SPOTLIGHT

A People Matters
PROGRAM FOR EARLY STAGE HR TECHNOLOGY STARTUPS

Looking back at the first issue of People Matters magazine this year, we explored the theme, 'Is 2017 The year of HR Technology startups?' While the figures revealed that the HR tech startups in India alone saw USD 16 million funding in the year 2016, the total funding around the globe in such startups was USD 19.68 billion.
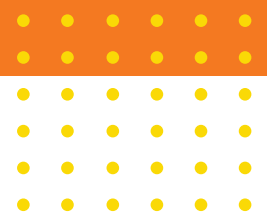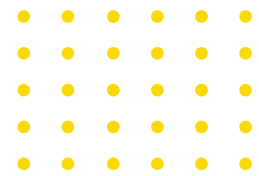
However, it's a fact that venturing into HR technology space comes with a wide variety of challenges. And while there are diverse products and technologies existing in the market, the core challenges for many organizations venturing into this space pertain to ascertaining the right product-market fit, creating a radical value proposition, differentiating from the competition, and letting HR decision makers know that you have what they need.

And as a leading media brand in this community, People Matters believes in recognizing and nurturing startups that are working towards making HR function more robust and efficient. To provide solutions for such challenges, to enable the HR community, and to get you the visibility startups deserve, People Matters is working towards creating a list of early-stage HR tech startups to watch out for.

This year, TechHR 2017 Conference, Asia's Largest HR Conference, is reinventing TechHR Spotlight from an award ceremony to a nurturing program. And we are inviting applications from HR tech startups to be a part of the TechHR Spotlight Program.

The selected startups will have the opportunity to exhibit at the TechHR Spotlight zone for both days during TechHR 2017 (3rd & 4th August 2017), and will get the opportunity to network, explore and interact with over 800 HR professionals, mentors, VCs, Angels who will join the conference.
Know the benefits of being on the list:

Reasons to apply

- Get a chance to showcase at the Startup zone at TechHR17 for both the days
- Face off with mentors
- Two delegate passes for the two-day conference with access to all sessions
- An exhaustive marketing campaign which will reach to the community for all startups in the program
- Three webinars led by mentors will be held exclusively for the selected startups in the program
- The list will be covered exclusively in the September Issue of the monthly magazine reaching 86,000+ professionals

Eligibility

- Innovative early-stage startups in the space of HR technology
- Technology should be the business model of the organizations applying for the program

What are we looking for?

- Your vision for this product and deep understanding of the market
- Business challenges your technology is addressing
- How does your product solve these problems?
- Adaptability and effectiveness of your technology solution
- Revenue model and scalability

Terms and conditions

- Application time is open from 8th of May until the program is completed
- Every week, we choose early stage startups from the world of HR technology to be part of this program. Spaces will be allocated on first come basis
- There is no charge on filling the application. Shortlisted startups will have to pay a participation fee of INR 70,000 (plus taxes) to be part of the program and avail its benefits
- Shortlisted startups will be contacted by the People Matters team for finalizing the participation procedure
- Post the payment formalities the startups will receive the on-boarding kit for their preparation
- Filling the form does not guarantee participation

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