

WHY BIG COMPANIES OF AFRAID OF START UPS? REASON-DISRUPTIVE INNOVATION

DR.R.JAYAPAL

Former Additional GM (BHEL)

Former Vice President (Cethar Limited)

Former Dean/Research ,SRIT,Coimbatore

Independent Automation Consultant

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Who is richest-oil shakes or innovators

SOME THING INTERESTING:

UBER- LARGEST TAXI COMPANY,OWNS NO CARS

**FACEBOOK-POPULAR MEDIA CREATES NO
CONTENT**

**ALIBABA- VALUABLE RETAILER HAS NO
INVENTORY**

**AIRBNB- LARGEST ACCOMODATION COMPANY
HAS NO REAL ESTATE**

JUST THINK. KNOWLEDGE IS ASSET. ALL ARE S/W

Wealthiest countries in the world as per world wealth report published by US:

- 1. USA**
- 2. CHINA**
- 3. JAPAN**
- 4. UK**
- 5. GERMANY**
- 6. FRANCE**
- 7. INDIA**
- 8. CANADA**
- 9. AUSTRALIA**
- 10. ITALY**

Power of Indians;

- Microsoft CEO-Satya Nadella, BE(EEE) from Manipal Institute of Technology**
- Pepsico CEO- Indra Nooyi, MBA ,IIM/Kolkatta**
- Adobe systems-Shantanu Narayan/Osmania University**
- Berkshire Hathaway-Ajit Jain ,BE/Mech, IIT/Kanpur**
- Master card- Ajay Banga- MBA from IIM/Ahmedabad**
- Deloitte- Puneet Renjen**
- Google-Sundar Pitchai, B.Tech,IIT/Karagpur**
- Quora- Balaji Viswanathan, TCE,Madurai**

NEW TECHNOLOGIES IN DEMAND IN IT SECTOR:

- **Big data analytics**
- **Cyber security services**
- **Service delivery automation**
- **IOT (Internet of Things)**
- **Robotics**
- **Artificial intelligence**
- **Machine Learning**
- **Block chain**

INVENTION VS INNOVATION ;

-Invention is creation of a product or process for the first time. Edison was inventor.

-Innovation happens when some one improves on or make a significant contribution to something that has been already invented. Steve Jobs (Apple) is an Innovator.

Innovation types: Incremental, Disruptive

DISRUPTIVE INNOVATION:

-Innovation that creates a new market, eventually kills the existing market.

- Quartz watch- Winding watch**
- Digital camera- Film camera**
- Word processor-Type writer**
- Auto Rikshaw- Cycle Rikshaw**
- Michelin Airless Tyres- valves, air compressor,puncturewala**
- Ball point pen- Fountain pen**

Software will disrupt most traditional industries in next 5 to 10 years.

Do you need long experience and good finance to create new product?

-Titanic ship was created by highly experienced engineers !

-Google, Facebook were created by people with minimum experience !

To succeed you need Passion, Perseverance and hard work. Money is secondary.

Sun pharma, India which is 10,000 Crore Rs company was started by Mr Singvi with Rs 10,000 in 1982!

-In US many young lawyers do not get jobs. IBM Watson provides online legal service within seconds with 90% accuracy.

-In 2018, autonomous cars will appear in public road. In 2020 all cars will be self driven. Most car companies will go bankrupt. Tesla, Apple, Google will build computer on wheels.

-TRICORDER X is a tiny medical device , working with mobile, takes retina scan, blood sample and breath. It analyses 54 biomarkers and identify disease. What will happen to Doctors?

AUTONOMOUS TAXIS/CARS:

FIRST TAXI SERVICE TRIAL IN SINGAPORE STARTED BY A COMPANY nUTONOMY.

TECHNOLGY DEVELOPERS:

-TESLA

-GOOGLE

-MOBIL EYE NV+DELPHI(DRIVING ASSISTANT S/W)

-FORD MOTOR

-UBER

BAIDU INC

GENERAL MOTOR

LEeCO

GOOGLE TRANSLATOR APP:

-Translates day –to-day words in several languages into English

-Example: Take a photograph of a Russian board and this App will convert into English

WITTYFEED:

-CONTENT GENERATING COMPANY

- STARTED BY 3 STUDENTS OF SRM, CHENNAI WHEN THEY WERE IN SECOND YEAR**
- NOW IT IS SECOND BEST CONTENT CREATION COMPANY IN THE WORLD!**
- PLATFORM FOR CONTENT CREATORS, DISTRIBUTORS AND CONSUMERS IN CONTENT BUSINESS**

TALENTED EDUCATORS REACH STUDENTS THROUGH UTUBE CHANNELS:

-UNACADEMY

-AKASH KADAM

-LEARNEX

-# CRAZY NK

LOT OF SCOPE FOR START UPS IN THIS FIELD !!!

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TIME BENDER TECHNOLOGIES:

- START UP BY 2 GRADS FROM GCT,COIMBATORE**
- NAMED ATMBOT, HELPS PEOPLE TO LOCATE ATMS WITH CASH**
- CROWD SOURCED DATA**
- ANSWER BY VOICE**
- WORKS WITH FACEBOOK MESSENGER**

PINTEREST :

- Content sharing service that allows members to pin images,videos etc to pin boards**
- This site is world's catalog of ideas.**

-1992- A GUY CAME FROM UKRAINE TO AMERICA

-WORKED AS SWEEPER IN MALL IN CALIFORNIA

-STARTED LEARNING PROGRAMMING IN AGE 18

-ENROLLED SANJOSE UNIVERSITY

-JOINED YAHOO AND WORKED FOR 10 YEARS

-HE AND HIS FRIEND QUIT YAHOO & WROTE AN APP, WHICH IS EXTREMELY POPULAR

- JAN KUOM & BRIAN ACTIM

- APP IS WHATSAPP

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-Nudge Foundation , supported by Industry stalwarts like Nandan Nilakeni, anDr.Devi Shetty, Manish Sabarval has started an incubator in Bangaluru for non-profit start ups working on poverty related projects.

VPLEDGE is an App developed by a 12 year old school boy from Delhi Public School to promote school students social activities.

Tic-Tac-Toe is a gaming App developed by same student to play with many friends with blue tooth.

Start up Telecom company , KNOWLARITY ,Delhi, by Gupta, IIT Alumni offers cloud telephony , which offer telecom services with hardware costing 1/10 th of conventional telecom equipments.

Its global competitor is US based TWILIO Inc.

- Bruce Geo, age 22, Canada created an app to point solar panel to correct direction to get maximum power.
- App name is Simplysolar
- Place a smart phone with app on solar panel and app shows the most effective direction using GPS,Compass in phone

- SPERO electric byke by Miltex Engineers, start up at Coimbatore, uses 48V Li-Ion battery.**
- In one charge,it gives 100Km.**
- Has 5 gears: speed -30Km/hr.**
- Founder is Manikandan**
- CroudFunding venture**

- Drones are used in all fields. Lot of scope exists to develop light weight, less power consuming, more accurately positioning, long distance control drones.
- 100 \$ agriculture robots are expected shortly to help labor shortage. Persons will operate robots to do hard jobs in field.
- Household robots are popular in US to do sweeping etc.
- Cooking robots are being developed vigorously.
- Can you make a dosa machine for a small family? Crores of Rs business in kitchen automation.

HAX , the worlds largest start up accelerator, is scouting for young Indian firms developed working hardware prototypes in heath care, Consumer electronics, robotics and bionics.

- They have funded 10 firms making roti machine, car display, baby monitoring system, eleder monitoring machine etc.**
- They will fund upto 1 lakh dollars**
- Selected persons offered 4 months training in Shenzen/China and Silicon valley/USA**
- So far ,150 start ups funded worldwide.**