced Machines at Inventys, and Vivek Dawange (24), who was a trainee engineer at Hindustan Unilever.

REVENUE MODEL

Margins on battery packs and bulk battery management deals with businesses like ecommerce, logistics, food delivery, fleet bike operators, etc.

TRACTION

The startup has less than 10 customers, and is not generating revenues yet. Zeuva is backed by Sardar Patel Technology Business Incubator (SP-TBI) and supported by the Department of Science and Technology (DST).

SPECIAL MENTIONS



Bayes Labs

Bayes Labs

Vertical: **Lifesciences**

Business model: **B2B**

Technology: **AI, ML**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **February 2019**

YS TAKE

In the times of coronavirus, it has become more important than ever to advance the process of drug discovery and development, which presently involves a lot of steps including understanding drug ADME properties, toxicity, drug-food interactions etc. The timeframe for this can be reduced from years to months using machine learning and data.

YourStory accords a special mention to Bayes Labs as its tools are helping Indian CROs to lead drug discovery.

COMPANY OVERVIEW

Bayes Labs is building machine learning-based libraries to rapidly accelerate all the phases in drug discovery and development. It does this by collecting data sources in chemistry and genomics and using the collected data and advancements in machine learning to generate new molecules with required properties.

DETAILS OF PRODUCT/SERVICE

Bayes Labs is creating medicinal chemistry and biology tools to accelerate drug discovery. It generates novel drug molecules for new diseases by understanding the disease targets better. The team is also developing models to optimise and accelerate the candidate development process in the wet lab environment.

FOUNDER(S) DETAILS

The startup was founded by Sarath Kolli who is an artificial intelligence researcher and entrepreneur trying to solve problems in different fields through Machine Learning. He has pursued M.Tech in Computer Science from IIT-Bombay and previously worked as Technical Lead at Wipro Research. He earlier co-founded a green infrastructure initiative to construct affordable housing in Vijayawada, Andhra Pradesh.

REVENUE MODEL

Bayes Labs functions on a long-term revenue model in which the startup will be creating new drugs in collaboration with Biotech Labs and backed by SaaS/licensing of its tools. It is currently bootstrapped and generates revenue of around Rs 5 lakh per annum.

TRACTION

Serving less than 10 customers, the startup operates globally and generates revenues of around Rs 5 lakh per annum.

CamCom



EYE THE FUTURE

Vertical: **Enterprise software**

Business model: **B2B**

Technology: **AI**

Location: **Bengaluru**

Size of the team: **21-40**

Founding date: **September 2017**

KEY TAKEAWAYS

Amidst the pandemic, many companies pivoted to automate several of their operations, reducing human intervention in the process. CamCom's AI-powered solution helped the running of fulfilment centres and warehouses with much more objectivity.

The startup has been chosen as part of Tech30 for building its deep tech solution that future proofs the quality control inspection process by making it contactless and completely objective against any future disruption by eliminating human intervention.

COMPANY OVERVIEW

CamCom, an AI and deep learning startup, aims to be the preferred quality assurance partner for enterprises across the globe. It focuses on quality assessment, defect and damage detection in automobile, bottling, and warehousing industries. The startup harnesses computer vision and deep learning to automate quality checks across the product lifecycle, using machine-vision cameras and mobile phones.

DETAILS OF PRODUCT/SERVICE

CamCom's AI solution for defect/damage assessment is deployed on industrial-grade bespoke retrofit rigs or mobile devices, depending on precision and throughput speed requirements in the industry. Its solution offers a specialised rig (IP) with its own lighting, camera(s), GPUs, and other necessary IoT-based sensors for shrink-wrapped products and handheld devices for large white goods, furniture, etc.

FOUNDER(S) DETAILS

The startup was co-founded by Ajith Nayar (47), Mahesh Subramanian (45), and Uma Mahesh (55), who have largely worked in enterprises and technology space before entering the startup ecosystem.

Ajith has a masters in Information Management from the University of Delaware, while Mahesh and Uma hold a Bachelor's degree in Engineering from Bharathiar University and Punjab Engineering College, respectively.

REVENUE MODEL

For deployment on rigs, the startup offers a pay per inspection hybrid model to enterprises, where the hardware costs are borne by the client and CamCom only charges per inspection of products. For enterprises that use CamCom's mobile device solutions, it only charges per inspection. It also has volume-based pricing.

TRACTION

Presently, in production with leading players in the automotive and warehousing verticals across India, the Middle East, and Southeast Asia, CamCom has close to 50 clients, including Motherson, MG India, TVS, Trac1, Grab, Watania, Bajaj Allianz, HDFC Ergo, Flipkart, Myntra, etc.

FlyNava Technologies



Vertical: **Enterprise Software**

Business model: **B2B**

Technology: **Data analytics**

Location: **Bengaluru**

Size of the team: **41 to 60**

Founding date: **April 2015**

YS TAKE

Be it airline or insurance, both these industries have struggled constantly due to multiple challenges and have faced a shortage of human resources to solve these challenges with efficiency. As FlyNava Technologies' platform is based on scientific models, implementing it is expected to bring a paradigm shift for these industries.

COMPANY OVERVIEW

FlyNava Technologies aims to use innovative IT solutions to solve major pricing issues in the airline and insurance industry. Built on cloud-based, open source software, the startup claims to be the first scientific and big data platform for pricing with protected Intellectual Property Rights (IPR).

DETAILS OF PRODUCT/SERVICE

The company's flagship product is Jupiter, currently operating on version 3.0. The product suite initially helped in solving challenges of real time pricing for the airline industry by drawing insights based on more than 20 data sources such as competitors, pricing models, corporate objectives, science of buyer persona and behaviors.. The company recently pivoted to add solutions for the insurance industry in the wake of the pandemic.

FOUNDER(S) DETAILS

The startup was founded by Mahesh Shastry (54), who was previously with Emirates Airlines in a managerial capacity for over a decade. He later served as Senior Vice President, Head of Global Operations and Head of MEA at Sonata Software, and Executive Vice President at NIIT Technologies. Mahesh has an MBA from TIAS School of Business and Society and University of Bradford.

REVENUE MODEL

FlyNava Technologies follows a contract-based model and earns a monthly fee post implementation and customisation. With the contract renewable every three years, it targets \$1 million per year from a small to medium sized airline and between \$3 million and \$5 million from bigger airline companies.

TRACTION

Currently bootstrapped, the startup already claims profitability with an annual revenue between Rs 3 crore to Rs 6 crore. The company has a presence in India, the US, and Europe.

Manastu Space

MANASTU SPACE

Vertical: **SpaceTech**

Business model: **B2B**

Technology: **Deep Tech**

Location: **Mumbai**

Size of the team: **11-20**

Founding date: **April 2017**

KEY TAKEAWAYS

Most satellites available today are built using chemical propulsion systems with highly toxic fuels. The I-Booster is a safer and more productive solution. Besides helping reduce the cost of manufacturing, launching, and operating satellites, it paves the way for reducing the weight of the propulsion system and enhancing the overall performance. It is a safer and productive solution with huge potential in the space industry.

COMPANY OVERVIEW

Manastu Space Technologies Pvt. Ltd. is a startup that develops green chemical propulsion systems, called I-Booster, for satellites. The startup replaces old, carcinogenic and toxic hydrazine-based propulsion systems with high performing, non-carcinogenic, less harmful alternatives.

DETAILS OF PRODUCT/SERVICE

Manastu Space's I-Booster consists of an engine, fuel tank, and other vital parts like thrusters with a catalyst. The thruster works on the principles of a rocket engine and runs on hydrogen peroxide combined with certain additives. When the hydrogen peroxide undergoes catalytic decomposition, it releases water vapour, oxygen, and heat. At higher temperatures, the additives combust in the presence of oxygen, generating an even higher temperature. The startup has invented a proprietary high temperature catalyst, which can effectively decompose hydrogen peroxide, withstand high temperatures, and thermal stress.

FOUNDER(S) DETAILS

Manastu Space was founded by IIT Bombay alumni Tushar Jadhav and Ashtesh Kumar. Tushar is an ex-DRDO Scientist and a graduate (B.Tech, M.Tech) of Aerospace Engineering. Ashtesh, a mechanical engineering graduate, was earlier appointed as the computer head at "Pratham" - an IIT Bombay student satellite project.

REVENUE MODEL

Manastu Space generates revenue by selling its I-Booster system to satellite manufacturers. Typically, in the space industry, the satellite manufacturer engages propulsion producers at the initial design level of satellites and signs a contract for a fleet of the satellite after making the necessary evaluations for the system.

TRACTION

Manastu Space is in talks with Indian Space Research Organisation (ISRO) for a commercial development order following a technical review. The propulsion system built by the startup has already undergone internal and external validation and is banking on the huge satellite market as well as the regulatory timing of the EU and other countries banning Hydrazine.

Nanospan



Vertical: **Manufacturing**

Business model: **B2B**

Technology: **Nanotechnology**

Location: **Hyderabad**

Size of the team: **Less than 10**

Founding date: **November 2015**

YS TAKE

In today's world, sustainable energy solutions are key to the mere survival of the planet as a whole. The usage of eco-friendly materials like graphene and carbon nanomaterials plays a role in its green future. Nanospan has been selected as one of Tech 30 startups thanks to their innovation which reduces electricity and water consumption phenomenally. Moreover, the graphene, that is bulk-produced through liquid exfoliation techniques, and their dry electrodes do not use toxic solvents for any of the processes, a small step towards a greater cause.

COMPANY OVERVIEW

A Research & Development pioneer in graphene and nanocomposites, Nanospan is a startup that develops cutting edge materials for energy storage, ballistic, fire and radiation protection and smart fabrics. With their technical expertise, they have been infusing eco-friendly graphene and other nano additives with other materials to form nanocomposites, optimised with improved strength and better performance.

DETAILS OF PRODUCT/SERVICE

Nanospan extensively produces eco-friendly graphene in bulk and is combined with other materials to make products for energy storage, conductive materials, and nanocomposites used for making other products like blast-proof and bullet-proof materials. Their dry electrodes based Lithium-ion batteries and supercapacitor cells can offer the needed attributes, which will go a long way in addressing India's unique requirements.

FOUNDER(S) DETAILS

The startup was founded by Dr Venkat Ramana Gedela (37) and Ravi Nuguru (55). While Ravi completed his B.Tech from National Institute of Technology, Warangal and M.Tech from The University of Tokushima, Venkat holds a PhD in Material Engineering, University of Hyderabad.

Ravi was also the Founder, COO at Avni Networks, Milpitas, California and the Director of Engineering, Juniper Networks, Sunnyvale, California. On the other hand, Venkat was a research fellow at Institute of Nano Science and Technology (INST) in Punjab.

REVENUE MODEL

Nanospan makes their revenue primarily from B2B sales of graphene products like Smart Fabrics, electrodes and smart home products. In addition, the provision of graphene nanocomposite R&D and characterization services in the mentioned areas is also monetised. They also generate revenue by IP licensing their unique product.

TRACTION

Product is not live yet

Niflr Technologies Private Limited



Vertical: **Deep Tech**

Business model: **B2B, B2B2C**

Technology: **AI, IoT, SaaS,**

Automation

Location: **Bengaluru**

Size of the team: **21-40**

Founding date: **July 2017**

KEY TAKE

The future of retail is unattended shopping, and Niflr makes it possible with its AI based autonomous checkout technology which creates a platform where customers have seamless checkout experience, brands and retailers have granular data about customer preferences and buying patterns. Along with this, brands and retailers can also reach out to customers in real time, thus driving engagement.

COMPANY OVERVIEW

Niflr offers an autonomous checkout and data platform for retail stores. With its sensor fusion and computer vision, customers can walk into a store, pick up their products and walk out. The bill is generated and money is automatically deducted from the user's mobile wallet.

DETAILS OF PRODUCT/SERVICE

The company has developed the platform to keep computing costs to a minimum and work across all categories of products. With its marketing and live inventory management that harnesses data like never before, it enables brands and retailers to dynamically manage offers, promotions and reduces product dumping. Along with this, Niflr platform provides customer data at a very hyperlocal level and allows brands and retailers to communicate with their customers in real time.

FOUNDER(S) DETAILS

The startup was founded by Ankur Sharma, Pradeep Vallat and Priyank Garg in 2017. Ankur (36) previously worked at LoginRadius, Cognizant Business Consulting, and Alcatel-Lucent. He has a B.Tech in Electronics Engineering from Indian School of Mines, Dhanbad, and an MBA from MDI Gurugram. Pradeep (45) has worked with firms like Deem Inc, LoginRadius, CAPTCHA Live Media, Omllion Technologies, and SHCIL Projects. He has a Diploma from NIIT in Computer Science. Priyank (36) has over 13 years of experience and was the Director of Engineering at 247.ai. He holds a B.Tech from IIT ISM Dhanbad.

REVENUE MODEL

Niflr takes a five percent transaction fee for autonomous checkout. Marketing platform charges are based on targeting criteria and inventory usage.

TRACTION

It has partnered with over 15 brands and two retailers to set up around more than 60 autonomous checkout stores in Bengaluru over the next six to eight months.

Shippigo



Vertical: **Logistics**

Business model: **B2B, B2B2C**

Technology: **Cloud**

Location: **Delhi-NCR**

Size of the team: **11-20**

Founding date: **August 2018**

YS TAKE

In just over two years, Shippigo, through their technology, policies and processes, attempts to nurture small companies towards growth and bigger companies towards efficiency. The startup aspires to be involved in every leg of the journey a shipment takes - from getting the order ready in the warehouse to having it delivered. Their focus is on opening fulfilment centres all across the country, followed by entering the global ecommerce logistics market, which is poised to reach \$544 billion by 2024.

COMPANY OVERVIEW

Shippigo is a multi-carrier shipping solution for e-tailers who can integrate their shopping carts or webstores to import shipping details. They provide a plug and play solution that enables companies to start shipping across the world in an instant. They also offer a host of delivery monitoring and customer engagement tools which enables a two way interaction between the shipper and the customer.

DETAILS OF PRODUCT/SERVICE

Shippigo provides the complete order fulfilment process on a single platform, connecting businesses to a network of national and international shipping providers. The platform offers price on real time volumetric weight and dead weight comparison, multiple payment options, warehousing services, and custom shipping alerts during the shipment journey. They also enable multi box deliveries under one order and tracking number with the option to also split a single order into multiple orders. Reverse shipping, where the order is collected from the customer and delivered to the warehouse, is another service.

FOUNDER(S) DETAILS

The startup was founded by Nitish Gupta (29). Nitish has a Masters in Information Technology from UNSW, Sydney, Australia. Nitish is joined by co-founder Saurabh Jaitly (32) who was earlier a journalist with NDTV Profit. Saurabh holds an MBA from IMI, Brussels.

REVENUE MODEL

Shippigo follows a transactional revenue model with bulk shipping rates tied up with different carriers. They also charge for warehousing and fulfilment services. Companies are charged per square feet (sqft) of space occupied. Shipment handling and packaging cost is charged per shipment handled, with a minimum monthly charge. In the future, the startup plans to incorporate subscription pricing.

TRACTION

The startup claims to have a customer traction of more than 500, with annual revenue of Rs 1 crore to Rs 3 crore

Superfan Studio



Vertical: **Deep Tech**

Business model: **B2B2C**

Technology: **AR, VR**

Location: **Mumbai**

Size of the team: **11-20**

Founding date: **February 2016**

KEY TAKEAWAYS

Creating an AR experience is considered to be complex, time consuming and expensive. Superfan Studio aims to make this experience a lot more accessible, affordable and easier not just for brands, but end users as well. Touting their tool to be similar to Canva, who made it easy for anyone to design without knowledge of Photoshop or CorelDRAW, this platform helps everyone build AR experiences. The company got featured during Mark Zuckerberg's keynote speech in 2019, at Facebook's annual conference on the future of technology.

COMPANY OVERVIEW

Superfan Studio's product is a no-code browser-based tool to create trending Augmented Reality (AR) experiences for influencers, brands & startups, which they could use on social media platforms Facebook, Instagram and Snapchat to boost user growth and drive sales.

DETAILS OF PRODUCT/SERVICE

Social media influencers use AR for content creation and fan engagement. Many brands use it for virtual try-on, showcasing products in an immersive format, and transporting customers with virtual in-store experiences, especially during these pandemic-induced lockdowns, to boost sales. The makers of this platform call themselves the Canva for augmented reality. As a digital reality studio, Superfan Studio tries to attract and engage with its customers and provide solutions to many companies through social media.

FOUNDER(S) DETAILS

The startup was founded by Snehaal Dhruv (37) who has previously worked with KPMG, Credit Suisse, Mercedes Benz and CTS. Snehaal has a Masters in Engineering Management from Syracuse University, US. This is Snehaal's third venture. His earlier two startups were run part-time when he was based in the US, and he folded them very early.

REVENUE MODEL

The studio's subscription plans are \$14.99 per month or \$99.99 per year, while enterprise plans start at \$499 per month. The company plans to have 100k paid users by the end of 2022, yielding \$10M+ ARR.

TRACTION

It has a customer traction of over 500.

Superpro.ai



Vertical: **Enterprise Software**

Business model: **B2B, B2B2C**

Technology: **Product as a Service**

Location: **Bengaluru**

Size of the team: **11-20**

Founding date: **August 2019**

YS TAKE

Although a relatively young startup, the combined experience and technological expertise of the co-founders of Superpro.ai holds this organisation in good stead. By saving the minutes that are spent on repetitive tasks and using data to enable professionals to improve their performance and grow their business faster, Superpro.ai is leading the trends that will dictate the future of work.

COMPANY OVERVIEW

Superpro.ai is a PaaS solution for professionals to sell and deliver their live sessions online. The startup provides their platform as a service to professionals, digitising their entire workflow, leaving them to focus on bringing customers nationally and internationally, without spending any time or effort in price negotiations, scheduling, collecting payments, follow up emails or sending invoices.

DETAILS OF PRODUCT/SERVICE

Through Superpro.ai's platform, coaches and trainers sell and deliver their expert sessions on video calls. Appropriate collaboration tools and AI applications are not easily available for the workforce, and Superpro.ai aims to change this landscape by helping users easily market their expertise through videos. With this platform, professionals can avoid repetitive tasks with email, data collection and data entry, thereby increasing their billable hours, and resulting in more income.

FOUNDER(S) DETAILS

Gaurav Tripathi (37) an IIT Mumbai graduate founded Superpro.ai. Gaurav had earlier co-founded Innoplexus, an AI technology firm headquartered in Germany, and was CTO for the same. Gaurav is joined by three co-founders: Vijay Goel, Vivek Kumar and Sagar Ramteke. Vijay (28) holds a Masters in Mathematics and Computing from IIT Kharagpur, and earlier worked with Fidelity Investments. Vivek (27) dropped out of IIT-Kharagpur to focus on his IoT startup Intugine Technologies. Sagar (38) is a law graduate from ILS, Pune, who earlier worked with Intel.

REVENUE MODEL

Superpro.ai charges a commission on all transactions and they plan to evolve the pricing into a combination of commission and monthly subscriptions.

TRACTION

The company has a customer traction of more than 500.

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Aatmaparyapt Bharat: The case for self-sufficiency in the Indian innovation ecosystem



Abhay Tandon
Director and Head of Lowe's
Innovation Labs - India

Self-sufficiency has been around since the time of Aristotle and his concept of eudaimonia; it is often taught as a virtue to young children. Yet today, when it comes to innovation ecosystems across the globe, we seem to be losing sight of it or, worse, confusing it with self-reliance and protectionism. So, what really is self-sufficiency from an innovation ecosystem's point of view in general, and that of a corporate innovation entity specifically? And is there, if at all, a case for it in the Indian context?

But first, what is the definition of a self-sufficient innovation ecosystem? Ideally, a self-sufficient ecosystem would have these basic characteristics:

1. A strong and budding group of young, tech-savvy entrepreneurs and startup founders, and a steady stream of graduates choosing to work alongside them.
2. A thriving early-stage venture capital scene.
3. Corporates willing to experiment beyond traditional

(often enormously expensive) internal innovation and product development programmes.

4. A solid network of accelerators, incubators and innovation entities that provision corporates with the capability to manage proof-of-concepts and pilots, in partnership with startups; and the ability to easily fund early stage enterprises for investors.
5. Governments and ministries that actively strive to reduce red tape and encourage innovation by providing incentives such as tax subsidies and R&D grants. Some notable examples would include the governments of California, South Africa, and our very own Ministry of Electronics and Information Technology (MeitY), Government of India.

With so many variables, it is quite challenging to create a self-sustaining startup ecosystem. Would you believe that a city like Seattle, with a flourishing ecosystem, home to two of the world's richest men and hundreds of other

millionaires, and corporate giants like Starbucks, Boeing and Costco, theoretically cannot be called self-sufficient? Seattle has to import capital to fund its startups.

Clearly, no startup ecosystem is really self-sufficient, without the need for outside capital, talent, and ideas.

In the Indian context, we've made significant progress in terms of the number of startups (38,000+), incubators (520+), VCs (400+) and Government regulations, to become the world's third largest ecosystem, according to some reports. However, there are three areas which need much improvement.

The first problem plaguing the Indian innovation ecosystem, especially corporates, is the high degree of dependence on external partners, especially startups, to build parts or problem-specific solutions in a very ad-hoc fashion. Many innovation entities do not have an internal prototyping team to co-develop solutions, do POCs/ testing or scientific validation. So they end up trying to force-fit external, general solutions to very specific, internal problems. This gives rise to various challenges in terms of scaling and adoption within the larger ecosystem of the business. For example, the internal company tech stack is often unable to talk to the solution's tech stack. This discovery is often made at a very late stage in the



partnership between the corporate and startup, leading to a loss of credibility, loss of resources and often, a loss of competitive edge.

While the internal tech stacks can't be reinvented to be compatible with every innovation, nor can the innovation partner be expected to customise their product at the stack level every time, what can be done is to put a bilingual technocrat in the middle. This could be a team member, ideally from the innovation team, with skin in the game and fluent in the needs and peculiarities of both the tech stacks, involved right from the beginning. This not only improves the technical fitment of the innovation into the business's ecosystem, it also facilitates internal business buy-in and long-term readiness.

The second problem facing the ecosystem is the lack of diversification in its sources of risk capital, and the ecosystem's disproportionately large dependence on foreign capital. With the ever-changing landscape of international relations having a direct correlation to the continuous flow of capital, it is imperative that the Indian innovation ecosystem begins to look inwards and unleashes the domestic capital held up in channels such as National Pension Scheme (NPS) and insurance, and diversifies its funding sources. Diversification is also a great instrument to ensure anti-fragility for Indian startups.

To the benefit of the ecosystem, a steady supply of risk capital from family offices, angel investors and individuals with high net worth is gradually emerging. These groups are progressively embracing 'early stage venture capital instruments' as an alternate asset class. While this is a positive change, the execution is easier said than done. To ease domestic capital flow and reduce dependence on international credit, currently unlisted investment in startups need to be brought at par with listed investments with tax parity, along with NPS and insurance funds channeled via VCs as Alternate Investment Funds (AIFs). This will require a push, more from the government than the investors themselves, leading to a mature VC industry benefiting all stakeholders.

And finally, the last hurdles in the path of the Indian ecosystem going truly global with its products are ease of doing business and a diverse workforce. The Government has definitely made large strides towards improving India's position on the global ease of doing business index, but more needs to be done. It is still very difficult to set up or close down a business. The Government also needs to help modernise visa laws so that India can attract and retain the best global talent.

All in all, I think if not Aatmanirbhar Bharat, there is definitely a case for self-sufficiency in an Aatmaparyaaapt Bharat, and the prospect of closing in on an innovation utopia.

Aatmanirbhar Marketing – You no longer need a bigger ad budget



Mayank Agarwal
Co-founder, SendX

4200%

That's the expected ROI on marketing spends on a channel like email.

While there is this measured impact being created by a single medium of communication, there are a large number of Indian startups that are currently building their marketing on shaky grounds.

I keep reading about Facebook deleting Facebook pages of brands and limiting organic reach; and Google's algorithm changes resulting in a lot of pages losing their visibility on search engines.

Yet, a shocking number of startups are still completely dependent on these platforms for their marketing.

And this is a never-ending pattern. Every platform in history has followed this classic trajectory.

Bait and switch.

293.6 billion

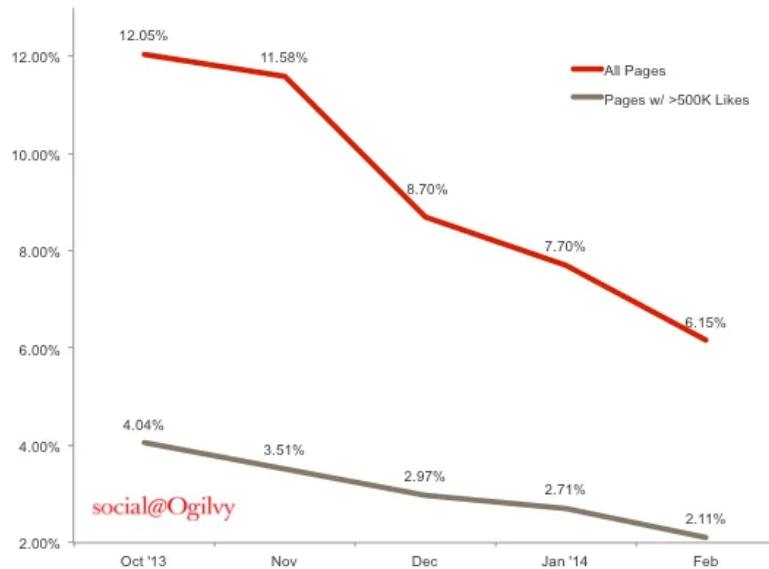
That's the number of emails sent and received every day in 2019.

1. Get people to use the platform.
2. Make it really easy for brands to reach these people.
3. Start charging for this reach in the form of ads.
4. It becomes a marketplace, where brands have to keep outbidding other brands who are vying for the attention of the same person.
5. It becomes a never-ending race, where the only winner is the guy who owns the racing grounds.

The truth is, brands are always playing a losing battle as long as they are relying on external platforms for their customers.

The primary goal for all startups today should be to focus on building channels that put the control in their hands. This will ensure that their business is free from the whims and fancies of external platforms, and remains

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

Source: MarketingBytes.io

independent of circumstances that are not in their control.

The truth is, brands are always playing a losing battle as long as they are relying on external platforms for their customers.

The primary goal for all startups today should be to focus on building channels that put the control in their hands.

This will ensure that their business is free from the whims and fancies of external platforms, and remains independent of circumstances that are not in their control.

How do we build our own audience?

There are multiple channels out there that you can use to build your audience. The most popular ones in India being email, web push notifications and SMS.

What's common between all these is that they allow you to "own" the contact details of your audience.

So whether it's a mailing list or web push notification contacts, you own them, regardless of what product you use to communicate with these contacts. If the product goes away or decides to ban you for any reason, you still have access to your contacts. This is not the case with a Facebook brand page.

You can start with any channel though. It's up to you and your audience's preferred way of communication. What's important is that you start making aggressive efforts towards building your audience base on your own turf.

The Vast Opportunity In Front of Us

"75% of consumers

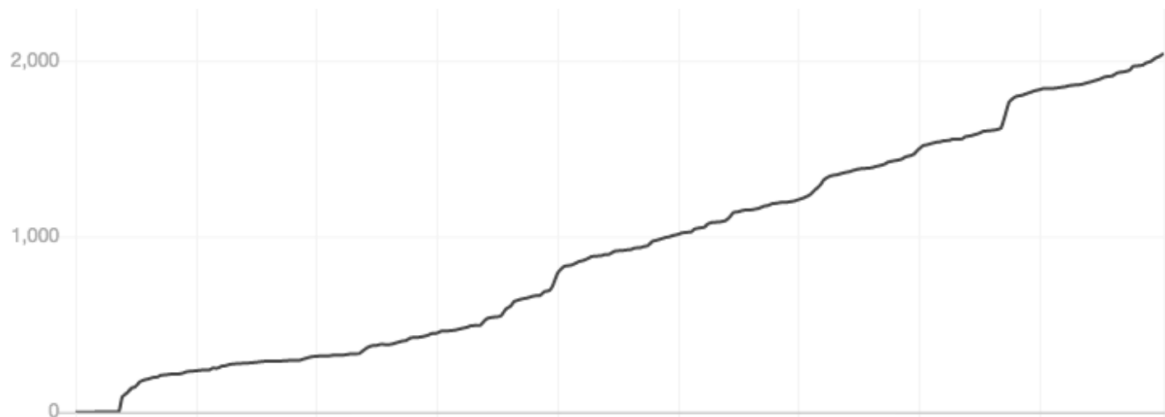
are comfortable receiving SMS messages from brands as long as they opt-in to messaging."

"72% of people

cited email as their preferred medium for receiving promotional content. Only 17% cited social media as their preferred medium."

"From 5% to 25% - the sign-up rate among site visitors for web push notifications."

People literally want to hear from you. They are willing to give you the permission to communicate with them. So once you have the "permission" to communicate



From 0 to 2,000+: The growth of Ledger subscribers from March to present.

Source: Charlotte Ledger Business Newsletter on Substack

13,027

Total Email List

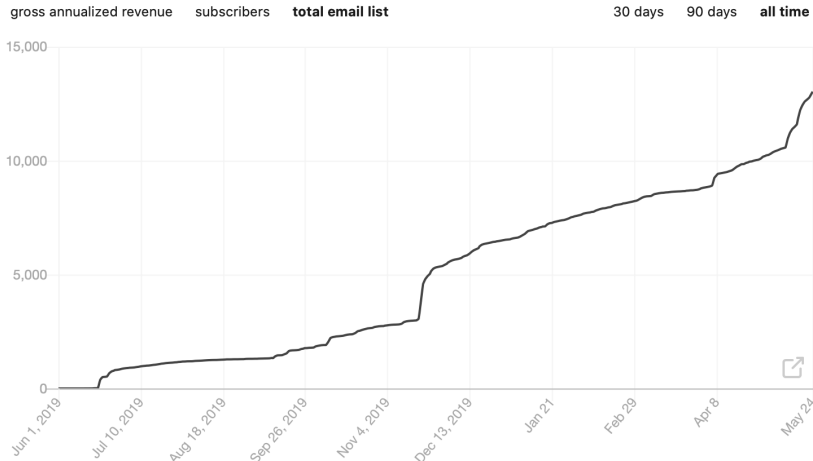
(export list)



486

Subscribers

(export list)



Source: Lenny Rachitsky's Substack Newsletter

with your target customers, you have the opportunity to build real relationships and, as a result, generate more sales. In contrast, interrupting people via social media ads where they are not actively looking to engage with businesses is always going to be more expensive and less effective in the long run for a lot of startups.

By 2023, there will be an estimated 4.3 billion email users globally, according to Statista. People want to hear more from brands they like. And email allows you to create a super personalised storytelling experience that is not very easy to replicate in other mediums.

Substack, a company which enables creators to host and monetise newsletters is attracting a large number of creators. These creators are building huge email lists and sending content directly to their reader's inboxes .

People are increasingly preferring to read their favourite content directly in their inbox. In fact, they would even pay businesses for this content, simply because there is trust and likability that is generated as a result of these communications.

As a matter of fact, the skyrocketing eCommerce industry's growth is also fuelled by channels like email and web push notifications to a large extent. Klaviyo, an

email marketing company just focused on eCommerce, raised a massive Series B of \$150 million last year.

I'm sure you would have seen emails like the one in the adjoining image after you add an item in the cart but don't make a purchase.

These are one of the most common types of emails sent by eCommerce companies today, called Cart Abandonment Recovery Emails. Studies say that an average of 69 percent carts online get abandoned. And out of all the cart abandonment emails sent, 45 percent get opened, 21 percent clicked on, and 50 percent of the recipients go ahead with their purchase.

Companies like Forever 21, Myntra and Amazon all frequently send emails with discounts to win more sales.

Since you own the contacts for emails, SMSes and Web Push notifications, you're not dependent on any channel for bringing you customers. You're completely aatmanirbhar and standing on solid ground as a result. With ROIs like the ones mentioned earlier, and a large part of the Indian population having access to SMS and the internet, the opportunity here is immense. We all can still grab a large piece of the pie by setting up the right building blocks for our marketing.

Conclusion

When building a successful startup marketing strategy, depending on someone else's space won't get you very far. You need to build your own space so that your

FOOD52



Your Cart Called

It's hoping you'll come back and see it. The goodies you love are there waiting for you, but they won't be forever.

[VISIT YOUR CART](#)

YOUR LIL' SOMETHINGS



Stackable Bodega Glasses (Set of 12)

[Shop Now](#)



Give a Friend a \$20 Credit & Earn a \$20 Credit for Yourself



Express Shipping Available



[Click here](#) to unsubscribe or manage your preferences.
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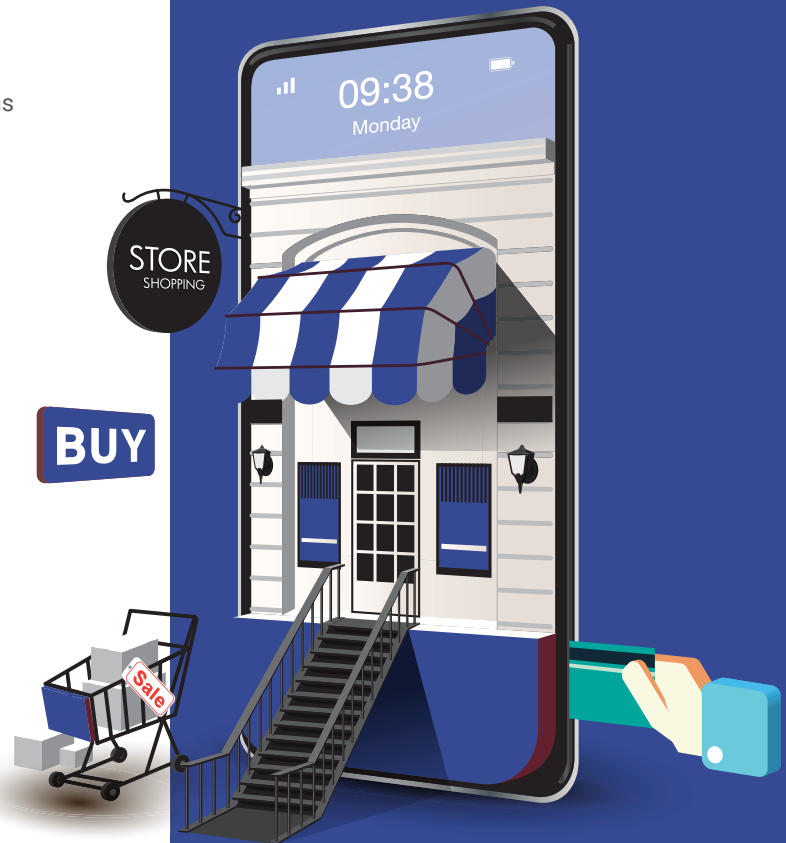
Source: reallygoodemails.com

audience actually becomes a core part of you and your brand.

All brands are at the mercy of external platforms until they decide to work towards taking control in their hands. Ryan Hoover, founder and CEO of ProductHunt, started building an email list and that's what led to his small startup growing and eventually getting sold to Angellist for \$20 million.

Dunzo uses push notifications to engage their users with quirky and catchy content. And this has not only given them a 45 percent increase in orders, but has also given them a huge fan base which identifies with their value proposition and will continue to buy from them. Anyone can now own their traffic. And they can create beautiful, personal and hyper-targeted communications via the various tools out there, at a very little cost.

It's time for us to lead with action, and get away from the never-ending race. By building our own audiences, we can truly play and grow as aatmanirbhar startups. For an Aatmanirbhar Bharat, we need aatmanirbhar startups and for aatmanirbhar startups, we truly need aatmanirbhar marketing.



Why choosing the right IT support partner is a key priority for SMBs in the post-pandemic world



Ashish Sikka

Director-SMB, Lenovo India

Even before the Covid-19 outbreak, 52 percent of people across the globe were said to be working out of the office at least once a week and 18 percent were working remotely full-time. The latter subset, it is now universally acknowledged, is all set to increase in a post-pandemic world. Today, work happens anywhere – at home offices, in offices and shared spaces, in living rooms, and even on the go.

Today, members of a newer and younger workforce are demanding a more flexible, collaborative workplace, as well as reliable, well-supported technology that matches their own personal tech in style and performance.

SMBs need to be well-equipped to support the dynamic expectations of this modern workforce, wherever they are located, and:

- provide the right technology to keep processes running smoothly
- ensure that solutions are in place to make

- collaboration and engagement, fast and seamless deploy, manage, maintain and secure devices and data, which are geographically spread

However, certain concerns are taking precedence for SMBs. The biggest challenge SMBs are facing these days is the impact of the pandemic on their decision-making process. There is a strain on finances, especially in industries impacted by low customer demand or business functioning. The economic uncertainty makes it difficult to make long-term investment decisions, including the right kind of IT solutions.

In such a volatile scenario, how can SMBs choose the right IT support partner?

Today, SMBs need a solution provider who can handle all their IT needs, right from hardware requirements to services and software solution requirements. According to a global Lenovo study, 42 percent of IT teams are not equipped or trained to manage all device issues post-



purchase and, on an average, teams waste up to 22 minutes per day dealing with IT issues in the workplace. A large number of SMBs and SMEs also face uncertainties around remote workforce and finances, which makes investment decisions difficult, leading to the companies trying to find a one-stop solution without their budgets getting overwhelmed by the costs of long-term IT solutions. They need to collaborate with an able partner who can understand these challenges at length, and ease the pain points in their journey of digital transformation.

Lenovo as a capable technology partner for SMBs

At Lenovo, we enable our customers to do just that, thereby allowing them to focus only on the core and strategic tasks needed for them to grow. We have several

initiatives under Lenovo's end-to-end Lifecycle Solutions for SMBs, meant for solving their challenges, and enhancing their productivity.

Lenovo's Services comprise a wide array of offerings available to help organisations plan, manage and support their PC fleets. From initial strategic planning to configuration, deployment, security and more – Lenovo has solutions to help companies embrace new workplace technologies.

- It starts with Planning Services which entails strategy, assessment and personal consultation. It will help define the “who, what, where, when and why” for how the company can integrate Lenovo solutions.
- Then, Configuration Services cover customised hardware and software setup such as BIOS settings,

imaging, device registration, and more

- Deployment Services help increase the productivity of IT teams with faster deployment of devices, and employee productivity with new machines
- Lenovo's rich portfolio of Support & Protection Services gives customers the technical support, backup, and repair services needed to keep devices performing at peak efficiency
- A host of Managed Services like smart fleet management, onsite help desks, compliance monitoring and management, inventory control, DaaS and software solutions are available
- At the end of a device lifecycle, Lenovo helps maximize residual value while ensuring data security and environmental compliance via Asset Recovery Services.

With Lenovo Premier Support, a priority service providing 24x7x365 access to quality customer support, we deliver unscripted tech support by a real engineer to every employee in every location. This allows the IT staff to manage routine support tasks, freeing up their time and budget to focus on strategic efforts that move the organisation forward.

Lenovo Smart Fleet Services is an IT asset management service designed to help SMBs gain

control of their endpoints (both hardware and software), increase security and compliance, optimise the end user experience, and automate routine manual tasks to free up IT time and resources. This service is device and toolset-agnostic, meaning whatever devices the organisation uses, Lenovo can help optimise their IT management.

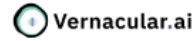
Lenovo DaaS (Device as a Service) provides a fully-managed model combining hardware, services, and software into a single, configurable solution with a predictable, affordable periodic fee. DaaS manages configuration, deployment, management, and disposal of hardware, so your IT staff is available for business-critical tasks. It is available on a subscription model to help manage your IT costs, and allows you to convert capital expenditure to operating expenditure. Our DaaS solution is truly a customised and business-focused solution, based on the individual needs of your business.

In these uncertain times, the security offered by a capable technology partner can make your digital transformation journey seamless and, in turn, enable you to focus on what's most necessary to take your business to the next level.





(Cortech Partner)



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