STARTUP INDIA - WHATSAPP GRAND CHALLENGE

WhatsApp launched grand challenge in partnership with Startup India on 31st January 2019 to select the most innovative startups in the areas of **Healthcare, Rural Economy, Financial and Digital Inclusion, Education and Citizen Safety**. The challenge was open for entrepreneurs with highly innovative ideas, business models that solve for a local India problem, making a large-scale socio-economic impact.

Over 1700 applications were received across the 5 problem statements. The Applications submitted were evaluated by an independent evaluation committee. After the first round of evaluation 30 ideas were shortlisted. These shortlisted applicants were further evaluated to select top 10 for the final pitching round. The 5 winners received cash grant of USD 50,000 each.

WhatsApp also partnered with Startup for disbursing USD 500 worth free WhatsApp Ad credits to 500 startups meeting the prequalification criteria of having Facebook Page and WhatsApp Business Account. This challenge received over 600 Applications within the first 24 hours of making the application live.