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**TechBUZZ**

**Apple may Relaunch 4-inch iPhone**



According to KGI Securities analyst Ming-Chi Kuo, Apple could release a new four-inch iPhone next year that is similar to an upgraded iPhone 5s. The phone will reportedly have the upgraded A9 chip seen in the iPhone 6S and 6S Plus but will not come with the 3D Touch feature.

**1,50,000**

Business customers that file hosting service Dropbox has.

**Sumanth Raghavendra**  
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While all this layoffs news is sobering, need to keep in mind that startups die only when we run out of fuel - both literal & metaphorical

**Low-cost Cell to Store Wind, Solar Energy**



**Geneva:** Researchers are developing a new battery, using low-cost materials such as sodium and magnesium, that could make storing power from renewable sources such as wind and solar energy more affordable. Wind and solar energy projects are growing at a respectable pace. But storing electric power for days when the air is still or when the Sun goes down remains a challenge, researchers said. Today, lithium-ion batteries are the storage technology of choice for applications, from electric cars to smartphones. A luxury electric carmaker is expanding its lithium-ion tech and has already started rolling out systems to homeowners in a pilot project.

**Jargon Buster Gray box testing**

Gray box testing is a software testing method for applications. A gray box tester knows partial workings of the software & can create involving benefits of both white-box & black-box testing.

**Quick Byte** ANIRBAN BORA



**A WINDOW INTO SATYA NADELLA'S INDIA VISIT**

**For Nadella, the Quality of Idea Matters, not Valuation**



**Our Bureau**

**Mumbai:** Making a passionate case for innovation, Microsoft CEO Satya Nadella argued that quality of ideas matter more than startup valuations in the long run. "I don't look at valuations," he told a group of editors in Mumbai. "What matters is the quality of ideas."

Responding to a question on high valuations of startups, Nadella leaned on researcher and consultant Carlota Perez's work in exploring the relationship between technology

innovation and financial capital across several economic cycles. "Overfunding" during times of change will make it possible for a whole lot of ideas to flourish, he said.

Nadella took the high ground in the fierce debate now underway on high valuations of startups. Without getting drawn into specifics, he limited his comments to the larger role financial capital can play in birthing innovation.

"There is a lot of startup and entrepreneurial energy in India," Nadella said. Several e-commerce companies in India are no longer startups, but have evolved into global companies with high capital and valuations.

But the progress made in e-commerce has to be taken to smaller stakeholders as well. Who is going to bring smaller sellers into the digital world, he quipped, before diving into how Microsoft is committed to helping large and smaller players.

"Our economic model is putting

digital technology in the hands of others," he said.

Local startups with great ideas should have access to global technology, Nadella said. Large IT services companies in India are also keen on using technology to add value, he added.

Nadella was speaking to editors on the side lines of Microsoft's Future Unleashed programme in Mumbai, attended by Maharashtra Chief Minister Devendra Fadnavis, Union Minister for Communications and Information Technology Ravi Shankar Prasad, among others.

Nadella braved a jet lag and found time for a five-kilometre run earlier in the morning before landing at the event.

Nadella took over as Microsoft CEO in February 2014. Under him, the tech giant has been distinctly more innovative and risk-taking with new products like HoloLens, a virtual or mixed-reality device, a fitness tracker band and the new Surface Pro 4 which will be available in India next January.

Nadella also talked about the culture of innovation that has been brewing within Microsoft long before some of these innovative products hit the market. "We want to be innovative... creating a phone that works like PC or Surface that can replace a tablet."

Unlike earlier, under Nadella, sleekly-designed hardware product that create 'new experiences' is becoming an integral part of Microsoft's new vision of empowering every person and every organisation on the planet to achieve more.



I don't look at valuations. What matters is the quality of ideas... There is a lot of startup and entrepreneurial energy in India

**Smart City Startups to Get a Leg-up**

MS will provide \$120,000 Azure credits to local startups working on solutions for smart cities

**Our Bureau**

**ADDED PERKS**

Cities can also apply for access to these services and solutions through a new portal which connects startups with cities and their needs

**MICROSOFT**

**Mumbai:** Microsoft has launched an initiative to help local startups working on solutions for smart cities, for which it will provide \$120,000 worth of Azure credits, CEO Satya Nadella announced at the American technology company's 'Future Unleashed' event in Mumbai.

Azure is Microsoft's public cloud platform. "Working with startup accelerators, these startups can now apply for individual access to up to \$120,000 worth of Azure computing to help India's smart cities explore options and run smart city digital pilots," Microsoft said in a statement. "Cities can also apply for access to these services and solutions through a new portal which connects startups with cities and their needs."

Microsoft has also created an umbrella framework to help

groups of startups market their niche products as an integrated solution for the Smart Cities project envisioned by Prime Minister Narendra Modi.

"We will work together with startups, each will provide the building blocks of the solution

and we will provide the cloud framework. It helps in the process that governments see us as providing the glue. So we help startups access a large market where we have relationships," Ravi Narayan, director at Microsoft Ventures, told ET.

The company is already working with India's newest state Telangana on one such project. Last month, a number of startups, Telangana government officials and Microsoft experts took part in a 'Smart City Startups Conclave' to map smart solutions for cities in Telangana. The conclave was run under Microsoft's City-Next programme.

Narayan said that this effort will help bridge the gap between governments and startups. "If you look at it, they are two ends of the spectrum. But working together there is scope to provide solutions, especially in new government initiatives like Smart Cities and Digital India," he said.

**Co Working on Password-free World: Nadella**

**MUMBAI** With growing concerns over security of emails and mobile phones, Microsoft on Tuesday said it is working on ways to rid tech users of their worries over passwords. "One of the biggest security issues is passwords. One of the things that we are working on is a world where passwords are not going to be the ones that you know can get hacked but you really have other biometrics that really help us secure our computing interfaces," CEO Satya Nadella said. He said the firm has a sense of purpose that is about empowering every person and organisation to achieve more. - PTI

**Russian Co to Give Nazara Long Rope Here**

ZeptoLab has signed a deal with Nazara to Indianise its 'cut the rope' game and expand its user base

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**Bengaluru:** ZeptoLab, the Russian company behind the popular 'Cut the Rope' game series, has signed a deal with homegrown Nazara Technologies to Indianise the game and expand its user base in the country.

"We've come looking for opportunities to grow our footprint," said Denis Morozov, director of business development at ZeptoLab, whose company gets 50-million monthly active users globally. "We are looking to get 40-50 million people from India over the next 3-5 years."

As part of the deal, 15-year-old Nazara will exclusively publish the game series in India for three years, and in effect, own its intellectual property, the software code and game engine for the series, while tweaking its features to appeal to the Indian audience. With

**Let the Games Begin**

40-50 million Indian users ZeptoLab hopes to have over the next 3-5 years

50 million Monthly active users of ZeptoLab globally

ACCORDING TO THE DEAL NAZARA WILL...

- Exclusively publish the game series here for 3 years
- Own its IP, software code and game engine for the series
- Tweak its features to appeal to the Indian audience

Nazara will work on the five-game series to allow it to run on low bandwidth, enable billing via telecom carriers and add content in vernacular languages

SIDDHARTH

the partnership, Nazara is aiming to remove roadblocks to typical out-of-country gaming firms: connectivity and payment issues due to low penetration of credit cards.

The company said it will work on the five-game series to allow it to

run on low bandwidth, enable billing through telecom carriers and add content in vernacular languages. "The wave of games in India is going to be in vernacular language," said Nazara Chief Executive Manish Agarwal, who

formerly led Reliance Games.

Nazara said the way forward to supercharge the Indian gaming scenario is to bring in global brands to tap the Indian market by joining hands with local partners.

The Indian mobile gaming market is expected to grow to about \$572 million by 2016, according to research by Newzoo and OneSky.

"With year-on-year growth of 132.2%, revenues in India's mobile gaming market have grown quicker than those in any other BRIC country. In fact, that y-o-y growth is among the highest in the world," the study said. "We will be sharing the revenue from the games equally," said Agarwal. The company said it is growing 60% every year and that it would look at actively engaging 15 million users every month starting early next year.

**Saina, the Face of Paree, is now Its Angel Too**

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**Bengaluru:** Shuttler Saina Nehwal has invested an undisclosed amount in Paree, an affordable brand of sanitary napkins manufactured by Noida-based Soothe Healthcare.

Nehwal, who has been the brand ambassador for Paree since 2014, comes in as a strategic investor with a minority stake after Soothe raised funds from the company's advisor and former president of Reliance Infrastructure, Anil Gupta, last month.

"Being a girl and having played for so many years, I've come through many difficult situations. I totally believe in Paree and would like to support them as it is an important product for girls whether they go to school or play sports," Nehwal told ET when asked about her maiden investment.

"More than investment, it is about supporting the cause. I will be happy to support more causes," Nehwal said.

Sahil Dharia, managing director of Soothe, said the company is looking to raise ₹5 crore before it goes to the market for Series-A funding. This is the second tranche of money that has come in as part of this goal.

The company will use the money to increase retail presence across channels, branding activities, increasing sales force and entering new markets. It plans to launch a television commercial sometime next year. "Our vision is to make Paree a household brand and, therefore, we are looking at picking up strategic investors where they bring in more than just money to the table," Sahil Dharia said.

Paree, which targets girls in the ₹1.5-5 lakh household income bracket, is available at 3,000 retail touch points across Maharashtra and Kerala.

"Saina is a role model for many girls in the country and we plan to



**A New Ballgame:** Ace shuttler Saina Nehwal has invested an undisclosed amount in affordable sanitary napkin brand Paree

sponsor girls' sports teams from schools at state and national level tournaments," Dharia said.

Previously, Nehwal was brand ambassador for Whisper.

**₹12 crore Dropped into SatvaCart Now**

Grocery retailer plans to use the money to expand to other cities

**Our Bureau**

**NEW DELHI:** Gurgaon-based grocery retailer SatvaCart has raised seed funding of ₹10-12 crore, its second angel round.

The company, which is backed by Palaash Ventures, said the funding was led by three senior executives in the insurance, telecom and investment banking sectors, without naming them. Other new and existing investors including Palaash Ventures participated, it said.

SatvaCart plans to use the money to expand to other cities.

"The funding will be used to strengthen technology backbone and expand into other geographies," said Rahul Hari, chief executive of SatvaCart.

The company's board of advisers includes Arvind Gupta, cofounder of software product think-tank iSPIRT, and TravelKhana Chief Executive Officer Pushpinder Singh.

SatvaCart works on a hybrid model, sourcing from neighbourhood stores to supply groceries to



**BUSINESS PLAN**

The funding will be used to strengthen technology backbone and expand into other geographies

**RAHUL HARI**  
Chief Executive, SatvaCart

customers, as well as stocking its own inventory.

"The funding in SatvaCart comes at a time when hyper-local delivery companies are facing severe cost pressures, forcing some startups like Dazo to shut operations.

"We are following deeper penetration model. This allows us to stabilise while not getting too thin too fast," said Hari.

**Hear Ye! 18 Big Mistakes that Could Kill Your Startups**

If you have a list of things you shouldn't do, you have better chances at success. The same goes for startups. **Business Insider India** lists the 18 biggest startup mistakes for you to avoid (with some help from the guys at **Funders and Founders**)

<p><b>Single Founder</b> As a single founder you have little chances of securing big funding. It's no coincidence that founders who succeeded did so as a team.</p>	<p><b>Marginal Niche</b> If you choose an obscure niche, your startup would end up in a corner. If you're afraid of competition, this is not the way to go about it.</p>	<p><b>Hiring Bad Programmers</b> Exceptional programmers are always in short supply. Hire good ones.</p>	<p><b>Choosing the Wrong Platform</b> How fast you scale would determine whether your startup lives or dies. On the wrong platform scalability will be a problem.</p>	<p><b>Having No Specific User in Mind</b> If you think somewhere someone will be interested in your product, you need to know who that is.</p>	<p><b>Poor Investor Management</b> If the choice is between making investors or users happy, always choose the latter. If the user is happy, your investors will make money.</p>	<p><b>Fights Between Founders</b> Founder conflict very common, and it can have lasting impacts.</p>
<p><b>Bad Location</b> You can change everything about an apartment except its location. Similarly, if your startup is in a bad location, you can't change that.</p>	<p><b>Derivative Idea</b> Remember, tomorrow's Google may be nothing like today's Google.</p>	<p><b>Slow Launch</b> The longer you delay the launch, the more you delay getting the answer whether your startup should exist.</p>	<p><b>Raising Too Little Money</b> You won't be able to do all that you wanted to do to their full potential.</p>	<p><b>Raising Too Much Money</b> Raising too much can make you feel like a success even before you did anything useful. At the end of the day it's users you want to impress.</p>	<p><b>Not Wanting to Get Your Hands Dirty</b> Go out and meet people. You can't solve all your problems with coding.</p>	<p><b>A Half-hearted Effort</b> A lack of determination to see your startup idea through to the end spells disaster.</p>
<p><b>Quick Byte</b> ANIRBAN BORA Smartphone Apps may be Ineffective for Weight Loss: Report</p>						<p><b>Sacrificing Users to Profit</b> You can always make money. This cannot be said about making users happy. You need to make something they want.</p>