



**MAHARANA PRATAP  
GROUP OF INSTITUTIONS**

Kothi, Mandhana, Kanpur

**DREAM | GROW | LEAD**

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“

Any time is a  
**GOOD  
TIME**  
to start a  
company

”

Ron Conway



# THE CATALYST

*Our Startup Hub!*

**INTERNATIONAL  
BUSINESS'S  
HOT POTATO**

**UPCOMING**  
Employment in the  
startup businesses

**STARTUP  
of the Month**



**Ishpreet Gandhi**

Founder & Managing Partner  
Stride Venture

ALL ABOUT STARTUP WORLD



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## ABOUT US

We are the ones to recognise the entrepreneurial fire in our students and fuel it with our added passion! We also understand that ideas without proper plans are just dreams waiting to get unrealised. At Catalyst - we turn the ideas into an action map comprising of short term and long term goals.

Once those are recognised, further breakdown of these goals is done with plans of action. Each action is provided a time frame and is mapped with the student's available time and effort. Without dreams you will never start and without consistency you will never finish. Therefore, we provide the path as well as the follow up actions required for a student's business plan.

The student is provided an opportunity to present their ideas in front of a panel and depending on the strength of the idea and the conviction of the student, funding is provided to the student by our panelists. The Catalysts are here to be the change-makers for our budding entrepreneurs and provide the paradigm shift required for their success!



# PRATAPIAN

## Entrepreneurs in making

### Mr. Priyanshu Upadhayay

#### Global Student Entrepreneur Awards

MPGI is proud of our young entrepreneur in making - Mr Priyanshu Upadhayay from B.tech 1st year - who is selected for the final round of GLOBAL STUDENT ENTREPRENEUR AWARDS organized by UP Government at Lucknow. The startup is called Ottoclick and it is a team effort of Priyanshu and two more of his friends.

Their idea is to renovate and turn your existing house into a dream house, where you can not only control your house automation conveniently but can also get a better and luxurious lifestyle. Ottoclick is a startup in home automation. As part of their startup's mission, they will resolve the main problem of energy and water wastage by creating a productive ecosystem leveraging the IOT and HOME-AUTOMATION sectors.



HBTU Kanpur has organized the Mega Entrepreneurship Conclave in which different startup entrepreneurs at the national level had participated. MPGI also participated with their two teams:

1. Fasal to Factory and
2. Drishti – Shrajan to Vision.

Fasal to Factory team focuses on the app. development for farmers to facilitate them in their easy liaisoning with the private companies. Drishti team focuses on the development of prototype idea for blind people to help them in their daily life. Both teams were shortlisted to present their ideas and were appreciated for their unique conclusive effort.

We are proud on our students for their unique effort towards skill development and to strive as an entrepreneur.



## Joint Secretary's Message

“When something is important enough, you do it even if the odds are not in your favor”

**Elon Musk**

Few professions have the power to create something from absolutely nothing whatsoever. Right now, you might have some crazy idea in your head to bring into the world. There's a good chance it's something that will have an impact on a large number of people, millions of people around the world. That was not something many could achieve even 20 years ago. Now it's possible for anyone, anywhere, we really use absolute, since I know what that means, but I truly believe the ability to start a startup can happen anywhere, it's certainly its difficult in poor countries, but it's still possible in our college with the help of guidance which we try to provide with the help of our highly trained teachers and staff.

## Gaurav Bhadauria

Joint Secretary, MPGI



# Prologue

The New Opportunity World is the go-to place to obtain all the most recent information on business-related news and developments. All business aficionados can read this magazine to find all important news and visually appealing startup work.

It consists of new ways to receive the financial support, today's rising stars, new ventures, technology upgradations, success stories along with corporate mistakes and challenges. You can learn about all of this under the moniker "NOW (New Opportunity World)".



## MPGI holds hands with IIT Kanpur

We have signed an MOU with Start-up Innovation, Incubation Centre, ("SIIC"), IIT Kanpur to encourage entrepreneurship in students.

Under the MOU, we wish to form a collaborative partnership to establish an incubation centre at MPGI for promoting research and development in various fields where the students and teachers of MPGI as well as others could develop some constructive ideas into prototypes and establish start-ups. Additionally, it will help faculties and students of MPGI to be trained to handle the sophisticated instruments available at SIIC to enhance their skills.

MPGI expects the initial assistance and guidance from SIIC, IIT Kanpur to develop a state of the art incubation centre at MPGI campus, dedicated towards research and development which will later help the alumni and current students and faculties as well as outsiders to translate their research ideas into successful start-ups.





# Estrellas Brillantes

EstrellasBrillantes is a Spanish word which means Shining Stars. When new businesses are founded, there are more prospects for employment, social welfare, money, and satisfaction, and the economy of the nation grows. We're excited to share with you here information about new businesses that launched in 2022 and offered the young and industrialization new strengths.

Name	Sector	Owner's Name	Economical Contribution
Snackpass	Ecommerce	Kevin Tan	\$23.1M
Securitize	FinTech	Arjun Wallia	\$78.8M
Meatable	Food and Beverages	Krijn de Nood, Daan Luining, Mark Kotter	\$1.6M
NuvoAir	Health Care	Lorenzo Consoli	\$5.2M
Eligma	Blockchain	Dejan Roljic	\$17.4M
xFarm	IoT	Matteo Vanotti	€3M
LEAD	edtech	Sumeet Mehta	\$1.1 Bn.
Darwinbox	IT	Chaitanya Peddi	\$72 Mn
DealShare	E Commerce	Vineet Rao, SourjyenduMedda, Sankar Bora and Rajat Shikhar,	\$1.62 Bn

## International STARTUPS



- Industry: AI**
- Funding: Undisclosed**
- Investors: Bill and Melinda Gates Foundation**

Surveying people has just got easier with SurveyAuto – one of the latest startups in the AI industry that collects precise survey results through geolocation, call records, hyperspectral imagery, and open street maps. SurveyAuto is the brainchild of Dr.UmerSaif, a Pakistani entrepreneur.

The startup is operational for the past two years but has recently received funding of an undisclosed amount from The Bill and Melinda Gates Foundation.

According to the CEO, Dr. Umar Saif, “SurveyAuto uses a crowdsourcing model and relies on machine learning to decide who reports data, where it is collected, and when and how often it is reported. This reduces cost and minimizes human errors.”





Why wait in line when you can simply order your food on your phone and pick your order when you get to the restaurant? It is even better than the 'drive-in' concept because you don't have to wait for even a minute.

Before Snackpass, the restaurant owners were worried about the customers not collecting their orders. With Snackpass, they don't have to fear anything. As soon as a customer places an order, the app automatically deducts money from his wallet. Simple, right?

Snackpass is now used in multiple universities across the US and is backed by some of the bigshots of the tech industry.



- **Industry:** Ecommerce
- **Funding:** \$23.1M
- **Investors:** Andreessen Horowitz



Securitize is a blockchain-enabled company that facilitates the capital markets by allowing traders to trade in private companies using trusted global solutions. The platform is secure and offers high-quality experience for investors. It is integrated with multiple US-based marketplaces, so traders can trade without any fear of losing their earnings. The company has received over \$26 million in funding and aims to become one of the biggest US marketplaces.

- **Industry:** FinTech
- **Funding:** \$78.8M
- **Investors:** Stripes



Coded Minds is a technology-education startup that aims to revolutionize the paradigm of tech education. Coded Minds focuses on methods. It starts with the problem and inculcates a practical, hands-on project-based curriculum.

The startup aims to focus on real-world issues and fix them using technology and innovation.

It is providing education to students of all ages in the Middle East, North Africa, Asia Pacific, South Asia, and the Americas. It believes that education is purpose-driven. That's why it empowers children and adults to be creative, innovative, entrepreneurial, and disruptive.



- **Industry:** EdTech
- **Funding:** AED10M
- **Investors:** Al Arabi Investments



- **Industry:** Food and Beverages
- **Funding:** \$1.6M
- **Investors:** Golden Angel Investors

Meatable is an organic meat production company that produces and sells lab-grown meat in the market. The founders of the company hold the point of view that current meat production is not capable of meeting future demands, and it is way too 'cruel' to kill animals for food.

Meatable picks a single cell from animals' bodies, and then develop the whole organ in labs. In the natural environment, this process will take three years, while this company can replicate the same process within three weeks.

Meatable may have found the answer to increased food security without compromising on taste, health, and of course the real meat.





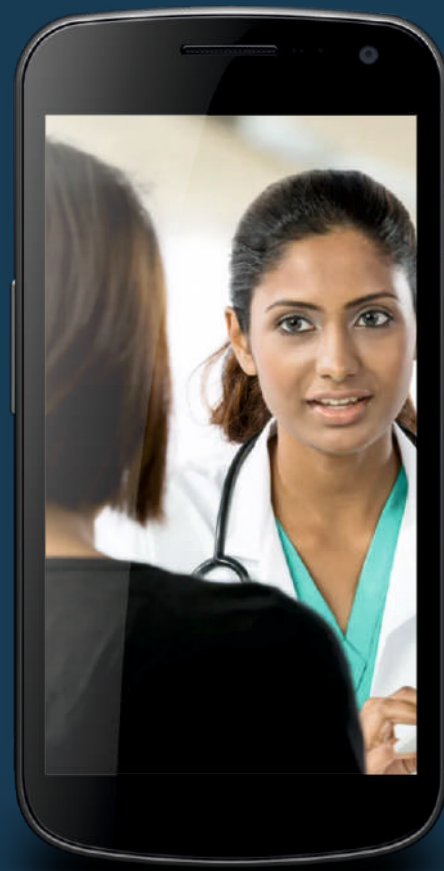
- **Industry:** Health Care
- **Funding:** \$5.2M
- **Investors:** Industrifonden

NuvoAir is your go-to platform for respiratory health tracking, improvement, and cure. The startup offers devices to track and monitor the respiratory health of individuals – young and old alike. This data is automatically transferred to the user's mobile app allowing him/her and the doctor to take relevant decisions and provide medical care based on accurate data. The platform is designed after extensive patient research and insights from leading pulmonologists and researchers. It aims to empower patients and caregivers around the world.

## Eligma

- **Industry:** Blockchain
- **Funding:** \$17.4M
- **Investors:** Bitcoin.com

Eligma is the new revolution in the blockchain and bitcoin sector. Have you ever thought about how you can use a cryptocurrency that isn't driven by public demand? That's where Eligma comes in. It is setting new standards for bitcoin in particular and blockchain in general. It is also the power behind Slovenia's latest Bitcoin City project. The startup aims to use blockchain technology to establish communication standards for crypto payment networks.



## X FARM

The agricultural business is becoming more complex due to legal requirements and product certifications. xFarm is a startup that aims to transform agricultural processes by leveraging digital technology. It provides innovative tools to support farmers and food supply chain, stakeholders.

The main focus of the organization revolves around convenience, intuitiveness, and adaptability for agricultural retailers. The digital ecosystem includes a free agricultural application, available on both mobile and desktop and integrated with advanced premium modules, an analytical dashboard dedicated to professionals and a line of IoT sensors selected, optimized and connected by xFarm.

- **Industry:** IoT
- **Funding:** €3M
- **Investors:** TiVenture



# 5 STARTUPS TO WATCH OUT



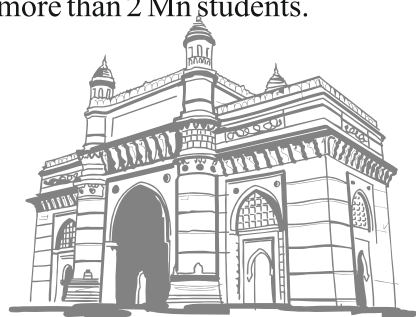




Mumbai-based startup LEAD was the first edtech startup to enter the Indian unicorn club in 2022. The company has raised \$100 Mn in a round led by WestBridge Capital and GSV Ventures in January positioning it at a valuation of \$1.1 Bn.

This was the company's fifth funding round, the last one coming in April 2021. LEAD School has raised a total of \$166 Mn in funding over 5 rounds. In 2021, edtech startups raised over \$4.7 Bn to emerge as the third-most funded Indian startup sector of 2021, with only ecommerce (\$10.7 Bn) and fintech sectors (\$8 Bn) attracting more investment.

LEAD is an edtech startup founded in 2012 by Sumeet Mehta and SmitaDeorah. The company enables schools to combine technology, curriculum, and pedagogy into an integrated teaching and learning system. It is the country's sixth edtech unicorn after BYJU's, Unacademy, Eruditas, UpGrad, and Vedantu. LEAD claims to have more than 5,000 schools from across 500 Indian cities on board, serving more than 2 Mn students.



Hyderabad-headquartered Darwinbox raised \$72 Mn in a funding round led by Technology Crossover Ventures (TCV) in January this year making it the third Indian unicorn minted in 2022. Existing investors like Salesforce Ventures, Sequoia India, Lightspeed India, Endiya Partners, 3one4Capital, JGDEV and SCB 10X also participated in the round.

Last year in January, it had raised \$15 Mn in funding led by Salesforce Ventures. It had raised another \$15 Mn from Sequoia Capital in 2019 and \$4 Mn in a Series A round in 2017. To date, it has raised a total of \$107 Mn in funding over 7 rounds.

Founded in 2015 by Chaitanya Peddi, Jayant Paleti and Rohit Chennamaneni, Darwinbox is a cloud-based HRtechstartup that enables enterprises to automate the entire employee lifecycle in one HR platform. It caters to companies' HR needs across recruitment, onboarding, core transactions (leaves, attendance, directory), payroll, travel and people analytics among others.

The company claims to have around 500 enterprises and large tech companies as clients in India and Southeast Asia, including the likes of Tokopedia, Indorama, Zilingo, Fave, Adani, Mahindra, Kotak, TVS, National Stock Exchange, Ujjivan Small Finance Bank, Swiggy, Bigbasket and others.

The global HRtech market was valued at \$22.89 Bn in 2020. It is projected to grow from \$24.04 Bn in 2021 to \$35.68 Bn in 2028 at a CAGR of 5.8% during the period. According to estimations, India accounts for \$3.6 Bn of that market in 2021.



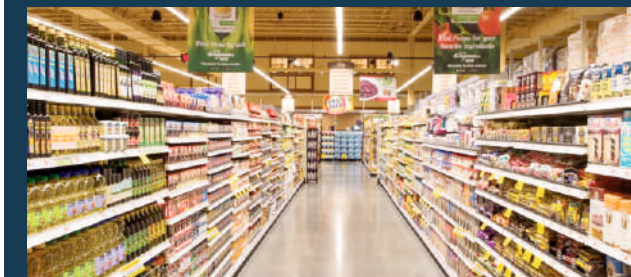
The Indian social commerce segment is poised to grow at a compound annual growth rate (CAGR) of 55%-60% to reach \$16 Bn-\$20 Bn gross merchandise value (GMV) by 2025. The segment's biggest milestone last year was Meesho's entry into the unicorn club.

2022 saw Dealshare entering the unicorn club at a valuation of \$1.62 Bn. The Bengaluru-based social commerce startup raised \$165 Mn in a Series E funding round. The round saw participation from existing investors, Tiger Global and Alpha Wave Incubation, alongside new investors, Kora Investment, DF International Partners and Twenty Nine Capital Partners.

With the current round, DealShare has raised around \$330 Mn to date. The startup's valuation has more than tripled since its last fundraise in July 2021. The startup's gross revenue has increased by 10X over the last year with an ARR of \$750 Mn for FY22.

Founded in September 2018 by Vineet Rao, Sourjyendu Medda, Sankar Bora and Rajat Shikhar, DealShare is a social ecommerce marketplace. It enables first-time internet users to shop online, targeting the middle-class population. The startup sells grocery and household essential products through social media and messenger platforms like WhatsApp.

It uses two ways to bring down the cost of essential products for the mass market segment — directly sourcing household items of lesser-known brands and selling products via community sales.



Pune-based ElasticRun was the first startup to enter the unicorn club in February. The Kirana commerce startup raised \$300 Mn in a fresh round of funding led by Masayoshi Son's SoftBank. It also saw the participation of New York-based Goldman Sachs, Prosus Ventures (earlier known as Naspers Ventures), Innoven Capital, and Abu Dhabi's Chimera Investment, a subsidiary of Abu Dhabi's Royal Group.

As per Inc42's estimates, the Series E round valued ElasticRun at around \$1.5 Bn. The new investment comes almost a year after it had raised \$75 Mn in a Series D funding round led by Avataar Venture Partners. The round also saw participation from Prosus Ventures, and Kalaari Capital among others. The round valued the startup at around \$400 Mn. This means that the latest funding has thrust the startup's valuation by 3.75X.

Founded in 2016 by Sandeep Deshmukh, Saurabh Nigam and Shitiz Bansal, ElasticRun's tech platform acts as an extended arm of FMCG companies' direct distribution networks in rural areas and enables these businesses to reach small Kirana stores in the hinterland. The startup also engages with banks and financial institutions to give them access to underserved SME customers from its Kirana network. Through data analytics, the platform also helps Kirana businesses sharpen their marketing strategy.



Uniphore became the 8th Indian startup to enter the unicorn club in 2022 after it raised \$400 Mn at a \$2.5 Bn valuation. The funding round was led by NEA and saw the participation of its existing investors.

The conversational automation unicorn was founded by Ravi Saraogi and Umesh Sachdev in 2008. The startup has combined conversational AI, workflow automation, and RPA (Robotic Process Automation) in a single integrated platform to transform and democratise customer experiences across industries.



The Pune-based startup is the latest entrant to the Indian unicorn club of 2022. It raised \$300 Mn in its Series F funding round led by private equity funds Blackstone Growth, TPG Growth and ChrysCapital. Existing investors, Investcorp and Norwest Venture Partners also participated in this round. Xpressbees' total funding touched \$500 Mn, putting the company at a valuation close to \$1.2 Bn. India now has four logistics unicorns including Delhivery, Rivigo and BlackBuck.

The investment comes almost two years after it had raised \$110 Mn in its Series E funding round from Investcorp, Norwest Venture Partners, and Gaja Capital. The round valued the startup at around \$400 Mn. This means that the latest round of funding has pushed Xpressbees valuation by 3X.

Founded in 2015 after being spun off from ecommerce giant FirstCry, Xpressbees is an ecommerce logistics company that offers express delivery services. It is present across 3,000 cities, serving over 20,000 pin codes, and delivers over 1.5 Mn packages per day.

Xpressbees currently has 100 hubs across India with over 10 lakh sq ft warehouse capacity and operates across 52 airports in the country. Firstcry also runs GlobalBees — a thrasio styled roll up company that entered the unicorn club last year.





# Startup of the month



## LetsVenture

Founded in 2013 by Shanti Mohan and Sanjay Jha, LetsVenture is a startup investment marketplace that enables investors to discover and invest in startups via its proprietary tech platform.

LetsVenture completed 360 deals in 2022. Among its notable investments during the year was its participation in the Series A funding round of homegrown quick service restaurant chain Burger Singh. Besides, it also backed feminine hygiene startup Sanfe and ecommerce rollup startup Evenflow.

In 2022, LetsVenture also partnered with the Ministry of Electronics and Information Technology to invest in early-stage startups under the government's SAMRIDH startup accelerator programme.



## AngelList India

Founded in 2009 by Naval Ravikant, AngelList allows investors to put in as little as \$1,000 alongside accredited backers through investment syndicates. It rolled out an India-focused venture and angel fund in 2019.

AngelList India participated in 285 funding deals in 2022. It backed B2B manufacturing and supply chain enablement startup Magma, content sharing startup SuperShare, coliving marketplace Crib, among others, during the year.



## Better Capital

Founded in 2018 and run by Silicon Valley entrepreneur Vaibhav Domkundwar, Better Capital is backed by founders, operators and investors from across the world. Former and current leaders at Meta, Google, Uber, LinkedIn, Tiger Global, TPG, and the World Bank are among its backers.

In 2022, Better Capital participated in 75 funding deals in the Indian startup ecosystem, including those of fintech startups Gullak and M2P Fintech and creator-owned marketplace startup HYPD.



## We Founder Circle

Founded in 2020 by Gaurav Sanghavi, Neeraj Tyagi, Bhawna Bhatnagar, Deo Saurabh and Vikas Aggarwal, We Founder Circle has backed over 70 homegrown startups till now. It has a wide network of 6,500 investors across 40 countries.

In December 2022, the investment firm launched two angel funds – \$24 Mn angel fund 'Invstt Trust' and \$30 Mn cross-border angel fund 'We Founder Circle Global Angels Fund'.

In 2022, it participated in 71 funding deals of startups. It led seed funding round of smart parking solutions platform ParkMate and pre-seed funding round of Uma Robotics. Besides, it also invested in foodtech startup Anveshan.



# Venture Catalysts

The Mumbai-based integrated incubator, set up by Dr Apporva Ranjan Sharma and Anuj Golecha, usually invests \$200K to \$2 Mn in early-stage startups. The investments are syndicated with participation from HNIs, family offices, and CXOs.

Venture Catalysts partnered with the Confederation of Real Estate Developers’ Associations of India (CREDAI) in 2022 to set up a \$100 Mn proptech fund to invest in early-stage and growth-stage startups working in diverse sub-sectors of real estate.

Venture Catalysts participated in 207 deals in 2022 to invest in investment tech startup AlgoBulls, spacetech startup Agnikul, intercity mobility startup Zingbus, among others.



# Sequoia Capital

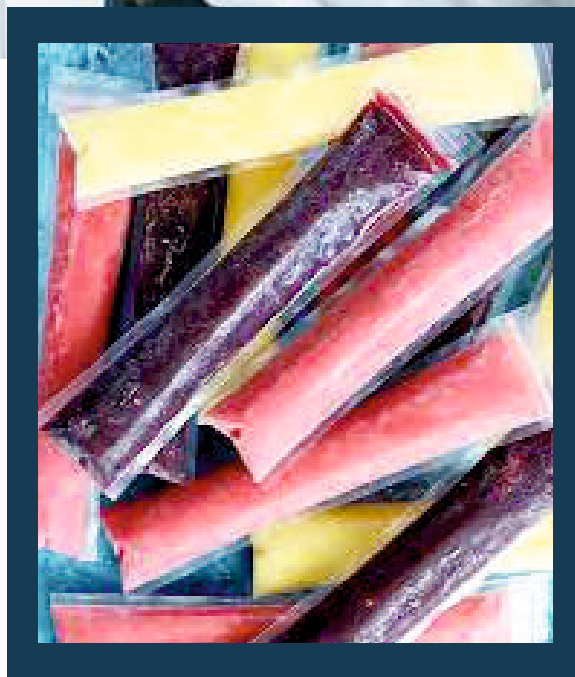
The US-based venture capital (VC) firm launched a \$2 billion early stage venture and growth fund for India in 2022. The fund’s closure was announced in June 2022. In 2022, Sequoia Capital completed 86 investment deals in India and backed startups such as SaaS unicorn Chargebee, B2B SaaS platform CleverTap, and Scaler Academy. 2022 was a difficult year for the VC firm’s India arm as its portfolio startups like BharatPe, Zilingo, and Trell were embroiled in controversies, raising questions about the corporate governance at its companies. Following this, Sequoia India released a blog post outlining how it looks at the corporate governance issues and “a set of proactive steps” to counter misconduct.

# Leader of the month

NAME	OWNER’S NAME	ACHIEVEMENTS
LetsVenture	Shanti Mohan and Sanjay Jha	In 2022, LetsVenture also partnered with the Ministry of Electronics and Information Technology to invest in early-stage startups under the government’s SAMRIDH startup accelerator programme.
Stride Ventures	Ishpreet Gandhi	In August 2022, Stride Ventures closed its second fund, Stride Ventures India Fund II, with a corpus of \$200 Mn to write cheques between \$4 Mn–\$5 Mn to 60-70 startups over a period of four years.
InnoVen Capital	Seviora (Temasek) and United Overseas Bank	InnoVen provides debt to startups in India, Southeast Asia and China. In 2022, it participated in 52 deals and invested in prominent startups such as MediBuddy, Rebel Foods, and Scripbox.
Inflection Point Ventures		In 2022, IPV launched \$50 Mn CAT II AIF Physis Capital for investing in select pre-Series A to Series B startups across commerce, consumer tech, social/ content creator, B2B SaaS and enterprisetech sectors.
100X.VC		In 2022, it made 45 investments in startups across sectors such as edtech startup Super Scholar and B2B SaaS startup ElevateHQ.
FAAD	Karan Verma and Dr Dinesh Singh	While it participated in 36 investment deals in 2022, investing in D2C eyewear startup ClearDekho, gaming app Quizzy, cloud kitchen startup Terra Food Co, among others.
Blume Ventures	Karthik Reddy and Sanjay Nath	In 2022, it backed 31 startups, including browser testing platform Lambdatest, Pixxel, and Jai Kishan.



# Indian new Business ideas



## ICE POPSICLES

The first all-shark agreement on the show was Skippi Ice pops from Hyderabad, a popsicle company. Ravi Kabra and Anuja Kabra, the husband and wife team behind the F&B business, were represented by Kabra Global Products Pvt. Ltd., which backed Skippi Ice pops.

The pair were living in Australia when Ravi's father died, forcing them to relocate to India.

They came up with a fantastic notion to make ice popsicles that Indians would easily identify with, owing to their own childhood memories. All the sharks were enthusiastic about the packaging and flavor of their ice popsicles.

The Kabras agreed that there was no other significant competitor in this market in India. All five sharks made a landmark offer to the Kabras. For 15 percent equity, they finalized a deal worth Rs 1 crore.

## HUMPY A2 MILK BY ORGANIC CARBON PVT LTD

Humpy A2 is a brand that produces real organic dairy products in Pune, founded by Vishal Chaudhari, Malvika Gaekwad, and Jaywant Patil. They specialize in A2-certified milk, which is devoid of any chemicals. For a 4 percent equity, their first demand was Rs 75 Lakhs. The sharks were ecstatic about their paneer, cheese, curd, and organic milk. Anupam and Namita backed out of the deal, while Peyush Bansal and Mama Earth's Gazal Alag made them a joint offer for Rs 75 Lakhs with a 10 percent equity stake. Vineeta eventually came on board, and the three investors completed a deal with the company for Rs 1 crore for 15 percent equity.



## BUMMER



Bummer, an Indian brand that specializes in comfort wear for men and women, has raised Rs 75 lakhs on Shark Tank India's latest season. The judges of the panel at Boat Electronics Aman Gupta—Founder; Namita Thapar from Emcure Pharma invested against total equity of 7.5%.

This comes as second-round funding after bagging \$180K through BeeNext last year, which is also based in Singapore. The money will be used for product development as well as expanding into new markets. This is a huge investment in the company's sustainability initiatives. They have been looking to deepen their commitment for some time now, and this funding will definitely help them do just that.

## COSIQ SKINCARE



It takes a lot for a four-month-old start-up to wow the sharks. CosIQ, created by Kanika Talwar and her spouse Angad, aims to establish itself as a major intelligent skincare company.

All the sharks appreciated the packaging and quality of their items. Their products are produced from clean ingredients using basic formulations, which is how they stand out.

The couple sought Rs 50 Lakhs for a 7.5 percent equity in their firm. After the initial ask was rejected, the pair eventually accepted a deal with Vineeta Singh from Sugar Cosmetics and Anupam Mittal for Rs 50 Lakhs against a 25% stake.



## KETO INDIA



Keto India, founded by Sahil Pruthi after undergoing personal hardship while his mother had brain surgery, is the only business that was offered a great offer from investors but refused it.

Pruthi founded Keto India in 2018. The company's app enables customized nutritional programs and assistance. The sharks were particularly enthusiastic about the young entrepreneur.

Keto India is a diabetes, PCOS, and thyroid disease management startup that wants to dispel common misconceptions about diets. Ashneer Grover, Peyush Bansal, Namita Thapar, and Aman Gupta collaborated to raise \$1.6 million in investment capital for Pruthi.

## THINKERBELLS LAB



Thinkerbell Labs' product Annie, presented by the cutest "brand ambassador" in Indian television history, is designed to make studying Braille enjoyable.

According to the product description, Annie is "the world's first Braille literacy device." The device aids visually impaired kids in self-teaching Braille without the assistance of a professional instructor.

The device has the potential to be a game-changer in terms of literacy for the blind. The team was able to raise Rs 1.05 crore from Peyush Bansal, Namita Thapar, and Anupam Mittal. Major Brands Jumped In On The Shark Tank India Meme Trend. Here Are The Best Shark Tank India Memes By Zomato, Domino's, and BlinkIt Even the Indian Government had their two cents to share. Blinkit, the Indian instant delivery service also chimed in with this amusing take.

## WHEY PROTEIN ICE CREAM BY GET-A-WHEY

The Shah family's impressive presentations, clear answers, and amazing tales instantly won over the investors with their fantastic communication abilities, articulated responses, and compelling anecdotes. They requested an investment of Rs 1 crore in exchange for an 8 percent stake in the firm.

Get-A-Whey is a millennial-focused ice cream company that focuses on health. Their ice creams are high in protein, have no sugar added, and are low in fat and calories when compared to other ice cream products on the market. It is currently present in Mumbai, Pune, Bengaluru, Jaipur, Hyderabad, Surat, Chennai, and Delhi-NCR. They raised \$1 million for 15% equity by obtaining an investment of Rs 1 crore from Ashneer Grover Aman Gupta and Vineeta Singh.



## STARTUP TECHNOLOGY

- **B2G \_ Short for Business** – to – Government and describes transactions with government entities.
- **Scalable** \_ Able to be changes in size.
- **Responsive Design** \_ This term refers to a website that changes on the type of device (table, phone, and laptop, desktop) used to view it.
- **Unique Selling Proposition** \_ A specific factor that differentiates your product or service from others.
- **Inbound marketing** \_ Digital marketing that includes podcasts, video, email, broadcasts, social media, eBooks and SEO.
- **A/B Testing** \_ Testing two versions (an A version A and a B version) to see which one performs better.
- **Bounce Rate** \_ How often people visit your website and without clicking on anything.
- **CTR** \_ Click through Rate tells you how many people are moving through your website toward purchasing your product or service.
- **Evergreen** \_ Content that is valuable to a consumer regardless of when it is read.
- **Friction** \_ Any aspect of your image, brand, product, or website that is hard to understand (causes friction between it and the consumer).
- **Infographic** \_ Content that combines words and images to make complex information easy to understand.
- **Sales Funnel** \_ The entire sales process as a whole.
- **TOFU** \_ Top Of The Funnel — refers to the initial stages of the sales funnel, where the consumer is looking for answers to a problem that may involve your product or service.
- **MOFU** \_ Middle Of The Funnel — refers to the middle stages of the sales funnel, where your business positions itself as the solution to the consumer's problem.
- **BOFU** \_ Bottom of the Funnel — refers to the end stages of the sales funnel, where a consumer is ready to buy.
- **User Experience** \_ The total experience — from purchase and beyond — a user has with your brand.
- **Run With It** \_ Take an idea and investigate it further.
- **Loop You In** \_ Include in the discussion.
- **Live And Breathe** It 24/7/365 \_ Work at something all the time to the exclusion of everything else.





## PARK EXO



**Founder Name:** Mr. Mohit Sangwan

**Sector:** Parking Solutions

**Founding Year:** 2021

**Connect:** PARK EXO

**Summary of Startup:** Park exo seeks to solve people's parking problems by allowing individuals to rent out the free parking places. They assist you with finding space, booking space, arriving, and packing.

## MECHANIC GURU



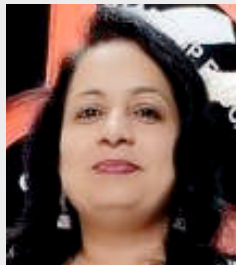
**Founder Name:** Mr. Gaurav Kshatriya, Mr. Kamal Bhatti, Mr. Prince

**Sector:** Automobile/ Car Service Aggregator

**Founding Year:** 2020 • **Connect:** MECHANIC GURU

**Summary of Startup:** Mechanic Guru is an Indian automobile vehicle service aggregator and one of the leading car workshop chains in India until 2020. They give price information, user ratings regarding partner vehicle workshops, as well as car inspection and pick and drop service. With a large choice of service workshops, they assist consumers in checking, comparing, and booking automobile services at reasonable prices in Gurugram.

## PM ENHANCE



**Founder Name:** Mrs. Parul Siddiqui, Mr. Mohd. Shahid

**Sector:** Educational and Training

**Founding Year:** 2020

**Connect:** PM ENHANCE

**Summary of Startup:** PM-Enhance is a one-stop shop for skill development course along with assistance for an individual's skill.

## MYIAAR INTERNATIONAL



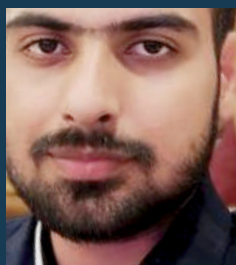
**Founder Name:** Mr. Mohammad Shahid

**Sector:** Handicraft

**Founding Year:** 2021 • **Connect:** Myiaar International

**Summary of Startup:** Myiaar International specializes in handcrafted jewellery. Every item tells a story about love and passion.

## G.D. PERFECT MATHS CLASSES



**Founder Name:** Mr. Gaurav Dawar

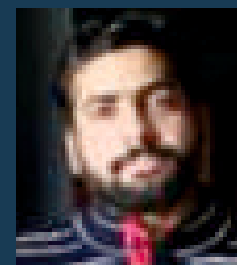
**Sector:** Education

**Founding Year:** 2020

**Connect:** Under Process

**Summary of Startup:** G.D. perfect classes offers math tutoring to students. Our YouTube channel provides maths tutoring, as well as methods to help you become an expert.

## BLARE GROUP



**Founder Name:** Mr. Suraj, Mr. Arvind, Mr. Himanshu

**Sector:** Software and Website Making

**Founding Year:** 2020

**Connect:** Blare Group

**Summary of Startup:** Blare Group, a thinker and creator of your service, offers high-quality business solutions.



## FUNDING IDEAS

### • BOOTSTRAPPING

One of the most common ways to get a business up and running is through “bootstrapping.” Basically, you use your own funds to run your business. This money may come from personal savings, low or no interest credit cards, or mortgages and lines of credit on your home. Getting a free credit report card will help you assess where you financially stand. Knowing this will help you figure out the interest rate you will get on loans, which can give you access to affordable credit.

### • INCUBATOR OR ACCELERATOR

Business accelerators and incubators have sprung up all across the country, particularly near colleges with a strong business program. These spaces are part communal workspace and part mentorship development centers. Young businesses can get a great start here while partnering with some amazing people.

### • CROWDFUNDING

If you have a sexy idea and you’re great at social media, crowdfunding might be an option. When websites like Kickstarter and Indiegogo first started, there were a number of businesses that had great success pulling together funding through their reach.

### • SMALL BUSINESS GRANTS

The Small Business Administration as well as other organizations sometimes offer grants to small businesses that are run by women, minorities, or veterans. If you fit into one of these categories, it’s worth speaking to your local SBA chapter, or Chamber of Commerce, to see if there’s local grant money that you may be able to apply for.


### • LOCAL CONTESTS

Let’s face it; unless you have an incredible idea and a strong business history, you’re probably not going to make it onto Shark Tank. Many local COCs and SBAs have decided, however, to run local Shark Tank style competitions. Since these are more locally focused, often requiring that a business operates in a particular area in order to enter, they may be less competitive.

They are also a great way to practice your pitch for other investors. Generally, you won’t lose anything but time for trying. And even if you’re not the number one choice, you may spread awareness of your business.



# International Business’s HOT

uniphore 

Uniphore became the 8th Indian startup to enter the unicorn club in 2022 after it raised \$400 Mn at a \$2.5 Bn valuation. The funding round was led by NEA and saw the participation of its existing investors.

The conversational automation unicorn was founded by Ravi Saraogi and Umesh Sachdev in 2008. The startup has combined conversational AI, workflow automation, and RPA (Robotic Process Automation) in a single integrated platform to transform and democratise customer experiences across industries.

## FINEST inventiveness

