

# STARTUP CITY

September 24, 2011 • Mumbai

## Key Highlights :

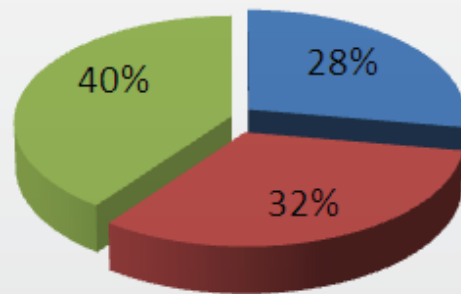
- 64 Enthusiastic Delegates
- 16 Eminent Speakers
- "My Entrepreneurial Journey" by **Mahesh Murthy**, founder & CEO, Pinstorm



## Hear from our winner:

"Startup City is the perfect launch station for startups to showcase their brand amongst other technology companies. With the current rate of success I am a confirmed participant for The Startup City, Delhi. Meet you there!"  
**Gaurav Bhardwaj**, Regional Head, CMO Axis.

## Profile of the attendees :



- CIOs, Director's, GM's & Owners
- Group Head's & Manager's
- Analysts, Consultants & Developers

Startup City was back in Mumbai and it was more enthralling than ever before. a one stop show for all the nascent business inventions to exhibit themselves to the world. The day was vitalized by the inaugural keynote

– "My Entrepreneurial Journey" by Mahesh Murthy, founder and CEO, Pinstorm. The topics which pepped up the show were the three panel discussions which experienced a rich participation from the diverse corporate world. . The show was brought to an end by exciting presentations by 16 startup companies, which were judged and rewarded for their uniqueness and entrepreneurship abilities.

## List of the eminent Panel Speakers at the Startup City:

- Viswanath Ramachandran**, Founding Exec & CTO, Webaroo (SMS Gup Shup)
- Atul Phadnis**, Founder- Chief Executive, What's-On-India
- Ashish Bhatnagar**, Co-Founder & CTO, mydala
- Robin Alter**, CEO & Co Founder, Kreedaa Games
- Sandeep Goyal**, IAN Angel Investor & Group Chairman & JV partner, Dentsu India Amit Patni, IAN Angel Investor & Co-founder and Chairman, Nirvana Venture Advisors
- Adit Parekh**, Investment Manager, Blume Venture Advisors
- Alok Mittal**, Managing Director, Canaan India
- Karan Mohla**, Senior Associate, IDG Ventures India
- Rahul Chowdri**, Vice President, Helion Ventures
- Ashwin Raguraman**, Vice President, India Innovation Fund

## Moderators:

- Vikhyat Srivastava**,  
Co Founder, Groffr.com
- Samir Kumar**,  
Managing Director, Inventus Capital
- Shiv Chaudhary**,  
Senior Associate, NVP India

## Panel Discussions Topics :

- Entrepreneur's Panel: Concept to Success: Milestones for startups
- Mistakes entrepreneurs make when approaching VCs
- VC perspective: Opportunities for entrepreneurs in 2012

## Exhibitors



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## Panel Discussions



**Panel 1:**  
 "Entrepreneur's Panel:  
 Concept to Success: Milestones for startups"  
 A forum which brought the keys for success for the budding businesses in the light. A highly interactive and a fruitful session.



**Panel 2:**  
 "Mistakes entrepreneurs make when approaching VCs" Looking at success we forget about the adverse affects. Here in this discussion we explore the loopholes and weak points in a business scenario.



**Viswanath Ramachandran**  
 Founding Exec & Chief Technology Officer, Webaroo (SMS Gup Shup) sharing his views on "Entrepreneur's Panel: Concept to Success: Milestones for startups".

## The Rewarded Ones:



**Parthik Muni**, CEO & Director, IPRE; receiving award on his excellence in n Mobile Sector.



**Gurudatt Shenoy**, CEO & Co-Founder, Easy Secured Software; awarded for his uniqueness in Software sector



**Gaurav Bhardwaj**, Regional Head, CMO Axis; is the man whose idea was above all in the Services sector.

### Hear from the speaker's:

"Listening to the eminent VC's and fellow entrepreneurs was very inspiring. Seminars like this encourage a healthy entrepreneurial ecosystem. I personally benefitted by meeting startups which could be an added advantage to my organization."

Vikhyat S, Co-Founder, Groffr.com

"Venture Capital has made strides in the last 5 years and still there is a need to educate entrepreneurs. I appreciate the effort and the idea behind the event and would like to be collaborated with SiliconIndia for similar future events."

Alok Mittal, Managing Director, Canaan India

"The sessions not just outlined opportunities for entrepreneurs in the coming years, but it also helped clarify some questions that entrepreneurs normally carry about investors. A very educative session brimming with valuable information for entrepreneurs and a nevertheless well organized event."

Samir Kumar, Managing Director, Inventus Capital

## Snapshots



## UPCOMING EVENTS

- Digital Gadget Show, October 1, 2011 Bangalore
- Mobile Application Conference, October 15, 2011 Bangalore
- Startup City, November 5, 2011 Delhi
- Startup City, December 17, 2011 Chennai