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Platform to grow businesses

GoECart: UB grad to unveil new e-commerce software in Chicago

By Rob Varnon

BRIDGEPORT — Started in a University of Bridgeport dorm room in 2000, GoECart, an information technology solutions company, has ascended to the 11th Floor of 10 Middle St. and is poised to launch its newest product a one-stop solution for building an e-commerce business.

"We were born and grown in Bridgeport, and we're doing really cool stuff," said Manish Chowdhary, founder and CEO. "We've been hiring, and we're looking to hire more."

Chowdhary was born in India and attended UB for his computer engineering degree, but was already at work with some UB classmates building the business while finishing his studies.

The company has grown to about 20 workers with revenue under \$5 million. It started with the idea of providing a website presence for retailers, and the name GoECart was picked based on what they could get a 1-800 number to spell, Chowdhary said.

"We were a front-end solution," he said of the beginnings of the company. But the new product, GoECart360, is an e-commerce suite for creating an online storefront, tracking sales, reaching business and consumer customers and coordinating back-end systems like shipping and receiving, accounting and inventory control.

"It's a business application," Chowdhary said, pointing out that it can be used to replace businesses' multi-system applications with a single application. "GoECart is an on-demand, software-as-a-service, or SaaS, system hosted by the provider, so retailers need not make any hardware, software or IT investments to begin using it."

It is a subscription-based business starting with a \$1,000 a month rate, he said, adding that 360 is priced for smaller retailers — those booking under \$50 million in annual online revenue — in mind. And the suite can compete with the applications being run by larger retailers. They rolled it out to select customers a year ago.

They will officially introduce the new product this weekend at the Internet Retailer 2012 Conference and Exhibition in Chicago.

It is exciting to see a former student growing a business and offering solutions to a real problem, said Tarek Sobh, University of Bridgeport Engineering School dean.

"Many companies end up having to buy multiple platforms or subscribing to multiple systems. It can be a headache," he said, crediting Chowdhary for piloting a company through the economic turmoil. "(Chowdhary's) effort and platform is timely. He is addressing a real problem. He's been at it for years."