

VALUE 360 COMMUNICATIONS NEWS WATCH

Data Quest

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Cover Story

India's 25 Hot Web 2.0 Start-ups



The Circle of Life

- **Name:** ApnaCircle
- **Type:** Social Networking/Niche
- **What's it about:** Social networking and career based networking put together
- **Start-up Year:** 2007
- **Founder/CEO:** Yogesh Bansal
- **URL:** www.apnacircle.com



The site, backed by web guru Sabeer Bhatia, aims to provide a parallel platform for both social and career networking. Upload pictures, send free SMS, search for profiles and jobs, and gain from the networking site's reward program. Users can gain points for various activities conducted on the website and these points can be redeemed later. This is a first of its kind model on an Indian social networking community that incentivizes your activities on the website.

More than PPT

- **Name:** authorSTREAM
- **Type:** User generated
- **What's it About:** Online PowerPoint presentations and slideshow sharing
- **Start-up Year:** 2008
- **Founder/CEO:** Harmen Singh
- **URL:** <http://www.authorstream.com/>



It might not claim to be the 'largest community for sharing presentations' like its close competitor SlideShare, but with an active user base—most from outside India—a number of integrated applications, and a strong privacy policy to protect uploaded PPTs, it is fast catching up. A set of developers and engineers at authorSTREAM understand your presentation, convert it into Flash and then upload, helping greatly in retaining its originality. Try its PresentLive application where innumerable people from remote locations can