Invest India

#DigitalTransformation

Summary

Invest India, an official agency of the Government of India engaged TO THE NEW to define and execute an exhaustive digital roadmap to launch Startup India Hub web portal and mobile applications. This digital initiative aims to encourage more startups to register under this initiative and foster employment, innovation and growth.

The Client

Invest India is the official Investment Promotion and Facilitation Agency of the Government of India, mandated to facilitate investments into India. The Startup India Hub is a one of its kind online platform for all the stakeholders of the startup ecosystem in India, including startups, investors, mentors, incubators, accelerators, aspiring entrepreneurs, service providers and the Government bodies. This digital initiative not only provides an opportunity to connect with other members of the ecosystem, but also gives an access to important resources such as its learning and development program, information about relevant Government schemes, a forum to brainstorm and discuss ideas, news and blogs among others.

The Goal

With an objective of attracting more and more investments to India, Invest India wanted to build a marketplace that can act as a single place of interaction for all the players in Startup ecosystem like Startup, Incubator, Investor and Accelerator. It was a challenging task to develop an intuitive and scalable platform that is fault tolerant and could offer a seamless experience to investors, founders, Government bodies and mentors. Our main goal was to build a user-friendly, highly visual, intuitive and scalable platform that the entire startup community can leverage and utilize for networking, knowledge sharing and information access. Along with providing a superior second screen experience by developing mobile applications for Android and iOS, we also setup a custom Content Management System leveraging Adobe Experience Manager 6.2 for a real-time, personalized user experience.

Highlights

- Defined and executed an exhaustive digital roadmap
- Custom implementation of the CMS leveraging AEM 6.2
- Intuitive, fault tolerant and scalable digital platform
- Real-time, personalized recommendations to users
- User-friendly mobile applications for iOS and Android

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Technical Excellence

- Defined the digital roadmap for the launch of The Startup India Hub portal
- 3 weeks Design Discovery Workshop analyzing business objectives, workflows, key tasks and the end goal of bridging gap between investors and startups
- Followed Agile and API driven approach to development
- Mapped the key interactions against each of the personas
- Planned the visual hierarchy of the portal and apps to ensure that users find it easy to obtain information
- Ensured registration process for multiple personas
- Developed public profiles for each persona
- Implemented Apache Solr for advanced search results
- Personalized recommendations basis the user journey
- End to end custom implementation of Content Management System for the portal and the blog using Adobe Experience Manager 6.2
- Used MongoDB for high availability
- Developed an interactive forum to encourage participation from investors, mentors, Government bodies and influencers
- Ensured support for 2000+ concurrent sessions
- Executed the automated test cases before each deployment so that the deployment happens only if all test cases are successful
- Ensured all the vulnerabilities as well as key security protocols are taken into account while developing the portals and application

Technology Stack

Adobe Experience Manager  
Spring  
Solr  
MongoDB

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