

TECHIFY SOLUTIONS PVT LTD AND  
LOMOSO SOLUTIONS PVT LTD



# Taking technology a notch higher

Here's the entrepreneurship journey of Gaurav Sutaria and Taral Shah, co-founders of  
**Techify Solutions Pvt Ltd and LoMoSo Solutions Pvt Ltd**



**I**t's very interesting to know how two badminton buddies daily discussed big global problems at 10pm after playing badminton outside Rajpath Club in Ahmedabad and explored possible solutions to those issues. That's how the idea of OneHop, their first start-up cracked. They, with two other friends, started their entrepreneurship journey to help mom-and-pop shops to exhibit their collections through virtual stores to their customers using OneHop App and Web. The entrepreneurs also wanted to increase these shop owners' network in the trusted circle of their loyal shoppers through OneHop platform and start competing juggernauts of big retail in early 2015.

## HOW THE JOURNEY BEGAN...

Gaurav Sutaria and Taral Shah, the co-founders of Techify Solutions Pvt Ltd and LoMoSo Solutions Pvt Ltd, realised that small stores are not tech savvy and hence, wanted to empower them with technology. To promote Vocal for Local, they transformed OneHop to Walkins CRM and extended their reach to the retailers in Ahmedabad, Vadodara, Surat, and Rajkot. Both of them expanded from just a virtual mall app to mini-CRM that did help different segments of stores such as restaurants and cafés, readymade garments, salon and spa, opticians, and jewellers as a major segment. Even outside Gujarat, they increased their reach in Jaipur,

Jodhpur, and Kota. All these happened between 2016 to 2019 and they were at peak, serving 10K+ retailers with the help of 50 teammates.

In 2016, Sutaria and Shah incorporated two companies—LoMoSo solutions, an entity owing Walkins CRM; and Techify Solutions, a software services company helping likeminded start-ups.

## CHALLENGES

For the two buddies, who didn't have any entrepreneurship experience and started something new after their jobs, the journey for first three years was very challenging. They realised that the technology adaption of mom-and-pop shop owners was quiet less, Gujarat is always a tough market to crack, precisely with the new idea and last but not least, they found themselves a bit ahead of their time for this product. And hence, the duo changed the idea of OneHop to Walkins CRM which was a need of the hour concept for store owners wherein they would capture the data of visitors and start engaging them.

Secondly, Sutaria and Shah understood that business planning was very important and that it does not run on two wheels like sales and software/product development. In fact, they realised that there are actually eight pillars naming marketing, sales, operations, HR, accounting and MIS, legal, R&D, and management. If anyone pillar is weak or not being focused then you will face the problem to run business smoothly.

With each pillar, it is very important to understand the roles and responsibilities of each person in the organisation and build the right team with right talent, start delegating work rather than doing everything of our own. Also, it is very important for the management to have a defined vision and goal for the success of an organisation.

So, the duo believes that for successful business, an entrepreneur should keep learning, implement proper system and processes, put trust in team and make a path for their career, focus on, big vision and make quick decisions to reach to a goal.

## POST PANDEMIC IMPACT

Pandemic was a big surprise to everyone across the globe and there were no

recipes ready to tackle the situation. But

Sutaria and Shah believe that “no one is superior to the other, individually we are not very effective. However, collectively as a team, we can achieve the impossible.” The same had happened to them as well. They all cooperated with

## TARAL SHAH'S JOURNEY

When a techie thinks he can do the business, he must understand that he is now on the toughest path as not all your business problems can be solved technically. Shah faced a similar challenge when he started his entrepreneurial journey. Thanks to his cofounder Sutaria, support from his wife and daughter, and blessings from parents and family, Shah could travel smoothly on his toughest journey.

He too is a sports lover and mathematician. Shah loves all calculations and analysis, that's why he is closer to technology. In his earlier journey, he was part of a research group of TCS where he worked on all the latest technologies. During this journey, Shah got an opportunity to work on some upcoming techs such as Cloud, Microservice, IOTs, and Smart Cities before the world had even heard about them. He has continued adaption of latest technology too in his current organisation.

Although Shah had a great time at TCS, being a *Gujarati* and from *Baniya* family, he always wanted to do something on his own. The goal was that he should be able to create job opportunity for more than 100 people instead of him doing everything on his own or for someone else. That's what leads him to discuss this more with Sutaria.

Sutaria and a few of Shah's friends had some idea of an app which would revolutionise the retail mom-and-pop shop concept, and Shah jumped to it as he loved the role of a techie cofounder. The learning of their first start-up was amazing, they saw many downs and a few ups; however, it was a fruitful journey as they never lost hope. In fact, from OneHop's experience, they gave birth to Techify and LoMoSo, which are running successfully now.

When Shah looks back at his journey, he realises that it's been one of the most satisfying journeys so far. The goal with which he had started the voyage, he and Sutaria are happy to say that there are four-to-five entrepreneurs born out of Techify and LoMoSo and that's more fulfilling.





each other and started focusing on giving the highest level of support to the customers. Even in the initial months, payments were not streamlined; but they never ever imposed the heat to any teammates and waited for the phase to just pass and get better. Just in three months, things started improving, team and customers adopted the new ‘work from home’ culture and till now, they have never looked back. Whether it’s a Walkins CRM or software services, Sutaria and Shah grew the business multi-folds and added customers like JK Tyre, Piaggio, Agrocel, OkayaEV and many more.

## STAYING AHEAD OF THE CURVE

Sutaria and Shah, as founders, believe that any business will grow if one focuses on three elements. They follow a simple mantra—

“Customer first, team second, and we are the third”—to build a space for themselves in this competitive market. An entrepreneur should always focus on the fact that his/her customer avails more than value for money. Ensure that your team avails the right financial and career growth; and as a founder, one should focus and maintain the right vision and direction of an organisation. Then no competition can stop you. The duo’s focus has always been on all the eight pillars of business and this helped them in achieving new heights. Hence, if one focuses on good practices and goal, there is abundant work available for everyone.

## INDUSTRIAL GROWTH OF GUJARAT

They whole and solely believe that there’s an exponential industrial growth in Gujarat. Talking about the state’s IT sector and start-up, where Sutaria and Shah belong to, are growing at a

### Success Mantra

***"Customer first, team second, and management third"-this has helped Techify a lot and their customers are doing better, employees are happy and as a result, the company is doing well.***

very rapid space; thanks to the government for promoting education and opening so many public and private engineering colleges in the last two decades.



## GAURAV SUTARIA'S JOURNEY

An idea boy, business developer, and founder of Techify Solutions & LoMoSo Solutions Pvt Ltd, Sutaria is a sports person, adventure traveller, and proud father of two. He never had the goal to become an entrepreneur, but instead wanted to solve problems for everyone. There is an old saying that the best way to get into business is to find a need and fill it. According to him, that thought process from the moment he stepped foot out of college encouraged him to show his business talents at a young age of 21-the time when he and a few of his friends founded their first company and developed a first casino app.

Later, he joined telecom, explored his business development skills, and got an initial success. The strategies to acquire a new customer, keep the team motivated, and run for over achievements were his learning from those days. But the real learning started when he entered the digital media marketing in 2008 and there, Sutaria got the opportunity to work with 1000+ corporate and leading ad agencies across India. These fine places introduced him to new people, big ideas, and global concepts that helped shape the person he is today. This journey ignited his hunger for entrepreneurship and with the help of a few friends, he entered the business in 2015.

The role came with a mission to build one great company; not the other way around. The true job of a leadership is not as glamorous as most people imagine. It’s a huge responsibility with very long hours and constant learning curve on top of the daily work. Priorities changed continuously and quick decision making became the need of the hour.

Their first start-up, OneHop, was not very successful, but the learning was amazing. The duo believe that they were little ahead in this curve for that concept. That gave them the power to think better, increased their passion, and a focused approach helped them in starting two successful ventures—LoMoSo Solutions and Techify Solutions Pvt Ltd—with a clear goal for both. They expanded their horizon and started working on all the eight pillars of business starting from sales and marketing to research and development.

Today, Sutaria feels proud of something that started with a small idea and has now become two successful businesses with a team of 70+ strong professionals, 10K+ customers, and several achievements. He heartily thanks his cofounder Taral Shah for he believes that without him, this journey was not possible. “I extend my gratitude to my friends and mentors for their guidance, our passionate team, customers and investors for putting trust in us, and of course family,” shares Sutaria.



Hence, enough local talent is available for IT vertical. Human resource is the key power for boosting IT growth. Apart from encouraging IT policies, it attracts entrepreneurs to invest more in this space. Talking about start-ups, we all know that since 2016, there is an immense work in this domain by central and state governments, VC communities and above all, seasoned entrepreneurs. This is really boosting the young innovators to jump into this space for their career. There are hundreds of such successful ventures from Gujarat, who created many success stories.

## VISION & MISSION

Their goal is to ‘become one of the best product engineering’ companies in India. At Techify, they put client relationships first. Combining the technical expertise and experienced developers, they develop a tailor-made solution for their clients and transform their businesses.

## INNOVATION

Techify is working on some upcoming technologies. According to them, Web 3.0 will be the future along with Meta. They are planning to work in those areas.

### Award & Accolades

- ***Awarded the top 10 start-up at the Vibrant Gujarat Startup & Technology Summit 2018***
- ***Recognised as the trend setter by Gujarat Innovation Society (GIS)***
- ***Insight Success identified Walkins CRM as the 10 most recommended retail solution providers in 2019***
- ***IBM SmartCamp recognised them as the top 5 tech start-up of Gujarat***
- ***Received Certificate of Appreciation for continued efforts in AWS Architecture by Amazon Web Service***

## BREAKTHROUGH MOMENTS

Walkins® CRM was primarily developed for retailers targeting their walk-in customers. The leading tyre company of India, JK Tyre, first identified the importance of capturing the tertiary data, end consumer engagement, and generate referrals through them which results as leads for their channel partners. They selected LoMoSo to serve JK Tyre’s Channel Partners through JK Advantage program powered with Walkins® CRM.

The second break came when Techify started their software service operations in United States by introducing 100 per cent subsidiary in the name of Techify Solutions Inc. This initiative really helped their US customers to trade easily under US jurisdiction and business started flourishing.

## IN A NUTSHELL

Learning, listening to, and meeting new people are the utmost important skills that all the entrepreneurs must adopt.

