



TiE Mumbai organized a webinar on Media & Entertainment - Next Fast Forward

Mumbai, March 29, 2022: TiE Mumbai organized an interactive session on Media and Entertainment hosted by Ravikant Sabnavis (CEO, Innovative Oral Care) and four unique startups founders, Kavita Shenoy (Founder & CEO, Voiro), Paula McGlynn (CEO, Bharatiya Digital Party (BhaDiPa)), Gaurav Srivastav (Founder & Director, Firstkut) and Sumedh Chaudhry (Co-founder, NewsBytes & Cricketpedia). The participating Startups discussed their individual journey so far, adapting to changing consumer trends and opportunity mapping of future trends in Media and Entertainment sector.

“This webinar gave an interesting insight on how the way content is being consumed will change. With changing audience taste, there must be a balance between content creation and the viewer. The session also discussed aspects of being disruptive, evergreen and trending content, ways of monetizing digital content and how to handle concept rejections and barriers.” said **Ravikant Sabnavis – Charter Member, TiE Mumbai & CEO, Innovative Oral Care**

Firstkut offers options to watch trailers of movies and OTT shows on their app and aids viewers in deciding what they want to watch. They are designed to help in the decision-making process of the viewer. After a viewer watches a trailer, they work to ensure that the viewer either buys tickets to the movie or visits the OTT platform to watch. Going forward the company intends to sell OTT content, by being a subscription and transaction-based platform.

NewsBytes leverages the power of AI to generate content across media formats using AI and the platform is used by more than 50 million users every month. Cricketpedia is “fantasy cricket meets AI” and lets users create fantasy cricket teams based on the past performance of players. . The content creation of Newsbytes is entirely automated and their ability to create content using technology has helped them scale their business.

Bharatiya Digital Party (BhaDiPa) is a content platform for young Marathi viewers that develops, produces and distributes OTT content that is truly unique much like their audience. They have been disrupting the regional landscape with their content. The main idea of this Startup was to create original IPs, shows and films in the Marathi language which can be monetized through advertising. They have also ventured into talent management, managing writers, directors and standup comedians. The company also provides content marketing solution to brands.

As the viewer is spoilt for choice so is the advertiser. Voiro was created after the founders recognized the diverse content choices offered to viewers have led to the complexities of driving revenue. It is a startup that builds monetization infrastructure for advertising-based businesses. They work with the monetization teams of multiple OTT provider companies, essentially simplifying work for media sales,



finance and operation teams and making them more efficient. They draw insights from revenue data, empowering teams to manage their risks and therefore build higher performing businesses.

About TiE Mumbai

The Indus Entrepreneurs (TiE), was founded in 1992 in Silicon Valley by a group of successful entrepreneurs, corporate executives, and senior professionals with roots in the Indus region. Since 1992. TiE has been supporting entrepreneurs by offering education, mentorship, networking and funding opportunities. The mission of TiE is to foster entrepreneurship globally through the 5 pillars of TiE : mentoring, networking and education, funding and incubation. Dedicated to the virtuous cycle of wealth creation and giving back to the community. TiE's focus area is to generate enable the next generation of entrepreneurs. There are currently 11,000 members, including over 2,500 charter members in 60 chapters across 17 countries. TiE's mission is to foster entrepreneurship globally through mentoring, networking, and education. Dedicated to the virtuous cycle of wealth creation and giving back to the community, TiE's focus is on generating and nurturing our next generation of entrepreneurs.

For more information visit <https://mumbai.tie.org/>

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