



IAMAI Launches the “Circle Program” for Startup Founders

The Internet and Mobile Association of India [www.iamai.in] today launched the “Circle Program” – peer to peer mentoring of founders of start-ups. The program has been designed for founders who aspire very high, but need guidance and hand-holding from established founders to achieve their vision. At the core of the program is a) matching each mentor-founder with two founders and building a lifetime relationship, b) a strict selection process satisfying both sides, and c) confidentiality of the interaction between the parties. Through this program, founders can take informed decisions around funding, investments, technology adoption and any other matter related to realization of their aspirations.

Eminent and established founders such as Dinesh Agarwal [IndiaMart], Nitin Kamath [Zerodha], Rajesh Jain [Netcore], Adhil Shetty [Bankbazaar], Vivek Bhargava [Dentsu and Profitwheel] will be the mentors to the Circle Program.

In addition, Ameera Shah [Metropolis], Rajesh Magow [MakeMyTrip], Nigel Morris [Ad-mix], PK Gulati [Optimistix Ventures] and Tarana Lalwani [InnoVen Capital] are also other mentors of the first program.

Commenting on the importance of the program, Dinesh Agarwal, Founder & CEO, IndiaMART.com, said: *“Startups hold the potential to become the growth engines of our economy and they are our future. They have shown exemplary performance over the years. Our endeavour is to support the Indian startup ecosystem - which can set an example for the rest of the world. We are confident that the Circle Program would provide a major boost to the startup ecosystem, helping startups to strategize their business plans and achieve growth.”*

Vivek Bhargava, Chairman, IAMAI Startup Committee, Co-Founder, ProfitWheel and Head Dentsu Performance Group, said: *“The Circle Program is addressing the challenges of entrepreneurs who usually have a lonely journey and may not know what to do and whom to reach out to when they come across either challenges or opportunities.”*

Founders can enrol themselves for the program from today. India has the third largest technology startup ecosystem in the world. It is witnessing YoY growth of 12-15%. At present, 38 startups are valued at over \$1 billion, or what is known as unicorns. Despite the disruption to the economy by the Covid-19 pandemic last year, the country minted around 12 such unicorns. The Circle Program is an initiative to curate many more success stories.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 17 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, digital entertainment, ecommerce and mobile & digital payments among others. Seventeen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300



Indian and overseas companies, and with offices in Delhi and Mumbai the association is well placed to work towards charting a growth path for the digital industry in India.

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