



Contact

Tricia Whitlock

Tricia@startupgenome.com

+1-770-561-1701

Startup Genome and Kerala Startup Mission Team Up to Promote Kerala Startups

Startup Genome and Kerala Startup Mission, working together to build on entrepreneurial successes.

SAN FRANCISCO, Calif. — December 16 , 2020 — [Startup Genome](#) and [Kerala Startup Mission](#), which forges and implements forward-looking policies, today announced a partnership to help Kerala's entrepreneurs by studying and showcasing its startup ecosystem.

With more than 100 clients in 38 countries across five continents, Startup Genome is the leading research and policy advisory organization for governments committed to advancing their startup ecosystems. Startup Genome's [Global Startup Ecosystem Report \(GSER\) 2021](#), the world's most comprehensive research on startups, along with Startup Genome's focused sub-sector reports, will include Kerala and notable local startups.

"Kerala's innovation ecosystem has the potential to greatly impact the economy locally and create an example nationally," said Marc Penzel, Founder and President of Startup Genome and recent appointee to the CII Startup Council. "We are proud to feature this growing ecosystem to help the community gain global exposure as a leading Indian tech hub."

Kerala Startup Mission plays a pivotal role in local vibrant ecosystem development. Kerala possesses a unique model of connecting academics, industries, R&D institutions and startups. The Government of Kerala initiated the startup movement through Kerala Startup Mission to create a vibrant startup ecosystem in the state and foster the growth of innovation-lead technology entrepreneurship.

The organization's new partnership with Startup Genome will create more opportunities for local startups to get national and international exposure.

Ashok Kurian Panjikaran, Head-Business Development & Incubation at Kerala Startup Mission, said "The entrepreneurial wave in Kerala needs to be showcased to provide valuable insights to



the stakeholders of the Ecosystem. Few States in India have such a strong network of Schools, Colleges, Incubators, Research centers, Government institutions and Startups aligned and interlinked together to bring out success stories. Kerala has always been a land of high literacy rates and skilled labours. Now it has become an excellent host and enabler for world-class entrepreneurs, innovators, investors and startups.”

About Startup Genome

Startup Genome's mission is to enhance startup success and ecosystem performance everywhere. Startup Genome is the world's leading policy advisory and research organization for governments and public-private partnerships.. Its impact is rooted in the world's largest entrepreneurship research with data on over a million companies across 250 cities. Learn how Startup Genome accelerates global startup ecosystems by contacting Adam Bregu at adam@startupgenome.com and on startupgenome.com, [LinkedIn](#), [Twitter](#).

About Kerala Startup Mission

Kerala Startup Mission (KSUM) is the central agency of the Government of Kerala for entrepreneurship development and incubation activities in Kerala, India. KSUM was primarily founded to undertake the planning, establishment, and management of the Technology Business Incubator, a startup accelerator in Kerala, to promote technology-based entrepreneurship activities, and to create the infrastructure and environment required to support high-technology-based businesses.

###