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Today's View

DNA-based personalization

According to a **Cisco** blog, the IoT and data statistics are staggering, to the point of appearing fantastical: 5 quintillion bytes of data produced every day and by the year 2020, it is estimated that the IoT will comprise of more than 30 billion connected devices.

A barrage of personal data such as individuals' nutrition, sleep, activity etc. is already being collected by wearable devices and connected fitness platforms like **MapMyFitness, Endomondo** and **MyFitnessPal** that have more than 220 million members globally. With such personalised data, platforms can provide buying recommendations much beyond purchase history, imagine the ultra-personalisation that can happen with our DNA data!

With science evolving and at-home genetic testing becomes more affordable, it has opened new possibilities for companies to utilise DNA data. The company most responsible for revolutionizing access to DNA is **Illumina** which has sequenced some 90% of all the DNA data ever processed. Its machines have helped make genomics a compelling tool, used to treat diseases, predict drug responses, and identify which genetic mutations increase our risk of serious illness. DNA data has also been made affordable by companies such as **Ancestry.com** and **23andMe** that offer genealogy tests to millions of people.

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iPhone shipments halve as high prices hit sales

Apple's iPhone shipments in India last year are estimated to have shrunk by as much as half from the 2017 level, its worst performance since 2014 in the world's fastest-growing smartphone market, adding to global woes that have forced the company to cut its revenue outlook.

Losing Shine

Particulars	2016	2017	2018*
Apple India Shipments (in million)	2.8	3.2	1.6-1.7
Apple India Market Share (in %)	2.30%	2.40%	1.20%
Total India Smartphone Shipments (in million)	**118.9**	**134.4**	**149.4**

Apple China and Total Global smartphone Shipments

Particulars	2016	2017	2018*
Apple China Shipments (in million)	49.7	50	44
Total Global Smartphone Shipments (in million)	**1,517**	**1,559**	**1,519**

*2018 numbers are preliminary estimates for 12 months by Counterpoint Research

Source – The Economic Times

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For the next level of hyper-personalisation, companies are already working on utilising DNA data to create unique products and services for the customers. Companies such as **LifeDNA** and **SkinGenie**, are two of the newest genetics brands to use DNA (either from their own in-house tests or from data customer shares from an Ancestry or 23andMe report) to help customers choose the most effective skincare products.

Music streaming service **Spotify** has recently announced personalised playlists for its subscribers based on their DNA through a partnership with **Ancestry**. Spotify and Ancestry's custom playlist generator chooses a range of songs reflecting the cultural music of users' heritage based on where their ancestors came from.

As a hyper personalised end to end Wellness Solution Company, **LifeNome**'s AI & Genomics algorithm offers wellness solutions in nutrition, dieting, supplements, skin care, hair care, fitness, preventive wellbeing, sleep and productivity.

Last year, another genomics wellness company **Orig3n** announced a partnership with Karate Combat, a professional combat sports league that is revolutionizing martial arts. Orig3n will act as the league's exclusive DNA partner, powering athletes' understanding of their genetics and how it might impact their performance during fights.

Then, there are companies working on the idea of unique nutrition blueprint within our genes (more about personalised nutrition in our next write-up). It would be interesting to see the uptake of such hyper personalised services by customers who have traditionally been wary of intrusive technologies that would like to know too much about them.

Today's News

Kochi gets one of India's biggest startup ecosystem

One of country's largest start-up ecosystems with 1.8 lakh sq ft. facility housing incubation infrastructure across a series of sectors in technology was launched here on Sunday by Kerala chief minister Pinarayi Vijayan. He opened the integrated startup complex under the Kerala Startup Mission (KSUM), ultra-modern facilities of Maker Village that promotes hardware startups, the Bionest that promotes medical technologies.

Source – The Economic Times　　　READ MORE

'GDPR is putting ownership of data back into the hands of individuals'

VFS Global, which processes about five million visa applications from Indian citizens annually, has its work cut out with the country insisting that its residents' personal data should be processed and stored on local servers.

Source – Mint　　　READ MORE

This News Letter has been prepared with the assistance of Aparna Anand and Manish Kulkarni

Innoviti bets on same-day fund transfer to shopkeepers

Digital payments company Innoviti is betting on facilitating same-day fund transfer to shopkeepers accepting card payments, to encourage small-scale merchants in towns and rural areas to move away from cash. With the innovation, the company is set to take a small credit risk on the merchants using Innoviti terminals to accept payments. While card transactions take at least a day or two to get the funds settled into the merchants' bank account, Innoviti will pay the merchant on the same day.

Source – The Economic Times

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Myntra's CEO Ananth Narayanan in talks for top role at Hotstar

Flipkart is expected to announce the departure of Myntra CEO Ananth Narayanan, from the fashion etailer on Monday, sources close to the development said. Narayanan is in discussions with Star TV-owned video streaming app, Hotstar to take up the CEO role, these people in the know told ET. Hotstar's earlier chief executive, Ajit Mohan was recently appointed as Facebook India's managing director. A long-time McKinsey consultant, Narayanan may consider moving back to the consultancy firm, to join its US practise.

Source – The Economic Times

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AI, blockchain and cloud-based apps will be most transformative in '19

Subram Natarajan, chief technology officer of IBM India/South Asia, shares his thoughts on digital technologies like AI (artificial intelligence), blockchain and 5G, and their impact on companies. All emerging technologies will make an impact in 2019 but AI, blockchain and cloud-based applications will be the most transformative across all industries.

IBM defines AI as "augmented intelligence", because its true value lies not in replicating human intelligence but complementing it. And in doing so, it will do more than redefine how the world works—it will expand what people are able to work on, opening up entirely new avenues of innovation, exploration, discovery and industry. AI will also create new markets and companies, while transforming existing enterprises and government institutions from top to bottom.

Source – Mint

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Sebi may soon issue norms mandating foreign brokers to store data locally

The Securities and Exchange Board of India (Sebi) may soon come up with guidelines that mandate foreign entities to store data pertaining to India locally. Several foreign brokerages and custodians typically store data digitally in regional centres such as Hong Kong and Singapore.

The regulator is concerned that access to such data could be blocked by another country in the event of a data war. It wants all such data to be stored on servers in India or a real-time backup to be created, enabling access from within the country.

Source – Business Standard

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Social media giants plan push-back on India's new regulations

Global social media and technology giants are gearing up to fight sweeping new rules proposed by the Indian government that would require them to actively regulate content in one of the world's biggest Internet markets, sources close to the matter told Reuters.

The rules, proposed by the Information Technology ministry on Christmas Eve, would compel platforms such as Facebook, its messaging service WhatsApp and Twitter to remove unlawful content, such as anything that affected the "sovereignty and integrity of India". This had to be done within 24 hours, the rules propose. The proposal, which caught many holidaying industry executives off guard, is open for public comment until Jan. 31. It will then be adopted as law, with or without changes

Source – The Economic Times

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Paytm to get into content space, launch OTT service

Indian e-payments-to-ecommerce player Paytm, backed by global giants like Alibaba and Softbank, is now looking to build a content war chest to take on rivals Amazon and Flipkart and will launch an over-the-top (OTT) service and has started the hiring process for the service, three persons in the know of the matter told ET.

Source – The Economic Times

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Paisadukan raises Rs 1.6 Cr seed funding

Peer-to-peer (P2P) lending platform Paisadukan has raised a third round of seed funding to the tune of Rs 1.6 crore from an angel investor taking the total amount raised by the company in this round to Rs 6.1 crore. The Mumbai platform did not disclose the name of the investor.

Source – The Economic Times

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Future Group bets big on food delivery business, to invest Rs 1,000 crore

The country's largest retailer, Future Group, will step into the competitive food delivery space by launching cloud kitchens. In a conversation with Business Standard, Future Group Chief Executive Officer Kishore Biyani said the plan was to be present during every meal, including breakfast, lunch, snacks and dinner. "Whichever way food is being consumed in India, we want to be part of that business," he said.

Source – Business Standard

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