the talk

Insights & intelligence on prominent
startups in Kerala you must know about

KERALA

TOP EMERGING

STARTUPS

Document produced by GrowthEnabler
as a Knowledge Partner of the talk

ABOUT GROWTHENABLER

GrowthEnabler delivers data & intelligence on disruptive technologies & digital innovations from the startup economy, to global brands, business leaders, startups and entrepreneurs, to gain insights, get connected and grow faster through the GrowthEnabler Personalised Intelligence Interface (Pii) platform. Contact us at info@growthenabler.com

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" About 10% of the home-grown start-ups have gone on to become successful enterprises, with 2-3% of them becoming big enough to capture national and global attention "

Saji Gopinath
CEO, KSUM

INTRODUCTION

The fast-growing entrepreneurial spirit and significant backing of the Government are transforming the startup ecosystem in Kerala. The lack of adequate funding opportunities and the consistent brain drain have hindered the growth of startups in Kerala for a long time since the establishment of the first incubator back in 2002. Since then, the Government of Kerala has taken a proactive role in promoting startups with various initiatives. Earlier in September 2017, the Kerala government had also stated its plans of setting up a fund of $78 Mn (INR 500 Cr) for startups based in Kerala, to be allocated over the next three years. The Kerala Startup Mission (KSUM) has committed financial assistance of $414K (INR 2.65 Cr) to 31 startups and student teams from all over the state, who had submitted a range of new age technology solutions at the 8th edition of Grand Idea Day, a KSUM initiative. Innovative ideas like Student Entrepreneurship Policy (SEP) have managed to build momentum for an entrepreneurial culture in the state to decrease the Brain Drain, in addition tothe Brain Drain in addition to extending extensive support in the capacity development, infrastructure Development, funding and industry associations. The Kerala Start Up Mission (KSUM) has over 750 startups under its purview currently, with a majority of the sectors such as hardware, software/IT, biotechnology, and agriculture. With the government's proactive support to build innovative product startups and the ever-increasing interest from accelerators and incubator programs, the Kerala startup ecosystem is poised to be a significant force to reckon with in the near future.

ABOUT THE TALK

the talk is a new media & thought leadership platform. BIG IDEAS is one of the vertical and a knowledge platform for Startups & SME entrepreneurs. the talk BIG IDEAS enagages with Startups & SMEs on a regular basis to find the challenges of entrepreneurs and it is committed & focused in creating platforms for small medium businesses to connect, engage and get new insights to grow their business. We bring Startup & SME entrepreneurs, Investors, Corporates, Governments, Industry practitioners, and professionals together on a common platform. BIG IDEAS is in a mission to enrich the platform with knowledge & creating opportunities for Startup entrepreneurs and has joined hands with GrowthEnabler to bring out well researched reports & insights and spread among audience across the ecosystem, which will create a lot of visibility, opportunities & partnerships.

RESEARCH METHODOLOGY

GrowthEnabler's proprietary research methodology analyses the business impact of disruptive technologies and digital innovations. We capture and assess the impact these technologies have as part of the larger business ecosystem in order to enable executives to take informed business decisions, based on facts.

The GrowthEnabler Personalised Intelligence Interface (Pii) platform delivers data and intelligence from the startup economy, enabling business leaders and tech entrepreneurs to interact, innovate and grow faster.

Market Analysis

GrowthEnabler conducts extensive primary and secondary data analysis, using proprietary pattern analysis techniques, web algorithms and scoring methodologies to provide relevant market data, trends, industry analysis on sub-sectors, technology areas, applications, industry landscapes and competitors across startup technology segments. GrowthEnabler curates large volumes of data collected from various channels, including, databases, reports, journals, associations, interviews and other sources. Primary insights are gathered using surveys from key business and technology leaders in corporate organisations, investor groups, public sector entities and technology startups. Following this, several market drivers, constraints, opportunities and challenges for specific markets are identified and used as input using regression modelling.

Startup Technology Landscape & Analysis

Step 1: Startups database building

The Kerala startup database is built using primary and secondary research analysis, led by a team of analysts and subject matter experts (SMEs), coupled with Machine Learning and Natural Language Processing (NLP) technologies to facilitate data mining across the web.

Primary Research – The Primary research data is derived directly from GrowthEnabler Surveys, Interviews and company profile information provided by Startups Registered on the GrowthEnabler Pii platform.

Secondary Research – A team of Machine Learning and NLP experts scan wide range of data sources including startup websites, news, industry reports & investor portfolios to extract secondary data, which is then validated by founder/s, CXOs, product heads or other senior decision makers.

Analyst validation – A team of Analysts and SMEs validate both primary and secondary data while pro-actively interacting with senior decision makers and cross-referencing against business databases, to finally derive the relevant analysis included in this report.

Step 2: Startup evaluation with GrowthEnabler Personal Intelligence Interface

The research here identifies the top disruptive startups from Kerala andand captures 100 different parameters. Out of the 100 parameters, 58 sub-parameters are classified under 5 core categories that are then used to calculate the GrowthEnabler Startup Score. The categories include:

▸ **Leadership Team** – For education, experience & profile relevancy
▸ **Business Traction** – For market potential and business model
▸ **Product & Innovation** – For the stage of product readiness and end-user value of the innovation
▸ **Financial Strength** – For the financial fidelity with revenue & funding
▸ **Social Media & Branding** – For the media mentions, awards & social media traction

Top Emerging Startups in Kerala

STARTUPS	DETAILS

Caspar Technologies
icubespro.com

Consumer Apps

YoE: 2016

HQ: Cochin, India

EMERGING

Jacob M George
Co-Founder

SOLUTIONS:
Email Marketing Tools, Product Design & Rapid Prototyping, Predictive Marketing

PRODUCTS: Predictive Intelligent Emails

Tranzmeo
tranzmeo.com

Artificial Intelligence (AI) - Machine

YoE: 2017

HQ: Cochin, India

FUNDING: $187.00K

EMERGING

Safil Sunny
CEO, Founder & Microsoft MVP

Tranzmeo Connect :is A Complete Comprehensive Anomaly forensic Solution with Actionable Insights.

SOLUTIONS:
Self Learning Algorithms

PRODUCTS: Tranzmeo-Connect

ASIMOV Robotics
asimovrobotics.com

Robotics

YoE: 2012

HQ: Cochin, India

EMERGING

Jayakrishnan T
Founder & CEO

ASIMOV Robotics Pvt Ltd is a single window Solution and Services provider who can meet all your robotics/automation needs.

SOLUTIONS:
Robotic arm, telematics solution, Artificial Intelligence, space aggregator, AGRI-TECH

PRODUCTS: Black I Robotics Landshark

Agrima Infotech
agrimainfotech.com

Artificial Intelligence (AI) - Natural

YoE: 2011

HQ: Cochin, India

EMERGING

Anoop Balakrishnan
Founder and Chief Executive Officer

TeamAgrima started with a group of aspiring, enthusiastic, young minds with a special taste in designing, programming and technology.

SOLUTIONS:
Self Learning Algorithms

PRODUCTS: Psyight

CareStack
carestack.com

Big Data & Analytics

YoE: 2015

HQ: Cochin, India

FUNDING: $23.55M
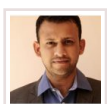
MATURE

Abilash Krishna
Co-founder & CEO

CareStack™ is a powerful practice management SaaS platform for large dental groups to improve productivity and patient

SOLUTIONS:
Practice Management Tools, Hospital Management System, Dental Solutions, Dental Health

STARTUPS	DETAILS

NavAlt Solar
navaltboats.com

Enterprise Apps - Manufacturing
YoE: 2012
HQ: Cochin, India

EMERGING

Sandith Thandasherry
CEO

Marine Engineering and Photovoltaics, to build electric boats and ferries which run on solar energy.

SOLUTIONS:
CAE Systems, Energy monitoring, Integrated Transportation Management Systems, Environment Solutions

PRODUCTS: Solar-Electric Ferries

Riafy Technologies
riafy.me

Big Data & Analytics
YoE: 2013
HQ: Cochin, India

EMERGING

John Mathew
Co-Founder & CEO

Riafy uses Relational Intelligence on Big Data to predict the future.

SOLUTIONS:
Bigdata analytics platforms, Fitness Apps & Devices, Mobile apps, Artificial Intelligence

PRODUCTS: Raify

EyeROV
eyerov.com

Robotics - Personal drones
YoE: 2016
HQ: Cochin, India
FUNDING: $70.00K

EMERGING

Johns T Mathai
CEO, Co-Founder

EyeROV is a underwater drone to perform Visual inspection/survey of submerged structures.

Sastra Robotics
sastrarobotics.com

Robotics
YoE: 2013
HQ: Cochin, India

EMERGING

Achu WIlson
Co-founder & CTO

Consumer, Industrial & Academic research robots

SOLUTIONS:
Robotic Lab

PRODUCTS: QUACO

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farmlogics
farmlogics.in

AgriTech
YoE: 2014
HQ: Cochin, India

EMERGING

Froid Mendez
Co-Founder & COO

nurturing growth in agribusiness by connecting the dots across information & technology

Product : FarmlogicsOutgrowers

Top HealthTech Startups in India

STARTUPS	DETAILS

Forus Health
forushealth.com

HealthTech - Medical Devices
YoE: 2010
HQ: Bangalore, India
FUNDING: $13.40M

K. Chandrasekhar
Co-Founder & CEO

MATURE

Our mission is to develop technologies that can help eradicate preventable blindness.

SOLUTIONS:
Fitness Apps & Devices, Health Wearables, Medical Devices

PRODUCTS: 3nethra classic

Sigtuple
sigtuple.com

HealthTech - Clinical Decision
YoE: 2015
HQ: Bangalore, India
FUNDING: $40.80M

Apurv Anand
Co-founder and CTO

MATURE

Artificial intelligence based solutions for medical diagnosis

SOLUTIONS:
Cognitive computing, Self Learning Algorithms, Hospital Management System, Diagnosis Decision Support, Image Based

PRODUCTS: SigTuple

MedGenome Inc.
medgenome.com

HealthTech - Bioinformatics
YoE: 2012
HQ: Bangalore, India
FUNDING: $64.00M

MAHESH PRATAPNENI
Co-Founder

MATURE

Provider of NGS platforms that generate sequencing data

SOLUTIONS:
Genomic Information Management, Clinical Trial Solutions, Immunotherapy, Genomics

PRODUCTS: Actia from MedGenome

Niramaya PathLabs
niramayahealthcare.com

HealthTech - Healthcare IT
YoE: 2014
HQ: Delhi, India
FUNDING: $1.50M

Anand Lakshman
Founder & CEO

SCALING

Niramaya PathLabs is an elite Pathology and Wellness service provider.

SOLUTIONS:
Disease Pathology, Corporate Wellness

PRODUCTS: nirAmaya pathlabs

AddressHealth
addresshealth.com

HealthTech
YoE: 2010
HQ: Bangalore, India
FUNDING: $1.50M

Anand Lakshman
Founder & CEO

MATURE

AddressHealth provides comprehensive pediatric healthcare though clinics & schools.

SOLUTIONS:
Vision based inspection, Pediatric Care, Dental Health, Vaccination and Vaccine development, Pediatric Medicine

PRODUCTS: AddressHealth

Top TravelTech Startups

STARTUPS	DETAILS

Thrillophilia
thrillophilia.com

Consumer Apps

YoE: 2011

HQ: Jaipur, India

FUNDING: $1.26M

Abhishek Daga
Co-Founder

SCALING

Thrillophilia a travel technology platform to book 12000+ travel experiences across 25 Countries. 40 Million users use Thrillophilia

SOLUTIONS:
Online Payments, eCommerce, Mobile apps, online services, Experiential Travel

PRODUCTS: Thrillophilia Agent App

Tripeur
tripeur.com

TravelTech

YoE: 2015

HQ: Bangalore, India

FUNDING: $960.00K

sajit chacko
Founder

SCALING

Conversational Commerce in Enterprise Travel

SOLUTIONS:
Self Learning Algorithms, Ticket booking platforms, Freight Invoice Audit and Reconciliation, Artificial Intelligence, machine

PRODUCTS: Tripeur

Little
checklittle.com

TravelTech - Accommodation

YoE: 2015

HQ: Bangalore, India

FUNDING: $50.00M

Manish Chopra
Co-Founder & CEO

MATURE

Little is a hyper-local app that helps you find the best deals on restaurants, movies, hotels, salons, gyms, spas, and other services.

SOLUTIONS:
Accommodation booking, Mobile apps, Consumer shopping insights, b2b marketplace

PRODUCTS: Litttle App

SRM STAGE: Identified

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nearbuy
nearbuy.com

TravelTech

YoE: 2011

HQ: Delhi, India

FUNDING: $37.24M

Ankur Warikoo
Founder & CEO

MATURE

NearBuy lets you discover the best things to do, buy and avail near you.

SOLUTIONS:
Travel forums, eCommerce, Mobile apps

PRODUCTS: Nearbuy

Instago
instago.co.in

TravelTech

YoE: 2015

HQ: Delhi, India

FUNDING: $500.00K

Aneesh Seth
Co-Founder

EMERGING

A meta travel aggregator app for road transportation

SOLUTIONS:
Mobile apps, Community Driven Travel

PRODUCTS: Instago

STARTUPS	DETAILS

NexGear
nexgear.co

TravelTech - Leisure Travel

YoE: 2014

HQ: Mumbai, India

FUNDING: Undisclosed

EMERGING

Amardeep Singh
Co-Founder

NexGear is young technology company making seamless wearable gadgets.

SOLUTIONS:
Holiday booking, wearable devices, smart watches, fitness bands

PRODUCTS: FLO

Tushky
tushky.com

TravelTech - Leisure Travel

YoE: 2011

HQ: Gurgaon, India

FUNDING: $340.00K

EMERGING

Kranti Agarwal
Co-founder & COO

Tushky is an online marketplace for users to discover and book leisure activities in India.

SOLUTIONS:
Holiday booking

GrowthEnabler™