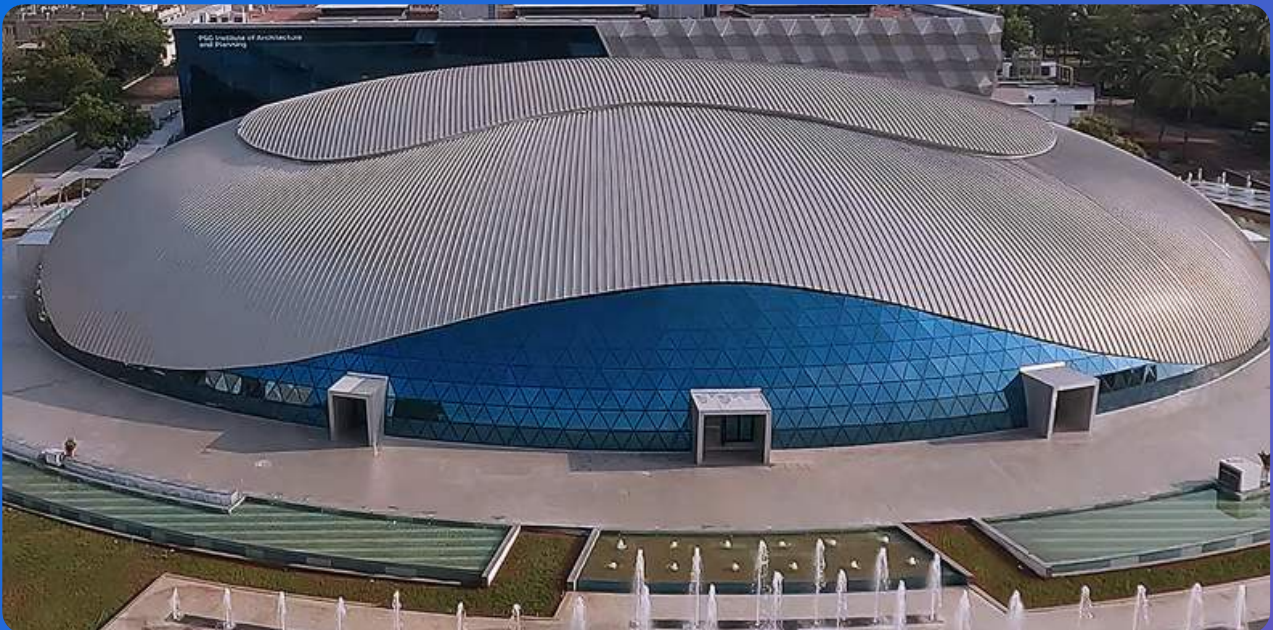




South India's Largest SaaS Gathering


 22-23 FEB 2025


 PSG CONVENTION CENTER, COIMBATORE




2500+
Attendees


100+
Exhibitors


50+
Speakers


20+
Sessions

Focus Areas

- Service to Software
- AI-First Product Strategy
- Domain Expert to AI SaaS
- AI Agent Development
- AI Ethics & Governance
- AI SaaS Growth Strategies

An Initiative by

SNX.

 www.saasconnect.in

In Association with

 **JESPERAPPS**

About SNX

SNX (StartNetX) is an innovative startup ecosystem enabler focused on transforming Tamil Nadu's technological landscape. As a division of StartNet, we specialize in creating high-impact events and building comprehensive media platforms that bridge the gap between service companies and the AI-powered future.

Our Vision

To become Tamil Nadu's premier platform for SaaS ecosystem enablement and market access through networking, knowledge sharing, and business matchmaking.

Market Potential

Current IT Services	\$15B
Traditional SaaS	\$25B
AI-Powered SaaS 2.0	\$60B

Total Opportunity **\$100B by 2030**

Event Impact

2500+
Attendees

100+
Exhibitors

50+
Speakers

1000+
Companies

Tamil Nadu's Advantage

- 5,000+ IT service companies
- 2,000+ digital agencies
- Rich pool of domain experts
- Thriving AI/ML ecosystem

Focus Areas

- Service to Software Transformation
- AI Agent Development
- AI-First Product Strategy
- AI Ethics & Governance

Join us in shaping the future of software, where every service provider becomes a global SaaS innovator through the power of AI agents.

Event Highlights 2025

Shaping the Future of AI-Powered SaaS

Knowledge Tracks

- ★ AI Pioneers Series
- ★ Technical Deep Dives
- ★ Domain Expert Track
- ★ Startup Showcase

Innovation Zones

- ★ AI Agent Lab
- ★ SaaS Product Gallery
- ★ Tech Demo Zone
- ★ Startup Innovation Hub

Networking

- ★ Founder-Investor Connect
- ★ Domain Expert Roundtables
- ★ AI Builder Community
- ★ Startup Showcase

Theme Focus: AI-Powered SaaS 2.0

Technical Excellence

- ★ AI agent development practices
- ★ Enterprise-grade architecture
- ★ Security and compliance
- ★ MLOps strategies

Market Success

- ★ Go-to-market strategies
- ★ Global scaling playbooks
- ★ AI-first sales teams
- ★ Growth tactics

Service Companies

- ★ AI transformation roadmap
- ★ Technical foundation
- ★ Market entry strategies
- ★ Funding guidance

Startups

- ★ Investor access
- ★ Customer connections
- ★ Technical expertise
- ★ Scaling guidance

Domain Experts

- ★ AI development skills
- ★ Strategy insights
- ★ Partnership access
- ★ Community building

Join us for two transformative days that will shape the future of software delivery through AI-powered innovation.

Day 1: Foundation & Vision

February 22, 2025 | PSG Convention Centre, Coimbatore

☀ Morning Sessions

🕒 8:00 AM-9:00 AM

Registration & Networking

Dedicated zones: Founder's Corner, Investor Zone, Exhibition Area Open

🕒 9:00 AM-9:30 AM

Opening Keynote

"Zero to One in AI-Powered SaaS: Services to Software Journey"

🕒 9:30 AM-10:30 AM

Vision Panel

"Building Tamil Nadu's Global AI SaaS Hub: Vision 2030"

🕒 10:30 AM-11:15 AM

Vertical SaaS Opportunities Panel

"Transforming Domain Expertise into SaaS with AI Agents"

🕒 11:15 AM-11:30 AM

Networking Break

🕒 11:30 AM - 12:15 PM

Interactive Workshop

"Finding Product-Market Fit in the AI Agent Economy"

🕒 12:15 PM - 1:00 PM

AI-Powered Services Transformation Panel

Zepic

🕒 1:00 PM-2:00 PM

Lunch & Networking

☀ Afternoon Sessions

🕒 2:00 PM - 2:45 PM

Global Markets Masterclass

"Scaling AI-First SaaS for International Expansion"

🕒 2:45 PM-3:30 AM

Micro AI SaaS Success Stories

"Founders Sharing AI Transformation Journeys"

🕒 3:30 PM-4:15 PM

Founder Stories

"0 to \$1M ARR: Leveraging AI for Service to Product Transition"

🕒 4:15 PM-4:30 PM

Networking Break

🕒 4:30 PM - 5:15 PM

Early Stage Funding Panel

"Investing in AI-Driven Services-to-Software Transformation"

🕒 7:00 PM - 9:00 PM

Networking Dinner & Startup Showcase

Track Highlights

- * Foundation Track: Essential knowledge
- * Vision Track: Strategic insights
- * Practical Track: Implementation guidance
- * Networking Track: Structured connections

Session Formats

- * Keynotes: Industry leader insights
- * Panels: Multi-perspective discussions
- * Workshops: Interactive learning
- * Masterclasses: Deep-dive knowledge

Day 2: Technical Execution & Scaling

February 23, 2025 | PSG Convention Centre, Coimbatore

☀ Morning Sessions

🕒 8:30 AM-9:30 AM

Early Bird Networking & Breakfast

🕒 9:30 AM-10:15 AM

The Era of AI Agents

Rethinking SaaS Growth

🕒 10:15 AM-11:00 AM

**AI-Powered SaaS Sales
& Marketing Panel**

🕒 11:00 AM-11:15 AM

Networking Break

🕒 11:15 AM - 12:00 PM

Technical Architecture Workshop

"Building Scalable AI-First SaaS"

🕒 12:00 PM - 12:45 PM

API Economy & AI Agent Integration Panel

🕒 12:45 PM - 1:45 PM

Networking Lunch

Track Highlights

- * Foundation Track: Essential knowledge
- * Vision Track: Strategic insights
- * Practical Track: Implementation guidance
- * Networking Track: Structured connections

Session Formats

- * Keynotes: Industry leader insights
- * Panels: Multi-perspective discussions
- * Workshops: Interactive learning
- * Masterclasses: Deep-dive knowledge

☀ Afternoon Sessions

🕒 1:45 PM-2:30 PM

**DevOps & Operational Excellence
in the Age of AI**

🕒 2:30 PM - 3:15 PM

**Security & Compliance Considerations
for AI-Driven SaaS**

🕒 3:15 PM-4:00 AM

AI SaaS Metrics Masterclass

🕒 4:00 PM-4:15 PM

Networking Break

🕒 4:15 PM-5:00 PM

Scaling AI Engineering Teams

🕒 5:00 PM - 5:45 PM

Closing Keynote

"Tamil Nadu's AI SaaS Imperative: 2030 Vision"

AI SaaS Startup Track

☀ Morning Sessions

🕒 9:00 AM-9:30 AM

Registration & Networking

🕒 9:30 AM-10:00 AM

Opening Ceremony & Welcome Address

🕒 10:00 AM-10:45 AM

AI SaaS Startup Showcase

Pitch Session 1

🕒 10:45 AM - 11:15 PM

Investor Panel

"Investing in Tamil Nadu's AI SaaS Revolution 2025"

🕒 11:15 AM-11:30 AM

Networking Break

🕒 11:30 AM - 12:15 PM

Reverse Pitch Session

What VCs Look for in AI-First SaaS Companies

🕒 12:15 PM - 1:00 PM

AI SaaS Startup Showcase

Pitch Session 2

Track Highlights

- ★ Foundation Track: Essential knowledge
- ★ Vision Track: Strategic insights
- ★ Practical Track: Implementation guidance
- ★ Networking Track: Structured connections

Session Formats

- ★ Keynotes: Industry leader insights
- ★ Panels: Multi-perspective discussions
- ★ Workshops: Interactive learning
- ★ Masterclasses: Deep-dive knowledge

☀ Afternoon Sessions

🕒 1:00 PM - 2:00 PM

Networking Lunch & Investor Connect at the AI SaaS Mega Expo

🕒 2:00 PM - 2:45 PM

AI SaaS Roundtable Discussions

🕒 2:45 PM - 3:30 PM

Funding Masterclass - Zero to \$1M ARR

Funding Your AI SaaS Journey

🕒 3:30 PM-3:45 PM

Networking Break

🕒 3:45 PM-4:30 PM

AI Founder-Investor Speed Dating

🕒 4:30 PM - 5:15 PM

Fireside Chat

Building Tamil Nadu's AI SaaS Unicorns

🕒 5:15 PM-6:00 AM

Closing Session

OUR SPEAKERS



M.K. Elango
Founder & CEO
StartNet



Pushpajayabalan
Founder & CEO
JesperApps



Sivarajah Ramanathan
Mission Director & CEO
StartupTN



Kunal Shah
Senior Director, Solution
Engg Leader, Oracle India



Dharma Atluri
Global CTO, SAP Manage & RISE
with SAP services, IBM



Rahul Lodhe
VP & Global Head
AI Copilot Joule, SAP



Neeraj Tyagi
Cofounder & CEO
We Founder Circle



Janardan Revuru
Director Of Engineering
Dell Technologies



Praval Singh
VP Marketing & CX
Zoho Corporation



Laxminarayan G
Global Head AI,
CYIENT



Anil Viswas Ayatiraj
GM (Open Innovation)
Samsung Research India



Shriram Vasudevan
Lead - Technical | APJ
Intel Corporation



Senthil Nathan
Founder and CEO
Ailaysa AI



Ankur Nandu
Director of Product
Management, Motive



Sanjay Chawla
Strategic Alliances and
SAAS Strategy Advisor



Arpita Sengupta
Director of Marketing and
Communications, Red Hat



Sujay Koduri
Head Of Product Engineering
Postman



Ramasubramanian
SaaS Tech Evangelist



Tarun Agarwala
Founder, Empanetics
Research Labs & Technologies



Vedanarayanan
Product Marketing Leader
Chargebee



Jo Alapatt
Regional Lead South Asia
SmartBear



Vishesh Jhol
Head, Start-ups
PayU



Selvaraju Murugesan
Head of Data Science
Kovai.co



Naman Bajaj
Director and Head of Finance
Keka HR



Karthick ayyasamy
Asst Vice President
JIO Platforms



John Jim
Managing Partner
Bereishith Capital



Rapti Gupta
Fractional CMO, Co-founder
HSR Founders Club



Nupur Agrawal
Senior Product Manager
BrowserStack



Nida Sahar
Founder
Nife



Uma Seetharaman
Strategic Advisor
Ex-Director, Amazon



Giridharan Palanisamy
Founder & CEO
ZautoAI



Selva Murali
CEO
CloudsIndia.in



Premananth
Founder & CEO
Start Insights



Sasi Varna Kumar
Chief Executive Officer
TealOrca



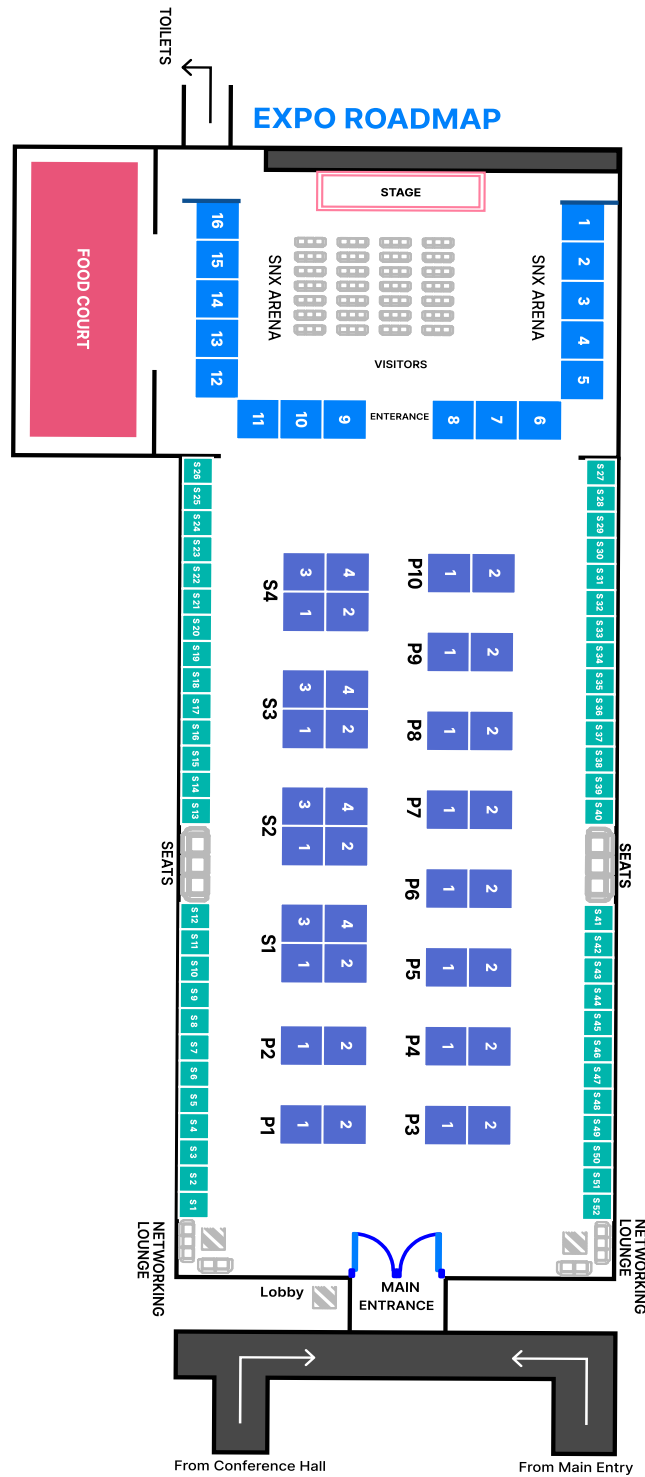
Saravanan Paramasivam
Founder & CEO
Titanium Tekzi



Jaya Shakthi Kannan
Founder
CDIX Innovations Pvt.Ltd

Exhibition Layout & Innovation Zones

PSG Convention Center, Coimbatore



Detailed floor plan and exhibitor list will be provided at registration

Why Attend SaaS.Connect 2025

Your Gateway to AI-Powered SaaS Transformation

For Service Companies

Transform Your Business

- ★ Learn proven transformation strategies
- ★ Discover AI agent methodologies
- ★ Build scalable operations

Market Opportunities

- ★ Tap into \$100B TN SaaS opportunity
- ★ Connect with 1000+ customers
- ★ Build strategic partnerships

For Startups

Growth Acceleration

- ★ Present to 50+ investors
- ★ Access growth capital
- ★ Find early adopters

Network Building

- ★ Connect with industry leaders
- ★ Meet potential customers
- ★ Join founder communities

Expected Outcomes

Knowledge Gains

- ★ AI transformation roadmap
- ★ Technical implementation guides
- ★ Scaling playbooks

Network Building

- ★ 50+ speaker connections
- ★ 100+ investor meetings
- ★ 1000+ peer networking

Business Outcomes

- ★ Funding opportunities
- ★ Partnership deals
- ★ Customer acquisition

Attendee Profile

- ★ Founders/CXOs 32%
- ★ Tech Leaders 28%
- ★ Product Managers 18%
- ★ Engineers 12%
- ★ Investors 06%

Industry Distribution

- ★ SaaS & AI 45%
- ★ Enterprise Tech 28%
- ★ Service Companies 35%

Geographic Mix

- ★ Bangalore 15%
- ★ Chennai 20%
- ★ Coimbatore 25%
- ★ Hyderabad 12%
- ★ Others 28%

Join us in shaping the future of software through AI innovation

Coimbatore: The Emerging AI SaaS Hub

Where Innovation Meets Engineering Excellence

50+

Engineering Colleges

50,000+

MSMEs

100+

SaaS Companies

5,000+

Tech Professionals

Education Excellence

- ★ 83.98% literacy rate
- ★ Premier institutions like PSG Tech
- ★ Rich talent pool of engineers
- ★ Industry-academia partnerships

Local Champions

- ★ Kovai.co: Enterprise software leader
- ★ SNX Platform: Ecosystem enabler
- ★ KGISL Software Solutions: AI innovation pioneer
- ★ Growing SaaS community

Infrastructure

- ★ World-class convention center
- ★ Modern office spaces
- ★ High-speed connectivity
- ★ Reliable power supply

Innovation Support

- ★ Active angel networks
- ★ Incubation centers
- ★ Accelerator programs
- ★ Regular tech meetups

Business Environment

Cost Advantage

- ★ 30-40% lower operating costs vs metros
- ★ Affordable talent pool
- ★ Lower attrition rates

Cost Advantage

- ★ International airport
- ★ Modern office spaces
- ★ Lower attrition rates

Growth Indicators

- ★ 18th cleanest city in India
- ★ Smart City initiative member
- ★ Growing tech workforce

Strategic Location

- ★ Heart of South India
- ★ Multi-city accessibility
- ★ Strong logistics network

Quality of Life

- ★ Pleasant climate
- ★ Rich cultural heritage
- ★ Strong community values

Join the transformation of Coimbatore into
South India's AI SaaS capital

Pass Types & Registration

Choose Your SaaS.Connect 2025 Experience

Visitor and Delegate Passes

Expo only pass

₹495+ GST (Actual Price ₹990)

February 22 or 23

- * Access to expo floor only
- * No conference sessions
- * No meals included
- * Best for exploring vendors/products

Full Conference Pass

₹6,950+ GST (Actual Price ₹9,900)

Both Days Conference Access

- * Expo Floor Access
- * All Networking Lunches
- * Session Recordings Access
- * Priority Session Seating

Premium Passes

Founder Pass

₹12,950+ GST
(Actual Price ₹19,900)

- * Gala Dinner on (Feb 22)
- * Founder-Only Networking Sessions
- * Investor Connect Opportunities
- * Startup Funding Guide
- * VIP lounge Access

Enterprise Leader Pass

₹15,950+ GST
(Actual Price ₹23,900)

- * Gala Dinner on (Feb 22)
- * Enterprise networking lounge
- * Private meeting rooms
- * Priority 1:1 meetings
- * VIP lounge access

Investor Pass

₹18,950+ GST
(Actual Price ₹27,900)

- * Gala Dinner on (Feb 22)
- * Curated startup meetings
- * Private meeting room access
- * VIP lounge access
- * Startup portfolio access

Special Category Passes

Women in Tech Pass

₹5,950+ GST (Actual Price ₹7,900)

- * Full conference access
- * Special networking sessions
- * Mentor connect
- * 30% off on Gala Dinner

Studentpreneur Pass

₹4,450+ GST (Actual Price ₹7,990)

- * Full conference access
- * Special networking sessions
- * Mentor connect
- * 30% off on Gala Dinner

PSG Convention Center, Coimbatore

1

Visit website

2

Select pass

3

Fill details

4

Complete payment

5

Get confirmation

Book early to secure your spot and best rates



Contact Us

Event Operations: +91 97906 98206
Registration Support: +91 90033 01619
Sponsorship Queries: +91 88844 48485

Connect With Us

 www.saasconnect.in
 info@saasconnect.in
 [/saasconnect](https://www.linkedin.com/company/saasconnect)
 [@saasconnect](https://twitter.com/saasconnect)
 t.me/saasconnect

Venue

PSG Convention Center
Avinashi Road, Coimbatore - 641004
Sponsorship Queries: +91 88844 48485



Scan to Register

An Initiative By

SNX.

In Association with

 **JESPERAPPS**

Building Tamil Nadu's AI-Powered SaaS Future

StartNetX (SNX)

3rd Floor, Prema Perumal Trinity Commercial Complex,
Junction Main Rd, near Keertnana Ramana Theater,
Tharma Nagar, Mullai Nagar, Salem, Tamil Nadu 636005