

URL,Title,Description,Headings,BodyText

<https://theyellow.network/>,The Yellow Network,Noiseless Information and Frictionless
Orchestration,,["Skip to main content](#)

Unleashing the potential of
ecosystems

Our Differentiators

Our Mission is to deliver Noiseless Information &
Frictionless Orchestration

Our Company

We believe, when businesses or government shift their focus from their products or services to holistic customer needs, barriers break, an ecosystem economy emerges & a tremendous value is created for all stakeholders. We partner with organizations & governments to succeed in the ecosystem economy by being an ecosystem orchestrator (from strategy to implementation & governance).

What We Do

We identify Ecosystem Stakeholders

We define Ecosystem Strategy

We build and Orchestrate Ecosystem

We deliver outcomes

Our Ideology

Purpose

We believe in the power of ecosystems and enable collaborations.

People

We invest in our associates, their growth fuels our collective success.

Customer

We make our customers life easier by consistently providing better & convenient solution

Culture

We maintain integrity and foster innovation with a get things done attitude in every transaction.

Community

We pledge 5% of our profits and efforts to CSR initiatives.

We Offer

Enabling Alliances to Growth Techs / Startups

Alliance as a service to growth B2B tech companies, to scale their business development through Global System Integrators (GSI) & established tech partners

Find out how

Enabling Co Innovation to Enterprise

Co Innovation as a service to enterprise & governments, to solve their complex requirements and cater their customer needs through ecosystems

Find out how

Our Differentiators

Instant Scaling

Rapid onboarding facilitated by pre-identified stakeholders with established relationships.

Superior results through network effects

The entire network's industry connections/expertise work for the success of our customers rather than one individual.

Success Stories

Bo Nielson

Sales Head, ThirdAI

We are a start-up and the Yellow Network opened doors to large Global Systems Integrators at a rate that we never could have accomplished. The broad net they cast allowed us to find the right partners and account managers to build a revenue pipeline.

Dhwani Mehta

VP - Partnerships and Strategy, Fluxgen

Right from the first interaction we had TYN, the team has been extremely helpful and accommodating of our asks. After carefully understanding our business, they immediately helped us get connected to the leading conglomerate of India. And they helped us improvise our pitch each step of the way. Highly recommend TYN to growth-stage businesses.

Our Team

Ganapathy Gangadharan [GG]

Founder

Ecosystem Orchestrator with 20 yrs experience in scaling businesses, innovation, ecosystem development, transformations, mentoring startups, NGO founder, nation-building advocate

Senthilvelan Natarajan

Co-Founder & CTO

Global IT leader with 25+ yrs experience in product units, AI, Digital Twin. Multicontinental, P&L ownership, presales, transformations. Passionate about development, scaling businesses, travel

Rakesh Mahendran

Software Developer

Engineer with software development experience. Proficient in React, Typescript, Node.js. Eager to explore tech intersections, contribute to innovative projects

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Rathnasundara Devi

Legal & Finance Manager

A legal professional with a strong interest in the intersection of law and finance.

Maharshi Vidhyarthi

Innovation Consultant

Manufacturing professional and Great Lakes alumnus adept at solving complex process challenges. Skilled in driving efficiency, optimizing workflows, business analytics and delivering client-focused solutions.

Anandapadmanaban Kathiresan

Innovation Evangelist

Passionate problem solver, and tech enthusiast with an entrepreneurial mindset. Innovating solutions, driving efficiency, enhancing user experiences, and delivering value in business.

Sourish Ghosh

Growth Manager

Seasoned professional in customer liaison & program management, aims to disrupt post-COVID ecosystem with transparency and collaboration.

Sudharshan Ethirajulu

Alliance Director

Global IT professional with 15+ years of experience in alliance and partner relationships across aviation and IT, specializing in ecosystem building and management.

Kaushik Venkatesan

Alliance Director

Seasoned Alliances and Partnerships consultant experienced in partner strategy, go-to-market, and digital transformation. Led partnerships at TCS and Freshworks, building ecosystems.

Our Advisory team includes

TR Kesavan

Group President, TAFE Ltd

Kishore Jayaraman

President, Rolls Royce, India & South Asia

Antony Kagoo (Tony)

Head of Innovation & Strategic Initiatives, TCS UK

MVS Subramanian

Partner, July Ventures (Serial entrepreneur)

Services

Alliance as a service

Co Innovation as a service

Company

About us

Our Team

Difference

Contact

innovation@theyellow.network

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We Offer

Enabling Alliances to Growth Techs / Startups

Alliance as a service to growth B2B tech companies, to scale their business development through Global System Integrators (GSI) & established tech partners

Alliance GTM generates nonlinear repeatable growth but it takes time, specific expertise, constant governance & high cost to build and sustain the partnerships. We shall be your extended alliance team, with an outcome based engagement for your growth. We start with building an ecosystem strategy in alignment with your organization business strategy followed by rolling out that strategy by effective implementation for tangible outcomes while ensuring those outcomes through effective governance & oversight framework. Cultivating a set of strategic partnership. Conducting certain number of joint innovation days (workshop) with

strategic customers. Generating multi M\$ joint pipeline with partners. Achieving certain number of joint wins with partners.

Enabling Co Innovation to Enterprise

Co Innovation as a service to enterprise & governments, to solve their complex requirements and cater their customer needs through ecosystems

For an enterprise & government, we orchestrate an end to end ecosystem for a theme, based on their vision & strategy. Developing a holistic approach for a theme leveraging ecosystems, based on the customer requirements. Identify the key stakeholders by leveraging the established existing ecosystem players. Orchestrate & govern the entire engagement. Deliver the desired results

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Riskless option

Outcome-based engagement model with more than 50% of the payment upon realization of the committed results.

No Individual Dependency

Don't have to worry about attrition/loss of contacts due to attrition.

Overall cost-effective

Cheaper than hiring a full-time ecosystem manager in NA/Europe and not too much upfront.

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