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A college start-up's success story

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Innovation is the secret of success for these young guns. They believe a simple idea can transform lives. They dream big and are passionate about their ideas. . . meet India's brilliant young innovators in this special series. Oh yes, they are also winners of the latest Nasscom Innovation Awards.

[Part 2: 'Let's create a silicon coast in India'](#)

It has been a rollercoaster ride for **Sanjay Vijayakumar** who bunked classes during the final year in the engineering college to experiment with new ideas. He was lucky not to be

thrown out of his college in Thiruvananthapuram for spending more time during his fifth semester envisioning a start-up, than concentrating in studies.

At 21, when most youngsters of his age would have been busy applying for jobs in the corporate sector, Sanjay decided to begin his own innovative mobile value-added services company, MobMe.

"The company was build out of a passion for technology and a desire to be job creators rather than be job seekers," he says.

Mobile solutions was the obvious choice as they could identify with the people of the same age group and understand their needs. Interestingly, the core team members have known each other for 17 years.

MobMe is the first college start up from Kerala. All the members of MobMe are classmates and friends. Sanjay and his friends are happy to be an inspiration to many students. "There are many opportunities in solving real problems. Be passionate about your idea, and get started," says Sanjay.

Most of the engineering colleges in Kerala have now started an entrepreneurship development cell and are promoting start-ups in campuses.

Incubated at The Technopark, Thiruvananthapuram, the company received a sound platform to scale up. Currently, there are about 40 start ups at the Technopark. "Kerala has the potential to become a telecom hub. There are a number of people with great ideas and now is the time to take the plunge," believes Sanjay.

We are now actively promoting entrepreneurship and incubation of new ideas," he said.

"We dream of the day when the sun will rise to see the 'Dawn of a Silicon Coast' in India," said Vijayakumar who the CEO of MobMe.

Cool and modest about his achievements, Sanjay hopes many more students to think out of the box and take the exciting entrepreneurial journey.

What are the features of the award winning product?

Mobshare is an innovative Mobile Content Sharing and Distribution Network and is MobMe's flagship platform. The peer to peer version allows users to share mobile photos and videos with multiple friends across multiple operators in a single click.

The enterprise version allows media companies/brands to utilise this platform to distribute rich content directly onto a user's mobile as well as allow users to contribute mobile content.

[MobMe, a dream come true...](#)

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Image: Sony Joy, COO, Sanjay Vijayakumar, CEO, Vivek Steve Francis, CFO(L to R). | Photograph, courtesy: MobMe

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