

HYSEA workshop guides entrepreneurs

Special Correspondent

HYDERABAD: Hyderabad Software Association (HYSEA) organised a workshop to highlight the software product development happening in Andhra Pradesh. It also provided guidance to entrepreneurs on how to establish a company from conceiving a product to developing it into a matured one.

Leaders from successful product companies, venture capitals and academicians shared their experiences on creation of an IP (intellectual

property), how beneficial a software product company was compared to a software services company.

CEO of Cordys India S. Ramanathan explained the vagaries involved in floating a company and taking it through the arduous journey of making it a success -- the legal and financial implications, team-building, finding beta customers, testers, multiplying the product and fine-tuning it to become commercially successful.

Suheim Sheikh, founder CEO of SDG Software and

Global practice head of 3i infotech's capital markets and anti-money laundering division, said that risk involved in a services company was very minimum as compared to a product company. The entrepreneur should develop a product and also the ecosystem (support infrastructure to help the product function and address problems). HYSEA president Anil Jampala said several agencies including the TiE - Hyderabad, Barcamp, IIIT, ISB and even State government came forward to encourage the activity.