

“Virat Kohli is a leader to his team, to the people of India, and to the world” - Arvind Raichur



Arvind Raichur, CEO of MrOwl, is one of the early pioneers of Internet "organization" . Today, he is behind the technology that allows people to learn and impart knowledge about the things that inspire them on day to day basis. MrOwl has completely changed the dynamics on how content is shared by earthians. MrOwl recently announced a partnership with Virat Kohli, the captain of India. Kohli will share exclusive content including personal tidbits and favourites through MrOwl "branches." In an exclusive interview with Crictoday, Arvind Raichur shared his thoughts on technology, Virat Kohli and much more...

What does your company do?

MrOwl is a completely new platform and technology that brings together the best of social, search, and digital organization. All in one place.

It allows the user the opportunity to personalize their own internet experience. Everyone has made something like a personal music playlist where they have collected and curated songs and music that they want to hear. On MrOwl you can create an internet topic playlist, which we call “branches”. Your “branches” can include subtopics, links, photos, and documents. And, the whole collection is searchable – even the documents. You can also re-order the items in your collection and personalize why it’s important to you. Plus, your branch can be private or public. It’s completely up to you.

You can even collaborate with others and invite people to work on it with you or just view the collection that you put together. What’s also really fun is that because it’s based on subject matters that you’re interested in and have a passion for, you can easily share that interest with others. People enjoy discovering branches that have been created by other users. The information in MrOwl comes from real users in the MrOwl community.

Yes, it’s cool when it’s a celebrity or sports figure that you look up to and admire shares their MrOwl branch with the community, but it’s also other members of the community who are sharing with everyone else. That’s a big 10,000-foot view of what MrOwl does.

What does MrOwl do differently to stay ahead of its competitors?



One of the ways MrOwl stays ahead of its competitors is by involving every member of the team. Every person at MrOwl, has a voice, no matter what their position or rank, and has contributed something special to how the MrOwl technology is formed and how it works.

Every team member has the ability to share and shape the technology and the user experience. When you add that type of diversity of thought into how a technology that you're building is formed, it ends up with the best possible outcome for the user experience. I think that's one of the key ways to truly innovate when building a technology platform like this.

With growing competition and many brands coming in, how is market share shaping for your brand?

MrOwl is a platform that is really like no other. It allows people to simultaneously work on both the information that is vital and important to their work life, and to seamlessly move over and at the same time, look at collections of information which we call "branches" that are relevant and interesting to their personal life.

It allows them to not only build it for themselves, but to also discover what others have created. In this way, the platform really allows people a very unique way of simultaneously curating the internet and the digital files that are important to the different parts of their life all in one place.

Tell us about your revenue model?

First and foremost, we want the technology to be enjoyed by as many people as possible. MrOwl is a free service that relies on ads for the first part of its revenue model. Secondly, we will also be adding premium services that people can subscribe to for additional features and services.

What are the challenges you face in your day to day life?

One of the things I think about on a day-to-day basis is how to make sure I'm being a good mentor, teacher and leader within the company. It's definitely the thing that I always challenge myself with.

I'm committed to making sure that my team grows and that I'm creating the best possible company culture, as well as the best possible user experience for the MrOwl community. I truly value providing a technology that's useful, relevant and adds to the internet community as a whole.

What drives your business philosophy?

Creating technology that is used by people and makes their lives better is what drives me. I think if you're not developing a technology that has use and utility to make people's lives better, then the technology lacks value.

What do you enjoy most about your role?

What I enjoy the most about my role is that I get to be a mentor, a teacher, and a leader for my team. And I also get to be an innovator in the internet technology space and to give the community a technology that's useful and fun for their everyday lives.

Give one word that describes you the best.

Innovator.

Why Virat Kohli?



Virat is the perfect person to work with, because he's a figure that is bigger than just sports. He's not just a great athlete, but he's also a wonderful human being who cares about India, and who cares about the community as a whole. Virat's someone who is regarded highly in both India and throughout the world. Fans love him for his play on the pitch but also for what he stands for. His values align with what we want to accomplish at MrOwl.

What can we expect from Kohli that we haven't seen in the past?

Virat's fans will get to see a more in depth and personal view of who Virat is, like never before. With MrOwl, Virat can create and share content with his fan base and connect in a new and lasting way. He will be able to share a more personal side of himself than his fans have ever seen before. His fans will get a front row seat to who he is as a person. The best part is that anything that he shares on MrOwl, isn't on a timeline, so it will no longer get lost like it would on other platforms.

Was convincing him easy?

I hope so. I believe that when he saw the power of what the technology could do in how he could connect with his fans in a new and more powerful way, that he was drawn to MrOwl.

Virat is all about the team, which was a natural fit with MrOwl because we are all about the community.

How does signing a world-class athlete add to your company?

There's something special about Virat as a person, and as a leader on and off the pitch. He's a leader to his team, to the people of India, and to the world. He inspires people and actually cares about the community.

He's an individual who can lead and show people not only what it takes to be a great competitor and a great role model, but also to show how technology can be used to make everyone's life better.

We believe that there's something special about Virat being able to share a more personal side and more information than he's normally shared on other platforms. It's a chance for him to connect to his audience on a more meaningful level.

Who is your all-time favourite sports person?

Being born in the United States, I grew up loving baseball. It has always been a very important cultural sport for Americans and I always admired Jackie Robinson for what he stood for both on and off the field. Jackie, like Virat stood for something much bigger. He was a very courageous person that changed the way the world played the sport, as in that time, people of colour were not allowed to play professionally. Jackie's incredible courage and great athleticism are still celebrated here in the US and its something I have always admired. His story gives great hope and is a fantastic example that we can all come together and build a better world for tomorrow no matter who we are and where we come from.

What do you like most about cricket as a sport?

I really enjoy it. What I most enjoy about cricket as a sport, are all the details and teamwork that are involved. It's a sport that requires a tremendous amount of mental toughness and great preparation. In that regard, it's one of those sports that in my opinion takes not only physical and mental strength, but also the entire team working together in order to succeed. Each play can make a difference, no matter how big or small. That's what I really love about it.

Do you think India is sports oriented country?

Yes, absolutely, India is a sports-oriented country. There's tremendous passion and love for sports in India and it is evident in the following that Virat has.

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