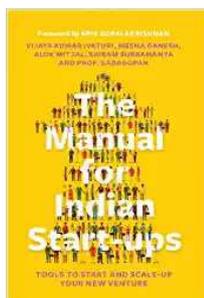


## Book Reviews



### **The Business Plan Write-up Simplified: A practitioner's guide to writing the Business Plan.**

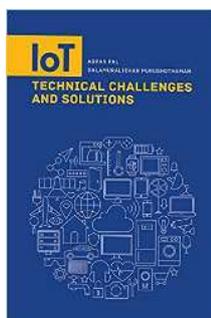
Author: Sarada Ramani. Publisher: Notion Press. Pages: 86. Price INR 249/-. Written by a self-made entrepreneur, the book on Business Plan, an important document which gives a shape and intends to translate an idea into a profitable business deals with most of the essential aspects of the blue print of a business such as problem statement; intended solution; market and product positioning; competitor analysis; team; marketing strategy; sales plan; operations plan; financial plan; milestones; risk and mitigation plan and exit plan. The jargon free presentation in a simple language makes this a good primer on the subject and will be useful to start-ups and beginners venturing into business. Though the business plan to be made may vary depending on the intended purpose, we hope few specimen business plans may be included in the next edition of this book to make it a mandatory reading.



### **The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture.** Authors:

Vijaya Kumar Ivaturi is the co-founder and CTO of Crayon Data; Meena Ganesh founded and led, or co-promoted, some of India's most disruptive start-ups; Alok Mittal is co-founder and CEO of Indifi; Sriram Subramanya founded Integra Software Services; and Professor Sadagopan is the director of IIT-Bangalore. Publisher: Penguin Random House India. Paperback. Pages: 176. Price INR 250/- The recommendations of the task force of the CII 's Start-Up Council focussing on innovation and entrepreneurship, which provided advice, typical practices in Indian start-ups and guidelines for key contracts needed in the early stage of a start-up has been brought out as a reference manual. As the models for India start-ups relating to team composition, funding and customer engagements are different from that of western start-ups, this book is intended to serve as a handy guide to Indian entrepreneurs. The emphasis of this book is more on functional aspects of a business and written in a

sector agnostic way focusing on common elements of work streams in a typical start-up in its early stages independent of the domain it belongs to. Few important templates such as founder's agreement, employee agreement, advisor agreement and sees investor agreement are included in this manual. These agreements built in consultation with the legal experts and already used by start-ups makes them relevant and provide conceptual and operational value to the promoters. The promoter Speak column included in the manual is quite interesting. The authors have plan to come out with a sequel to this with several other templates and topic. A recommended read for entrepreneurs.



### **IoT Technical Challenges and Solutions.** Authors: Arpan Pal and Balamuralidhar Purushothaman.

Publisher: Artech House Publishers. Hardcover. Pages: 200. Price: INR 6170/-. This book is written by authors with significant working experience at TCS in building horizontal IoT platform for multiple applications. It has come out at a right time when the adoption of IoT is growing and driven with decreasing cost of sensors, matured cloud and better Internet facilities. Authors strongly feel that IoT deployments should not be just technology play but must consider business goals and return on investment (ROI) aspects early in the design of solutions and IoT systems focusing on value preposition to business and social applications need to follow an integrated approach with abstraction of technology components such as communications, computing, storage, mobility, security and privacy, business value add via analytics, economy of mobile sensing and automation. The subject matter has been presented in a lucid and encyclopaedic manner with concise technical fundamentals

and relevant business examples in seven chapters namely Internet of Things Today, Scalability of Networks an Computing, Security and Privacy, Sensor Informatics and Business Insights, Democratizing Analytics: Analytics as a Service, and The Real Internet of Things and Beyond. An introduction on drivers to new wave of IoT – Resilient IoT Systems and Cognitive IoT is very interesting. The References and Selected Bibliography included at the end of each chapter are extremely useful for further reading. This book is a practical resource and highlights relevant technology, challenges related to large scale adoption of IoT. As a person tracking the development in IoT since its start, I found this book a joy to read for the sheer presentation and focus. Every sentence in the book is loaded with meaningful and valuable information. This volume beyond a technology cookbook discussing practical considerations towards building real IoT systems will be useful to a wide section of readers including practicing professionals, consultants, academic community and entrepreneurs interested in IoT related start-ups. The authors may consider for an Indian reprint at an lower price for a larger readership.