

## **NASSCOM ANNOUNCES 39 INNOVATIVE TECHNOLOGY START-UPS TO TRAVEL TO SILICON VALLEY FOR THE THIRD EDITION OF INNOTREK 2016**

**New Delhi, 25 April, 2016:** As a part of its efforts to evangelize and mentor India's proliferating start-up ecosystem, **National Association of Software and Services Companies' (NASSCOM) 10,000 startup program** is set to host the third edition of NASSCOM Innotrek 2016. With 39 start-ups selected for this year's edition, the program will also have **Mr. R Chandrashekhar, President, NASSCOM, Mr. Ravi Gururaj, Chairman, Product Council NASSCOM, Mr. Rajat Tandon, Vice President, NASSCOM 10,000 startups** and dignitaries such as Mr. Scott Coleman, General Manager, Microsoft Ventures, Mr. Osman Rashid, Co-founder, Chegg and Mr. Jay Vijayan, ex-CIO, Tesla Motors accompanying the delegation this year.

Beginning on the 2<sup>nd</sup> of May, the program aims to provide the group of Indian technology entrepreneurs & founders, an opportunity to get International exposure and encouragement through workshops, networking sessions, investor panels, expert roundtables and corporate briefings with subject matter experts and global veterans. The event promotes tech entrepreneurship in the country by helping Indian tech startups gain important insights and learning by way of peer-to-peer interaction with practitioners in the valley.

**Speaking on the occasion, Mr. R Chandrashekhar, President, NASSCOM,** mentioned, *"The startup industry in India witnessed tremendous growth last year, positioning India as the third largest ecosystem in the world. The Innotrek program focusses on ensuring that these startups learn from their international counterparts in the valley, and adopt these best practices to further build and grow the startup ecosystem of our country. NASSCOM considers Innotrek to be one of the key platforms for new ideas and I am very proud to see it grow since its inception two years back. "*

This year the startups will also visit tech campuses of top technology based corporates such as Google, Facebook, IBM, Microsoft and accelerator partner where they will interact with the respective product teams and gain insightful information on platform capabilities of these companies. Additionally, they will also get a chance to attend the TiECon 2016 – TiE Silicon Valley's flagship annual conference where the Indian entrepreneurs will have the opportunity to interact with a large number of entrepreneurs, VCs, industry executives, and thought leaders.

**Talking about the importance of the event, Mr. Rajat Tandon, Vice President, NASSCOM 10,000 startups** stated, *"Innotrek is a Global Access Program from 10,000 startups that acts as a one stop shop for budding startups to experience the environment at Silicon Valley. The exposure they get here helps them improve their servicing and grow leaps and bounds. We are confident that this program will continue to grow and encourage new startups in the country."*

The agenda for this year's program includes workshops and discussions delivered by industry experts; tech campus visits, interactive sessions with local entrepreneurs, a product conclave featuring prominent Valley investors.

**About NASSCOM 10,000 Startups**

10,000 Start-ups is an ambitious attempt by NASSCOM to scale up the start-up ecosystem in India by 10x. 10,000 Start-ups aims to enable incubation, funding and support for 10,000 technology start-ups in India over the next ten years. The program's vision is to foster entrepreneurship, build entrepreneurial capabilities at scale and strengthen early stage support for tech start-ups. The initiative brings together key stakeholders of the ecosystem including start-up incubators, accelerators, angel investors, venture capitalists, start-up support groups, mentors, and technology corporations. Since its launch in April 2013, we've done about 800+ events in 22 cities of the country which were attended by a whopping 35,000 attendees and received 13,800 Applicants, 2276 Start-ups Shortlists, and 1350 Impacts. The program is supported by Google for Entrepreneurs, Microsoft Ventures, Kotak, Amazon Web Services and IBM.



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