

## *This students' start-up explores web in a different way*

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If you want to know more about a particular topic you search it on Google. The search results include web pages, images, videos and news articles. Some people find it difficult to sift through these results to get websites of their interest.

CybrHome, a start-up by three final-year students of National Institute of Technology Karnataka (NITK) in Mangaluru, is now building a product to tackle this.

Shubham Badal, Chief Executive Officer and founder of CybrHome, told *BusinessLine* that Internet has been around for over two decades but still most people do not know websites that they should know.

CybrHome ([www.cybrhome.com](http://www.cybrhome.com)) has organized websites into topics and categories, and listed them for the user. This enables discovery of websites helping people find opportunities, products, resources that they may need, he said.

### **How it works**

Here is an example how it works. A person, who wants to explore more about top

websites related to 'online learning' to boost his/her career prospects, can click on 'career' category in CybrHome that takes him to 'online learning' sub-category. The directory there lists top websites on online learning. In the same way, websites of several other topics have been covered on CybrHome.

Stating that CybrHome is not a search engine, he said it is basically a directory of websites and blogs with loaded features, something like discovery engine. Like in social media platforms, users can like, rate, review and bookmark websites; can follow others to know what websites they like; and can also share websites on their Facebook and Twitter profiles.

Badal said that CybrHome brings its content team, website owners, internet consumers (through crowd-sourcing), and the technology (Bot) on a single platform to build an organised collection of important websites.

### **Target users**

To a query on the target users for this product, Badal

said the users are the people who love discovering websites. They can be students, programmers, developers and entrepreneurs.

As of now, CybrHome has around 1,600 registered users, and more than 50 per cent of them are from abroad. Badal said that CybrHome would like to have around 10,000 registered users in the first quarter of 2016, and around 25,000 users by the second quarter. "We would like to have around 1 lakh registered users by the end of 2016," he said. On the investments, he said the start-up is incubated at Science and Technology Entrepreneurs' Park (STEP) of NITK. CybrHome has been selected as Microsoft BizSpark start-up. This helps the start-up to get cloud facility covering its technology cost.

CybrHome, which is also part of Facebook's 'FbStart' programme, gets free services and tools up to \$30,000 from Facebook.

Badal's friends Ashish Gupta (co-founder and chief technology officer), and Ajeet Lakhani (founding engineer and lead developer) are the other two members of the team from his class. Eight other juniors from NITK are the other members of CybrHome team.

### **Business model**

On the business model, he said the team is now focusing on product and growth.

"We will monetise the platform after a couple of years. Then, we will be taking funds from private investors," he said.



Shubham Badal, founder and CEO of CybrHome, with co-workers at Science and Technology Entrepreneurs' Park in Mangaluru.