

Venture Capital

mint

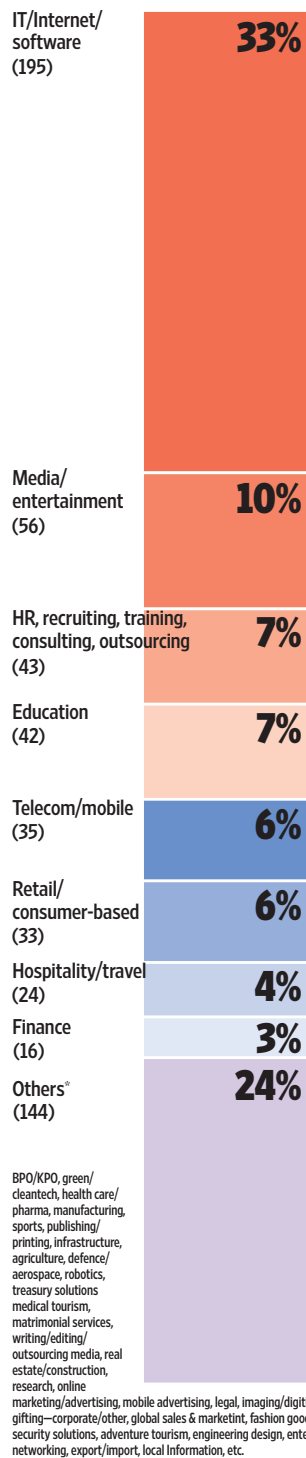
Start-ups face-off comes alive

The premise behind the Tata NEN Hottest StartUps competition was simple: Make it the largest start-up competition in India where the public, together with expert panelists, gets to choose the top fledgling companies in India. Eight weeks after it opened, and with 588 entries by the end of nomination on Wednesday night, the competition can arguably claim to be the biggest event of its kind in the country. Mint, the print partner for the event, presents data from the competition for a first-time insight into the entrepreneurial ecosystem.

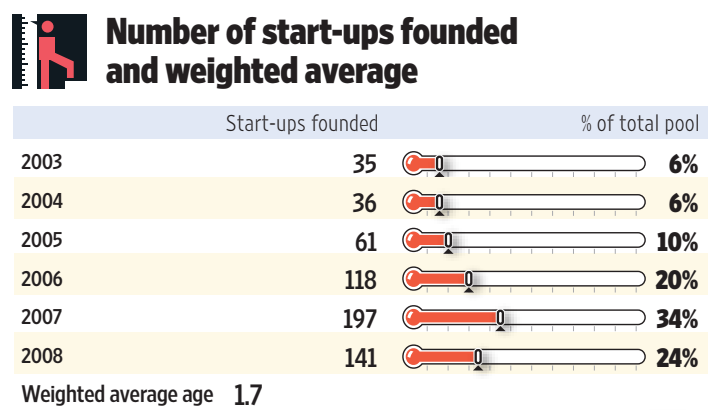
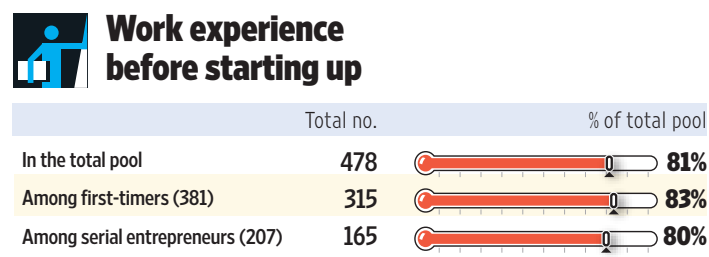
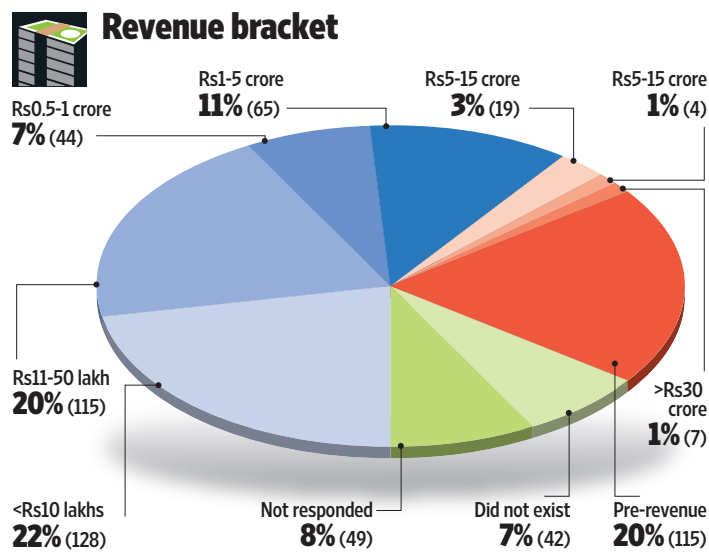
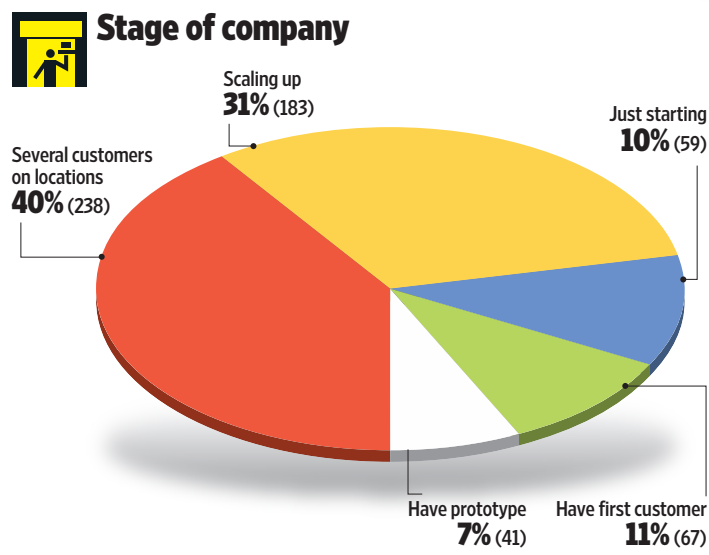
Graphics by SANDEEP BHATNAGAR/MINT
Source: NEN

Major industry segments across the entire pool

Total pool of nominees: 588



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Key trends

- Bangalore: the clear start-up capital of India?
- Entrepreneurs from small cities not left behind due to lack of funds
- Nearly 70% individuals have started their start-ups with personal savings
- Women entrepreneurs are slowly increasing in number but still small in comparison
- IT, e-commerce and consumer-based services are hot favourites followed by media and retail
- Metros especially Bangalore, New Delhi and Mumbai rank high on presence of entrepreneurial activities; followed by Chennai, Hyderabad and Pune
- Consumer-based ideas cut across several segments
- About 17% start-ups are by individuals who have studied abroad.
- Individuals from tier II and III institutes and tier I institutes are both equal in terms of entrepreneurial drive
- Some 65% of entrepreneurs are first-timers, while 76% belong to families with no prior business background

