

# 'PROTO' TYPES

The third edition of Proto.in will be held on 18-19 January. Mint caught up with some of the start-ups shortlisted at the debut edition in January 2007 to find out what they have been doing.

## Sloka Telecom

Birth	2004
Founders	Sujai Karampuri and Venkata Subbaiah
Product/service	Telecom infrastructure equipment for Wimax and 3G networks
Then	In January, Sloka was fine-tuning its first product, a Wimax base station and talking to operators for deployment.
Now	Last month, it made its first deployment to power France's first 5.8MHz Wimax network in the town of Saint Medard en Jalles. It is in talks with Indian operators now.
Funding	Self-funded

## iXiGO.com

Birth	2006
Founders	Aloke Bajpai, Rajnish Kumar and Jens Schutter
Product/service	Travel information search site, whose revenue model is based on commissions for redirecting customers to airlines' home pages instead of acting as online travel agent.
Then	Was just out of stealth mode, with a ready prototype in December 2006. The founding team had moved out of the drawing room, literally, and rented office space only a month before that.
Now	iXiGO has started generating revenue and claims 100,000 unique visitors a month. Exposure at Proto helped with early sign-ups on the site and interest from VCs, says Bajpai.
Funding	Closing pre-series A (first round) funding

## DesiCrew Solutions

Birth	2007
Founders	Saloni Malhotra
Product/service	BPO with back offices in rural areas. By outsourcing to a rural workforce, the company wants to offer cost-effective and differentiated services (such as projects that require local language translation) to companies.
Then	DesiCrew had just been incorporated and was looking to set up operational base. The company got a lot of support from entrepreneurs at Proto, says Malhotra.
Now	It has worked on multiple projects for clients in the insurance and publishing fields, with eight live projects currently. It has a workforce of 60 across 10 delivery centres in rural Tamil Nadu.
Funding	In talks with investors. Was seeded by TeNeT's Rural Technology and Business Incubator