

# Co-founders for Startups



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START-UP



**Friday, 23 March 2018 | Time: 2 pm – 3.30 pm**  
**Lecture Theatre, Venture Center, 100 NCL Innovation Park**

## Abstract of the talk

History is replete with examples of great partnerships & teams that achieved path-breaking success by working together. Neil Armstrong-Buzz Aldrin; Sherlock Holmes & Dr Watson; Beatles; Andy Roberts-Michael Holding; Salim-Javed! In the startup world, we have seen the founding teams at HP, Google, FlipKart, Zomato, Ola, Snapdeal, InMobi, Infosys, Naukri.

While several startups do have a single founder, but it can be a very lonely journey that creates stress for the founder, the business, and investors. Hence, it is highly recommended to have at least one co-founder to build a robust business.

About the speaker: Mr Srikant Shastri



**Srikant Sastri** is a seasoned entrepreneur and bridge-builder. He provides strategic leadership as the co-founder of Crayon Data, the ambitious Singapore-headquartered start-up, which aims to build a global business around a Big Data platform and products. This is his third start-up. As a successful entrepreneur, Srikant had founded India and Southeast Asia's largest CRM & Digital agency, Solutions – Digitas, in 1995.

The business achieved scale (2000 employees) and market leadership before being acquired by the Publicis Groupe. In his most-recent role as VivaKi India Chairperson, Srikant led an ambitious M&A strategy to help the Publicis Groupe establish digital leadership in India, through three cutting-edge acquisitions. Respected as a leading marketing & CRM practitioner, Srikant started his career at Unilever and McCann – Erickson, and was recently inducted into the DMAi 'Hall of Fame'. He has been on the jury at Cannes Advertising Festival. At Crayon Data, Srikant loves being in the midst of crazy ideas, energetic people, and ambiguity. Srikant works closely with, and nurtures several tech start-ups, and is an active angel investor. He earned an Engineering degree from IIT, Kanpur and a Post-Graduate qualification in Management from IIM, Calcutta.

**Open to Founders of startups only; Interested?**

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