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<to be discussed>

Bharat Story

India has the **3rd largest startup ecosystem in the world**; expected to witness YoY growth of a consistent annual growth of **12-15%**

In 2018, India had about 50,000 startups; around 8,900 – 9,300 of these are technology led startups.

1300 new tech startups were born in 2019 alone implying there are 2-3 tech startups born every day.

In recent years, India has emerged to become one of the largest startup hubs in the world, marking its place at the third spot in the Hurun’s Global Unicorn List 2019, following China and the US .

However, according to a report by IBM Institute for Business Value and Oxford Economics, over 90% of the Indian startups fail within merely 5 years of inception

**Why do startups fail in India?**

We will briefly list out the reasons that Indian startups lack and thus lag behind in the race to the top of world rankings.

**Common Reasons**

1. Some startups start loose, for example, not solving an important customer pain point, not paying attention to customer needs and lack of market research.
2. Others become over-enthusiastic in their entrepreneurial journey, which leads to ultimate startup failures.
3. Startups in India often copy western ideas, generate temporary employment, and shut down due to lack of funds.

**Specific Reasons**

1. First time founders lack confidence to be at the venture for a long time. Many failures happen due to **lack of staying power**.
2. Lack of innovation - All the businesses that have been able to conquer the startup ecosystem are the ones that contained innovation. However, despite innovation being the central element of a startup, the majority of the startups lack in innovation.
3. Market niche is saturated with "n+1" founders, especially in fintech where there are many players, food delivery business, e-commerce stores.
4. Many startups, long after rounds of funding, still have negative cash flows and relies more on working capital. This tends to affect future funding and the firm dies a slow death.
5. Many times, when a startup starts functioning with increasing sales, the executive team often ends up taking irrational executive decisions that are not aligned with the business needs or customers.
6. Founders do not stick along for long, or have differences and demotivate the entire team of employees.
7. Not paying enough attention to customer problems or feedback.

Value to Entrepreneurs & Wannabes

Udyogs

Udyogs is a non-profit created by veteran industrialists with a goal to enhance entrepreneurship in India and to help India build a world class ecosystem for startups.

Udyogs is a hub between Government, Investors, and Entrepreneurs (including wannabe entrepreneurs). It provides the following value to the ecosystem.

Entrepreneurs:

1. Proprietary developed valuation and gradation system ranking the startups, and then recommending AAA’s to Govt and Investors
2. Invite-only entrepreneurs’ session with Investors in engaging sessions
3. Help entrepreneurs obtain structured data on their respective fields which would indicate market size, trend, etc
4. Connect entrepreneurs with their counterparts abroad for knowledge sharing and other fruitful association including M&A
5. Send feed regularly about entreprenurs to investors in both India & abroad

Wannabe Entrepreneurs:

1. For every invite-only entrepreneurs-investors session, a few selected wannabes will get opportunity to attend the sessions
2. The investors are constantly on look out appropriate professionals to take responsibilities in their portfolio companies. On any such request, they will be provided with the list of wannabes registered with us
3. On a given choice of field by a wannabe, he(she) will be provided with data, meterics, trend, and even opportunity for entrepreneurship
4. The wannabes will also be provided info about each other on the given space of choice

Investors:

1. Interact with Govt for a more synergistic association w.r.t. building & enhancing entrepreneurial ecosystem
2. Contribute to overall ecosystem with a noble intent of nation-building
3. Get feed about startups with their gradings for further valuation
4. Coordination with startups and investors abroad
5. Chance to interact with selected startups in engaging sessions
6. Chance to interact with wannabe entrepreneurs with an intent to help them take a good decision w.r.t. entrepreneurship
7. Chance to evaluate wannabes for a suitable responsibility in a portfolio company

Explore Team

Ravishankar – photograph & profile

Jayashree – photograph & profile

Advisor

Shyam – photograph & profile

Contact us

A form containing the following fields

Name

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