

## Basics of Launching a Startup

In our first edition of 'Mobile App Technology Report 2018', we present to you an insight into the Startups space, with a key focus on digital marketing trends. In the past decade, we have seen the rebirth of the startup ecosystem with a more sustainable business model in the form of venture capital. Driven by factors such as availability of funding, consolidation activities by a number of firms, evolving technology space and a burgeoning demand within the domestic market has led to the emergence of startups.



# Who to Hire?

## Offshore team

If you are tight on budget you can hire an offshore team in countries such as India, Russia or South America. The average wage there is cheaper and freelancer platforms make it easy to find the relevant people. It's a great option if you find the right team. Thoroughly check for portfolio and make sure they have a great eye for design and work on MEAN stack architecture. Also look for a local representative and on sight implementation and support post launch.

## Technical Co-founder

If you have a friend who is a developer and you both decide to found a startup, congrats! You just created an ideal team. If you don't, be prepared to go the extra mile.

## Freelancer

You can hire a freelancer or a student. For students, expect them to work much slower pace. It's best to search for teams that have a designer and a developer - both skills are very different: design is creative and development is analytical. Local freelancers will cost you more. For example, if you hire a front-end developer and a back-end developer both working 40 hours a week, and a designer working 20 hours a week, all at \$50-100 per hour, the total 1 week of work will end up between \$5000 - \$10,000. On average, expect 10+ weeks. A tech-savvy friend may do this kind of work for cheap.

## Dev Shop

A developer shop will provide you with a team - that's not just a couple of developers but a much bigger team that makes everything operate. In addition to developers, a team will include one or more designers and a product manager. Search for one with a great portfolio composed of more than just simple apps.

## Make sure you have some servers and backend support

If your app depends on a web server to save your users information, it should cost you approximately \$200 a month for the support and maintenance that comes with the server.

## Have the right amount of customer service

Some of the foremost websites got to where they are thanks to their amazing customer service. It is believed that good customer service helps apps grow faster than amazing designs. If you are looking to have an all-round service team so your customers always have someone waiting at the other end of the phone, set up an 18x6 offshore customer support team. This comprises of 3 people working 18 hour shifts for 6 days a week and make sure they can guarantee 100% uptime. This would only cost you about \$3000 per month.

**B**efore you begin a project with an offshore team, go through a few steps to make sure this is the right team for your requirement. Once you start working with them, you begin investing time and funds into the project so it's best to cover your bases from the get go.

## THE COMPANY

You have to do your research to make sure you know whether you are dealing with a bunch of individuals or freelancers or an actual registered company. Further, make sure these guys know what they are doing, research further to see if they were in the news or if they have received any awards in the tech scene for their work.

## TECHNOLOGIES

Most of the technologies beinworked on are way passed their expiration date and will have to be refreshed soon. There are companies that are willing to develop your web portal using native PHP/MySQL and they don't consider adding a platform like CodeIgnitor or something similar, so be alert. If you are dealing with a reputed company, they would follow the latest UX / UI trends and their development standards would match those of Apple or Google. Further, they would be implementing their web portal or backend using the MEAN stack. The MEAN stack comprises of MongoDB, ExpressJS, Angular and Node.

Do's and Don'ts before working with an offshore team

## EXPERIENCE

Make sure the companies you are working with have their incorporation certificates which are issued by the local authorities. If you are looking for some high-end, impressive quality work, make sure the company has been around for at least 5 years and they should have about 50 apps that they worked on in that time.

## THE TEAM

The company you plan on working with needs to have a complete team and each of their members a magnificent background. Other than having developers, they should have project managers, UX designers, and the capacity to implement the apps on site. They need to have quality checks and stress tests executed there as well. Other than having developers, they should have project managers, UX designers, and the capacity to

## UX/UI DESIGN

No matter how good the dev team might be with their development, they need to have some good user experience skills as well. A majority of your application, about 60%, should be about the way your users interact.

## WHICH DEVICES

1. Which are the versions or languages that their apps are generally created for?
2. How many devices is their app built for?
3. Which are the devices that the app has been built for?

## THE FINAL DELIVERABLE

If you are talking about the last deliverable being handed over, find out:

1. What exactly do they provide you with?
2. Do they hand over the source code as well?
3. If they do, who is the actual owner of the source code?

## TESTING AND QUALITY ASSURANCE

Find out if the team you are working with handles test driven development. Ask them the following questions:

1. When you were provided with the development timelines, was the time to be spent on QA included in that?
2. Are the developers and the testers testing the app that they built, on actual devices that it was built for, or do they use simulators?
3. Do they have someone on their team handling QA.

## PROJECT SCOPE

Always begin your project with a well-defined minimum feature and make sure you stick to it. Be completely clear with what you want and make sure you are not swayed or tempted to add more to it as you start moving.

## FIXED PRICE

There are very few dev shops willing to provide an actual fixed price you can work with. They usually turn to their go to answer that the product or the scope will change. However, you have to push for one since it is the only way to make sure you are within your budget the entire time and don't go overboard.

## TESTIMONIALS

A lot of sites have testimonials and little bits of what their clients said about the work done. Ask the team that you are working with if you can follow through with one of their clients to hear about their experience firsthand. This might not always be possible, if the company is as good as they make themselves seem, they should be more than happy to receive feedback from their clients.

## COST AND TIME

When referring to any company with a bunch of developers, you have to realize that they provide a lower quote so they win the project. Once development starts, that's when companies realize the amounts do not match, so they increase features. Make sure you go for sensible estimates in terms of the time and price and when you hear a time estimate provided, always ask how.

# Different funding options for your **STARTUP**

Here are a few funding options that you can turn to, if you are looking to fund your startup.

## 1. BOOTSTRAPPING

Sometimes the wisest funding option is to rough it out and pull through, cutting corners and building your company only on blood, sweat, tears and past savings. Bootstrapping usually requires you to dig deep in your saving, go through credit card after credit card, get your friends and family to loan you random amounts, and exchange stock for equity. Other than the constant focus on the money that is always depleting, bootstrapping allows founder to deal with the implementation and completion of the project, while also paying attention to traction, without the interference of external investors constantly waiting on results. Another aspect of roughing it out is getting larger profit margins moving forward.

### UPS AND DOWNS OF BOOTSTRAPPING

#### Additional time

You would be saving out on the time it takes to raise capital, which is a task in itself, taking from three to six months and sometimes even more, you can call this a full-time job in itself. If you want to beat the system, spend this same time generating revenue and filling up those stockpiles so you can use this when you begin bootstrapping.

#### Additional control

This largely depends on where and how you have raised your revenue. If the money has come from investors, professional or not, who are rather anxious, they would expect to see results and that means you rushing to show for something. This can lead to the biggest rookie startup mistake, 'starting fast and exiting big', which is the major way investors receive returns on their investment. If you chose to bootstrap instead, you would be able to move at your own pace.

#### Efficiency

You can't spend what you don't have, and using this logic, bootstrappers have to be wise with their expenses. Being the little money that they have, bootstrappers tend to use it well, spend carefully and track everything professionally which are some of the most systematic financial practices.

#### Flexibility

If you are bootstrapping, you can change and modify your approach as you move along, but when you have investors you need permissions, everyone needs to be on the same page and this can sometimes be a little harder. After you have the money of your investors, if you decide on a new approach, you will have to convince your investors about a change in your plan to a new one and you will need everyone to agree.

#### Not as fast

When you are bootstrapping, you can make random and necessary decisions since you aren't working with investors. However, without a ton of funding, most bootstrappers work with a smaller, more confident team, redirecting resources as required. This might not be as fast as if you had investors and sometimes you find your better-funded competition catching up or even overtaking you.

#### Personal risk

The risk is what the greatest entrepreneurs live for and when bootstrapping, although the founder of the startup is preserving a larger amount of the value, there is an equally, if not larger risk. If you manage to raise the money, you would be leveling the playing field.

#### Better image for your company

If your startup has the right investors, this sends a clear message to other companies, recruits, partners and even investors that you know what you are doing. If reputed investors invested in you, they know what they are getting into, implying you must be doing something right. This status can be what gets you going further since you would be able to hire talent, get into the right meetings and so on, just because of your investor's reputation.

#### Equity

You usually get based on what you give and if you had to raise giant wads of money to get your startup going, you would have to part with large chunks of equity as well. This means you are giving up a lot of the ownership of your company.

## Fundraising Process

### 1 Complete your elevator pitch

An elevator pitch comprises of a short two or three sentences in your idea. You should make sure you have a researched and detailed summary of your startup pitch to use whenever you need to or if the opportunity presents itself.

### 2 Pitch Deck

A short bullet point of your business plan. The format being used to get this done is not important, whether it is PowerPoint, keynote or any other, it needs to be a collection of slides that tell your business story.

### 3 Financial documents

There are some documents that are a big deal and others that aren't, you have to make sure you have the basics within your presentation if you are planning on impressing anyone. The expenses of your operation, revenue projections, cash flow projections are some of the definitely must haves.

### 4 Business plan

Now you would have to get into a few details, a business plan needs to be a full length and detailed manifesto of your business. Although you might not see a lot of these among startups, if you are planning on having detailed documentation, you can never go wrong with being too detailed.

### 5 Progress tracking via spreadsheet or CRM

Everyone knows that fundraising is not a walk in the park, and being a long and difficult process, it should be organized making it a lot easier to get through. Treat it as a very well organized sales process. Make sure you are tracking what they are saying so you are better equipped if and when you are approaching the same people in the future.

### 6 Short is always better

Keep your pitch short, relevant and always exciting. Throw in a joke if the situation calls for it. Since your investors are quite busy, don't get them to read through a lot of information, although you have it. Give them the highlights but know that you have the rest of what they ask you for it. Jason Calacanis an SV angel investor explains: "I get a lot of emails from entrepreneurs. The best ones are short, to the point and include some questions and/or the product"

## 2. EQUITY FUNDING



Equity is always loomed by the harsh reality that you are giving up ownership of your company, sometimes this means losing a lot of the control you initially had. If another individual receives a stake in your company, whether friend or investor, you are knotted with the person throughout the life of the company. Recovering equity once it has been parted with is not easy to come by and it will always be a difficult slope to mount for the founders.

### ANGEL INVESTORS

In the tech scene, an angel is someone who is relatively rich and sometimes choose to invest in startups, making them angel investors. Most startups prefer working with angels for two reasons

1. Most of them having made their money in the tech and IT industry, understand startup's situation and they would be able to provide valuable information, advice and tips for getting out of sticky situations. Usually, their experience and connections being more valuable.
2. Angels usually invest in a startup if they see a product going somewhere or because they wanted to and rarely cause they are looking for immediate returns on their investment. This is a major asset since you are not bound to show them immediate results to keep them at ease.

### TIPS TO GO THROUGH WHEN FINDING THE RIGHT ANGEL INVESTOR

#### You should want to work with them

If you are adding an investor to your team, you are making a long-term commitment to be working with that individual. You can consider your relationship with your investor like a marriage since you will be with the same person through the good and the bad, sickness and health and since that is the situation, you have to make sure you are getting the right person as your investor.

#### Pick investors you look up to

Investors should be people you look up to and admire. If they are working in the same field as you, that is an added bonus. Make sure you respect and appreciate your investor and they have a lot of experience that you are in awe of and can learn from.

#### Choose investors who add value to every conversation they have

Keep your eyes open for investors who do not add the value you are looking for, and more importantly who don't enrich your team or the way they think.

#### Find investors with good connections and a large contact list

Most often after providing the investment that your startup needs to take flight, an investor can assist you with an open door and this can go a long way in your industry. Your investor will need to know the right people and connect you with them.

#### Add investors who have time to assist

Your investor has to be with you right after the investment phase, and they should be able to guide you by providing the right steps moving forward. If they are too busy and coordinating meetings with your investors are a challenge, you should probably stay away from them. If they are not there in the initial phases, chances are they will not be there in the latter ones as well.

#### Find investors investing in you

Other than investing in your product or your startup, the investors should be willing to believe in you and your vision. They should look at you and feel you have the ability to captain your ship. They should know that your company will be worth a lot and you will be able to create the return on their investment. They should not look at your work as another investment in a product but as an investment in you and the people in the company.

#### Get investors who are on the same page with your long term plans for value creation and your exit strategy

Your investors don't have to know all that you are doing in detail and they should not be hounding you for this information either. They should, however, agree with your the long term goals and be open to your exit plan and not be adding pressure while pushing their own plans.

#### Find references

Talk to the people in the companies your investor added their money to in the past. Make sure you talk to the people who have interacted with them, CEOs and the likes, so you have the whole scoop on your investors and are better equipped to handle anything.

#### Fact check if the investor has backed the same company on multiple occasion

Your startup should also be looking for the same kind of investors because you can tell they are loyal. Loyalty is a trait that everyone should want on board. Investment firms who invest in companies and startups, helping them grow and get larger, finally divesting for the sake of a larger financial return are called venture capitals. Most of the partners at VC firms have been or still are entrepreneurs, the rest have worked with enough of entrepreneurs to know the functioning of the system giving them an unearthing power to predict failure and success to a large extent.

### DO'S & DON'TS OF A GOOD INVESTOR PITCH

#### WORK WITH CLARITY

The attention span of a fully grown adult is a lot shorter than that of their much younger counterpart. If you can give them a pitch that is as simple and to the point as possible, it will get you a lot further than you would think. It is important to remember that although it takes more trouble to be clear, it is a lot better than struggling with persuading someone.

#### MAKE IT SIMPLE

Work with content and text that is easy to read and use simple sentences. The easier the sentences, the easier it will be for your audience to read, understand and process what you are saying. When you are working with your deck, think of the point of view of children and dial it down accordingly. Take out the detailed and technical terminology accordingly.

#### PRACTICE YOUR CONTENT

As the saying goes, practice makes perfect, whether you have gone through your content in your head, at your mirror or with an audience around you, make sure you are not looking at the content for the first time during your presentation. If you are getting the chance, practice in front of a bunch of people and be open to their feedback, or get someone to record you ranting away and give yourself the feedback needed. Work with the content and feedback you receive to better and rework your content for better presentation and delivery.

#### SHOW SOME PASSION

Just as we like seeing someone passionate about their work express themselves, the investors would appreciate some passion in the way you showcase your presentation deck, passion is infectious. Passion is the one thing that makes sure your pitch is different, will hold attention and something that will stick in their minds for the next couple of days. Be as enthusiastic as you possibly can, this is the one thing that might get through to your investors.

# VENTURE CAPITAL

## How does this work?

A majority of the venture capital funds have a lifespan of 10 years, and their investment cycle is about three to five years, but there might be some exceptions. After raising the appropriate amount of funding, venture capital firms spend the next few years seeing another venture slowing down as they go and finally coming to a stop. By this time the company invested in should be three to four years in their fund cycle and they will be looking to raise the next round of funds. In American markets, out of the hundreds and hundreds of venture capital funds, only 50 of them are making any money, but the system there is so competitive that it is quite difficult for anyone else to enter this group of 50 companies. Paul Graham of Y Combinator once mentioned that the lower-tier VC firms are a bargain for founders. They might not be as wise or well-connected as the larger ones, but they're definitely hungrier for deals. This usually implies that you should be able to negotiate your way to receiving better terms from them.

## Private equity and investment bankers

Private equity firms and venture capitals have very common business models but their focus and goals vary quite significantly. Venture capitals usually fund and invest in startups and young companies while providing them with the assistance they need and being available throughout the initial phases of their growth. Private equity on the other hand deal with more mature business in an attempt to better their financial performance in the long run through smart, structured and strategic management and general operational changes. They have been using the age old formula of buying companies, financing them through debt, restructuring them through layoffs or outsourcing and using other cost saving methods. Next, they drain all the cash that has been generated to clear all the debt and finally sell the company on the private or public market for a profit. In a majority of the instances, the private equity firm looks to keep the controlling stake.

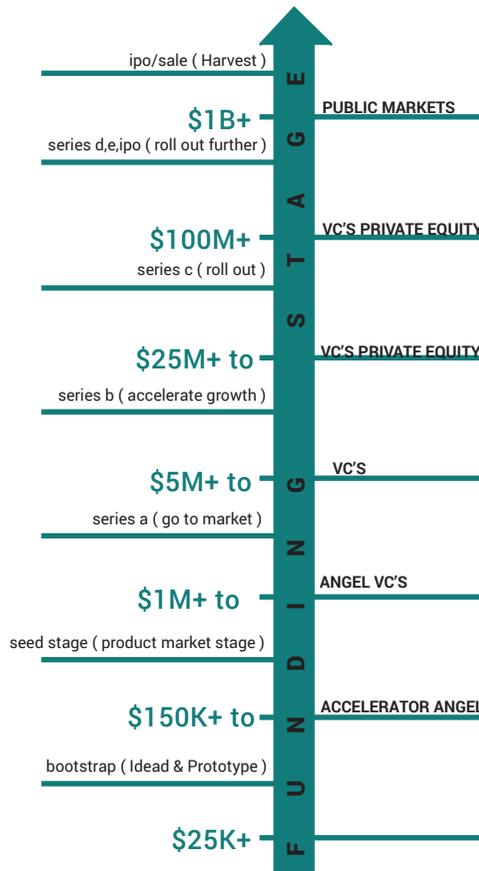
There are instances where the founder of the startup had the ability to retain control of the startup yet its financial situation is not the best, putting it in a bad position when it comes to raising funds, the private equity firm can provide the financial assistance or even hop on as a strong financial partner. Startups generally do not receive high amount interests on anything other than their financial prospects.

## What is the right amount of money to raise?

According to the founder of AngelList, Babak Nivi, an active investor himself, startups should raise enough capital for a 12 to

### RAISE LESS

Startups should raise less capital if they are planning on keeping their valuation down and are looking for an early exit where everyone involved in the process, ie. Investors, employees, and founders, would have a quick and fruitful payday.



### RAISE MORE

If you are looking to keep your company running in the long run, and you want to shelter yourself within a safe funding experience or from the random randomness of growth, raising more money during funding helps. Startups should work toward maintaining control and looking after liquidation preferences and funding round, the startup will have to show some significant progress in the following round of funding.

### PUBLIC MARKETS

IPO is a dream that most entrepreneurs aim for, however like most dreams, they don't come easy. IPO involves large amounts of stressful work while preparing and complying with regulations, not forgetting the large commissions for investment bankers who would have to manually create the securities. Lately, new forms of public market financing are coming up, one of the most significant being a joint venture between NASDAQ and Sharespost:

Sharespost / NASDAQ Private Market is a stock market that has been created only for startups. Investors are allowed to purchase private company shares before they go public. Thanks to the JOBS act, these markets are getting quite popular, and are within the reach of practically anyone making it what one might call, a private stock exchange. Some of the startups traded on Sharespost are Github, Evernote, AirBnB, Dropbox among many others. 'Second-market' is the next best thing and a very large competitor to Sharespost.

## Different rounds of venture funding

### SEED FUNDING

Seed funding gives the startup enough monetary assistance to pay the salaries of the management team, create a proof of concept, prototype development and test it out to make sure that it is properly functional. The capital that has been raised at this phase is only limited by its dilutive impact at minimum valuations.

### SERIES A ROUND

In most cases, the Series A is the companies first official institutional financing, which might be led by a bunch of venture investors. The main idea of this funding is to have enough financial assistance to continue development, hire good talent, achieve milestones that can bring the company value, and further validate the developed product. This can even go further to begin initiating business development and finding and wooing investors for the next financial round.

### SERIES B ROUND

Each progressing round is usually larger than the last one, which makes Series B generally larger than the Series A round. By now the product being worked on should be completed and this take out a large chunk of the risk, usually relating to the technology being used, that was looming around the success and failure of the product. The initial revenue streams of the product will also be taking shape at this point. This financing round usually pays for operational development, making what you have bigger, additional product development, revenue traction, creating some more value to increase the funding for the next round of investment.

### SERIES C ROUND

The much later and probably the final level of financing that the company goes through to better the balance sheets, create additional operating capital to achieve profitability, might even require the financial assistance for an acquisition. The most important however developing additional products and services or preparing the company for an exit via IPO through an acquisition.

## 3. DEBT FUNDING

According to its non-technical definition, debt is the amount of money you have to give back. In this day and age, debt comes by quite simply when dealing with financing a startup, since the world is filled with people willing to lend others money and very few people willing to trade this money for equity.

### CONVERTIBLE DEBT/NOTE

Put simply, debt can easily be swapped for equity. A lot of times, this conversation is broken down in terms of dollars. For instance: a loan of \$1,000,000 can be exchanged for the same value of stock but can also be talked about in terms of shares. Not so simply put, after being loaned an amount, the startup, and the creditor choose not to be compensated at the moment, but that the creditor will receive stock in the company worth the value of the loan in the future.

### LOANS

For any startup, getting into debt is going to be quite difficult since there is a very large risk that has to be taken. Getting through the bank process for a loan might not be as easy as the system makes it sound. There are however a lot of incentives and schemes that are offered by different Government in several parts of the world that promote startups and entrepreneurs. Some of the examples of such schemes are SBA loan schemes offered the United States or Startup Loans provided in the UK.



The best way to meet anyone is if you are referred to by one they are close to, additional points if they respect the person. The next best thing is to introduce yourself in person. As mentioned on multiple occasions these are busy people you are talking about and cold calling them or sending them an email might not make that much of an impact. Don't forget the simple and short pitch that you have been working on.

### NOW FOR THE DETAILS ON GETTING IN TOUCH WITH THEM

#### Online

If you are going through investor platforms like AngelList or Gust, handle some research here and be proactive. You can go through some of the information and see who is investing in what and how much they spend accordingly. Profiles here contain social media links and contact details if required, once again, cold calling is not the best idea.

#### Offline

Learn about events where you can meet investors, meetup.com usually features a lot of fundraising events and other opportunities for fundraising.

### A FEW TIPS TO HANDLE BEFORE THE MEETING

#### Do your research

Make sure you have read up on the multiple types of investments that investors make and the kind of opportunities the investors you are about to meet are looking for. You can find this on different websites, blogs and their personal investor profiles like the ones on Angel Lists.

#### Prepare like a pro

Make sure you are thorough with your cases and have simplified them to the best of your ability. The investors should not have a tough time going through them and reviewing your content.

#### Waste no time

You should have a clear, credible, impressive and well thought out strategy to receive \$ 100 mil in the upcoming 6 – 8 years even if you are at \$ 0 on the day of the meeting. Make

## Tips on Fundraising

### DON'T GET YOUR HOPES TOO HIGH

A lot of startups know that fundraising is difficult but they have no real idea how difficult it is until they have put themselves in the hot seat. The first time you are getting this done, it is a lot harder than anyone expected. Most startups are completely disappointed by how difficult this is, so having low expectations take a lot of the sting away in one go.

### KEEP DOING WHAT YOU ARE DOING

This seems like it is something a mother tells an aspiring eight grader working on a science project but this is some of the best advice you will receive. Don't let the negativity of receiving funding put you down. Get back to work and keep working on the work your startup is trying to achieve. According to Paul Graham of Y Combinator, although this is very easy said, most founders cannot get back to working on their product.

### REJECTION IS NOT ABOUT YOU

Do not take a NO personally, and definitely do not begin doubting yourself, there can always be a lot of reasons that you didn't get the investment and the chance of the reason being you is very minuscule. You have to look at the bigger picture, that there are so many ideas out there and there are a large number of people hearing the same negative tone yelling a NO as you. The benchmark is quite high and the average venture capitalist accepts one startup out of every 400 which means there are a lot more people hearing a NO then there are hearing a yes.

### STAY AWAY FROM INVESTORS WITH NO CREDENTIALS BELOW THEIR BELT

It is said that novice investors are the easiest to get by but although this is quite often true, they can also be the most dangerous to get by since they are quite nervous about what they are doing. Sadly, their nervousness can be divided by the amount that you are asking them to invest in you. If you are asking a first-time investor to raise \$ 20,000, this accomplishment to them would seem proportionate to a VC fundraising \$ 2 mil.

### REMEMBER WHERE YOU ARE PLANTED

One of the trickiest attributes of investors is their indefinite and undecided mind. The worst thing that you could get from investors is hearing the dreaded 'no' at the end of the conversation. However, you should remember that being rejected by investors is part of the game, it is better you get this out of your system in the beginning, over, it coming back to haunt you later on. Make sure you get straight to the point and you have some answer before leaving the meeting, whether it is a yes or a no or even a maybe and a promise of a second meeting.

sure your minimum scalable product, a good strong team, or at least the first few to get one started and are heading in the direction of a reasonable hot market.

### USE YOUR CURRENT CONNECTIONS

At the end of the day, introductions are still the best ways of meeting investors. If you find an opening, always strike up a conversation and see if you can sneak a link in the conversation where you would find a common mutual friend who would be able to introduce you to the investor better. Whenever you see a potential investor, the gears in your head should be working toward that end. The way you find that entrepreneurs like to deal with other entrepreneurs, investors like to do the same, especially when investing so they know they have someone they know in the same situation as them.

# Steps To An Interesting Investor Pitch

## Hook

As previously stated, angel investors and VCs are pitched to every day and they can barely remember all the content that comes in and out of their doors. If you are looking to do something that they will remember you by, make sure you steal their attention with something captivating and compelling. You can either add this to your pitch, or you can use this when you are talking to them. The main idea of working with a hook is to get their attention so that it remains.

## Problem

The first step to solving any issue is realizing one exists and the best way to deal with your audience is to make them aware that there is a problem. After they realize that the issue you showed them is genuine, show them how your customers are willing to pay to have the problem solved.

## Unique value

If you go through the list of ideas that an investor has to hear out, most of them revolve around, we are creating a product similar to something else. They don't want to hear more of this and they have heard it all before. What makes you stand out and why are you better than the others out there, is what you should work towards showing them?

## Business plan and/or pitch deck

The perfect business plan is an added benefit, however, most investors would lack the time to go through it and therefore a shorter deck would definitely be more beneficial. According to the general convention, 8-12 slides is the most preferred business plan structure that companies follow. This is based on a study based venture capital firms who have funded, Google, Apple, Costco, Dropbox, and Whatsapp.

## Traction

Create enough traction and your product is likely to start selling itself, traction is king in the market and that is what everyone should be heading toward. Groupon received multi-billion dollars in investment although there were so many other companies doing the same thing, and already in the market only because the market knew them better. They had a lot of traction already there.

## Team

At the end of the day, VCs usually put their money in the people behind something and rarely in the product itself. If you have the right type of people working with you, sell them based on their capability. Create a name that spells trustworthiness and integrity and most important the ability to get the job done.

## Close

Always wrap up, never leave anything open-ended. Ask for a follow-up meeting or if you should be calling back or at least for a business card, no matter how bad it does. Usually, by the end of the meeting, the nervousness starts settling and you forget the little things. Clarify the time and the date, and do not settle for an 'I'll get back to you'. They never do!

## Elevator Pitch

If you are looking to create the best 30-second elevator pitch this is an interesting template by Adeo Rossi who was the funder for a global startup accelerator Founder Institute

My company, \_\_\_\_\_ (insert name of company) \_\_\_\_\_, is developing \_\_\_\_\_ (a defined offering) \_\_\_\_\_ to help \_\_\_\_\_ (a defined audience) \_\_\_\_\_ (solve a problem) \_\_\_\_\_ with \_\_\_\_\_ (with secret



**Introducing  
IT Tourism**

Genora invites you to come to Goa with your startup ideas & watch them come alive with our tech experts

**Here are a few things that you make sure you cover when you are getting this done.**

### Purpose

Mention your company/business purpose in a single declarative sentence.

### Problem

Describe the issues that the customer (or the customer's customer) go through. State how customers address these issues today.

### Solution

Showcase your company's value proposition thereby improving the customer's life. Demonstrate where your product physically sits, and provide all the use cases.

### Why now

Set-up the historical evolution of your category. Explain recent trends that make your solution possible.

### Market size

Identify/profile the customer you cater to. Calculate the total available Market, segmented available market, and share of the market.

### Competition

List competitors as well as the competitive advantages.

### Product

Product line-up (form factor, functionality, features, architecture, intellectual property), Show them a development roadmap as well.

### Business model

Create a revenue model, add your pricing, and the average account size and/or your lifetime value, sales & distribution model.

### Team

Always showcase your founders and the management, also mention the board of directors and your board of advisors. Sometimes connecting to one of these names might make all the difference

### Financials

Always add your P&L, balance sheet, cash flow, cap table, and most importantly, the deal.

# Startup Stages



## 1. CUSTOMER DISCOVERY

A startup that usually starts with an idea that's generally quite innovative. In most instances, the idea is a solution to a problem or working toward making someone else's life easier in some way. When going through the customer discovery phase, find out if the problem you are looking at has a market in need of the solution. That should be the first step. The second step, if the solution can be monetized. Helping people is very noble but at the end of the day, someone has to pay the bills. The idea should make sense that people do want to pay money for it. With the number of people paying for your solution, you should be able to work harder at making it better.

## 2. CUSTOMER DEVELOPMENT

This is where you should be willing to take some chances and see if there is someone out there willing to buy your product. More than buying through, you have to make sure that people out there will use your product. Most importantly, make sure that the general numbers you went through are functional. Basic math like, how much would you have to pay to acquire users, and is it or will it be profitable in future? After going through this and making sure everything makes sense, you get a market fit product. Now is the ideal time to start scaling up your startup.

## 3. USER ACQUISITION

User acquisition is the most expensive of the three steps. If you got this far, you are armed with the knowledge that your product will sell, and you have a business model that is largely functional, you should be able to scale your business model whenever required. It is alright to spend money, within budget, to start advertising and for a few marketing campaigns. It is better to handle this at this point since it can give you a better understanding of your users. Marketing will let you understand if your product is what you users are looking for, and secondly if it is something they are willing to buy. If you skip this step, you might start heading in the wrong direction from the very beginning. Lastly, it helps better understand if your product makes sense financially.

# MARKETING YOUR BRAND

## VIRAL MARKETING

Some would consider this whole viral phenomenon, the most useful type of metrics in the past few years of social software. Gaining traction by the whole Facebook development kickoff in 2007, the viral factor is nothing but a number from 0.0 to 1.0. It can go further to describe the business issues faced by any and every business around the world. Simply put, viral growth is when one customer brings you more than one referral. For instance, if you get a new customer today, how many new customers will they bring you over N days? The viral loop is responsible for making a product go viral and is quite often rooted in the features and the designs of the product as well. Managing to achieve a viral loop can also be explained by changing the user flow Register -> Tell Friends -> Use Product -> Evaluate Product

### How to build the perfect viral

According to viral marketing expert Andrew Chen, follow the steps below to build a good viral loop.

### What's your viral media?

The most important choice you have to make is how people are going to enter into your viral loop. You can do this through email, Facebook, news feed, blogs and so on.

### What's your funnel design?

Now that you have chosen the viral loop you want to work with, you have to go through the designs of the same. It should be easy to access and short so you don't lose anyone's interest along the way. You might lose quite a few of them if you are asking them to register with a username or password, basically making a process tougher. If you can make the process short and ask them for only their personal information along the way, they are more committed to staying along with you.

### What're your products viral hooks?

This is the part that forces your users to share your product and swear by it. It might be a basic appeal to their curiosity (I want to see the photo I have been tagged in), social proof (many friends joined a group, I want to see what all the fuss is about) or a viral hook that makes users take action.

## WHAT IS VIRAL LOOP?

The viral loop is a system designed to spread a product, before or right at the point where it might be absorbed by a user. For instance, the Washington post shares news that you might be reading on your Facebook feed, all the way to when you are about to click and read the article. It is important that the viral loop should be connected to a positive user experience otherwise, all your efforts would be in vein and your content would be deemed spam. If you want to use a viral loop and want to know where it fits in with everything else, you should question yourself about your product, its features and its specific features that allow your users to connect with other non-users. If we listen to Adam Nash, CEO of Wealthfront when it comes to designing a virality, he says you should focus on these 3 steps:

1. Clearly, design and come up with the features that would connect members to non-members. Doesn't have to be in complete detail, your wireframes and flows should be enough to do the trick. After it is successful, go through the numbers since you would need a coefficient of 1.1

2. Go through the flows again but this time, handle it with a detailed metrics. This is important for each step of the viral cycle to match your model.

3. Follow the same process of development, release, measurement and change accordingly. The length of your product cycle would make all the difference at this point. If you release an iteration every two days, don't be put off by not receiving any immediate results just yet, it might take 2 weeks. After a 3-4 week iteration, it might even take you half a year before hitting your cycle on the head. Speed does matter.

### What are the on-ramps of your viral loop?

After you have finished working on a tight viral loop, come up with the on-ramp. In some cases you might be looking at places like websites, homepages paid advertising, marketing campaigns, SEO, etc. where you would be coming up with places where users from your viral loop can begin the process.

## Why Genora Infotech ?

Over 7 Years  
Total Experience



Over 200  
Projects Delivered



We Are World Wide  
Recognized Brand



Over 100 Clients  
Across The Globe



2 Local And 1  
International Branch



Over 50 Talented  
Developers With  
Precise Tech Expertise





# GROWTH HACKING

If you follow the traditional marketing plan, you will come to terms with the fact that it has a very broad focus, which might not be the best idea. Another aspect to remember is discipline, however, the rule might change a little for a startup since sticking to strict rules, especially in the early formative stages will not take them too far. Startups have to make sure they have the right priorities when moving through the ropes of getting themselves established. If you are just starting up, you do not have to focus on building and managing a marketing team to get the right exposure, managing and better understanding outside vendors, or even trying to get a marketing team with a plan to achieve corporate objectives, there is a time for this and the time is not in the initial stages. Keep your eyes on one thing and one thing only, growth. Growth hacking is not something that has

been around for a long time and it has recently started gaining traction, while most even consider it controversial. More than a discipline through, growth hacking is a way of thinking that startups should follow when they are carrying out their strategies to get more users.

## Does growth hacking really make sense?

1

### The life of the startup is unpredictable

Since startups are not like a lot of the big companies and multinationals, or even being unlike more established small businesses, other than having a brilliant idea and interesting business model, they have very little time to shine. If they do not manage to succeed in their small window, they would rarely get another. Most established industries have their very predictable marketing models and the general way that they can go about, while startups barely have guard rails that they can move with. Startups have to begin from the basics and figure out their own ropes as they move along. They also have to work on their own customers and business routes.

2

### Everything revolves around getting there quick

The major distinguishing factor between startups and smaller establishments is that the former tries to make a big impact in very little time, the latter is all about standing the test of time. For instance, restaurants are all about the next season and the one that follows, while startups like Facebook have to begin and get there quick otherwise, they might get beaten to the punch. Startups have a whole new set of issues and have to think about issues that smaller companies might not even need to consider, like getting 1000x the number of users than the other mainstream companies in the same space.

3

### Its all about the money

We already know that startups have a small fixed amount of time to succeed, but add another major restriction to make matters worse, they also have limited funding. Assuming a startup started with about \$ 150,000, Coca-Cola spends the same amount on their newspaper adverts. Running a startup, you would not have the luxury of spending money the way Coca-Cola does, you instead have to focus on breaking even and making sure you have something to show for. Prove that you have the ability to grow and push toward the next round of funding, everything you do is all about taking a chance at getting more finance.

4

### Everything does should be effective

Growth hacking is all about handling as many experiments as you can in search of your scalable and repeatable strategy to acquire users, and you have to make sure to handle this in as little time as possible. There are no limits to growth hacking either, which means once the startup has found what it is looking for, its scalable model, it has to keep working to make it better. It is crucial to increase the returns on investment as well and keep the few users you managed to get your hands on.

## Breaking the process of growth hacking down further?

1

### It involves creativity

If you have a growth hacker way of thinking, you would automatically start thinking about ideal and novel ways to drive growth, something being as far from mainstream as possible. This is miles away from creative forms of advertising, might also include a novel feature of a product, or finding interesting ways of getting to new customers. An instance of the way growth hacking can be used is cross-promoting an Instagram post across Facebook and Twitter, which would allow Instagram to get their hands on the large audience that is already out there using Facebook and Twitter.

2

### Involves some critical thinking

Growth hackers do not just assume that various ideas that pass through their heads are good or that they would help elevate growth, thereby making it a good growth hack. They would make sure they handle a ton of research first. It might even involve some experiments, making sure they aren't investing a lot into it, and then they would measure the results. This would give them an idea if what they were handling made sense.

3

### Either win or learn

A major part of growth hacking is going through experiment after experiment and measuring the results. After handling a couple of them, comparing them and looking for the best strategies and giving you the most profitable returns on your investment. It would also involve working through and coming with better strategies to increase your investments.

4

### Why is it better than marketing?

Growth hacking can be best explained as a mixture or a cross-discipline between analyzing data, managing a product, handling a small bit of marketing but also touching a little on the growth of



# Email Marketing



The thing about email is that they are usually quite direct. All the same, with a bunch of emailing tools like MailChimp, along with custom options, they are quite easy to design, modify and develop the way you like. Most importantly, though, email can be used to connect with your readers or subscribers on a blog or your website and if you are really good, you might even be able to change users from readers and subscribers to paying customers.

Whenever you have a user going through your blog or website, statistically there is a higher probability that they will not return. However, if you get them to part with their email address, you can connect back with them at a later stage. You have to make sure you convince them to give you their email address and then convince them that they need your product or service.

## How to set up an email marketing tool?

### Create an account on an email marketing platform

There are many options and you should play around with them to find the best one that suits your needs. The usual competitors are MailChimp, Aweber, and Sendgrid. If you are not willing to spend any money yet, you can set up an Amazon SES or this handy dandy tool called Sendy.

### Create a template design for your newsletter

Most of the time, plain text email convert better than colorful images which prove to be quite distracting. However, you can add a blend of design to your email so you draw the line between the two making it visually appealing to your users, and more fun to read. You can get your hands on some free templates at Campaignmonitor.

### Provide the option to leave

It is mandatory that you allow your readers to unsubscribe from your email list, even if they gave you their email address some time back. It is required by the CAN Anti-spam act so has to be added.

All the same, people aren't going to stick around if they don't want to and they might spam and report you which would give your email client and you a bad reputation make.

### Test everything out properly

If you are using email that has been manually designed in HTML, make sure you test them in detail before sending them off. Sometimes the code looks perfect, but the email sender might make a few changes or have a few restrictions causing everything to fall apart. Use Mailclient which runs some basic tests to see if your email reads like spam or not.

### Track milestones and results

Sending out email is pointless if you are not measuring your success rate. You should be able to improve based on your user feedback the next time around. Sending a few email worth reading is better than a few hundred email that no one even opened. Try checking out, open rate, spam rate, conversion rate, etc

## PROCESS OF PITCHING

If you go by what Ex-VentureBeat writer Conrad Egusa says, the process of pitching can be broken down into the below-mentioned steps:

### Coming up with an interesting and newsworthy press release

According to a poll, a majority of startups and companies that have been written about have begun through their on press releases. Make sure your content is true and keeps the users craving for more.

### Coming up with the right story

You need a story that sells, we are not talking about making up a story that isn't true, but reporting something that is newsworthy. After all news in most often about the headlines and that's what gets the reader's attention. Headlines with the words Company Launches, Product Launches, Fundraising Events, Acquisitions, Milestones, are easier to sell and promote.

### Make your content exclusive

Egusa suggests using an exclusive press release to get someone's attention. It means sending out your content to a close publishing house and telling them that they have the article before everyone else and only after they have published it, will you send it to the others. Everyone likes to be the first to hear about something.

### And do it all over again

Keep following the same process when you have another meaningful announcement that you would like to make. Don't be put off by not receiving the results you were expecting the first time around, just keep at it and you will get there soon enough.



### Creating the perfect cover letter

After you are done with your press release, work on the email that you are sending out to agencies. Make sure that it is short and to the point but not very robotic and generic, add a personal and human touch to it.

### Share and cross promote

When the article is online, grab the link and add it in every spot you find, across your social media, or in chat rooms or wherever it seems relevant. Send out your links to your friends as well so they would share them with their connections so you get a wider reach.

# TYPES OF CAMPAIGNS TO WORK WITH?

## Newsletter campaigns

Newsletters are the random regular email that you might send your subscribers every week or month. It would generally have information about the week that went by, maybe a few sales, offers, updates about your product or something that might have happened and genuinely been missed. The best way to handle sending these out is to keep a majority of them casual and friendly forcing people to read them. That way when you have something important and formal to announce, you already have users waiting to read your content.

## Trigger campaigns

Trigger campaigns are based on the responses of the customers and their behavior, working with the equation, they did something to trigger your particular response. Some examples of this are a welcome email after a sign-up, or a follow-up email after adding content to your cart and not following through with a checkout.

## Drip campaigns

Drip campaigns are a series of email to introduce a user to an aspect of your product or service, this may even include introducing them to your brand. Some of the largely subscribed campaigns are learning something through an email series, 'Learn the art of marketing in five weeks' or something similar. They work toward taking in their users email IDs and engaging them with content to build up their own reputation.

## Public Relations And Press

Public relations as a branch is widely spreading now since compared to the different software's and platforms being used to handle the same tasks, this comes back a lot cheaper. Further, it can sometimes turn to the same monotonous tasks going over and over which make it a lot simpler to handle. Overall, PR can work the same way if it is being handled for a bunch of companies within the same industry, again reducing the effort drastically. If you manage to get your hands on the right PR Firms, they can be leveraged to give your product or service the element of social proof they are looking for. We would recommend startups staying away from PR firms' altogether, at least initially since there are more pressing matters that could use the attention. Most startups should handle this themselves to save a few bucks as well.

# BASICS OF HANDLING PR

## Get someone to introduce you

Journalists get more email every day than most people in a month. Secondly, they probably do not go through all of them and sometimes valuable content is lost in the process. If you know someone large or almost there in the tech industry, you should get an introduction since you are more likely to stay in someone's if they met you in person. Try approaching a friend who might be a Founder or a VP.

## Keep connecting with everyone

Always be eager to connect with everyone you have the opportunity. You never know who is connected how and where. Just keep smiling, hand shaking and business card snatching.

## Have the right pitch

This is something that most do not think twice about but before you walk all guns blazing into a meeting, casual or formal, make sure you know your audience. Different journalists work on different aspects of the tech scene, make sure you treat them that way and don't consider everyone from the same boat. Further, have a pitch for every instance so you do not end up being boring. Now that you have taken care of the type of pitch, work toward the content of the pitch. If you can make it short and informative without giving out too much information but interesting all the same, you have your perfect pitch. It should be short, but should not overwhelm and be boring.

## Add some interesting statistics

You can provide some information about different companies in your industry but remember to mention some about what you are doing as well. What are you focusing on? What are the amounts you are looking to gather? Anything that is not completely confidential.

# Content Marketing



According to its definition, content marketing is all about creating and spreading information that is worth something but most importantly, it has to be free. The main and most important objective of content marketing however, is not to work toward directly selling products but toward getting consent to keep delivering content about your products to customers. This can be done in many ways but handling this through a regular newsletter seems to work better than most. If you manage to achieve this, you can work toward a secondary objective of becoming a leader in the same industry. If you manage to get this done, you can later leverage your content to get you to the top. People would read your content and larger publications would automatically have links heading back to you.

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## Is there a reason for **Content Marketing**?

- 1 If you have good content, it would trend and get shared around the internet and referred to by others. This would help build web traffic and SEO.
- 2 In an online poll, 23% of all time spent on the internet is spent on social media and going through blog posts.
- 3 Posting interesting content is one of the three reasons people follow companies and brands on social media.
- 4 A majority of customers, 7 out of every 10, prefer to learn about companies and other establishments through information on the internet, chiefly articles and not advertisements.

## What are the different types of content I can work on?

### BLOG POSTS

These are articles directed to increasing the awareness of products or services that you are creating. They should focus on your main message or secondary message and the issues and success stories that come with them. There is no fixed limit or style and they can range from formal to casual, 200 – 2000 words as well.

### WEBINARS

Taking it a short step away from reading and moving to videos, webinars are short videos where you present your views and ideas to an audience. It doesn't always have to be you speaking, you are allowed to use a presentation, different slides or a new novel way of presenting.

### INFOGRAPHICS

Usually a well-designed and creative way of presenting information and reports which might be quite dull and boring if shown as is. Sticking to the right colors to set the right mood, it might even have stats graphs and other visually appealing information so it sticks in your head. Bloggers love to share and re-share visually appealing content along with their content, so Infographics are basically going to get picked up and be all over the internet if they are done well.

### WHITE PAPERS AND REPORTS

Regular reports and information on specific topics that you can sign up for, so you are sure to be in the loop in the following month or when the next issue is out. Usually includes surveys, charts and other research information that most readers might be looking for.

### SPEECHES, INTERVIEWS, AND WORKSHOPS

Nothing much to say here, but adding a video of someone else's interview, if it goes with your content, is a smart way of getting re-shared. Most users tend to watch the video before they begin with the article, and that is what would make it go around.

### MAGAZINE ARTICLES

This usually adds substance to your content, like a reference point that you work with. It does help remind your readers time and time again that you know what you are talking about, and shows them your sources and that there is someone else out there thinking on the same lines as you.

### VIDEOS

There are bloggers who also make Youtube videos in their free time and cross-link the two. If your videos and your content are on the same lines, why not add some of your own videos to your posts?

### PRESENTATIONS

If you used something that managed to shine in the past, you can add it to your site so others can use it too. If you feel that it needs a little more work, you can even turn it into an Infographic or an eBook.

### NEWSLETTERS

If you your readers email addresses, send them regular content in the form of a newsletter. You can even add a highlight of all the content on your website so they would know what's out there and can come back if there is something that they might have missed.

### EBOOKS

An online book that you can read on the go on multiple devices. Again, there is no specific number of pages as long as you can get what you want to say in as few of them as possible. EBooks are a little more concrete than posts since they cannot be edited and they show how confident you are about your work, something that readers do notice. If you have a short book, you can even convert it into an eBook and give it to some deserving users to build them up.

## How to build traffic and gather more followers?

### Have a specific topic

The thing with marketing as with many other aspects is that everyone wants a person who knows what they are talking about. Pick one topic and start giving some good advice so whenever anyone needs information on the same topic, you would be their go-to person. It would definitely benefit you further if the topic you select is connected to your market.

### Be better than the others out there and stick in your readers head

Getting inside someone's head has two advantages, the first is the drive to produce better content. You will know what your readers want, what they are looking for and what they expect from you. This is very strong motivation to push you toward gathering better content. You can use the same language that you used when you caught their attention the first time and stick in their heads. Add a widget that gathers their wants and takes those into account as well, something like Qualaroo should do the trick.

### Add headlines that stand out

Spend as much time as you need on your headlines, which is what's going to get everyone's attention. Make sure your headlines are specific and they provide the user enough context to get what they are looking for. Read up on creating the right headlines, there is a lot of content out there to assist you.

### Consistency and quality are key

Most blogs are not consistent since writers write when writers write. Whether you are taking up blogging as a hobby or a full-time profession, you have to stick with a plan. Readers going through your content should be able to predict when you are going to have another post coming out. If you do this for the long haul, even up to six months, you will notice a dramatic rise in readers going through your blog. Another aspect is making sure that your content quality doesn't decrease over time, you have to provide the same quality of content or work toward making it better.

### Get a tool to automate posting content

Our hectic schedules might sometimes make it genuinely difficult to publish content following a schedule or at the same time as the previous week or previous month. You can automate the entire process with tools like BufferTool and many other similar plugins. You can write at any time and make sure it is posted according to your schedule for the best results. Gathering information about your users and finding the best times that they are available would make a posting, that much more interesting since you are sure they will notice your content. Go through sharing communities as well, Reddit, Hacker news, Pinterest among others to talk about the work you have been doing.

### Invite the neighbours over as well

This is one of the best ways to hit new audiences, and get someone else interested in your content, ask them to add some to your blog. Ideally, their content should match or should be on the same lines as the content you produce. You would end up creating more awareness about your blog among their readers and they would be able to get some of your readers interested in the content they produce, it's a win-win. You have to make sure your bloggers are giving you genuine content and not something that they have already posted somewhere else, and it should match the general standard of your blog. Always remember, big brother is watching.

### Add some more identification

If you connect your web profiles and social profiles to your blog, you are going to start feeling more human to your readers. If your readers can relate to you, you are more than half way through. Add your Youtube, Facebook, Yahoo or any other profiles allowing readers to connect with you personally as well. If you can connect all the different work you are doing and cross promote, you would be able to mix and match your audience and they would see the complete you. You can consider adding some of these to your email signature as well.

### Try spending a few bucks to get traffic

Keep aside a small amount so you can start gaining traffic and then move forward from there.

## HOW TO TURN YOUR CONTENT TRAFFIC INTO LEADS?

### NURTURING YOUR LEADS

If you are planning on going through your leads and nurturing them, you have to find a way to get in touch with them. You would have to get your hands on their contact information, and they would only give that to you if there is something beneficial to them as well. Try giving them some information they would not get anywhere else, or a trial of your product so they would be keen on coming back.

### HOSTING A WEBINAR

People pick webinars over reading content any day, you would have more luck if you hosted a regular webinar, say bi-weekly and talk about your product or service. Although this would be the topic of the webinar, don't make it seem that it is all your care about. Put yourself in their shoes and throw in a few things your product users and general readers would care about too. How would they benefit from your webinar? Give them a reason to come back. The kicker would be to convince them to sign up for your product, and here is how you can do that.

### JUST ASK

If you just ask them, you might get some sign ups. Depending on how good your webinar is and how interested they are in your content, they would sign up. A conversion rate of 10% means you are definitely on the right track according to Neil Patel, a marketing expert who knows what he is talking about.

### SOMETHING IN IT FOR THEM MAYBE ?

I believe it is important to reward the ones who stick around. Not just when it comes to marketing but friends and colleagues in general. Give them the option of signing up for a free trial so they can see what you are talking about.

### DON'T JUST MARKET, RE-MARKET!

Don't you love it when you were planning on buying an online item but you weren't completely committed or sure about making the purchase, but then you see the same product while surfing some other unconnected site as if like a sign that you should get it? That's what we are talking about. You have people coming to your platform and reading your content, what we are talking about is getting back to them with adverts on another site so you stay in their head. Retargeter and perfect audience are two software's that allow you to do this and make it a lot easier to convince them to go for the product.

### SOME MORE INCENTIVES

In exchange for their email IDs and information, you can give them some of your references or lead them to some reading material you worked on. You can connect them with similar content on the web, or some eBooks and white papers you came up with. Either way, it would be an exchange of information.

### OFFERS, DISCOUNTS AND SALES

People are always looking at the 'what's in it for me' aspect of what you are saying. The second you ask them for even something like an email ID, that's the first thing that passes through their head. You can convince people that this is what they are looking for, and give them offers and discounts when they sign up. You have to make them feel special so it has to be a limited period offer, most users would not care much for an offer if everyone is getting it.

## The upsides of being MEAN

There are a bunch of reasons why MEAN is the better bet when it comes to picking the right stack for your application. It should be mentioned though that a large part of the equation would depend on the type of project you are working on. Here are a few points why it works well.

- 01** Complete open source and uses Javascript (+ JSON and HTML) along with Web standards.
- 02** Has a large group of people using it, so there is a lot of support.
- 03** Using the same language all through this stack makes it consistent and well structured.
- 04** Standard models from the frontend to the backend and vice versa.
- 05** Uses JavaScript which is a much better framework than JQuery.
- 06** Provides complete frontend development right from the beginning.
- 07** There's no communicating with the database.
- 08** Javascript (web language).
- 09** JSON (web data format).

## MEAN STACK

We all know that web stacks, like most technology, is not constant, and has developed and evolved over decades, thanks to new backend languages and improvements in technology. There are a lot of different components when comparing a web stack from, operating system, to server software, to the database and finally to the backend language. Let's break down two of the most popular stacks, relying on two completely different components, and find out which one is ideal to work with.

### The downsides of using LAMP in this day and age

- 01** Writing readable, reusable and quick PHP code can be quite challenging.
- 02** Frontend works well with other languages, over the backend.
- 03** There are just too many conversions, from one from XML to PHP to HTML and so on.
- 04** It does not have a separate server side and client side development mechanism.
- 05** There are better and faster alternatives to a web.

# TECHNOLOGY EXPERTISE



GENORA INFOTECH  
PRIVATE LIMITED



## Languages and Technologies

Microsoft .NET 4.x, 3.x, 2.x, ASP.NET, C#.NET, VB.Net, SOAP.REST, JSON, Silverlight, Ajax toolkit, HTML5, PHP, Ruby On Rails, AJAX, JQuery, Javascript, VB Script, Java, J2EE, JSP, Swing, Servlets, Spring, JUnit, log4j, Eclipse Plugins, RMI JavaScript



## Database

Share Point Server 2013, Apache Tomcat, IBM WebSphere



## Hosting OS

Linux(CentOS, Red Hat, Ubuntu), Windows



## CMS

Drupal, Wordpress, Joomla, Typo3, Moodle, phpBB, Orange HRM



## Android SDK Versions 1.x to 4.x

Android 8.0 Oreo, Native Development Kit(NDK), Android Software Development Kit(SDK), OpenGL, 3D graphics, Android Media APIs, Locationbased Service APIs, WiFi APIs, Android Security Architecture



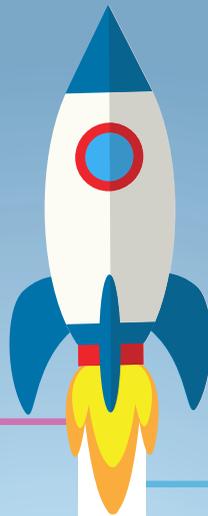
## Cross-platform mobile app

PhoneGap SDK Version - 2.x to 3.x, Geo-location, Custom layouts, animations, scripting languages HTML/HTML5, CSS/CSS3, JS



## CRM

SugarCRM, vTiger



## IDE

Zend Studio, Eclipse, NetBeans



## servers

Share Point Server 2013, Apache Tomcat, IBM WebSphere



## Frameworks

Map Reduce, Zend, CakePHP, CodeIgniter, AJAX frameworks, HTML5, JQuery Java Server Faces(JSF), JQuery Mobile, Backbone, Kendo, Node.js, Rocket.js, D3.js, Sencha, Titanium



## ECommerce Solutions

Magento, OpenCart, UberCart, Customized Shopping Cart, ZenCart, osCommerce, CubeCart



## IOS SDK Versions - 1.x to 7.x

iPhone SDK, Cocoa Touch/Objective C, Xcode IDE, Interface Builder, OpenGL ES, Open AL, Core Audio, Core Animation, Core Graphics, WebKit Programming, Accelerometer, GPS and Core Location Framework



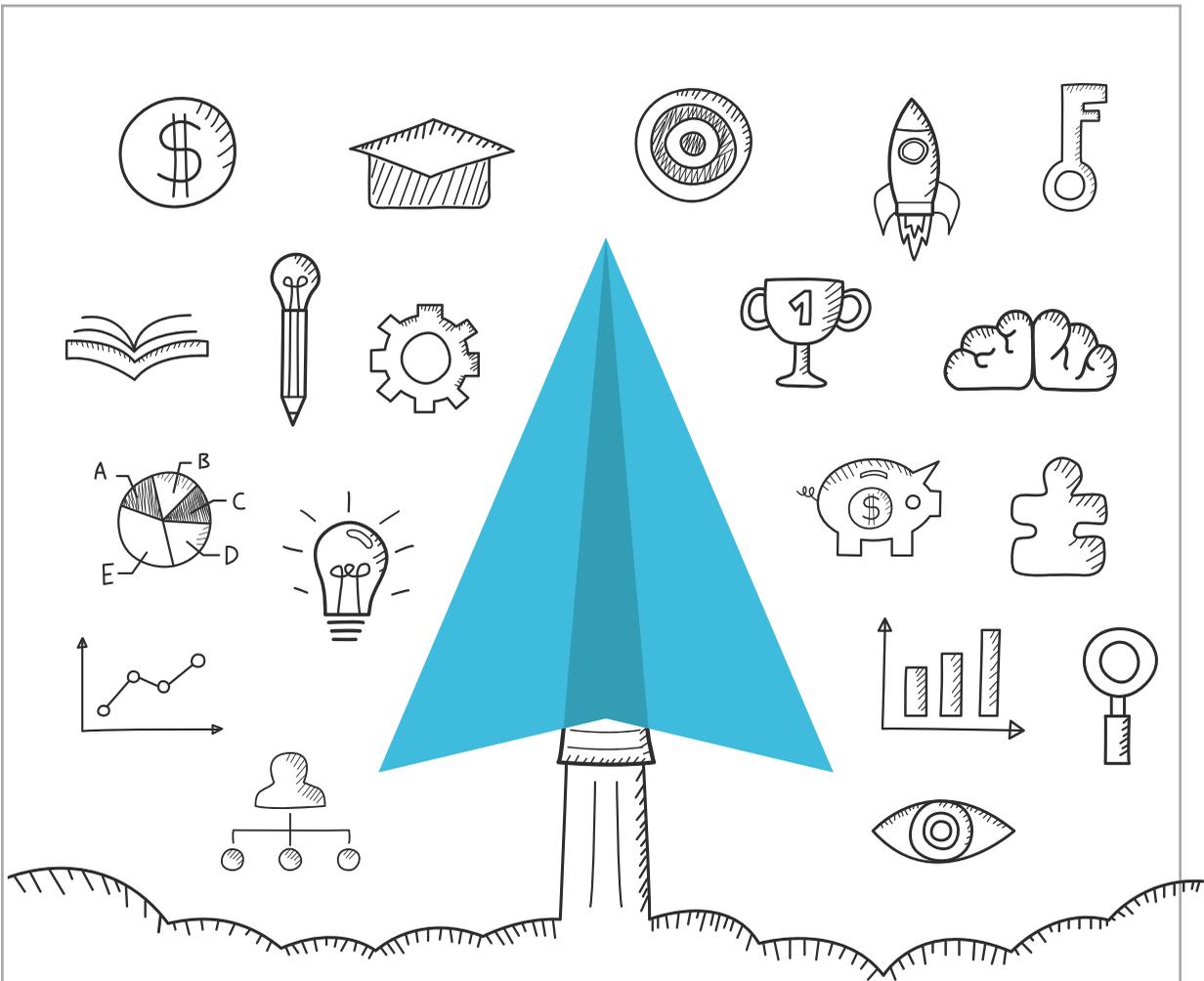
## Cloud Computing

Infrastructure: Amazon Web Services  
Services: Payments(Amazon Flexible Payments service, Google Checkout, PayPal, Braintree)

Solution stacks: Java(Google App Engine), PHP(Rackspace Cloud Sites, AWS), Python Django(Google App Engine), Ruby on Rails(Heroku), .NET(Azure Services Platforms, Rackspace Cloud Sites, AWS)

Storage: Databases - Amazon SimpleDB  
File Storage - Amazon S3, Google Cloud Storage





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