STUPENDOUS START-UPS

A look at six city start-ups that could become potential game-changers in the future

HAPPY HOURSS
BY KIRAN CHOWDARY

Happy Hours will most probably be the world’s first social network and utility platform for drinkers. It helps you find the nearest bars, pubs, deals on drinks and happy hours. It also helps you connect according to what you are drinking and your moods. “There is no other company which has ever recorded the analytics of drinkers; that’s how we identified the need and got interested in this space,” says Kiran. His team has been working on the project for four to five months and are partnering with pubs and bars in the city and Bengaluru. “We will be expanding our partnerships to Goa and Delhi soon and would be launching the Happy Hours app for Android and iOS by Jan-Feb next year. They will go global shortly.”

EATJI.COM
BY SIMRANDEEP SINGH

When it comes to booking flight tickets, we visit travel portals and not the Websites of the airlines themselves. Similarly, how about an integrated platform where one can get listings of all restaurants in one go? Simrandeep Singh’s eatji.com is aiming to do exactly that. The venture, known as employeestreet.com for now, will give way to eatji.com by Jan-end next year. “Our portal will have all the premium fine-dining restaurants listed. Users just need to make their pick and the food will be delivered at their doorstep,” he says. “And, unlike other portals which offer discounts for a week’s time or so, we offer discount on all orders placed, 365 days,” he adds.

MOBILECOZY
BY SAINATH GUPTA

We often hesitate to give our credit/debit cards at shopping counters or restaurants fearing frauds and scams. Sainath hit upon an idea to solve this problem: Why not create a swiping device fixed to our own mobile phones to simplify transactions and make everything transparent? “We have close to 800 million mobile users in the country. And approximately 300 million cards are in circulation. With mobiles being omnipresent, we can turn it into a secure system for payments,” Sainath justifies the utility of his product. The free application, currently available for Android, iOS, Windows and Symbian, supports Visa and Mastercard and will soon support American Express cards. Plans are also on to enrol customised/loyalty cards.

ERUVAKA
BY SREERAM RAAVI

In May 2010, when Sreeram, an electronics engineer from Guntur, went to his village for summer vacations, he was in for a shock. His uncle, who was into fish farming, lost 63 lakhs overnight. He came up with Eruvaka to resolve the problems faced by aqua farmers. Sreeram has developed an electronic equipment, cloud and mobile solution which analyses water and biological conditions in shrimp ponds and alerts farmers immediately on their mobile phones, so that they can prevent shrimps and fishes from dying. “It promises to resolve the farmers’ issues in 48 hours.”

MOBILECOZY
BY SAINATH GUPTA

The gang-rape of the 23-year-old girl in Delhi and her death has been the talk of the country for some weeks now. And veooz.com is keeping track of these voices across the nation. The beta product of Setu Software Systems, launched by Dr Prasad Pingali, provides real-time search and sentiment analysis on more than 500 million topics on social media sites. This free search engine launched in October this year provides total posts, a sentiment trend graph, what influential people are talking and related sub-topics. Veooz.com has been covered by many global publications including the Wall Street Journal. Forbes.com had also covered it in the context of public reactions for Skyfall.

VEOOZ.COM
BY DR PRASAD PINGALI