

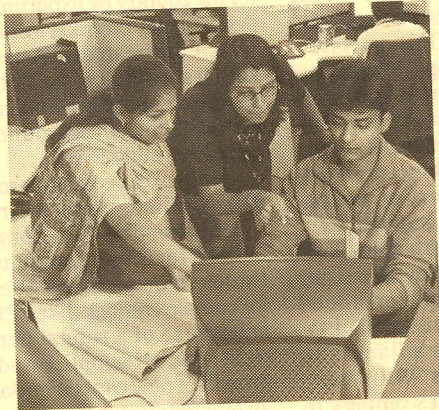
Now, software solution for SMEs in 3 minutes

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For long, technology has been the biggest constraint for small and medium enterprises (SMEs) wanting to bring about a faster turnaround rate considering they are usually cash-strapped. But this could soon change. Two ex-IIT Kharagpur students have decided to come out of their comfortable professional zones to create a venture called 'Demazi', which would enable SMEs to create their own IT solution online at a minimal cost.

Umesh Kumar and Ratanesh Deepak, the duo behind Demazi, short for 'Development made easy', have come up with a concept of developing a website that provides a platform for those who are interested in creating a software of their own and cannot afford high-end solutions currently available in the market. SMEs owners can log on to the website and key in the requirements they need from the software.

Based on the requirements, the website will automatically generate the software code which the SME owner can run within 3 minutes. Right from small financial calculators, tax planners, contact management to



complex solutions like Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP), the website is programmed to provide the input in matter of a few minutes. Umesh Kumar, one of the developers of the website says that since the website is fully-pro-

grammed for generating software, there is no human cost involved, making it less capital intensive. The revenue model is based on the subscription charged on each user and the software, which Umesh insists

is well within the SME owner's pocket. The business plan for the venture is being developed under iAccelerator, which is a summer start-up camp organised by Indian Institute of Management Ahmedabad (IIM-Ahmedabad)'s Centre for Innovation Incubation and Entrepreneurship (CIIE), Microsoft, Kuruvindum, NASSCOM and Kickstart.in. IIM stu-

dents would be working closely in commercialising the prototype. While investment required for the venture and the business plan is still being discussed, the duo will soon be talking to angel investors and venture capitalists for giving them the initial push.