

STORIES

10 Most Innovative startups in India that will rule in 2018 and beyond

by BIPLAB GHOSH on NOVEMBER 11, 2017 0 COMMENTS



Very few startups have the potential to become big businesses. There are also very few with innovative ideas. While we are seeing a multitude of startups springing up here and there, some of them are extremely kickass and have some cool and innovative ideas! With the passion to offer something innovative, young entrepreneurs are coming up with superb out-of-the-box ideas.

We compiled a list of promising and innovative startups in India that will rule in 2018 and beyond. We sided with younger, more obscure startups with big-time potential. All of them have fresh concepts with the potential to become industry leaders.

1. Tonbo

Tonbo is a supplier of advanced night-vision imaging systems to global military forces and defence agencies. Tonbo offers a suite of solutions for military surveillance, infrastructure security and transportation safety. Its imaging products and intellectual property cores are licensed to original equipment manufacturers and systems integrators to create finished equipment.



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Tonbo was founded by Arvind Lakshmi Kumar in 2012. Its growth is driven by increased demand from emerging markets that are looking to modernize their aging military equipment.

2. Uniphore

Uniphore, a 2012 MobiSparks company, was co-founded by Umesh Yadav and Ravi Saraogi and is head-quartered in IIT Madras Research Park, Chennai.

Uniphore's solutions extend the power of speech to revolutionize human-machine interaction allowing any software application to understand and respond to natural human speech. Their solutions for voice biometrics, virtual speech assistant and speech analytics aim to change the way enterprises engage their consumers, build loyalty and maintain a healthy bottom-line.

Uniphore has pioneered the development of integrated and smart speech-recognition applications and boasts a roster of high profile customers across many industries, including banking, insurance, BPOs, agriculture, lending/MFI, healthcare and government.

3. Parallel Dots

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Founded by Angam Parashar, Ankit Singh and Muktabh Mayank, **Parallel Dots** has a team of techies who are passionate about making life simpler for internet users.

Their algorithm automatically searches for the important events on themes matching the users' interest in the publishers archive and subsequently generates an interactive timeline of those themes on the publisher's webpage itself for the end-users.

Parallel Dots also recommends content to end-users and hence is bound to have strong competition.

4. Druva

Founded in 2008 by Jaspreet Singh, Milind Borate and Ramani Kothandaraman, **Druva's** solutions intelligently collect data and unify backup, disaster recovery, archival and governance capabilities onto a single, optimised data set.

Druva claims that its success is fueled partially by the rapid expansion of the data protection market, with market size expected to be \$28 billion in 2022 for both cloud-based and on-premises servers, in addition to the rapid cloud data protection and management adoption by Global 5000 organisations.

5. Unbxd

Founded by Sondur and Prashant Kumar, **Unbxd's** artificial intelligence (AI) powered plug-and-play solution enables online retailers to capture the 15-40% in revenue that is lost due to a poor product discovery experience. The platform delivers a customized experience to consumers resulting in better conversions. The company claims to power over 1.5 billion shopper interactions a month.

Unboxd revenue grew 400% in the past year, according to a statement by the company. It has also strengthened its customer portfolio by adding leading retailers, including Ashley HomeStore, Express and FreshDirect to its list of clients.

6. Julia Computing

Julia Computing was founded in May 2015 by former UIDAI executive Viral Shah, Jeff Bezanson, Stefan Karpinski, and MIT applied mathematics professor, Alan Edelman.

Julia provides the productivity and performance equivalent to five major programming languages including R, Python, MATLAB, C, and FORTRAN. It further provides a sophisticated compiler, distributed parallel execution, numerical accuracy, and an extensive library of fast mathematical functions.

To date, Julia is being used by a number of universities for teaching and research, and by businesses in areas as diverse as engineering, finance, and ecommerce, to name a few.

7. HackerEarth

HackerEarth was founded in 2013 and was in the inaugural batch at the GSF India accelerator program. Its initial service was Recruit, a service for vetting technical talent as part of the hiring process or internal company benchmarking. That service claims to have processed over one million applicants, and been used by the likes of Amazon for talent assessment purposes.

But HackerEarth was borne out of a desire to host hackathons and encourage participants and sponsors to get the most out of events. Last year, the company rekindled that focus on hacking when it introduced a second service — Sprint — which is targeted at corporate companies seeking fresh ideas or wanting a shot of innovation.

8. Whodat

Founded in 2013 by Kaushik Das and Sriram Ganesh, the Bengaluru-based **Whodat** provides augmented reality technology stack or software to other businesses for them to build an AR-based application or product feature.

Augmented reality or AR technology juxtaposes elements into a real scenario. For instance, while browsing furniture online on phone, AR technology can enable the user to know how the furniture will look in the customer's house, by projecting the product in its entirety and dimensions in the room.

9. Absentia

Absentia was founded in June 2015 by Shubham Mishra, Vrushali Prasade, and Harikrishna Valiyath, three third-year dropouts from BITS Pilani Goa Campus, with an aim to bridge the gap between existing e-content and virtual reality and extend that experience to everyone.

The company claims that Norah AI will be able to create new interactive content for various gaming experiences and types, including arcade games, casual games, puzzles, animation and graphics. It will essentially offer a neural network to content creators, where they'll be able to create games, GIFs and animations etc.

10. Flutura

Founded in 2012, by Krishnan Raman, Derick Jose and Srikanth Muralidhara, **Flutura** is a big data analytics solutions provider with a vision to transform operational outcomes by monetising machine data. It does so by triangulating economic impactful signals from fragmented data pools. The startup will use the funding for market expansion and to focus on deep industry expertise.

Flutura's flagship software platform, Cerebra, provides diagnostics and prognostics through machine learning and artificial intelligence, to unlock new business value for engineering and energy customers across the globe.



ABOUT AUTHOR

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Biplab lives his life around technology and is particularly keen to explore the intersection of technology and human behaviour. Always looking for new ideas, and ways that can make things simpler. He is a geek with the flair for travel and has great passion for music and theatres.

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