



Start-up Informed. Start-up Smart.

Solutions for the entrepreneurial pain points.

 Angels

 VCs

 Insight

 Verve

 Startups

 Delphi™

 Clarity

 Consult

 IP Engine™

 Incubators

Key challenges across the life cycle of early stage ventures



1 Pitching to Investors

2 Understanding the Start-up landscape

3 Venture Valuation

4 Getting investment ready

5 Access to credible subject matter experts

6 Fund Raising

7 Leveraging Intellectual Property

YNOS provides unique and effective solutions to address these challenges.

420+ start-ups and **50+** inventors have benefitted from YNOS. We look forward to welcoming you on board!

Pitching to Angels.

Don't know where to start?

Or whom you should be talking to?



It is common knowledge that investors would like to see as many deals as possible, before they make up their minds to invest. In general, the probability of getting rejected by an investor is more than 95 percent. As an entrepreneur, it is in your interest to complete the funding as quickly as possible, and by pitching to as few investors as possible.

With the growth rate of investors being more than 200 percent, the conventional methods of identifying investors are no longer adequate.

The solution is Angels. A scientific and systematic approach to identifying investors.

Angels

Choose **Angels**. Identify the most suitable investors to pitch to. Reduce the frustration in connecting to the right investor.

Features

- Angels combines a powerful search tool along with intuitive filters to identify the list of investors that meet the requirements of founders. Filtering criteria are based on the investors' investment track-record as well as demographic parameters
- Uses deep technology tools and frameworks to recommend suitable investors for the start-up
- Helps to increase the efficiency and shorten the process of fundraising. Eliminates the frustrating and unproductive meetings
- Provides a comprehensive profile of the Investors that enables founders to be well prepared while making a pitch at investor funding meetings

Highlights

4900+ angel investors on Angels

Readily available information to connect with the investor

My Recommendations feature provides a head-start to entrepreneurs who are unfamiliar with the process of identifying the right investor

Pitching to VCs.

How to shortlist a handful of VCs and funds from the hundreds that invest in Indian start-ups?



Capital is critical for start-ups. Unicorns cannot be created just by hard work. Funding sources that young start-ups can turn to meet their capital or fund requirements would be venture capital firms and other seed funding sources such as angel networks. Finding the right set of VCs to approach for funding is a key imperative for start-up founders.

VCs from YNOS helps start-up founders to approach fund raising from Venture Capitalists in a more systematic manner by reducing the element of chance and providing a greater degree of control and certainty in the hands of an Indian entrepreneur.



The most advanced Intelligence platform to identify suitable and relevant **VCs** for your start-up.

Features

- Deep technology tools help to quickly analyse Venture Capitalist and early-stage funding landscape in India
- Intuitive filters on multiple parameters to quickly identify the set of VCs that satisfy different criteria

- Phenomenal time saving for Indian entrepreneurs

All decisive information about VC, angel networks and seed funds at one place

The solution developed brings to the fore several years of research experience in such a way so as to directly benefit the user

Highlights

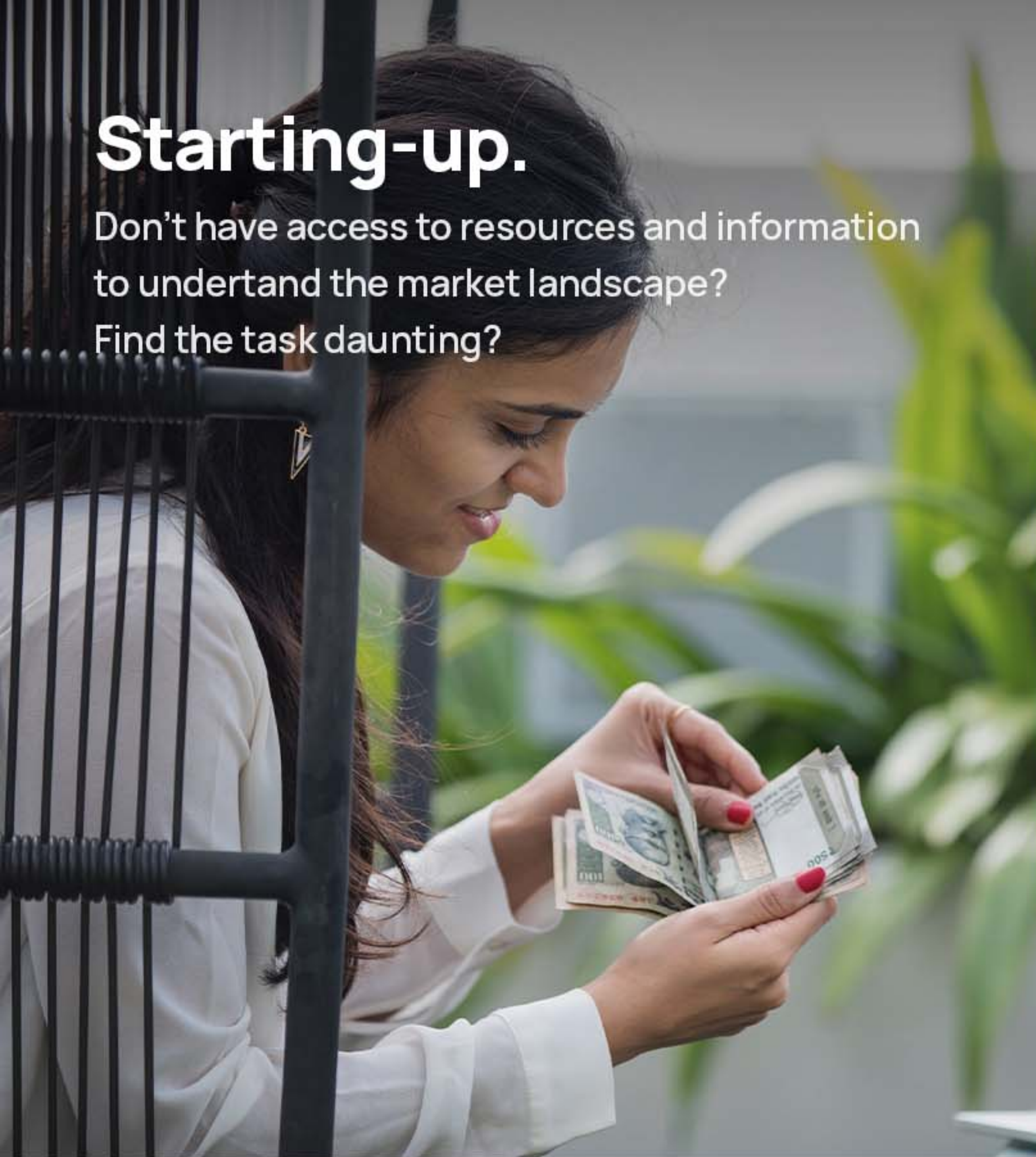
Analyse **1245+** VCs, funds and angel networks at the click of a mouse

Provides **comprehensive information** on each VC such as the number of start-ups supported, average age of the start-up at the time of investment, size of the funding round, co-investors in the round, and so on

Lists the **focus areas** of existing start-ups funded by the VC

Starting-up.

Don't have access to resources and information to understand the market landscape?
Find the task daunting?



Being aware of the market landscape is imperative for being successful in a competitive environment. More so in the case of start-ups. Regrettably, information about early stage start-ups in India is very amorphous. This compels the early stage entrepreneurs to either deploy their scarce resources to get more information or make decisions with incomplete and inaccurate information. Fortunately, YNOS offers a tool named Insight to address this lacuna.

Insight provides valuable information on the market landscape for early stage ventures. Helps entrepreneurs to overcome their resource and information constraints and make critical business decisions.

Insight

Pick **Insight**. Customized intelligence on the market landscape. Helps to make informed strategic decisions.

Features

- Customized dashboard of the start-up landscape on competition, valuation trends, business models, and so on
- Provides actionable insights that are relevant for the entrepreneur
- Advanced machine learning algorithms helps to quickly identify similar start-ups
- Discerning information at a click of the mouse. Start-ups need not feel constrained about lack of access to quality information
- Dashboard based on validated and regularly updated data

Highlights

Insights based on

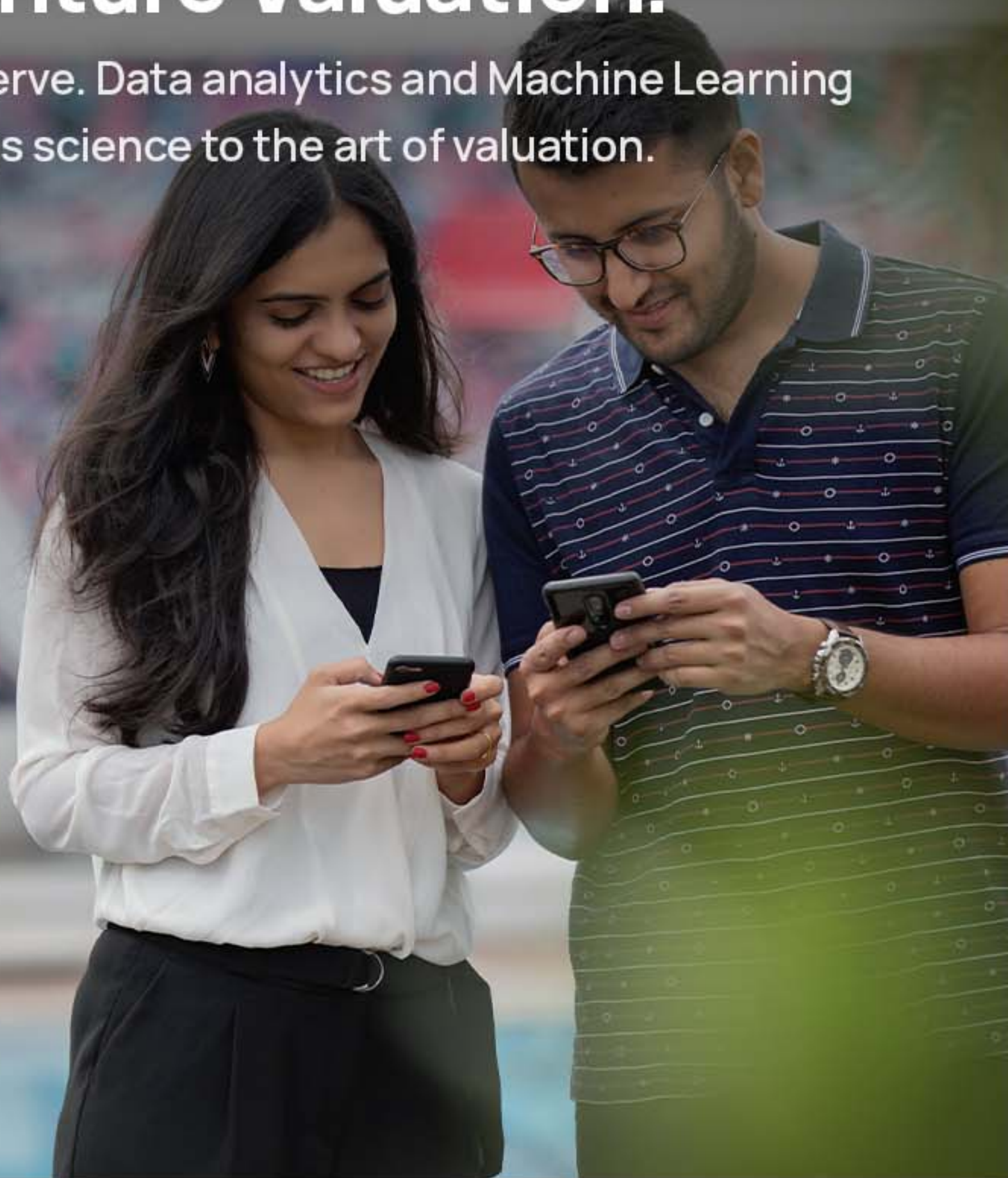
- 280,000+ start-ups
- 1955+ funding rounds
- 4400+ founders
- 2250+ angel investors
- 530+ incubators and accelerators
- 320+ venture funds

Identify similar start-ups

Focus on companies set up within the last 4 years

Venture Valuation.

Go Verve. Data analytics and Machine Learning brings science to the art of valuation.



Valuation is at the heart any investment. After all the sweat and equity, no one would want to leave too much money on the table. At the same time, it is important not to be seen as unreasonable. Verve provides an estimate of the venture valuation based on the prevailing market conditions.

There are severe limitations to the use of conventional discounted cash flow approaches for valuation of early stage start-ups. Verve brings together a fresh approach for start-up valuation, one that combines heuristics and analytics to turn the art of valuation to science.



Go **Verve**. Data analytics and Machine Learning brings science to the art of valuation.

Features

- Proprietary model developed using validated data
- Results backed up by more than a decade worth of research
- Uses advanced data science and technical tools to estimate the valuation
- Rigorously tested to ensure reliable results
- Identify your position in the start-up landscape and get insights to increase the start-up valuation

Highlights

Model based on 5-year investment data comprising

- 280,000+ start-ups
- 1955+ funding rounds
- 4400+ founders
- 2250+ angel investors
- 530+ incubators and accelerators
- 320+ venture funds

Test results highlights the high predictive power of the model

Get **recommendations** to enhance valuation

Industry Leader Speak



Dr. Tamaswati Ghosh

*Chief Executive Officer,
IIT Madras Incubation Cell*

“

As one of India's leading incubators with over 140 of deep-tech start-ups we are keenly aware of the challenges faced by early stage technology entrepreneurs, especially in raising investment and finding matched mentors. Services offered by YNOS are addressing some of these critical issues and I am confident that they will create a strong impact on the entrepreneurial ecosystem in this country.



R. Ramaraj

*Active Angel Investor and
Advisor, Elevar Equity*

“

Despite being most vibrant, navigating the entrepreneurial ecosystem continues to be a challenge for the early stage entrepreneurs in India. Starting with the competitive landscape and investor matching, the services and offerings of YNOS can significantly help young entrepreneurs in building their ventures. The offerings leverage insights from several years of research on Indian venture industry and use of data sciences tools and techniques.



Keyoor Purani

*Professor, IIM Kozhikode;
Executive Director IIMK Live*

“

Several among our portfolio of close to 40 startups have benefitted from the YNOS Venture Engine – Online Valuation Platform Partner of IIMK Live. YNOS is found very useful by our early stage startups to prepare for funding and for deal negotiations with investors as it is simple and provides reasonable, realistic preliminary estimates very quickly.

IIMK Live has benefitted from the association with YNOS in several ways and our startups have benefited from interacting with the founder of YNOS Prof Thillai Rajan who has vast experience and research in the venture investment fields. With YNOS platform, IIMK Live has been able to provide its startups the connections and linkages with the potential investors as well. I feel that YNOS is a must have platform for business incubators that aim at providing their start-ups a comprehensive support.

Identify Right.

Do you need to scan the start-up landscape as an investor, investment banker, thought leader, service provider, or an entrepreneur? Do it the smart and intelligent way.



Startups

Identify high potential early stage Start-ups. The Intelligent Technology Platform to scan the start-up landscape with speed and ease.

Features

- Exhaustive collection of early stage start-ups across sectors.
- Provides a holistic perspective of start-ups comprising details of founders, investors, supporting institutions, and much more.
- Ability to prospect high potential start-ups much ahead of time before it appears on the radar of other tracking platforms
- Advanced search tools that combines the power of both fuzzy as well as semantic search. Coupled with the intuitive screening filters, the platform provides the most efficient way to scan the start-up landscape
- Individual as well as composite education and experience scores of founders computed based on proprietary methods helps in quick identification

With the right tools, even finding a needle in a haystack becomes a simple task. India is one of the largest and fastest growing start-up economies globally. If you are an investor, investment banker, thought leader, service provider or entrepreneur, identifying the right start-up to invest, engage or partner with from the tens of thousands of ventures can be a very time consuming and frustrating process. Startups from YNOS transforms this experience into a delightful exercise with powerful search features and intuitive filters.

Highlights

Identify from close to 70,000 start-ups. One of the largest collections of early stage start-ups and continuously growing

Tremendous saving in time and effort to identify and compare start-ups. Numerous ways to shortlist and scan start-ups based on customized search criteria and filters

Curated data from multiple sources provide an integrated profile of start-ups for efficient screening

Ability to identify high potential start-ups even while they are a distant speck on the horizon

Expert opinion.

Looking for a credible expert to strengthen the innovation behind the venture?
Or help with technical validation?



Explore **Delphi**. Engage with the brilliant and the brightest minds to fortify your innovation.

Features

- Consult with top subject matter experts in the area to strengthen or validate the technical component behind innovation
- An intensive 60-75 min one-on-one session with the expert, enabling a deep dive on critical issues
- User friendly interface to find the best suited technical expert
- Top experts from different domain specialties in a single platform
- Interactions would be facilitated by the YNOS team to ensure prompt and smooth response from the experts
- Nominal pricing to ensure affordability for aspiring entrepreneurs, early stage start-ups

Deep Tech start-ups are a different ball game altogether. The expertise for getting scientific and technological queries addressed to do things the right way, the first time can be very frustrating for innovators and early stage entrepreneurs. When stakes are high, it is important to get reliable advice.

Delphi is there to assist. Delphi is a global, first of its kind platform, that provides easy access to top notch scientists and researchers. Innovators and entrepreneurs can use the Delphi platform to identify and engage with the relevant subject matter specialists.

Highlights

The **strength** of Delphi platform

- 330+ scientific and technical experts
- 1000+ domain specializations
- 32 institutes
- 27 cities

Constantly updated with a growing pool of experts from

- Indian Institute of Technology Madras
- Birla Institute of Technology and Science, Pilani
- Central Food Technological Research Institute, Mysore
- Indian Institute of Science Education and Research, Pune

User Speak



Dhamodaran Ramakrishnan

*Co-Founder & CEO,
WOW Laddus Private Limited*

“

I have taken the services of YNOS and found it very useful for the first time Start-up aspirants. I found INSIGHT extremely useful, it gives us the Start-up landscape industry-wise, which is very unique in India. Also, I have availed their services “Discover” and “Clarity” and found them very relevant. Prof. Thillai personally guides us through after each interaction of any of their services. It is a powerful set of offerings, very contextual for India. I strongly recommend new entrepreneurs to sign-up for a comprehensive offering, the returns will be several folds and long lasting.



Alex Chandran

*Founder,
Ethnic India Design, Chennai*

“

A significant amount of time is spent on understanding the investor's worldview and their preferences; It's imperative for entrepreneurs accelerate this learning curve with insider knowledge of the ecosystem. Services of YNOS Venture Engine Make that possible. YNOS Venture Engine offers the whole gamut of services Workshops, 1 X1 Meeting, to Match Making with the right set of investors at an extremely affordable price point. All these services will enable Entrepreneurs to make an informed decision while raising capital.



M Subbramanian

*Founder,
Balanetra Technologies*

“

YNOS is a credible platform for Indian startups catering for their need on capital requirement and technical support. Prof. Thillai Rajan, with his vast knowledge and exposure, provide a reliable platform for the Start-ups. YNOS constantly improves their offering with good insights that provides a great solution.”



Meera Siva

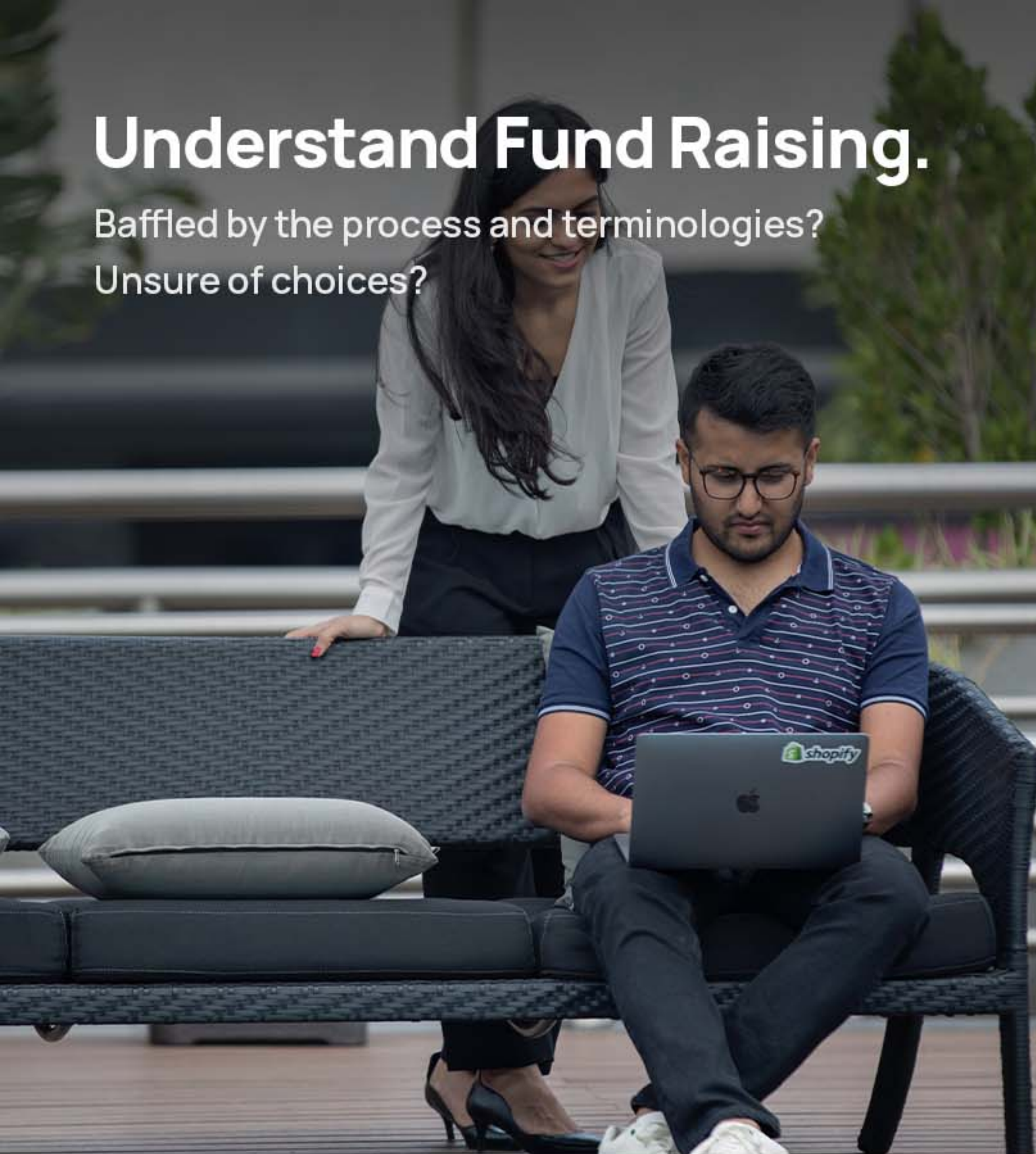
*Co-founder,
RaNa Investment Advisors, Chennai*

“

I used YNOS's service for angel investor recommendation. I got an interesting set of potentials list, with the profile of the investors. The offering is very attractively priced for start-ups who are cash-strapped.

Understand Fund Raising.

Baffled by the process and terminologies?
Unsure of choices?



Join the **Clarity** Program. Understand the nuances of start-up fund raising. Make informed decisions.

Features

- Clarity is a customized path breaking and high impact program designed especially for young and energetic entrepreneurs
- Top-notch award-winning faculty
- Very affordable pricing ensures high return on investment
- Help the entrepreneurs to understand the nuances of startup financing. Startup founders will emerge more confident to craft their funding strategy
- Short duration programs that minimizes time away from business

Fund raising can be a bit overwhelming for entrepreneurs from non-finance backgrounds. The new terminologies, the alternatives that exist, and long-term impact of the choices made today, are an unknown territory for most entrepreneurs.

Most rely on trusted advisors in making the correct decisions. But with first-hand knowledge on critical activities such as fund raising, the easier it is to leverage the expertise of advisors.

Highlights

500+ participants have benefitted from the program

Programs conducted in various institutions at different cities - Chennai, Bhopal, Coimbatore, Kozhikode, Udaipur, Hyderabad, Trivandrum

Participating institutes

- IIM Kozhikode
- iTIC, IIT Hyderabad
- IIT Madras Incubation Cell
- Kerala Startup Mission
- IES University
- IIM Udaipur
- Crescent Innovation and Incubation Council
- Nanayam Vikatan Publications
- Samanvay, Department of Management Studies, IIT Madras
- IIT Madras Alumni Association
- TiE Chennai

Brilliant Idea.

But worried about execution?
Or pitching it right to the investor?



Consult with our experts. Sharpen your strategy and value proposition. Get investment ready in double quick time.

Features

- Consult gives an opportunity to have a 60 – 75-minute-long in-depth one-on-one meeting with an expert of your choice
- All aspects of the meeting including coordination and setting up a time slot will be done by YNOS
- Strengthen the investment pitch and value proposition while also sharpening the business strategy, operations, and service offerings
- Intensive discussions to enable a deep dive on critical issues
- Written summary and feedback at the end of the session

Entrepreneurs have excellent ideas. However, the biggest challenge is that, they are not in a form that can attract the attention of investors. Before it can be presented to investors, it is imperative that the main ideas and value proposition are restructured to make it a compelling story for the investors. YNOS panel of experts have years of experience in working with start-ups. Therefore, whether it is strengthening your investment pitch and value proposition, or sharpening your strategy and offerings, our experts can help.

Highlights

18 consultants, 5 cities

Tracks

- Business Plans
- Funding
- Technology
- Legal

Industries

- Manufacturing
- FinTech
- Retail
- Hospitality & Healthcare
- Hyperlocal & Logistics
- Procurement

Business Strategy and Operation

- Business intelligence
- Product management
- Sales & Marketing
- Automation

Intellectual Property.

You want to acquire or license, but don't know where to start?



Innovation is the bedrock of modern businesses. Start-ups or for that matter businesses of any size, are likely to perish quickly if the innovation quotient is low. IPs not only help to protect innovation, but also help in implementing innovation profitably.

The developments in Science and Technology has led to an abundance of opportunities that can be addressed using Intellectual Property. However, businesses face significant challenges in identifying the relevant IP and connecting with the inventor or the IP owner.

Not anymore. IP Engine is here to assist.



IP Engine can help. The Premier Marketplace for IP.

Features

- IP Engine is a one stop shop for all forms of IP owned by different institutions and inventors
- Shortlisted IPs can be bookmarked for detailed review later
- Eliminates the need to search multiple repositories for identifying the relevant IP
- YNOS Support available all the way through from identification to connecting to licensing the IP from the inventor or owner
- The intelligent semantic search makes the process of searching for the relevant IP much simpler and easier

Highlights

510+ patents registered from **50+** inventors

6 industry categories, **16** sectors

Intelligent Search Engine

Start-to-Finish support

Identify Right Incubator.

Looking for critical nurturance and support? Or need comprehensive information on Incubator?



Incubators

Need to partner with the right incubator? Go for Incubators! Compare and identify the right incubator and accelerator for your start-up.

Features

- 590 incubation centers across India including their respective incubatees all in one place.
- Provides list of incubators in India with relevant and verified information covering a wide range of fields, and categorized keeping in mind the objective of the incubator.
- Intuitive filters to quickly analyse the incubator and accelerator landscape in India at a click of the mouse.
- Presents macro and micro information about incubators right from their resources, services, networking, mentoring and assistance till their successful outcomes.
- Broad listing of prominent incubators in diversified fields with a list of successful start-ups under each one of them

ynos

The initial few months after the incorporation of a company is full of hurdles and uncertainties. It is a crucial period for start-ups; and incubators play an important role in the journey by bridging the entrepreneurial drive of start-ups with the available resources in the entire entrepreneurial process, thereby increasing their survival rates. However, it is challenging to identify the right incubator/accelerator to match one's requirement parameters. Incubators platform from YNOS helps start-up founders to compare, and screen from a large database of incubators and accelerators in India and identify the one that is most suitable.

Highlights

Scan from close to 600 Incubators from the largest database of Incubators and accelerators in India

Immense saving of time and effort to identify the right incubator to partner with

Access to all critical information about the incubators in one place

Numerous filters enable easy scanning, comparing and shortlisting of incubators based on various search parameters

Clarity on focus areas of existing start-ups supported by the incubator

www.ynos.in

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 market analytics to provide customized insights and recommendations to start-up founders, venture investors, innovators and other stake holders of the start-up and innovation eco system.

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.



Our Key Customers and Partners



and many more

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