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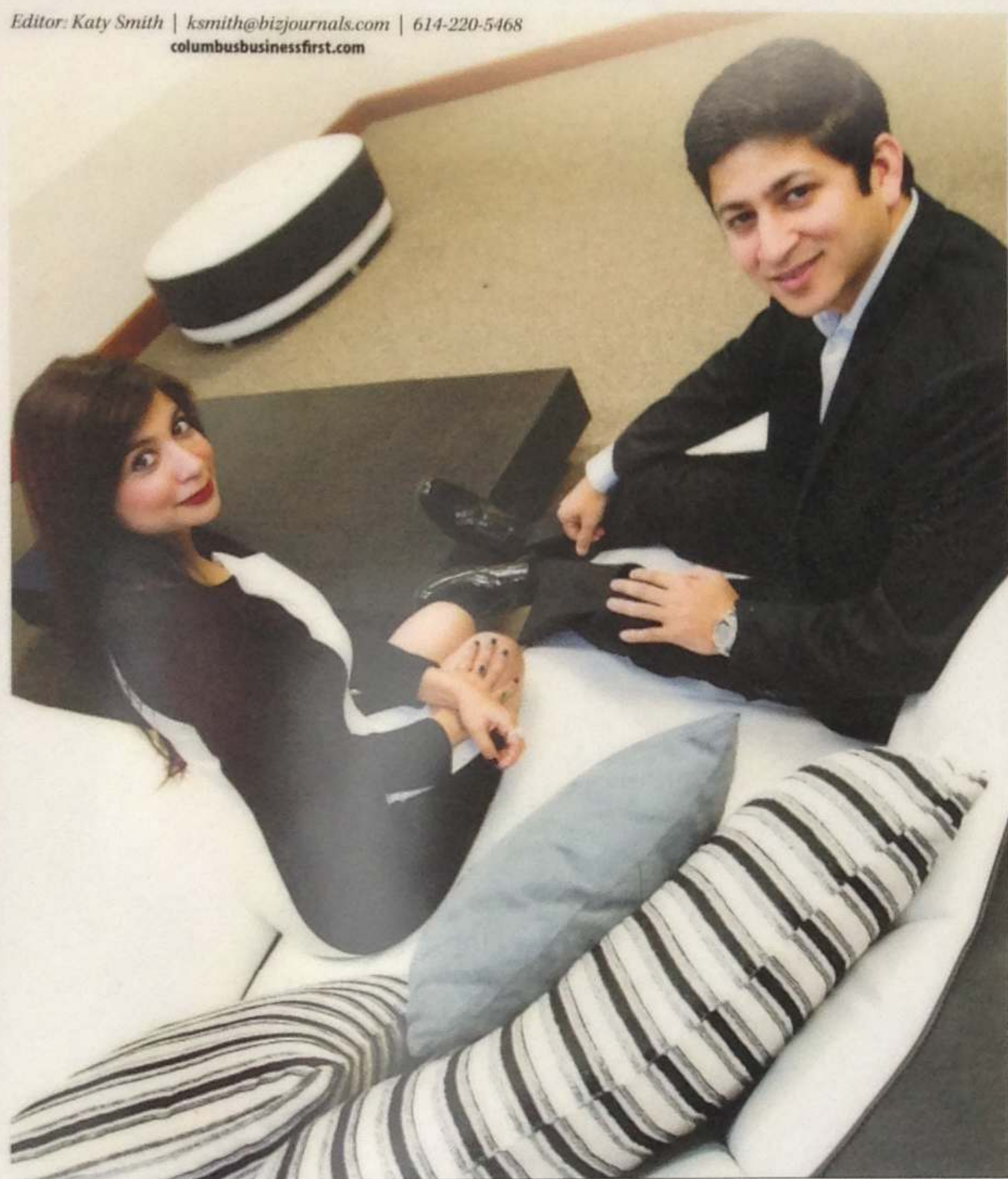


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JANET ADAMS | BUSINESS FIRST

Leena Madan, left, and Yogesh Khandelwal said the response to their software development firm they started two years ago has been good enough for the Powell-based company to begin looking for new space.

Mapping new directions

GEOAMPS IS USING 21st Century technology to improve and maintain how land and infrastructure assets are tracked.

BY JEFF BELL | BUSINESS FIRST

Yogesh Khandelwal and Leena Madan like to mention how their business, Powell-based geoAmps, is helping its clients trade in their crayons for cellular phones and lap tops to manage land rights, pipelines and other infrastructure.

Their company, formed two years ago, has developed software designed to bring efficiency, standardization and predictability to what Khandelwal said has been an "old-school" process slowed by hand-written notes, boxes of

paper files and crayons used to color-code maps.

In response, pipeline companies, wind farm developers, utilities, state transportation departments and land-services businesses in the U.S. and Canada are buying geoAmps software at a swift pace. Khandelwal and Madan declined to disclose their company's annual revenue, but they said the business is on pace to boost sales 300 percent this year and expects an additional increase of more than 200 percent in 2013.

The company has 15 employees and plans to add 10 more by the end of the year, said Madan,

geoAmps' chief operating officer. It has outgrown its 3,000-square-foot office space off Attucks Road in Powell and is shopping for a location with more space.

"We're well beyond where we projected we would be," said Khandelwal, the company CEO who launched the business in his Powell home.

SYNCHRONICITY

He and Madan are a husband-wife team who say their skills complement each other nicely.

Khandelwal is a civil engineer by training and worked for technology consulting firms, including Sophisticated Systems, and at Nationwide Insurance prior to starting geoAmps. Madan's expertise is in advertising and

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GEOAMPS: 'Visionaries' have pushed company

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marketing, having worked for several agencies, including the former Lord Sullivan & Yoder in Columbus, as well as at Nationwide.

Madan oversees the business operations at geoAmps while her husband focuses on a software development process that involves working closely with clients and industry experts.

"We've always worked very well together, primarily because we have different skill sets," Khandelwal said.

He said his engineering background and experience as a technology consultant positioned him for launching geoAmps in an effort to find better solutions for companies needing to manage land rights and infrastructure assets. It involves tasks such as acquiring property easements and mineral rights, keeping detailed records of agreements with land owners,

"There were a lot of non-technology businesses that understood the process but not the technology, or technology companies that did not understand the business side of this."

Y. Khandelwal | geoAmps

managing royalty payments and tracking maintenance and inspection of assets such as pipelines and wind turbines.

"There were a lot of non-technology businesses that understood the process but not the technology," Khandelwal said, "or technology companies that did not understand the business side of this."

To stay on top of changing technology and client needs, geoAmps develops and makes software updates in two-week cycles. Its technology solutions are available to clients across geoAmps' web database, an offline platform, mobile apps and geographic information system - GIS - mapping software.

"We provide end-to-end solutions for our clients," Madan said.

The company landed its first client, a land-services company in Texas, in January 2011.

From there, Khandelwal and Madan have had to make potential customers believe not just in geoAmps' products but the viability of the startup company itself.

Madan credits word-of-mouth advertising as one key to geoAmps' growth. Her husband said another factor was gaining the support of what he described as "some visionaries" who bought into the company's technology solutions early on.

"In the first year," Khandelwal said, "it was very heads-down, and (establishing) the viability of the company was critical. Now we're focused on the growth of the company and capturing some opportunities."

The couple has added some investors to provide capital to accelerate that growth, but they remain the majority owners. Khandelwal said they already have turned down multiple offers from would-be buyers for the company, and they are thinking big for the long haul.

"Our intent is to grow the company," he said. "We're definitely looking at going public at some time."

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geoAMPS

Leena Madan &
Yogesh Khandelwal

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