

# Digital Disruption Is The Future Of Business!

## Build & Scale Fast!



B2B & Digital Expo

UPCOMING EVENT

APRIL  
2018

[www.thetalk.in](http://www.thetalk.in)

# the talk BIG IDEAS

to scale SME & Startups

## COIMBATORE 2018

For Sponsorship & Queries : [sales@thetalk.in](mailto:sales@thetalk.in)

# **Digital Disruption Is The Future of Business - Build & Scale Fast !**

## **Key Elements of the Event**

B2B & Digital Expo

the talk India IoT Report - Curation of Top 20 IoT Startups & Showcase

Top 3 Startups of Coimbatore

Emerging SMEs of Coimbatore

# B2B & Digital Expo

To make it more relevant & meaningful , **the talk** will create and showcase B2B & Digital products and services that will help SMEs & Startups to grow their business.

Apart from the conference delegates , **the talk** will also reach and connect with entrepreneurial community in the region to invite and engage them exclusively for the expo .



## the talk India IoT Report - Curation of Top 20 IoT Startups & Showcase

the talk in association with Growth Enabler will publish this exclusive report with Ideas & Insights focusing Coimbatore SMEs & Startup's at the event. This report will curate top 20 IOT startups in the country that will potentially help businesses in Tamilnadu. This report will be amplified and promoted across the country and among all the stake holders of SME & Startup ecosystem . These curated startups will be showcased at the event.



# Top 3 Startups of Coimbatore

the talk in association with its Knowledge partner , Growth Enabler will do a study and identify top 3 startups of Coimbatore and felicitate .



# Emerging SMEs of Coimbatore

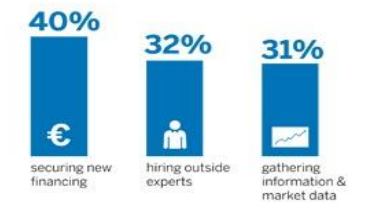
An extensive study will be done by our research partner among the nominated SMEs to identify 10 Emerging SMEs in Coimbatore to showcase and felicitate.

## THE POWER OF SMALL

### SME BUSINESS PRIORITY FOR THE YEAR AHEAD: USING TECHNOLOGY MORE EFFICIENTLY



### TOP 3 MEASURES TO EXPLOIT BIGGEST BUSINESS PRIORITY



### GROWTH OF EMPLOYEE BASE PAST 3 YEARS



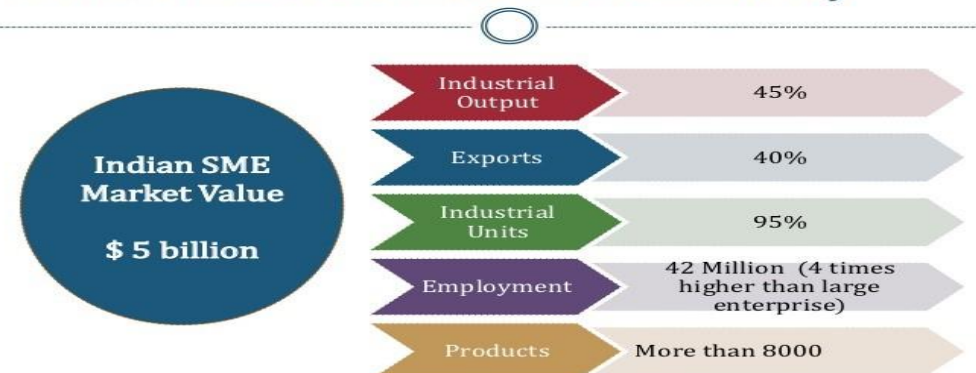
### SMES PREDICT...



### 3 BIGGEST OBSTACLES TO COMPANY'S GROWTH



## Contribution of SMEs in Indian Economy



# Challenges in Small Medium Business

- In the globalized market, Small Medium Business have to compete with corporate giants & global players.
- India being an emerging start-up ecosystem, the challenges on fighting competition and to grow market share are the priorities for matured Start-up's.
- Scaling Up becomes the biggest challenge due to non alignment of people, finance, brand & technology.
- Lack of innovation, strategy & execution.





## Why the talk?

- **the talk** an unique platform to discuss the challenges of SME & STARTUP entrepreneurs to arrive on a new perspective.
- Knowledge sharing and an attempt to find possible solutions through conversation.
- Reaching out to the right audience like Influential leaders, SME Owners and emerging Startup Entrepreneurs.

# the talk

- **the talk** is a multi-genre, multi-format media platform
- **the talk** is an initiative with the idea of finding solutions on critical issues through conversation.
- It is a platform to express fresh thoughts and ideas in shaping up a new perspective on any issue that we are constantly searching for right answers.
- **the talk** is promoted by Softprints Media Ventures which is managed by experienced professionals across advertising, marketing, media, consulting & training.

# the talk

# Past Speakers



Priyank M. Kharge, Honourable Minister of State for Information Technology & Bio Technology and Tourism , Government of Karnataka



K Vaitheeswaran (@vaitheek) Author. E-commerce pioneer. TEDx Speaker.



Lavanya Nalli , Vice Chairperson Nalli group



Rajeev Banduni, Co-Founder & CEO, GrowthEnabler



Sanjay Jain, Chief Innovation Officer at CIIE.



Mr. Avnish Sabharwal, Managing Director in Accenture India



Mr. Bala Girisaballa, Managing Director at Microsoft Accelerator in India.



Mr. Pratik Poddar, Vice President at Nexus Venture Partners



Mr. Musthafa PC, CEO & Co-founder iD Fresh Food (India) Pvt. Ltd.



Mr. Nagaraja Prakasam, Angel Investor, Mentor, Fund Advisor

## Past Speakers



Dr. A. Velumani  
Chief Executive Officer, Thyrocare



Mr. Janardhan Prasad ,  
Head Of India Operations, Knowlarity



Mr. Viraj Kalyani,  
Founder & Chairman , Kalyani Studio



Mr. Paritosh Sharma,  
GM, Digital Dosh,



Ms. Pranita Subhash, Actor & Entrepreneur



Mr. Sanjay Reddy,  
Managing Director & Founder,  
Silly Monks Entertainment Pvt Ltd.



Ms. Vaishali Neotia ,  
Entrepreneur ,  
Speaker & CEO, Merxius



Mr. Abhishek Srivastava ,  
Director Endiya Partners



Mr. Navneet S. Chugh i  
Managing Partner , Chugh, LLP



Mr. Aditya Nataraja Senior Program  
Manager at Azim Premji Philanthropic  
Initiatives, Bangalore

## Past Speakers



**Mr. Maheshwer Peri**  
Chairman, Careers360



**Mr. Murugavel Janakiraman**  
CEO , Matrimony.com



**Ms. Jessie Paul**  
MD , Paul Writer



**Mr. Sudhir Rao**  
Managing Partner, IndusAge



**Mr. C.K Kumaravel**  
Co Founder , Naturals



**Mr. Vetrimaaran**  
Award Winning Film maker



**Mr. K A Srinivasan**  
Partner & CFO , Ventureast

## Past Speakers



**Dr. A. Velumani**

MD & CEO - Thyrocare



**Mr. Mahesh Murthy**

Founder - Pinstorm & Seedfund



**Ms. Anisha Motwani**

Advisor - Max Group & World Bank



**Mr. Ranjan Malik**

Innovation Specialist Speaker & Writer



**Mr. Jayesh Ranjan**

Secretary Dept. of IT, Govt. of Telangana



**Mr. Suresh Reddy**

CMD Lycos



**Mr. Prasad Vanga**

Founder - Anthill Ventures

## Past Speakers



**Mr. Paritosh Sharma**

Head - Digital, Hero Mindmine



**Mr. Radhesh Kanumury**

Country Head - Global Entrepreneur  
Program, IBM India



**Mr. Pradeep Mittal**

Exec. Chairman, Goose Technologies



**Mr. Rajeev Banduni**

Co-founder & CEO - Growth Enabler



**Mr. Krishna Lakamsani**

MD - iPay



**Mr. P. C. Musthafa**

Founder & CEO - ID Fresh



**Mr. Z. Mohamed Nassar**

Director - Excite Consulting  
Executive Director - BNI Coimbatore



**Mr. Anurag Batra**

Chairman & Editor-in-chief  
Business World &  
Exchange4media

## Audience

- **the talk** will partner with organizations like TiE Coimbatore, Codissia, ITF, BNI Coimbatore, Erode & Salem , FiCCI FLO & TEA
- Expected audience size would be 375 – 425 SMEs and STARTUPS.
- In addition to this the talk will reach out to all other industry clusters in the city to ensure their representation from all quarters.
- Successful Entrepreneurs & Executives
- Investors, Experts from PE, Consulting & Government
- Domain experts from Technology, Finance, People, Brand & Strategy Women Entrepreneurs, Celebrity Speakers, Experts on digital media, profitability & execution



# Reach & Engagement

- Our communication will reach over 1.5 lakh entrepreneurs through our well planned digital marketing strategy & Partner Media platforms
- Further to this, the talk will engage in a focused and targeted marketing among, over 5000 entrepreneurs who are members of our partner organizations through multiple personalized emailers and social media.
- We expect around 400 SMEs, Startups ,Investors, Corporates & Experts to attend this day long event.



# Past Events Gallery

## the talk @ Bangalore



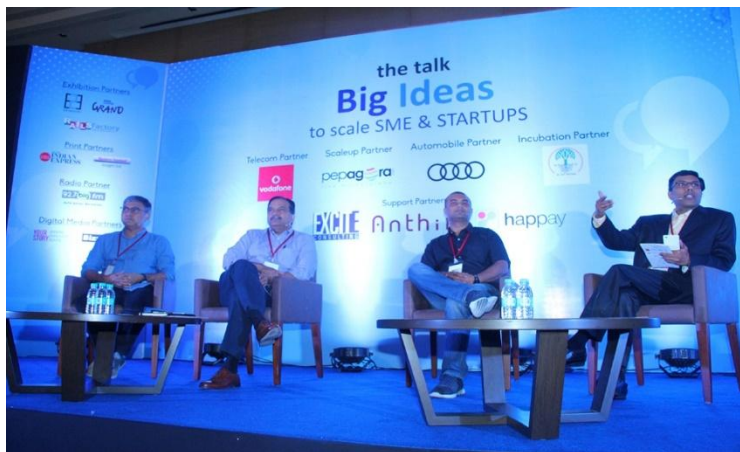
# Past Events Gallery

## the talk @ Hyderabad



# Past Events Gallery

## the talk @ Chennai



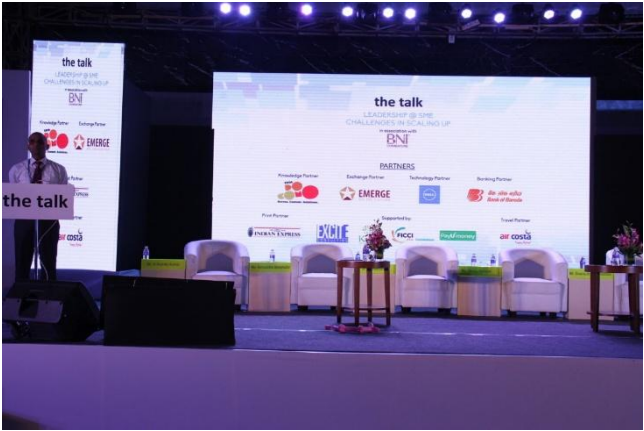
# Past Events Gallery

## the talk @ Hyderabad



# Past Events Gallery

## the talk @ Coimbatore



# Past Events Gallery

## the talk @ Kochi



## Past Sponsors



## Video Link of thetalk tv

- <https://www.youtube.com/channel/UC7IN757scl2T-DvnZt2tr2Q>

## To know more...

C S RAJARAMAN

Head – Sales & Partnerships

**the talk**

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