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Transforming your vision into reality

Lucent, as the term suggests, means luminous or giving light. **Lucent Innovation** was created to help businesses grow by providing top-class digital and innovative enterprise and software solutions

2013 was a renaissance year due to the fusion of physical and digital world where the consumers started relying exceedingly on their smartphones. From research to shopping and entertainment, consumers moved from desktop to laptop, tablet to smartphone. Lucent Innovation started its journey by catering to the needs of mobile audiences by providing a seamless and smooth customer experience. Our web and mobile application development services assisted several online store owners; this led to a lot of word-of-mouth referrals, encouraging us to proceed on this successful pathway.

THE BEGINNING

Entrepreneurship takes imagination and a lot of courage. Remembering a quote from Alber Einstein, “Logic will take you from A to B. Imagination will take you everywhere”. Accountability and freedom to get creative are what led the two brothers—Ashish Kasma and Nitesh Kasma—to come up with Lucent Innovation. While one brother is an experienced IT professional, the other an established pharmacologist to create successful digital solutions and web development firm.

Lucent, as the term suggests, means luminous or giving light. Lucent Innovation was created to help businesses grow by providing top-class digital and innovative enterprise and software solutions. Ashish is a software engineer with experience in companies like Accenture and Wipro. He brings with him an eight-year of industry experience and expertise.

Nitesh is a postgraduate in pharmacology who left his job as a toxicologist to start this venture. While Ashish developed and handled technology at Lucent, Nitesh utilised his skills in the business development

department of the company. The company has flourished from being an e-commerce solution partner to providing innovative global digital and software solutions to enterprises. As the need for an excellent shopping experience arises globally, Lucent Innovation has specialized in web and application mobile development and premium e-commerce services. They also help in platform migration helping store owners provide the best retail experience possible.

In the past nine years, the progress has been quite significant. The journey has been smooth as well as rocky at times. But it has only encouraged more learning. Relationships with customers are lifelong and the team members are treated like family. Lucent Innovation believes in continuing to develop and positively impacting the lives of others.

INDUSTRIAL GROWTH OF GUJARAT

The growth of Gujarat has been significant and robust towards a people-focused economy. The state has been strong in the manufacturing sector for a while, but the peaceful industrial space has led to more investments and growth in the sector. The transformational model of Gujarat has made it development oriented. The benefit is that it is not dependent on only one sector but rather three—agriculture, industries, and services. Moreover, the new ‘IT/ITes policy in Gujarat unveiled by Gujarat’s chief minister, Bhupendra Patel, will generate around one lakh jobs in the IT sector here in the upcoming five years. So yes, we have noticed a positive and welcoming change in the industrial growth of Gujarat.

SINCE ITS INCEPTION...

2013 Began its journey with only two of the brothers doing all the tasks themselves

2014 Four employees were recruited and then added two more when the duo’s hard work paid off and big players started noticing

2015 There were eight employees, became Shopify experts, and started assembling a team.

2016 Employed 13 employees, excelled towards becoming Shopify plus partners adding more members each year

2017 18 employees, added another feather to their cap when they became Shopify Gold partners and established an office in New York

2018 27 employees, expanded a team establishing another office in Rhode Island

2019 34 employees, established a second office in Ahmedabad

2020 40 employees, created an excellent team of skilled talent and experience

2021 45 employees, added an excellent crew of competent and proficient experts that is still growing and adding value to Lucent Innovation

2022 100 employees, moved to a new location in new office along with a huge team





ATTITUDE IS EVERYTHING

MISSION & VISION

Lucent Innovation's mission is to develop innovative digital and automated products and services that are constantly evolving with the help of their brightest minds and dedicated team to add value to the organisation.

Their vision is to become the mechanics of the future in terms of providing automated and digital solutions with a technology agnostic, helping organisations grow along with their teams.

POST-PANDEMIC IMPACT

Like all the other businesses, Lucent Innovation too had its fair share of problems right from incorporating collaboration tools, security protocols, employee-management communication, and the mental health of the team. The pandemic laid havoc on some businesses, but they came out shining. As people were forced to stay home and do everything online, Lucent Innovation took advantage and provided digital solutions to several enterprises followed by developing a lot of e-commerce businesses. They faced a lot of resignations; but adapted, evolved, and came out with an even bigger team post-pandemic. So, after the pandemic, the business gained momentum for Lucent Innovation.

STAYING AHEAD OF THE CURVE

In their case, 'curiosity drives innovation'. Lucent Innovation is committed to innovative strategies always which has led them to come ahead so far.

AWARDS & ACCOLADES

- ▶ **Top digital strategy agency 2021 by Clutch & Shopify Plus Partner**
- ▶ **Second Runner up in startup challenge by IIM Ahmedabad**

Their customers are important to them. They utilised their holistic journey to understand their future needs. It means what the customers require currently won't be their future demand, but a modified, elevated version of the current need.

Lucent Innovation has elevated their marketing efforts. Marketing is necessary for whatever you are selling whether a service or a product.

Continuous learning is one of the factors they implemented. To prosper, Lucent Innovation made sure that its vision and goals are aligned with this ever-changing marketplace. They developed a unique narrative that has helped them to stay ahead in the competition.

CHALLENGES

Recruiting and onboarding new employees have been a challenge so far for Lucent Innovation. Apart from that, nurturing and maintaining a growing company culture is at times difficult. Employees' mental health is also a crucial factor.

INNOVATIONS

The business anticipates 100 per cent revenue and profit for the upcoming fiscal year due to a strong business pipeline, ongoing demand for cloud computing services, and excellent project flow. As a result, over the following five years, the company is anticipated to grow at an enormous rate. Lucent Innovation is actively expanding its tech team by employing technology professionals to assist Fortune 500 organisations and startups in automating/fulfilling software demand. The



TOGETHER EVERYONE ACHIEVES MORE



organization aims to create a team of 2000 IT professionals striving to provide clients with much more complex and secure services that are suited to their demands by 2027.

A BREAKTHROUGH MOMENT

Comfort and certainty, these two words were never in Lucent's dictionary. So, at a time when they were working on only a single technology and losing team members, they did not stop and sulk but understood the problem. Lucent Innovation expanded, turned to new technologies, and gained new projects as well as team members. They were proud of themselves on being

innovators, yet were continually up against new competition, expanding markets, and communication requirements. For much greater prospects, they therefore observed, modified, and iterated. Lucent Innovation attempts to demonstrate its worth by offering the highest caliber services and complete client satisfaction. They align themselves to the requirements and needs of the market.

FAMILY SUPPORT

Ashish and Nitesh's parents have been a huge source of inspiration and motivation for them to always think out-of-the-box and never give up. The duo has received a lot of emotional support from their respective better halves. Entrepreneurs have a lot of hats, from being a

leader to a mentor and son to parents. So, at this stage, the support of their family has been consistent as the latter has shared the failures as well as successes equally.

IN A NUTSHELL

"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."- Jack Welch. Starting and maintaining a business requires lots of skills. The range of abilities needed to make our business successful as entrepreneurs have no limits. But the one key skill that every entrepreneur should have is the ability to listen to the needs of your customers, employees, and stakeholders.

