



Access to money in the right amounts and at the right times is crucial for a start-up venture. A series starts today on some exciting ventures

## Measuring Online Feedback



**LAKSHMANAN  
NARAYAN**  
CO-FOUNDER,  
UNMETRIC

With more and more Indians logging onto social media, posting updates on Facebook and airing views on Twitter, three IIT graduates in Chennai decided to cash in on this trend.

Lakshmanan Narayan, Joseph Varghese and Kumar Krishnasami devised a tool to help large corporate brands measure the feedback they get on social platforms.

Last year, they launched a start-up Unmetric, a social media benchmarking company that has already got large customers such as food major Nestle and Citibank.

Initially, the start-up was focused on a product that helped local businesses such as restaurants and spas to use social tools to understand their competitors' social media strategy.

But the founding team soon realised that

growth could come only by shifting their focus from local businesses to big enterprises. As customer acceptance grew, and with major clients like Bharti Airtel signing on, the team decided to pitch their business to investors and soon received multiple offers

from venture capitalists.

"We were lucky. After getting these customers, we signed the term-sheet with Nexus Venture Partners in less than a month in November last year," said Narayan, the chief executive officer of Unmetric.

Nexus Venture Partners invested \$3 million while serial entrepreneur Sekar Vembu and venture capitalist Rahul Khanna also became the angel investors for the firm.

### 3 TIPS TO RAISE MONEY

**Get a team** that works well together. It is experience that matters.

**Build a great 'initial'** product which focuses on design and usability.

**Get initial** customers before you raise any funding.

Peerzada Abrar