

State startups set to make a mark on global level

PiyushMishra@timesgroup.com

Ahmedabad: In the past few years, several startups have come up in state, especially in Ahmedabad, thanks to incubators and efforts by venture capital firms. Now, these startups are set to make their mark at global level. More than a dozen startups from the state will be participating in the two-day 'Surge Conference' beginning Tuesday in Bangalore.

These startups include Chaai Pani, Cookedin.com, Crawded.com, Arkai Healthcare and Match My Talent among others.

SURGE is Ireland-based Web Summit's first conference in India. In 5 years, Web Summit, held annually in Europe, has grown from 400 attendees to over 42,000 from more than 134 countries.

The event will see participation of world's biggest brands, leading investors, and most promising startups.

Abhijeet Goswami, co-founder of Cookedin.com, an aggregator of home-based cooks said, "We have been chosen for the Alpha programme. We will get to rub shoulders with who's who of startup industry and it will be a big learning experience." Cookedin.com was launched earlier this month and till now 75 home cooks/chefs from city have got themselves registered. The unique service proposition of this startup is aggregating home-

based cooks and connecting them to consumers that seek an alternative to 'mass cooked meals'. Two years back, Mayur Macwan and his friend Nitin Patel quit their job abroad, came back to Vallabh Vidyanagar and along with Sneha Jaypal launched the education sharing website 'Crawded.com'.

"Today the website has over 15,000 users studying in class 8 to 12, who share all kinds of study material with each other and that too subject-wise," said Macwan. He further said,

More than a dozen startups from the state will be participating in the 'Surge Conference' beginning today

"Last year at 'Rise Conference' of Web Summit in Hong Kong we had launched our startup. Now we are participating in the Bangalore conference as a successful startup."

For Shruti Chaturvedi, founder of media-tech startup 'Chaai Pani', it was love for storytelling which led to the venture.

"We started as a blog where we would tell stories of innovators and entrepreneurs. The blog started getting good hits and then we converted it into startup. Today, we have 7,000 registered subscribers, get 50,000 views a month and are also making money," said Chaturvedi whose startup is one of the organizing partner of Surge Conference.