

Indian Social Entrepreneur Shaffi Mather's new venture, MUrgency wins the Startup of the Year award at Startup Grind!

March 10, 2016: MUrgency has been chosen as the Startup of the Year 2016 at the prestigious Startup Grind 2016 Conference in Redwood City in Silicon Valley, USA. MUrgency was selected from amongst 1,100 startups that applied from 200 cities around the world. As winner, Startup Grind will work with MUrgency to plug into the Startup Grind network across the world.

Brain child of Indian social entrepreneur, Shaffi Mather, MUrgency is a mobile app which connects people who need emergency response in real time saving precious lives and time. MUrgency recently started operations in Punjab with initial focus in Chandigarh, Mohali, Panchkula.

The Startup Grind 2016 Programme will provide mentorship, connect to partners, pursue funding and help MUrgency reach new users. Powered by Google for Entrepreneurs, Startup Grind is a global startup community aggressively educating, inspiring and connecting entrepreneurs.

"The experience we have gained following the discussions from leaders in Silicon Valley has been our greatest take away from the Startup Grind program. In a few days, we have been approached by several partners and potential funders who want to work with us, expand our reach and build MUrgency as the leading emergency response brand across the world," said Shaffi Mather, founder and CEO of MUrgency.

"Of the 1,100 startups that applied, 50 were selected. These startups have great teams, traction, technology and massive markets," says Derek Andersen, founder & CEO of Startup Grind. "Our biggest goal is for each startup to go back home with a new and improved game plan that would not have happened without the help of the program and the mentors/resources that were made available to them."

About MUrgency – One Global Emergency Response Network

MUrgency was launched in 2015 with membership in Business Call to Action at the United Nations Development Program, in academic partnership with Stanford ChangeLabs, Harvard Asia Center and MIT Global Health, and as an initiative of the World Economic Forum's Forum of Young Global Leaders Community. With one tap on the app, the nearest Doctor, Nurse or Paramedic comes to the rescue of a patient, within minutes. The emergency feature of the app has been launched in Feb, 2016, in Chandigarh, Panchkula, Mohali.