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# IITians' firm to analyze buyer choices, emotions



A group of students of Indian Institute of Technology, Gandhinagar (IIT-Gn) have decided to take the less-beaten track. Even as IIT-Gn hosted its first campus placements, these students were among those who preferred to become entrepreneurs. Six students – Sarthak Jain, Prathamesh Juvatkar, Gadiparthi Nithin Kumar, Prashant Borde, Kundan Suguru and Amit Asher – have joined hands to start their own firm called 'GridAnts'.

And, their first project is quite innovative: these IIT-GN students are now developing an intelligent software that can record and analyse individual buyers' choices and emotions.

"We are developing systems with artificial intelligence allowing cameras to understand the emotions of an individual. After analyzing their facial expressions, the system will be able to tell if the person will buy the product or not. The system will also refer to data on the customer's previous choices as back-up for its analysis," said Jain, who came up with the idea.

Jain said that the artificial intelligence system will help marketing managers understand choices and practices of customers. **TNN**



GridAnts founders at IIT-Gn

## Sacrificed job offers

These students have foregone opportunities like attractive job offers and admission offers at reputed institutes. "I chose this path despite knowing the hardships an entrepreneur has to face. My friends and relatives were shocked at my decision. I feel that this will be one of the best decisions of my life," said Juvatkar who turned down a job paying Rs 10.2 lakh per annum, which was the highest offer at the IIT-GN campus this year.

## Incubation

IIT-Gn has set up an incubation centre in June this year to help students realize entrepreneurial ideas. We will provide seed funding, office space and mentoring. The institute will hold some equity in each start-up. 'Gridants' is the first to be incubated at the centre.

## Placement 2012

With the first batch of students graduating this year, it was the first time campus placements at IIT-Gn were held. Of 89 students, 59 registered to take part in campus placements. Companies that took part included consulting firms such as Flipkart, public sector units such as BPCL, Bank of India, technical companies such as Tata Consultancy Engineers, Hospira and Flytix among others.