

8 Kanpur startups have carved a worldwide niche

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Lucknow: In an internal study carried out by the state government it has found that Kanpur is an emerging hub for startups.

The report states that while UP has the fourth largest startup ecosystem in the country, around 49% of the 10,000 or so startups recognised by the government are from Tier II and Tier III cities. As per the report, information technology and software services form the bulk of startups, followed by healthcare and life sciences.

The report states that there is at least one startup in each of the state's 75 districts. More than 1 lakh jobs have been created by the startups.

A government spokesperson listed eight prominent startups from Kanpur, many of which are working on angel funding and have made a name for them across the world. The presence of an IIT where many startups are getting incubated is touted as a major reason for Kanpur to emerge as the startup hub.

One startup is Phool, which has received Rs 12.13 crore from angel funding. The company, incubated at IIT Kanpur, is a social enter-

prise that converts floral waste into organic compost and incense sticks. Another is InstaAstro, an online astrology platform with funding of Rs 10.28 crore. Moneyclub, with a funding of Rs 6 crore, is a fintech startup that provides financial services to individuals and businesses. Onato provides customer engagement software to businesses and has funding of Rs 5.5 crore. Getwork, with funding of Rs 4.6 crore, is a job portal that connects job seekers with employers while Resellme, with funding of Rs 4.25 crore, is a C2C marketplace that allows users to buy and sell used goods.

Lal10 is a vernacular social media platform that allows users to create and share content in Hindi, while Instaminutes is a productivity app that helps users to take notes and create summaries of long texts.

"The state government has recognized 63 incubators across 23 districts. The top sectors in the state's startup ecosystem are Information Technology and Software Services under which 13% startups are working in the IT service sector, Healthcare and Lifesciences with 8% of startups and Agriculture and Agri-Tech with 5% of the startups.