MARKET OPPORTUNITIES IN INDIA

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Ravi Gururaj

Chairman,
Frictionless Ventures

INDIA OPPORTUNITY

Why Engage in India?

MACRO LANDSCAPE

WHY INDIA DESERVES YOUR ATTENTION

BILLION PEOPLE
INFINITE POTENTIAL CONSUMERS

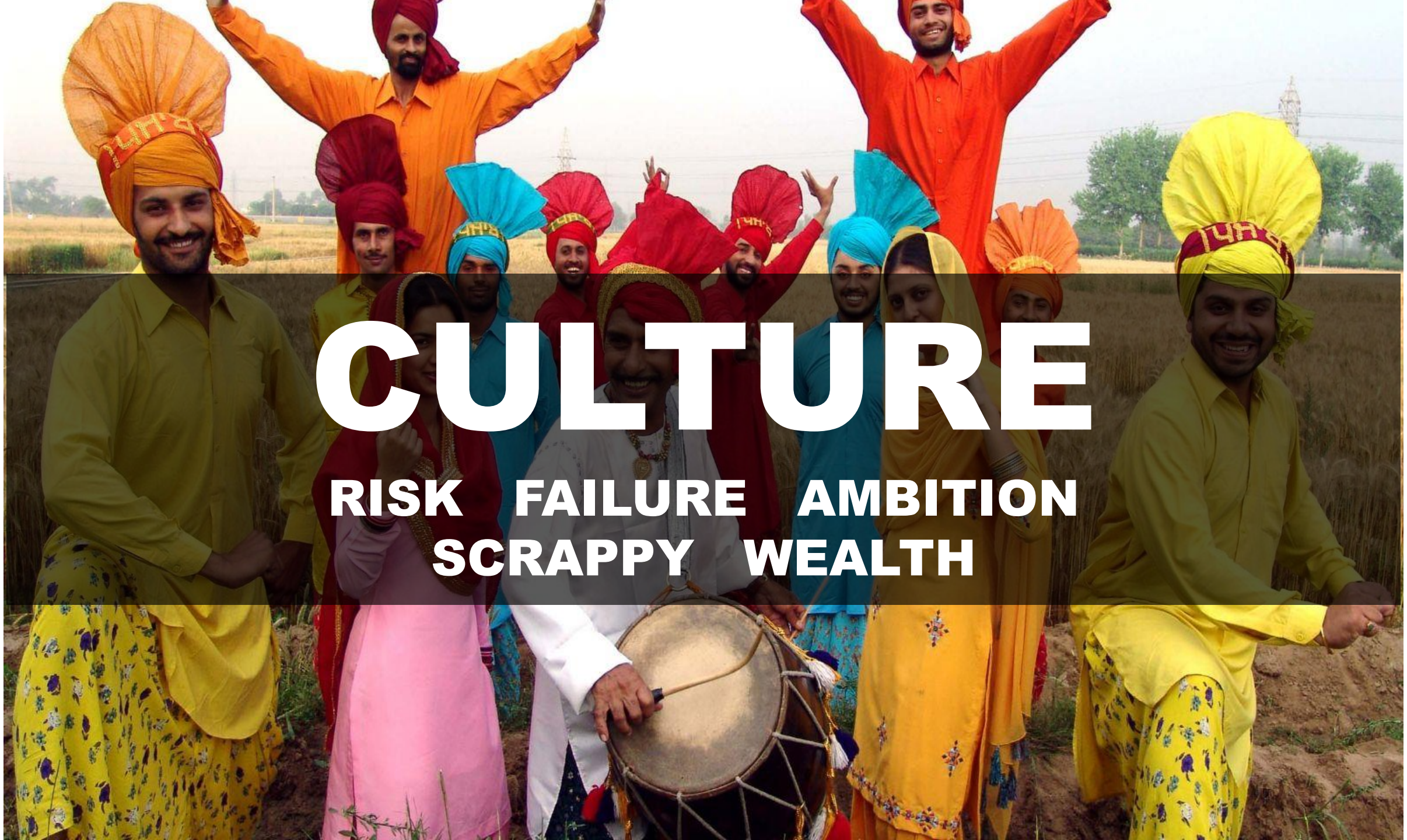
4TH LARGEST

ECONOMY WORLDWIDE ON PPP

GROWTH TRAIN
8.5% GDP GROWTH TOPS WORLD CHARTS
LUGGAGE

$1 TRILLION
NATIONAL SAVINGS POOL

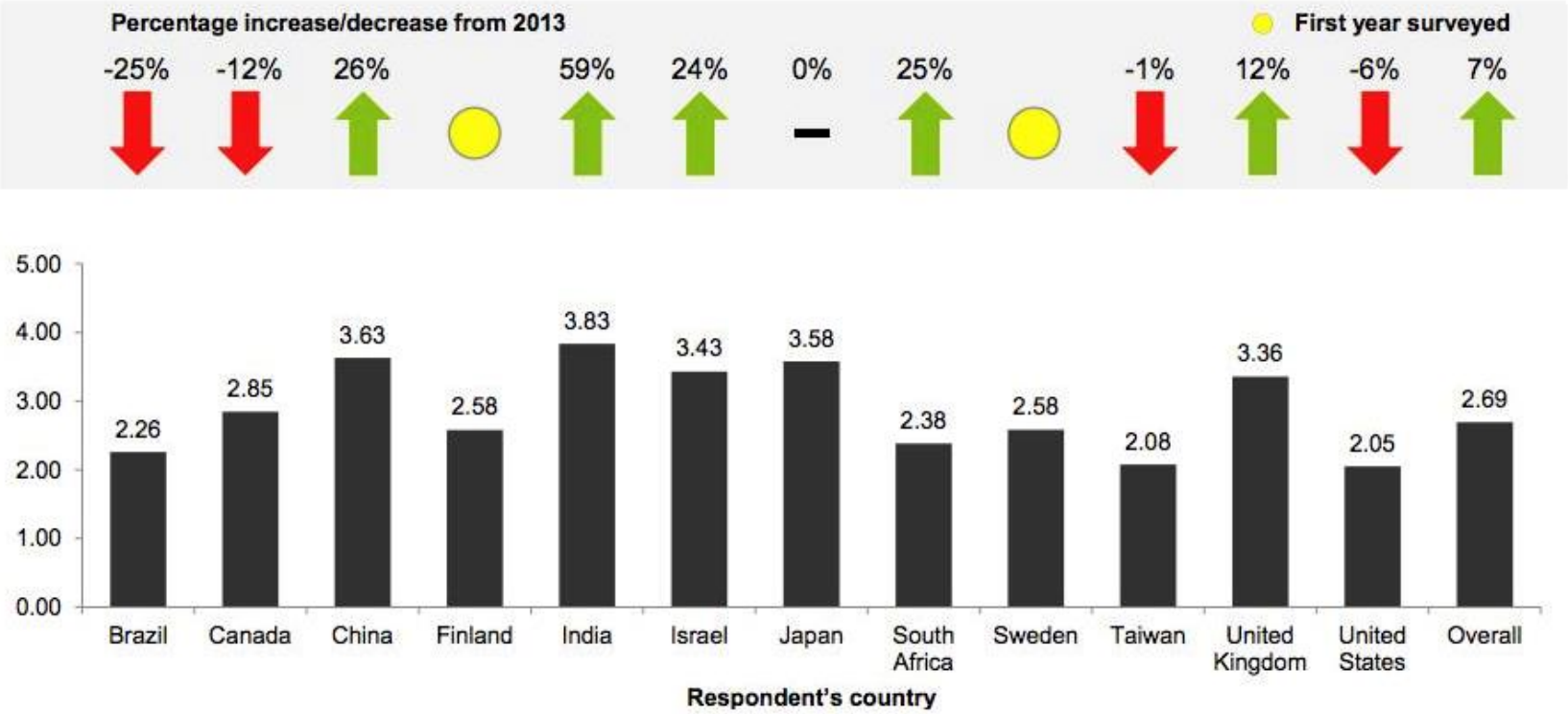
HUMAN TALENT
4TH LARGEST POOL OF ENGINEERS


CULTURE
RISK FAILURE AMBITION
SCRAPPY WEALTH

WHY NOW IS THE TIME TO ENGAGE INDIA

INVESTOR & POLITICAL SENTIMENT

Overall confidence in my home country's ability to enact government policies that support the domestic investment in the next year



AUG 2014 SURVEY

EARLY CAPITAL

FAMILY, ANGEL GROUPS & VC FIRMS

PEOPLE EXPERTISE

DIASPORA GICs EXPATS

DOMESTIC MARKET

VIABILITY VALIDATION EFFICIENCY

600 MILLION
MOBILE CONNECTIONS, 2X BY 2015

MOBILE FIRST

ALWAYS ON LOW COST
HI SPEED SELF SERVE

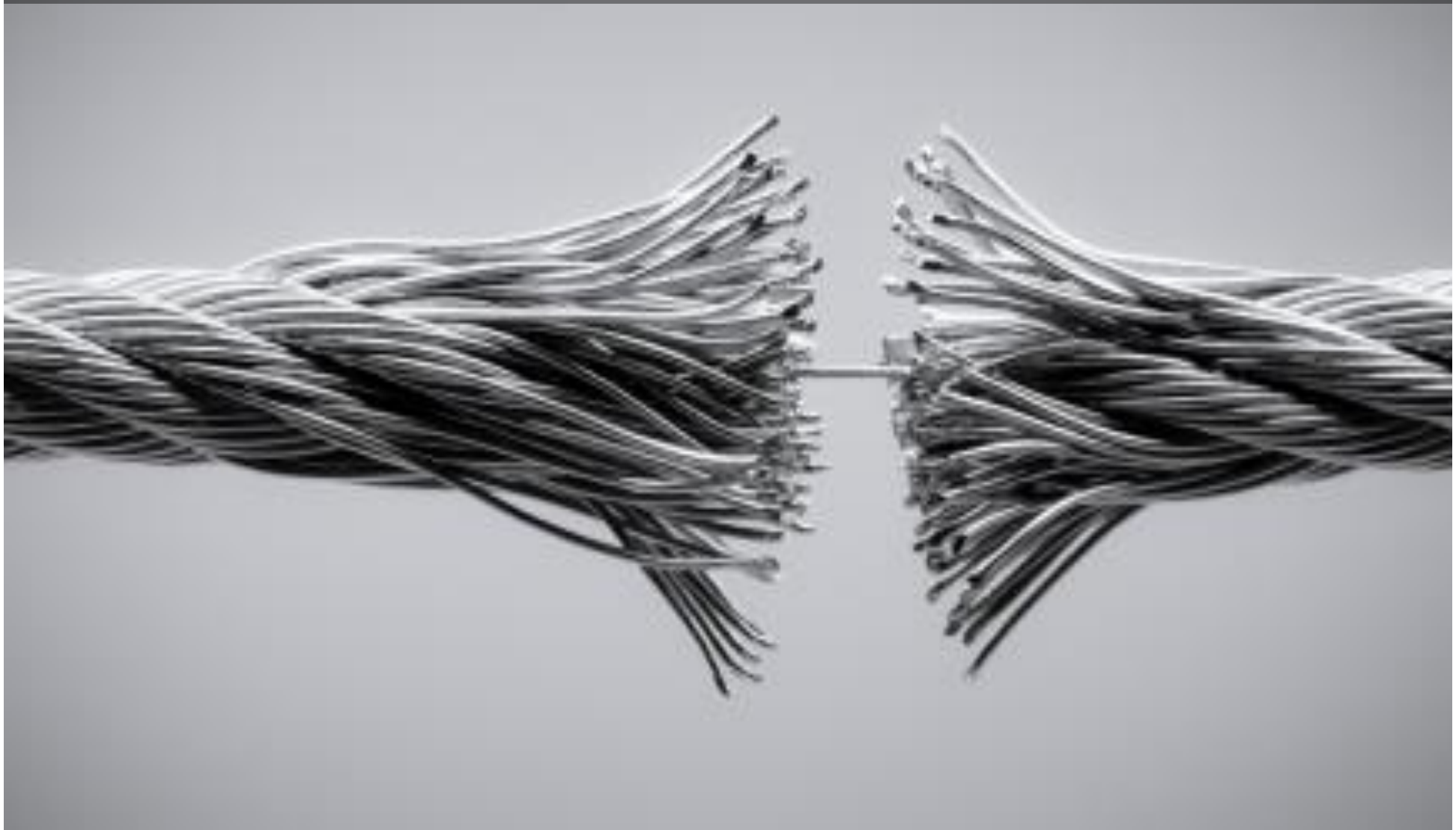
PLATFORMS

GREAT TIME TO ENGAGE INDIA

INSIGHTS FOR INSPIRATION

Ravi Gururaj

INFLECTIONS



1. BIZ MODELS

SUBSCRIBE, OP EX, DISRUPT INCUMBENTS

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2. ARCHITECTURE

STREAMING, CLOUD, TENANTED, SELF SERVE, MASHUPS, API ECONOMY

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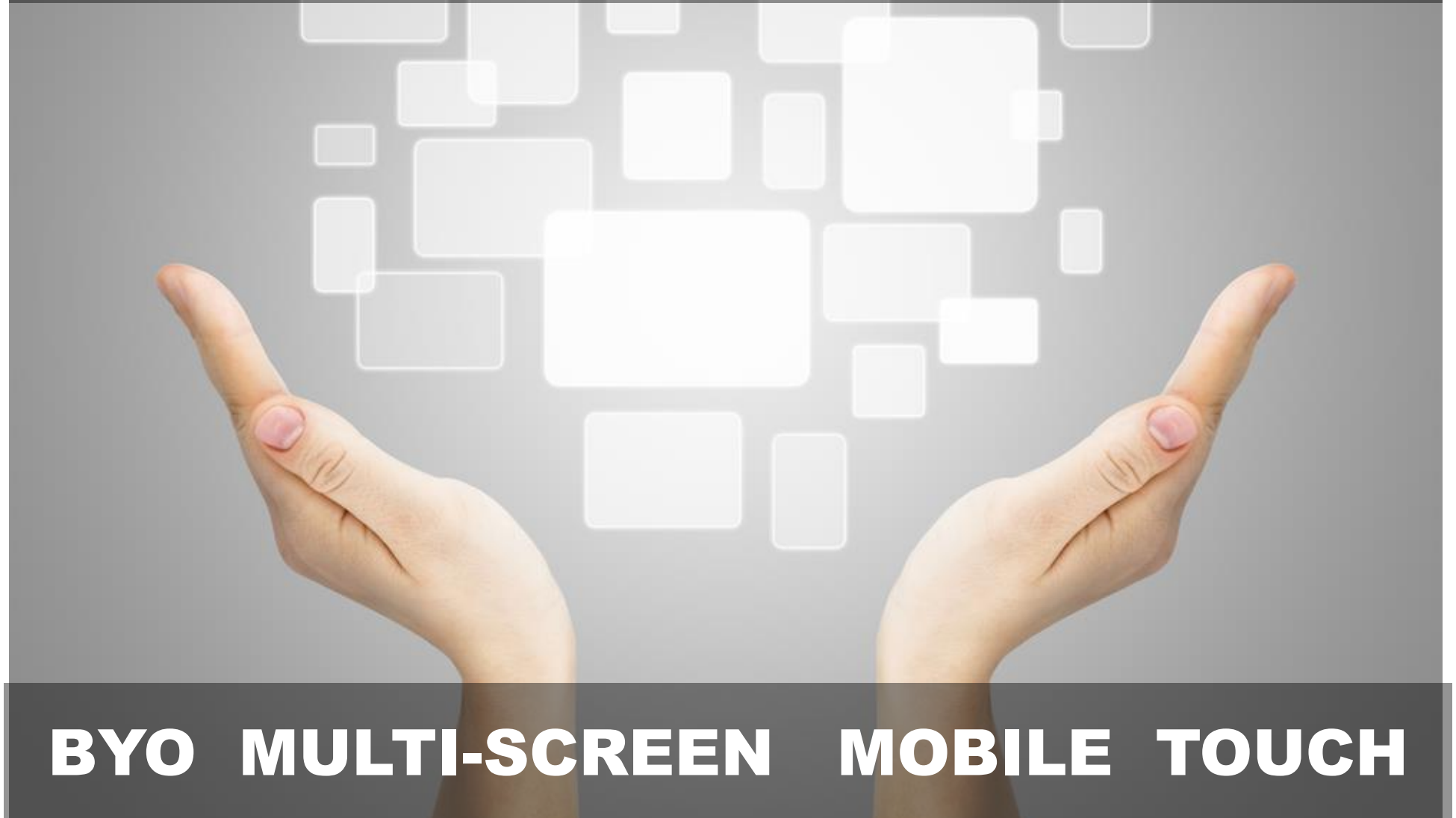
3. PLATFORMS

DISTRIBUTION & MONETIZATION

4. CONSUMERIZATION



BYO MULTI-SCREEN MOBILE TOUCH

5. DATA & IoT TSUNAMI

PREDICTIVE + PRESCRIPTIVE

INSTRUMENT & SENSE EVERYTHING

6. DESIGN

EXPERIENCE IS CRITICAL

RAVI@GURURAJ.COM
obrigado
Dank U
Merci
mahalo
Kösz
спасибо
Grazie
Thank you
mauruuru
Takk
Gracias
Dziękuję
Děkuju
danke
Kiitos
@RAVIGURURAJ

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THE GLOBAL SPOTLIGHT ON UK INNOVATION

GREAT
BRITAIN & NORTHERN IRELAND