

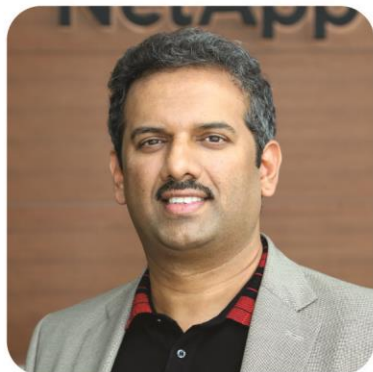


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# **B2B TECH START-UP ECOSYSTEM AND ROLE OF CORPORATE ACCELERATORS IN INDIA**

MAY 2019



**Ajeya Motaganahalli**  
Senior Director & Leader, NetApp Excellerator



**Pari Natarajan**  
CEO, Zinnov



**Sanjay Nath**  
Co-Founder and Managing Partner  
at Blume Ventures  
**(Advisor for the report)**

There has never been a better time to be a technology entrepreneur than now. The last decade (2008-2018) is a testament to the phenomenal growth of tech start-ups in the consumer space. It was also a period which witnessed the largest addition of start-ups to the coveted unicorn club. In 2018 alone, 10 Indian start-ups joined the hallowed unicorn club, the highest addition ever in a calendar year. Also, B2B tech start-ups in India have grown at a 30% CAGR from 2014 to 2018. Currently, there are 3200+ B2B tech start-ups in India, a growth that is evident from the rise in B2B start-up funding, from \$797 Mn in 2014 to \$3.7 Bn in 2018. Although there are B2B start-ups across industries and verticals, a whopping ~70% of B2B start-ups are active in EnterpriseTech, FinTech, and HealthTech verticals.

Like any other space in the technology ecosystem, the B2B start-up space has also been affected by the digital paradigm. And B2B start-ups have embraced the disruptive digital technologies such as Data Analytics, Artificial Intelligence (AI), Internet of Things (IoT), and Blockchain in a big way. Data Analytics, AI, and IoT together constitute 75% of advanced technology adoption among B2B start-ups, thus propelling their rapid growth.

In fact, the B2B start-up wave in India has just begun, where corporates are more open to collaboration with start-ups, Venture Capital (VC) firms are more interested in the B2B start-up space, and digital technologies such as AI and IoT have proliferated faster in the B2B ecosystem, compared to B2C. This combination of Corporates, VC funds, and advanced technologies will drive the wave forward. Corporates are fueling this growth wave through Corporate Accelerator and Incubator programs. Currently, there are 50+ Corporate Incubators/Accelerators active in India. These programs are helping start-ups accelerate their go-to-market strategies, co-create products/services, and provide dedicated business and technology mentorship.

As a data-driven organization, NetApp has been at the forefront of innovation and understands the role of collaboration. To further this collaboration ethos, NetApp inceptioned its accelerator program, NetApp Excellerator, in June 2017. Since then the accelerator has engaged with over 1000 startups and facilitated several go to market opportunities and multiple rounds of funding and engaged with 50+ mentors. Going strong with each graduating cohort, NetApp Excellerator is committed to contribute to the Indian B2B tech start-up ecosystem and help start-ups accelerate their growth with diverse offerings. This report is an outcome of NetApp's resolve to help B2B start-ups achieve success and thrive in the Indian start-up ecosystem.

## Background and focus areas of the report

This report has been jointly developed by **NetApp** and **Zinnov Management Consulting** through a detailed study to understand the B2B tech Start-up Landscape and rise of Corporate Accelerator programs in India. For the purpose of this report, only B2B tech start-ups are analyzed and studied. During the study, the research team conducted both Primary and secondary research for analysis and key insights. The report primarily focuses on the following areas:

- B2B tech start-up landscape in India
- Corporate Accelerator programs in India
- NetApp Excellerator

While the initial analysis focused on the growth of B2B start-ups in the last five years (2014-2018), the research team studied top three emerging verticals viz-a-viz EnterpriseTech, FinTech, and HealthTech as well. Additionally, various case studies were identified based on funding patterns and the growth trajectory of the start-ups in each vertical. Apart from analyzing adoption patterns for advanced technologies across key industries, secondary research was conducted on Corporate Accelerator programs in India. The study identified key offerings of accelerators, benefits to corporates, and the presence of Corporate Accelerators across industries in India. The study cast a wider net and looked at various accelerator programs supported by the government, academia, and individuals, based on key attributes such as Tools & Resources, Market Access, Funding, and Business & Technology Mentorship.

## Data Aggregation

- Zinnov Data
- NetApp Data

## Secondary Research

- Business Standard
- Businessworld
- Crunchbase
- Livemint
- Economic Times
- Inc42
- Times of India
- Techcircle
- Yourstory

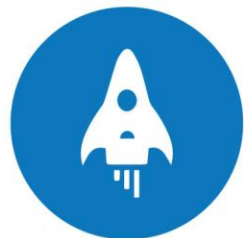
## Authored by



- Ajeya Motaganahalli
- Madhurima Agarwal



- Atit Danak
- Arjun Rampal
- Vikalp Sharma
- Kunal Malavia



**3200+**

Total B2B start-ups  
(2014-2018)



**30%**

Growth of total  
B2B start-ups  
(CAGR between 2014-2018)



**800+**

Advanced  
technology B2B  
start-ups in 2018



**70%**

of B2B Tech start-ups  
in EnterpriseTech, FinTech  
and HealthTech



**50+**

Active corporate  
Accelerators/  
Incubators in 2018



**75%**

Accelerator programs  
present in Bangalore,  
Mumbai and Delhi & NCR



**400+**

Start-ups graduated  
from accelerators  
between 2015-2018

# B2B Tech Start-up Ecosystem And Role Of Corporate Accelerators in India

- B2B Tech Start-up Landscape
- Corporate Accelerator Programs
- NetApp Excellerator
- Appendix

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# B2B Tech Start-up Landscape in India



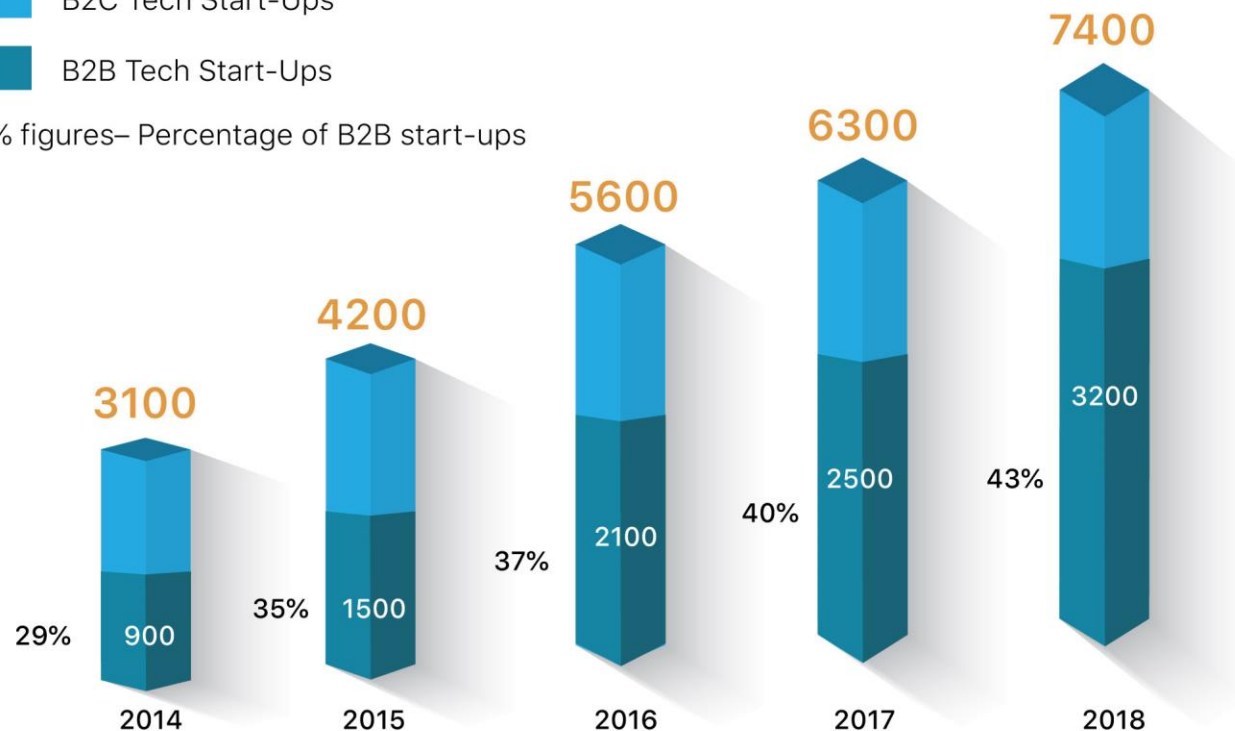
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# B2B tech start-ups in India have grown consistently over the last five years

- Total Tech Start-Ups
- B2C Tech Start-Ups
- B2B Tech Start-Ups

% figures– Percentage of B2B start-ups



5 year CAGR from 2014-2018

Growth of total tech start-ups 20%    Growth of B2B tech start-ups 30%

## Key Trends

70%

B2B tech start-ups are in EnterpriseTech, FinTech and HealthTech verticals

60%

YoY increase in advanced tech B2B start-ups in 2018

## Growth Drivers

### Rising focus on B2B solutions

B2B growth is driven by digital transformation of Enterprises, Financial institutions, Hospitals, SMEs, Government, etc.

### Rise in funding

B2B start-up funding rose from \$797 million in 2014 to \$3.7 billion in 2018

Note: B2B Tech Start-up - A start-up that delivers new technology product or service to other businesses or delivers existing technology product or service to other businesses in new ways.

Advanced tech B2B start-up - A B2B start-up that leverages advanced technologies including Artificial Intelligence (AI), Blockchain, Data Analytics, Internet of Things (IoT), 3D Printing etc. to build its core product or service offering.

Source: Zinnov Knowledge Centre, NASSCOM

# Riding on funding and growing investor interest, B2B tech start-ups in India are expected to be the next big thing

## Present B2B tech unicorns

**DELHIVERY**

- Yol: 2011
- Unicorn Status: March 2019
- Current valuation: \$1.6 billion

**BillDesk**  
All your payments. Single location.

- Yol: 2000
- Unicorn Status: November 2018
- Current valuation: \$2 billion

**udaan**

- Yol: 2016
- Unicorn Status: September 2018
- Fastest Indian start-up to achieve unicorn status

**freshworks**

- Yol: 2010
- Unicorn Status: July 2018
- Current valuation: \$1.5 billion

**inMOBI**

- Yol: 2007
- Unicorn status: 2011
- First Indian start-up to achieve unicorn status

## Soonicorns

**Pine Labs**

- Yol: 1998
- Last Funding: \$125 million in May 2018
- Key investors include Temasek Holdings and PayPal

**druva**

- Yol: 2008
- Last Funding: Venture round for \$80 million in August 2017
- 4000+ enterprise customers

**GREYORANGE**

- Yol: 2011
- Last Funding: Series C for \$140 million in September 2018
- Customer sites across the world including Japan, India, Asia-Pacific, Europe, Latin America and the US

**rivigo**

- Yol: 2014
- Last Funding: Series C for \$87 million in February 2018
- Reach across 1000 cities in India

**LENDINGKART**

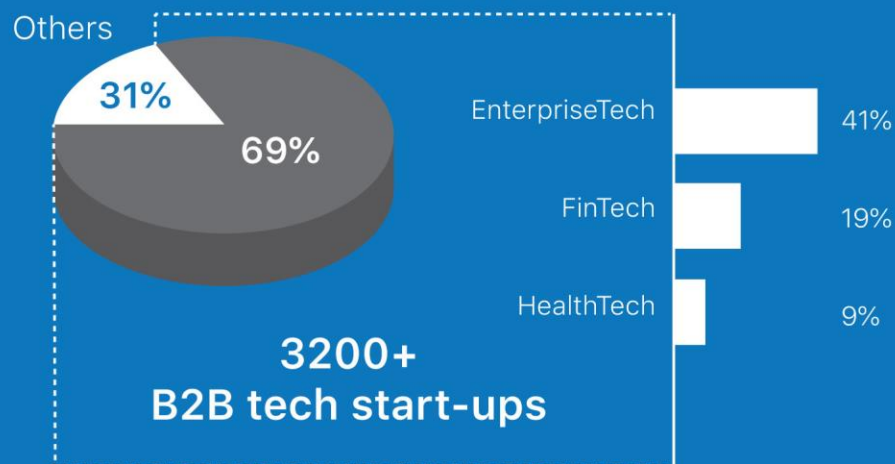
- Yol: 2014
- Last Funding: Series E for \$35.6 million in February 2019
- Network across 150 locations in India

Witnessing this emerging shift about 6-8 B2B start-ups are expected to be become unicorns in their next funding round



# EnterpriseTech, FinTech and HealthTech start-ups continue to dominate the B2B start-up landscape

## Vertical split of B2B tech start-ups (2018)



Others includes Industrial, HRTech etc.



**EnterpriseTech**  
Start-ups – 1300+



**FinTech**  
Start-ups – 600+



**HealthTech**  
Start-ups – 250+

### Key Segments

- Software as a service (SaaS)
- Customer relationship Management (CRM)
- Data Analytics
- Enterprise Resource Planning (ERP) Solutions

- Alternative lending
- Expense Management
- Merchant Payment gateways

- Diagnostic devices
- Medical Internet of Things (IoT)
- Artificial Intelligence (AI) enabled predictive platforms
- Cloud based software for Healthcare and Pharma

### Growth drivers

- Horizontal SaaS based solutions focusing on specific business functions e.g. CRM and Marketing automation
- Vertical SaaS solutions focused on a specific industry e.g. Logistics, Retail etc.

- Digitization of accounting solutions
- Specialized digital platforms connecting Small and medium-sized enterprises (SMEs)

- Rise in Information and Communications Technology (ICT) solutions for Hospitals & Clinics
- Smart diagnostics enabled by high end technologies and analytics

# Riding on the vertical growth and investor interest, several start-ups have emerged in the last few years: Case Studies



## EnterpriseTech



- Last Funding: Series C for \$9.5 million in Feb 2018
- SaaS based mobility platform to digitize last mile deliveries for enterprises globally
- GEC Award for Top Project Execution



- Last Funding: Series A for \$4 million in June 2018
- Intelligent logistics automation platform for enterprises
- Winner of NASSCOM AI Game Changer Award in 2018



- Last Funding: Series A for \$2.2 million in Jan 2017
- Cloud based Security-as-a-Service provider
- 4 times winner of Best Cloud Security vendor at CIO choice awards



## FinTech



- Last Funding: Series C for \$87 million in Feb 2018
- Online financing dedicated to help small businesses
- 20,000+ loan bookings across 950 cities



- Last Funding: Seed Round in Apr 2017
- A fully integrated analytics platform
- Won best DeepTech/ AI/ Big data start-up at ASEAN Rice bowl start-up awards, Singapore



- Last Funding: Debt Financing for \$7 million in April 2018
- Credit and loan provider to businesses
- 50000 customers across 300 cities in India



## HealthTech



- Last Funding: Series A for \$4 million in Jan 2018
- Artificial Intelligence based solution for real time diagnosis
- India's first Cardiologist certified instant ECG solution



- Last funding: Series C for \$16 million in April 2019
- Intelligent solutions for medical diagnosis
- Featured in India's 42 most innovative start-ups



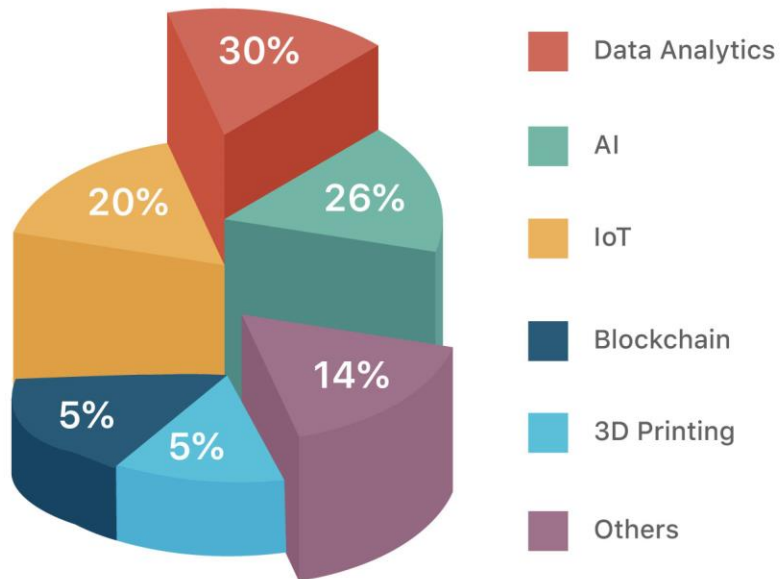
**Neurosynaptic Communications**  
Enabling Healthcare. Anytime. Anywhere.

- Last Funding: Series A in Oct 2016
- Develops products in healthcare delivery ecosystem
- Reached over 50 million people in over 2000 villages

# Advanced technologies are seeing growing adoption across key industry verticals

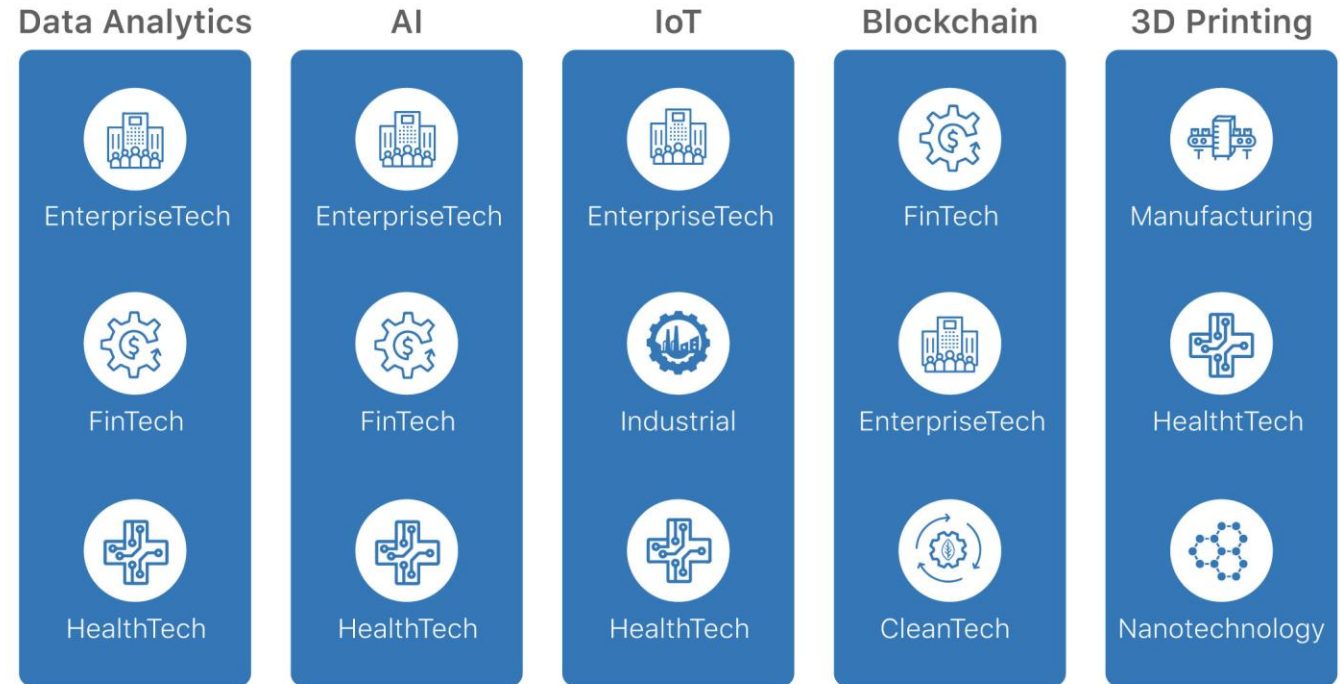
## Advanced Technology Split (2018)

800+ advanced tech B2B start-ups



Others includes AR/VR, Drones, RPA, etc.

## Adoption of advanced technologies by industry verticals



Adoption depicted for top three industry verticals

**Data Analytics, AI and IoT together constitute about 75% of overall advanced tech start-ups**

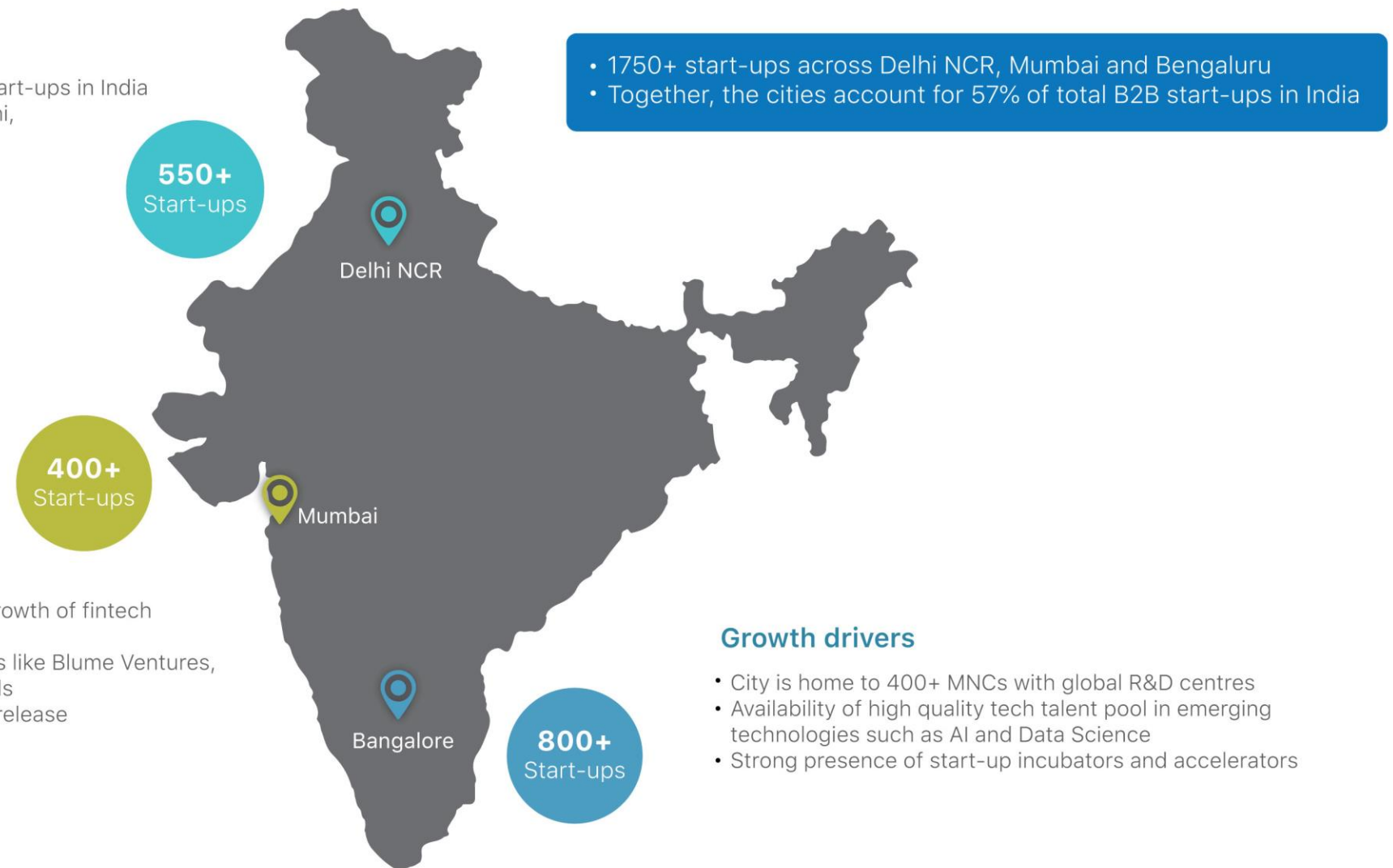
# Bangalore, Delhi & NCR and Mumbai continue to be the top B2B start-up hubs in India

## Growth drivers

- Delhi & NCR fosters diverse verticals of B2B start-ups in India
- Access to top talent from institutes like IIT Delhi, Delhi University etc.

## Growth drivers

- Presence of banking system is key driver for growth of fintech start-ups in the city
- City is also home to major Venture Capital firms like Blume Ventures, Kae Capital, Matrix Partners and Mumbai Angels
- Maharashtra became the first State in India to release Fintech Policy for start-ups



- 1750+ start-ups across Delhi NCR, Mumbai and Bengaluru
- Together, the cities account for 57% of total B2B start-ups in India

## Growth drivers

- City is home to 400+ MNCs with global R&D centres
- Availability of high quality tech talent pool in emerging technologies such as AI and Data Science
- Strong presence of start-up incubators and accelerators

# State government support and access to industries are key driving factors for growing and emerging start-up hubs

**500+** start-ups  
in growing  
start-up hubs

**150+** start-ups  
in emerging  
start-up hubs



## Growth drivers

- **Hyderabad** – Strong commitment by State government is contributing in development of start-up ecosystem in the city
- **Pune** – Easy access to talent because of numerous engineering and management institutes
- **Chennai** – Growing as SaaS hub of India with presence of successful SaaS start-ups like Zoho, Freshworks, Chargebee, Cloudcherry and Fourkites
- Other emerging cities: Ahmedabad, Kolkata, Kochi and Chandigarh

# Corporate Accelerator Programs in India



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# Indian start-up ecosystem has seen dramatic increase in corporate engagement

## Different approaches corporates leverage to drive collaboration



### Ecosystem Outreach

Corporate hosted event for start-ups and developers often in form of competition or hackathons.



### Incubator / Accelerator

Business support program for start-ups – could be with or without equity.



### Partner Program

Any commercial agreement focused on creating joint value.



### Corporate VC

Direct investments in a start-up from corporate in exchange for equity.



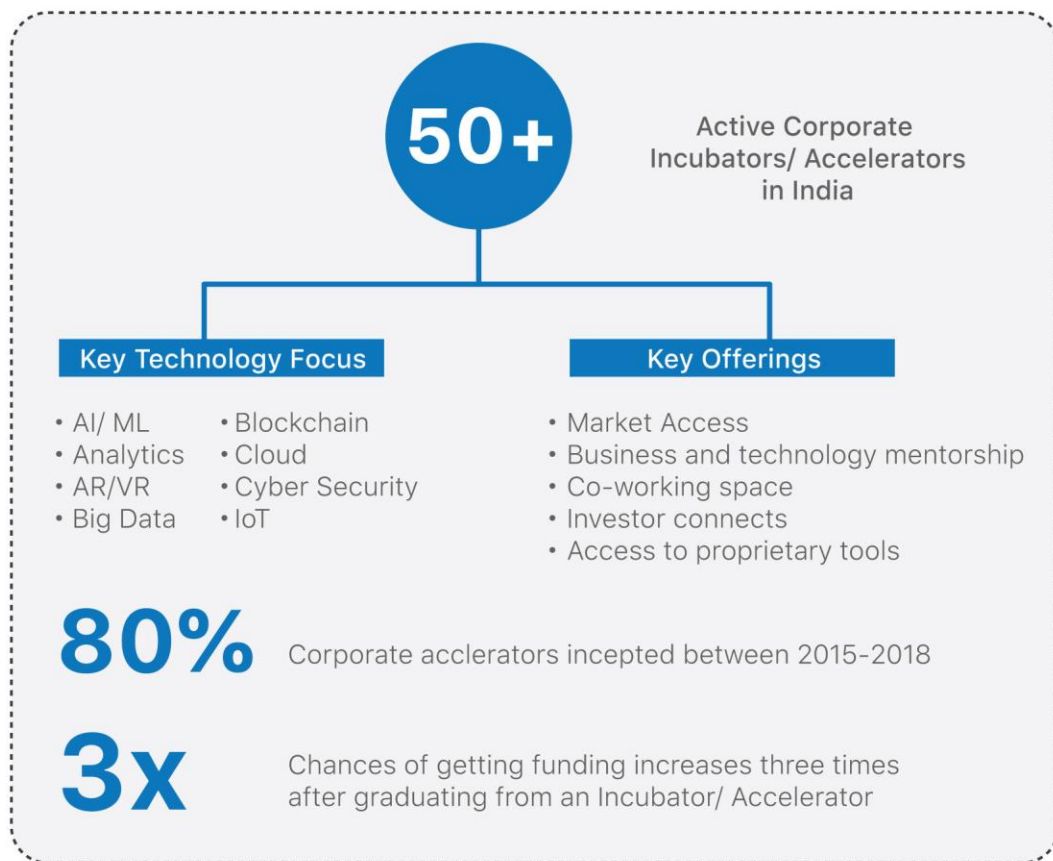
### M&A

Acquisition of a start-up by a corporate.

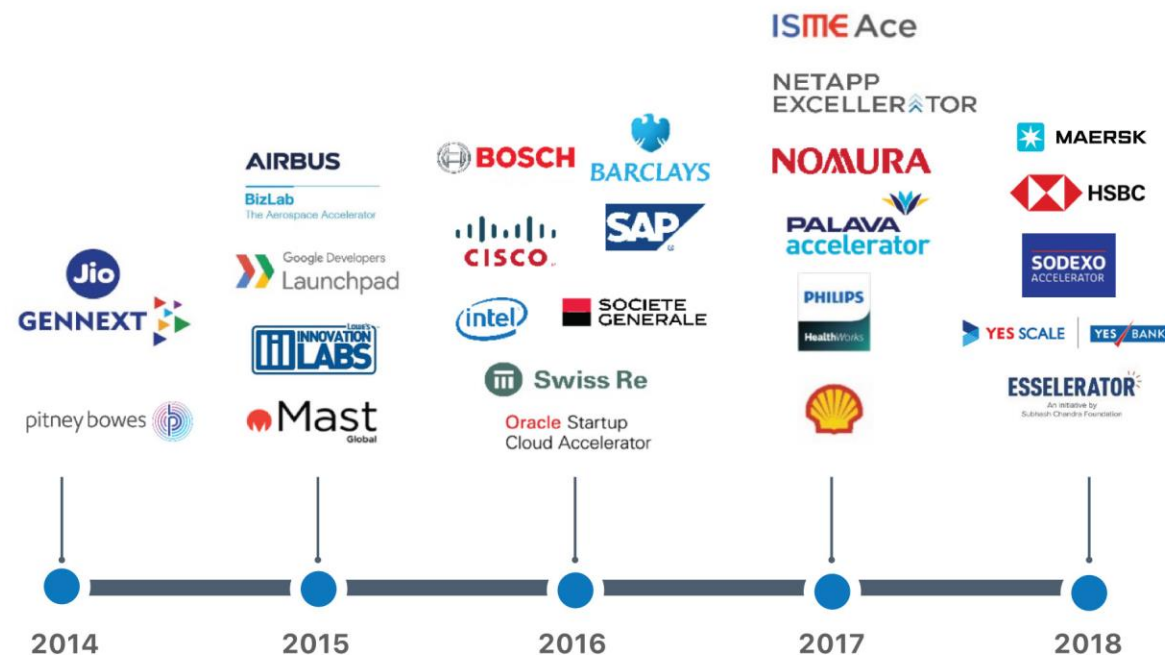


# Corporate Accelerator has become the emerging start-up engagement model in India

## Corporate Accelerator landscape in India



### Inception of Corporate Accelerators (2014-2018)



Note: Illustrative list



# Corporate Accelerators provide various offerings to start-ups while corporates derive key benefits



## Benefits to Corporates



### Business Collaboration

Exploring new market opportunities



### Technology Collaboration

External innovation with help of more innovative products



### Learning from Start-ups

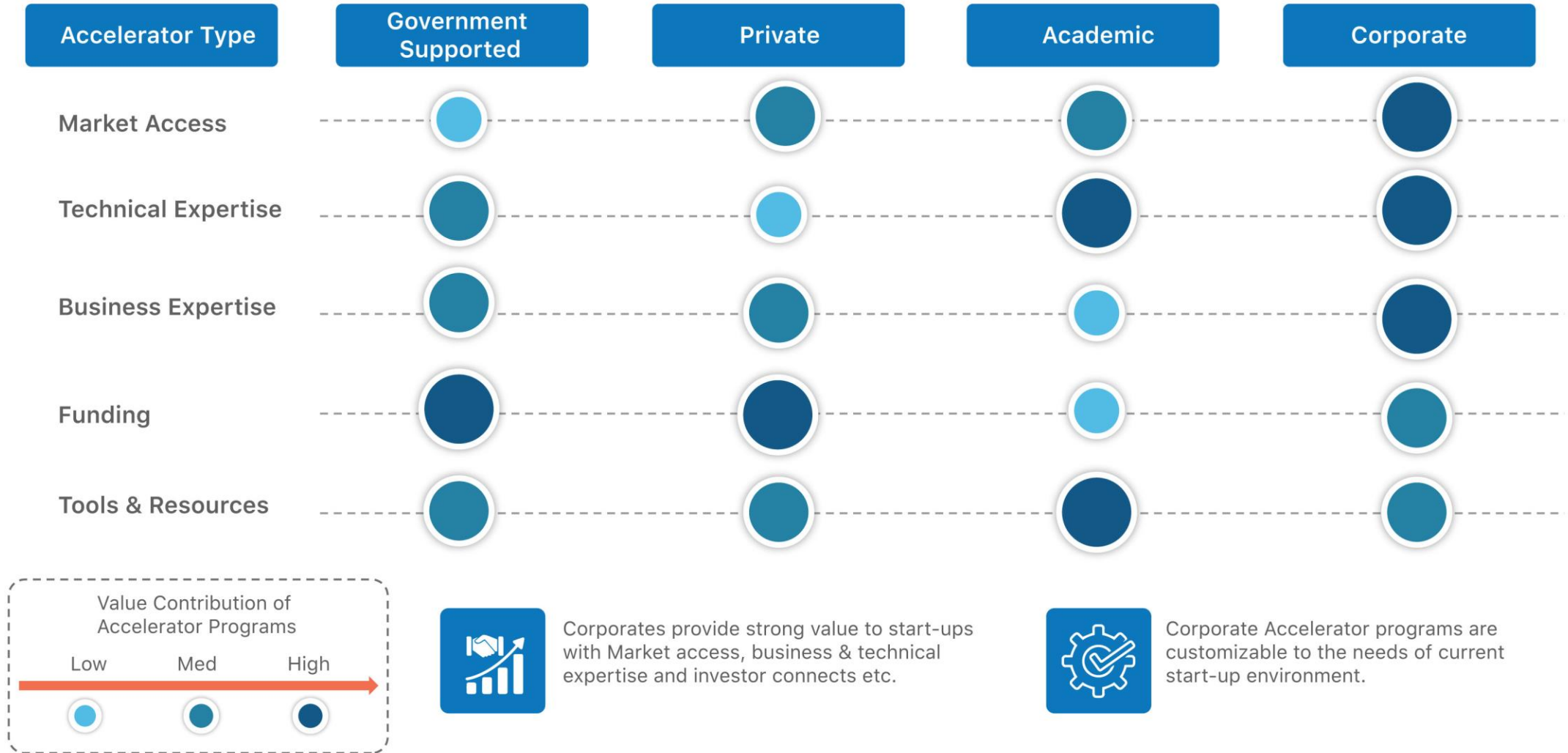
Nurturing entrepreneurial culture and adoption of lean and agile methodologies



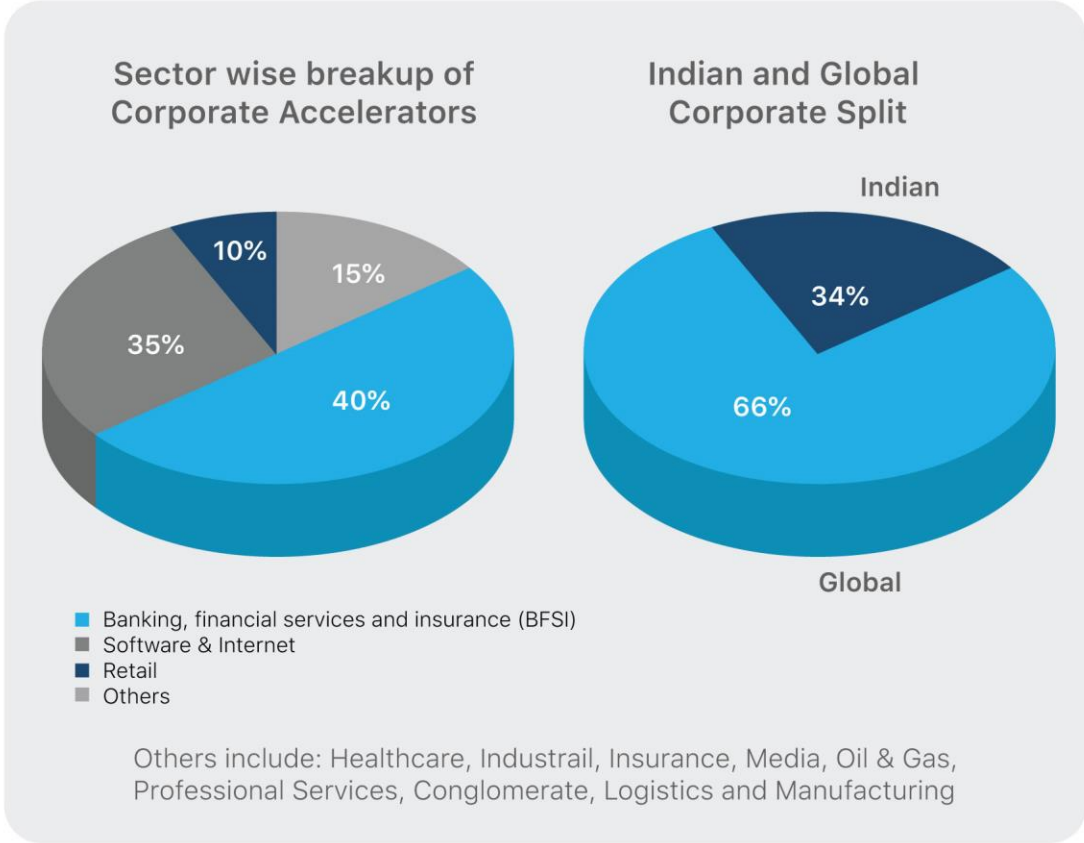
### Investments and M&A

Future opportunities, acquisition of talent and building competitive advantage in the market

# Corporate Accelerators extend comprehensive support to start-ups



# From Software to Aerospace, Corporate accelerators are present across key industry verticals in India























- 15+ Corporate accelerators in BFSI, maximum for any sector
- While Global Corporates have established 66% of overall Corporate accelerators, Indian companies are catching up

## Indian Corporates

 BFSI 	 Diversified 	 Media & Entertainment 	 Real Estate 
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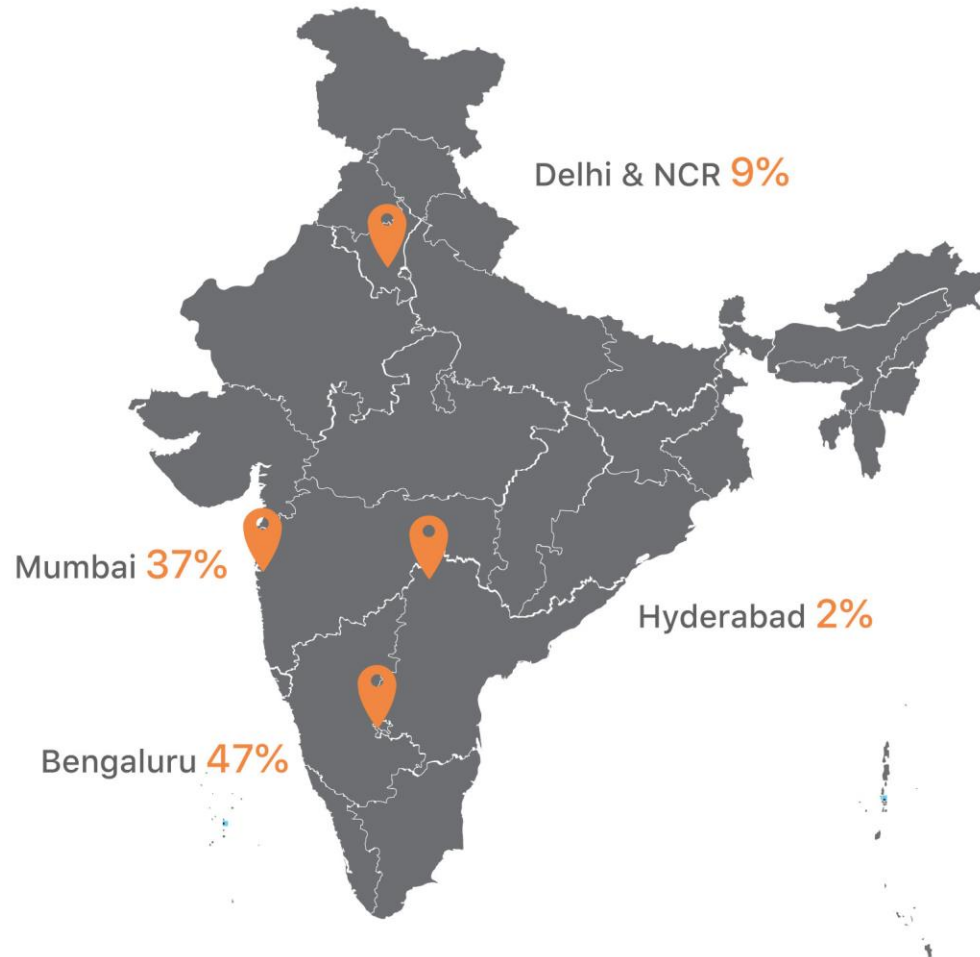
## Global Corporates

 Aerospace & Defence 	 BFSI 	 Network & Data Management 	 Energy and Utilities 	 Healthcare 
 Industrial 	 Insurance 	 Retail 	 Semiconductor 	 Software & Internet 

ORACLE SAP

# Mumbai and Bengaluru are the hotbeds of Corporate acceleration activity in India

Corporate Accelerator Distribution across India



# 75%

of all Corporate Incubators and Accelerators are in Bengaluru, Delhi & NCR

# 70%

of BFSI focused corporate accelerators are present in Mumbai

# Start-ups from Accelerator programs have scaled tremendously in the last few years



**Year of Graduation: Feb'18**  
**Accelerator: Microsoft Ventures**

- Last funding: Series C for \$225 million in Sep 2018
- Fastest start-up to achieve Unicorn status in 26 months
- Rs. 300 to 400 crores worth of transactions per month



**Year of Graduation: Dec'17**  
**Accelerator: SAP Labs**

- Last funding: Series A for \$4.7 million in Nov 2018
- Growth across 10 cities and 1000+ retail outlets
- Clients like Big Bazaar, HyperCity and Vishal Mega Mart



**Year of Graduation: Mar'17**  
**Accelerator: Target**

- Last funding: Series A for \$5 million in Jun 2017
- Rise in valuation of company to \$20 million in less than a year



**Year of Graduation: Dec'16**  
**Accelerator: Microsoft Ventures**

- Last funding: Venture round for \$3.5 million in May 2018
- One of Deloitte Fastest 50 contest
- Winner selected by MIDAS, MIP for Manchester tour programme



**Year of Graduation: Apr'18**  
**Accelerator: Yes Fintech**

- Last funding: Series A for \$4.3 million in Feb 2019
- MS Outlook and G-Suite product Integrations



**Year of Graduation: Dec'17**  
**Accelerator: NetApp Excellerator**

- Acquired by Qualys in Feb'19
- Helps enterprises manage and secure their SaaS applications



**400+**

Start-ups graduated between 2015 - 2018

Note: Indicative list of start-ups that have raised funding post graduation from Accelerator programs

# NetApp Excellerator

NetApp Excellerator empowers startups to achieve breakthrough success by supporting them with world class technical mentorship by NetApp experts. Beyond this, NetApp extends the participants a pathway into its ecosystem of customers and partners, thus enabling startups to realize the potential of their ideas

Inception: June 2017

## Foundation pillars of NetApp Excellerator



Fostering Innovation



Encourage divergent  
thinking start-ups

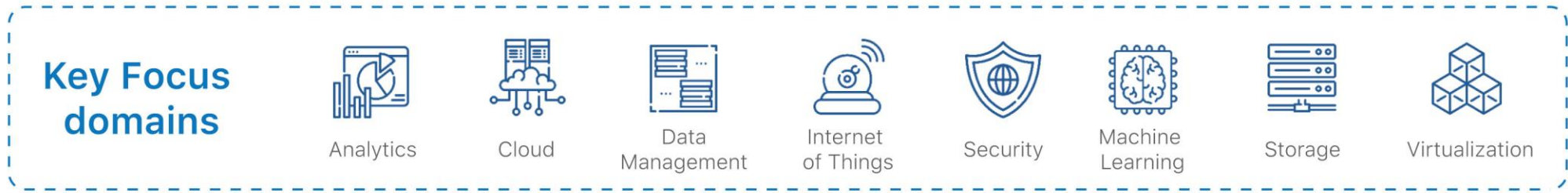
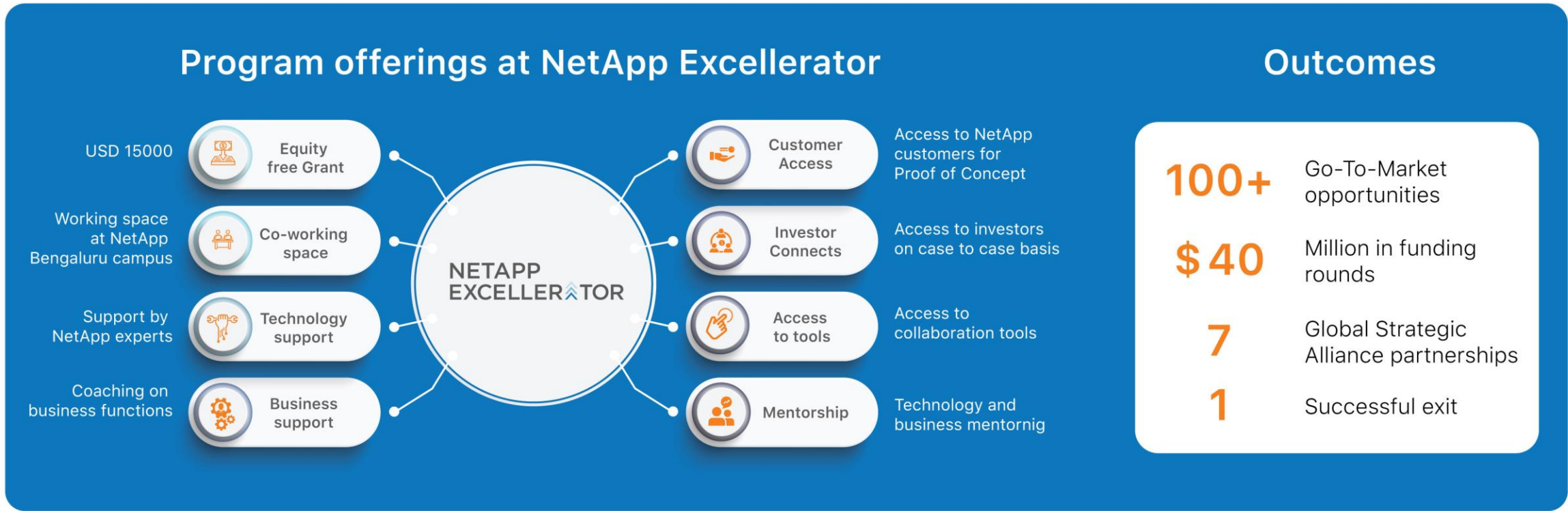


Value creation



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# NetApp Excellerator provides comprehensive suite of offerings to data driven start-ups

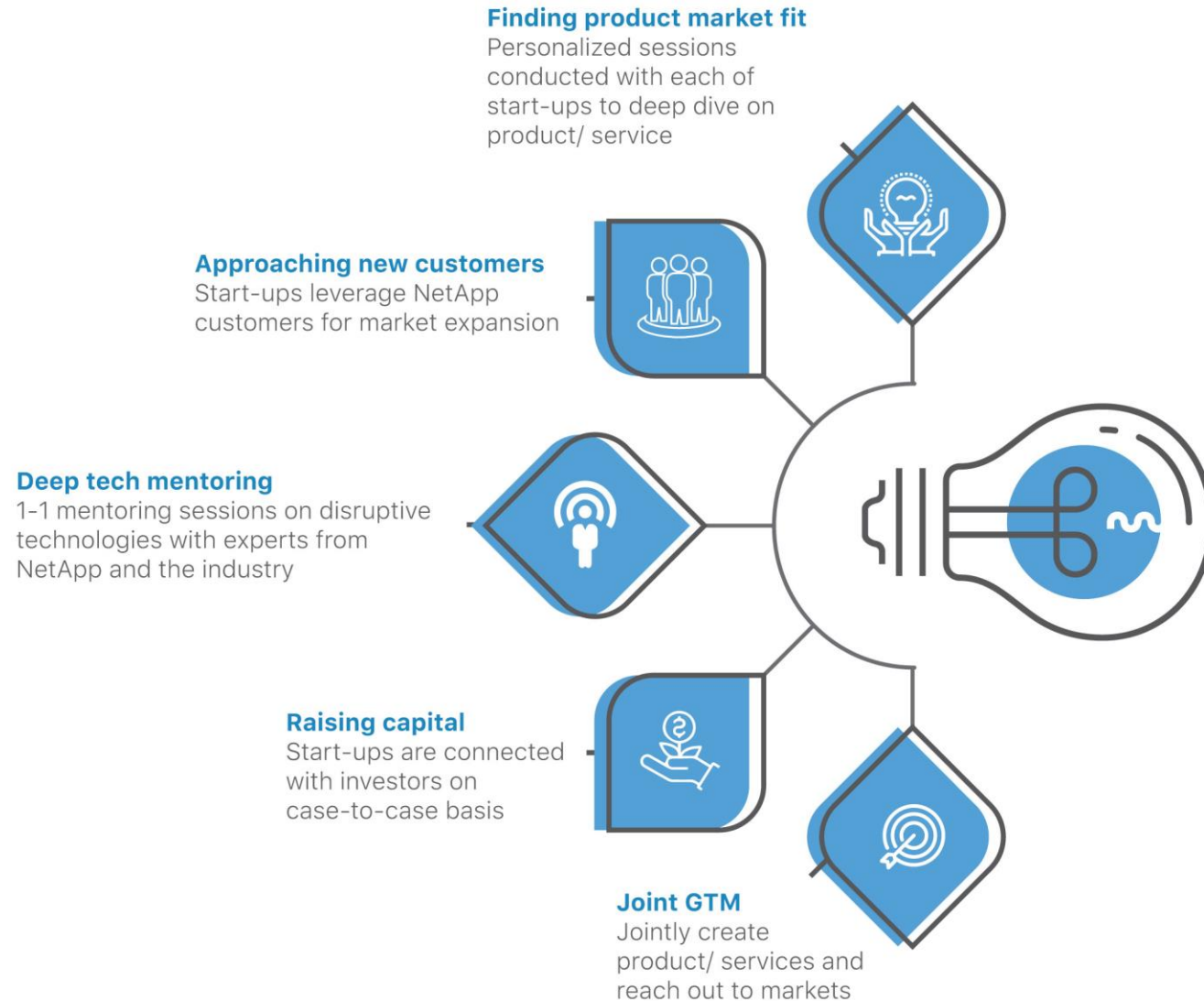


# Start-ups traverse a transformational change during the program

Customized to their needs, start-ups go through focused attention during the program

## Start-up graduation

The cohort program ends on a demo day featuring start-up pitches and learnings from the program





# What NetApp Excellerator start-ups have to say about the program



“

NetApp's vision of creating a digital data ecosystem seem to interlock really well with VitaCloud's approach of solving health using data, that was the principle driving factor for us to apply for NetApp Excellerator program.

VINOD SHANKAR, Co-founder, VitaCloud

”



“

Thanks to the NetApp Excellerator Program, we now have confidence in our product, technology, as well as operational efficiency and cloud storage strategy, we are elated to be chosen as a NetApp Alliance Partner!

ROHIT KUMAR PANDEY, Co-founder & CEO, Sigtuple

”



“

We are meeting our business and technology goals faster because of NetApp's guidance and ecosystem. Since the beginning of the NetApp Excellerator Program, we have onboarded at least 15 clients for CloudOptimo, which speaks volumes about our time spent here with the team.

VAIBHAV KAMBLE, Founder & CEO, CloudOptimo

”



“

NetApp accelerator has given us access to world-class facilities, mentoring and channels and has been a great signal to potential investors, customers and employees.

DEEPAK BALAKRISHNA, Co-founder & CEO, ADYA

”

## Acquisition



Adya, a cloud security start-up, was acquired by Qualys, a California based leading provider of cloud-based security and compliance solutions. The acquisition would integrate Adya's solutions into Qualys Cloud platform

## Go-To-Market Strategy



Cardiotrack is an Artificial Intelligence (AI) based product start-up focused on cardiovascular screening. Being in rural healthcare sector, Cardiotrack's biggest challenge was reaching out to local hospitals to make use of their solution. During the NetApp excellerator program, the start-up underwent course correction, optimized their business model and tuned company's go-to market strategies and were eventually able to reach larger audience through NetApp.

## Architecture Support



FirstHive, an Intelligent customer data platform start-up, wanted to revamp technical infrastructure of their solution. The team received support on the FirstHive architecture and finally arrived at a reference architecture for NetApp customers. As a result of NetApp Excellerator program, FirstHive became NetApp alliance partner which has opened up access to NetApp GTM teams across India, Australia and US.

## Funding Raised



The Bengaluru based HealthTech start-up raised \$16 Mn in Series C funding led by Trusted Insights, Accel Partners, Chiratae Ventures, Pi Ventures, Trifecta Capital and Binny Bansal. The start-up has raised a total of \$41 Mn over four rounds.

# NetApp formed Global Alliance Partnerships with 7 start-ups from the program



Global alliance partnerships

## BlobCity

Data analytics platform that enables businesses to bring in data of any nature and perform advanced analytics at scale including AI & ML

## SIG{TUPLE}

Data-driven intelligence in healthcare powered by Robotics and AI

## Cardiotrack

Artificial Intelligence (AI) based product start-up focused on cardiovascular screening

## nanobi analytics

Insights from pre-configured, ready-to-go analytical solutions that are powered by intelligently connected (small data) frames

## Scalend

Uses AI/ML to generate insights by analyzing omnichannel data for BFSI segment

## ZSCORE

Smart data platform with key emphasis on data quality to ensure organizations can work with trustworthy data

## first hive

An Intelligent customer data platform that aggregates data from sources of customer interactions and transactions

# NETAPP EXCELLERATOR



# The NetApp Excellerator Team



**AJEYA MOTAGANAHALLI**  
SENIOR DIRECTOR &  
LEADER – NETAPP EXCELLERATOR



**DEEPAK VISWESWARAIAH**  
SENIOR VICE PRESIDENT &  
MANAGING DIRECTOR – NETAPP INDIA



**SHEILA ROHRA**  
CHIEF TRANSFORMATION OFFICER &  
CHIEF OF STAFF TO THE CEO,  
EXECUTIVE SPONSOR – NETAPP EXCELLERATOR



**MADHURIMA AGARWAL**  
SENIOR MANAGER – NETAPP EXCELLERATOR



**SRIDHAR CHELLAPILLA**  
SENIOR DIRECTOR, STRATEGY AND OPERATIONS



**SIDDHARTHA NANDI**  
DIRECTOR – ADVANCED TECHNOLOGY GROUP



**KRITHIWAS NEELAKANTAN**  
DIRECTOR – CHANNELS & ALLIANCES



**VEENA AVADHANAM**  
PRINCIPAL, CORP DEV



**RAMANUJAM KOMANDURI**  
REGIONAL DIRECTOR, INDIA ENTERPRISE HA SALES

# Appendix



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## Start-up

An entity working towards innovation, development, deployment, and commercialization of new products, processes, or services driven by technology or intellectual property:

- Incorporation Year: Companies incorporated in 2013 and beyond
- Origin: Founders of Indian origin, with HQ in India OR outside with product development centre largely in India
- Status: Current working status of the company should be active
- Company Stage: The start-up must have at least a prototype or MVP; Idea stage start-ups not considered



## B2B Tech Start-up

A start-up that delivers new technology products or services or new ways of delivering existing technology products or services to other businesses.



## Incubator

An organization designed to accelerate the growth and success of entrepreneurial companies through an array of business support resources and services that include physical space, capital, coaching, common services, and networking connections.



## Accelerator

Accelerators are entities or organizations that help start-ups attain success by providing support to start-ups in building prototypes, scaling by providing help for fundraising, brand building, customer growth. They provide various offerings for start-ups including shared resources, developer tools, client specific solutions, investor connect and mentorship.



## Type of Accelerators

- Government Supported: Accelerators that are organized or funded by the government
- Private: Accelerators that are owned or run by a private entity for investment or equity purposes
- Academic: Accelerator programs that are managed and conducted by an educational institutes.
- Corporate: They are company supported programs of limited duration that support cohorts of start-ups during the new venture process via mentoring, education and company specific resources

# Industry Vertical and Sub-Vertical Definitions



## Enterprise Software

B2B Enterprise Product companies targeting Horizontal solutions for Large Enterprises / SMBs  
E.g. Data Analytics/AI/ML Platforms, Development Platforms, Sales/Marketing Solutions, Productivity Applications, etc.



## FinTech

Enables financial services and payments through technology  
E.g. Online Banks, Financial Management Apps, Payment platforms etc.



## Health-Tech

Provides technology platform for solving healthcare problems  
E.g. Medical Solutions, Marketplace for Health Services, Health Lab Aggregators, Wellness Platforms, Online Pharmacies, E-Diagnostics etc.



## Industrial & Manufacturing

Engaged in manufacturing of tech enabled devices or machines; Construction/Mining sector, etc.  
E.g. IoT based Predictive Maintenance of Machines, 3D Printing



## HR Tech

Engaged in providing software solutions for management of human resources.  
E.g. Software based portfolio management



## Horizontal SaaS

Horizontal Software as a Service Horizontal SaaS caters to a particular business need for enterprises across verticals. E.g. Marketing automation



## Medical IoT

Medical Internet of Things A series of medical devices and appliances that connects to healthcare IT systems through sensors and online computer networks.



## Vertical SaaS

Vertical Software as a Service Vertical SaaS is delivering solutions tailored to suit a particular industry. E.g. SaaS for Retail or Logistics.



## CRM

Customer Relationship Management Strategy for managing an organization's relationships and interactions with their customers or potential customers



## ERP

Enterprise Resource Management Business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions



## Alternative Lending

Practice of lending money to individuals or businesses through online services  
E.g.. Term loans, SME lending, P2P lending, Capital Financing, Loan Comparison, Asset backed loans, Unsecured personal loans etc.



## Expense Management

The systems deployed by a business to process, pay and audit employee initiated expenses for the business



## ICT

Information and Communications Technology Technologies that provide access to information through telecommunications focussing primarily on communication technologies that includes the internet and cell phones





## Predictive Platform

A tool that uses predictive modelling to help organizations make predictions and fact based decisions



# Industry Definitions

 <b>BFSI</b>	Banking Financial Services and Insurance Companies that provide range of financial products and services
 <b>Retail</b>	The business involving sale of finished products or services to end consumers directly.
 <b>Real Estate</b>	The business involving producing, buying and selling of real estate properties like commercial buildings, houses, shops, etc
 <b>Media &amp; Entertainment</b>	The business that caters to different forms of media like television, print, online to convey news or broadcast entertainment shows
 <b>Healthcare</b>	Maintenance or improvement of health via the prevention, diagnosis, and treatment of disease, illness, injury, in human beings
 <b>Oil and Gas</b>	Companies involved in the process of exploration, extraction, refining, transporting and marketing of petroleum products
 <b>Diversified</b>	A corporation which is made up of a number of diversified businesses

 <b>Software &amp; Internet</b>	Businesses for development, maintenance and publication of software that use different business models. The services include training, documentation, consulting and data recovery.
 <b>Aerospace &amp; Defence</b>	Organizations involved in various aspects of designing, building, testing selling and maintaining aircrafts, aircraft parts, missiles, rockets or spacecraft.
 <b>Network &amp; Data Management</b>	Corporates that are involved in the process of administering and managing computer networks including fault analysis, performance management among others
 <b>Energy &amp; Utilities</b>	Corporates involved in the electrical energy generation, transmission and distribution services
 <b>Industrial</b>	The business that involve fabrication, processing and preparation of products from raw materials and commodities
 <b>Semiconductor</b>	It is the aggregate collection of industries involved in the design and fabrication of semiconductor devices for end-use industries like chips and cell phone manufacturers
 <b>Metal</b>	Businesses involved in processing of ferrous and non-ferrous metals that act as raw materials for various industries like manufacturing

# Technology and Focus Area Definitions



## Data Analytics

Banking Financial Services and Insurance Companies that provide range of financial products and services



## IoT

The business involving sale of finished products or services to end consumers directly.



## 3D Printing

The business involving producing, buying and selling of real estate properties like commercial buildings, houses, shops, etc



## Virtualization

The business that caters to different forms of media like television, print, online to convey news or broadcast entertainment shows



## Cyber Security

Maintenance or improvement of health via the prevention, diagnosis, and treatment of disease, illness, injury, in human beings



## Machine Learning

Companies involved in the process of exploration, extraction, refining, transporting and marketing of petroleum products



## Artificial Intelligence

Businesses for development, maintenance and publication of software that use different business models. The services include training, documentation, consulting and data recovery.



## Blockchain

Organizations involved in various aspects of designing, building, testing selling and maintaining aircrafts, aircraft parts, missiles, rockets or spacecraft.



## CleanTech

Corporates that are involved in the process of administering and managing computer networks including fault analysis, performance management among others



## Nanotechnology

Corporates involved in the electrical energy generation, transmission and distribution services



## Cloud Computing

The business that involve fabrication, processing and preparation of products from raw materials and commodities



## Data Management

It is the aggregate collection of industries involved in the design and fabrication of semiconductor devices for end-use industries like chips and cell phone manufacturers

# Other Definitions



## Digital Transformation

Novel use of digital technology to solve traditional problems. These digital solutions enable inherently new types of innovation and creativity, rather than simply enhance and support traditional methods



## API

Application Programming Interface A set of functions and procedures allowing the creation of applications that access the features or data of an operating system, application or other service



## Corporate VC

A form of venture capital where corporate funds are directly invested in external private companies



## Co-Creation

Bringing different parties together in order to jointly produce a mutually valued outcome



## SME/SMB

Small Medium Enterprise/Business Enterprises where the investment in plant and machinery or equipment is between 25 lakhs to 10 crores in manufacturing industry and between 10 lakhs to 5 crores in case of service sector



## GTM

Go To Market An action plan that satisfies how a company will reach their target customers and achieve competitive advantage



## Cohort

A common ground for all start-ups shortlisted at the accelerator program where various forms of learning activities are conducted



## M&A

Merger & Acquisition - The act of merging of a corporate with another corporate or a corporate acquiring another corporate for enhanced benefits to the corporates

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# Thank You

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