

Top 30 start-up nominees cut across sectors, cities



TATA-NEN AWARDS

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MUMBAI

Agri-business, software testing, sports management, education and tele-radiology all rub shoulders in a shortlist of 30 nominees in the Tata-NEN Hottest Startup Awards conducted by the National Entrepreneurship Network (NEN), a not-for-profit organization that aims to nurture entrepreneurship in the country.

The 30 were chosen from a list of 588 nominees with maximum public votes and the highest expert ratings. The competition, of which *Mint* is an exclusive print partner, attracted 200,000 votes across all nominees and 100,000 registered users on its website (users could vote online and via text messages).

A majority of the shortlisted companies were started in the last three years and are headquartered in big cities such as Bangalore, Mumbai and New Delhi as well as smaller towns such as Jaipur, Patiala and Belgaum.

Delving a little deeper into what the 30 do shows that 60%, or 18 companies—based on their activities—are addressing the India market; six are aiming for the global market and six want to start in India first and then go overseas later. "This is interesting as it shows up a lot of opportunities here, which may not be as affected by the downturn if they solve real issues addressing agriculture or unemployment," says Laura Parkin, executive director, Wadhvani Foundation and NEN.

Another key trend was that entrepreneurs who made it to the list were older and more experienced. Of the 588 nominees, only one in 10 was aged above 40 while nearly half of them were in their 20s. Of the Top 30 in the shortlist, one in four entrepreneurs was above 40. Academic qualification also shone on the shortlist; two-thirds of the entrepreneurs had postgraduate education, nine held bachelor's degrees and one has not studied beyond high school. Public voting on the 30 shortlisted firms will open again from 25 November. Five start-ups that garner maximum votes before 22 December will win the competition.

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START-UPS ALL AROUND

How to read the graphic: AZZ Applications.com, top in the alphabetical listing, is run by an entrepreneur hailing from Dighe in West Bengal, circled by 1 in the graphic, and runs the company in New Delhi. 13, Daily Dump, on the other hand, is started up and run both in Bangalore (represented by 1).



Ennovasys



Uday Shankar, CEO.

Founded in: 2007
Industry: IT solutions for supply-chain management
Funding: Self-funded
Revenue bracket: Less than Rs10 lakh
Description: Partners with solution providers and hardware providers to create business solutions that can be launched in the global market. Receives royalty for the solutions distributed. Also charges a fee for solutions sold online via the SaaS (software as a service) model.

Evam Entertainment



(left) Sunil Vishnu and Karthik Kumar, co-founders.

Founded in: 2003
Industry: Entertainment (theatre)
Funding: Self-funded
Revenue bracket: Rs51 lakh-1 crore
Description: Stages English plays, conducts theatre workshops at corporate offices, organizes student interactions on theatre, theatre festivals and drama of sound and lights. Earns revenues from all these activities.

GoSports India



Hakimuddin Habibulla, co-founder.

Founded in: 2006
Industry: Sports management
Funding: Self-funded
Revenue bracket: Pre-revenue
Description: Emphasis on identification and grooming of young talent in India, and the encouragement of less popular sports. Unlike other sports managers that largely deal with the endorsements of sports, young talent trained and groomed by the company become sports icons, the firm will start making money.

Greycaps India



Giri Balasubramaniam, co-founder.

Founded in: 2005
Industry: Design of education tools
Funding: Self-funded
Revenue bracket: Rs1-5 crore
Description: The company works on multiple verticals—publishing books, organizing quiz shows, on-campus learning programmes and Internet-based learning tools. Competitors have not integrated all these learning methods into one. Services come at a fee, while products such as CDs and books collect royalties.

AZZ Applications.com



Kantanu Kunda, CEO.

Founded in: 2006
Industry: Software as a service (SaaS) via the Internet
Funding: Self-funded
Revenue bracket: Less than Rs10 lakh
Description: Services small and medium enterprises that do not have to pay the traditional expensive IT (information technology) licensing and maintenance costs. Service is more affordable to customers. Earns revenues over the term of relationship through subscription fees.

Crazypricing eTail (Cafegadgets.in)



Founded in: 2006
Industry: E-commerce
Funding: Crazypricing Online Services Pvt. Ltd.
Revenue bracket: Rs1-5 crore
Description: Helps firms in the IT and digital lifestyle categories sell products online. Sells only branded products with original manufacturer warranty and low acquisition cost. Earns through online transactions, brand stores, ad sales and