

Bridging Opportunities

# STARTUP



» THOMAS PADOVANI  
CEO - ADCASH

STARTUP OF THE MONTH

**ezytruk**  
*connected transportation platform*



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# CONTENTS

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**12** THE BIG PLAYER  
ADCASH

**06** **TRENDING**  
NEWS FROM THE STARTUP WORLD

**12** **THE BIG PLAYER**  
ADCASH ADVERTISING

## Pro FILE

**16** FITNAPP

**17** SO GO SURVEY

**18** MOBME

**19** TRAVELYAARI

**21** GOPHYGITAL

**22** HALLWAZE

**23** MY SCHOOL DEPOT

**25** TELEPORT

## STARTUP OF **THE MONTH**

**26** EZYTRUCK

**28** QUICKPICK

**30** INFOCUS

**32** INFOGRAPHICS

**36** GUEST TALK

**38** EVENTS



# EDITOR'S LETTER

Bridging Opportunities  
**startup** 360°

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## Dear Readers,

I am excited to present the latest issue of Startup 360 magazine to you.

This issue brings to you new stories of promising startups as well as news and updates from the startup world.

The cover story of this issue features the global adtech firm, Adcash. This highly innovative adtech organization creates revolutionary platforms for advertisers and publishers across the globe. Securing its fast pace growth around the world, Adcash leverages technology, strategy and keen user insights to create winning platforms for advertisers, helping them reach relevant audience, and also offers lucrative monetizing opportunities to publishers.

The Startup of the Month for this issue is EzyTruk. This logistics startup has built a comprehensive truck aggregation platform for the goods transportation market place. Ezytruk is rapidly winning attention from investors as well as clients, and plans to expand to multiple cities in the coming years.

This issue also features the legendary VC firm, Kleiner Perkins Caufield & Byers (KPCB) under the Infocus section.

I am sure that you will enjoy reading this issue and share your comments and thought with me.

*Happy reading...*

Chief Editor, Venkatesh C R



because digital is plain vanilla



GoPhygitai (<http://www.gophygitai.io>) is a venture focused on providing immersive, experiential solutions to its client-partners using Augmented Reality, Virtual Reality, and Mixed Reality as the core offerings. GoPhygitai has been incubated by WITS Interactive, a Mumbai based DesignTech agency with offices in Munich and London.

At GoPhygitai, we are currently working on a couple of games in VR and AR. However, games are not the only focus area for GoPhygitai.

We are also in talks with leading organizations and brands in the education sector as well as other verticals like media and entertainment industry, pharma and healthcare, BFSI and a few lifestyle brands to help them define and execute their AR/VR strategy for learning and development purposes as well as providing an immersive user experience for their brands.

Through our parent company, WITS Interactive (<http://www.wits-interactive.com>), we have already released an interesting app, Ben & Bella Treasure Box. The app focuses on teaching the English language to pre-schoolers in a fun and engaging manner using Augmented Reality.

WITS Interactive has collaborated with WVG Publishing GmbH, a leading publisher of books in the early education space in Germany, to acquire the global rights to develop and publish mobile apps based on the popular early learning franchise, "Discover English with Ben & Bella".

As a part of this association, we have recently launched a Phygital product called Ben & Bella Treasure Box, an augmented reality app which helps unlock and nurture a child's curiosity and creativity while teaching the English language. By using the Augmented Reality powered app, the child can embark on a treasure hunt by scanning and discovering hidden goodies across the various physical products of Ben & Bella franchise like activity and sticker books, flash cards etc.

The app has received an encouraging response in Europe, which is its primary market and while the app is available globally on Apple App Store and Google Play Store, the physical products will be rolled out in other markets soon, giving pre-schoolers across the globe a truly engaging and Phygital experience in learning English.

You can get a better perspective about the Ben & Bella Treasure Box app by viewing this video walkthrough <https://youtu.be/zMzuChiiYvg>

An entrepreneur and an avid gamer at heart, Ninad has 20 years of experience in gaming and the interactive media space. He recently joined WITS Interactive Pvt. Ltd. as its COO and is also the Co-Founder and COO of GoPhygitai, a VR, AR, MxR focused venture incubated by WITS Interactive. He has extensive experience in creating and publishing games across platforms and has several award-winning games to his credit.



## BEN & BELLA TREASURE BOX

A fun way to learn English  
using Augmented Reality



**NINAD CHHAYA**  
Co-Founder and COO