**Career Advice #193 | Nikitesh Soni | Business Analyst | 4 June 2019**

**Indore, India**

**Self-post**

LINKEDIN Profile | https://www.linkedin.com/in/nikitesh-soni-47474a52/

**Self-Post on LinkedIn**

Trying to find part time job to supplement retirement. It all goes well till they ask what year I graduated from high school. If nothing changes soon will try to return to Walmart or Lowe's where I was employed in the past. I don't know how to get started doing care at home for seniors etc. I would appreciate any assistance. Please text or leave voice message, getting to many robocalls. @ jamfnpmsn @[**gmail.com.**](http://gmail.com./) 3157618177.

Hi Nikitesh,

India’s technology innovation is well known globally, which Angel List highlights in this article ([https://bit.ly/2Rd5PZo](%22)):

“…Bengaluru has the highest concentration of e-commerce startups in the world with one in six companies in the city operating in this space.”

Angel List | https://angel.co | primarily tech startups use this site to list tech & non-tech roles. Quick search revealed:

24,673 startups globally

7,381 in India

1,052 in Delhi

829 in Bengaluru

495 in Pune

53 in Indore

Consider setting up your profile and create search agents. Many roles pop up from time to time that say “remote ok”.

Startups may not always use traditional recruiting sites. When these startups grow, they will need experienced staff. Your 7+ years of business analyst experience should be a benefit to startups particularly when you combine learning and finding SaaS (software-as-a-service) applicable to their operations.

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SaaS knowledge

SaaS products have moved from the “IT Department” to the “Operations” teams tasked with managing the business. You DO NOT NEED to attend classes. You DO NOT need to be an IT expert. SaaS today are affordable & bolt-on to existing ERP systems.

See post 2 of 6 | SaaS and job search

**2nd POST**

Hi Nikitesh. This is post #2 of 6

SaaS and Job Search

In my view, understanding how and where SaaS can be adopted by the companies you are applying to can improve the effectiveness of your job search.

Based upon your experience with Advanz & Codiant, I would think that SaaS applicable to data management and digital marketing to be most relevant. You may find others based upon your own research.

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SaaS |Data Management

ArchiveSocial | archiving software; preserves communications between public- & private-sector social media platforms | http://archivesocial.com

CryptoNumerics | provides privacy-protected datasets | https://cryptonumerics.com|

Datacoral | enterprises can build data products by abstracting away complex infrastructure | https://datacoral.com

GeoSpock | extreme-scale spatial big data integration company | https://geospock.com/

Idelic | data & analytics platform for transportation sector | https://idelic.com

OmniSci | extreme analytics platform | https://www.omnisci.com/

Skymind | AI platform to make deep learning more accessible to enterprises | https://skymind.ai

Tealium | helps customers like FB & IBM manage customer data | www.tealium.com

See post 3 of 6 | SaaS examples (cont/)

**3rd POST**

Hi Nikitesh. This is post #3 of 6

SaaS |Digital Marketing

Tiled | Microapps perform like native apps/websites: sales pitches, training | https://tiled.co/

Factual | smarter digital products, marketing & business decisions | www.factual.com

VideoAmp | cross-platform advertising | https://www.videoamp.com/

ManyChat | provides SME's with a platform to leverage messaging apps | http://manychat.com/

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SaaS learning

Most SaaS can be readily learned: download free demo; subscribe to newsletter; follow company on LinkedIn, Twitter, FB & IG

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Outreach to startups

Step 1: Use **LinkedIn**

(a): Prepare 300-character introduction

(b): Use LinkedIn “Personalized Message” to connect

(c): When they accept your connection, thank them & request permission to send your CV; confirm appropriate email.

Step 2: Use email to send your CV & relevant cover letter

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Gary Vaynerchuk introduction

I am a 53-year old Canadian accountant in Qatar. In 2017, I started researching emerging technologies. In 2018, I started listening to Gary Vaynerchuk. His speech in Dubai last November may be a good start for you:

Podcast | <https://apple.co/2setheN>

YouTube feed | http://bit.ly/2UPc7Af

See post 4 of 6 | Think Like an Entrepreneur

**4th POST**

Hi Nikitesh. This is post #4 of 5

Gary Vaynerchuk repeatedly talks about “paying attention” to the “open spaces” and “consumer trends”. He uses that to understand how to “reverse engineer” his strategy to do the opposite to what everyone else is doing. In my view, there is such an “open space” opportunity in India.

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SaaS in India. The current innovation and disruption in India is consistent with the Angel List article referred to in post 1:

E-commerce: Freshworks, Flipkart, Snapdeal, Chumbak

Fintech: Paytm, Cashfree, FTCash, Razorpay

Food delivery: Swiggy, Big Basket, Grofers

Education: Byjus, Emeritus, Toppr

Ride-sharing: Ola, Car Dekho, Yulu

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SaaS opportunity in India.

The sectors that appear to provide the greatest upside in India are real estate and cybersecurity. The Angel List statistics seem to support that assumption:

Total India startups 7,381. Adding the keywords “real estate” & “cybersecurity” to the same India search returned the following:

125 startups in real estate

14 startups in cyber security

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See post 5 of 6 | Boundary Scores

**5th POST**

Hi Nikitesh. This is post #5 of 6

Cricket Runs

As I understand, when a batsman scores 4, he finds the “open space” to go beyond the boundary. Of course, this compares to the 6 runs for clearing the boundary without touching the ground.

SaaS Boundary

My review of tech investments over the past year reported in TechCrunch, Crunchbase News, UKTN, FinSMEs and StrictyVC (compiled by Connie Loizos, Alex Wilhelm & Kate Clark) revealed significant innovation in North America & Europe in real estate & cybersecurity. Some examples:

Real Estate SaaS

B-aparthotels | apartment hotel chain | https://b-aparthotels.com

Building Intell | visitor management software | https://www.buildingintelligence.com

Goodlord | cloud-based software helps agents, landlords & tenants manage rental process | http://goodlord.co/

Guesty | property management software for Airbnb-type listings | www.guesty.com

Homelike | business apartment rentals | https://www.thehomelike.com/en/

Latch | a smart access system; digitally manage every door in a multi-family building | https://www.latch.com/

See final post 6 of 6 | Cybersecurity SaaS & Entrepreneur Ideas

**6th POST**

Hi Nikitesh. This is post #6 of 6

Cybersec SaaS

Alsid | protects Microsoft Active Directory | http://alsid.com/node/163

Crowdstrike | protection & services | http://www.crowdstrike.com/

Illumio | monitoring & cloud sec | https://www.illumio.com/

Living Sec | training | https://www.livingsecurity.com/

Paladin | prevent & respond to cyber threat | https://www.meetpaladin.com/

Respond | ML & RPA emulate human reasoning | https://respond-software.com

Zeguro | focus on SME's | https://www.zeguro.com/

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What’s Next? In my view, you have a few options:

Learn SaaS to consult

Learn SaaS to represent

Find tech partner in India

SaaS Consultant

Imagine all of the small businesses in Indore? How many do you think could benefit from the Marketing, Data or Cybersec SaaS? What about real estate & Indore population of 2 million+?

SaaS Representative

What if you became an official rep for one or more of the SaaS listed above to find local customers for them? Work weekends & nights until you build up clients?

Tech partner

What if you approached the #13 or #21 software engineer from one of the big Indian tech names listed in post 4 to create your own Real Estate or Cyber Sec SaaS?

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Feel free to DM me. Have fun researching!