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Oddup Announces Expansion into India

Oddup fills the startup investable gap with comprehensive analysis and ratings – now also on Indian startups.

HONG KONG, 24 Jul, 2017 – Oddup, the world's leading startup rating and research platform announced today the expansion of its startup rating to India. Launching in the major startup hubs Mumbai, Bangalore and New Delhi, Oddup extends its coverage on startups to over 16 cities globally.

Oddup fills the information gap for startups with core interest from angel investors and venture capitalists and following on from its recent Series A funding announcement, led by India's largest media conglomerate The Times Group, Oddup enters the Indian market with a mission to help global investors with visibility to potentially high reward and high return Indian startup investment options.

"India has one of largest startup ecosystems in the world. Our core aim is to help investors find the right startup to invest in and at the same time, startups in India now have the chance to be seen by international investors who are using Oddup to assist them in their due diligence", says Jackie Lam, co-founder of Oddup.

Investors are increasingly in need of reliable sources of data and expertise on startups. "The sheer size of the number of startups in India and China alone makes it difficult to determine which startups may succeed. Oddup gives investors visibility and clarity in the large and somewhat fragmented startup markets of India", continues Jackie.

The India city launches enables investors to gain more insights and data, thus helping them make more informed investment decisions faster, quicker and more accurately. With a strong research and advisory team formerly from Goldman Sachs, Oddup's platform transforms unstructured startup research to an environment with benchmarks and more transparency via a data-driven approach. The Oddup Score, a rating which serves as a health barometer of a startup at any given time, has become many investors' go-to indicator.

This is also an opportunity for startups in India to gain international exposure and media coverage on Oddup's network and partners. The platform enables startups to reach potential investors from around the world. Jackie concludes, "India has a very competitive startup landscape so it is crucial for startups in India to gain that competitive advantage, and they can do so by being rated on our platform".



STARTUP RATING SYSTEM
For Founders, Finders and Funders

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Oddup

Oddup is a data-driven research platform that focuses on startups. Known as The Startup Rating System, it provides data and valuations of startups. The company's vision is to bring insight and transparency across the startup landscape to enable smart startup investing. Oddup rates startups with a rating score from 1-100. It is based on the combination of analyst view points and the computed algorithm, the Oddup Score. The startup rating scores are then offered as views: Buy, Hold, Sell with expectation metrics and valuations. For more information, visit www.oddup.com

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