



NEWS HIGHLIGHTS

Mark Zuckerberg just blew up Facebook from the inside

Amazon India creates over 6,500 temp jobs ahead of January sale

Drone companies call for changes to government's draft regulations

E-commerce players to fight next war with AI

Indonesia warns against owning, selling, trading cryptocurrency

Today's View

Now, Health = Wealth

Health has perhaps always equalled wealth. Dancing into the dawn of 2018, we probably promised ourselves a strict fitness regime. Just like we did in 2017, and 2016 and... And every year we thought to ourselves that this year is going to be different, and we would stick to each one of our plans. Among the most common New Year resolutions is – an active and healthier lifestyle. Unfortunately, it is easier said than done...

But then the great Paulo Coelho remarked – “And, when you want something, all the universe conspires in helping you to achieve it”. Now, besides your dear ones, there are a barrage of mobile apps, wearable devices and even your bank to help you achieve your fitness goals.

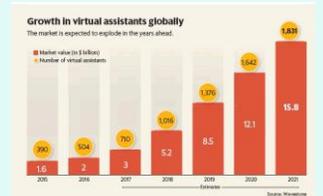
Sweatcoin (Don't let that confuse you, this ain't no cryptocurrency) is a fitness app that is centred on the premise (originating from its co-founder) that physical movement has economic value. Sweatcoin has drawn its very premise, to motivate people to work out more, from behavioural economics. The app rewards users with points that can be redeemed to buy various fitness products or gadgets – like 550 sweatcoins get you a Fitbit Flex wearable fitness tracker! Then there is the **Fitcoin** app that rewards users for working out, in the form of Bitcoin.

The organization **Charity Miles** has the mantra “Every Mile matters”. This app helps people who are motivated to make a difference and do societal good, raise funds for charity through exercise. **GOODCoins** is another similar app

INTERESTING NEWS

Voice assistants (VAs) set to steamroll chatbots in India

The number of voicebot users in India is likely to cross 135 mn by the end of the year, making the country the world's hotspot for the new interface. By 2020, half the internet searches are expected to be done on voice.



In India, the shift to VAs is expected to be faster and more definite. Most textual chatbots are in English. With VAs, combined with AI and ML, machines are learning to understand regional languages.

Source – Livemint

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Date – 15th Jan 18

that rewards users for meeting fitness goals. It lets customers use these points only for purposes deemed to be for the larger good, like purchasing sustainable, eco-friendly products from the GOODcoins store or donating the same toward their favoured cause. Similarly, **HealthyWage** helps users set up a time sensitive weight loss goal turn gamble wherein users bet on their ability to achieve their goals with their own money!

Turning to wearables, besides the famous **Garmin**, **FitBit** and **GOQiis** of the world that help customers achieve their fitness goals, there are more discreet fitness wearables like **Motiv's** Titanium Ring, available in grey and trendy rose gold that tracks heart rate, activity level, steps and sleep.

To motivate customers to achieve their fitness goals, Dubai-based banks **CBD** and **Emirates NBD** and Russia-based **Alfa Bank** have introduced programs where customers are offered rewards in the form of higher interest rates for simply being active. Customers can now earn more on their money just by taking extra steps each day.

With the world conspiring to help us shed those extra few kilos or simply become fitter versions of ourselves, we hope we are able to stick to our fitness goals this time around. About time...

Today's News

Mark Zuckerberg just blew up Facebook from the inside

Zuckerberg disclosed the billionth, and seemingly the most drastic, change to how Facebook determines what people see when they surf the social network. He wants to make Facebook a place for meaningful social interaction.

The company is reprogramming its computers to prioritize posts on which people feel compelled to interact in a rich way. It seems like a bit of a return to Facebook's roots. Zuckerberg expects the changes to lead to a decrease in the collective time Facebook's users spend there, which is a direct relationship with Facebook's revenue.

Source – Bloomberg

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Amazon India creates over 6,500 temp jobs ahead of January sale

E-commerce giant Amazon.in has created over 6,500 temporary jobs for its mega sale later this month. More than 5,500 of these "seasonal positions" have been created across Amazon India's network of fulfillment centres, sortation centres and delivery stations. Another 1,000 have been added to customer service sites to cater to higher customer demand expected.

Source – The Economic Times

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This News Letter has been prepared with the assistance of Sadhika Agarwal and Aparna Anand

Google hunts for gaming apps with malware

Google said it took down 60 gaming apps after security firm Check Point said it had discovered new malicious software in the apps available to both children and adults at Google Play Store.

Source – The Economic Times

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AI investor Pi Ventures announce second close at \$25M

pi Ventures, an AI, ML and IoT focused early stage venture fund, announced the second close of their fund at \$25 million. The fund is expected to announce their final close soon. Key contributors include Chairman of Hero Enterprise Sunil Kant Munjal; Electronic Development Fund (managed by Canbank Ventures); leading electronics company Hero Electronix and leading HNIs and entrepreneurs.

Source – Business World

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Tata's Trent revamps e-grocery ops, launches portal

Trent revamped its e-grocery ops and launched StarQuik. Trent-Tesco JV Star has shut its smaller grocery stores of Star Daily in Maharashtra and Karnataka, and services those areas with StarQuik. Currently operational in Mumbai, StarQuik will supply 10,000 grocery and household products, and home-deliver items within 3 hours.

Source – Business Standard

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Drone companies call for changes to government's draft regulations

Drone startups — Quidich Innovation Labs, Aarav Unmanned Systems, Asteria Aerospace and Indrones, among others — have together suggested changes to the government's proposed draft regulations for drone companies. 10 other drone companies have expressed their interest to join the body.

The members of the Federation, a first of its kind in India, are a mix of drone manufacturers, service providers and industry experts. "Our objective is industry advocacy, and to work alongside key government bodies like DGCA to influence policy decision concerning drones in India," said Vignesh Santhanam, President, Drone Federation of India and Head of Marketing at Quidich, which manufactures drones for surveillance and security purposes.

Source – *The Economic Times*

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E-commerce players to fight next war with Artificial Intelligence

In an ideal world, Flipkart, wants its app to understand every need of the user even before they know it. From buying a pen or a refrigerator, to the amount of loan a person would need to buy the product. Flipkart, Amazon and Paytm Mall, are all trying to bolster their back-end tech, making their AI and ML platform stronger and future-ready.

According to industry experts, around \$2.5 billion might be spent by the three players on AI and ML in 2018. Flipkart, which managed to fatten its wallet last year, is acquiring companies in Silicon Valley as well as working in collaboration with Microsoft, Tencent, as well as SoftBank to take on Amazon with its "India specific" AI and ML platform.

Source – *Business Standard*

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Indonesia warns against owning, selling, trading cryptocurrency

Bank Indonesia is taking a firm stance against cryptocurrencies as it urges all parties to refrain from owning, selling or trading the tokens. The move highlights the challenge faced by regulators as they seek to manage potential risks from the global cryptocurrency mania while lacking the authority to prohibit its use.

Source – *Bloomberg*

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Cyber threats outpacing abilities of govts, companies: WEF

As cases of data breach and online frauds fox authorities in India and abroad, the WEF has warned that cybersecurity threats are outpacing the abilities of governments and companies to overpower them unless all stakeholders cooperate. Geneva-based WEF said working collaboratively in the cybersecurity space is difficult and there is no simple policy solution. The increasingly networked, digitized and connected world is vulnerable to cyber threats that can only be addressed by the combined capabilities of the public and private sector.

Source – *The Times of India*

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Offline mobile payments startup ToneTag raises \$1.3 mn funding

Offline, proximity-based mobile payments solutions startup ToneTag raised \$1.3 mn funding from overseas investor, Tropical Star Limited dated September 2017. Till date, ToneTag has raised more than \$2.3 Mn funding across three rounds.

Source – *Inc42*

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Pepperfry partners with Quikr, plans to expand exchange program

Pepperfry.com partnered with Quikr to boost its Furniture Exchange program. The program helps consumers sell old furniture to Quikr in exchange for Pepperfry gift cards, which are redeemable against purchases made on Pepperfry.com and can be clubbed with the other offers.

Source – *The Economic Times*

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Optimus eyes 10% of India's premium phone market with BlackBerry

Optimus Infracom, with rights for manufacturing and distribution of BlackBerry phones in India and other countries, aims to garner 10% of the domestic premium smartphone market by year end. Optimus signed a licensing deal with BlackBerry last year which includes rights for India, Sri Lanka, Bangladesh and Nepal.

Source – *The Economic Times*

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