

50 Start-ups to Look Out for in 2019!

ScoutMyTrip



Image credit: ScoutMyTrip

Are you from the ones whose feet are always itching to have some travel fun? It is time to put your worries to rest and put on your travel shoes! ScoutMyTrip is a first of its kind, anywhere to everywhere, road trip planner in India. With a strong technology as the backbone, running custom-made algorithms will help you travel better. This app merges the tools required to plan a road trip with the support of a large community that helps you understand your destination and travel better. Entrepreneur India scouts more about this start-up with its co-founders Deepak Ananth and Vineet Rajan.

Where Do You See Your Start-up a Few Years Down the Line?

ScoutMyTrip has been helping people plan their road trip holidays to explore our beautiful country for 2 years now. With over 30000 active users and over 2000 trips planned, it is indeed doing very well.

In the next few years, we are looking at adding more experiences for our users to consume on our platform. From cheese making in Nashik to a history lesson in Hampi, from eco-conservation in Ladakh to wildlife conservation in Kerala, we plan to give our users much more than just stays in a resort. We are actively trying to promote regional tourism and this will enhance the experience of the customer whenever they travel!

What is the Biggest Risk You Have Taken as a Start-up?

Leaving a high paying corporate career to start a new business would be classified as a high risk for most people. But for us, it has always been about following the passion that we believe in. Therefore the biggest risk that we have taken would be in investing in like-minded local businesses and people who will help this community grow. Luckily that is currently paying off! With a vibrant set of Scouts who personalize your experience whenever you travel as per the local, regional flavour, the user is guaranteed to see things hitherto never seen and experience something very new and unique!

How Does Your Start-up Impact the Society at Large?

Every 100 Km in India, the landscape, the culture, the language and the way of living changes. By helping our users understand this and adapt to the ways of the place they travel to, we believe we are creating a more understanding society. Our core philosophy is also to help regional tourism in India. By adding a lot of homestays and local experiences, we help in the growth of the regional economy.

A lot of our users make lifelong friends with locals where they travel, and this helps in the overall fabric of our society also. It also makes our users more adaptive, by trying out the authentic local cuisine, be it the prawn curry rice of Goa or the Sadhya of Kerala or the spicy chutneys of the northeast and the sumptuous and hearty roti subzi of the north, the traveller is made aware of how diverse yet beautiful the local cultures of the country is.

What is the Single Biggest Aspect that Ensures the Success of a Start-up?

Persistence. For a startup, there are many a time, when self-doubt creeps in. Believing in oneself and the idea and persisting with it once decided is very important. This also comes with a caveat. There is a very thin line between persistence and stubbornness. As a start-up, you need to be adaptive and change as per the need of the hour. This might not mean a complete pivot, but modifying and adding things in your offering that are asked for by the customers. While this sounds contradictory, the balance between being persistent with your idea and at the same time adapting to the needs of the market is a key point to success.

A Message for the Upcoming Start-up Founders

Please believe in yourself. Starting up anything new is never going to be easy. Making an idea work is difficult and self-belief is very important to make it happen. One of our mentors gave us very sound advice early in our journey, which was to test out our business models before putting in money to develop it using technology or operations. This has worked with us.

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