



## **Nativelead achieves a new milestone!**

*Nativelead founder & CEO Sivarajah Ramanathan to lead the newly created Tamil Nadu Startup and Innovation Mission (TANSIM). **Startup Tamilnadu** is being transitioned to TANSIM*

**Madurai, January 03, 2022:** Nativelead and its investing arm Native Angels are first of its kind unique initiatives in the country that were created to solve the socio-economic growth problems in small towns. We started in a humble way in the year 2012 and slowly expanded our network all around the world connecting empowered native high net worth individuals with their hometowns through our platform to support emerging young entrepreneurs.

Nativelead has chapters across multiple locations in the state of Tamil Nadu, the USA and Japan with 252 angel investors. We are now connected to 400 plus startup /micro-companies across the state. We follow the unique strategy of enabling, nurturing, incubating and investing to cover the holistic cycle of ecosystem building. During and post-COVID era alone, we have invested close to 10 crores across different startups.

At this juncture, we have achieved a remarkable milestone where the Government of Tamil Nadu has recognized our unique model of "inclusive mass entrepreneurship development" and extensive work in the creation of "small town ecosystems" and appointed our founder & CEO Mr. Sivarajah Ramanathan to lead the newly created Tamil Nadu Startup and Innovation Mission (TANSIM). In his new role, he is set to carry out plans to make the state a preferred startup destination on the global map. In this regard, Mr. **Sivarajah Ramanathan** has been relieved from his functional and legal roles in Nativelead and his cofounder and chairman Mr. **Nagaraja Prakasam will be assuming the office as the interim CEO**. The organization is working out on many new community-driven plans and new visionary leadership will take the baton at the beginning of the next FY 2022-23.

The Nativelead community is proud and happy to share its institutional wisdom with the Government as the role of any NGO is to compliment the larger vision of the Government. In this spirit Nativelead is proud that our flagship program "**Startup Tamilnadu**" is being transitioned to TANSIM. The organization will continue to work with more vigour and strength in supporting rural entrepreneurship in a holistic way.

Nativelead and all its stakeholders wish Mr. Sivarajah the very best to make Tamil Nadu the preferred destination for Startups.



## About Nativelead

Nativelead is a one-of-a-kind platform for empowered and established natives of various small towns to interact with and influence aspiring entrepreneurs from the region. Through Nativelead, the leaders can invest their expertise, knowledge, contacts, wisdom, time and money in the promising entrepreneurs and reap wholesome and soulful returns. Nativelead works on a simple four-pronged approach strategy as follows

- **Enabling:** We help small business owners devise innovative and scalable business models. We strive to create a culture of innovation & entrepreneurship in academic institutions.
- **Nurturing:** We coach Startup founders on business model transformation and personality transformation.
- **Incubating:** We guide and handhold Startups as they build their products and help them gain market traction.
- **Investing:** We provide a platform for Startups to pitch their ventures to potential investors and also help them scale post their fundraise. Invested in 10 startups so far.

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