



Thinking Different, Making A Difference

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There's no set formula for success. Here's a look at some tech entrepreneurs who have made an impact by launching offbeat IT-based ventures.



The fortune cookie

You can win by being different, which doesn't necessarily mean having a 'new' technology on hand. It simply means thinking laterally and looking at opportunities hitherto unexplored. The solution might be common, but a new business concept/idea means a new market—often a large one!

thinking of starting an IT-based business? Instead of being just another player in the market, why don't you try something different? You never know, if you put your thinking cap on, you might well come up with an idea that is worthy of the support of a philanthropist or VC. And no, we are not building castles in the air here. There are a number of entrepreneurs who have dared to think outside the box and are reaping dividends for their courage. Here are a few ideas—to set you thinking off the beaten track!