the talk

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

KERALA
TOP 15
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

THE TOP 15 STARTUPS IN KERALA

The research identifies the top 15 disruptive startups within Kerala and categorises them into three stages of growth on our platform whilst assigning them with the GrowthEnabler Personalised Intelligence Interface Score based on 5 key parameters of business success (outlined in our research methodology section)

Rapidor
Enterprise sales and analytics applications developer

HQ: Kochi
Year Established: 2013
Website: acelrtech.com

Enterprise Apps
  └ Field Sales Management

Geckolyst
Customer feedback analytics platform

HQ: Kochi
Year Established: 2015
Website: geckolyst.com

Enterprise Apps
  └ Customer service management
    └ Suite

Reportdash
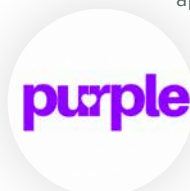Reporting tool for data from social media and ad-words

HQ: Ernakulam
Year Established: 2015
Website: reportdash.com

Enterprise Apps
  └ Marketing

Purple Health
Online platform for video consulting with doctors & booking appointments

HQ: Thiruvananthapuram
Year Established: 2014
Website: purplehealth.com

HealthTech
  └ Practice management tools

Eyerov
Unmanned underwater vehicle

HQ: Kochi
Year Established: 2016
Website: eyerov.com

Robotics

Instio
Cloud based customer feedback management

HQ: Kochi
Year Established: 2015
Website: instio.co

Enterprise Apps
  └ Customer service management
    └ Suite

Medal Alert Solutions
Electronic Health Record, Practice Management & Pharmacy Management systems

HQ: Kochi
Year Established: 2014
Website: medalertsolutions.com

HealthTech
  └ Hospital information systems

See my machines
IoT platform for collecting machine data

HQ: Thiruvananthapuram
Year Established: 2015
Website: seemymachines.com

IoT
  └ Sensor based analytics

Carestack

Enterprise solution for dental practice management

HQ: Thiruvananthapuram
Year Established: 2012
Website: Carestack.com

HealthTech

Taprint

IoT based plug and play device for data collection

HQ: Thodupuzha
Year Established: 2016
Website: taprint.in

IoT
  └ *Sensor based analytics*

Entri

Test preparation platform for competitive exams

HQ: Ernakulam
Year Established: 2015
Website: entri.me

EdTech

Cookbook

Recipe aggregating mobile application

HQ: Ernakulam
Year Established: 2013
Website: cookbook.ai

Consumer Apps

Smarter Census

Census data collection and analysis solution

HQ: Thiruvananthapuram
Year Established: 2014
Website: smartercensus.com

Enterprise Apps

Teezonic

Services related to the design and the development of custom applications for enterprises

HQ: Kochi
Year Established: 2014
Website: teezonic.com

Enterprise Apps

Synccam

Cloud connected IP camera with motion detection feature

HQ: Kochi
Year Established: 2016
Website: synccam.com

IoT
  └ *Connected homes*
    └ *Surveillance*

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A platform to get personalised insights & intelligence on disruptive technologies & digital innovations from the startup economy based on your business priorities