



Startups

Technology

Corporate

Mobile

Internet

People

E-commerce

Digital Payments

Interviews

Funding

Smartphones

Govt policy

Search

Long Reads

Social Media

Technology News / Latest Technology News / Startups


Startups » [Viral B Shah](#) [Nandan Nilekani](#) [Julia Enterprise](#) [Julia](#)

Julia founders create new startup to take language commercial

The idea to leverage Julia's fill potential occurred to founders, after being approached by a New York hedge fund with a contract to commercialise the language.

Anirban Sen | ET Bureau | May 09, 2015, 14:04 IST

Share 8

 Share

 Share

28

Tweet

For [Viral B Shah](#) and three other research scientists and programming geeks, the Valentine's Day of 2012 had a different significance. That was the day when they announced to the world about a programming language they had developed.



Make your cyber life a little safer in 2013
(Thinkstock photos/Getty Images)

More than three years since, Shah, Stefan Karpinski, Jeff Bezanson and Alan Edelman, who announced the development in a blog post titled `Why We Created [Julia](#)', have decided to go one step further and commercialise their creation. They have launched a startup, Julia Computing, to provide services such as support, training and consulting services for Julia, for a fee.

"For us, it was to follow our passion and that's when we decided to start Julia," says Shah, who had also worked with Infosys cofounder [Nandan Nilekani](#) for the government's unique identification project. "So, from the original Julia Community, we have come a very long way. We have half a dozen customers across the US and India now."

 **Subscribe ETtech Newsletter**

100000+ Industry Leaders already read it evr

Your Email

It's Free

Join Now!

The idea to leverage Julia and create the startup came up somewhere between December 2013 and January 2014, after the founders were approached by a New York hedge fund that offered them a contract to commercialise the programming language and realise its full potential.

"What happened was that the hedge fund said, 'you guys take control now'. They told us, 'raise money, this can be commercial and a massive opportunity,'" said Shah.

The founders then decided to beef up their team with executives and entrepreneurs who had experience in building earlystage [startups](#) and companies. That was when former IBM executive Deepak Vinchhi and Harvard University undergraduate Keno Fischer came on board.

"One of the reasons why we grew our founding team was to have a good mix of technical strength as well as business strength. That's why Deepak joined us -- he is helping us grow the business. It's good to have someone who is actually fulltime focused on growing the business. Because, finally you can build the technology, but without business it will not take off," says the 35-year-old. A number of corporates across the world are now finding real-world use for Julia, which can be deployed in enterprises in areas such as data science and recommendation engines, especially in sectors such as ecommerce, finance and engineering.

Most of these companies are looking to solve challenging, mathematical problems or quickly crunch several terabytes of data, Shah said.

Meanwhile, Julia Computing is developing three products, as the founders explore newer streams of revenue generation. The startup is currently completely bootstrapped and has about a dozen employees including the founders, with no immediate plans for raising funds.

"These are not customers we picked randomly. We work with them because they realised the value and potential of Julia," he said. "There are distantly three things that are emerging out of it: firstly, [Julia Enterprise](#), which is targeting the Big Data, data-processing platforms kind of stuff. Second is in the embedded (devices and platforms) space ... It is almost ready -- so in theory, by next year, Julia could be working on the iPhone and Android platforms ... Thirdly, there is Julia Box, which is basically Julia on the cloud."

For Julia Box, the startup recently signed a partnership with ecommerce giant Amazon, where customers are able to use the cloud

Trending In Startups

Investors can't find a fit in online fashion retail



Tiger Global to pocket \$1Bn from Ola, Flipkart exits



Hackers stole data from 57 million Uber riders, drivers

offering for free, with Julia Computing getting free credits from Amazon.

Shah said there are plans to commercialise Julia Box in the near future, where customers can opt for a pay-as-you-go model.

Now as Julia Computing prepares to put its next set of plans into motion, the company is starting to garner attention from some of the world's largest corporates, such as General Electric.

Shah declined to comment on whether Julia Computing has had talks with GE. A person familiar with the matter said the US conglomerate has started exploring the potential of Julia.

Shah, who mostly focuses on business and product development at Julia Computing, had also played a role in Nilekani's Lok Sabha campaign last year through political startup FourthLion Technologies.

He is now coauthoring a book with the former Infosys chief executive.



Paytm backs online lending startup CreditMate



For Bengaluru startups, co-working spaces are no longer about saving real estate costs



Share 8 Share 28 Tweet

0 Comments

ETtech.com

1 Login

Recommend

Share

Sort by Best



Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS ?

Name

Be the first to comment.

ALSO ON ETTECH.COM

Invanka Trump visits Hyderabad: Ivanka Trump may

1 comment • 9 hours ago

PoopingPass — LOL. How is it the country's fault that women don't want to start companies?

Sony's revenue from India dips for 2nd straight year

1 comment • 9 hours ago

Nick — True. Sony facing strong competition from Samsung in TV segment. Currently, Whatever be

Zomato Gold: Zomato extends subscription offering Zomato

2 comments • 13 days ago

Prashant Shinde — You could also use: PRAS27691 year @ 749 INR3 month @ 224 INR

Bengaluru's Walmart Labs is brewing data to power

1 comment • 14 days ago

Nick — Great Idea - Pickup

Subscribe Add Disqus to your site Add Disqus Add Privacy



Follow ETtech / twitter / facebook / linkedin

NEWS

Technology Startups
Corporate Mobile
Internet People

RSS

Top Stories Recent Stories
Technology Startups
Corporate Mobile
Internet People

WIDGETS

Top Stories Recent Stories
Technology Startups
Corporate Mobile
Internet People

About ETtech

A destination for all things startup & technology in India.

Trends

GST | Grofers | Infosys | IoT | Swiggy | Amazon Prime Videos | UberEATS | Zomato | Uber | Digital Payments

Editor's Picks

How AI & mobile apps will prevent suicides | From Rohingyas to homeless Indians, Singapore's social startups lend a helping hand |

Multiple standards on cyber policy could create compliance issues: Microsoft | High GST likely to hurt Make in India Electronics goal | Poll: Was Flipkart's own smartphone Billion Capture+ a smart move or not? | IBM brings blockchain technology to resolve trade finance woes | Microsoft adds Tamil text translator support in Translator service | India at the start of design thinking process: Tigerspike MD Mark Oliver | IBM Watson to resolve water scarcity in Bengaluru | Saavn ropes in Senvest & Endeavor as strategic investors

Other B2B News Sites ›

Retail News | Auto News | Health News | Telecom News | Energy News | IT News | Real Estate News | Marketing & Advertising News | CFO News | IT Security News | ETMasterclass News | ETCampusStars News

About Us | Contact Us | Advertise with us | Newsletter | Submit a startup | RSS Feeds | Invite Friends | Enroll Company Employees | Embed ETtech.com Widgets on your Website
Privacy Policy | Terms & Conditions | Guest-Post Guidelines | Sitemap | Copyright © 2017 ETtech.com . All Rights Reserved.