2 Gujarat tech ventures among 5 to win funds

Parth Shastri,TNN | Apr 5, 2015, 03.53 AM IST

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AHMEDABAD: As Gujarat emerges as a hub for technology start-ups, two state-based ventures have been selected among the five winners in The Technology Business Incubator (TBI) Pitch Fest 2015, organized by Amrita University in Bangalore. The five ventures will secure funding of USD 150,000 (approximately Rs 1 crore).

The incubator is a non-profit support system founded in 2008 by the Government of India and Amrita University that chooses India's top five start-up companies for funding. This year's event had received over 450 entries. The winners were announced in Bangalore on April 1.

The five winners are Pingbits, StratDecider Analytics Private Ltd, Velnatural Fibers, Shradhanjali and Discover Dollar Technologies. Of the five, Pingbits is based in Ahmedabad and Shradhanjali is based in Rajkot.

Vivek Vyas and Vimal Popat, former insurance agents, found Shradhanjali.com in 2012 after discerning the potential of the obituary sector. The duo did not have any background in technology. "The idea was to provide an online platform where people can post photos and videos of their deceased loved ones. Others can see the tributes and pay their respects," said Vyas. "We believe that it is the first-of-its-kind website in the country today." The team hopes to spend on publicity and tie-ups.

Aagam Shah and Jaydeep Solanki, both first-year BTech (ICT) students at DA-IICT, developed Pingbits messenger application for mobile platforms. "If you are talking about movies with friends, the app will show you the films, timings and theatres featuring the film," said Shah. "If you are talking about meeting someone, your calendar will show if you have any prior engagements."

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