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DeCode

The big fish of Snapfish

Darlington Jose Hector

Posted: Monday, May 24, 2010 at 1731 hrs IST

Tags: [Bala Parthasarathy](#) | [IIT Chennai](#) | [Shripati Acharya](#)



Bala Parthasarathy is one of those rare entrepreneurs who does not say he started his business out of passion for a particular idea. "The motive was to make a pot of

money," says the co-founder of Snapfish, a successful online photo service in the US, which he sold to HP in 2005. The deal fetched the founders over \$300 million. Today Bala is the managing director (Europe & Asia-Pacific) of Snapfish by HP, while the other co-founders have gone their separate ways.

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Bala was in the Bay Area in San Francisco in the late '90s and witnessed from close quarters the amazing buzz—it was a real gold rush, he says—of technology ideas and huge venture capital backing. "That was a great time in the Silicon Valley. Everyone had an idea and wanted to strike it rich. Myself and my partners (all of them Harvard...

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