

Startup founders get surprise meeting with Apple CEO

TIMES NEWS NETWORK

Bengaluru/Mumbai: A group of Indian startup founders were approached by Apple a few weeks ago with an invitation for a meeting in Mumbai. None of the founders were told who they would be making their 15-minute presentations to. Little did they know it would be none other than Apple CEO Tim Cook.

Apurva Roy Choudhury of Cynapse, a Mumbai-based company which makes software for Apple's operating systems, said, "We were not expecting anything out of the ordinary until we came to know Tim was in China meeting developers last week."

Local services startup UrbanClap's co-founder and CTO Raghav Chandra was equally surprised when Cook walked into the Pandit Ravi Shankar suite at the Taj Mahal Palace Hotel on Wednesday evening,



Tim Cook
@tim_cook

Great to hear from some of India's top iOS developers today. Innovative apps and many ideas for the future!

while he was busy chatting with Apple's COO Jeff Williams. "He (Cook) was very casual and started talking to me after a quick handshake. He was mostly listening and sounded very inquisitive about what we are doing," said Chandra.

Chandra said Cook delved

deep into how the Apple platforms power micro-entrepreneurs. "He was keen to know how the experience was to work in the new programming language the company launched — Swift. We also discussed the strict app reviews on the App Store, which take long to get approval," Chandra said.

The two other founders were Invention Labs' Ajit Narayanan, responsible for an app that helps children with speech disabilities communicate, and window-shopping app Sweet Couch's Rajesh Chokhani.

Cook and the Apple team were not interested in the number of downloads but focused more on user experience and app engagement.