

NASSCOM®



10 000
S T A R T - U P S
A NASSCOM initiative

Key highlights in Andhra Pradesh:

- **20 + High impact workshops** and sessions by **expert speakers** from the **national network**. Conducted the highest number of events and built momentum in the city's startup ecosystem around Sunrise Incubation Hub.
- **800 + RSVPs** overall for the sessions conducted in the last 1 year and built a base of **350 + unique visitors** through the activities.
- Partners such as IBM, DigitalOcean, PayU Money were brought to conduct sessions at the facility – with other partner companies such as Google, Microsoft, Facebook (Dev Community) in pipeline for future sessions.
- Nominated Vizag warehouse startups for **showcase & networking opportunities** at **NASSCOM's signature summits** across the country.
- **25 startups** incubated from Aug 2016 to Feb 2018 – including warehouse and virtual program.
- Multiple press mentions of NASSCOM and its startups in AP.
- Provided startup kits worth thousands of dollars each and **exclusive benefits** to all startups in the program **from the 10000 Startups partner companies** – Kit includes exhaustive list of services/tools across cloud, marketing, sales, payment gateways, cloud telephony etc.

Events/Workshops Conducted (Mar 2017 – Feb 2018)

- Sales for Startups – Lead Generation to Customer Acquisition
- Growth Hacking
- AI & It's Applications
- Software Project Management in the Indian Context
- Starting Up Right – PayU Money Upstart Series
- Vizag Developer's Meetup in association with DigitalOcean
- Art of Pitching For Entrepreneurs
- Negotiation Mastery
- Social Media Marketing
- IP Rights protection and management
- Idea to Product
- Product mindset
- Go-to-market strategies
- Demystifying Business Models
- Migration to GST
- IBM Developer Connect
- Local Community Meetup
- Founder Thinking Series Bootcamp

- Zone Startups Roadshow – Canada Connect
- Blockchain Hackathon at KITS, Guntur
- Other NASSCOM regional events beneficial for startups such as CEO Connect, D&I POSH etc.
- 35 + weekly meetups of startup founders, other meetups/webinars.

Some of the Speakers:



Ganesh Balakrishnan
VP at Shopclues.com,
Co-Founder at Momoe
(Acquired by Shopclues)



Sudeep Singh
Country Director,
StartupGrind



Keshav Muruges
CEO WNS Global Services,
NASSCOM Executive
Council Member



Dinker Charak
ThoughtWorks



Rajiv Indimath
Founding Partner,
InCa Growth Partners



Prasad Veligareddi
ADP

Gallery of events at the Warehouse:



Investor Connect with Mr. Subhash Tripathi from **Cyient's** Venture Funding Arm



Mentor Connect with **Google** Solve for India Team



Investor Connect with Mr. Prasad Palisetty from **Indian Angel Network** for Startup Founders from NASSCOM



Mentor Connect with Mr. Ganesh Balakrishnan, VP at **Shopclues.com** for Startup Founders from NASSCOM





Press Mentions

THE HINDU

NEWS - STATES - ANDHRA PRADESH

ANDHRA PRADESH

Startup ecosystem in Vizag encouraging, says Nasscom

Santosh Patnaik

VISAKHAPATNAM, JULY 08, 2017 01:19 IST
UPDATED: JULY 08, 2017 01:19 IST

Decides to make use of expertise of member-companies in guiding budding entrepreneurs

The National Association of Software and Services Companies (Nasscom), which kick-started the operations of its warehouse at the Sunrise Incubation Hub here at Rushikonda over one year ago (the first such initiative in Andhra Pradesh), has decided to increase its activity in Visakhapatnam.

Nasscom selects four tech-based startups

'Fabulous experience'

According to Ram Kumar Varma, CEO & MD of Medic, it was a fabulous experience for them at the warehouse in getting the right training, mentorship and guidance.

"We were the first startup to get shortlisted from Andhra Pradesh for 10k Nasscom startup programme and also the first successful startup to graduate with complete support from Nasscom team."

Under Medic project, a doctor, diagnostic centre and pharmacy discovery platforms are focused on improving access to healthcare mainly in rural areas.

Mr. Varma said "Nasscom has given us immense support in branding, mentoring, connecting to the industry, startup kits in collaboration with Google, Microsoft, Paytm, Axis Bank, Amazon cloud services giving us free services to build the ecosystem."

He said Nasscom laid the foundation and created the platform to build the startups. "We have to utilise them and explore market opportunity," he remarked.

AP startups to get \$10,000 cloud credit

In partnership with Nasscom 10,000 startups, Digital Ocean, an American cloud infrastructure provider, will provide \$10,000 cloud credit to the select startups. The cloud computing company will organise an interactive session with all the startups across Andhra Pradesh on July 22. In the programme, the startups will be taught on how to leverage cloud technology and get benefit from credits. For the Nasscom 10,000 startups, five startups from Vizag have been selected. The event will be organised at Nasscom Warehouse at Sunrise Tower. The five startups from Vizag are Medic, Cybercubes, Gamifad, Melon Studios and TourDix. "We have tied up with different organisations to provide the best technologies to the startups and it is one of them. We try to bring the best of the technology partners to support the startups. This interactive session will not only benefit the selected startups but also rest of the startups to get the market knowledge from the experts," said Vijay Bawa, the manager of Nasscom for Andhra Pradesh and Telangana. On the \$10,000 cloud credit India head of Digital Ocean, Prabhakar Jayakumar says, "We are providing them a facility to host their applications. Through this tieup with Nasscom, we will be not only providing \$10,000 cloud credit to startups but also boot camp sessions, mentoring sessions, workshops in next one or two months. On July 22, we will have knowledge sessions with the startups where the team will be sharing knowledge on how to scale business on cloud. The cloud credit will be provided to the startups for a year."

Fri, 22 July 2017
INDIAN EXPRESS
paper.newindia

Nasscom Warehouse start-up makes a mark

Visakhapatnam

The National Association of Software and Services Companies (Nasscom) has decided to increase its activity in Visakhapatnam. The warehouse at Sunrise Incubation Hub here at Rushikonda over one year ago (the first such initiative in Andhra Pradesh), has decided to increase its activity in Visakhapatnam.

The warehouse is now undergoing major and will use be accessed via mobile app.

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e-commerce platform for textile traders

It will connect manufacturers with retailers in Andhra Pradesh, Telangana

Three entrepreneurs, who have started the business of e-commerce platform for textile traders, are standing in front of the warehouse at Sunrise Incubation Hub here at Rushikonda over one year ago (the first such initiative in Andhra Pradesh), has decided to increase its activity in Visakhapatnam.

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A New Era of Rail Development Dawns

...in the Sunrise State of Andhra Pradesh

...in the Sunrise State of Andhra Pradesh

Startups & their activity (Aug '16 – Feb '18)

All the startups have received common support in the form of training through workshops, one-on-ones with expert speakers/mentors, credits of several products and tools (Startup kits) in their product development stage, hiring support, peer interaction through weekly founder meetups.

Apart from the common incubation support, some of our startups who have reached a certain level have received specific connects with the 10000 Startups National network for support.

6 NASSCOM Startups from Vizag were **nominated** for enterprise connect at **WCIT (World Congress in IT) – NILF (NASSCOM India Leadership Forum)** and got **free delegate passes** worth **Rs. 50,000 each** (sponsored by corporates).

Few Examples from current batch:

- ImNotOut Solutions – Sports collaboration platform (Web & Mobile).
 - 80% completed their web platform and refining UI. Looking to launch by May '18.
 - Provided support with hiring, connected with several founders from relevant domains (Sports, B2C) to learn from their experience for this product.
 - Provided connect with Investor Mr. Deepak Agrawal, AVP IdeaSpring Capital for mentoring support from the business front.
- ISF Technologies – They are developing a real time monitoring device for aqua farmers that will help them monitor effectively, automate aerators, and predict crop yield. In an attempt to increase production yield and reducing power bills for the aqua farmers.
 - 2 prototypes already deployed in aqua farms and receiving good feedback from the target market.
 - Brought in Mr. Sudhakar, CEO Prospecta Technologies (NASSCOM Member Company) as mentor to help take the venture forward.
 - Provided connects to Ankur Capital for validation and Mr. Naren, COO InspirEdge for mentoring and other connects for collaboration opportunities.
- SumoPayroll (Feb '18 batch) – Growth stage startup was directly given connect with core team of Razorpay for collaboration. They have given feedback that this collaboration would help scale their venture very quickly because of added critical features.
- Texfy.com – B2B Textile Marketplace connecting manufacturers and retailers in the textile industry and making the supply chain hassle-free through the use of technology.
 - Recently launched (Jan '18) their product and received excellent response from target market. They have received over 2500+ calls from retailers and manufacturers.
 - Provided connects in the textile industry with manufacturers.
 - Connected with Mr. Srikanth Vasuraj from Bangalore for mentoring on building their marketing and sales strategy.

- DronaMaps (Virtual) – Nominated for showcase and NASSCOM Product Conclave and won the top 5 jury choice awards. Selected for showcase at the prestigious World Congress in IT (WCIT) – NASSCOM India Leadership Forum (NILF).

Activity

Year	Key Dates	Activity
2016	March	MoU Signed
	April - July	50 + Applications received
	August	1st Cohort - 6 startups (Warehouse)
	August - February (2017)	No. of events - 3
2017	Q1: January - March	Possession of 10000 Startups Warehouse in February
		No. of Workshops/Sessions & Connects - 1
	Q2: April - June	No. of Workshops/Sessions & Connects - 7
		2nd Cohort - 7 Startups (3 Warehouse and 4 Virtual Startups)
	Q3: July - September	No. of Workshops/Sessions & Connects - 10
		3rd Cohort - 4 Startups (2 Warehouse and 2 Virtual Startups)
Q4: October - December	No. of Workshops/Sessions & Connects - 8	
	4th Cohort - 4 Startups (2 Warehouse and 2 Virtual Startups)	
2018	Q1: Jan, Feb	No. of Workshops/Sessions & Connects - 4
		5th Cohort - 4 Startups (3 Warehouse and 1 Virtual Startups)