

Ecosystem Support needed in India to help Start-ups tide over the Global Downcycle

By

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In collaboration with



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FOSTERING ENTREPRENEURSHIP

I. Abstract

India's exponential entrepreneurial growth, local and globally likewise, has been a remarkable phenomenon; it has fostered and advocated tremendous economic, social, and scientific progress. Amidst the backdrop of increasing entrepreneurial activity, the failure rate of start-ups has become a pressing concern. This research paper endeavours to investigate obstacles and difficulties that emerging businesses face, leading to their eventual downfall. By synthesizing the research findings and insights, this study aims to outline strategies that can empower aspiring entrepreneurs to overcome the challenges posed by the macroeconomic landscape and other barriers. The aforementioned proposed framework intends to create a conducive environment that fosters innovation, encourages risk-taking, and facilitates access to capital to nurture the overall growth of ventures. It aims to offer guidance to policymakers, investors, and stakeholders on developing an ecosystem that supports success and sustenance. By addressing the obstacles and shortcomings to implement an effective start-up ecosystem, India can unlock its true entrepreneurial potential and accelerate its progress towards becoming a global innovation hub.

II. Author relevance

Ishaan Singh is ATTOW a 17-year-old, became an entrepreneur at the age of 13, starting an award-winning business; praised and endorsed by the world's second fastest runner¹ and a Shark Tank India judge². Alongside pursuing his education, Ishaan is the Brand Ambassador³ for a prominent organization for Young Entrepreneurs.

¹ https://en.wikipedia.org/wiki/Yohan_Blake

² <https://nvshq.org/bio/namita-thapar-biography/>

³ <https://thaparacademy.com/>

Along with TiE, this report aims to delve the journey and success story of entrepreneurs, their challenges, and most importantly, how can entrepreneurs tide the global headwinds?

III. Objective of the report

To outline a realistic design of a thriving start-up ecosystem

IV. Target Universe

1. **Start-up Database:** TiE Founders
2. **Interviews:** Entrepreneurs/CEOs/Founders
3. **Vintage of Targeted Start-ups:** Typically, under 5 years (not all)
4. **Sector/Industry:** Sector-agnostic

V. Preface

The booming growth of entrepreneurship in India is particularly noteworthy, procuring a 14.4% entrepreneurial activity rate⁴ in 2021, nearly tripling from the 5.3%⁵ in the year prior. This paradigm is global; the U.S. Census Bureau reported a 24% increase in entrepreneurship in 2020, following a 40-year declining trend. A multitude of benefits have evidently ensued: economic, social, and scientific. The Indian innovation index is at an all-time peak of 36.6 points⁶, in contrast to the global average of 32.09 points⁷.

⁴ the percentage of adults (aged 18–64) who are starting or running a new business

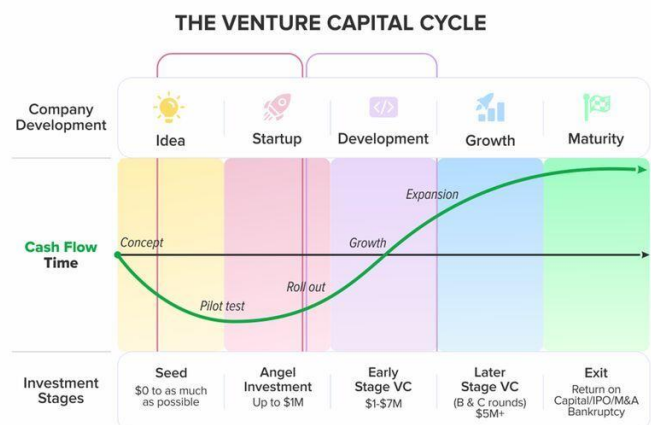
⁵ As per the Ministry of Skill Development and Entrepreneurship and the Global Entrepreneurship Monitor (GEM)

⁶ A score scaled out of 100

⁷ As per Cornell, INSEAD, and the WIPO

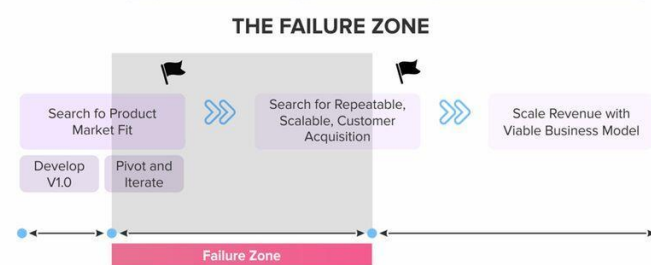
The question that logically arises is: Why are start-ups failing? According to a study conducted by IBM Institute for Business Value– 91% of start-ups fail within the first five years and the most common reason is – lack of innovation⁸. Another study⁹ notes that 47% of start-up failures in 2022 were due to a lack of financing; running out of monetary capital was behind 44% of failures, while 33% of start-up failures were attributed to the pandemic’s wide-ranging effects on business and the broader economy. Additionally, India is currently ranked 5th in fear of starting a business¹⁰. A report published by Xeler8 in 2019 states that around 90% of Indian start-ups fail within the first five years¹¹.

Where does a start-up fail? According to the Venture capital cycle¹² by Markus Wagner, the inability to find product-market-fit usually leads to failure, because it is comparatively harder to find funding for such products.



VI. Start-ups' journeys

“If opportunity doesn’t knock, build a door” – Milton Berle. The



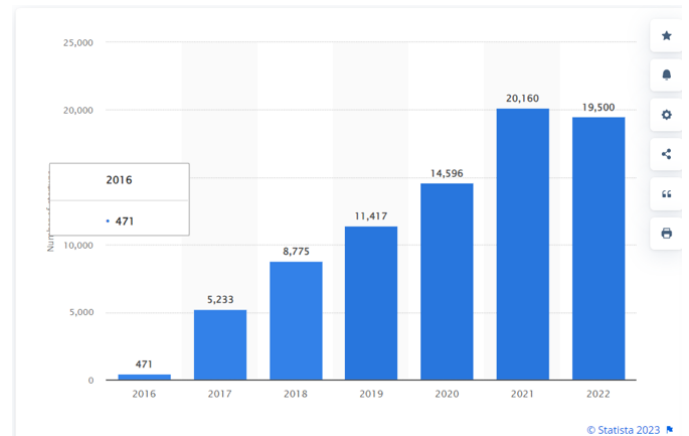
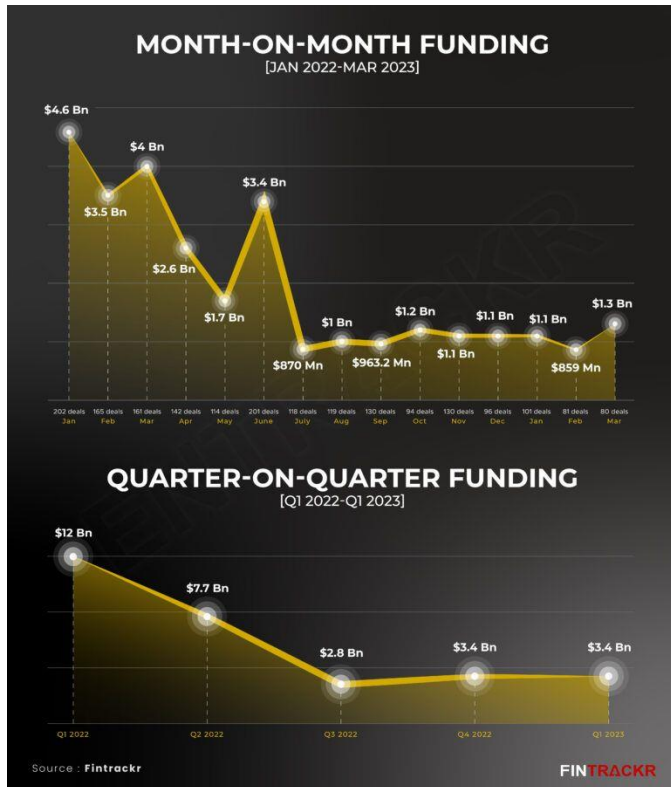
⁸ <https://in.newsroom.ibm.com/2017-05-18-IBM-Study-Innovation-Key-to-Startup-Success-in-India>

⁹ <https://www.cnbc.com/2023/01/20/top-reasons-why-startups-failed-in-2022-study.html>

¹⁰ <https://ceoworld.biz/2020/03/03/top-10-nations-that-fear-failure-when-starting-a-business/>

¹¹ <https://inc42.com/buzz/90-indian-startups-fail-within-first-5-years-ibm-oxford-study/>

¹² https://www.linkedin.com/posts/wagnermarkus_tech-startups-founder-activity-7075568349354635264-b3_N/



macroeconomic scenario has displayed starkly climbing interest rates, inflation, failing financial institutions, lack of adequate capital, and fraudulent activities in the recent past¹³. The global headwinds are evidently consistently impacting the Indian economy¹⁴, but how can a start-up tide these gales? Strong and established companies are able to insulate themselves to an extent, but where do newer businesses stand in the environment?

¹³ <https://www.statista.com/statistics/1155602/india-start-up-recognized-businesses/>

¹⁴ <https://enttrackr.com/2023/04/indian-startups-raised-3-4-bn-in-march-quarter-enttrackr-report/>

VII. Global Comparison

It will be pertinent to compare global start-up ecosystems in order to investigate plausible improvements and corrections in the existing eco-system.

In terms of growth, there is an indisputable rise in number of start-ups globally and locally, however, funding has shown a declining trend in the last two years.

Both Early-Stage and Late-Stage Funding Have Seen a Correction Since Q4 2021

Global Startup Funding Deal Amount (\$B) by Stage

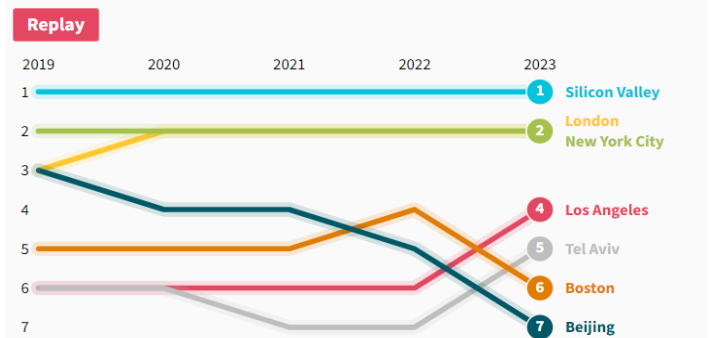
Source: Startup Genome, 2023



As per the GSER report¹⁵, the top three ecosystems (Silicon Valley, New York, London) have maintained their positions from 2020. Boston and Beijing have both slipped out of the top five, to sixth and seventh respectively. This has paved the way for Los Angeles to rise to fourth and Tel Aviv to fifth. Singapore has entered the top ten for the first time, moving up an impressive ten places to eighth from eighteenth in GSER 2022, the largest improvement noted. All major Chinese ecosystems dropped in the overall rankings, Shenzhen moved down twelve places, Beijing two, and Shanghai one, now standing at thirty-fifth, seventh, and ninth respectively. Indian ecosystems continue to rise; Mumbai moved up five places to thirty-first. Bengaluru-Karnataka and Delhi both moved up two places, to twentieth and twenty-fourth respectively.

GLOBAL STARTUP ECOSYSTEM RANKING

(2019-2023)



¹⁵ <https://startupgenome.com/report/gser2023>

The factors influencing the success of any thriving start-up ecosystem according to GSER are:

- 1) Number of start-ups getting registered
- 2) How they are doing in the Ecosystem Leadership by integrating globally
- 3) How strong is the community and spreading the benefits to other geographies and sectors
- 4) How much funding and accessibility to the funding is available
- 5) How much Ecosystem support including mentorship, networking, and funding

VIII. Analysis of Singapore and Israel

Tel Aviv, Israel

Tel Aviv in Israel has been ranked as fifth globally and has been climbing positions rapidly amongst the rankings of start-up ecosystems. A small country, nonetheless harbouring 57 unicorns and over \$15 billion in funding last year, Israel continues to expedite growth and is a favoured destination for start-ups. Israel has the most start-ups per capita of any country; more than 2,000 start-ups were founded in the past decade, as well as another 3,000 SMEs and high-tech companies, 30 growth companies, 50 large technology companies, and 300 R&D centres.

The most prominent sectors in Israel are Cybersecurity, Artificial Intelligence, Big Data & Analytics and Life Sciences

Notable reasons for start-ups' success in Israel are:

1. A national plan for developing human capital in advanced technology was approved in September 2022. The government also announced an \$870 million plan to boost Cleantech innovation.
2. Tel Aviv University is ranked eighth globally for the number of VC-backed entrepreneurs among alumni. The Investment Law allows foreign companies to benefit from a reduced company tax rate and investment grants. Another government incentive program provides employment grants for R&D¹⁶ centres and large enterprises. The four-year grant scheme covers 25% of the employer's cost of salaries for each new employee on average.
3. The Israel Innovation Authority (IIA) provides several support programs, including grants to cover partial R&D costs. The Global Enterprise R&D Collaboration Framework aims to encourage partnerships between multinational corporations and Israeli start-ups. The City of Tel Aviv Tech is an entity of the City of Tel Aviv that fast tracks municipal services, opportunities for collaboration and promotion, workforce training, and research.

Singapore

Singapore has been ranked eighth in start-up ecosystems globally. In terms of funding, it is first in Asia and tenth in the world. It has 4,000 tech start-ups and more than 220 incubators and accelerators; the ecosystem also has over 400 venture capital managers and an estimated 700 family offices. The Singapore government has been deepening its National AI strategy since 2019 and is leveraging AI to transform services.

¹⁶ research and development

Notable reasons for start-ups' success in Singapore are:

1. The Enterprise Innovation Scheme provides tax deductions to help companies innovate and improve their business processes, including for R&D expenses, the cost of acquiring and licensing IP, the cost of registering IP rights, and more. Singapore does not impose capital gains tax and offers multi-year tax holidays to start-ups in preferred sectors. A personal income tax rate of 22% is a draw for foreign talent.
2. Entrepreneurs in Singapore can set up businesses in any sector, trade is not limited, and the currency is stable. Multiple ministries and R&D funding bodies support research and Innovation. Singapore also has various entry options for tech talent and entrepreneurs, such as Tech@SG and Entre Pass, a work visa for serial entrepreneurs, highly skilled talent, and experienced investors.
3. The Overseas Networks & Expertise Pass allows top talent across all sectors to start, operate, and work for multiple companies in Singapore at one time. Local players like SG Innovate also have various schemes that help connect Deep Tech start-ups with talent.
4. The sectors doing well in Singapore are Life Sciences, AI Big Data & Analytics and Agri-tech.
5. Enterprise Singapore is the government agency championing enterprise development. The key Ecosystem players are 500Global, SG Innovate, Quest Ventures, SEED Capital, NUS Enterprise and ACE
6. Even corporates are not lagging behind in the race for innovation in Singapore. Singapore's Economic Development Board (EDB) has selected the venture and incubation wings of strategy consulting giant McKinsey to support a new S\$10 million business growth initiative. Together with venture-building firms Rainmaking and FutureLabs (the latter founded by McKinsey alumni Mario Aquino and Philippe

Mauchard), Leap by McKinsey will serve as the appointed studios for the ‘Corporate Venture Launchpad’. The pilot programme is aimed at supporting up to 20 large, established Singapore-based companies to explore new areas of growth beyond their existing core business, with 50 percent co-funding grants up for grabs for a number of sprints over a six-month period, from idea generation through to concept validation and venture launch. The scale-up phase for high potential businesses may attract additional capital investment and value creation support through EDB New Ventures.

IX. Challenges & Headwinds

A. Primary Data

Audience

In accordance with priorly set targeted demographic, the survey form was sent out exclusively to the founders of businesses within the last 5 years.

Results

1. 58% of respondents' businesses were impacted by global headwinds, affirming the necessity of this research.
2. The average rating of government support was 6.25 on a scale of 10, displaying that whilst India does not disregard the entrepreneurial ecosystem, there is definitely room for improvement.
3. The open-ended question regarding international comparison had a variety of responses that highlighted comparisons to USA and China. The following factors particularly stood out:

a) Hurdles in Ease of Doing Business for Start-ups: India is lagging in the USA's approach to create a business-friendly environment for start-ups. USA has streamlined regulatory processes, reduced bureaucratic hurdles, introduced policies that encourage innovation and entrepreneurship which attract more start-ups and facilitate their growth which India is lacking.

b) Lack of Product Innovation and Rewarding it: India needs to follow the example of China to prioritize product innovation and create mechanisms to

reward it. China recognizes and incentivised start-ups that develop innovative product to encourage more entrepreneurs to focus on creating unique solutions that cater to specific market needs.

- c) **Tax Holidays and Simplified Compliance missing:** India is missing to implement tax holidays for a certain period, the approach taken by the USA and China. Both these countries have allowed start-ups to be flexible and reduced the burden of government compliances during their initial years can ease financial pressure and enabled them to concentrate on growth.
- d) **Delay in action and ease of Tax Compliance:** Unlike China's swiftness in decision-making, India is lagging in actions related to policy changes and regulatory reforms. Simplifying tax compliance processes, particularly for start-ups with lower revenues, has alleviated the burden on working capital and supported their growth in China.
- e) **Lack of Core Research and Foundational Technology Development:** We are lagging in core research and the development of foundational technologies, the initiatives which have been undertaken by the USA and China. By fostering an environment that encourages research and development in areas like AI, materials, and energy, India can build its own foundational technologies and become self-reliant.
- f) **Lack of positive Mindset and Patience:** We may be lacking a positive mindset, patience, and belief in the product's potential which help start-ups overcome the challenges they face like adopted by USA and China.
- g) **Need for Innovation tailored to India's Needs:** Indian start-ups have not focussed too much on innovation that caters specifically to the needs of its

population and addresses local challenges. By aligning innovation with India's unique requirements, the start-ups have to create solutions that have a greater societal impact and drive economic growth.

- h) Collaboration, Networking, and Mentorship not adequate:** Learning from successful models in the USA and China, we are missing in the adequate platforms for start-ups to connect with industry experts, investors, and potential partners. The need to promoting collaboration and networking events, start-up competitions, and mentorship programs can facilitate knowledge exchange and foster a supportive ecosystem. Institutions need to collaborate with start-ups and industry experts to facilitate information sharing, mentorship, and guidance. This collaboration can involve organizing meet-ups, conferences, and mentor sessions where start-ups can learn from experienced entrepreneurs and industry professionals. Institutions can organize pitching events, investor showcases, and networking opportunities for start-ups to connect with potential investors. These platforms provide start-ups with valuable exposure and increase their chances of securing funding. Institutions can provide start-ups with access to resources and infrastructure, such as Co-Working spaces, incubation centres, and shared facilities. This support can help start-ups overcome initial challenges related to workspace, technology infrastructure, and other operational requirements. Institutions can assist start-ups in achieving product-market fit, which is crucial for their success. They can provide support and guidance in identifying target markets, refining business strategies, and connecting start-ups with potential customers. Institutions can facilitate international exposure

for start-ups through trade missions, delegations, and international conferences. These initiatives allow start-ups to explore global markets, establish international partnerships, and learn from successful start-up ecosystems in other countries. Institutions can increase support for policies and mechanisms that encourage conceptual intellectual property (IP) research and funding. This support can foster innovation and protect the intellectual property rights of start-ups. Institutions can serve as a platform for start-ups to openly share their problems and advocate for their needs. They can raise issues to the government and work towards finding solutions and policy changes that benefit start-ups.

- i) **Funding and Commercialization Support:** Another thing lacking in India is the need to establish bodies that fund and nurture deep tech research and commercialization that can drive innovation and help start-ups bring their ideas to market. USA has an approach of supporting research-driven start-ups and facilitating their transition from the lab to commercial success where Institutions can collaborate with entities that have capital to create a funding corpus dedicated to supporting start-ups. This collaboration in US provides start-ups with access to much-needed financial resources for growth and development.

4. The final open-ended question examined the requirement of institutional support. The respondents show multifarious outlooks towards their support. Their responses are summarized below:

- a) **Platforms for Start-ups to Connect with Potential Clients is not sufficient:** There is a desperate need of enough platforms where start-ups can showcase their products or services and connect with potential clients. These are the platforms which facilitate networking, business partnerships, and sales opportunities for start-ups. Institutions need to provide learning programs, funding opportunities, and mentoring support to start-ups. These initiatives help entrepreneurs acquire essential skills, secure financial resources, and receive guidance from experienced mentors.
- b) **Inadequate Recognition and Rewards for Product Innovation:** Institutions are missing to play a crucial role in recognizing and rewarding product innovation. This recognition can be in the form of industry awards, grants, or other incentives that motivate and encourage start-ups to focus on developing innovative products.
- c) **Missing Policy Advocacy:** Institutions have to advocate for policies and regulations that support start-ups and entrepreneurship. There is a big need for policymakers to highlight the needs and challenges of start-ups and advocate for favourable policies, tax incentives, and regulatory reforms.

5. In terms of success, the general consensus shows that funding is most important. More incubators, easier debt and lower interest rates, ease of set-up and winding-down, and support in a larger variety of cities were other recurring factors mentioned by the respondents.
6. The majority of respondents chose lack of capital and drying of funding to be the primary cause of concern. Lack of employee talent was the runner-up, with 8.58

percentage points voting it being a bigger challenge than increasing salary costs. While these 3 stood out as the biggest drawbacks, declining demand and weak corporate governance were also indicated, however, not prominent.

B. Secondary Data

1. **Access to enough Funding is clearly missing:** One of the primary concerns for start-ups during an economic downturn is securing adequate funding. According to a report by NASSCOM (National Association of Software and Service Companies), India's start-up ecosystem witnessed a decline in funding during the global economic downturn in 2020. To address this, while the Indian government has taken several measures to provide alternative funding mechanisms but seems inadequate as of now. These initiatives enable start-ups to access capital during economic downturns when traditional funding sources may be limited.
2. **Supportive Regulatory Framework:** A favourable regulatory environment plays a vital role in supporting start-ups during an economic downturn. The Indian government has recognized the importance of a supportive regulatory framework and has implemented several initiatives. The Start-up India program, launched in 2016, aims to create an enabling environment for start-ups by simplifying regulations, reducing bureaucratic hurdles, and providing tax incentives (Start-up India Action Plan). The introduction of the Insolvency and Bankruptcy Code in 2016 also helps protect the interests of start-ups and provides a safety net during challenging economic times (Insolvency and Bankruptcy Board of India).

3. **Incubators and Accelerators:** Incubators and accelerators play a crucial role in nurturing start-ups and providing them with the necessary support during a global downcycle. According to a study conducted by the Indian Council for Research on International Economic Relations (ICRIER), the number of incubators and accelerators in India has significantly increased over the years, providing mentoring, networking opportunities, and infrastructure support to start-ups (ICRIER Report, 2021). Organizations like the Indian Angel Network, T-Hub, and 100X.VC have been at the forefront of supporting start-ups through their incubation and acceleration programs (Indian Angel Network Annual Report, 2020).
4. **Skill Development and Talent Retention:** During an economic downturn, start-ups often face challenges in attracting and retaining skilled talent. The Indian government has focused on skill development initiatives to bridge this gap. The Atal Innovation Mission, launched by the NITI Aayog (National Institution for Transforming India), aims to foster entrepreneurship and innovation among students by promoting a culture of research and development in schools and colleges (Atal Innovation Mission Report, 2020). Additionally, the Atal Incubation Centres established under this mission provide start-ups with access to mentorship and skilled talent.
5. **International Collaboration and Market Access:** During a global downcycle, start-ups may find it challenging to access international markets due to trade restrictions and reduced demand. The Indian government has actively pursued international collaborations and partnerships to address this issue. Initiatives like the India-UK Tech Partnership and the Start-up India Global Alliance facilitate cross-border collaborations, knowledge exchange, and market access for Indian start-ups (Ministry of External Affairs, Government of India).

6. **Platforms for facilitating transactions in Start-ups** - Founded in March 2023, Done Deal has been designed to disrupt and overhaul the M&A space in the country by considerably curbing the time taken to conclude such deals. Done Deal claims to have more than 400 start-ups listed on its platform across sectors such as SaaS, gaming, creator tech, among others.



X. Recommendations

1. Accelerators need to play an active role in the growth of Indian start-up ecosystems. The Accelerators can be initiated by organisations like TiE, funded by Government or Corporates and they need to be spread out widely in cities like Delhi, Bengaluru, Mumbai, Hyderabad and some other cities which are showing green shoots of start-up ecosystem. The support in the Accelerators need to be not only focussed on Funding, which is a must, but other support system required to run start-ups like shared offices, access to talent, possible testing labs and most importantly access to probable clients.
2. Product Innovation needs to be harnessed in a more proactive manner with involvement of all players in the Ecosystem – Government backed labs, Corporates & Association like TiE supporting & funding those start-ups with innovative ideas.
3. Retaining and harnessing Indian talent especially in the Tech, AI, Life Science spaces which usually migrates to other countries by providing some special tax incentives individually.
4. Ease of setting up & winding down business needs to be made very easy and less painful for the Entrepreneurs to take the risk of entering Indian start-up world. Many examples of global systems like Singapore, Silicon valley and Israel can be brought to India very easily.
5. Tax Holidays for a longer period of time to sustain the cash flows and enhance profitability of the start-ups to reach the growth and maturity stage.
6. Funding Infrastructure needs to be boosted significantly in India. A large fund from Indian Government in identified and focussed sectors should be set up. Top corporates in India needs to be urged to invest a certain portion of their reserves in start-up capital. Most importantly organisations like TiE needs to increase the activity on

funding camps especially at the seed and early stage through a combination of Government allocation to their member entities, Corporate to be urged to allocate a part to them and angel investors to be proactively working with them to fund at each stage of the business.

7. Advisors in start-ups need to start playing the role of sales advisors to as the biggest challenge any venture is facing is to bring new clients and scale. The experiences Advisors needs to help start-ups connect to probable clients where they can test their products and ultimately scale their business.



XI. Appendix

Appendix A - Interview Extracts

1. Badhrinath Kidambi, Founder & CEO Planytics Solutions Private Limited

Mr. Badrinath co-founded Planytics, an intuitive supply chain planning software that uses demand driven analytics, machine learning and AI to create robust plans for manufacturers.

Mr. Badrinath's company was initially funded by the Tamil Nadu government, therefore allowing him to allocate his focus solely towards developing the product.

Mr. Badrinath describes his outlook towards entrepreneurship as having 3 stages, namely "0 to 1", "1 to 10", and "10 to 100", implicitly implying that over time, the growth speed tenfolds. His tacit message was that the initial stages are a slower process, yet of absolute necessity. He personally places his own company in the "1 to 10" stage.

Mr. Badrinath describes his biggest obstacle: the product development itself. Nonetheless, Mr. Badrinath is unfazed by their 1 year delay, due to his belief that obstacles are inevitable.

In the hindsight, Mr. Badrinath would recommend other start-ups in his position to give utmost importance to employee talent, as this is the main influencing factor of product quality, which, in his opinion, is the most important aspect of the business.

Although Mr. Badrinath is himself IIT-Madras incubated, he believes that the presence of more incubators can ease the entrepreneurial process. He also believes that in comparison to his experience in silicon valley, India lacks an equivalent quality of incubators.

2. Vibha Chaudhary, Big Plus Ventures Pvt Ltd., ChampBuddy, Founder

Ms. Vibha founded ChampBuddy, a career preparation tech platform, covering career counselling and subject matter expertise.

ChampBuddy was bootstrapped using funds from family, and Ms. Vibha describes this source to be insufficient.

Ms. Vibha finds she has sufficient employee talent, and her company shows the characteristic of dynamic evolution and adaptability.

Ms. Vibha finds platforms such as YourStory and TiE, which promote publicity, to be of great support.

She credits corporate events that allow intellectual brainstorming and networking with investors to be of utility.

Upon discussing the U.S. entrepreneurial ecosystem, Ms. Vibha highlights the lack of social pressure being a differentiating factor. She also believes innovation is rewarded more in comparison.

Ms. Vibha recommends VC¹⁷ need to increase traction at Start-ups, Proof of Concept, Idea-Pre-seed-Seed-MVP-Traction, Small SMEs; Govt sector needs to be done, Indian Students need to unite for ideas

3. Naman Jain, CEO & Founder, Listerr

Mr. Naman Jain is the CEO and founder of Listerr, An Hyperlocal Marketplace for all types of industry, connecting sellers to buyers.

Mr. Naman believes the key to success is finding the essential product-market fit and securing exemplary employee talent.

¹⁷ venture capitalists

He is a strong advocate of the support provided by government regulation and policies, displaying no dissatisfaction thereof.

Mr. Naman describes his biggest challenge to be the tremendous difficulty in penetrating a market with strong competition.

Mr. Naman believes that a noteworthy drawback for entrepreneurs is the lack of active involvement from the advisors and mentors, who can, in fact, prove to play a crucial role in company growth. He further elaborates the lack of sales-driven mentorship, and their reducing time and energy investment into businesses.

Mr. Naman is against the belief of the impact of global headwinds, providing a unique point of view, rather claiming that as entrepreneurs are initially of smaller scale, their local market is standalone to global markets.

With regard to USA, Mr. Naman highlights the Financial Viability problem and Technology problem is different due to mindset.

4. Gurpreet Singh, Co-founder, G-Square Solutions Pvt Ltd

Gurpreet is the Co-founder of G-Square Solutions. They do Data Analytics using machine learning & artificial intelligence and have been in business for last eight years now.

Gurpreet felt that they entered the Data analytics sector ahead of them and that gave them competitive advantage. They found a good product market fit as well in time.

The challenges they faced were largely around finding and retaining good talent over the years. The current challenges they are facing are around slowdown in growth rate but not in the growth as such and confident of growing fast.

He feels that if Government and associations create an ecosystem or a marketplace where the prospective buyers can be connected to start-ups providing relevant services.

He also feels that India's start-up ecosystem needs to create global products through deep research and innovations which needs to be funded and supported well by the Government and Incubators funded by start-up association.



Appendix B

Survey Form

TiE Delhi NCR Research: Startup Ecosystem

* Required

1. First name *

Enter your answer

2. Email ID *

Enter your answer

3. Organization and designation *

Enter your answer

4. Rank these factors based on their influence on your startup's success. *

1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10

5. Have recent global headlines had an impact on your startup? *

☐ Yes

☐ No

6. How much have government policies helped your growth? *

1	2	3	4	5	6	7	8	9	10
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7. Which of these challenges did you face? *

☐ Strict corporate governance

☐ Declining demand

☐ Increasing interest rates

☐ Drying up funding and shortage of capital

☐ Lack of employee talent

☐ Increasing ruling costs

☐ Other

8. What can be done to promote a thriving startup ecosystem in India? *

☐ Support and funding at every stage

☐ More incentives for setting up offices in underprivileged cities

☐ Further support to local business ideas (Plan 1, 2, 3, 4)

☐ More government's funding towards product innovation

☐ Easy debt and loan interest rates for initial 5 years

☐ Easy government policies for set up and winding down

☐ Other

9. What do you think India can adopt from other countries (such as USA and China) to support an ecosystem for improved startup growth? *

Enter your answer

10. What can organizations like TiE do to support you further? *

Enter your answer