

**Addressing the Human and Technical  
Capacity Challenges Through Digital Skills  
ITU—DOT TRAINING PROGRAM**

# **Start-up Community Development**

**29<sup>th</sup> July — 1<sup>st</sup> August, 2019  
New Delhi, India**

**Ms. Prity Khastgir, ITU Expert**

# Topics

**1. Start-up Community Activities**

**2. Community Inclusion**

**3. Growing the Community**



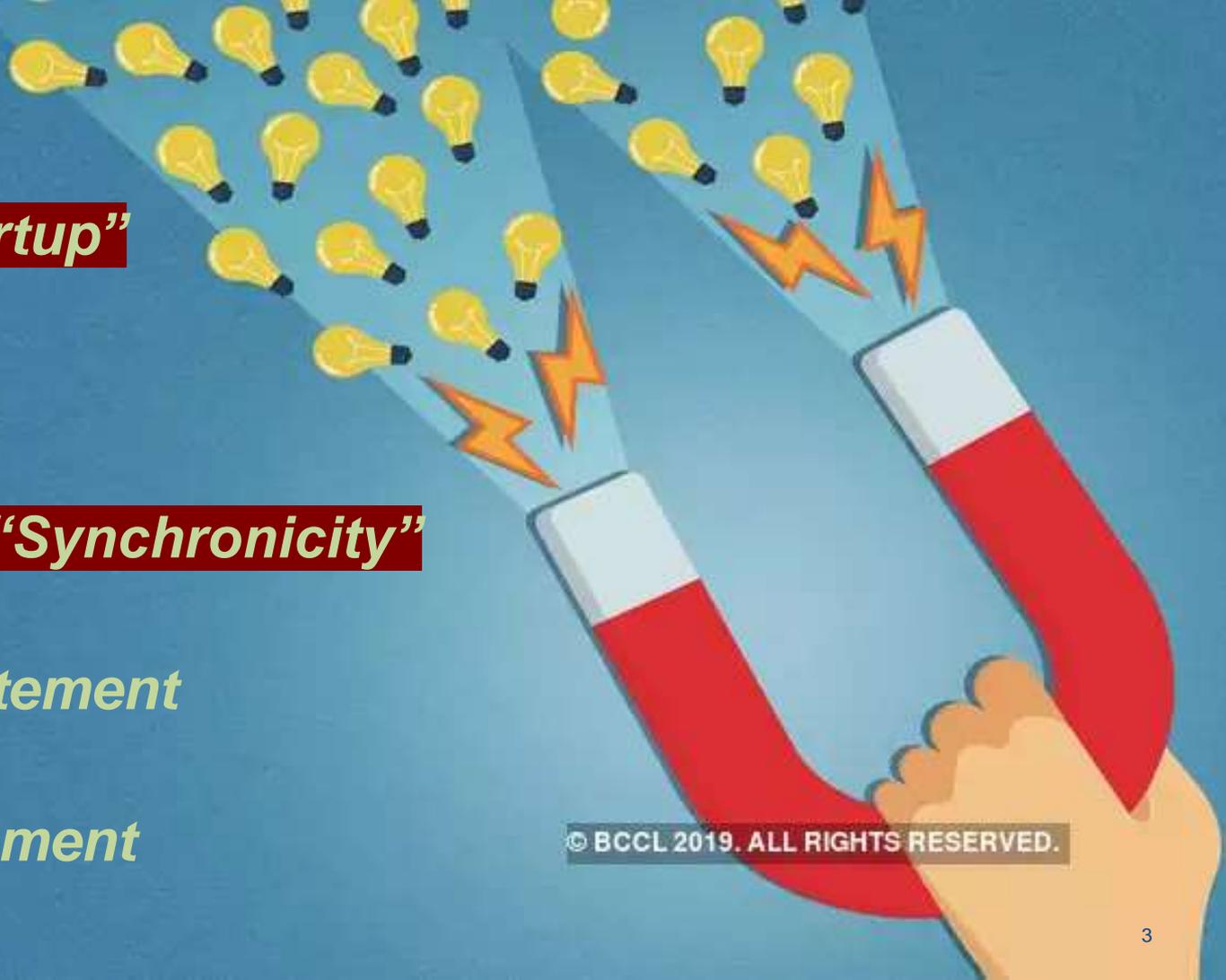
The word **“Startup”**

resonates

with the word **“Synchronicity”**

- *Mission Statement*
- *Vision Statement*

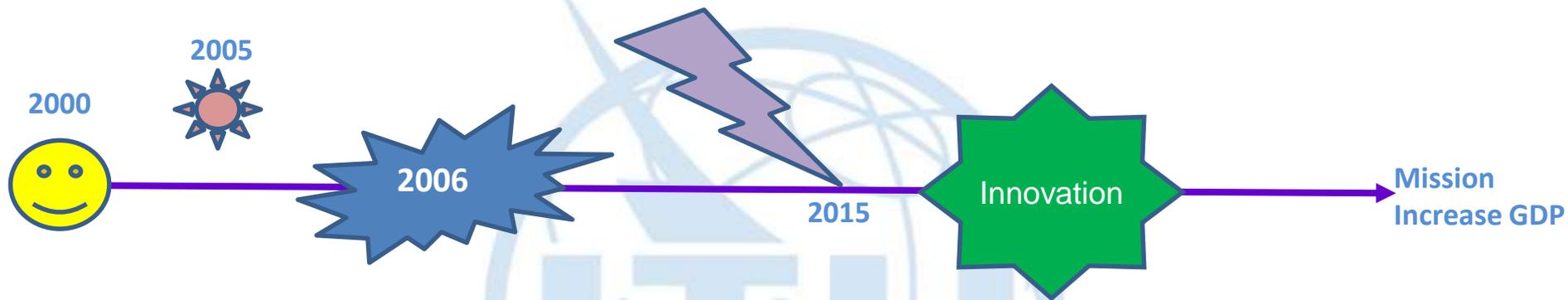
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# My Story



# Intellectual Property Rights (IPRs)

Patentscope

<https://www.wipo.int/patentscope/en/>

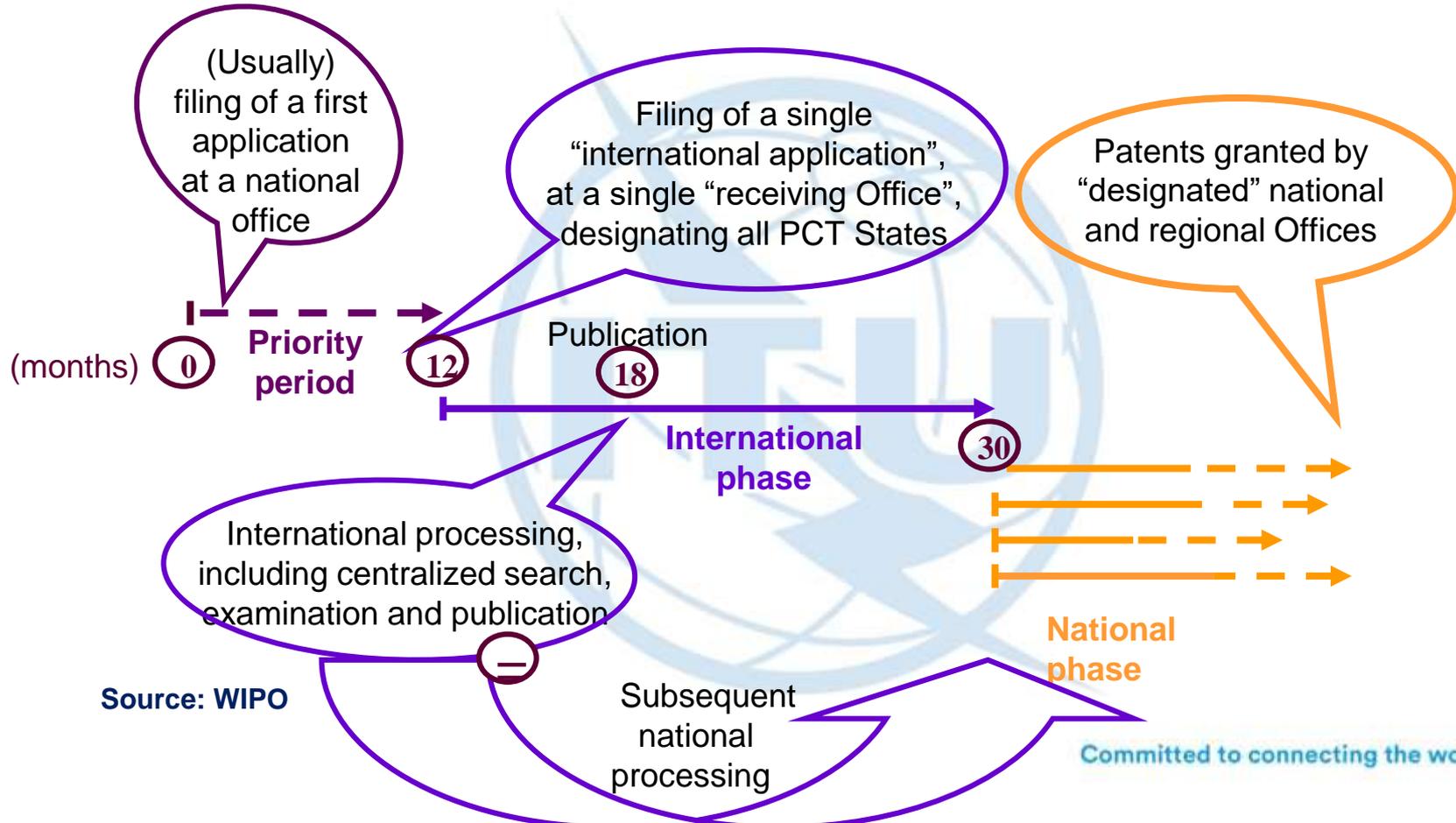
## **PATENTSCOPE**

The PATENTSCOPE database provides access to international Patent Cooperation Treaty (PCT) applications in full text format on the day of publication, as well as to patent documents of participating national and regional patent offices.

The information may be searched by entering keywords, names of applicants, international patent classification and many other search criteria in multiple languages.

[Access the PATENTSCOPE database](https://www.wipo.int/patentscope/en/)

# Patenting Trends Globally



# Intellectual Property Rights (IPRs)

Why IPRs matter?

- Ways of benefiting from patents
- Assets
- Patents nationally and internationally

Patent Cooperation Treaty (PCT)

Main route for obtaining patents internationally

# Paytm: Digital Wallet in India

Founder: Vijay Shekhar Sharma

Ownership: One 97 Communications

Current value: Over **\$3 billion**



# Paytm: Patenting Trend - IPRs

1. [201711021731](#) **OPTIMIZED SYSTEM AND METHOD FOR GENERATION OF SECURITY CODES AND OFFLINE RECONCILIATION THEREOF** IN 22.03.2019

201711021731 **One 97** Communications Limited Prerna Kalra H04L 63/044 

Method and system for generation and reconciliation of security codes is provided. A first security confirmation code for a particular timestamp is generated for each transaction between user device 104 and merchant terminal 106 based on predefined number of digits of character checksum value and salt value. A first reference key is generated including a combination of the timestamp, first security confirmation code and merchant terminal identification. Second security confirmation code for the timestamp is generated based on predefined number of digits of character checksum value and salt value on the basis of data extracted from first security code. A matching operation of first and second security code is performed to ascertain a match there between. Second reference key is generated which is a combination of the timestamp, the second security code and the merchant terminal 106 identification. Transaction is reconciled using the second and first reference key.

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2. [4257/CHE/2012](#) **SYSTEMS AND METHODS FOR SECURE MESSAGING SERVICE AND MULTIMEDIA MESSAGING SERVICE** IN 18.04.2014

4257/CHE/2012 **ONE 97** COMMUNICATIONS LIMITED Pratyush Prasanna H04L 12/00 

Systems and methods for managing (for example, creating, transmitting, delivering, encrypting, storing and the like) secure SMS (short message service), secure messaging over data and secure MMS (multimedia messaging service) communications, wherein a private texting platform on Mobile devices across various operating system (OS) platforms for sending messages (SMS - text content; Messaging over data - text content; MMS- images, videos; documents - all commonly used document formats, audio and media files) securely, privately with ability to track status of messages and thereby providing the user having sender controls, deletion capabilities, group messaging, message archival, secret tagging, user blocking, SPAM controls and condition acceptance before message viewing.

# Paytm: Digital Wallet in India - Fintech

## Mobile First Social Network



# Paytm

- One97 Communications Limited started as a mobile Value-Added-Service (VAS) company.
- One97 is the parent company of many products such as mPandit, oc2ps, & Oorja.
- **PayTM** stands for **Pay Through Mobile**

# Paytm: Business Model

- **Model:** offline-to-online model (O2O)
  - Competitors
    - Amazon
    - Flipkart
    - Ebay
- Bridging the Gaps
- Noticed a **paradigm shift** in billing section- from paying bills at outlets to **online payment** system.



# Paytm: Business Model

- Identified the **Customer Pie**
  - 1.32 billion people of India
- Initial years solved the problem of transaction happening in **Unorganised sector.**
- According to Indian statistics, there are 400 million active WhatsApp users.

# Paytm: Key Lessons Learnt

- Identified Untapped Sector Early
- New Age Payment Banking Platform
- Find your Niche
- Customer Acquisition should be fast
- Who is your Investor?

# Paytm: Future Plans

Enhance customer experience and meet customer demands in speedy manner.



# Scaling Up Start-up

- Who is your Investor?
- Identifying Synergies



# Successful Digital Ventures in India

INVESTOR	NOTABLE INVESTMENTS	FUND
Anand Daniel	Swiggy, TaxiForSure, BlackBuck	Accel Partners
Anand Lunia	Lendingkart, ShareChat	India Quotient
Ash Lilani	Snapdeal, Paytm, Mezi, AppLabs	Saama Capital
Avnish Bajaj	Ola, Quikr, ItzCash	Matrix Partners
Bejul Somaia	Oyo, Udaan, Indian Energy Exchange	Lightspeed India Partners
Deepak Gaur	Swiggy, BookMyShow, Rivigo	SAIF Partners
Deepak Shahdadpuri	Oyo, Mswipe, Drums Food	DSG Consumer Partners
Dev Khare	Byjus, Sharechat	Lightspeed India Partners
GV Ravishankar	Byjus, Faasos, Equitas	Sequoia Capital India Advisors
Karthik Reddy	GreyOrange, Unacademy,	Blume Ventures
Mohit Bhatnagar	Citrus Payments, Dailyhunt, Freshworks, Zomato	Sequoia Capital India Advisors
Mukul Arora	Swiggy, Rivigo, BookMyShow, FirstCry	SAIF Partners
Parag Dhol	redBus, Policybazaar, Power2SME	Inventus India Partners
Prashanth Prakash	BookMyShow, Qwikcilver	Accel Partners
Ravi Adusumalli	Paytm, Justdial, MakeMyTrip	SAIF Partners
Sanjeev Bikhchandani	Zomato, Policybazaar	Info Edge
Shailendra Singh	Druva, FreeCharge, Go-Jek, One Championship, Pine Labs, Tokopedia, SCIO Health Analytics	Sequoia Capital India Advisors
Shekhar Kirani	BrowserStack, Freshworks, Zenoti	Accel Partners
Subrata Mitra	Flipkart, Myntra, Cure.fit	Accel Partners
Sudhir Sethi	Cure.fit, FirstCry, Myntra, Xpressbees, Newgen	Chiratae Ventures
Suvir Sujan	Delhivery, MapmyIndia, OLX	Nexus Venture Partners
Tarun Davda	Ola, Practo	Matrix Partners
TCM Sundaram	Lenskart, Policybazaar	Chiratae Ventures
Vani Kola	Myntra, Cure.fit, Dream11	Kalaari Capital
Vikram Vaidyanathan	Dailyhunt, Five Star Finance, Mswipe	Matrix Partners

# Start-up Community Initiatives

**Diversify! Diversify!**

**Diversify! – Your Networks !**



# Start-up Community Initiatives

**Diversify! Diversify!**

**Diversify! – Your Networks !**

**Connect the dots in diverse  
networks...Reflects Many**

**Sources of Your Ideas...**

Committed to connecting the world



# 4 C's to Build a Strong Startup Community

- **Celebrate**
  - vision to “celebrate anything and everything to self-motivate oneself”.
- **Connect**
  - communication and **coordination** between the stakeholders, talent pool and innovators in a start-up community.
- **Convene**
  - Common place and providing working ecosystem.
    - **Innovation Hubs**
- **Collaborate**
  - Achieve a common goal and build strong ethos of generosity.

# Community Inclusion

- **Facilitating intersections**
  - To thrive and reach one's full potential.
    - **#BeBrandYou**



# Full Potential

Science of Mindfulness

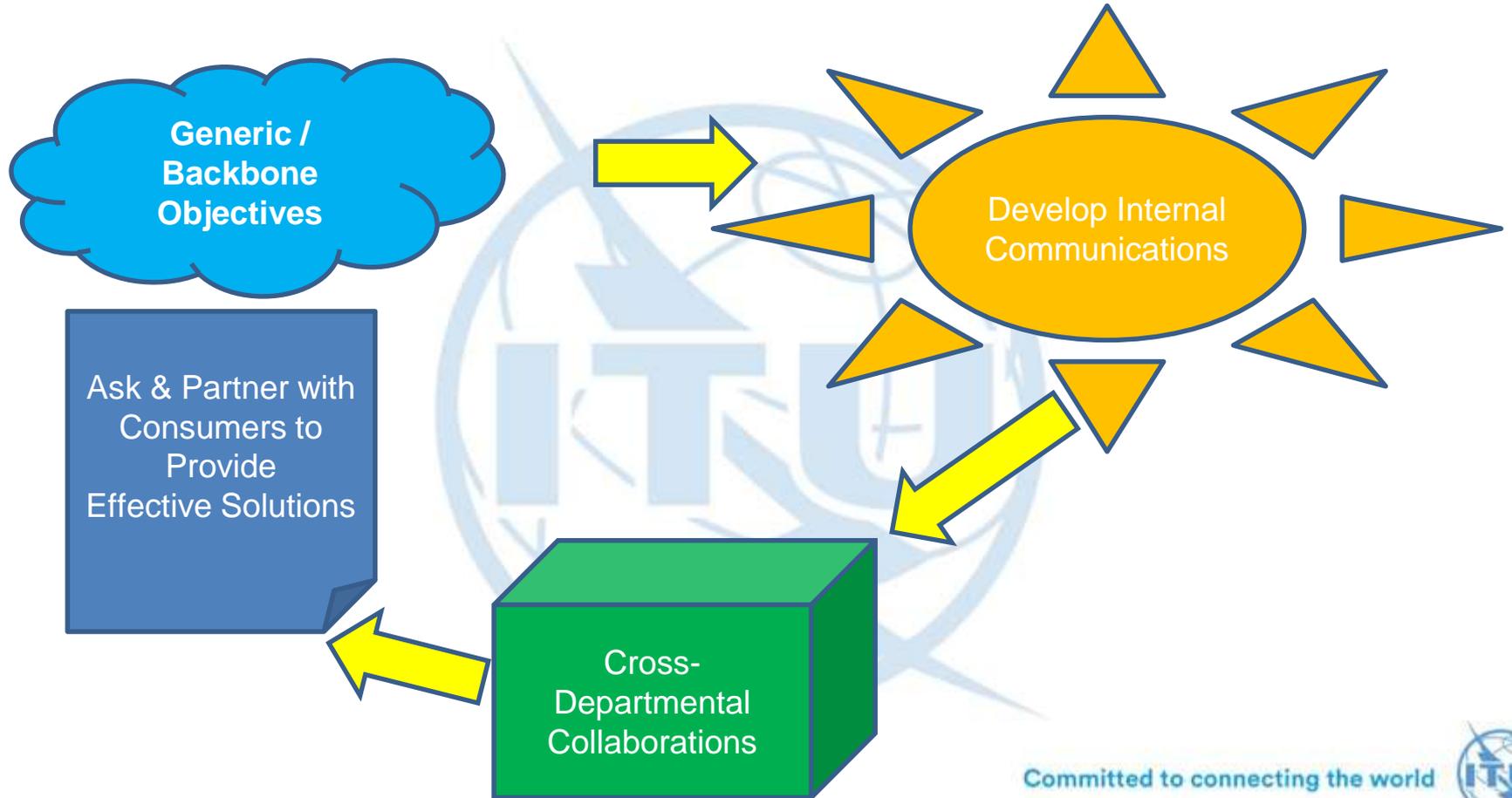
# Community Inclusion



You can't become what you can't see.  
Envisioning the future in present is the **Oracle**  
KEY.”

Change the status quo and current narrative of accomplishing  
task at hand.

# Growing the Community



# Growing the Community

**Innovation** in true sense accelerates three **E's**:

- **Economic development;**



# Growing the Community

Innovation in true sense accelerates three **E's**:

- Economic development;
- Educational technical knowledge;



# Growing the Community

Innovation in true sense accelerates three **E's**:

- Economic development;
- Educational technical knowledge;
- Economic freedom.



# *Billion Dollar Question*

How to **utilize resources** to include talent in growing enterprise to solve data points to **Innovate solution** & drive GDP to new momentum?



**I Thank U (ITU)**

Committed to connecting the world

