Start-up India – Momentous Rise of the Indian Start-up Ecosystem
6 reasons why Bharat is a Start-up Nation

**WHY INDIA?**

- **3rd** Ranking Among Global Start-up Ecosystem
- **110** Number of Incubators/ Accelerators in India, growth of 40% since 2014
- **~$5 B** Total Funding in 2015, growth of ~125% over 2014
- **28yrs** Young and aspiring minds - Average Age of start-up Founders¹
- **156** Number of PE/VCs, grown by over 100% since 2014
- **8/10** Top VC/PE Firms in India are Foreign

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"I see Start-ups, technology and innovation as exciting and effective instruments for India’s transformation, and for creating jobs for our youth."

Shri. Narendra Modi, Hon’ble Prime Minister- India

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Notes: ¹ Analysis for Bangalore start-ups; Bangalore has the youngest average founders age among the top 20 start-up ecosystems
The country has moved up to 3\textsuperscript{rd} position and has the fastest growing base of start-ups worldwide...

Technology Driven Product Start-ups by Key Countries

- United States: 47,000–48,000
- United Kingdom: 4,500–5,000
- India: 4,200–4,400
- Israel: 3,900–4,100\textsuperscript{2}
- China: 3,300–3,500

Quick Facts

- India: ~156 Active VCs/PEs in 2015\textsuperscript{1}
- India: ~292 Active Angels in 2015\textsuperscript{1}
- India: ~110 Incubators/ Accelerators

Technology Start-ups by Year of Inception

- 2013: ~700
- 2015: ~1,200
- 2020P: ~2,100

NASSCOM launches the "10,000 Start-ups Program"

Source: Zinnov Research & Analysis, The Next Web, LeWeb Blog Notes. \textsuperscript{1} Active Angel (or VC/PEs) is defined as an investor who has made at least one investment in 2015. Presented numbers are for Jan-Sep 2015 period. \textsuperscript{2} Number of tech start-ups in Israel have been estimated from the total number of start-ups in 2015 using % of tech start-ups in 2014.
Inspiration from successful start-ups, huge market opportunity and an enabling support system have been the key drivers

**Key Drivers**

- **Inspiration from Role Models**
  - Successful start-ups act as inspiration for aspiring entrepreneurs
  - Unicorns: inmobi, Flipkart, OLA, snapdeal
  - Industry Leaders: GREY/ORANGE, zomato

- **High Growth of Investor Ecosystem**
  - Growth in # of investors since 2014: 2.3x
  - Growth in # of start-ups funded since 2014: 2.2x

- **Tech driven large Consumer and SMB Market**
  - 300 Mn Internet Users\(^1\)
  - $16 Bn eCommerce Industry\(^1\)
  - 10 Mn Tech Ready SMB's\(^1\)

- **Digital Nation with Mobile-First Consumer**
  - 140 Mn Smartphone Users\(^1\)
  - 213 Mn Mobile Internet Users\(^1\)
  - 41% eCommerce sales through mobile\(^1\)

- **Entrepreneurial Environment**
  - Government Policies: Promoting bank financing for start-ups through Start-up India, Standup India
  - Growing Platform: Large number of events, awards, coverage platforms help in recognition, networking
  - Incubators/ Accelerators: Large base of 110+ helps in mentoring and raising funds

Source: Zinnov Research & Analysis, Press Articles
Notes: \(^1\) 2014
NASSCOM PROGRAM LANDSCAPE

NASSCOM INDUSTRY PARTNER PROGRAM
Platform for Industry to Connect with Top Early Stage Indian Tech Companies

Annual Awards Granted To Most Innovative New Technology Companies

Eight High Impact Product Events Held Nationwide

India's largest platform for very early stage technology startups
INNOTREK
Inspire, Learn, Connect & Share

260+ STARTUPS APPLIED
38 SHORTLISTED
70 SPEAKERS
150+ DELEGATES
7 DAYS
1 SHARK TANK
2:1 MENTOR TO STARTUP RATIO TO MAKE SURE EACH COMPANY GETS UNDIVIDED ATTENTION
1 HIGH IMPACT PITCH SESSION

Visits to startups, accelerators and large platform companies
Silicon Valley immersive showcase of Indian Technology startups
Meet corporate executives, peer founders, venture capitalists and angels
Talks & interactive session with world class founders & experts
Reception for Silicon Valley industry leaders & the Indian diaspora
PM'S SILICON VALLEY VISIT

India-U.S. STARTUP konnect
unleash a zillion ideas #StartupKonnect

10000 STARTUPS
A NASSCOM initiative

unleash a zillion ideas
Construct of the NASSCOM 10K Warehouse Network

- Plug and Play Co-working and community spaces for tech startups in central locations provided by State Governments at 9 Locations
- Multi technology, inter operable tools for the startups to experiment and create
- Specialized labs for IoT and devices
- Consistent Program delivered with help of industry experts (steering committees)
- Proven delivery model with over 100 startups impacted under 2 years

Nasscom 10K Warehouses work with incubation partners in the Industry
A NASSCOM program designed to foster sustained engagement between large corporates and innovative technology ventures across India.
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NIPP MEMBERS

Google for Entrepreneurs
Microsoft Ventures
Kotak
Amazon Web Services
IBM
Société Générale
DigitalOcean
Swiss Re
Dell
UBS
Accenture
Zafin
HDFC Bank
Deutsche Bank
Ford
Goldman Sachs
Gruppo Banca Selvaggia
Allstate
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Sony
Hitachi
Citrus
Wipro
Axis Bank