

THE 2011 FUNDING SPECIAL

INTELLIGENT

Entrepreneur

FEBRUARY 2011 • VOLUME 2 • ISSUE 6 • Rs 100

Network 18

WHO WILL FUND YOU TODAY?

An insight into who will get investments from India's
best venture capital funds in 2011

Kanwaljit Singh
Hellon Advisors

Sanjeev Bikhchandani
Info Edge (India) Ltd

Niren Shah
Norwest Venture Partners

Naren Gupta
Nexus Venture Partners



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Naren Gupta

Co-founder • **NEXUS VENTURE PARTNERS**

1. WHICH SECTORS PROMISE TO BE HOT IN 2011?

We don't focus on what might be hot in 2011 because we don't believe that investing should be a fashion business, where the skirt hemlines change year to year. What we focus on are businesses with long term potential.

2. WHICH SECTORS ARE NOT HOT FOR 2011?

Outsourcing, me-too business models.

3. WHAT AREAS WILL INVESTORS FOCUS ON THIS YEAR?

Rolling up the sleeves and helping great entrepreneurs realize their dreams. VCs with purely financial background will die on the vine.

4. WHAT FUNDING TREND DO YOU FORESEE?

Moderately down because not many new funds have been raised.

5. WHAT KIND OF VALUATIONS WILL TAKE PLACE?

Similar to 2010.

6. WHAT KIND OF COMPANY IS THE BEST BET FOR YOU?

Run by a passionate leader addressing a large market.

7. WHAT IS THE BEST FUNDING OPTION THIS YEAR?

Best funding option depends on the stage of the company. Raise funding from someone you trust and can work with irrespective of the stage. As one of our esteemed founders said: "Divorce is easier than getting rid of your investor," at least procedurally.

8. WHAT WILL IT TAKE TO WIN INVESTOR MONEY IN 2011?

Commitment, sincerity, passion and a burning desire to win.

9. WHAT IS THE CURRENT POLICY ENVIRONMENT?

Okay to poor.

10. WILL 2011 BE A GOOD YEAR FOR EXITS?

It will be a tale of two cities. Great companies will have significant interest from large corporations while mediocre companies will be ignored.