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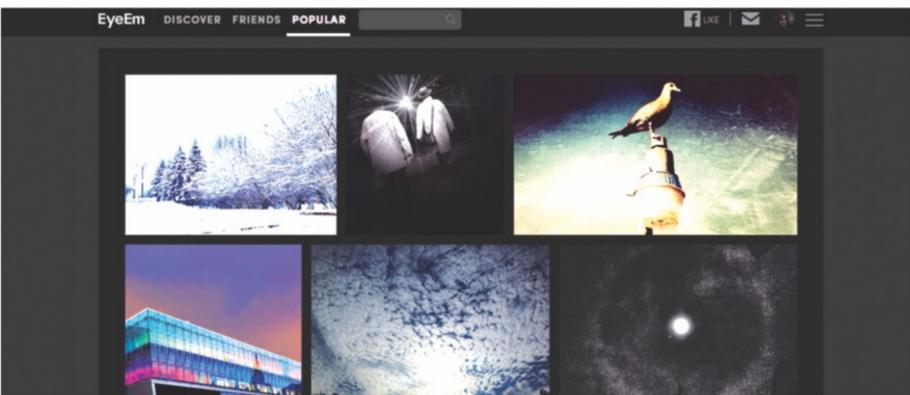
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# NEXT STEP

## Global startup fever 2013 The hottest of all

2013 has been a phenomenal year for startups. With the startup fever spreading around the world, here are some of the hottest global startups of last year.



### EyeEm

As Instagram's introduction of adverts and diversification into direct messaging takes it further away from a platform for sharing beautiful photographs, EyeEm's is ready to fill its app store place. Launched in Berlin in 2011, EyeEm had just 1 million users in January. Now, it has 10 million photographers on board. EyeEm lets users curate the content of their photo feed, making it possible to choose topics you'd like to see more of, such as "New York City," "walking around," or "cute pets". The system of tagging photos in albums means EyeEm has been able to create a visual search engine which will soon be made available for brands and entities who'd like to purchase or commission quality shots but aren't willing to pay for Getty. Users will be able to offer their photos for sale through the EyeEm Marketplace, and will share revenue 50/50 with EyeEm. EyeEm has already begun working with companies including Lufthansa and RedBull to license images from the platform. Founded by Florian Meissner, Lorenz Aschoff, Ramzi Rizk and Gen Sadakane, this year, EyeEm also closed a \$5 million Series A, bringing its total funding to \$6 million.

## STARTUP? What's that?

The term "startup" has been so famous around the world with an increasing frequency over the past few years to describe unsure young ventures, anything-app, and huge tech companies. Before we all start using the term frequently, let's take a look at what can be called a startup. Here are some people defining startup and the criterion.

"A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed." - Neil Blumenthal, cofounder and co-CEO of Warby Parker.

"A startup is a group of people working towards a common goal, generally with limited time. It's never too big. A startup ceases when everyone involved stops working there." - Iqram Magdon-Ismail, cofounder of Venmo.

"You know you are a startup when you are a small, high-growth company based on a big idea. A mentor once told me 'a startup is simply a series of experiments looking for evidence of repeatable outcomes.'" - Ariel Garten, cofounder and CEO of InteraXon.

"A startup is a business idea that has minimal traction. In my experience, a founder has to be a "jack of all trades" and able to pivot with an evolving idea. Reality is, a startup has minimal structure and a lot of passion." "Being a startup is more of a mentality. You are always working to gain more market share and build a product that is perfect (even though it never will be). You cease to be a startup when you decide." - Daniel Roubichaud, Founder of PasswordBox.

"Startup is a state of mind. It's when people join your company and are still making the explicit decision to forgo stability in exchange for the promise of tremendous growth and the excitement of making immediate impact." "A company ceases being a startup when there is little to no short-term volatility in running the business. While there are still hard decisions to be made and volatility perhaps exists on a longer time scale, for example quarter to quarter, day-to-day operations seem very stable to employees and continuous immediate impact is not guaranteed." - Adora Cheung, cofounder of Homejoy.



### RidingO

As Lyft and Sidecar battle for U.S. market space, car sharing continues to rise in profile. Universally useful, it is much needed in Bangalore, where 1,000 new cars reportedly hit the crowded streets every day. Founded at the 2012 Bangalore Startup Weekend, RidingO offers car sharers fuel recharge and gives riders prices comparable to air conditioned buses (and much cheaper than taxis). There's an option of women-only carpools and no awkward cash exchange - users buy miles online before getting in the car. Once you're registered, you don't even need a smartphone; users can request a ride through the website. RidingO charges 10% per transaction, and has gained more than 2,500 users since launching privately in May 2013. It is set to launch fully in 2014.

### Instabeat

Wearable tech is all the rage on dry land, but underwater still has some ground to cover. This innovative piece of hardware straps onto a swimmers goggles to track heart rate, calories burned and number of laps, storing this data for in-depth analytics which can be accessed on a computer via USB post-workout. It offers swimmers information runners have had access to for years through FitBit and Runkeeper, and in doing so, is putting Lebanon on the startup map. Dreamt up in 2011 by Hind Hobeika, who swam competitively before turning her hand to engineering, Instabeat this year raised \$50,000 on Indiegogo to finance a prototype now available for preorder which will ship in Q1 2014.



### Trustev

Trustev verifies the identity of online shoppers by generating a digital 'fingerprint' through various social media accounts which prove you are who you claim to be. It may not sound exciting, but thousands of commerce sites would disagree - Trustev reduces the possibility of credit card or identity fraud for online retailers. It also stores customer information safely for order and shipping info. The Irish startup has raised \$3 million since its 2012 founding by Pat Phelan and Chris Kennedy.

### Thalmic Labs

Thalmic Labs' Myo armband is wearable tech from a sci-fi movie. The armband measures electrical pulses in your muscles to wirelessly control devices from computers to phones and other electronics. All you have to do is move your forearm and hand. With \$14.5 million in funding, plenty of tech heads are excited by the technology. The Canadian device saw 25,000 units preordered, generating an estimated revenue of \$4.5 million. Though not in market yet, these armbands are a taste of the future.



### Tambero

Used by 35,000 farms in 120 countries, Tambero is taking farming digital. This app, available on desktop, mobile and tablet platforms, helps farmers manage breeding cattle, as well as milk and seedling production. Users can project births, set monitors and alarms, while building a database of animals. Herd analytics monitor performance and check yields. The Argentinian startup, which is pre-revenue but plans to roll out a freemium model, has built a following without spending a cent on marketing according to founder Eddie Rodriguez von der Becke.

### YPlan

Social recommendations and mobile commerce is a hot ticket right now - so hot that this last-minute ticketing app is on 1 in 5 smartphones in London. Like Sosh, it lets you browse upcoming events, but users can also buy tickets in-app. After just a few months in New York, the app is seeing 500,000 regular users between both cities and has aggressive plans to expand. Founded by Rytis Vitkauskas and Viktoras Jucikas, two Lithuanian finance workers turned entrepreneurs, YPlan has raised \$13.7 million in funding.



## The name game of startups

What is in a name? A rose would smell the same if it was named onion. However it wouldn't sound the same if you complimented someone that he or she smells like a bouquet of onions. How unromantic! The same idea is taken into consideration when a person names their product, company, band or radio station. It has to give off the vibe that you feel and defines your purpose of the set up. Sounds easy and it would have been so if other seven billion people in the world weren't thinking the same thing. So how do you make sure you get the magical, unclaimed word that meets your criteria? Here are a few steps -

1) Connect the dots - Think of the words that describe your idea the best. Starting from a food company to a death metal album, find the relevant words that inspire you or fits into your requirement. Useful sites Wordnik.com and Thesaurus.com and string along as many words as you can. Engage in recreation with idioms or local phrases that seem appealing to you and build a foundation on it.

2) Spice it up - As soon as you have got good set of words, the process becomes interesting. The name that you will settle with can be funny, witty or sarcastic. For puns that will guarantee you eye-rolls and bemused stares, use PunGenerator.org. For something catchy and creative, portmanteaus are very popular. It basically means joining words together.

WerdMerge.com is a convenient place to explore. Popular terms like frenemy, cosplay, chillax are all results of creative juices flowing around.

Wikirhymer.com is another nifty site that generates a slew of rhymes, near rhymes and even mosaic rhymes for every term you enter. Words like Top Shop, SubHub, FitBit can be taken as examples. So as long as you try you can find that winning name somewhere hidden along these strings of words. You can also use UberSuggest.org. to find out the terms and search words that other people are searching for.

3) Checkmate - It is required to check that whatever name you have settled with name is available across Facebook, Twitter, Tumblr, Pinterest, YouTube, Slideshare and dozens of other social platforms. This can take a lot of time so save your precious hours and head to NameChk.com.

4) Test run - It is time to display what you have researched on and exhibit with full enthusiasm. Pitch your new company or product's name to friends, frenemies, family and colleagues. Watch their reactions, and ask for their honest input. Ask for a t-shirt test! Some people might like the name but do they like it enough to wear it on their t-shirt? Keep multiple names in handy and the one with the most votes is the winner!

Hello  
my name is

TANISHA ARMAN

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