

# Eight Indian start-ups in Google's first Launchpad Accelerator in US

**BS REPORTER**  
Bengaluru, 19 January

Eight Indian start-ups have been selected for the first Launchpad Accelerator programme by Google that began in the Silicon Valley on Monday. Launchpad Accelerator is a six-month acceleration programme that includes mentorship and access to Google product managers, a start-up package of seed funding and Google product credits. Chosen start-ups will be eli-



gible for a two-week all-expense-paid training programme at its headquarters in Silicon Valley.

The Indian start-ups that made the cut include urban laundry service Doormint, food technology start-up Holachef, self-drive car rental aggregator JustRide, home rental network Nestaway, workplace discovery platform Super, media technology platform Murmur, English language learning platform English Dost and video-sharing start-up FranklyMe.

Seven start-ups from Indonesia have also made it to the programme.

According to Google, the programme is targeted at companies that already have a product and are primed to scale. Only mobile app start-ups in Brazil, India and Indonesia were eligible.

After start-ups were selected from the applications, evaluated by Google, these were asked to take part in a one-hour video conference or a face-to-face interview with a Google team member.

The start-ups were intimated about their selections about 20 days ago.

## Ratan Tata invests in CashKaro

Chairman Emeritus of Tata Sons Ratan Tata has invested an undisclosed amount in personal capacity in cashback and coupon website CashKaro.com. The funding comes just two months after the Gurgaon-based start-up raised ₹25 crore in its Series-A funding, led by Kalaari Capital. Interestingly, Tata is also on the advisory board of Kalaari Capital. This is Tata's third investment this year. **BS REPORTER**

## KartRocket raises \$6 million

E-commerce enabler KartRocket has raised \$6 million in its latest round of fundraising, led by Bertelsmann India Investments (BII). Existing investors Nirvana Digital India Fund, Nirvana Digital Investment Holding, 500 Start-Ups and Beenext also participated in the round. It looks at enabling SMEs build an independent online presence, offering a platform for web and mobile sites, payments, logistics, marketing, and promotional tools. **BS REPORTER**

## Flipkart invests in Tinystep

Social network for parents, Tinystep, has raised an undisclosed amount of seed funding from e-retailer Flipkart. It will utilise the capital to develop its product, enhance user experience and build its team. Tinystep aims to build a platform for the parenting community by allowing them to interact, connect and ask questions to other parents. It also has features that allow

parents to keep track of their child's growth and vaccination schedules, says the company. "Silicon Valley has given us Facebook, Twitter, LinkedIn and many more awesome social products, Tinystep can be a tiny gift from India. Flipkart is helping us with the required guidance to continue our excelling growth," said Suhail Abidi, founder of Tinystep. **BS REPORTER**