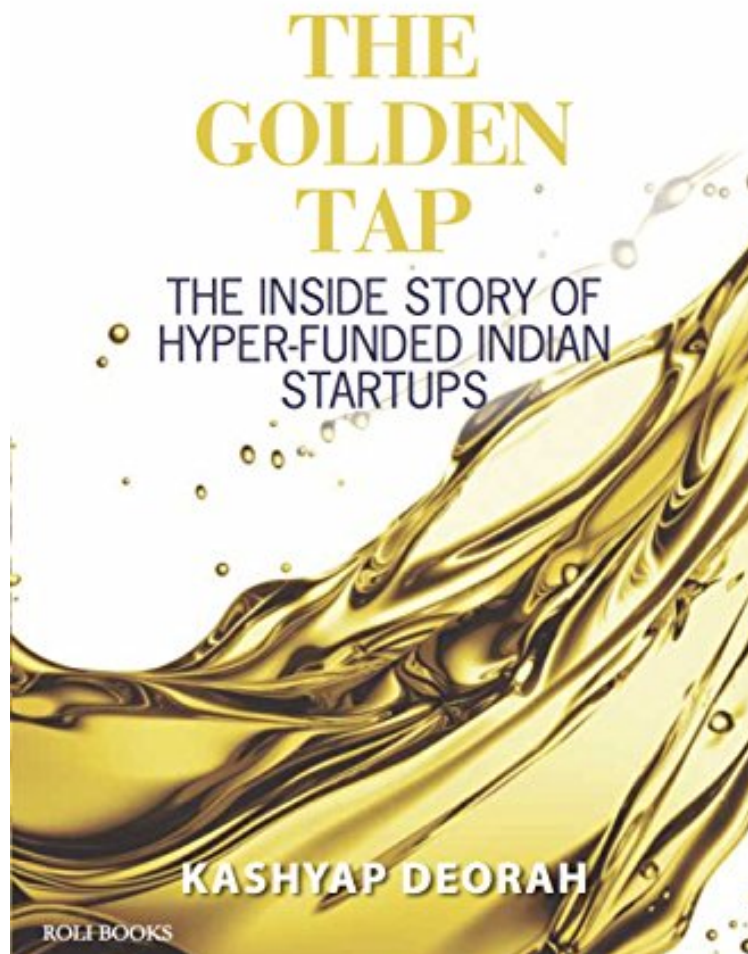


The Golden Tap - The Inside Story of Hyper-Funded Indian Start-Ups

Kashyap Deorah

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"The Golden Tap significantly bridges the perception versus reality gap in the Indian technology startup ecosystem"
Deepinder Goyal, Founder and CEO, Zomato



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Kashyap Deorah : The Golden Tap - The Inside Story of Hyper-Funded Indian Start-Ups before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Golden Tap - The Inside Story of Hyper-Funded Indian Start-Ups:

0 of 0 people found the following review helpful. The title doesn't do justice to the book By Anonymous If you are picking this book up to get the 'scoop' on the inside stories of well known Indian startups, this is not the right book. If

you are picking up this book to understand the mechanics of how hyper funded startups got there, the reasons behind the golden tap, what's wrong with that picture and what the future holds, this is a great read. The author does spend a few chapters setting up the backdrop of this book with his storyline and cast of characters (if I can take the liberty of calling them that). During this time it reads more like a story book. However the pace picks up really in the second half where all pieces come together for the author to explain very crisply what is wrong with the hyper-funded startups: the untenable unit economics of ecommerce Giants in India, the hunger for funding for status sake rather than building a sustainable business. Towards the end the author offers great insights on building businesses in India vs US and ideas for businesses in India. A very engaging read overall. 0 of 0 people found the following review helpful. Brilliant read! By Ravi Kakkad Brilliant read! Kashyap is the poster child for tech entrepreneurship for an entire generation of Indians. He effortlessly jumps in and out of his personal journey over the past 15 years as he links it to the broader ecosystem in this part-memoir, part-history lesson, and part-guide for any one who is even remotely interested in the Indian startup scene. Written with global calibration and with macro developments as context, the book is also an illuminating read for outsiders looking in to India. The icing on the cake is his no-holds-barred assessment of the current environment and the future of the Indian startup scene. What is perhaps most fascinating throughout the book is his honest acknowledgment of the emotions and personal relations that are tested and strengthened along the way. Absolutely loved this creation from someone I have known and respected for a very long time! 0 of 0 people found the following review helpful. Must read for any investor, entrepreneur or startup enthusiast interested in India. By Parakram Khandpur Golden Tap is a fascinating account of the major developments in technology-driven entrepreneurship in India over the last 15+ years. Kashyap layers in key insights around US/China macro trends and helps provide a deeper perspective on how these forces impact India's entrepreneurial ecosystem. Kashyap, a serial entrepreneur himself, also weaves in insightful and entertaining anecdotes recounting his own journey as an entrepreneur in India and US, and couples them with interesting insights about consumer behavior, product thinking and business. The book ends with Kashyap's sharp analysis of the current state of hyper-funded Indian startups and the road ahead. Overall, a must-read for anyone interested in the Indian startup ecosystem.

Ever wondered why global investors are willing to write million dollar cheques to young and inexperienced entrepreneurs? Why companies are no longer judged on their ability to make profits? Why the valuation of a startup can dwarf that of its well-established counterpart? Is it a bubble? Or have the rules of the game changed? Can these hyper-funded; technology driven companies become global superpowers? Or is it an unsustainable phenomenon? The Golden Tap gives you the answers. In a remarkably honest, no holds barred account; Kashyap — himself a serial entrepreneur — demystifies the technology ecosystem that exists in India today. From the origins of Amazon and Google, to the remarkable growth of Flipkart and Ola, he meticulously plots and chronicles a connected global sequence of events. Set in this background he recounts his personal roller coaster of a life. A story filled with ambition, greed, vanity, fear and success that all young entrepreneurs can relate to. Is this the business model of the future? Or merely a game of poker played by master investors? The answers pour out of The Golden Tap.