M Gmail   ELAVARASAN SHANKAR <shankarelavarasan90@gmail.com>

Google for Startups Accelerator

Google Forms <forms-receipts-noreply@google.com>   Sun, Aug 17, 2025 at 8:59 PM
To: shankarelavarasan90@gmail.com

Google Forms

Thanks for filling out Google for Startups Accelerator

Here's what was received.

Google for Startups Accelerator

To receive an auto-generated email of the standard questions on this application, email accelerator-application-info@google.com with the subject line: "Application Questions Request"

Thank you for your interest in our accelerator program!
This application will help us assess your suitability for the program. Please ensure all links can be accessed by a representative from Google using an @google.com domain

Data collected in this form will be used to select startups to participate in a Google for Startups Accelerator program or notify contacts of open application cycles if you have registered your interest. You may also receive special offers, promotions, or other communications from Google if you opt-in to marketing emails.

Applicant data will be shared with relevant internal parties and external vendors that are necessary to make an informed decision about the program participants and/or conduct program. External vendors who process your data will do so based on our instructions and in compliance with our Privacy Policy and other appropriate confidentiality and security measures.

Data from non-accepted applicants will be kept for a maximum of 2 years unless a user requests for deletion prior to data expiration.

You can request rectification or deletion of any personal data held by Google in connection with the Accelerator program by writing to Google at the following email address: accelerator-application-info@google.com. Please allow up to 14 days for us to process your request.

Accepted applicants who then continue to participate and graduate from the Google for Startups Accelerator program will have application data stored for 7 years in archive after removal of

personally identifiable information (i.e. names, contact information) and any uploaded documents. If accepted, you may consent to having some company data stored longer than 7 years as a Google for Startups Accelerator alumni for tracking long-term impact of our program.

All data is subject to Google's Privacy Policy (http://www.google.com/policies/privacy/)
Protect your privacy! Please do not include any sensitive personally identifiable information in your response.

Email *

shankarelavarasan90@gmail.com

Please select the Google for Startups Accelerator program you wish to apply to: *
All following program selections, when applicable, MUST match this initial selection in order for your application to be processed in full.

AI First (India) ▼

Google for Startups Accelerator Application Form

Applicant Contact Information

What is your full name (first and surname)? *

Elavarasan shankar

Your Business/Company Email Address *
Please avoid using your personal email address here.

shankarelavarasan90@gmail.com

What is your role? *

Founder & Chief Architect

Preferred Contact Number *

9043658785

Contact Number Type *

- ☑ Mobile
- ☐ WhatsApp
- ☐ Office
- ☐ Other: ....

Company Information

Company Name *

RAPID TECH

Legal Name of Company *

RAPID TECH

Website Link *

https://shankarelavarasan.github.io/rapid-saas-ai-store/

When was your startup founded? *

Please provide response in MM/YYYY format.

03/2025

In what city is your startup headquartered? *

Coimbatore

In what country/region is your startup headquartered? *

India ▼

What is the mailing address of your legal entity? *

Please include full address, including City, Province/State, Country, Postal/Zip Code

70a/1,rabinthranaththagore road,gopalakrishna puram , ganapathy,coimbatore 641006

What is your business model? *

If you have more than one business model, please check them.

☑ B2B

☐ B2C

☐ B2B2C

☐ B2G

☐ D2C

☐ C2C

☐ Social Commerce

Which industry is your company in? *

Professional, Scientific, and Technical Services   ▼

What vertical(s) is most applicable to your company? *

You may select up to three of the following, as applicable.

☐ Adtech

☐ Advanced manufacturing

☐ Agtech

☑ Artificial intelligence and machine learning (AI/ML)

☐ Audiotech

☐ Augmented reality (AR)

☐ Autonomous cars

☐ B2B payments

☐ Beauty

☐ Big Data

☐ Cannabis

☐ Carsharing

☐ Cleantech

☐ Climate tech

☑ Cloudtech and DevOps

- [ ] Construction technology

- [ ] Cryptocurrency and blockchain

- [ ] Cybersecurity

- [ ] Digital health

- [ ] Ecommerce

- [ ] Edtech

- [ ] Ephemeral content

- [ ] eSports

- [ ] Femtech

- [ ] Fintech

- [ ] Foodtech

- [ ] Gaming

- [ ] Healthtech

- [ ] HRtech

- [ ] Impact investing

- [ ] Industrials

- [ ] Infrastructure

- [ ] Insurtech

- [ ] Internet of Things (IoT)

- [ ] Legal tech

- [ ] Life sciences

- [ ] Lifestyles of Health and Sustainability (LOHAS) and wellness

- [ ] Manufacturing

- ☐ Marketing tech
- ☐ Micro-mobility
- ☐ Mobile
- ☐ Mobile commerce
- ☐ Mobility tech
- ☐ Mortgage tech
- ☐ Nanotechnology
- ☐ Oil and gas
- ☐ Oncology
- ☐ Pet tech
- ☐ Real estate tech
- ☐ Restaurant tech
- ☐ Ridesharing
- ☐ Robotics and drones
- ☑ Software as a service (SaaS)
- ☐ Space tech
- ☐ Supply chain technology
- ☐ Technology, media and telecommunications (TMT)
- ☐ Virtual reality (VR)
- ☐ Wearables and quantified self
- ☐ 3D printing
- ☐ Other: ....

Please upload a pitch deck for your startup. *

If applicable, links referenced in your deck should be **open access** and should not require downloading to view.

Submitted files

PDF rapid sass ai store pitch deck - ELAVARASAN SHANKAR.pdf

Please provide link(s) to your company page on Pitchbook/Crunchbase/Tracxn, if available:

Program_Selection *

Please do not alter any pre-selected choice. This choice MUST match your initial selection.

AI First (India) ▼

Team

How many C-level and/or founding team members are full-time? *

Please provide a numerical value.

1

Please share the name of your founder(s), their company role/title, and their LinkedIn url. *

Elavarasan Shankar, Founder & Chief Architect, https://www.linkedin.com/in/elavarasan-shankar-238a7431b

How long have they been working as a team? *

< 12 months ▾

If accepted into the program, founders and/or executive team members are required to participate in mandatory program elements.

Please provide the names and designations/roles of two representatives who would be primary participants of this Accelerator.

*

1. Elavarasan Shankar (Founder & Chief Architect) - Primary Participant
2. A future Co-founder/CTO (to be hired post-acceleration) will be the second participant. As the sole founder, I will be the dedicated point of contact for all mandatory program elements.

Please share e-mail addresses of your co-founders: *

This is used for contact purposes if the primary applicant cannot be reached.

As the sole founder, there are no co-founders. I am the primary and only point of contact.

How many people does your company currently employ <u>full-time</u>? *

1

Program Selection
*

Please do not alter any pre-selected choice.
This choice MUST match your initial selection.

AI First (India) ▾

Business Description

Provide 1-2 sentence description of your company (in English) *

Please limit your response to 150 characters.
If accepted, this description may be used in blogs, announcements, marketing purposes, etc.

Rapid Tech is a B2B SaaS platform that provides the invisible infrastructure for developers to instantly convert any web app into a mobile app.

What is the main problem that you are solving? *

Please limit your response to 300 characters.

Millions of powerful web apps are trapped on the web, unable to reach the mobile ecosystem due to the prohibitive cost and technical complexity of native app development. This "Distribution Wall" limits growth and access for billions of users.

What is your solution to this problem? *

Please limit your response to 300 characters.

We provide a "White-Label" Distribution Accelerator. Our AI-powered tool allows developers to instantly convert their web app and publish it directly to their own Google Play Store account, empowering them to go-to-market in minutes, not months.

Who are your primary competitor(s) and how is your solution different from them? *

Our competitors are traditional app builders. We are fundamentally different because we are the world's first "White-Label" Distribution Accelerator, a B2B tool focused solely on empowering a developer's own brand and providing a direct path to the mobile market.

What are your major product milestones for the next 6 months? *

1. Complete the backend development for automated package generation.
2. Onboard the first 50 beta developers.
3. Secure a strategic partnership with Google to prepare for a scalable public launch.

What are your primary and secondary target countries, if applicable? *

Primary: Global (English-speaking markets like USA, UK, India). Secondary: Europe and Southeast Asia.

If applicable, how many clients/customers did you have 6 months ago?
*

Please provide a numerical value or 0 if not applicable.

0

If applicable, how many clients/customers do you have now?
*

Please provide a numerical value or 0 if not applicable.

0

Social Media and Marketing

What is your company X handle?

Please provide a url, if available.

N/A

What is your company LinkedIn handle?

Please provide a url, if available.

https://www.linkedin.com/in/elavarasan-shankar-238a7431b

Finance

Since founded, how much funding has your startup raised in USD? *

Please provide response in USD using numbers only. (Do <u>not</u> convert to millions. i.e. 1 .5 Million = 1500000)

0

Does your startup have an existing or prior contract in place with a public body / government body?

*

○ Yes

◉ No

If your startup has an existing/prior contract with a public body / government body, please elaborate.

If not applicable, please leave blank or indicate N/A.

N/A

If you've raised funding who are your investors? *

Write N/A if not applicable.

N/A

What is your company's monthly recurring revenue (MRR)? *

Please provide response in USD using numbers only. (Do <u>not</u> convert to millions. i.e. 50,000 = 50000)

0

Looking back at the last 6 months, what was the primary revenue source for the company? *

Pre-revenue

What is your startup's monthly burn rate? *

Please provide response in USD using numbers only. (Do <u>not</u> convert to millions. i.e. 50,000 = 50000)

0

Product

What is the stage of your product?
*

☐ Ideation

☑ Minimal Viable Product (MVP)

☐ Fully Launched

☐ Other: _____

Who would be a typical user/customer? *

An independent developer or a small to medium-sized SaaS company that has a successful web application but lacks the resources to build and maintain a native mobile app.

Do you use artificial intelligence or machine learning (AI/ML) today? If so, how? *

Please describe your current use cases and how it is incorporated into your product. If planning to utilize AI/ML, please indicate the phase of implementation and describe how it would be used.

If no current or planned AI/ML use, please write N/A.

Yes. Our platform uses AI to intelligently analyze a target website's structure, metadata, and branding. This allows us to automatically generate high-quality app assets like icons and splash screens, and to optimize the app package configuration.

Please describe the main components in your system architecture. *

A front-end built with modern JavaScript that captures user input. A Node.js backend with Express.js for handling API requests. We use AI APIs (Gemini/OpenAI) for analysis, and plan to use a cloud database (like Supabase) for user data and Cloudinary for asset storage.

What problem would you be looking to solve during the 3-month* accelerator? *

Your accelerator of interest may have a different timeline.
Refer to the program page for the most up-to-date information.

The primary goal is to finalize a scalable and secure backend architecture with the guidance of Google's engineers. We want to solve the challenge of automated, production-ready app package generation and prepare the platform for a high-volume public launch.

If available, share a demo URL, video link, or screen recording of your product. *

Please write N/A if not available.

https://shankarelavarasan.github.io/rapid-saas-ai-store/

If available, share a link to your app on the Google Play Store. *

Otherwise, write N/A.

N/A

If available, share a link to your app on the App Store.

Otherwise, write N/A.

N/A

Which Google products are you using? *

- [ ] Android
- [ ] Angular
- [ ] AppSheet (Google Cloud)
- [ ] Assistant
- [ ] Dart
- [ ] Dialogflow
- [ ] Firebase
- [ ] Flutter
- [x] Gemini API
- [ ] Gemma
- [ ] Go
- [ ] Google Ads / Google Marketing Platform
- [x] Google Cloud Platform (GCP)
- [ ] Other GCP Data products
- [ ] GPay
- [x] GSuite / Google Workspace
- [ ] Open Health Stack
- [ ] Internet of Things
- [ ] Identity
- [ ] Kotlin

- ☐ Maps
- ☐ Machine Learning on Google Cloud Platform
- ☐ Med-PaLM
- ☐ Tensorflow
- ☐ PaLM API
- ☐ Payments
- ☑ Play Store
- ☐ Policy
- ☑ Web/Chrome
- ☑ YouTube
- ☐ Other: ....

What is your current <u>primary</u> cloud platform?
*

Mark N/A if not applicable.

- ☐ Amazon Web Services (AWS)
- ☐ Google Cloud
- ☐ Microsoft Azure
- ☐ Alibaba
- ☐ IBM
- ☐ Cloudways
- ☐ DigitalOcean
- ☐ Oracle
- ☐ OVHcloud

☐ Heroku

☐ Linode

☐ Rackspace

☐ Red Hat

☐ SalesForce

☐ Tencent

☐ Not yet using cloud services

☑ N/A

☐ Other: ....

If applicable, please provide the Google Cloud Platform (GCP) Billing ID(s) associated with your startup:
*

Indicate N/A if not applicable. This information, including "N/A" responses, helps us determine benefit eligibility and program impact, if accepted.

N/A
....

AI First (India)

Do you have a dedicated AI team?
*

◯ Yes

⦿ No

In 2 sentences, explain what problem you are solving with AI. *

We solve the time-consuming problem of manual asset creation for developers. Our AI analyzes a website's branding and automatically generates high-quality, production-ready

mobile app assets like icons and splash screens in seconds.

How would you describe your company's current AI Maturity? *

○ AI First: The core technology of the product is AI and it's currently providing demonstrated value to customers

◉ AI Adoption: AI is used as part of our product, either for internally or externally-facing workflows

○ AI Exploration: Actively prototyping AI within the product

○ AI Interest: Assessing the potential benefits but product is not currently leveraging AI

○ Not currently exploring AI

What kind of AI does your product use? *

(Select all that apply)

☑ Model APIs (OpenAI, Anthropic, Google Gemini, etc.)

☑ Open-source models (Llama, Google Gemma, etc.)

☐ Training your own custom model

☐ Other: ....

Which model(s) are you currently using? *

(Select all that apply)

☑ OpenAI (GPT, o1, etc)

☑ Google Gemini (1.5 Pro, 1.5 Flash, etc)

☐ Anthropic (Claude Opus, Sonnet, etc)

☐ Mistral (Mistral Large, Ministral 3B, etc)

☐ Deepseek

☐ Alibaba Qwen

☐ Our Own Model

☐ Other: ....

Are you using on-device models or API? *

○ On Device

◉ API

○ Other: ....

What AI-assistive devtool(s) are you using to build your products? *

(Select all that apply)

☐ Cursor

☑ GitHub Copilot

☐ Versel v0

☑ Gemini Code Assist

☐ Other: ....

If you are currently leveraging AI within your product, how would you categorize your product? *

○ A foundational layer AI company: focuses on developing and providing general-purpose, pre-trained AI models that serve as the building blocks for other AI applications. Example: Vertex AI (Google Cloud)

○ A task-specific AI company: sits between foundational layer AI companies and end-user applications. Create specialized solutions for specific industries or tasks. Example: RunwayML

◉ An application layer AI company: leverages pre-trained models and algorithms from foundational and middle-tier AI companies to develop specific, user-facing applications that address a particular problem or need. They focus on the user experience and provide direct value to end users. Example: Grammarly, DuoLingo

○   Not relevant; not yet leveraging AI

What data do you use as part of your AI solution? *

(Select all that apply)

☑ Public data

☐ Internal or licensed data

☑ End customers' data

☐ N/A (We don't use AI in our product)

☐ Other: ....

Please describe the Google AI/Gemini API use case you would like to work on during the program. *

If not applicable, please mention N/A.

During the program, I plan to expand our use of the Gemini API beyond simple asset generation. My goal is to leverage Gemini's advanced multimodal and language understanding capabilities to automatically generate compelling app descriptions, keywords, and promotional text for the Play Store listing by analyzing the content and UI of the source website. This will save developers even more time and significantly enhance the value of our platform.

Additional Information

Why are you interested in joining this program? How can Google help? *

I have built the vision and the prototype, but to build a global infrastructure company, I need a true strategic partner. I am not seeking funding; I am seeking Google's world-class engineering mentorship to build a scalable backend, its strategic guidance to dominate the market, and its trusted brand to become the official "Play Store for AI Tools". This partnership is the only way to achieve this multi-billion dollar vision.

How did you hear about this program? *

For referrals, please provide full names and their company affiliations.

Google Search and official Google for Startups website

If selected, are you interested in participating in possible interviews with local press outlets, as requested? *

⦿ Yes

◯ No

Please list any past accelerator or startup program participation.

N/A

Please list links to any press coverage, awards or nominations and dates received given to your startup or founding team.

N/A

Anything else you'd like to share?

As a solo founder from Coimbatore, I have built a fully functional prototype for a globally scalable idea. I believe my product vision, combined with Google's execution power, can create a new, multi-billion dollar ecosystem for AI developers. I am fully committed to making this partnership a massive success.

Do you want to receive updates or communication from the Accelerator program about other programs within Google, which could include communication, updates and special offers? *

⦿ Yes

◯ No

Do you agree to the terms below and wish to submit your application? *

1. Privacy
1.1. You acknowledge that Google may collect, store, share and otherwise use personal data provided during application for the Accelerator program for the purpose of administering the Accelerator program in accordance with Google's Privacy Policy (http://www.google.com/policies/privacy/). You also agree to receive further emails about the Accelerator program.

1.2. You can request review, rectification or deletion of any personal data held by Google in connection with the Accelerator program by writing to Google at the following email address: accelerator-application-info@google.com

☑ Yes

Create your own Google Form