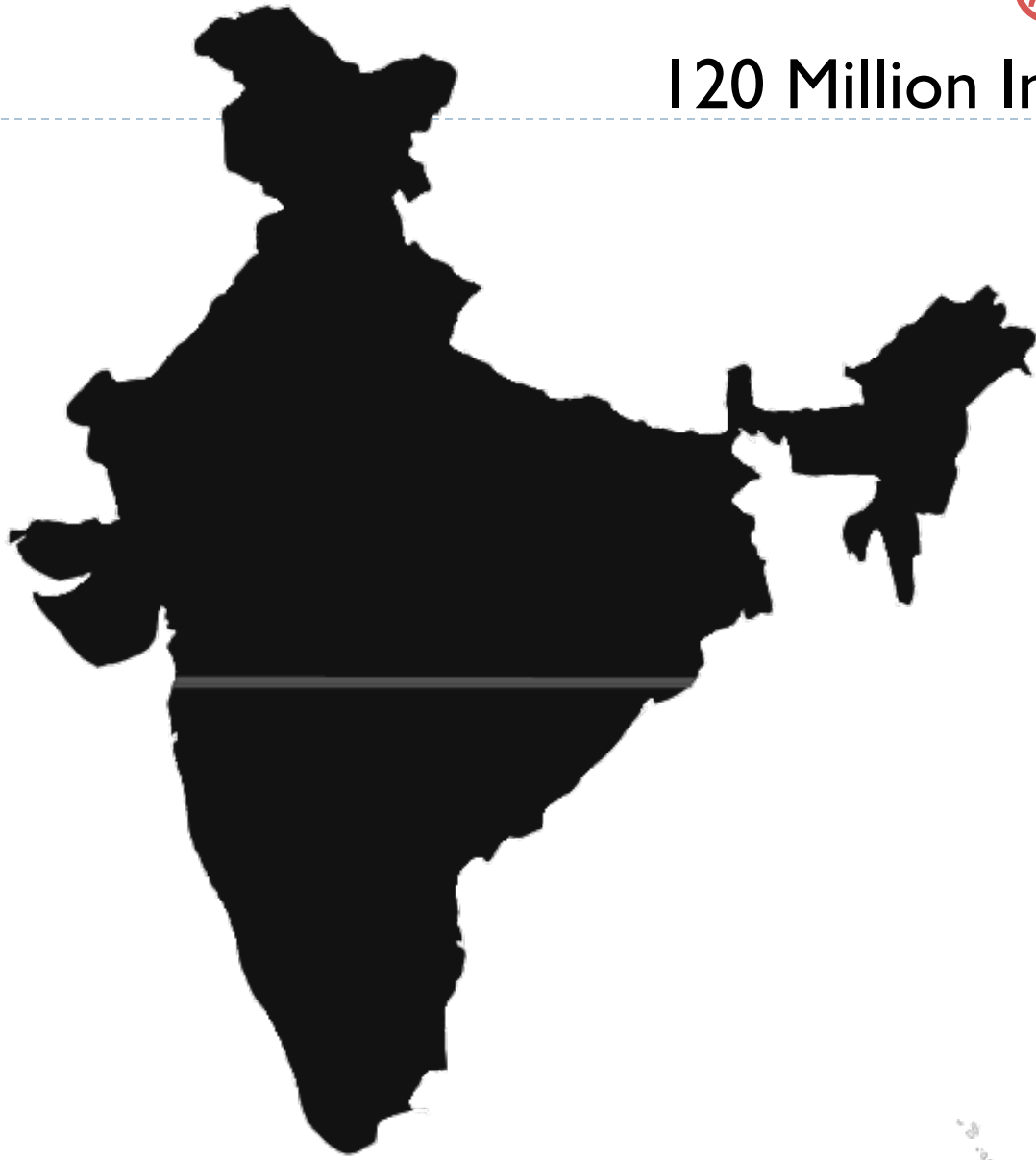




120 Million Internet users



1.2 Billion People



900 Million Cellphone

© 2010





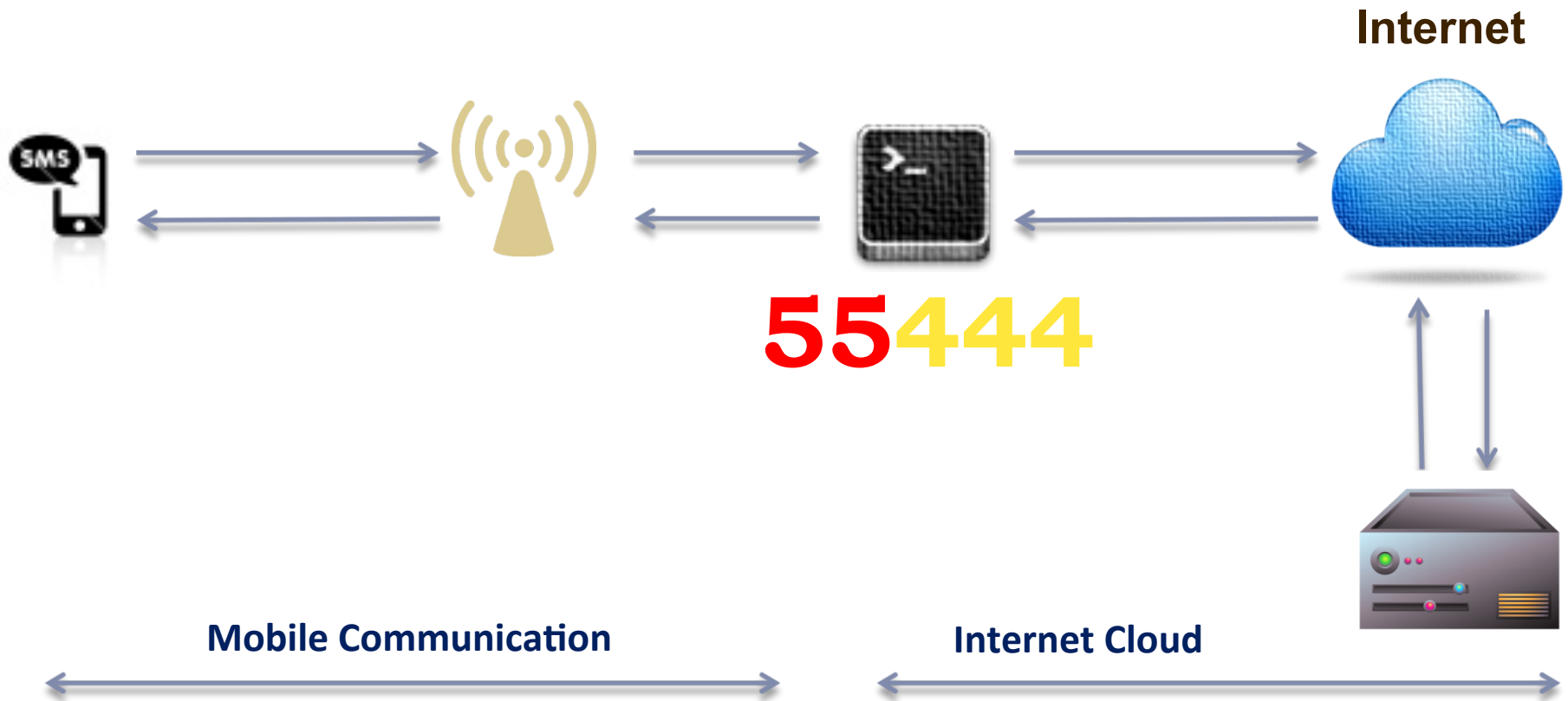
How to impress a girl?

Answer engine on SMS





# SMS 2.0 – Reinvented SMS to an Internet pipe



Patents in India & US

**INVENTUS**  
**LAW**

**Nishith Desai Associates**  
Legal & Tax Counselling Worldwide



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Route from delhi to mumbai

**route from delhi to mumbai**  
**New Delhi, Delhi, India to Mumbai, Maharashtra, India**  
**(1,433 km) will take 20 hours 3 mins**  
**ROUTE: Head northwest on Deen Dayal Upadhaya Marg**  
**toward Vivekananda RdPass by Kali Mandir (on...**  
**OPTIONS(Eg: Reply with I for NEXT PAGE)**  
**I: NEXT PAGE**



**55444**



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Why is an angry bird angry?



The birds are so angry because a group of green pigs stole their eggs.



55444



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convert  $1/6$  to percent

16.6666667 percent



55444





---

## menstrual cycle



The 'menstrual cycle' is the scientific term for the physiological changes that occur in fertile women and other female primates for the purposes of sexual reproduction. A "monthly" cycle that can vary around an average of ~28 days per cycle. The menstrual cycle, under the control of the endocrine system, is necessary for reproduction. OPTIONS(Eg: Reply with I for NEXT PAGE)  
I: NEXT PAGE

55444



# 55444 Any information is just an SMS away !

- ▶ 120 Million Users
- ▶ 1.1 Billion + queries answered
- ▶ 2-3 Million queries / day
- ▶ 100 Million SMS traffic / month

## ▶ Service Usage

<i>Vertical</i>	<i>Usage (%)</i>
<i>Sports</i>	18%
<i>Health</i>	07%
<i>Learning</i>	08%
<i>Wikipedia</i>	11%
<i>Information</i>	26%
<i>Entertainment</i>	19%
All other verticals	11%

## User Age Group

– 16-25 Years	58%
– 25-35 Years	26%
– 35 + Years	16%

## Demographics (India)

– Mumbai, Delhi	19%
– Bangalore , Chennai	25%
– Small town city 1	29%
– Small town city 2	27%



# Global Company

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- ▶ World Market - 70% Mobile Penetration || 20% Internet Penetration.
- ▶ Number of Users with basic phone will continue to increase.
- ▶ Users have a strong urge to consume internet content but don't have access.

## Goal

- ▶ Innoz want to bridge this gap between offline users and internet connected world.

- ▶ **We give internet over SMS.**

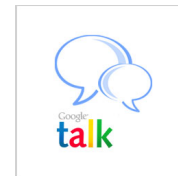


## Expansion plans for 2013

<b>Country</b>	<b>Mobile Subscriber Base (In Mn)</b>
India	800
Nigeria	110
South Africa	66
Indonesia	260
Thailand	79
Philippines	95
Sri Lanka	20
Bangladesh	102
Nepal	15
Dubai	12
Total	1560

# 55444.in/apps

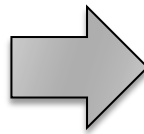
Launched : July 2012



Demo App

# 55444.in/4square

- ▶ Access Foursquare on SMS
  - ▶ Signup/New Login
  - ▶ Checkin
  - ▶ Edit existing data/reminders
  - ▶ Receive notification about reminders



***Opportunity to give Foursquare feature to 100 Mn+ Feature phone Users***

# FINANCIAL TIMES

PUBLISHED BY TIMES PUBLISHING HOUSE LIMITED

₹1 | Sunday, July 22, 2012 | Bangalore | VOL XXIII Issue 29



## Choose Firms with Wide Economic Moats

The concept of moat, which allows a company sustained competitive edge over its rivals, can be a good factor to consider while picking stocks.

PAGE 02

## KORAMANGALA

## Africa palm-Oil Plan Places Activists Vs NY Investors

Africa is the target of many companies hungry for forest land. A study noted large Asian palm oil companies are investing heavily in Central Africa

PAGE 04



No arrangements with Financial Times, London

## 'Koramangala's Biz is in Dabba Service'



**WHAT** started off as baking for loved ones soon transformed into a business for Vaishali Maniar, 29, founder of Crumbs, a home bakery based in Koramangala. It started in May and grew from five orders in a month initially to 15-20 orders a month. In a conversation with Rashi Varshney, she sheds light on potential business ideas like 'dabba service', specialised home-delivery services and different hobby classes, for aspiring women entrepreneurs living in Koramangala. Edited excerpts:

### How did you conceive the idea of Crumbs? When did you start your venture?

Crumbs was launched on 15 May 2012. Having worked for five years in a corporate environment, which I did not particularly enjoy, I wanted to do something creative. I used to bake on and off, with brownies being my particular favourite. Then I started experimenting, and in this process, I discovered a passion for baking. I also found that my baked goodies were a hit among friends. This is when I seriously thought about turning it into a full time entrepreneurial venture and Crumbs came about.

### What was your investment?

I have invested around ₹40,000, with my major investment being the oven and baking equipment. I used the savings made during my corporate stint in order to fund my venture. I had to invest in a reasonably large oven and several baking equipment.

>> Complete Interview on Page 3

# K'mangala Hackathon for Mobile Innovation

## Start-up organises event to develop applications for handset without Internet or 3G connections

RASHI VARSHNEY  
KORAMANGALA

**W**HEN we say 'mobile app' the first thing comes in our mind is a smartphone and 3G connection. But Deepak Ravindran, co-founder and CEO of Innoz technology, a mobile innovation venture headquartered in Koramangala begs to differ: "You don't need a smartphone to become smart," he said.

All mobile apps do not need an Internet connection. They can be used through SMSs as well. Emphasising on the same, Innoz technology expands their market visibility by opening a new platform, 55444, in aimed at app developers where SMS-based applications can be developed for the masses. The platform uncovers new avenues for technologists in the mobile space and is expected to help Innoz to reap higher revenues.

The purpose of this platform is to develop an innovative SMS-based application that will give access to internet through SMS. Innoz technology is known for their flagship product called, 55444, which is an offline search engine, one can send a query via SMS and get the answers on SMS.

The platform, 55444.in is a business development tool for the company, as Ravindran snaps, "The product will



Technologists at work in a 36-hour Hackathon organised by Innoz

get better and richer, we will make profits and this will expand the visibility of Innoz."

It seems that the company is strengthening its business by involving people from outside. "There is a limit to what we can think, so there these technologists can come and add more to SMS world," elaborated Rakesh Haridas, chief marketing officer of Innoz.

Since, SMS-based applications needs more popularity, the company organised a 36-hour hackathon, where about 150 technologists wrote codes for various apps.

A Hackathon is "an intensive marathon of brainstorming and programming, where software developers and designers collaborate to create new

tools for solving a set of problems."

tools for solving a set of problems."

tools for solving a set of problems."

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tools for solving a set of problems."

## 'Just Sundae Changed Ice Cream Biz'



**OTHER** than love for high intensity sports and reading, he loves gourmet food. This made Vijay Geddani, a telecom honcho, to give up his job as CMO of Uninor to enter frozen dessert business. He is from Vishakhapatnam and has lived in Mumbai, Delhi, Calcutta, Lucknow and since past few years has been in Bangalore. Just Sundae, his store in Koramangala, is just one of his ventures. He spoke to Shilpa Shree on his business and future plans. Edited excerpts:

**You studied BE in environmental studies and went to a corporate job after MBA and finally ended up in frozen dessert space. Could you describe your journey.**

Yes, I studied BE in environmental studies and MBA from Jammalal Bajaj Institute of Management Studies (JBIMS) batch of 1995. I worked for over 17 year in corporate world at senior management positions (10 year in telecom as head sales and marketing at Vodafone, CMO of Uninor). I even won many marketing awards for campaigns created by my teams and launched many path breaking products and concepts way ahead of its time. I always wanted to be an entrepreneur; having been cherishing this dream for 7 years during my stint a telecom. I invested in many start-ups mostly internet businesses during this time. But, finally I took the plunge in 2010 to create a brand and a business in the food and retail sector.

>> Continued on Page 3

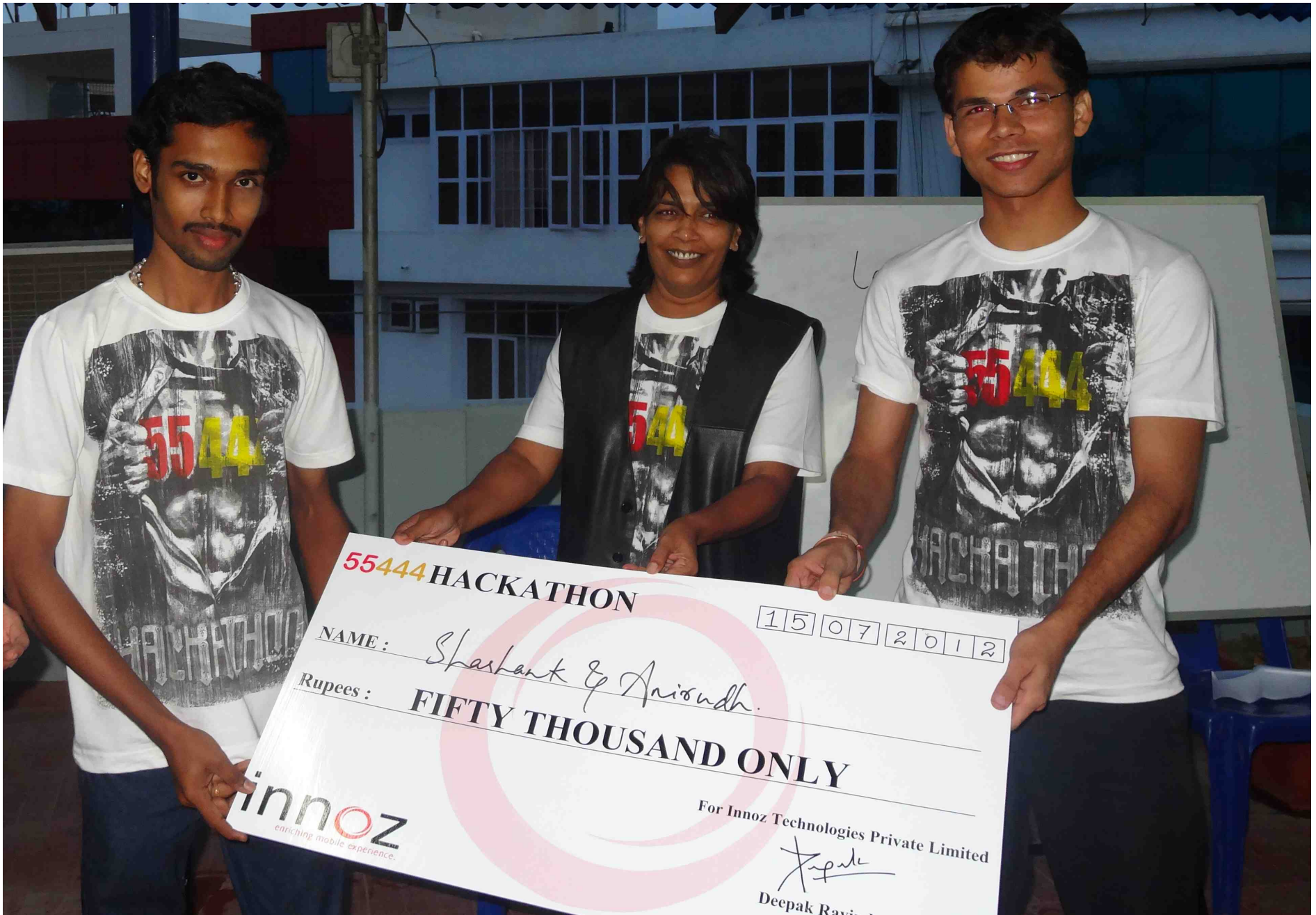
>> Continued on Page 3

## Unilever Corp Ventures Now, MUVs



### Don't Whine over Wine

PRICES of Scotch, whisky and exotic European wines



55444 HACKATHON

15 07 2012

NAME: *Shashant & Anirudh.*

Rupees : **FIFTY THOUSAND ONLY**

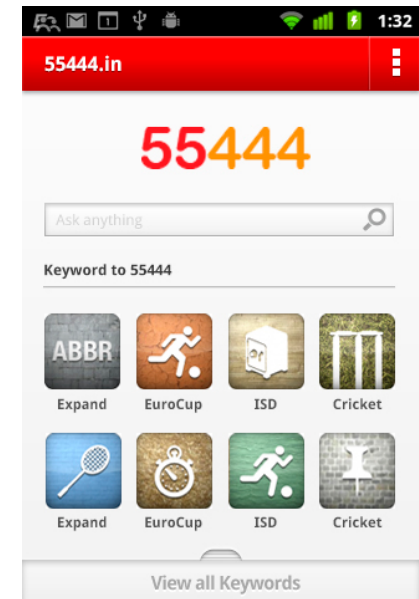
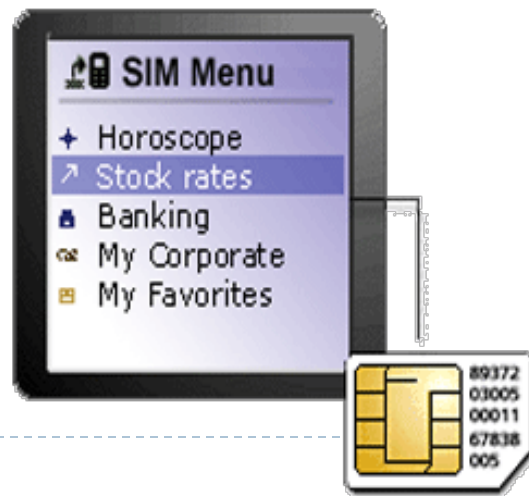
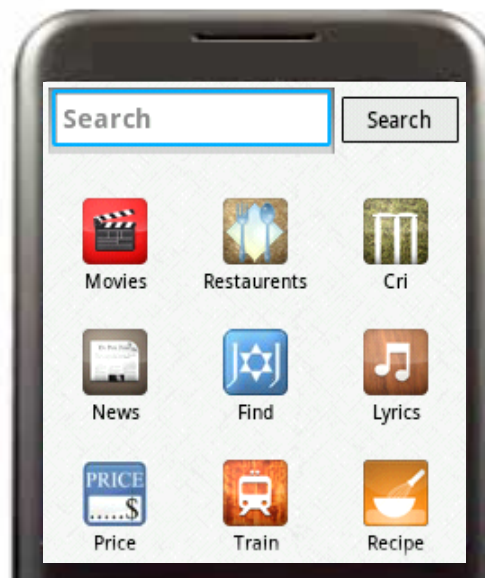
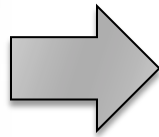
For Innoz Technologies Private Limited

*Deepak Ravi...*  
Deepak Ravi...

**innnoz**  
enriching mobile experience.



# Making Dumb phones Smart !



Android App

## Recent Press

INDIA  
**Forbes**  
5 Startups To Watch

**WIRED**  
He runs the offline internet



Largest offline search



Barcelona | 27 February – 1 March 2012



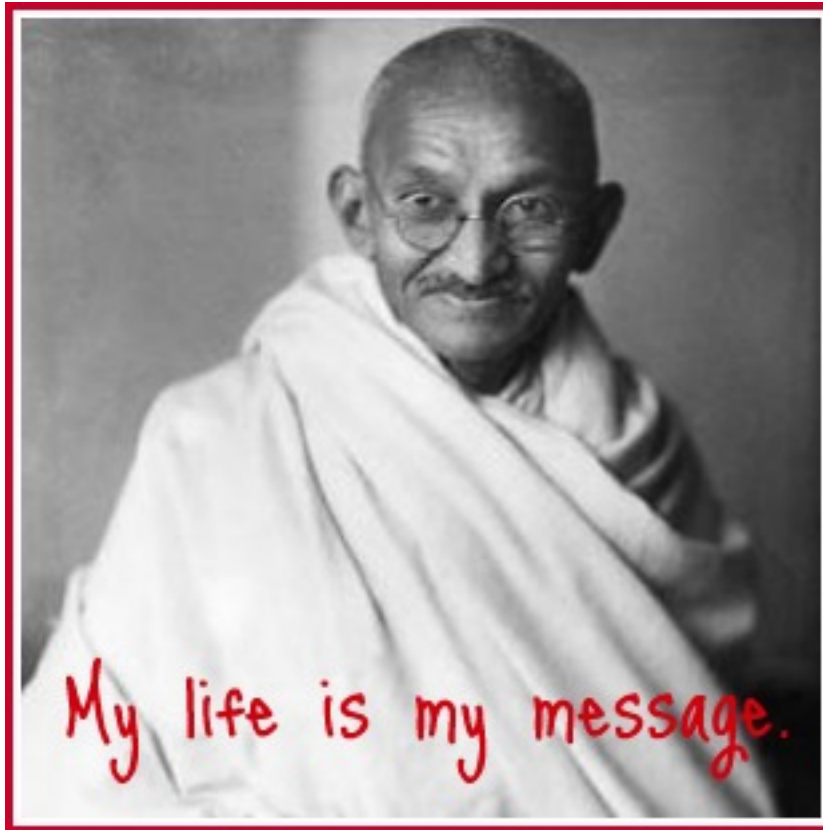
MIT's Technology Review  
Top 35 Innovators Under 35

## How we made it

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- ▶ Team
- ▶ Market Opportunity
- ▶ Solve a problem
- ▶ Mentors
- ▶ Story telling





deepak@innoz.in

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