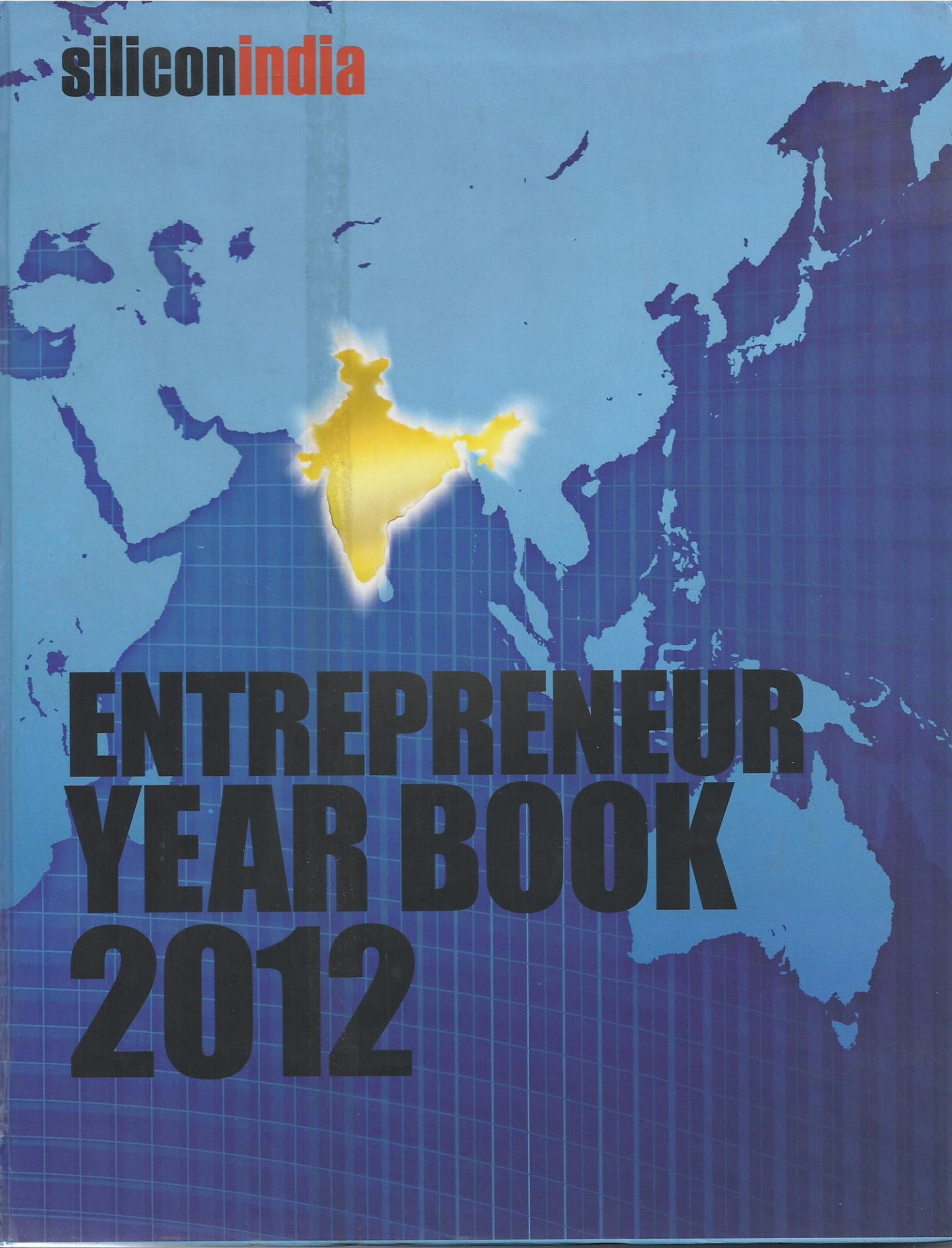


siliconindia



**ENTREPRENEUR
YEAR BOOK
2012**

The cover features a glowing blue globe with a grid pattern, set against a dark blue background with abstract light trails and a large, semi-transparent arrow pointing downwards and to the right. The title 'Silicon India Entrepreneur Year Book 2012' is prominently displayed in the upper half.

Silicon India

Entrepreneur Year Book 2012

Entrepreneurship is essential for any economy. Small ventures and entrepreneurs play a significant role in bringing to the market new ideas, services and offerings that many large organizations are either unwilling or feel too risky to pursue. In addition to this, there is of course the significant role that entrepreneurs and their ventures play in job creation, and in a developing economy like India, this becomes even more pertinent, as it generates employment at various levels.

A data from the Kauffman Foundation states that without the jobs the startups create, yearly employment growth would be negative. Micro firms with one to four employees are significant, accounting for an average of 20 percent of new jobs each year.

In U.S., startups accounted for three percent of total employment from 1980-2005, and since then has risen considerably drastic. The study found that while startups do tend to decline slightly during downturns, they remained fairly robust in even the most severe of the sample period's recessions. In fact, the recent downturn saw the startups holding and supporting the ecosystem.

Entrepreneurship in India has seen a sharp rise in the past decade, with many startups making a mark globally and going ahead to achieve a successful IPO as well.

But at the same time, there remains much to be desired for to replicate success of the Silicon Valley in India,

The entrepreneurship ecosystem in India at the moment has much to ask for.

- The creation of an education system that encourages students to increase their appetite for risk, supports them to think out of the box and pursue their own aspirations. Institutions like the IIMs, through deferred placements; Indian School of Business, through specific courses focused on entrepreneurship, and a few other higher education institutions promote entrepreneurship, but these are a few students from a pool of millions that should be encouraged.

- There needs to be an ecosystem of mentors, and programs that nurture entrepreneurship. The Indus Entrepreneurs have done a commendable job in mobilizing people from cross sections of the entrepreneurial world, to connect and share their learnings and experiences. Programs such as the Centre for Innovation, Incubation and Entrepreneurship from IIM A are also playing a significant role.

- There is a lack of true seed capital, as Venture Capital firms in India are mostly inclined towards late stage investments. According to Venture Intelligence, as on June 2011, Venture capital invests in startups with high growth potential, was an average invest-

ment of \$5 million. Private equity players focus on late-stage, high-growth companies and the average deal size ranges between \$25 million and \$100 million.

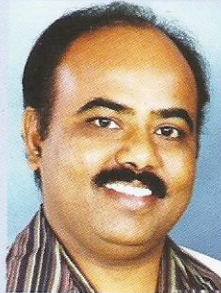
- PE investment too does not seem to be too favorable. Around 800 deals made through 2007 with an investment of around \$15 billion in PE fund portfolios were expected to exit in 2011, says a study by Siliconindia. But due to high inflation and political uncertainty, the Indian PE market saw a downfall as it was compared to the predictions. This uncertainty will make it difficult for the investing firms to exit with good returns in 2012.

- On the regulatory front, while it is encouraging to see that the regulatory environment in India has improved, with reforms easing business entry. Entrepreneurs in India can now complete many formalities online - registering their business, paying fees and taxes and more.

But what ever the pros and cons be, there is nothing stopping a new breed of entrepreneurs who are not only turning the challenges into opportunities but also giving the large corporations a run for their every dime. Siliconindia Entrepreneur's Handbook 2012 is one such stride towards recognizing the successful companies, both established and emerging, in the Indian IT industry and bringing them to limelight.



ATOAST Scientific Technologies (ATOAST) is growing into a leading Engineering Design Simulations Services and solution provider. ATOAST is India's First certified Multiphysics Engineering Solution Provider for the First Time Right Design. They provide advanced Computer Aided Engineering simulation for engineered material, product, process and system design. ATOAST leverages cutting edge research in computational mechanics, multiphysics modeling, and application technology for providing innovative and cost effective simulation solution to clients. ATOAST's Design Solutions are packaged into Engineering Services, Industrial Technology and Research innovation. ATOAST is Headquartered in Bangalore, India, and serving a global client base with offices in Australia, UK and USA.



KEY PERSONS:

Dr Raj C Thiagarajan,
Managing Director

Raj C Thiagarajan is a prolific innovator with an engineering PhD in smart composite structures with 24 years of research and industrial experience in computational engineering design core with multiphysics based innovative product development, plus project and people management expertise.

FOUNDED:
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Global and local client base of more than 20 + prestigious MNC and MSME clients.

COMPETITORS:

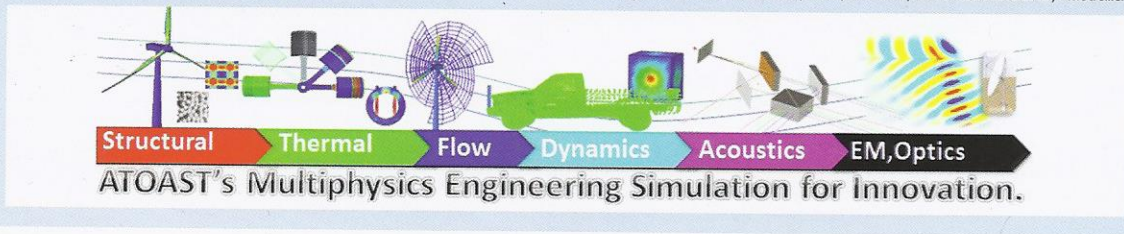
Engineering Services Outsourcing (ESO) is a growth industry and lot of small and big players provide services at the low end of the ESO spectrum. ATOAST focus is toward high-end multiphysics for innovation.

WEBSITE:

www.atoastech.com

OFFICES:

Bangalore, India; Colorado, U.S., London, UK & Queensland, Australia



ENGINEERING SERVICES:

ATOAST provides Engineering Design Simulation services with multiphysics expertise that can help manufacturers, developers, and researchers solve complex problems involving computational mechanics, multiphysics modeling, engineered materials, systems, and application technology. Multiscale simulations for linking macro engineering to micro mechanics to nano mechanics for products engineered from atomic level is a key area of the company's expertise. ATOAST provides advanced engineering simulation, industrial technology, and research services in such areas as engineered materials, product, process, and system design. The company specializes in helping its clients accelerate product development and reduce costs through multiphysics optimization of product designs in such areas as acoustics, chemical, electromagnetics, flow, optical, structural, and thermal.

REVENUE MODEL:

Consultancy and fixed project based services at 5 competency level.

NEXT GROWTH:

Grow ATOAST into a leading multiphysics engineering design solution provider and then diversify into sustainable engineering software tools and product development.

LEADERSHIP & TEAM:

ATOAST's leadership team is powered by industry, academic and management experts with a cumulative experience of more than 110 years. The leadership team guide and advises on the growth strategy based on the forecasting of technological, market and economic needs assessment.

ATOAST VISION and CODE of HONOR:

"The business vision of ATOAST is to become a global leader in providing multiphysics engineering simulation services and solutions," says Dr Raj C Thiagarajan. "Our technical vision is to proliferate multiphysics engineering simulations and material unity for innovative material, product, process, and system design by bridging atom to application". ATOAST's DNA is built on Integrity, Quality and Innovation. ATOAST's Code of honor (COH) is constructed to accomplish our vision and mission for client benefits.

TIME LINE:

- Jan 2010 Foundation day of ATOA SCIENTIFIC TECHNOLOGIES
- Nov 2010 Registered as ATOA SCIENTIFIC TECHNOLOGIES PRIVATE LIMITED.
- Feb 2011 Set up Office in UK
- Mar 2011 Set up Office in Australia
- Jun 2011 ATOAST JYOTHI Foundations Registered and started to light our social mission.