

"I often feel like reading about new **startups** to get **innovative** developments that are taking shape in India and the world. I hope to get my next big idea from it." - Raghav from Jaipur

"I have stopped watching the news because of the drama that goes on all day long." - Deepak from Mumbai

"I often hear trending topics being discussed all over but hardly know the essential details. Plus, it's very hard to find **verified information** in simple language." - Diksha from New Delhi

"I know no one gets rich with a job. The idea is to stay updated and look for multiple sources of income." - Siddharth from Bengaluru

"**Sustainability** is a cause I am passionate about. However, I don't know how to imbibe it in my life beyond the very obvious." - Rashmi from Shillong

"You are what you read and watch. As a young professional, I want to read content that would add value to my knowledge base." - Vibha from Shimla

Do you feel like you relate to any of these? Do you like to know about cool and trending topics? Do you want to read some lesser-known but highly relevant stories?

Well, worry not! We have you covered. ulaunch is a media platform wherein we try to bring you some interesting stories, minus all the drama that you see on conventional media platforms. We steer away from politics, blame games and all the negativity that surrounds the media. Instead, we are guided by the **UN Sustainable Development Goals** which remains our guiding theme. We selectively pick some focus areas - **sustainability, startups, innovation, economy, technology** and society (We are expanding slowly, but surely and we promise to encompass more areas as we move forward).

Towards this mission, our effort is:

- to bring you stories of upcoming **startups** that are not only creating jobs but are also impacting lives by solving real problems faced by society through **innovation** and invention.
- to highlight those changemakers in society who are using science, technology and **innovation** towards helping others.
- provide our readers with a short, simple yet comprehensive breakdown of the trending topics (our toolkits are all about spreading awareness, we promise).
- to bring our readers politically incorrect debates on matters less spoken about but impacting us disproportionately (we solemnly swear we are up to only good).
- and much more!

Apart from our website- [ulaunch.in](https://ulaunch.in), we are present on all major social media platforms. We use these to maximize our outreach and take forward our message to the interested audience.

Our founder, Haresh, envisages launching a movement driven by people.

In his words - "I believe a lot of people out there are inspired to work for the betterment of society. Modern-day **entrepreneurs**, young professionals and students are not only conscious about the multidimensional problems impacting our planet, they have the knowledge, vision and will to work towards this goal. Such people must serve as inspiration to all the others, who have the intent but are confused about the means".

When asked why to go for a media platform as the means, Haresh explains - "people may/may not have basic necessities, but the Indian population today will most certainly have a mobile or some access to the internet. However, understanding priorities and ensuring we consume the right information is imperative. Here, a very constructive role can be played by the media since it will have an outreach only comparable to the government. At ulaunch, we strive to promulgate the right kind of content in a market full of unverified and manipulated content".

Therefore, we hope to provide you with content that is worth your time. In this journey, we aim to engage our audience as much as possible. So, please feel free to reach out to us. Tell us what you like and what you don't. Let us know what more you would like to see. We promise to work on it.

Happy reading!