



OPPORTUNITY in every situation

By Taslima Khan

If we find our lives getting easier and more convenient by the day, it's only because someone looked at a problem as a business opportunity. Making business out of a tough situation is full of odds as there is no precedent to it. You never know whether the idea will work or not. How profitable will it be? How long will it take for the breakeven point to come? Does it make sense letting go a high paying job for a risky proposition? However, for those who are fired with an overriding passion to simplify the way things work, there is no stopping. A generation of new entrepreneurs is taking up the cudgels

to find solutions to an entire spectrum of problems ranging from civic and social issues, to personal or business situations. One fundamentally significant thing about these entrepreneurs is that they have leveraged the power of the net to maximise their reach. TFW talks to these young turks as they bask in the glory of their businesses getting popular by the day.

✓ Decongesting roads Easy2commute.com

Co-Founders: Abhishek Rajan and Amrish Bajaj

Easy2commute.com was first conceptualised in August 2008 during

one of the many 'over a cup of coffee' discussions between Abhishek and Amrish. They wanted to do something about what the ever increasing traffic on the roads of NCR. "One option could be to disincentivise purchase of new vehicles by levying more taxes, toll charges and parking fees. Another option could be to encourage commuters to use public transport. In the absence of these two, we decided to look for the third option that is *Carpool*", informs Abhishek.

Most people abstain from car pooling due to safety and privacy concerns. Further, they have no means to search for fellow commuters residing in nearby areas or travelling along the same route at the same timings. The need to bridge this gap between commuters who could be potential car poolers, led to the development of the E2C Corporate Carpool concept. As Abhishek says, "We did not look at it as a hugely profitable business idea. It is our contribution towards a green and decongested NCR."

Profile:

Abhishek and Amrish did B.E from Delhi College of Engineering. Thereafter, Abhishek and Amrish took their MBA degree from IIM Ahmedabad and XLRI Jamshedpur respectively.

Says Abhishek Rajan, "Car pooling is the ultimate solution for employers to cut their car parking and transportation costs, employees to reduce their fuel bills and at the same time curtailing the escalating traffic congestion and pollution."



Working system:

Easy2commute provides secure car pool solutions to daily commuters. Once a user registers on Easy2commute.com, he can specify his daily travel route and time, and search for potential car pool partners using the same route. The solution currently covers more than 3,000 residential and office areas across Delhi NCR (Delhi, Gurgaon, Noida, Faridabad, Ghaziabad and Greater Noida). Carpool search is based on a 'smart vicinity search' technology which automatically suggests available carpools in the vicinity of the user's home or office.

Future prospects:

In the coming years, easy2commute will focus on increasing the user base and partnering with more corporates for employment verification. The duo also aims to extend the service to other cities like Mumbai, Chennai, Bengaluru, Hyderabad etc. They would like to add more features to the site making it more user-friendly. The service can also be provided on a mobile SMS platform to enable real-time carpooling.

✓ Jumping the queue

Kyazoonga.com

Co-Founders: Neetu Bhatia & Akash Bhatia

For Neetu and Akash who had flourishing jobs at Lehman Brothers and Silicon Valley respectively, starting Kyazoonga was a game changing event. While in India, in summer 2006, they realised one day that for a movie goer there was no other option other than the morning newspaper to get information on movies let alone know about availability of tickets. They took up the challenge to create a new market in order to save people from pangs of queuing up for all sorts of entertainment tickets. They started by bootstrapping and were able to get capital investment within a few months.

Profile:

Neetu Bhatia, the Co-founder, Chairman and CEO of Kyazoonga is an investment banker turned entrepreneur with an M.S. in Management and



Engineering from MIT. Akash Bhatia, the Co-founder and President of Kyazoonga is a software engineer turned entrepreneur with an M.S in Transportation Engineering from the University of Cincinnati. The brother sister duo did their BE from the Government College of Engineering, Pune.

Says Neetu Bhatia, "Kyazoonga is about tickets, when you want, where you want and how you want. Indians love to jump the queue. So, now book your tickets online for movies, sports, cricket and live events, without having to queue up."

Working system:

Kyazoonga boasts of pioneering the concept of online ticketing in India. The site provides easy access to

all forms of ticket entertainment. The user gets multiple payment options through online, mobile, box-office and retail distribution channels. The consumer can search, find and transact in a single location.

Kyazoonga has partnered with India's leading multiplex operators, cricket and sports franchises, concert promoters and event organisers. With presence in over 40 cities, Kyazoonga has handled ticketing for Twenty20 cricket matches, and Commonwealth Youth Games held in 2008.

Future prospects:

In the last one year their turnover has multiplied by 20 times. As Neetu succinctly tells us, "In the coming 3-5 years we will revolutionise ticketing in India. If there is any ticket sold in the sports, movies or live events arena, it will be through Kyazoonga."

✓ Books at your doorstep

Bookmeabook.com

Founder: Nidhi Sharma

Bookmeabook is brought to you by the 50 year old, Ram Gopal Sharma and Son, probably the oldest circulating library in India. "The library had a vision of providing not just a book shop, but through its circulating section, easy reading for those book lovers who wanted to borrow rather than buy," says Nidhi. However in the past few years we have been witnessing a drop in footfalls due to many readers shifting from central Delhi to

