people with their inter-dependent needs while they maintain their independence.

How it works?

A user creates a post for his/her requirements. The post is viewed by other people on the platform. Interested ones connect with the user via chat and comments. The user can engage with them and find help for his/her needs. The platform is easy to use, and the UI/UX elements are designed keeping in mind the best interest of our users.

Way forward

At present 2000 users are using the month old public beta version, with very positive feedback from the beta community. In terms of geography, the users are from the U.S. and Canada (40%), India (33%) and Rest-of-the-world (27%).

Being location-based, the platform becomes useful when the user density is high, but high user density can be achieved once the platform is useful. We have a plan to crack this problem with a couple of hacks like community specific promotions and introducing location-independent solutions by making subtle changes in the product without affecting or deviating from the core offering.

A message to young entrepreneurs

Although the Indian start-up space has switched from chasing Unicorns to creating a sustainable business, we believe it is a correction in the right direction which is healthy for the ecosystem. Correction also implies that the best companies survive.

Every industry always gives an opportunity for innovative ideas and

changes to happen. During this process, it's not just the idea, but the right idea, at the right time, backed with the right speed of execution and the right team that makes the difference. Ideas leading to minuscule changes in the industry also culminate in a successful entrepreneurial journey. So do not worry if your idea is not revolutionary.

In short, you have to be right just once, so keep trying and keep iterating.

We would love to hear feedback & suggestions from the IIM-A community. Please do visit us at https://goo.gl/8Ps6T3 (Android, iOS coming soon) & https://www.truple.org/ and let us know what you think.

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