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Angels

India's First and the Largest Intelligent
Technology Platform for Investor Discovery

Investor recommendations for YNOS

generated on 13 April, 2021

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Summary

Report prepared on	: 13 April, 2021
Startup Classification	: Health-Tech
Group Classification	: Fitness & Wellness
Founded date	: 01 November, 2020
City	: Chennai

Investor Recommendations

Investor Name	AMIT TYAGI
About	Director - Engineering at HARMAN International. Dedicated and result oriented individual with 21+ years of strong product engineering & management experience. Demonstrated expertise in delivering projects on Cloud, Mobility, Analytics, and APIs driving Digital transformation. Equally balanced between engineering / technical skills and understanding business drivers, operational processes and revenue goals. Hands-on with ability to delegate right! Advanced ability to communicate and connect in Town Halls; focused presentation to executives; review with engineering leaders or customers. Ability to build relationship at all levels of organization. Strengths Digital Transformation Product Engineering Software Engineering Problem Solving Decision Making Keep calm in crisis Most Proud Of Digital Transformation of Betting & Gaming Enterprise in UK with new architecture, microservices, Cloud and Omni-channel. Turnaround of 2 years delayed Product development with release to market in 6 months Digital Transformation of Logistics Enterprise to create new avenues for monetization by Microservices based architecture revamp, Public APIs, Mobile Apps and IoT Building innovative suite of products for Zaasna based on vision of Customer centricity, Price prediction and single version of truth (Blockchain). Involved from Product management to Sales to Marketing to Coding.
Age	45 years
City	Bengaluru
Average round investment	₹10.42 Million
No. of investments	2
Average start-up age at the time of investment	1 year, 1 month
Connect at	https://www.linkedin.com/in/amittyagi/
Start-ups invested	<ul style="list-style-type: none">IESOFT TECHNOLOGIES, HyderabadPRICEJUGAAD
Co-investors in 2 or fewer start-ups	<ul style="list-style-type: none">SANDEEP ACHARYA

Investor Name**Shamik Sharma****About**

Unique mix of deep and broad technical expertise, product design, and business experience- Have gone through the full product/organization life cycle multiple times - raising capital, building products and teams, designing and operating solutions for consumers and enterprises, exits. Have scaled organizations and processes from small founding teams to large specialized teams. Large company as well as startup experience. Have recruited talent to build big teams in short periods. Managed geographically distributed teams. Know how to institute development processes that are appropriate for the business situation. Love working with scrappy teams building cutting-edge products. Domain experience in consumer internet (e-commerce, marketplaces, digital advertising, gaming, social networks), enterprise software (security, retail supply-chain management) as well as consumer electronics (cameras) and fashion. Specialties: Technology related to web services, social networks, digital advertising, marketplace businesses, e-commerce, supply-chain, ad-networks, SaaS, SOA, security, distributed systems, fashion, consumer hardware.

Age

52 years

City

Bengaluru

Average round investment

₹45.00 Million

No. of investments

1

Average start-up age at the time of investment

1 year, 2 months

Connect at<https://www.linkedin.com/in/shamiksharma/>**Start-ups invested**

- **HUSH, Bengaluru**

Investor Name**Shanti Mohan****About**

Entrepreneur and Angel investor with a passion to make a difference. Strong operation and people management experience, with technical and hands-on experience in Product Design, Development and Deployment of solutions. Experience in diverse roles - Strategy, Product concept definition along with driving customer focus groups and market research, Program Management across cross functional teams and People and Project Management. Specialties: Entrepreneurship, working with startups, Angel investing basics, Incubating teams and defining a framework for successful execution.

Age

53 years

City

Bengaluru

No. of investments

1

Average start-up age at the time of investment

0 years, 7 months

Connect at<https://www.linkedin.com/in/shantimohan92/>**Start-ups invested**

- **MITRONTV, Bengaluru**

Investor Name	Pankaj Kankar
About	<p>A passionate, hands-on and multi-faceted technology and product executive with a unique proven experience combining large scale Products development, product strategy and Research. In my 19+ years career including 5+ years in research labs, I have attained exposure of building Technology and Product organisations, Scalable systems, Products, and Processes from scratch, delivering results across rapidly growing Start-ups & large MNCs in both enterprise & consumer space. With proven experience in architecting large scale software systems with complex performance & availability requirements, I have delivered innovative products & solutions across various domains. As a leader I build & develop winning teams, including next generation of leaders for the company. I am deft at engaging decision makers, devising winning strategies/solutions, and managing change within fast-paced, high-pressure environments using experience-backed judgment, strong work-ethics, and irreproachable integrity. Key Highlights:- Built system handling >1 million events/sec and terabytes of data per day- Built and led engineering & product organizations (100+ FTEs) consisting of R&D, QA, Product & Program Management, UX, Data Science, Technical operations, and IT- Conceptualised & defined innovative products turning into USD multi-million product lines- Empowering approach that creates culture of innovation and ownership with operational excellence- 10 patents and several research papers in top rated international conferences & journals Key Skills and Competencies: Large scale software development, Technology & Architecture, Building engineering & product organizations, Agile methodologies, Research & IP Management, Product Ideation & Product management, Technical operations Technology and Domain Experience: Big data analytics, Large scale internet systems, High Availability Middleware, E-commerce, Text Mining, System software.</p>
Age	49 years
No. of investments	1
Average start-up age at the time of investment	3 years, 9 months
Connect at	https://www.linkedin.com/in/pkankar/
Start-ups invested	<ul style="list-style-type: none"> • JOSH TALKS, Gurugram
Co-investors in 2 or fewer start-ups	<ul style="list-style-type: none"> • Amit Santosh Gupta • Apurva Chamaria • Mathruthotham Rathnagirish • Rohit Chanana • Sunny Nagpal

Investor Name	APURVA DALAL
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About Head of engineering for Uber in India Technologist with global leadership experience at UrbanLadder, Google,eBay, Komli & WebMD.Built software products in areas of e-commerce, search, enterprise cloud computing, Ads.Responsible for starting and building Google's India development center in Hyderabad.Led e-commerce platform for UrbanLadder.com with focus on 3D/Visualization tech, personalization and supply chain.Led building of digital ad tech platform for Komli Media.Investor/Advisor for startups including Snapshop.20 plus years of product development experience.My specialities are:Building and scaling product development organizations from zero to hundreds of talented engineers.Experience with tech stalwarts like Google,eBay as well as startups like Komli Media,Healthon / WebMD.Hands-on technical competence required to build Scalable Distributed systems,Big Data,Data sciences,Analytics systems and Machine learning.Distributed engineering expertis:Delivery of many end to end world class products with distributed teams in USA and India (offshore India development center).

City Bengaluru

No. of investments 1

Average start-up age at the time of investment 1 year, 8 months

Connect at <https://www.linkedin.com/in/apurvadalal/>

Start-ups invested

- [SNAPSHOTR, Hyderabad](#)

Co-investors in 2 or fewer start-ups

- [AMOD MALVIYA](#)
- [BRAGADISH SURESHKUMAR](#)
- [PALLAV NADHANI](#)
- [SAMEER NIGAM](#)
- [SANAT RAO](#)
- [SARAN CHATTERJEE](#)

Investor Name [Ashish Agrawal](#)

About Chief Technology and Product Officer.Experienced Leader with strong business and technical skills. Managed multiple teams with global impact on both technology and business. Built strong teams for several products from ground up both in US and remotely in India by hiring the best of breed talent to deliver innovative products.Launched high visibility external facing web products from inception to deployment.Filed several patents in the areas of web services, personalization, search and payments with over 15 approved Patents. Specialties: Mobile/ wireless technologies, Location Based services, Large Scale Distributed Systems, Payments Business, E-Commerce, Web Services, Media Technology, Image processing and PAMI [Pattern Analysis and Machine Intelligence].

No. of investments 1

Average start-up age at the time of investment 1 year, 3 months

Connect at <https://www.linkedin.com/in/ashagrawal/>

Start-ups invested

- [VIDEOKEN INC., Bengaluru](#)

Co-investors in 2 or fewer start-ups

- [Ajay Lavakare](#)

- VISHAL GONDAL
- Vijay Shekhar Sharma

Follow on investors

- AJAI CHOWDHRY
- ASHISH GUPTA
- Alok Goyal
- Rajiv Chandrakant Mody
- Sunil Kalra
- VINEET KUMAR SINGH
- VISHAL GONDAL

Investor Name	Sachin Arora
About	Proven Technology Leader, Strong Experience in Software Product Development & Customer Experience - 15+ years of overall experience. Member of the Myntra leadership team from start - initially as the CTO and then Chief Customer Experience Officer. Deep expertise in e-commerce as well as enterprise software development. Built multiple high performance engineering orgs - Trilogy, Myntra, BankBazaar and Amazon.
Age	43 years
City	Gurugram
No. of investments	1
Average start-up age at the time of investment	1 year, 0 months
Connect at	https://www.linkedin.com/in/sacharora/
Start-ups invested	<ul style="list-style-type: none"> • CHQBOOK, Delhi
Co-investors in 2 or fewer start-ups	<ul style="list-style-type: none"> • Amit Manocha

Investor Name	ANAND KALLUGADDE
About	Member of Indian Angles. Founded NeoBytes,merged with SakhaTech after 10 years of exciting and successful journey.Now I work as investor and adviser to many start-ups.Ananda began his career in technical and then moved on as a management consultant with Earnst&Young USA,where he led large scale IT and business transformation projects with direct P&L responsibilities. Since 2007,he has been involved with the India based startups including the companies with the social impacts.He is an active Investor,currently in leadership and advisory roles for multiple US and India based start-ups.He holds B.Tech degree from Karnataka Regional Engineering college (now NIIT Surathkal) in Computer Science engineering.
Age	48 years
City	Bengaluru
Average round investment	₹168.06 Million
No. of investments	2
Average start-up age at the time of investment	0 years, 10 months

Connect at

<https://www.linkedin.com/in/ananda-kallugadde-306ab21/>

Start-ups invested

- [KLEVERKID, Delhi](#)
- [MYGUBBI, Bengaluru](#)

Co-investors in 2 or fewer start-ups

- [MAINA SAHI](#)
- [RAJESH MURTHY](#)
- [SUNIL KAUL](#)

For any details log on to <https://www.ynos.in/>

The seven golden rules for attracting investment

Now that you have got the recommended investors from Angels, you would not want to wait any longer to dash off that quick message or a make a call to the list of prospective investors. But before you do that, we should be aware of these seven golden rules for fundraising. Why seven, you may ask? We think seven is a magical number. It is the largest single digit prime. There are seven days in a week. Seven habits of highly effective people. Seven wonders of the ancient world. Seven hills. Seven Horcruxes of Voldemort. The list can go on.

In the same vein, the seven golden rules that we describe here captures the very essence of how fundraising works. Reflect on these and make it part of your entrepreneurial DNA. Not only would it increase the chances of fundraising, but it would also help you to calibrate your expectations to reality – thus avoiding the needless frustrations because of mismatch in expectations.

1. **TRUST IS THE CORNERSTONE OF INVESTMENT.** We must constantly remind ourselves that investors are parting with their hard-earned money while investing in the venture. All things being acceptable to the investor, they look for the trust factor before making the investment. Trust cannot be demanded; it must be earned. Demonstrate that you will handle investors' capital with the same care that you would handle your own money
2. **THE BEST WAY TO GET INVESTMENT IS BY NOT ASKING FOR IT.** Don't ask for the cheque the very first time you meet a prospective investor. Send details of the venture, brochure, website, and so on and ask for their feedback. Let them warm up to your story. Make an offer of doing a demo to them. Make them adequately interested in your story. Soon, they would express an interest to invest in your venture. Go for the kill then
3. **INVESTORS ARE NOT IN A HURRY. YOU ARE.** Angels are not full-time venture investors. They make an investment when a good proposal comes their way. They need to be given time to align themselves and get convinced. Hustling them to decide quickly can raise suspicions, which can further slow down or derail the process. Once the process derails, it is a herculean task to bring it back on track. Investors may not dance to the tune of pied piper
4. **PLAN YOUR FUNDRAISING EARLY.** Remember Murphy's Third Law: Everything takes longer than you think it will. There can't be a better proof of this than the fundraising exercise. Target four months, but internally be prepared for six to eight months for the funds to hit your bank account. When you read that someone has raised their funding round over dinner, take it with a pinch of salt. It rarely happens, unless perhaps the investor is the father of the founder. As they say, the best time to start raising capital is when you do not need it
5. **TARGETING YOUR INVESTORS SMARTLY.** There are three broad approaches in identifying investors. First, is to list the start-up in various investment platforms available – allowing investors to find you. It is like praying. Investors are not God, and praying does not help. Second, is to proactively send emails to investors explaining how your venture is the best thing to happen since sliced bread. That's spraying and praying. The result might not be very different either. Third is the smart targeting approach that we adopt in Angels. Identify and pursue investors that are most

suited for your venture. This approach would require more effort – that is for sure, but whoever said fundraising is easy?

6. **BE PREPARED.** The motto of Boy Scouts movement holds good in various instances of life. Fund-raising is one such. Before you start approaching investors, please be ready to create an impression. Off-colour business plans or presentations might show the venture in poor light. The panel of experts at YNOS would be glad to help you to put together a robust and comprehensive deck. The contents of the deck must be compelling. Aesthetics is important too; however, it only takes so far but no further.
7. **REFERENCES ARE THE DOOR OPENERS.** Investors are in demand. They receive several investment proposals. Investors tend to hit the delete button on emails or requests from an unknown person. Therefore, reach out to the investors through a reference. In the connected world that we live-in today, it is easy to find a common connection through LinkedIn or other social media pages. Use such common connections to get an introduction before directly writing to the prospective investors. If a reference is not possible, try and have a quick in-person meeting at conferences or events that they attend before sending out that email. A face to the name is always better.

Maximizing your success from Angels

We give below some tips to help you to leverage the results of Angels to the fullest.

1. The investor recommendations from Angels are not like the messages that you get in some WhatsApp groups, to be quickly scrolled through, expecting the next message to be more relevant. In Angels, the investor with the highest matching score comes at the top, and not at the end (unless you customize the listing that way). By the way, Angels investor recommendations are serious stuff. Just because, we give the recommendations in a jiffy does not mean that you scroll the entire list in the same speed. Reflect on each and every investor in the recommendation list. Closely analyse the companies they have invested so that you can pitch your start-up accordingly
2. Every investor recommendation contains a lot of information, which together gives extremely valuable insights about their investment preferences. Understand their investment thesis. For example, where applicable, Angels gives the consolidated list of investors who have invested together along with the recommended investor. Remember, there is a popular saying: "Tell me your friends and I'll tell you who you are." Knowing who else the investor has invested along with, tells a lot about the investor.
3. Angels also gives the list of investors who have invested in subsequent rounds after the investment made by the recommended investor. This gives an indication of the ability of the recommended investor to facilitate and obtain investment from other investors in future rounds
4. Use the bookmark feature to shortlist your preferred list of investors from the recommended list for detailed review at a later stage. Bookmarking would also help you to save your preferred investors for easy access later, should there be any change in the list of recommended investors at a later stage based on additional information availability
5. The default presentation of Angles investor recommendations is based on the match score. However, you can choose to display the investors based on other parameters as well, such as the number of investments made, average round investment size, proximity, and so on
6. Clicking on the **Connect** button will in most circumstances take you to the LinkedIn profile page of the investor. Among different forms of social media, LinkedIn has emerged as the pre-eminent channel for professional contact. Reaching out through LinkedIn instead of sending an email helps the prospective investor to know more about you (through your network of contacts, your posts, groups, and so on)
7. In fact, it would be preferable if you can route your connection request through a common connection between you and the prospective investor

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8. Investors are not obliged to respond to your connection requests or your messages. If none of your entreaties are being responded to, best would be to move on to the next investor. Choice of investor is like choosing a bride or groom. You should always prefer to choose an investor who likes you and your venture, rather than running behind an indifferent investor
 9. Requesting for investment in the first connection request itself is a certainty for disaster. Approach investors with finesse. Request to be connected first. If your connection request is accepted, engage them on your start-up story by asking for their feedback. In fact, their feedback is a certain giveaway on how convinced they are with the business proposition of your start-up
 10. Fund raising is a long-drawn process. It takes several weeks, if not months to complete the process. Angels helps to significantly shorten the time taken for investor identification. However, as founders, you still have to do the brunt of the work of contacting and convincing the investors
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About Angels

Angels is a unique offering from YNOS which helps early stage entrepreneurs to identify the right investors using a scientific and systematic approach. The Angels investor recommendations are based on basket of factors that influence decision making by angel investors. Fund raising is a very lengthy process and founders are expected to be fully involved in the process. Much of the time consumed in the fund-raising process is in identifying the right investor. Angels helps to save a significant amount of time in quickly identifying the most appropriate investors.


About YNOS

YNOS Venture Engine, has been founded with the objective of transforming and creating efficiencies in the start-up and innovation ecosystem in India. The YNOS platform leverages technology, advanced data sciences techniques and marker analytics to provide customized insights and recommendations to start-up founders, venture investors, and prospective as well as existing entrepreneurs. The offerings of YNOS are based on the insights obtained from a decade of research on the Indian venture and start-up industry. The mission of YNOS is to enhance the success of start-ups and early stage ventures. YNOS Venture Engine is incubated by the IIT Madras Incubation Cell.

Contact

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