

CTA@India shortlists entrepreneurs from NASSCOM's 10,000 Start-ups program; provides entry level mentoring and access to the North- American markets

- *A cross border initiative by the Canadian Government to support innovative star-ups in India & Canada*

New Delhi 26th March 2014: The **National Association of Software and Services Companies (NASSCOM)** announced the selection of two startups in the CTA@India initiative that were earlier shortlisted under the phase two of NASSCOM 10,000 Startups program. As part of the recently launched CTA@India initiative, the Canadian government selected six Canadian and six Indian companies to accelerate the growth and scale of high-potential tech-based Canadian and Indian start-ups. The selected startups were announced today during parallel launches in Toronto, Canada and Bangalore, India.

CTA@India is a four month program aimed at leveraging the innovation ecosystems in India and Canada by extending support to early stage tech companies. For the Indian players in particular, the program will help with the global launch of the companies' product/technology using the Canadian innovation ecosystem as a platform. The selected startups will be matched with Canadian mentors, incubators/accelerators, potential investors and will be introduced to designated organizations for the Start-Up Visa program.

Program offering

- 4-month virtual structured training
- First group from March-June 2014
- Two one-week intense market exposure
- Mentoring
- Access to global partners & clients
- New channels for sales & marketing
- Cross-border fundraising opportunities
- Access to industry experts and thought leaders

Selected Start-ups

- Piquor
- NowFloats

Speaking on the occasion, **Mr. Stewart Beck, Canadian High Commissioner, New Delhi**, said, "*This is a unique chance for both the Indian and Canadian cohorts to be brought to their target market, receive training and mentorship, and meet investors and end-users*", said Stewart Beck, High Commissioner to Canada to India."

Expressing his views, **Mr. Rajat Tandon, Senior Director, NASSCOM 10,000 Startups**, said, "*This one-of-a-kind cross border initiative undertaken by the Govt. of Canada will definitely serve as a catalyst for the Indian potential startups to enter and expand into the Canadian and Indian markets. We are proud of the startups selected under our 10,000 start-ups program and we are positive that the targeted mentorship and the intense market exposure will enable them to further access the opportunities in the North America region.*"

Through this structured 4-month virtual program, the participating companies will also receive opportunities to pitch to investors, access to global partners and clients, help with new sales and marketing strategies, get feedback on their product/technology and focussed sessions on how to adapt to the Indian/North American markets and attend knowledge sharing sessions by industry experts and thought leaders both in Canada and India.

10 000
S T A R T - U P S
A NASSCOM initiative



Microsoft
Ventures



About NASSCOM

NASSCOM® is the premier trade body and the chamber of commerce of the IT-BPM industry in India. NASSCOM is a global trade body with more than 1400 members, which include both Indian and multinational companies that have a presence in India. NASSCOM's member and associate member companies are broadly in the business of software development, software services, software products, consulting services, BPM, e-commerce and web services, engineering services and animation and gaming. NASSCOM's membership base constitutes over 95% of the industry revenues in India and employs about 3 million professionals.

Genesis B-M for NASSCOM

Rudra Bose | Aprajita Saxena | Nitin Shukla

Genesis B-M for NASSCOM

rudra.bose@bm.com | aprajita.saxena@bm.com | nitin.shukla@bm.com

+91 9811626585 | +91 7838348339 | + 91 9873985197