

STORIES

[Techie Tuesdays] 'Ask questions, be curious and don't get stuck on GPA 9.0' – Madhu GB

ADITYA BHUSHAN DWIVEDI
24 MARCH 2015

247

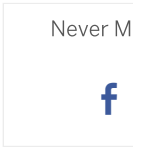
Born and brought up in a village near Shimoga, Madhu GB never wanted to get into the science stream. A big part of his childhood was spent on farms and that was where he learnt his lessons in perseverance. It was some time then that his father lost a lot of money in some projects but he never gave up. Little did his father know that his son was keenly observing every step he took, every move he made and was learning important lessons from them. Madhu was into art and used to sketch and paint.

He says, "If it wasn't for being a techie, I would've been a painter." The life of most electronic and mechanical devices in the house never exceeded a month as he used to open the devices to see how they work and tinker with them. Though this became a regular affair, Madhu never realized his flair for technology. After completing high school, his uncles and peers forced him to take up science and he did buckle under pressure. But he had to pay his price as Madhu failed in chemistry in first PUC and was wondering whether he made the right decision. It was in the twelfth standard that he first saw a computer. Most of the time he used to play games. But, then he began creating notes in HTML for his classmates.

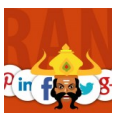


Madhu GB

After his schooling, Madhu decided to go for animation but since it was costly he once again gave in to peer pressure and ended up joining BSc (electronics). Talking about his college, Madhu says, "I had no idea what was happening during the first semester. Things started to make sense only as time passed." One of the lecturers gave them a background on computers and that's when his interest picked up. Madhu started going to his seniors to ask for help and they gave him problems to solve and questions to figure out. As he started taking interest in computers, maths and electronics got sidelined and his scores suffered again.



MOST POPULAR



Throwing away the resume

However, during his final year, one of his seniors introduced him to Saikat Ghose, who was working at Valley Speak. Inc. Saikat spoke to Madhu for around six hours before deciding to hire him. While Madhu thought it was a normal conversation, it was only when Saikat asked Madhu to come and work for him the next day, did he realize that he was being interviewed all this time. Madhu went to Valley Speak office dressed in formals and carrying his resume. Saikat asked Madhu to throw away his resume and pull his shirt out. This was the beginning of startup life for Madhu. Madhu used to finish college at 2 pm and then would go and work at Valley Speak. After his exams, he joined full time while most of his peers were still figuring out what to do after graduation.

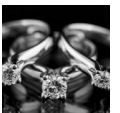
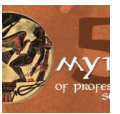
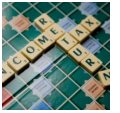
Valley Speak

At Valley Speak, Madhu worked on a task management tool called Taskera. He designed the framework and the front-end of the tool. Madhu worked there for two years, while most of the time the product was in closed beta. Hesays, "I wanted to work on a product which would be used by people, so I quit Valley Speak." After quitting Valley Speak, Madhu moved to Bangalore in September 2012. He met Utkarsh and both of them started working on Lead Amplify – asocial commerce framework which connects buyers and sellers on social media sites. While they were working on Lead Amplify, they met Saket Jalan, who owned a music store and was one of their prospective clients for Lead Amplify.

Starting GuitarStreet and Augment

One meeting led to another and both of them decided to start **GuitarStreet** which went on to become a leading e-commerce music store . Madhu single handedly built the entire framework called Flubber in PHP for GuitarStreet. For two years he built and enhanced it till there was nothing new to be done. So, Madhu moved on from GuitarStreet to start another platform **Augment** where they are bringing the capabilities of IFTTT inside email to organize emails in a better way. At present, Augment supports Evernote, Trello, Asana and Google calendar without leaving your inbox.

Madhu is just 25 with no big dreams but chasing opportunities to learn and improve himself. He wants to go back to his roots and help the farming sector with technology. He has one advice for students who want to make it big in technology – *Ask questions, be curious and don't get stuck on GPA 9.0.*



RELATED ARTICLES



RELATED

[Techie Tuesdays] 13 techies who are redefining the new age startups and activism in India

For past two years, we have been bringing to you the best of geeks and techies around the country and world through our Techie Tuesdays column. Here's a roundup of 13 Techie Tuesdays which we have covered in the first quarter of 2015. These include the l...

TEAM YS
14 APRIL 2015



RELATED

[Techie Tuesdays] Badrinath Kulkarni – The Android fla...

If you're an Android developer living in Bangalore, there is a very high probability that you'd know Badrinath Kulkarni. He i...

ADITYA BHUSHAN DWIVEDI
5 MAY 2015



TAGS

- BANGALORE
- MADHU
- SAIKAT GHOSE
- SAKET JALAN

ABOUT THE AUTHOR



Aditya Bhushan Dwivedi

A Software Engineer by education, Aditya has been a Workshop Consultant with The Times of India and later on was a Cloud developer with CSC India Pvt. Ltd. Apart from coding, he has a keen interest in analyzing stock market movements and often forgets the outer world once he starts reading. You can follow him on [Google+](#) and [Twitter](#) at [@adi_bhushan](#). You can reach out to him at aditya@yourstory.com".



RELATED

[Techie Tuesdays] Vinodh Kumar – the techie who pe...

With the landslide victory of Aam Aadmi Party, there cannot be better day to feature Vinodh Kumar. Vinodh is an AAP Volunte...

ADITYA BHUSHAN DWIVEDI
10 FEBRUARY 2015

6 Comments

Sort by **Top**



Add a comment...



Srikanth P Vasist · Sri Jayachamrajendra College of Engineering
Great going! You made it my friend! I read only second half and you know why

Unlike · Reply · 2 · Apr 10, 2015 1:38am



Karthik Nanjunda · NIE College of Science
Hi Mady, Excellent man. I come to know that u will achieve in CS field when u explain me the C program in 2nd sem exam days in a different way. And once u developed a Program and exhibit in our College Science Exhibition(I forgot the program i think it related to some security) i told to my friends that this Fellow will develop a program for a Heart beat also!!!!!! now am very happy to see you in this position, God Bless u and am proud to say u r one of my nice buddies, pls use ur knowledge for my Country and My Countrymen and try to introduce Possibilities of Online Market for Our Farmers for their Crops. Love U.....

Unlike · Reply · 1 · Apr 5, 2015 7:39pm



Utkarsh Apoorva · Indian Institute of Technology Delhi
I agree Subho. All of web programming I know, I learned from Madhu during the LeadAmplify phase.

Like · Reply · 1 · Mar 25, 2015 1:18am



Subho Halder · Co-Founder & Chief Technical Scientist at Appknox
awesome Madhu GB ! you are really an inspiration

Like · Reply · 2 · Mar 24, 2015 11:38pm



Ranjeet Vimal · Co-founder at Mebelkart
superman Madhu

Unlike · Reply · 1 · Mar 29, 2015 2:10pm



Amit Kumar · N C Jindal Public School, Punjabi Bagh
Amazing!

Like · Reply · Mar 25, 2015 3:42pm

Facebook Comments Plugin

Sign Up for the daily **YS Newsletter** for all the latest updates

Type your email address

