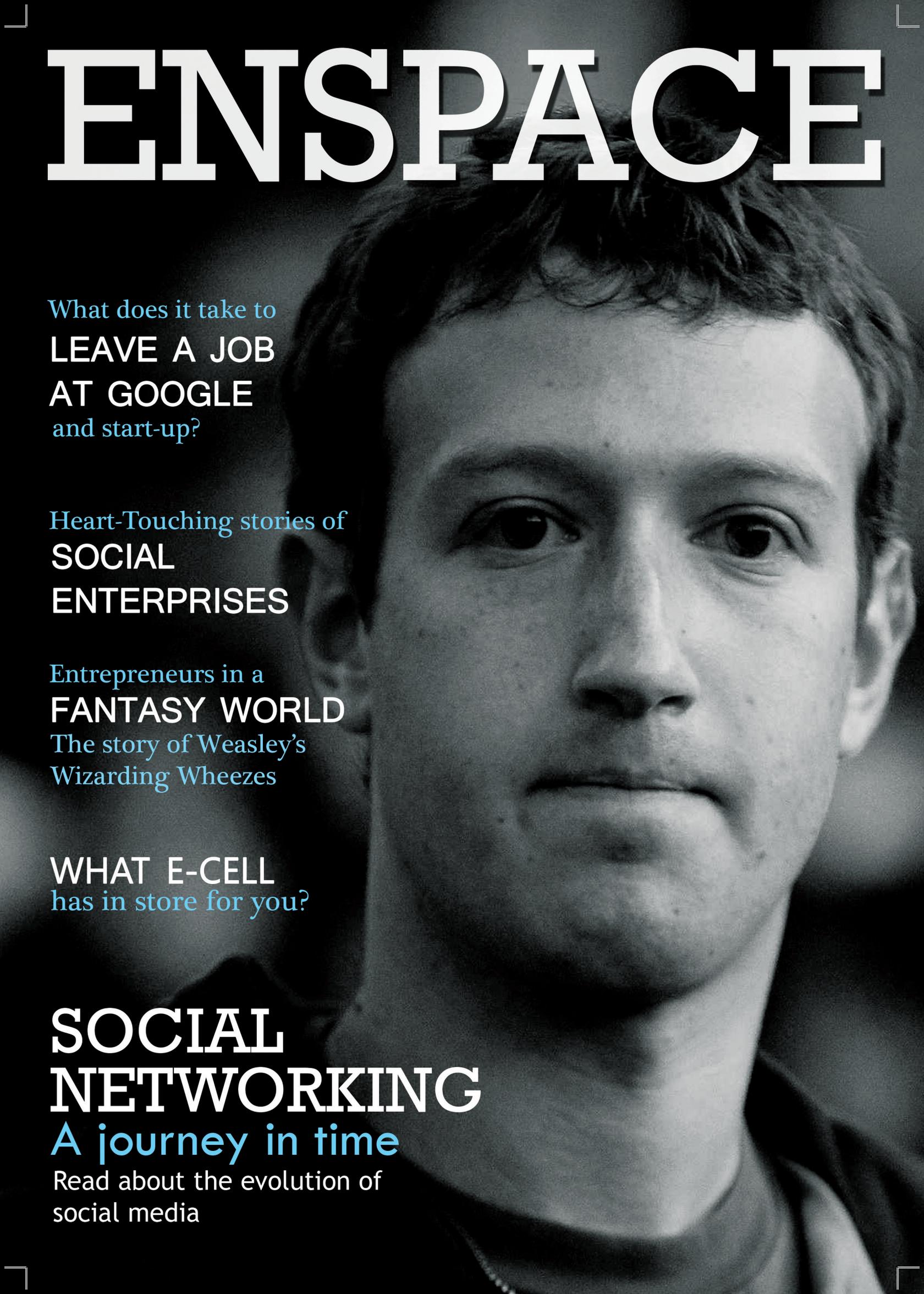


ENSPACE



What does it take to
**LEAVE A JOB
AT GOOGLE**
and start-up?

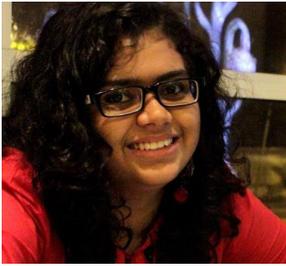
Heart-Touching stories of
**SOCIAL
ENTERPRISES**

Entrepreneurs in a
FANTASY WORLD
The story of Weasley's
Wizarding Wheezes

WHAT E-CELL
has in store for you?

**SOCIAL
NETWORKING**

A journey in time
Read about the evolution of
social media



editorial

It gives me immense pleasure to present to you the first edition of Enspace for this semester. The inception of Enspace was with the vision of motivating individuals and making them aware about entrepreneurship. While we were creating this magazine, we met several entrepreneurs brimming with a lot of enthusiasm and excitement. The one common thing with all of them was that they craved for customer satisfaction and shared the passion of innovating every second.

In this edition we have tried to explore and report various facets of the journey of every entrepreneur we met. We have presented several stories of our own alumni who took a plunge into entrepreneurship. To ensure diversity, we spoke to start-ups from various sectors like e-commerce, design, consumer goods, technology, entertainment and social enterprises. We have tried to bring out the major components that are essential for entrepreneurship and innovation. We tried to capture how their college life shaped their entrepreneurial acumen. We hope that reading about them would be a good enriching experience. So what does it take? The one common answer that all of them had to this question was proper planning and execution is the key to success.

We have all seen the huge impact social media has made on our lives. Our cover story on social media will take you through a chronological journey of the evolution of social media and finally conclude with a depiction of the power of social media in recent times.

The article on social enterprises is a tribute to all those entrepreneurs who are empowering the under-privileged in India. We have presented three such touching stories of entrepreneurs who are working to give them a life wherein they are confident and productive contributors to the society.

We have augmented the magazine with a lot of entertaining stuff as well. The Wesley brothers are here to cast their magic. Their entrepreneurial journey is exciting as well as daring. We have stories of awesome entrepreneurs from the pasts- of enterprises which have changed the world.

And just in case you want to learn how to go forth a step in the entrepreneurial journey, we have presented an article on a whole plethora of events that E-Cell has in store for you. Hope you enjoy the magazine.

Best
Arjita Kulshreshtha
Chief Editor



The Housing Phenomenon



Most Audacious Fictional Entrepreneurs



Travel Planning Demystified

what's inside...

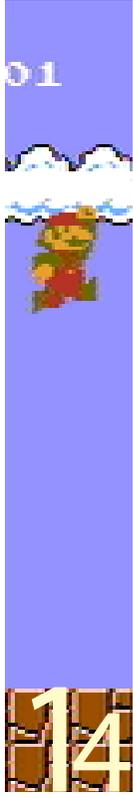
Social Networking : A journey In Time



Forging Ahead - ideaforge



Funpreneur



Is Opportunism Necessary?



Enterprises That Make A Difference



Eureka Success Stories- Greenway & Gama Entertainment



What E-Cell Has In Store



Whacky Ideas That Changed The World



Leisure Corner





THE HOUSING PHENOMENON

They were a bunch of final year students searching for a place to stay in Mumbai. They were planning to pursue their own different jobs. Little did they know that this search would prompt them to build something that would revolutionize the house-hunting process forever.

Housing.co.in, a completely map-based real estate search portal co-founded by 12 of our alumni has had a phenomenal growth since its inception in June 2012. They added another feather in their cap recently when they secured funding of \$2.5 million from Nexus Venture Partners, India's leading Venture Capitalist fund. In conversation with Advitiya Sharma (DD 2012 batch, Aerospace Engineering), one of the co-founders of housing.co.in, who left a job at one of the biggest consulting companies to pursue his dream.

~By Arjita Kulshreshtha

What is the story behind housing? What is your vision?

I was in my final semester and four of us had to start finding a place to stay. In the process of searching for a house, that went on for over 2 months, we realised that there were loopholes in the industry at every single point. We saw a lot of scope of innovation and improvement. The motto for this product was that "We wanted something better, so we went ahead and built it." Our vision was that we wanted something better that we could've used ourselves and share it with our friends. It is this germ of an idea which has now blossomed into such a powerful tool.

What was your vision behind housing.co? Are there any core principles that you have followed in your journey?

Right, so the two core principles on which we have build housing are data and design. Having a strong foundation of data and being able to support great design were two things that we knew were most important for our venture. When we were in the research phase(conceptualising and ideating), we figured out that the real estate industry has gone on and on without authentic information for decades. We needed accurate data and source for authentic data.

Second most important thing was that our design had to be different and elegant. The interface we build was very user friendly: simple yet powerful.

After the idea, how did you go about reaching out to your first customer?

For a company to stay in the market two things which are necessary are- great product development and great marketing. We realized early on that a very strong sales team is something we need to build. We had to bring in experienced players in the sales team that cushioned on getting the first few customers. The day we were able to educate brokers and landlords about the benefits of coming on to this platform, our job was done. Everything from there on was word of mouth. We spent considerable time understanding the key benefits for brokers and landlords, then it was the job of the sales team to go out there and market for us. So getting the first customer is not difficult, getting 1000th or 10000th customer is important, which makes you a player in the market.

How did you do your research in the market?

We had 6 people in the product team so the product was ready in 4 weeks and we spent 2-3 months shadowing a lot of brokers and landlords. I remember banging someone's door and asking -Boss, you are a tenant, could you answer a few questions. I believe passion alone is not enough; to be successful it has to be coupled with great planning and execution. The only reason we didn't launch in 2-3 cities very soon is because we wanted to understand the business in and out before we go into

different geographies. We wanted to do our experiments, to try out all the possibilities.

Where do most of your users come from?

Real estate is a basic need. We get users from all demographics- those people who have graduated from college, Internet-savvy people, people like me and eventually you.

What has been that one defining moment?

Let me share an awesome anecdote with you. Most of the companies decide to expand where the market demand is high. We decided to do something entirely different. We went for a facebook poll and asked the users to vote for the city they want us to launch housing in. The moment I hit the send button I expected that we might get some 1000 odd responses and that'll be one small data point. We were overwhelmed with the fact that over 55000 people had voted and there were over 20000 votes for Hyderabad! Our users are telling us where we should go next! The entire team was looking at the projector and we decided that Hyderabad is somewhere we would definitely be expanding to soon. It was a great mixture of energy and enthusiasm that we shared.

What difficulties did you face being a student startup?

There isn't a war for platform or money. The toughest job is getting great talent

on board. Its typically your peers and people with 5-10 years of experience in the industry. In a span of 1 year, our team strength is more than 230 people.

What advice would you give to budding entrepreneurs in iit who are looking to secure venture funding?

The venture capitalists (VCs) tend to be very cautious in their decision making since over 85% of startups generally fail. We have had three rounds of funding at an electrifying pace in 8-10 months since our installation. Three things that we have kept in mind are product, team and clarity. These are the three things that a VC looks for. How impactful and differentiated your product can be to the market and society at large? How great is your team that is actually going to execute the product? What is the clarity, the next step in your mind? There is a lot of support out there for budding entrepreneurs. Quoting an investor- 'Money is just lying in the bank, I want to put it to better use.'

What is your most difficult task as a team leader?

My work essentially boils down to two things- having a clear and well articulated vision and communicating it to all the people working their blood and sweat out. Second thing is to continuously scout for new talent. The value that I have given my HR team for recruitment is that we want only A class players. If you do not get A class players, you're going to sink. I'll give you a reason why. Lets say by mistake you hired a B player. After the B player has spent time in your company he wouldn't want an A player to come in because that guy is going to outshine the B player, hence a B player will want a C player, a C player will want a D player and before you know it your company is full of people who are not that talented and dedicated to your goal. If you have A players, the team becomes a self-sustaining machine.

What are the entrepreneurial qualities you developed during your stay in iitb?

The most valuable thing that IIT offers you is the plethora of amazing

experiences, however small a team you were a part of. Confidence is where most start-ups lack; there is always a self doubt. When you are an entrepreneur you are constantly worrying about the next guy you are going to meet, the next product, the next city and so on. We kept on telling ourselves that we have put in lot of efforts and we have to showcase it in efficient ways. It takes a lot out of you telling your family, peers about something that even you don't know will blossom into something great or not! Having amazing experiences by your side and learning from these experiences is something that definitely counts.

When I was a kid in school I was a complete introvert. To pinpoint one episode which changed me was the election. The most important things, which it taught me, were

1. Knowledge and data is king- If your research, groundwork is totally remarkable there is no way that you can go down. We used this at housing from day one.

2. How to articulate and communicate your vision, your manifesto to the world. Businesses run on a mixture of product development and marketing. During the election the combination of both- knowledge and how to articulate that knowledge in a way that would really get people hooked on was a great



learning. These moments have altered the trajectory of my life.

How do you feel about being an entrepreneur now?

I love it! Society in India is not really conducive but the onus is on the entrepreneur; believe in your vision, team and product. I myself had taken up a job and left it in less than a span of 6 months. I too had to convince my family. But you know what, they do realise and understand, all they need to know is that whether you've got everything figured out in your head. I say the

cost of failure is zero. The experience that you get from running your own company, building your own product is something which a conventional job will not give you at least for 5-6 years. I do not say this for one type of job I say it for the entire spectrum of jobs. It was more about experiences than achievements for me. I met an 1987 batch alumnus recently who said 'the difference that I feel in IIT grads these days that now students are just run after the internship certificates, PORs and gold medals. Back then people valued great experiences.' He told me that if today Microsoft burns down will you stop respecting Bill Gates? He has revolutionized the world! An advice to people who are passionate about entrepreneurship- combine that passion with great planning and it'll work like magic and always run after those experiences because they will differentiate you from the rest.

What has been the most rewarding moment of your journey?

We are not focused on those few achievements. The focus is more on doing a great job everyday. One big moment was certainly cutting the cake which announced our launching in 5 cities. We smartly timed it for our birthday. It was great to have all the founders flying in from different cities.

You have launched a very unconventional blog. what is the philosophy behind this blog?

We don't believe that to give people information which will inadvertently help them it has to be boring. We have a great design and content team. We try to provide useful information and present it in a way that blows off everyone. And hey, I guess we're doing a pretty good job of it.

THE MOST AUDACIOUS FICTIONAL ENTREPRENEURS

By Devendra Govil

"WHY ARE YOU WORRYING ABOUT YOU-KNOW-WHO? YOU SHOULD BE WORRYING ABOUT U-NO-POO— THE CONSTIPATION SENSATION THAT'S GRIPPING THE NATION!"

-- The sign outside Weasley's Wizard Wheezes

Only crazy, bold, audacious and awesome guys can put up this sign outside their shop in the heart of Diagon Alley, steps away from the place where Voldemort got Ollivander kidnapped. One can't ever find characters who are so ridiculously awesome, extremely talented, and in J K Rowling's own words, "among her most favourite characters".

So, it all began when twin boys, our beloved Fred and George, were born to Arthur and Molly Weasley on April 1, 1978. They were exceptionally talented, sharp wizards who were deeply interested in "cool" magic; they perfected, invented and experimented with spells recklessly throughout their childhood. They were a unique creed among the Weasleys, and had the distinction of taking the path that best suited them, irrespective of any social considerations; it later formed what was rightfully called by Percy "the Fred and George way".

Fred and George joined the Hogwarts School of Witchcraft and Wizardry in 1989, for their training and graduation in magic. Upholding the family custom, they were sorted into Gryffindor house, known for the courage, chivalry and determination of its students. They were well-known for their "hobgoblin-ish" attitude and it was not long before they had screened the whole campus, including secret passages, thanks to the Marauder's map that they had sneaked in their very first year from Filch's office. The Brothers joined the Gryffindor Quidditch Team in their second year as beaters and due to their skills were soon nicknamed "Human Bludgers".

In their third year, they became friends with Harry Potter, a relationship that defined their coming years in many significant ways! In their fifth year in Hogwarts, they were the first and the only ones in their family not to be prefects--an epitome of the "different path". They gave Harry the Marauder's Map, which they already knew by-heart by then and found more immediate use of the Map for Harry. In the summer of 1994, Fred and George began inventing magical prank items like the Tongue Toffee, which Fred "dropped" near Harry's cousin Dudley Dursley who picked it up and ate it, making his tongue look like 'a great slimy python' and almost suffocating him.

They eventually ended up getting 3 OWLs each, which Harry was amazed to know years later, because in his words "they really know their stuff". These Brothers are the living examples of people who were extremely talented but let down by the official teaching paradigm.

They continued with their experimentation and inventions (Canary Creams for instance) and desperately wanted to take part in the Triwizard Tournament for the money, to bootstrap their

start-up. They tried to fool the magical protection around the Goblet of Fire, and hence essentially tried outwitting Dumbledore, which but few even dared to think. Harry, the victor of the tournament, eventually gave them the generous sum of 10,000 Galleons because he wanted to part with the brutal, macabre memories of the Cup.

They joined Dumbledore's Army to oppose the dictatorial, authoritative realm of the Hogwarts High Inquisitor Dolores Umbridge and were vigorously pursuing their dream of a joke shop, a brave endeavour on its own. When the DA was discovered, Dumbledore was forced to leave Hogwarts and Umbridge was made the Headmistress, thus violating the sacrosanctness of the post, Fred and George had had enough. They decided that they didn't care about getting into trouble any more. Did they ever?

'Course we have,' said George. 'Never been expelled, have we?'

'We've always known where to draw the line,' added Fred.

'We might have put a toe across it occasionally,' chuckled George.

'But we've always stopped short of causing real mayhem,' completed Fred.

The plan to drop out and establish their crazy new start-up was faced by stiff resistance from their parents (something common between our worlds) but our heroes weren't the type to be kept down. This was the start of their joke shop - awesome magic - all innovative - value for money - crazy awesome -

WEASLEY'S WIZARDING WHEEZES

Weasley's Wizard Wheezes, 93 Diagon Alley, was the result of the twins' accumulated efforts over many years. What began as a courier service from their home, the Burrow, selling some magical artifacts, became a full-fledged venture which housed magic of many different parlances; from joke products like Extendable Ears and Anti Gravity Hats to defence objects like Decoy Detonators and Peruvian Instant Darkness Powder: love potions, daydream charms, explosives, muggle magic, magic sweets-- these boys had it all. They were naturally gifted entrepreneurs with a great deal of business acumen. Though being pranksters themselves, they took objection to the sneaking of any of their stuff. They used the current business opportunities to the fullest. With the second great battle of the wizarding world raging on, they created a line of defense stuff, some of which was even bulk-ordered by the Ministry of Magic (shield hats, cloaks and gloves). They were witty in publicising their products to reach the masses with the shortest of investments. Prior to the setting-up of their shop, their products were at large in the Gryffindor common room, which led to a blanket ban over them by Filch: this only helped promote the products and before soon, they had been tried by every section of Hogwarts. They gave a special discount to anyone who gave a hard time to Umbridge. Their magic, initially just amateur experimentation, soon turned out to be quite mature and ingenious. Their inventions, in Hermione's own words, were "extraordinary pieces of magic". Their incredible sense of fun is visible in the names of some of their products like "U-NO-POO" and the "Dolores Umbridge" toy. With the immense success of their shop, the twins found greater acceptance among their parents. They moved in above their shop in Diagon Alley and also planned to acquire Zonko's Joke Shop in Hogsmeade as a new branch. The twins made it big in the magical world, and joined the league of Steve Jobs and Bill Gates as the dropout success stories.

But once the Ministry of Magic fell to the Death Eaters and the Weasleys were marked 'traitors' for helping the 'fugitive' Harry Potter, they had to run into hiding with their family and operated their shop via mail order from their Aunt Muriel's. As their entrepreneurship genes were insuppressible, they operated Potter Watch with Lee Jordan, to disseminate the right information and pose a challenge to the oppressive and authoritative world under Voldemort.

They were liberal through and through and joined the Order of Phoenix as soon as they were allowed to do so. They fought valiantly against the tyranny of Voldemort, but alas, they had to pay a heavy price.

Fred ended up losing his life in the final battle at Hogwarts, fighting alongside Percy when there was an explosion outside the Room of Requirement. At the very end he found solace in the fact that his family was reunited once again. Prior to his twin's death, George had lost an ear to a flyaway Sectumsempra curse. The loss was immense. George never truly got over Fred's death since they were inseparable, but he eventually married Angelina Johnson and named his first child Fred in loving memory of the brother he lost. George continued to run Weasleys' Wizard Wheezes to great success; his younger brother Ron helping him turn the shop into a real money-spinner..

Can anyone possibly be more audacious than these two twins who lived passionate and purposeful lives? Can one really trust his heart and dare to believe in his dreams? Can one willingly put his life at stake for the betterment of society? Can one defy all social norms and conventions and redefine Robert Frost's "The Road not Taken"?

The Weasley twins have shown us that one can. They have given our generation two amazing role-models and dreams that rule our lives. They truly reached the epitome of what they defined as the "Fred and George Way".



Travel Planning Demystified



- By Sagar Sheth

*What does a guy who has worked at Google as strategic managing partner and boasts of alma maters such as IIT Bombay and Stanford's Graduate School of Business think like? Here are excerpts of an interview with **Anshuman Bapna, CEO and co-founder of mygola.com**, as he tells us about his new venture and shares some interesting thoughts and anecdotes with us.*

What is mygola.com? What is the vision and principle behind mygola.com?

Well, mygola.com is a travel planning service and what we want to do is solve the age-old problem of planning trips for travellers across the globe and the way we do that is, by having this large marketplace of amazing trips that have been taken by real travellers that you can customize as much as you want. We've found out that a lot of people have written travelogues and blogs and that there are news articles regularly published in Outlook Traveller, New York Times and the like, so we've written an algorithm that can take an article automatically convert it into an itinerary. So in that sense, we have thousands and thousands of itineraries which are actual trips taken by people!

So what is the story behind mygola? How did you start this company?

So first my startup was at IIT Bombay itself, the company I co-founded was called RightHalf.com. It was the first company in the incubator at IITB and we sold that to Stratify later on. Now while I was at Google in New York, I was involved in the travel sector and that was when the idea struck me. I

saw that there was tonnes and tonnes of money to be made but there were a lot of gatekeepers. What I mean is that if we wanted to be a million dollar company then we needed to get around the likes of Google, Expedia, TripAdvisor, Priceline who actually monetize these ideas, who actually make money and there are some very standard ways

And one day, when I was talking to a senior and it so happened that my senior asked me if I would do a MBA or a job or masters after graduation.

So suddenly I asked, 'What if I start my own company'? The senior laughed it off and that rattled me.

of making money which is by bookings and ads so as such it was a very tough category to be in. Evidently lots of people had tried to break into it but one approach that had not been tried was one that combined the touch that only a human can provide but have that human being powered by the web. It's important to have this right mixture

of algorithm plus human insight so the way we call it is 90% technology and 10% human judgment.

What is your most challenging job as CEO?

So, here we are trying to solve travel planning for the global market and the kind of travellers we are looking for are independent travellers and India has quite a lot of them but they are not our major chunk of customers. Most of our target customers are in the US and Western Europe. So as a leader, one of the biggest challenges for me is to make everyone understand that we are competing with the best companies out there sitting in Silicon Valley or Israel or wherever and we need to have that urgency of creating a product which is world class, better than any other out there.

What would be your advice to budding entrepreneurs?

Right, so I'll tell you a story which answers why I started Eureka during my time at IITB. I had finished my 2nd year at that time and one day, when I was talking to a senior and it so happened that my senior asked me if I would do a

MBA or a job or masters after graduation. So suddenly I asked 'what if I start my own company?' The senior laughed it off and that rattled me. So I spent an entire year going all over the country, meeting people and going wherever there were entrepreneurship institutes, like there was one in Ahmedabad, and there were hardly any incubators at that time but I met the first few VCs of those days. In my 4th year I finally started my first company, our investor was an alum from IITB called Rakesh Mathur who had started a company called Jungle.com which was later sold to Amazon for \$100 million. Once in USA, we stopped over at Stanford and we went to check out the computer science dept, and we passed by a room when one of my friends suddenly told me that have you heard of this company called 'Google' which just came out which is a search engine and by the way the guys who built it are those 2 guys sitting in that room over there. So the fact that students in USA can build companies was very evident even at my time.

So what I would advise students is that this is a historic time, that it's never been easier to start a company. One advantage of starting a company while you're a student is that your opportunity cost is zero. I mean it's not like you're giving up a big job, so while you're in your 3rd or 4th year you should seriously consider starting a company if you have an idea. Because the next opportunity that you may get to start a company might only be a decade later when you're more settled.

How did a MBA from Stanford help accelerate your career growth?

It changed my life in a big and pretty unusual way. During my time we had very few humanities courses and everyone used to take a pride in not doing well in those courses and that was such

a shame. At Stanford what I enjoyed the most was going crazy, learning anything and everything. I went in because I thought I didn't want to do technology anymore. I wanted to venture into social enterprise based stuff and one area I was looking at was public health. So I spent an entire year taking classes at the med school and I also took classes in international relations, diplomacy, mandarin, etc. So in that sense what I had in Stanford was a true education. In terms of career growth - all investors for my 2nd startup were Stanford classmates—

Quitting Google was hard, quitting New York was even harder but our daughter made that easier for us, paradoxically.

so yes that was a huge boost.

How tough a decision was it to leave your job at Google and shift to India for your startup mygola.com?

I always knew that I am not a big company guy and was sure I'll get turned off by Google but I was amazed by how well-run and ambitious the company was. The Google Glass, Balloon Internet project - those were crazy projects and I can only imagine Google doing that. For me that was hard to leave. Also, we were blessed with a daughter at that point of time so people began saying that now you have a family to take care of, you can't venture into crazy stuff, you need a regular salary etc. But our daughter turned out to be this angel who was not fussy at all. So I thought boss, maybe 4-5 years in which we get to crazy, after that she'll be influential factor in what we do and where we go and so on. So we quit our jobs and shifted to India immediately. Quitting Google was hard, quitting New York was even harder but our daughter made that easier for us, paradoxically.

So did you learn some entrepreneurial skills during your stay at IITB?

I started Eureka and I was going around telling everyone to start a company and I myself hadn't started a company. So I and my eventual two co-founders of RightHalf.com started meeting every alternate day in front of the LT just to brainstorm some ideas. And then we finally came down to two ideas that we strongly believed in. Then one day we read about this guy Rakesh Mathur who was coming to campus to meet the director, so I went out and without his permission put up posters all over the campus declaring that he was going to give a talk to everyone in LT at 5pm, and then I stood outside the director's office and waited for Mr Rakesh to come out and as soon as he came out I told him you don't have an option and you have to give a talk because there was a crowd waiting for it. And he did give an amazing talk. More importantly, Rakesh also loved the entrepreneurial spirit that we showed. So then he told us to stay in touch, let him know if we were starting a company. And that was exactly what happened, so some months later I reached out to him and told him our ideas, he thought one of the ideas was great and told us to make a formal pitch and here's a funny anecdote of what followed. So Nandan Nilekani's also an alum from IITB right, and Nandan and Rakesh are good friends so we were supposed to pitch to both of them in the Ambassador Hotel in South Bombay. At that time there were no laptops so we were carrying our entire PC with us! Nandan helped me pick up the CPU and we went to the conference room at the top floor. Even a reporter from The New York Times was there. Next thing we know is that Rakesh sir invested \$250,000 in our company and The New York Times covered our story on the front page a couple of days later. And all this happened while I was still in my final year here at IITB.

SOCIAL NETWORKING

A Journey in Time

-By Arjita Kulshreshtha, Devendra Govil,
Sagar Sheth, Pratik Agrawal

*t*weets, comments, connections, likes, followers, hashtags, etc. are omnipresent words in nearly every Internet user's life. The very fact that 67% of Internet users, that is over 1.6 billion people are users of some social networking site or the other, goes on to show how important a role these websites play in our lives. Not surprisingly, Facebook is leading the pack, boasting of over 1.11 billion monthly active users. Twitter, of course, is growing at a rapid rate with 550 million active users registered and the likes of LinkedIn, Myspace and Google+ have loyal demographics too. However, long before it became the commercialized and mass information juggernaut that it is today, the social networking era had its own share of humble beginnings.



It all started in 1978 with the BBS – Bulletin Board System. Originally, these were primarily hosted on personal computers and users had to dial in through the host computer's modem. Only one person at a time could gain access to the BBS and the speed was ludicrously slow. An online service by the name of CompuServe then came along. It was the first company to incorporate a chat program into its features. Features which included providing a platform for discussion forums, sharing files and accessing news and events. But the true herald of today's social networking era

was the advent of the AOL(America Online) service. It made great strides at making communication through the internet universally accessible in the US and since then, there's been no looking back.

Taking advantage of this new found wonder– the Internet, that is– the first set of social networking websites cropped up. Some were primarily dating sites whereas others were more niche driven. Sixdegrees.com was one of the very first to allow its users to create profiles, invite friends, organize groups and

surf other user profiles. Classmates.com provided people an opportunity to reconnect with long-lost school buddies, menacing school bullies and maybe even that prom date they just couldn't forget. Other race-centric websites such as AsianAvenue.com, BlackPlanet.com and MiGente.com also came up and some of them are still going strong.

The turn of the millennium saw the first modern social network in the form of Friendster. It was an attempt at convincing people that an age of online connection was coming and it allowed

Social media- A fundamental shift in the way we communicate

People are influencing the world

Traditional media no longer has the sole power of driving public opinion. Social web has exponentially accelerated the rate at which information is shared and influence takes hold. People these days trust peer recommendations for things like their food outings, travels, fashion etc. Statistics show that 80% of consumers trust peer recommendations whereas only 15% trust advertisement. A ten-worded tweet can create an impact on millions of people.

India's huge anti-corruption movement led by Anna Hazare and Arvind Kejriwal in 2012 was fuelled to a large extent by an effective social strategy. The movement forced the Indian parliament to pass the anti-corruption bill. Many leaders of the movement drifted together to form the Aam Admi party, which is reaching out to the Indian middle class via social media channels.

Social media was a key player in the public expose of the Trayvon Martin shooting in Sanford, Florida. Approximately one month after the fatal shooting of Trayvon Martin, its online coverage by everyday Americans garnered national attention from mainstream media journalists. Social media aided the successful uprisings in Tunisia and Egypt and helped foster grassroots movements in other Arab nations. This time, the movement involved a well-networked younger generation, which was different from prior movements which had only a single leader.

Facebook was predominantly used to schedule protests; Twitter was used to coordinate whereas Youtube was used to make their voices heard. It has given people in the Arab world the feeling that they are not alone, that there are others who are being suppressed and are facing just as many hardships, just as much injustice. This movement also inspired the 'Global Occupy Movement' against social and economic disparities. 951 cities across 82 countries; this was the huge scale at which the protests were held, which was obviously powered by social media. Thus the citizens of all nations are more empowered than ever before.

People are doing business

When Netflix introduced a 60% rate increase in 2011, the company faced a social media nightmare on Twitter and Facebook. Their customers left 13,000 negative comments on Netflix's blog and more than a lakh comments on its Facebook page. Within months the company lost 800,000 customers and two-thirds of its market value. On the flip side, companies who have recognised the need to engage customers via social media are making more money than ever before. Social media gives people who have time but no budget for advertising an effective platform to reach out to their potential customers.

At the same time, big-shot companies have been smart enough to exploit the opportunity as well. For instance, when Cadbury came out with its latest version of Dairy Milk Silk, they came out with a brilliant social media campaign. They first announced the imminent demise

of Silk and created curiosity in the consumers. While fans were mourning, the page launched the new Silk for the heartbroken. They launched the 'Bid for Silk' campaign in Mumbai where fans had to send their whacky ideas to bid for giant cubes of Silk weighing 14 kg each which were placed at a mall in Mumbai. With a Facebook app and hashtag on Twitter, 'Bid for Silk' the campaign was very successful in catching the attention of the customers.

People are getting informed

'If searching for news was the most important development of the last decade, sharing news may be among the most important of the next'

Due to the parallel revolution in mobile technologies, social media to a large extent determines where we get our news. The major chunk of news that we receive is via tweets and our news feed. After all we can't choose the content a newspaper--full of advertisements--provides us, but we can obviously choose the groups, pages and people we follow.

An Influence on Indian Politics !

Election fever has gripped the Indian media, and social media is being seen as a potential game-changer. According to a report, The Bhartiya Junta Party (BJP) has been the first national political party to have used technology to reach out to voters, with a Twitter account, Facebook page, Youtube channel and mobile apps. Narendra Modi, India's potential next prime minister has over 1.6 million followers on Twitter. The Congress is catching up, with Media cells already in place. The numbers may be impressive, but in a country like India where most of the population is technologically handicapped, only time will tell the extent to which social media will actually influence the 2014 elections.

All's Not Rosy!

Possible Dangers of Social Media

Are there any?

Oh, yes, there are plenty. Social networking and the Internet are some of the greatest technological advances we have had in the last decades, but as with any scientific or technological advancement, it is ethically and functionally neutral. It provides humans with certain powers and abilities which can be employed in any way they deem fit.

Social Media is addictive!

It is now considered a clinical illness, with it having been an academic, psychological and occupational impairment for quite some time. Some research papers have pointed out a high correlation between pathological Internet use and depression, while some others have established that it impairs the ability to interact in the "real world".

Hoax Havoc

You can never be sure about the credentials of the

person at the other end. Interacting with so many unknown people, it is common to be tormented by strangers who under the veil of false identity may leave no stone unturned to irritate you.

Threat to Democracy

At a completely different level, it gives a select group of companies and our political masters too much power and control over us, so much so as to threaten democracy itself. With online snooping becoming a norm, these sites can be used to neutralise political opponents, threaten a person into submission and wreak havoc on the constitutionally mandated rights to privacy. The recent revelations by Edward Snowden have just showcased how plausible this threat has become (yes, conspiracy theorists, this one's for you!).

So while the advent of Social Media has revolutionized the way we communicate for good, we still have to be cautious about some of the perilous facets of this fascinating world. After all - It is what you make it.



FORGING AHEAD- ideaForge

MAN-PORTABLE UNMANNED AERIAL SYSTEM FOR HOVER & STARE OPERATIONS



“It was the most natural thing for us. We never questioned ourselves” says Ankit Mehta, founding member of ideaForge, co-founded with his classmates at IIT Bombay Rahul Singh and Ashish Bhat, when asked why he chose to become entrepreneur. Since starting up ideaForge the trio has never looked back and have recently made big news when their company’s brainchild ‘NETRA’ was used in search and rescue operations in the Uttarakhand disaster.

College, introspection and the beginning

“Lots of passion and lots of ideas for creating new technologies, lots of interest in alternative energy, how to extract energy from this and that. I even filed a patent when I was in IIT” says Ankit about his pre-entrepreneur phase at his alma mater IIT Bombay. He was involved in robotics and tech during his days as an undergraduate; he and his team went to Robocon in Beijing and represented India there. This laid a firm foundation in his mind to set up a tech startup and make a product that would help people and make their lives simpler. All along he had received absolute support from faculty, morally and financially, “I never had to worry about money to make my idea into reality, if I had an idea I’d go bug my faculty and they were always helpful.” To provide help to passionate students in the future he helped Prof. Amarnath set up the Innovation Cell in the institute. “One important lesson I learned in IIT was that you cannot define how you live your life by your peers, by how your peers react to it, if you get bogged down by that you can never get back up.”

Post IIT and incubation

“Nothing we made was good enough that it could be used for long period of time reliably. Personally this desire, the last 5% that is left, something you made

could be made better, as students we never focus on that, as entrepreneurs that 5% haunted us”

After passing out he worked for six months in a leading sales and marketing consultancy before leaving to start ideaForge. ideaForge was incubated in SINE in IIT Bombay. SINE (Society for Innovation and Entrepreneurship) is a business incubator which provides support for technology based entrepreneurship hosted by IIT Bombay. During the incubation they perfected their design of ‘NETRA’ and grew into a fully-fledged startup.

“SINE was a great place to be incubated at. You get a lot of problems when you’re into hardware technology but SINE being backed up by faculty were very helpful and provided very good support”

ideaForge- Present

ideaForge was started off as an energy startup with its focus on alternative mobile charging options, and have evolved into a company producing Unmanned Aerial Vehicles (UAVs) which have been deployed by paramilitary forces like CRPF, Border Security Force, NDRF, among others for reconnaissance and surveillance. The UAV ‘NETRA’ which was developed in association with Defence Research & Development Organisation is a 100% autonomous aerial vehicle typically used for short range missions, which weighs 1.5kg and measures 90cm x 90cm. NETRA has been used a wide

range of situations, like Independence day in J&K, Raj Thackeray’s mega rally and Rath Yatra in Gujarat. You might remember the hover from a scene of ‘3 idiots’ movie where Amir Khan is shown controlling the bot.

Idea forge has overcome many hurdles along the way, made a name for itself today as a budding company specializing in technological innovation, and is still forging ahead.

The biggest challenge

According to him the biggest challenge that India faces right now is that not enough research is being done at the students’ level and out of the research being done not enough technologies are being developed that can be quickly commercialised. This is a very big reason why hardware technology is not a well developed sector in India, “because nobody will back you in your venture as long as there is no well-developed prototype which isn’t there at the starting up stage because of lack of research at the students’ level.” Another thing he believes is that finding a team with teammates having complementary skills is a quintessential necessity for starting up, and that finding people who are passionate about the technology and not money is very important.

“Funding is one more very important thing, and for funding you need a prototype. Without funding and support you make some of the worst decisions of your life and you have to live with it for the rest of your life with the understanding of why something is not working out and you can do nothing about it. So, funding is very important.”

Market Your Memories Contest

Your all-time favourite video game MARIO is having a tough time competing with high tech Play-stations and Arcade games. Its time for you to sell Mario to the younger generations. Send us a suitable tagline that you would use to advertise MARIO and win exciting prizes!

Send us your entries to enspace@ecell.in
For more such contests follow our facebook page :
<https://www.facebook.com/ecell.in>



Biz Quiz

Following is a collection from the business world. The answers to these questions are legendary!!

Q1. What was the amount charged by Milkha Singh from Rakeysh Omprakash Mehra for giving the rights to make the biopic Bhaag Milkha Bhaag ?

Q2. The telegram breathed its last in India on 15th July. Who was the recipient of the last telegram ?

Q3. The Financial Times described it as "one of the most prominent admissions of failure for a new mass-market consumer product since Coca-Cola's New Coke fiasco nearly 30 years ago.

Q4. Which leading Indian antivirus vendor was started by the Katkar brothers as a calculator repair shop in 1993 ?

Q5. Name this luxury city where the male police drive BMWs and the female police Ferraris.

Q6. Expand CAPTCHA, the often annoying step we have to go through while submitting data on the Internet ?

Q7. How much does Twitter charge in India to create a trend on Twitter for an advertiser ?

Q8. Name the Indian businessman in UAE who is releasing 1000s of prisoners by paying off their debts.

Q9. Outside India, where has Reliance MediaWorks launched Big Cinemas to screen Bollywood movies ?

Q10. Edison went to great lengths to prove his competitor's technology was risky by electrocuting elephants etc. Name the technology and competitor.

Q11. What startup came out of its founder Phanindra Sama unable to get bus ticket from Bangalore during Diwali ?

Q12. Why has the change in govt at Pakistan led to a sharp fall in demand for socks ?

Check Out Pg. 23 for Answers.

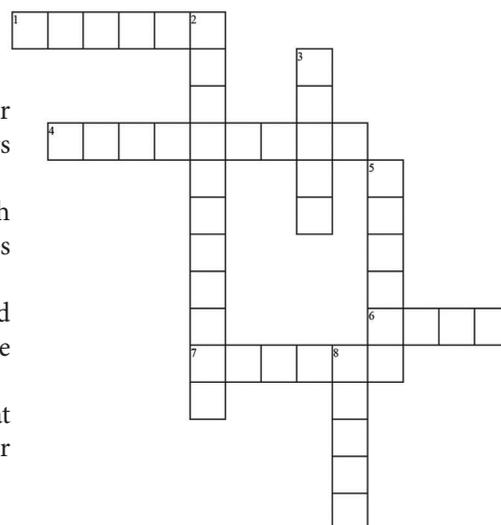
Crossword

Across

1. From the founders' names - Harold Matson and Elliot Handler
4. Named after a character in Herman Melville's Moby Dick
6. The initials of founder Ingvar Kamprad, plus the initials of the property and village he grew up in Elmtaryd Agunnaryd
7. Shortened from the original name Nippon Sangyo which means Japan Industries

Down

2. The founder, originally a tractor maker, names all his company's cars after fighting bulls
3. Started as a wood-pulp mill which later started producing rubber products in the Finnish city of X
5. Suggested by the founder Richard Branson who claimed he was a complete X at business
8. A company named after a creek that ran behind the home of co-founder John Warnock



IS OPPORTUNISM NECESSARY

-By Jyoti and Anukriti



Before attacking the topic straightaway, let's first address the two major terms involved here, around which this entire article revolves:

Entrepreneur –

One who undertakes innovations or introduces new things, finance and business shrewdly, in an effort to transform innovations into economic goods.

Opportunism –

The conscious policy and practice of taking selfish advantage of circumstances, with little regard for principles, or with what the consequences are for others.

To begin linking the two – is it absolutely necessary to breach all of one's morals and disregard one's principles to succeed as an entrepreneur? Is the mere innovation not enough?

There have been arguments both advocating and condoning opportunism in entrepreneurship, and a strict 'yes' or 'no' to the question would, of course, be ridiculous.

TO SUPPORT THE MOTION

There have been several instances in the past where someone created a technology and then someone else made it marketable and feasible and enjoyed the entire credit. The most relevant example is that of Tesla and Edison. History says that Tesla, who had been unable to market his products and had fallen prey to such hypocrisy, discovered the technology behind Edison, Marconi and a number of other scientists' inventions. What would be the reason behind this? Lack of entrepreneurial skills of course! Nicola Tesla was a great scientist, sure; but would never be acknowledged as an entrepreneur.

Another example would be that of Steve Jobs coming up with iTunes, taking advantage of the feud between Napster and the music industry, providing a middle option between the free but illegal and legal but expensive.

The recent Uttarakhand disaster has witnessed quite a few small businesses at exorbitant prices. Highly immoral, one would say; but in such a situation, equally critical for the business venture to succeed.

Needless to say, today's world of cut-throat competition has made it opportunism indispensable in order to carve out a niche for one's entrepreneurial venture.

AGAINST THE MOTION

Is opportunism necessary for success as an entrepreneur?
Yes.

Is an extreme form of opportunism necessary for the same?
No. Definitely not.

I had recently had the chance of attending a famous entrepreneur's speech, and as he narrated his own experiences, he stated the importance of 7 'P's that were imperative to succeed as an entrepreneur – positivity, passion, perseverance, persistence, purpose, patience, power of people. Nowhere had he stated the necessity of extreme opportunism. Come to think of it, no one really does. For, to succeed as an entrepreneur, one does not rely on one's immoral behavior, one relies more on one's passion and skill. And this, in general, is the story of most of the successful entrepreneurs. The ones who have succeeded merely on the grounds of extreme opportunism would not even constitute 10% of the total lot. (This is just to quote a figure; it doesn't really have any significance). Take the story of Kunwer Sachdev, the founder of Su-Kam invertors. Initially, Kunwer Sachdev used to manufacture cable TV equipment. Hassled by frequent power cuts, he bought an inverter. However, when this malfunctioning equipment started breaking down every now and then, he tore it apart and concluded that it was an example of shoddy design and engineering. Single handedly, he researched and worked for years, and consequently came up with his robust power back-up system. Su-Kam is currently a 200-crore company.

The stories of most entrepreneurs speak of passion and perseverance; little do they rely on extreme opportunism. This alone, is reason enough to suggest against the claim.

Now we ask you what is necessary for an entrepreneur- opportunism or extreme opportunism?? Was Edison right in taking all the credit?? Was it unfair on Tesla?? Let us know your views.

Enterprises With a Difference



- By Sagar Sheth

Social enterprises differ from business enterprises in the sense that they take into account positive benefits for society, besides self-sustainability. Their vision is to develop innovative products or services that empower the underprivileged, directly or indirectly. Acting as catalysts of change, they seize opportunities to generate social value and unleash the true potential of the society. They bridge the chasm between the developing and the developed.

We present to you three such stories of entrepreneurs who have changed the way society works. A change for the betterment of all of mankind.

The Menstrual Man

Arunachalam Murugantham, or the Menstrual Man as they've begun to call him, has been hailed as a visionary all over the country for his quest to develop low-cost sanitary napkins for poor Indian women. The school dropout is the founder of Jayashree Industries, a company which manufactures affordable machines to produce these sanitary napkins which are retailed at prices as low as Rs.16 for 8 pieces. His innovative machines are not only providing poor Indian women with access to basic feminine hygiene but his insistence that they produce and sell their own pads is also giving them a livelihood.

However, everything wasn't that hunky-dory a few years ago. Murugantham first recognized the need for such low-cost pads when one day his wife was tried to furtively slip away with a rag, "a rag I wouldn't even use to clean my scooter", he claims. On further investigation, he realized that 88% of Indian women use newspapers, rags of cloth, banana leaves, hay or even ashes, all of which are unhygienic and ineffective. Thus, he set upon a journey to create cheap yet viable sanitary pads but he received little support as neither his

wife or sisters or mother agreed to act as volunteers for his research, nor did female medical students. He had to go to the extent of filling a bladder with goat blood to test his pilots. Ridiculed and laughed upon along the way, his journey didn't stop when he made his first breakthrough by identifying a low-cost material that should be used. He went the extra mile to design a machine which would cost as low as Rs. 65,000 as opposed to the ₹ 3.5crores that MNCs like Johnson&Johnson(Stayfree) and Procter&Gamble(Whisper) spend, and this took him four long years.

Murugantham has a patent for his innovation and so far well over 1000 of his machines have been sold all over India, each with a capacity to produce over a 1000 napkins a day. He is a sublime example of how social entrepreneurship can address the needs of the forgotten in a mutually sustainable way, where both, the enterprise and the customers can only benefit. His enterprise is a 'silent white revolution', they say!



It's not often that you witness pin-drop silence at a courier office during peak business hours. Unless of course, if you are standing in one of Mirakle Couriers's offices. Started in 2009, Mirakle Couriers is a socially-conscious for-profit enterprise that employs over 70 deaf employees and delivers more than 65,000 shipments per month. The pickup and delivery boys are all deaf men whereas deaf women are in charge of office work, like mail sorting and data processing. Each employee of the company is proficient in Indian Sign Language and SMS is used as a mode of communication between the office staff and delivery boys.

Dhruv Lakra, its founder, holds a degree in social entrepreneurship from SAID Business School, Oxford University. Beneath the rise of this company lies a heart-wrenching story. One day, while Lakra was travelling in a BEST bus he saw a young boy sitting beside him who seemed very confused and kept restlessly looking out of the window. He looked lost although the conductor was regularly announcing the next stop. When Lakra tried to talk to the boy he wouldn't respond and that's when Lakra realized that he was

deaf. Communicating through written notes, Lakra did manage to help him that time around but it dawned upon him how tough the daily struggle of deaf people was.

Facts suggest that 6% of India's population faces hearing problems and as much as 66% of deaf people in India are unemployed. To do his part for society, Lakra came up with Mirakle Couriers, which he maintains is not a charity organization but a means to empower the deaf to lead a financially independent life.

Boasting of accolades such as National Award for the Empowerment of People with Disabilities from the President of India and the CNN-IBN Young Leader Award under their belt, this company has a come a long way

And it's evident that Lakra's idea is a hope for the community when he tells you he receives calls from eager parents looking for a suitable boy for their deaf daughters. "It takes a while for me to explain that we are only Mirakle Couriers, not Mirakle matchmakers," Lakra smiles.



One can only imagine a world where people from low-income groups can easily avail of loans at subsidized interest rates to say, undertake vocational training, improve sanitation facilities at their homes or raise capital for a small business. Enter Milaap, a micro-lending organisation that does online fundraising for these causes. Causes which directly improve the standard of living and productivity of people at the 'bottom of the pyramid'.

What Milaap does is provide an online platform for people to lend their money for a certain period, to borrowers who need them. The money lent is returned by the borrower after the stipulated period, thus making the lender a Good

Samaritan without losing any of his principal amount. These needy borrowers are identified by Milaap's field partners, which are credible and proven NGOs, vocational training institutes, microfinance organisations etc. And these field partners then upload loan requests to Milaap which in turn connects the borrowers to lenders directly by displaying borrower profiles through its website.

Milaap is the brain-child of three youngsters, two of whom are graduates of National University of Singapore and the third is an alumnus of the prestigious IIT Madras and IIM Lucknow. These three guys have a single vision – to change the people's concept of giving and make it a personal, transparent and sustainable process. Since its inception

in 2010, Milaap has raised a whopping \$820,000 in loans from around the world and this amount has directly impacted close to 25,000 lives.

Field partners are charged a 5% fee for the funds raised and that's how this social startup sustains itself. The Bangalore based company has also raised capital from investors like First Light Ventures, Lion Rock Capital, Unitus Seed Fund, Jungle Ventures, etc. Milaap, as the name suggests, is an effort to bring together the new young India and the real India and empower them both to make a difference

Enterprises with mindsets like this are the ones that can really make a difference to the social and economic fabric of the nation on a large scale.

EUREKA

SUCCESS STORIES

Greenway Grameen Infra Winner Eureka 2012

According to 2011 census, 70% of India still uses timber, animal dung and crop residues to cook. The largest quality issue being that rural India still cooks on the mud stove which is both inefficient and poses considerable health hazards due to the smoke and soot released. This problem is being tackled by Greenway Grameen Infra, which aims to combine design needs and efficient distribution for rural markets delivering 'high immediate impact' energy products. Their first product is the Greenway Smart Stove, a patent-pending cook-stove designed as a modern replacement for traditional mud chulhas.

The company having won at almost all the major B-plan challenges such as Intel Global Challenge at UC Berkley, the Next Big Idea at IIM Bangalore, Young Entrepreneur Award by Businessworld and our own Eureka Socials, Grameen Infra has come a long way since its inception. Enspace tracked them down and visited their office to find out what the driving force behind leaving a high paying job to be a social entrepreneur and run a very low profit business. Typically, their office was filled with chemical stuff like periodic tables. On being asked about it, Neha Juneja, the CEO and co-founder of the company says, "We are all engineers, we are addicted to such stuff."

THE FOUNDERS ON:

The stove

With **85% less smoke**, this patent pending design innovation--that uses no moving parts and few materials--delivers fuel savings up to **65%**, **minimizes** harmful emissions of CO, CO₂ and Particulate Matter and delivers convenient cooking without any requirement of fuel processing or change in cooking habits thus solving the health,

environment and fuel collection effort required for operating traditional stoves. The stove is already being used in **12 districts in Karnataka** currently, and our growth strategy for 2013 seeks to establish distribution in **60 districts** expanding predominantly in South India. The stove is currently priced at INR 1250.

The story of the stove

If you look at a rural household, a lot of things have changed in terms of lifestyle. People have mobile phones and TVs but the women of the household still cooks on a mud stove which is a prominent health hazard. It is unfair if nothing else. After travelling and seeing women preparing their meals on dangerous stoves, we knew something needed to be done. We spent almost one year travelling in rural India to understand what the consumer needed and designed 10 different prototypes. It is not difficult to design a stove but it is difficult to understand what the user is willing to pay for. So we did an experiment. We presented all the prototypes to the rural folks and for whichever design they were ready to take out money from their pockets, told us that they liked that particular design and were comfortable with it. Although then we gave the stoves for free. The stove we finally launched was not the most effective one but it was appealing to people which was the important thing.

Problems

If we demonstrate the stove to 100 ppl and 10 of them are ready to buy it, its a rather good conversion rate. The main issue with being a small company is being able to reach out to people because we aren't a brand. We have to do personal village-to-village demonstrations,

put up banners and circulate pamphlets.

Motivation

The positive impact that our product has had in the lives of thousand of women whom we've sold the stove keeps us going. The inspiration comes from the women we meet look after their homes and work, and manage to do so many great things. It's inspiring to see them live their lives working so hard, but still doing so many great things, and still being happy in their lives.

ABOUT THE FOUNDERS

Neha Juneja and Ankit Mehta, the founders of GGI are graduates of DCE who did their MBA from FMS and IIM Ahmedabad and left their respective consultancy jobs within 6 months to start GGI to work towards a better, cleaner and safer rural household. They won Eureka 2012. The Enspace team wishes team good luck with their future endeavours.



NEHA JUNEJA,
CO-FOUNDER, CEO



ANKIT MATHUR,
CO-FOUNDER, COO

INNOVATING ARCADE GAMING GAMA ENTERTAINMENT

WINNER EUREKA 2008

They were a bunch of gaming freaks like most IITians are. But how did they convert this passion into a full-fledged business? To find out how, we had a conversation over coffee with Puneet Kumar, the co-founder of Gama Entertainment, an enterprise that develops and manufactures entertainment hardware and software for the retail industry, specializing in innovative gaming machines.

What was your vision behind Gama Entertainment, when did you decide to start the company?

We were gaming freaks and we used to visit hakone (the gaming zone) that is just across IIT Bombay. We saw the arcade games there and I had some experience in robotics and hardware product development, so I came up with the idea of creating an innovative physical arcade gaming machine. So that is how it started and then we developed a couple of products and participated in Eureka. During the finals of Eureka, we met Vishal Gondal, the CEO and founder of India Games, which has been acquired by Disney recently. Even before the results were announced he told us that he wanted to fund us and later that day, we won the competition as well, so that is how the angel funding started and our journey began.

How did you go about finding your first customers, and how was life post IIT being a student start up?

After graduating from IIT, I had taken up a job, which kept me occupied from 10am to 9pm. At night we used to work on our product. That one year was very grueling for us. But after that one year when our product was in the prototype phase, I left my job and we went full-fledged into the company. The first couple of months went into R&D and finishing the product, but a smart thing that we did was, simultaneously we were in touch with the clients. We approached all the major gaming zones and took their feedbacks frequently, because we had to make sure that we were forging in the right direction. So we kept them in the loop, they kept giving their inputs and it was easier to sell our first product to them.

What were the major difficulties you faced as a student start-up?

I think the most challenging thing initially is finding a good mentor because you yourself do not know what you want to do and you don't know what should be done. You just have a wild idea that you believe in but you don't know if people will buy this or not. So in that stage mentoring is very important. I would seriously recommend every start up to have a mentor in the initial phase, otherwise it's very easy to get distracted and go down a different path.

What benefit do you offer your customers over your competitors?

We are still the only company in arcade game manufacturing in India. Since the products are manufactured here, they are cost effective. These are physical hardware, big machines, so maintenance is a big part of it. Because we are sitting in India, so we are time efficient in providing maintenance and services.

What advice would you give an amateur interested in starting a company?

The idea is that if you want to start something and you do not have an idea, you should really work in a start-up, that is what I also did. It might not be actually related to your core field, but you get an idea about how startups work and what kind of an environment you have to deal with. It's an enriching experience and you learn the dos and the don'ts

And what has been the most rewarding thing of your journey as a start up?

I think the best thing is that I love to do what I'm doing, so I never think of it as work, so even today I'm the last

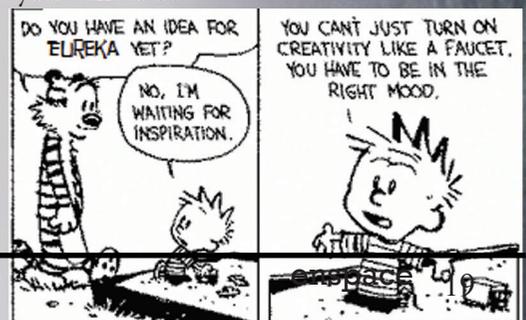
person to leave the office. The work doesn't feel like work, you look forward to Mondays as opposed to looking forward to Fridays.

What advice would you like to give to people who are looking for funding?

I think that most people start looking for funding as soon as they have an idea. The basic approach is wrong. You should spend ample time on the idea and develop some sort of beta product, because an idea is worth nothing, it's all about execution. The vision should be clear in your head. There are so many channels acquiring funding- all these places like E-Cell and Eureka and then there are so many angel networks nowadays. It's not just about money, it's also about the know how and how to form a company. It's very important to be involved with the investors or mentors who can help you with that company and not just give you money.

What is your biggest take away from IIT?

IIT gives you a platform to be who you want to be. You don't have to follow any conventions; you can choose what you want to do. It doesn't depend on which department you are from. There are couple of batch mates who went into music school in California and then couple of people who went for higher studies, couple of people who started up, couple of people in banks, in finance, so I think it was more like a platform where you can decide what you want to be.



WHAT E-CELL HAS

"Because those who are crazy enough to think that they

-By Mehak Priya

Yes folks, that's right. You are walking down a street, and scores of ideas strike you, but have you ever paid serious thought to them? Now, my dear friend, you are a thinker. But ever wondered what stands between you and a potential Steve Jobs or Mark Zuckerberg? Action. Acting to know that you are capable of much more than the constraints society places on you, and that you are destined to achieve much more than you ever imagined.

Millions of ideas strike you everyday, almost all dismissed as 'impossible'. But do you still ponder on that one idea which you believed could be revolutionary? Which had the power to change the world? After all, who doesn't want to be counted in the same league as the people who changed the way we look at the world? Steve Jobs, Bill Gates, Mark Zuckerberg- all of them have affected the world so much that, without their contributions the world wouldn't have been the same ?

But do you know what is the common denominator of all these great heroes was? An idea that they believed could be path-breaking, and the passion to pursue it without yielding - That's what made them what they are today, that's what made them Entrepreneurs!

These doers, innovators, thinkers, can see opportunity amidst chaos, envision a better tomorrow, and work towards it. Hail the believers in the beauty of dreams, the ardent pursuers, because they shall inherit the earth.

But where shall I begin? Common question we presume? No worries, lets just guide you through the stages in a breeze!

Uhm, I don't really know what it means ! :/

Don't you fret! This level is where all these big names have started off. All they did was to discover the entrepreneurial seed hidden inside of them, and voila! Our main programs that cater to this level are the ones that give you a taste of an entrepreneur's journey. From fun games to motivational sessions, this stage of your journey, once completed will give you the strongest base to move ahead on.



Start^{up}

Beta
Product

Oh yeah ! Now I know what it is :)

Now you have reached a stage where you believe that entrepreneurship is a viable career option in this age we live in. You can also differentiate between a startup and a business, and relate to the change that an innovative idea will bring forth.



Ea

THE
FIVE
STAGES
OF
STARTUP

HAS IN STORE

“They can change the world are the ones who do”

My innovative idea, where art thou?

This stage, aptly termed the idea generation phase, is the threshold for moving into the startup phase. The needs of this level include help in idea generation and brainstorming, idea validation, mentoring and team formation. And E-Cell takes care of each of

these needs via elaborate platforms aimed at addressing these sectors throughout the year- so that whenever you have an idea, you don't need to go searching for the next step. These endeavors provide the best catapulting mechanism to cross the threshold and reach the next stage: which is the execution phase

operating costs- basically everything! And the thing this phase needs the most? Mentoring and Consultancy, which will again be yearlong, and sector specific. We try to make most of the sessions one-to-one to ensure quality and fruitful discussions between our mentors and mentees. We also aim to develop and hone the business skills of people by organising various workshops and sessions by the leaders of the art.

On my way !

‘Whatever the mind can conceive and believe, the mind can achieve.’

This phase encompasses of everyone who after the ideation stage has started working on his “Big Idea”! This includes brainstorming for the improvement of the idea, business models, the

Startup - I am entrepreneur now!

Congratulations! Now you are the proud owner of a startup you nurtured from its idea stage. But this is in no way the end, you agree, right ? Constant mentoring, consultancy is needed here too. Networking sessions are of utmost importance to a nascent startup .



Knowledge



iDEA

The above 5 categories summarised most of the stages of one's entrepreneurial journey. All that is needed is to recognise which stage you are on and work accordingly. And I believe that nothing summarises the epic journey that being an entrepreneur entails for you more than these immortal lines by Jobs

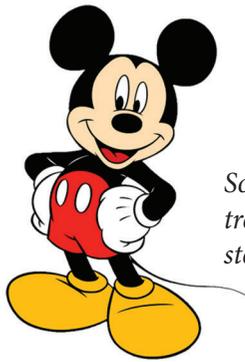
“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking.

Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

Early Days

VE
GES

RTUPS



Some companies have survived the test of time and have controlled the market like none of their competitors. Here are the stories of three such companies without which we cannot imagine the world today.



Walt Disney and co.

The creator of Mickey Mouse and founder of the Disneyland and Walt Disney World Theme Parks was born in Chicago, Illinois, on December 5, 1901. Walt became interested in drawing at an early age, selling his first sketches to neighbours when he was only seven years old. In 1923, a cartoonist Walt left for Hollywood. He soon partnered with older brother Roy O. Disney, and the Disney Brothers Cartoon Studio was officially born.

The studio not only created Mickey Mouse, but also an entire collection of animated films including Snow White and The Lion King. Not only did his movies have amazing characters and stories, but they embodied the art of animation--they were appealing. Prior to 'Snow White and the Seven Dwarfs', cartoons were considered to be the silly stuff that ran prior to the main feature film in theaters. He fought hard to show that a full-length animated feature could be successful. He made family entertainment profitable.

So while Pixar's films might rule this millennium's box offices, Walt Disney was the original king of animation. And nobody can ever take that from him because like any good American business man, he got it in writing.

..literally! He patented the 'art of animation.'

**COMPANIES
THAT HAVE
CHANGED
THE WORLD**



Mc-Donald Corp.

Mc-Donald's corporation, the company which was the first ever to organize the food sector, was started as a eponymous burger stand by Dick and Mac McDonalds in 1940 in San Bernardino, California. The restaurant was renamed "McDonald's Bar-B-Q" and served twenty five barbecued items on their menu. In October 1948, after the McDonald brothers realized that most of their profits came from selling hamburgers, they closed down their successful restaurant to establish a streamlined system with a simple menu of just hamburgers, cheeseburgers, french fries, shakes, soft drinks, and apple pie. The restaurant's name was again changed, this time to simply "McDonald's," and reopened its doors on December 12, 1948. In 1954 Ray Kroc began a new age in franchising when he became the national agent for McDonald's. Kroc, making his rounds as a milk shake mixer salesman, came across the McDonald brothers' (Richard and Maurice) small hamburger shop in Southern California. The establishment was simple, serving only a few items: hamburgers, french fries, soft drinks, and milk shakes. These two brothers became one of Kroc's best customers as they purchased several of his machines in his otherwise dying business.

Kroc, curious about why the McDonalds were purchasing so many mixers, investigated the establishment further. With his keen sense of what American consumers were looking for in eating out, Kroc suggested that the brothers expand their presence. As they asked how they could do so, he offered his services as their agent. That is how the little restaurants with the bright yellow arches began. Under Kroc, the franchise grew exponentially. By the end of 1960s there were more than 1000 stores across U.S. Currently the franchise owns more than 33000 stores in over 124 countries.

Coca-Cola

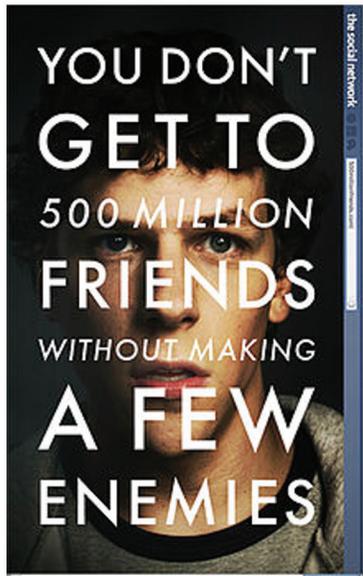
The product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. With the growing concern about drug addiction and alcoholism, in 1885 Atlanta enacted Temperance Legislation to curb the use of alcohol. Dr. John Stith Pemberton, a local pharmacist, began experimenting to produce a non-alcoholic alternative to his French Wine Coca, and he ended up with syrup made of cane

sugar and extracts of coca leaves and cola nuts (caffeine). The syrup was then diluted with water, and cooled with ice cubes. Coca Cola was born! The first newspaper ad for Coca-Cola soon appeared in The Atlanta Journal, inviting thirsty citizens to try "the new and popular soda fountain drink." Dr. Pemberton never realized the potential of the beverage he created. He gradually sold portions of his business to various partners and, just prior to his death in 1888, sold his remaining interest in the company to Asa G. Candler. An Atlantan with great business acumen, Mr. Candler proceeded to buy additional rights and acquire complete company.

The story of Coca-Cola's creation is just as fascinating as the fact that the recipe has managed to remain secret for over 100 years. Because of it, Coca-Cola is the global leader in the beverage industry. Its trade secret for the formula of one of the most popular soft drinks in the United States is worth millions of dollars.

MOVIES

MUST WATCH



THE SOCIAL NETWORK

Known to many as “The Facebook Movie,” David Fincher’s *The Social Network* is not about the creation of one of the internet’s most successful websites. It’s not about becoming the world’s youngest billionaire. It’s not about greed and it’s not about power. *The Social Network* is a film about the inescapable need for acceptance inside each one of us. Like the website from which it drew inspiration, *The Social Network* doesn’t have a heart or a soul but the flawless performances and an impactful story make the movie, a must watch.

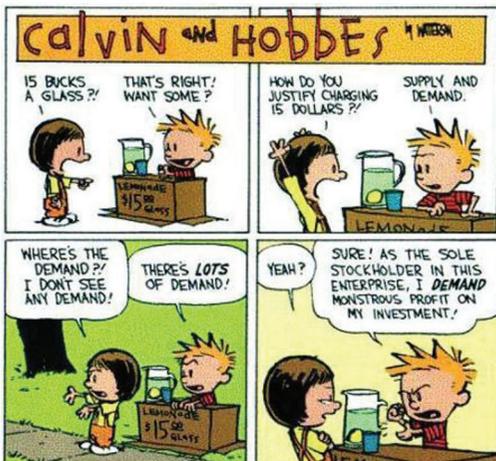
WATCH OUT



JOBS

It is the story of Steve Jobs’ ascension from college dropout into one of the most revered creative entrepreneurs of the 20th century. It goes beyond the character of Steve Jobs, and reflects on the struggle of a visionary leader and a team of geniuses who created a company whose products easily stands out from the rest in the market. It stars Ashton Kutcher of the ‘two and a half men’ fame as Jobs and Josh Gad as fellow Apple co-founder Steve Wozniak. Watch out for the movie in mid-August.

FUN CORNER



Crossword Puzzle Answers

Across

1. Mattel
4. Starbucks
6. Ikea
7. Nissan

Down

2. Lamborghini
3. Nokia
5. Virgin
8. Adobe

Biz-Quiz Answers

1. Rupee 1
2. Rahul Gandhi
3. Microsoft’s Windows 8
4. QuickHeal
5. Dubai
6. Completely automated public Turing test to tell Computers & Humans apart
7. Rs 5.5 lakhs

8. Feroz Merchant

9. USA, Nepal
10. AC and Nikola Tesla
11. RedBus.in
12. Nawaz Sharif has ordered that no air conditioning will run in government offices because of power shortage. He has ordered that no government staff will wear socks (perhaps it will smell !)

We would love to hear your views on this issue. Join the team if you want to write for enspace or en-space blog. Send us your views, opinions, suggestions and feedback at enspace@ecell.in

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