



INTERNET

THEY DREAMT OF DOING SOMETHING DIFFERENT. WORKING FOR THEMSELVES, THEY ARE BRINGING INNOVATIONS TO YOUR CYBER CAFÉS.

More than a year ago, regular internet café users were stumped by the screen staring back at them. One click and it would link one to a very interactive advertisement. The conventional window was replaced by a technology that now serves as a convenient medium for advertisers to reach their target audiences. The active desktop becomes the default interface for café net users and is better known as Clink (click and link!).

The innovative technology is the brain child of Rudrajeet Desai, Maninder Gill and Saurabh Khullar. The three young friends together founded Ideacts Innovations; an internet-based media company that seems to be rapidly expanding.

The first step was taken when the three were just students. "All three of us were interested in

creating a different kind of media platform. We started the clink technology back in 1999-2000 in 40 odd cafés. But we soon realized we needed more experience," admits Rudrajeet, CEO of Ideacts.

Soon after finishing their education, the three headed separately to pursue normal routine jobs. But they came together again in May 2007. For the common belief in doing something innovative was bound to lead to Clink. "The idea of using computer screens for advertising hit us over a cup of tea," reminisces Maninder, who heads the technology of Ideacts. It took him three months to develop Clink. With degrees in science, commerce and computers, the trio has enabled the company to go a long way. All they had was an idea that needed execution. Today, Ideacts Innovations has grown from 250 terminals to 23,000 terminals. Clink has enabled 3500 cyber cafés with alternate revenue streams for 2 years now. It has reached 53 cities in the country.

"The user interaction via Clink is four to five times higher than one would find through a normal web advertisement," says Saurabh, who is the Sales Head of Ideacts. Despite recession, Ideacts is the only company that has managed to receive Series B funding from venture capital firms SVB Capital (an affiliate of Silicon Valley Bank) and Sequoia Capital India for an amount of US \$ 2 to US \$ 3 million recently.

Aged from 29 to 30, the trio has set up their technology development centre on the banks of Mulla Mutha. Recently, they also launched the cyber café accounting system, an innovation to ease the burden of management of users for café owners.

"The youth of today needs to think big. Don't let any idea go to waste. Just find a positive way to execute it," concludes Maninder. ©



An IDEA that Clinked!