



## ***Corporate Profile***

Founded in 2002 and nurtured by technocrats from India's premier Engineering & Technology Institutions, **Ideafarms** is a Delhi based, **Design-led IT** company.

Optimising the use of ICT in combination with aesthetics and usability in specific cultural contexts, provides business value far beyond '**industrialised and commodity**' solutions that focus on function and performance characteristics. This approach constantly keeps the company *'farther up the value chain to ensure sustained and verifiable value to all stakeholders'*.

Ideafarms pioneered the application of *Industrial Design concepts and approaches to the delivery of holistic IT enabled services and solutions*. The fundamental business model is to be selective in customer engagements, favour long-term, value-driven business partnerships, and always tint all activities with a unique brand of creativity and innovation.

A distinctive organisational, technical and process DNA coupled with its heart capital, passion and drive fuels the hybrid, multi-disciplinary competencies and capabilities that have enabled the partnered success of its customer ventures.

## Business Model

Ideafarms is an ongoing experiment in **Business Model Innovation** that offers *Consulting, Design and Development* services. The business model brings together key Industrial Design concepts – *Usability, Aesthetics, Mock-up & Prototyping, and Simulation* – and its deliverables, to shape product personality. Ideafarms is one of few companies that has *deep expertise and knowledge of innovation in the context of emerging markets*. It is uniquely poised, through its proven ICT track record, to design experiences on the explosive Smartphone platforms.

## Competencies

**Ideafarms** leverages its powerful Visual Design expertise, HCI and animation capabilities in providing niche services and solutions to its clients. Its technology capabilities and business expertise provide multi-dimensional, value-based product and service offerings that bear the watermarks of governance, innovation and sustainable technologies.

## Design Fiction

At Ideafarms concepts and ideas take precedence over implementation and development. Identifying the needle amongst the haystack of ideas is one of the key value propositions offered by Ideafarms.

*Combining insights from multiple fields and bridging the gap between business, technology and design,* Ideafarms evaluates the usability, practicality, and feasibility of

ideas to ensure solutions are more **efficient, effective** and **convenient** for stakeholders.

Prototypes and mock-ups help in validating functional aspects as well as the more valuable 'look & feel' of business concepts and clarify user expectations early in the product life-cycle.



◀ **Simulated application interface** to fix user requirements for a proposed corporate **Phonebook**. Intuitively designed to provide usability with speed of complex searches, based on integration of **Flash** with **XML data store**.

**Client: Continental AG, Germany**

**Year: 2005**

Complex **eBusiness tool** that fits the CRM and user support bill. Ideafarms used interdisciplinary skills to achieve this **'realistic' mock-up** replacing the conventional 'requirements' approach.

**Client: Waterloo BV, Netherlands**

**Year: 2004**



◀ **Interactive machine simulation.**

Assemble, rotate, and zoom – virtual reality on your desktop.

**Client: ATG, Netherlands**

**Year: 2006**



## Mobile Platform & App Development

Smart Devices have equipped users with solutions that are ubiquitous, contextual and mobile with high emphasis on **User Experience**. Ideafarms brings together its multidisciplinary competencies in *User Experience Design, Technology Development and understanding of Human Interactions* with these devices and has evolved a proprietary framework for the Design & Development of **Smart Apps**.

**DealChaat** - The world's first “pay-as-you-go” advertising and promotion platform for location-based offers and deals. It is a completely dis-intermediated service for merchants / brands to connect directly with their customers with deals and offers that users can get directly on their smartphones when they are already at their chosen shopping locations.

The simplicity of use and the intuitive smartphone app allows customers to use it as a daily tool or whenever needed.

It provides merchants the unique ability to place time-bound and impromptu offers, unlimited scope to devise and implement promotional strategies store-wise, helps to drive up sales even during lean periods.

Merchants with multiple locations can target specific markets with different deals / offers simultaneously and maximize the revenues while gaining in-depth access to consumer behaviour, including response to their deals/ offers.



“Pay-as-you-go” is incredibly cost effective for merchants that have limited budgets and even more limited channels to reach their target audience. For as little as a few hundred rupees per month, a merchant can not only become visible to smart shoppers on location but also attract them to stores through attractive and engaging messaging.

DealChaat’s in-app advertising gives brands hyper-local reach to a youth demographic; brands can promote themselves with flexibility to run seasonal campaigns.

DealChaat is the perfect platform for the smart merchant to engage with the smart shopper and increase both customer loyalty and increased mindshare in a crowded and increasingly competitive marketplace.

Website: <http://dealchaat.in/>

Blog: <http://dealchaat.in/blog/>

Play Store: <http://bit.ly/RLSPXq>

App Store: <http://bit.ly/Y1nBhc>

Facebook: <https://www.facebook.com/DealChaat/>

YouTube: <https://youtu.be/jZtHZ30x00>

Slideshare: <http://bit.ly/1FbrLYT>

**HealthWatch** - HealthWatch, on the one hand, is a disease reporting tool for doctors, and on the other hand, an analytics tool to help researchers and epidemiologists predict potential disease outbreaks and manage them.

Every year, infectious diseases claim over 1,96,000 lives of children in India — a majority of which can be prevented. If there was a way to predict where a disease outbreak is likely to occur,

timely action can be taken to prevent it. It was with this thought that Ideafarms partnered with St. Stephen's Hospital to develop the HealthWatch platform. The main stakeholders of HealthWatch are WHO, IDSP, Epidemiologists, Researchers and Media.



The HealthWatch platform (pilot in Delhi-NCR) consists of 2 parts: a smart phone app and a map-based analytics dashboard.

Doctors can use the App to report diseases as they diagnose them. Each disease and associated symptoms are mapped to the doctor's location. Data obtained

through the App is aggregated and presented in real-time on a map for healthcare professionals to identify vulnerable areas and take appropriate measures to manage the spread of diseases.

HealthWatch eliminates the need for paper forms and ensures accurate, sanitized reporting of disease by doctor. Real-time tracking and analysis of disease spread can help prevention of disease spread to epidemic proportions. Timely detection of epidemic will allow for timely intervention to provide healthcare measures — drugs, equipment and practitioners — on location.

Play Store: <http://bit.ly/1uvAH80>

Dashboard: <http://bit.ly/1Emr3um>

Slideshare: <http://bit.ly/1Wd9BQ3>

## Bespoke Application Development



### ◀ Native iPad magazine reader.

Subscribed users can download magazine editions & related content to read offline. “Picturtising” – smart pictures with tapable objects which can be purchased within the application

**Client:** CSFrontier, USA

**Year:** 2013

## UX/UI Consulting & Design

Good design makes products usable and understandable. Design is central to the creation of software; it turns information technologies into meaningful and enjoyable experiences. In other words, design humanises technology.

We focus on the **‘what-to’** parts which essentially address innovation in business contexts. Our interdisciplinary capability brings together value from different streams of technology, business and creativity so that innovation is solution focused. Our innovation consulting practice injects flavours of culture, sociology and human interaction to drive a model that’s non-prescriptive; we believe we should play the role of a catalyst to enable clients to innovate on their own.

### UX Design

Ideafarms firmly believes that design cannot be a specialist’s role. Any single discipline can provide only a fraction of the experience a user expects. This inclusive approach has always given Ideafarms the edge



over pure-IT and pure-Creative agencies. The key differentiator – user-centric design – is at the heart of work at Ideafarms. Usability and user experience play a critical role in the entire product design lifecycle – from the first paper prototype and the wireframe mockup to the alpha product and final release.

## UI Design

UI Design at Ideafarms takes place at multiple levels – incorporating international standards on usability heuristics first; followed by interaction design; and then the visual and presentation layers. This inside-out method of designing ensures that interfaces are intuitive and easy to work with, leaving ‘how-to-use’ manuals redundant.

## Usability & User Experience Audits

Knowing the ins and outs of a product, it is easy for companies to lose sight of a user’s perspective. By testing a product on real world users, observing and analyzing user behaviour, Ideafarms’ usability and UX audits bring forward the users’ pain points; help identify the causes of issues; and provide recommendations for improving the overall user experience. Audits can be conducted before development, pre-launch and post release.



## ***Heart Capital & Culture***

Ideafarms has created **a compelling culture that combines high-performance with empathy**. This evolved knowledge worker environment empowers its associates to actualize their individual potential in all their endeavours. Committed, high-calibre professionals with inter-disciplinary experience ranging from 2-25 years operate out of its modern offices in New Delhi and Coimbatore.

The company has its own team of subject matter experts within its domain of IT, innovation and industrial design. In customer driven contexts it has worked collaboratively with customer experts in developing solutions. Links to portfolio samples are available on the company's website.

## Clients

### Germany



### Netherlands



### USA



### Singapore



### India



## ***Partnerships***

### **Microsoft BizSpark**



As a member of Microsoft's startup program BizSpark, Ideafarms enjoys privileged access to Microsoft technology and support.

### **IBM Independent Software Vendor**



Ideafarms is an authorized software vendor and business partner for development of products based on Lotus Notes collaboration platform. As an Independent Software Vendor, Ideafarms has access to IBM's marketing, selling, technical, training and collaboration tools.

## ***Incubation***

### **Idealogix Marketing Pvt. Ltd.**

Ideafarms incubated Idealogix Marketing Pvt. Ltd in 2012 for handling marketing and operations of the DealChaat platform.

## ***Annexure 1 - Leadership***

### **Sunil Malhotra, Founder & CEO**



Industrial Designer by qualification and experience, Sunil joined the new media revolution in 1999 to explore 'experiential aesthetics' in the digital domain; his key objective was to bring design-led user sensitivity to the Information Technology business. His belief in individual talent and an interdisciplinary mix provided the impetus to his founding Ideafarms. He has diverse experience in consulting, manufacturing and IT.

At the core of his business philosophy is the simple understanding that *'everything produced by human beings is meant for use by other human beings'*. Innovation is his current agenda. "Tools and methods of innovation will provide little value if people cannot understand how to use them in their own contexts", he says, "and this is a cultural issue. The business of culture will be the future of business."

"Do not underestimate the power of the Internet as a force that will eventually equalise our worlds", he says. His unabashed posturing on India's role in defining the future is something you will love to hate.

A breakthrough thinker in innovation and a prolific writer, he has professional degrees in Industrial Engineering and Law. He completed the Graduate Program in Industrial Design at IIT Bombay (1985) and thereafter ran a successful consultancy in New Delhi, India, that morphed into Ideafarms in 2002.



**Rajiv Malhotra, Co-founder & Executive Director**



Following a short stint at Escorts Ltd, right after his graduation in Mechanical Engineering, he turned entrepreneur. He brings Financial and Administrative skills to our operations and is the stabilising factor at Ideafarms. He is quiet and methodical and keeps his eyes on our fund-flow. In his previous engagements, he was CEO of a joint venture with Blue Star Limited, a company engaged in the repair and reconditioning of hermetic compressors. He is highly hands-on and thorough in every aspect of operations.

He is a fitness fan, an avid reader and a political commentator at social evenings.

**Atul Chawla, Chief of Marketing**



Atul is the marketing brain of Ideafarms. A chequered career spanning over 30 years, he has worked for MNCs like Ford UK, Boise Cascade Canada and GE India. His entrepreneurial ventures in the field of Electronics and Network Communications have made significant contributions to the Indian Industry. In 2002 Atul partnered with a Singapore E50 company to bring to India state-of-the-art products in the field of networking and point-to-point and multipoint communications. In 2011, he decided to exit the hardware businesses to explore India's burgeoning mobile market -- his main reason for coming aboard at Ideafarms. Atul has a BSc. Electronics from Delhi College of Engineering and an MBA from City University, London. Fond of reading, Atul is a connoisseur of rare Single Malts and an avid golfer.

### **J Balamurugan**, Independent Director



Mr. Balamurugan's present business positions include Managing Director, Nextgen Communications Ltd., New Delhi; Director, Unity Electro Systems Pvt. Ltd., Coimbatore; Director, Spitfire Motorsports Pvt. Ltd., Coimbatore; Director, Spitfire Automotive Performance Pvt. Ltd., Coimbatore.

Other positions he has held are Vice President, Governing Council, Gobi Arts & Science College, Gobichettipalayam, a non-profit institution, Trustee, CKK Educational Trust, Gobichettipalayam, President, and Old Lawrencian Association.

JB, as he is fondly known by his friends in the industry, did his schooling at The Lawrence School, Lovedale, B.E. at Regional Engineering College, Trichy (1983); and Management Programme for Entrepreneurial Firms - IIM, Bangalore. In March 2010, he was elected Chairman of the Coimbatore Chapter of CII.

Other engagements / assignments are Adviser, Technology Business Incubator, Kongu Engineering College, Perundurai.

### **Arvind Tewari**, Advisor – New Product & Market Development



Arvind is a driven business development executive with proven ability to target and develop industry-leading solutions in new and emerging markets.

Over the past 30 years Arvind has gathered varied experience in advanced technology development, encompassing a wide range of standards, technologies and applications. He founded **Interaction IT Services P Ltd** in 2003, a successful business enterprise with offices at Delhi and Hyderabad. IITS has expertise in the domains of Business Process Outsourcing, System Software Development, Embedded Solutions and Enterprise solutions. He has a keen interest in a variety of sports, travel, and study of cultures.

**G. Madhavan, Sr. Director – Technology & Strategy**



In a career spanning over 25 years, Madhavan has played a number of leadership roles in product development and managing the information systems function in small startups to large enterprise organizations like ADP, Sun Microsystems, Synopsys, Matrix Semiconductor and Flextronics. For a period of time, Madhavan worked as an independent consultant to several marquee clients in areas of IT architecture, strategy and applications development. He has sound design principles, solid technology capabilities and tremendous business expertise and is passionate about providing multi-dimensional, value based product and service offerings that bear the watermarks of governance, innovation and sustainable technologies. He is an Industrial Engineer from NITT (1982), and a graduate (MS Industrial Management) of Clarkson University, Potsdam, New York (1984) with a concentration in Computer Information Systems.



Ideafarms operates at the intersection of *Design, Business and Technology* and employs distinctive and innovative organisational, technical and process DNA. Strong **user-centric** design takes precedence over IT and mobile capabilities. By evaluating the usability and feasibility of **business solutions** through rapid prototypes, Ideafarms explores “what-is” and pushes the envelope of “**what-can-be**”. Pioneering the application of Industrial Design concepts and approaches - *Usability, Aesthetics, HCI, Rapid Visualization & Prototyping and Simulation* – Ideafarms delivers holistic IT enabled services and solutions. Hybrid **interdisciplinary** competencies give Ideafarms an edge over pure-IT and pure-creative agencies. A compelling participative culture built on mutual respect, ensures demonstrable value to clients.

#### **Ideafarms**

(A division of *Confidign Solutions Pvt. Ltd.*)

C-94A South City – I

Gurgaon - 122001

Haryana, India

E: [its.magic@ideafarms.com](mailto:its.magic@ideafarms.com)

T: +91 124 4075513

[www.ideafarms.com](http://www.ideafarms.com)