

How I got my STARTUP IDEA BHUPINDER SINGH | Founder, InCred

Aim was to close gap between old-school banking, new finance... THE IDEA: Create an alternative credit lending platform using technology and data science. EARLY DAYS: After quitting Deutsche Bank in 2016, Singh spent 12 to 15 months researching the market...

When the VC HAD ME STUMPED

Just become an NGO, I was told... Sonali Srungaram | Managing Director, Cipher Healthcare... Sonali Srungaram set up Cipher Healthcare in 2012 to raise awareness about cancer and run prevention and detection drives...



—SHWETA BATHORU

Smaller cities like Coimbatore, Pune and Hyderabad may not be hotspots but founders are building startups on the base provided by traditional businesses

How new-age entrepreneurs are homing in on old-economy hubs

Ranjani Ayyar & Aparna Desikan | TNW... When Sachin Kishore, Somy Sridas and Varun Moorthy were casting about for a base for their bicycle startup Scolarian in 2014, Coimbatore seemed like the best option...

the old economy Bengaluru, Mumbai and Delhi remain hotspots for investors and startups, but in smaller cities like Coimbatore, Pune and Hyderabad, entrepreneurs are building startups on the base provided by traditional industries...



and Genome Valley in Hyderabad have added startups in the areas of medical devices, life sciences and biotechnology... Genome Valley is a high-technology business district spread across 600sqkm and houses over 200 life sciences companies...

Scolarian isn't the only startup that's leveraging the advantages of an existing ecosystem, created by an existing ecosystem, created by an existing ecosystem...

For the three VIT graduates trying to design and build high-performance, affordable geared cycles for India, the city provided all the support their ventures needed...

An existing base of automotive industries is the reason Vinay Nathan, founder of IoT startup Altizon, decided to stay in Pune though he was selected to be part of Microsoft Ventures' accelerator in Bengaluru...

Sanjay Swamy, managing partner at Prime Venture Partners, says startups need to leverage existing strengths rather than create skill sets from scratch...

HEMALATHA ANNAMALAI | Founder, Ampere Electric Vehicles... Manufactures electric scooters, cycles, special vehicles for disabled... Founded in 2008 in Coimbatore

FROM A TALENT PERSPECTIVE, PEOPLE ARE INQUISITIVE AND OPEN TO TRYING HANDS-ON MECHANICAL WORK IN COIMBATORE. SO I DECIDED TO SET UP HERE

SREEKANTH NADELLA | COO, Call Health Technology-powered healthcare services company... Founded in 2014 in Hyderabad

SANIY SWAMY | Managing Partner, Prime Venture Partners... THE ENTREPRENEUR IS THE SECRET SAUCE BUT WITHOUT A TEAM, HE OR SHE CANNOT CONVERT INSIGHTS INTO SUCCESS...

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BENEFITS IN ESTABLISHED ECOSYSTEMS... Expert talent pool, Easy access for field testing, Network of suppliers and vendors, both small and large, Access to mentors

While being close to customers is important, a favourable ecosystem must be in place for a startup to thrive, says Sreekanth Nadella, chief operating officer of Hyderabad-based health tech startup Call Health...

Being close to talent and skill means the difference between a startup that survives and one that thrives...

Interview 'If you want to stay in the game, get into a business that's hard for others to enter'

Anand J | timesgroup.com... I long before Android phones made maps ubiquitous, husband and wife Rakesh and Rashmi Verma took a bet on digital mapping and location technology...



TAKING AN EARLY BET: Rashmi and Rakesh Verma of MapmyIndia

How did you manage between 1995 and 2005? We didn't take a salary for 10 years, but we always paid employees on time. We lived month to month. We were not spend much on marketing as we believed that a good product would earn word-of-mouth publicity...

You started a digital mapping company at a time when not many people in India had even heard of the internet. Why? We came back to India from the US in the early 1990s when things were not great. We had a deep desire to live and work in our own country after spending 12 years in the US...

What were the early days like? I started a software services company, ComputerEyes, and got projects from Tata Steel and IBM. It was contract work and there was a lot of money in it, but it wasn't satisfying...

When did you realise that your product was taking off? In 2007, we realised that if we didn't accelerate, we would be left behind. We solicited venture capital money...

PICK OF THE WEEK

Blog There's so much to worry about as a founder that it's often hard to focus on the big questions...

When will we run out of money, and are we on track to reach the milestones needed for a successful financing before then? These milestones for financing, he writes are 100% aligned with the milestones needed to build a successful company...



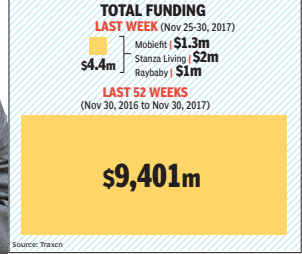
—JACK MA | Founder, Alibaba

Quote Don't wait for the environment to be ready. Don't wait for the policy to be ready. When everything's ready, there's no opportunity for you.

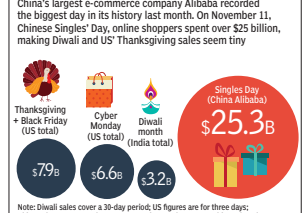
Podcasts

This week, we're recommending not just one but a series of podcasts from Sam Altman and the folks from Y Combinator, who run a How To Start A Startup course at Stanford...

DEAL OF THE WEEK



WITH 8 TIMES MORE SALES, CHINA'S SINGLES DAY MAKES DIWALI LOOK FRUGAL



HOW ALIBABA DID IT

