A gri-business, software testing, sports management, edu-
cation and tele-radiology all rub shoulders in a shortlist of
30 nominees in the Tata-NEN Hottest Startups Awards
for 2008. The list is the result of a shortlisting exercise
organized by the National Entrepreneurship Network (NEN), a
not-for-profit organization that aims to nurture entrepreneurship
in the country.

The 30 were chosen from a list of 588 nominees with max-
imum public votes and the highest expert ratings. The com-
petition, in which 10 were awarded above 40 while another 10 weres in this 20. Of the 30 on the shortlist, one in four were entrepreneurs in the 40. Academic qualification also shows up on the shortlist: two-thirds of the entrepreneurs had postgraduate education, nine held bachelor’s degrees and one has not studied beyond high school.

Public voting on the 30 shortlisted firms will open again from
25 November. Five start-ups that garner maximum votes before
bachelor’s degrees and one has not studied beyond high school.

Another key trend was that entrepreneurs who made it to the list
were older and more experienced. Of the 588 nominees, only in 10 was aged above 40 while nearly 20 were in their 20s.

Delving a little deeper into what the 30 do shows that 60%, or 18 companies—based on their activities—are addressing the
India market, six are aiming for the global market and six want to
cut across sectors, cities and towns is the differentiator.

On its website
Crazyricing eTail (Cafegadgets.in)

Description:
The company provides
into one. Services come at a fee, while
products such as CDs and books collect royalties.

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Top 30 nominees cut across sectors, cities

Librarywala.com

Founded in: 2007
Industry: Online book lending
Funding: Self-funded
Revenue bracket: Rs11-50 lakh
Description: This Mumbai-based company takes your neighbourhood lending library online, with home delivery of books that members can borrow online. This makes it easy for the community to boost the competition with a wide range of books and various service offerings. The company makes money from membership subscriptions and online advertisements.

Sahil Anand, executive director.

S. Nandakumar, CEO.

Aurvind Lama, co-founder.

Rasilant Technologies

Founded in: 2008
Industry: RFID (radio frequency identification) technology solutions
Funding: Self-funded
Revenue bracket: Rs11-50 lakh
Description: Mumbai-based Rasilant provides business solutions in RFID technology, used to identify and track products. The company differentiates itself with a comprehensive business approach and niche products such as parking management. It generates revenues through channel partners in India and West Asia.

S. Nandakumar, CEO.

ValueMinds Solutions

Founded in: 2006
Industry: Software testing
Funding: Self-funded
Revenue bracket: Not available
Description: Bangalore-based ValueMinds provides engineering consulting and software development services to clients globally. The company’s strength lies in its ability to handle live travel inventory and large-scale distribution. Its revenue model is based on commissions for travel products and a monthly rental for service providers.

Stephen Poonen, founder.

Vayavya Labs

Founded in: 2006
Industry: Embedded software
Funding: Self-funded
Revenue bracket: Rs1-5 crore
Description: Bangalore-based Vayavya Labs is an embedded software and services company that develops products for the semiconductor industry, to make it easier to implement data specifications while writing software for chips. It makes revenues through software licensing and embedded software services.

Ashvin Padgaokar, founder CEO and chief technical officer.

Wyn Brands

Founded in: 2006
Industry: Agriculture warehousing
Funding: Self-funded
Revenue bracket: Rs11-50 lakh
Description: Bangalore-based Wyn Brands manages fresh produce supply chain for retail food chains such as McDonald’s and Pizza Hut. A cost-effective solution is what sets this company apart.

Stephen Poonen, founder.

NEW IDEAS. NEW ENTREPRENEURS.

CHOOSE THE 5 HOTTEST STARTUPS OF 2008
BE A PART OF NEW INDIA.

Tata NEN Hottest Startups is delighted to announce the 30 Finalists. Learn more about them, and vote for your favourite at www.hotteststartups.in or sms 56767.

S. Nandakumar, CEO.

Wyn Brands.

Founded in: 2004
Industry: Manufacturing artificial grass
Funding: Self-funded
Revenue bracket: Rs15-30 crore
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