

NASSCOM 10,000 STARTUPS IS BACK WITH THE 4TH EDITION OF ‘INNOTREK 2017’

26 Innovative Tech Start-ups from India; 5 from Silicon Valley; 70 eminent speakers from across the globe; and more than 150 delegates – together at Silicon Valley

New Delhi, 18 April, 2017: Aiming to bridge India’s Start-up Success dream, **National Association of Software and Services Companies’ (NASSCOM) 10,000 Startups program** is all set to give wings to select innovators and entrepreneurs from the country, giving them a chance to explore new opportunities. For the 4th consecutive year, NASSCOM brings back INNOTREK 2017, a platform that provides the best technology startups of the country a chance to go to Silicon Valley and interact with global investors as well as attend workshops and sessions from stalwarts of the technology space. The program will have **Mr. R Chandrashekhar, President, NASSCOM, Mr. Ravi Gururaj, Chairman, Product Council NASSCOM** and dignitaries such as **Shri N Chandrababu Naidu, Chief Minister, Andhra Pradesh, Mr. Ramesh Abhishek, DIPP Secretary** and **Ms. Aruna Sundararajan, Electronic & IT Secretary** will be accompanying the delegation of entrepreneurs to the Valley this year.

Between the 1st and 6th of May 2017, the weeklong journey for the delegation will be full of learning and networking that will allow some of India’s upcoming technology startups with a chance to explore new horizons and grow their domain expertise exponentially. **The Innotrekkers will get a chance to visit campuses of Google, LinkedIn, Microsoft, IBM, and Target as part of their agenda.** They will be given the opportunity to showcase their cutting-edge, future ready innovations to various stakeholders. The networking activities and site visits will help entrepreneurs to get a better understanding of the global work culture and exchange views on building a constructive work environment for their own ventures.

Commenting on the occasion, **Mr. R Chandrashekhar, President, NASSCOM,** said, *“The startup ecosystem has been growing steadily for the past few years now. We want Indian startups to grow and compete on a level playing field with those from the Valley. Through this program, we aim to provide our country’s startups a platform to step it up a notch and get recognized internationally. From the feedback we have been receiving on our INNOTREK program, we are confident that this platform will once again provide startups which are participating, an experience that will truly help transform them.”*

Ashok Madravalley who leads this initiative said, said, *“Through the Innotrek program we provide Indian startups an opportunity to benefit and improve their products and services and grow extensively in their domains. We have tremendous faith in the young, tech savvy minds of our country who will be participating in the program this year, and we take pride in being able to help them hone their skills and expertise.”*

This year’s delegation will be travelling on the **29th April 2017** to Silicon Valley, to begin this journey of learning and networking for this year’s participants. The INNOTREK program has received a positive and encouraging response from both – the participants and the larger industry – for promoting entrepreneurship, and providing a learning and networking platform for the young startups of the country.

About NASSCOM 10,000 Startups

10,000 Start-ups is an ambitious attempt by NASSCOM to scale up the start-up ecosystem in India by 10x. 10,000 Start-ups aims to enable incubation, funding and support for 10,000 technology start-ups in India over the next ten years. The program's vision is to foster entrepreneurship, build entrepreneurial capabilities at scale and strengthen support for tech start-ups. The initiative brings together key stakeholders of the ecosystem including start-up incubators, accelerators, angel investors, venture capitalists, start-up support groups, mentors, and technology corporations. Since its launch in April 2013, the program has done about 800 events in 25 cities of the country which were attended by a whopping 30,000 attendees and received 17,800 Applicants, 2934 Start-ups Shortlists.

In 2016 alone, the program received over 4000 applications of which 658 startups were shortlisted, 130 women leaders were inducted and 300 influencers were involved in mentorship. The program is supported by Google for Entrepreneurs, Microsoft Ventures, Kotak, Amazon Web Services, Facebook , IBM and DigitalOcean.

For further information please contact:

Tripti Sharma NASSCOM Press Office – Genesis BM +91 7838350189 tripti.sharma@bm.com	Kavita Doshi NASSCOM 10,000 Start-ups Email: Kavita@nasscom.in
---	--