

Innovation is the key order in Start Ups – Recent Paradigms in Marketing Vertical

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Abstract

We live in a world of cutting edge technologies and innovation. As a matter of fact what can update and innovate and change itself as per the need remains and rest all perishes gradually. In such a dynamic world place the concept of business and the environment surrounding it is having very different paradigms today.

Amongst the various business verticals it is very interesting to see the transformation of the marketing vertical. There is rotational shift in the thought process of customers and thus the marketers as well.

Professionals prefer to be entrepreneurs and it's an age of start ups. Start ups are a need of the hour and is preferred the most in the recent times.

Besides the regular thought of startups some individuals have thought of offbeat ideas and very quirkiest ideas and startups which have interested many of us.

This conceptual research paper discusses and analyzes some start ups by these youngsters which are very unique in their own ways and they have shown true innovation of ideas and execution and have set latest trends in marketing paradigm.

Key Words: *Out of the Box Thought Process , Customized Solutions , Pay Per Task Model , Strange Circumstances for Customer Acquisition , Innovation with Affordability .*

Conceptual Discussions and Analysis

1) “How to Tell Your Child ”

Ms Deepa Kumar has initiated a online start up , **“How to Tell Your Child ”**. After the huge protests in Bangalore over the sexual abuse of a six year old child Ms Kumar thought of something out of the box . Kumar did that with **“How To Tell Your Child”**an online startup that offers videos, books and related products that parents and educators can use to teach children about topics like sexual abuse and puberty in a fun and easy manner. Started in November last year, **“How To Tell Your Child”** plans to tie up with schools, hold counseling sessions with parents and make videos in regional languages to expand its reach. According to a study by the ministry of women and child development in 2007, every second child is a victim of some form of sexual abuse. The problem is enormous but so is the opportunity. says Kumar who insists that **“How To Tell Your Child”** is a perfectly viable business model. As she readies to tell a story to kids, there’s another audience that would be keen to listen in too investors.

Fact Sheet of “How To Tell Your Child”

Founded : November 2014

Funding : Seed funding of `80 lakh by Yashram Lifestyle. Wants to stabilise and then look for further funding

Unique Proposition : Delivers awkward-yet-necessary life skill lessons in a fun and practical manner

Business Model : Sale of products. Prices range from `600 to `3,000

Products : Offers videos, books and related products that parents and educators can use to teach children about topics like sexual abuse and puberty in a fun and easy manner

Plan For Scale : To translate videos into other languages and add lessons. To reach out to parents and educators both online and through institutions

Profitable : Not yet.

2) “Skylark Drones”

Mrinal Pai ,cofounder of **“Skylark Drones”** can be rightly called King of Drones. Pai innovated a Bengaluru based startup that offers custom drone products and services ranging from aerial views for real estate developers to 3D surface model data for land surveys to wedding shoots and banner advertisements, and keeping a close eye during sports and other events. Started in July

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2014 with a seed capital of 4 lakh, Pai now wants to scale up the use of drones in areas such as organ transportation between hospitals in a city to bypass crowded roads.

Fact Sheet of “Skylark Drones”

Founded : July 2014

Funding: Seed capital of `4 lakh. Actively scouting for Angel Investments

Unique Proposition : Provides customized solutions for various applications ranging from aerial views for real estate to 3D surface model data for land survey to inter-hospital live heart transportation

Business Model: Rates depend on application, flight duration, post processing and other requirements

Products And Services : It caters to market segments such as real estate, land survey and inspection, advertisements, sports and events

Plan For Scale: To develop a user-friendly drone for land survey and agriculture and launch it globally in four months

Profitable : Yes

3) “Get My Peon”

Before a Eureka moment struck, Bharat Ahirwar a PR executive at Lowe Lintas, found it impossible to take a break. A day away from the office would be swallowed up by the time spent on bill payments of electricity, mobile, etc , fixing leaky taps, a trip to the municipality office and bank-related chores. That’s when it struck Ahirwar that there would be many working professionals like him in a similar situation. A genius of his own breed he began setting up of errand-running startup “Get My Peon”.

Started in July 2012, Get My Peon is a newage version of a courier and concierge service, offering services ranging from the routine bill payments to the downright bizarre delivery of vada pavs from a specific food stall to a client waiting at the airport; or handing over just a button from a distant suburb that a stylist needed at her studio in South Mumbai. “Our service is niche. We provide hyperlocal solutions and cater to urgent needs of customers,” says Ahirwar, who is busy beefing up his team, developing an app to improve user experience and planning to roll into other cities. “Our stable growth is proof that we will survive and thrive”, says a confident pawar.

Fact Sheet of “Get my Peon”

Founded : July 2012

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Funding : Seed Capital of 5 Lakhs from friends , family and well wishers , looking for further funding .

Unique Proposition : Runs Errands and provides same day delivery solutions custom solutions has delivered vada pavs from a specific food stall to a client waiting at the airport , taken grand parents of a client to a doctor's clinic.

Business Model : Pay-Per-Task Model and removing monthly packages. Service starts from Rs 150 and goes up to Rs 600.

Products And Services : A Personal Errand Running Service

Plan For Scale : As of now in Mumbai , Planning to expand to other cities this year and planning to develop an app to enhance customer experience.

Profitable : Break Even achieved.

4) “Breathing Room”

Kaushal Sanghavi is a gem in today's world . While he knew very well that his business was unusual but little did he realize that customer acquisition can happen in the strangest of circumstances. A few months back when a hearing at the Bombay high court got delayed by three hours, it made a couple of women professionals restless. They wanted to use the toilet but it wasn't quite, well, swachh. So, they booked one of Sanghavi's 'Breathing Room' to use the loo and, whilst they were there, they also decided to work out of it for a while. "Breathing Room" provides on-demand hourly workplaces to professionals and business travelers for meetings and conferences. The rooms can be booked from a mobile app even 15 minutes prior to a meeting. The idea is indeed unique — offering unutilized or underutilized commercial spaces in Mumbai, Delhi, Bengaluru and Pune at an affordable cost. The startup soon plans to expand into other cities such as Hyderabad and Chennai and is scouting for investors. Sanghavi is also rolling out Open Spaces — in bars, restaurants and cafe from which users can work for free when they're less busy. Started in October last year by two ex-Amazonians, Sanghavi and Jacky Chow, "Breathing Room" is now used by a wide range of clients such as startup founders, financial and tax consultants, and marketing and sales professionals to name a few. The rate charged per hour Rs 400 is so reasonable that even work from home entrepreneurs are opting for it, claims Sanghavi. The startup makes money by pocketing a 30% commission, the rest going to the property owner. Whilst co-working hubs are mushrooming, the "Breathing Room" model of tying up with owners of under-utilized spaces is still an untapped opportunity. And Sanghavi is not cramped for space not yet.

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Fact Sheet of “Breathing Room”

Founded: June 2014

Funding: Self-funded, now looking for investment

Unique Proposition: Offers space to professionals and business travellers to work at offbeat places like yoga studios and art galleries

Business Model: Works on a commission basis. Charges `400 per hour and keeps 30% as commission.

Products : Provides On-Demand Hourly Workplaces For Meetings And Conferences

Plan For Scale: Present in Mumbai, Delhi, Bengaluru and Pune. Plans to enter Hyderabad and Chennai. Has fixed a target of over 1 lakh users this year

Profitable : Not yet

5) “ Scentra”

It is rightly said that behind every successful man is a women and so was for Karan Vij who got the idea from his female friends “The first thing they look at in a guy is the shoes”.

Why would anybody shun a tall, good looking man who is always nicely dressed in jeans, tees and leather shoes in college? This is what Karan Vij, who got enrolled in California University to study international economics, couldn’t fathom. He got the answer from an Indian friend: “Stupid, it’s your shoes. They’re so formal and intimidating.” The learning helped Vij in setting up his business after coming back to India in 2012. From formal, he was keen to leap to the other extreme he wanted to be funky. So he started “Scentra”, a scented shoe brand that uses organic cotton to make footwear, designed in California and manufactured in Spain. And, yes, imported to India. “It’s India’s first scented shoe brand,” claims Vij. The scent is not sprayed on the shoe but it’s dyed in the sole to make it last long. And if you thought that only women would rush to buy the product, 43% of Scentra’s customers are men, lets on Vij. Having sold over 1,300 pairs over the past five months, he is now targeting to sell 100 pairs every day, at an average of `2,000 a pop. Possible? “Absolutely as the market is huge and we are the only player,” he says. There’s another reason for his confidence the insight that he got from girls.

Fact Sheet of Scentra

Founded: August 2014

Funding: Seed capital of 1 crore raised from family, not looking at funding but open to the idea.

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Unique Proposition : The shoes are made from organic cotton and can even fit into your jeans pocket and are lighter than a mobile phone . Innovation with affordability .

Business Model: Sell shoes that start at Rs1,800 and go up to Rs 2,700

Products : Scented Shoe Brands .

Plan For Scale: Collaborate with ecommerce portals. Launch seasonal collections and eventually foray into retail

Profitable : Not yet

Summary

The list of start ups is endless. With few dimensions as , “Out of the Box Thought Process”, “Customized Solutions”, “Pay Per Task Model”, “Strange Circumstances for Customer Acquisition” , “Innovation with Affordability” as underlying principles these startup individuals have revolutionized the marketing thought process and have given enough silent lessons to big honcos of marketing world . Each of the start ups have a innovative business model and a unique proposition . Besides intelligently using segmentation, targeting and positioning strategies the start ups have clearly focused on providing customer satisfaction and value addition as per specific demands of consumers. Innovation has been the key driver to the recent paradigms in marketing vertical and it has to go on and on.

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