



# IIML EXPRESS

The latest news and updates from IIML Incubator

Hello!

We're back with L Express Volume VI (2021).

Today's digital era signifies prominent technological advancements. This technological revolution propelled many promising tech startups that created futuristic tech-enabled products to ease our lives. With their competitive edge as advanced technology, these tech startups are flourishing and empowering our nation. To date, 63 startups in India have been recognised as unicorns while out of which 8 are tech startups. India has the 3rd largest startup ecosystem in the world where 2-3 tech startups are born every day. In 2021, Indian startups received USD 16.9 billion of venture capital funding.

We, at IIML EIC, are contributing to the nation's progress by helping startups establish. IIML EIC empowers startups by facilitating them with high-end technological infrastructure like AI & IoT labs. We also conduct webinars and training sessions to guide startups in the right direction.

IIML Incubator undertakes multiple initiatives to uplift startups.

Read further about our new initiatives, training programs in the issue.

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## Prakriti Artificial Intelligence & IoT Labs Inauguration Ceremony

### Prakriti - The idea behind the name

The word Prakriti is created by joining two root words, 'Pra' and 'Kriti'. 'Pra' means the first, and 'Kriti' means creation. So, it is the principle of the first creation. In the Indian philosophical system, Prakriti is considered the basis of all creations. Prakriti has the power to manifest itself through gross objects of the world, which are palpable to our senses. The manifestation happens when the right environment is present. In the absence of such an environment, the creation is not visible even if potentiality is present. We decided to thoughtfully select the name of our lab owing to our intent in creating it, which is to provide the right environment to our incubatees so that creation may manifest.

We are overwhelmed to share with our colleagues, esteemed IIM Lucknow fraternity and partners that IIM Lucknow EIC inaugurated its Prakriti Artificial Intelligence & IoT Labs on 15<sup>th</sup> August 2021 at the IIM Lucknow Noida Campus. IIM Lucknow EIC has launched these Artificial Intelligence & IoT labs to empower startups and aspiring entrepreneurs with AI & ML capabilities for revving up their businesses. The inauguration marked a significant milestone in the EIC's journey of growing and supporting incubated startups.

## DID YOU KNOW?

- India currently houses the world's third-largest startup ecosystem, with 38 unicorn firms being valued at over \$1 billion.
- Startup jobs rose to Rs. 1.75 lakhs in 2020.



## A Glimpse of the Event

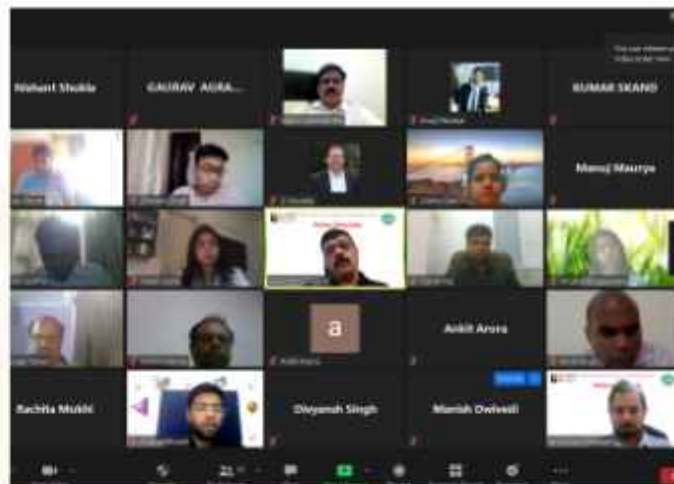
The event began with a welcome speech by Prof. Anadi S. Pande, the Faculty In-Charge & Director of IIML EIC, followed by the Lamp Lighting ceremony. Prof. Kaushik Bhattacharya, the Dean of IIM Lucknow Noida Campus, lit the lamp on behalf of Prof. Archana Shukla, the Director of IIM Lucknow, who connected virtually to the event.



The esteemed dignitaries present were Prof. Anadi S. Pande, Prof. Kaushik Bhattacharya, Mr. Rounaque Mustafa, Mr. Arunodaya Bajpai and Ms. Ruchi Chadha of IIML EIC cut the ribbon to signify the inauguration. Later, the guests hallmarked an auspicious welcome to the Prakriti Artificial Intelligence & IoT Lab with the DGX machine to the IIML EIC facility. An uplifting speech by Prof. Archana Shukla graced the occasion.

## Organised Pitch 5.0

IIML Enterprise Incubation Center conducted a 3-day virtual workshop and pitch session program. In the workshop, 27 Startups were shortlisted in the 1<sup>st</sup> round. They got a chance to present their business plan for incubation support at IIML Enterprise Incubation Center. After a thorough assessment of the business plans submitted by the shortlisted startups, the jury panel of IIML EIC selected 5 startups for incubation support at IIML EIC. Following is the list of selected startups:



**SNN Eduworld Pvt. Ltd. "APTCODER"** – Access the Potential, a Next-gen Literacy live interactive learning platform that enables users from standard 1<sup>st</sup> to 12<sup>th</sup> to leverage the technologies required by the future generation. Through this platform, users will get to learn AI, ML, IoT, XR based coding. It will help them become early age entrepreneurs.

**Aitra Development Pvt. Ltd. – Mudda** connects people to their administration to raise their social issues in their localities. The portal will let you be vocal for local and raise your social issues to the responsible authority.



[www.mudda.in](http://www.mudda.in)



[www.farmersfamily.in](http://www.farmersfamily.in)

**Satoguni Swadeshi – "Farmer's Family"** - Farmers Family is an end-to-end Fruit & Veggies (FV) regional grocery retail business of fresh products based in Delhi and NCR. The company is promoting fresh fruit, vegetables, and its own branded grocery retail business with quality and consistent supply as its cornerstone.

**Eswasthalya Healthcare Pvt. Ltd. – "Swasthu"** is a platform developed by healthcare professionals with experience in digital health, delivering healthcare awareness & developing content digitally. Their product helps people make structured decisions about their health problems. They have developed a delivery platform that enables sharable disease-specific content.

[www.swasthu.com](http://www.swasthu.com)



**Aero Telcom Solutions Pvt. Ltd.** helps expand businesses with the power of digital transformation and digital experience services. SearchMyTenders, one of Aero Telcom's signature products, is an AI-powered tender searching tool that delivers relevant tenders to the user's inbox. With more than 10,000 tenders issued daily across 1500+ websites. Aero helps you in getting speedy access to the tenders of your choice."

## Organized Investor Meet session

IIML Enterprise Incubation Center organized an Investor meet session for incubated startups in IIML EIC. In the event, 7 startups participated with Mr. Dhiyanu Das (Alfa Ventures), who interacted with the startup founders personally. He further guided the founders on how to regulate their business strategy to generate a significant amount of revenues.

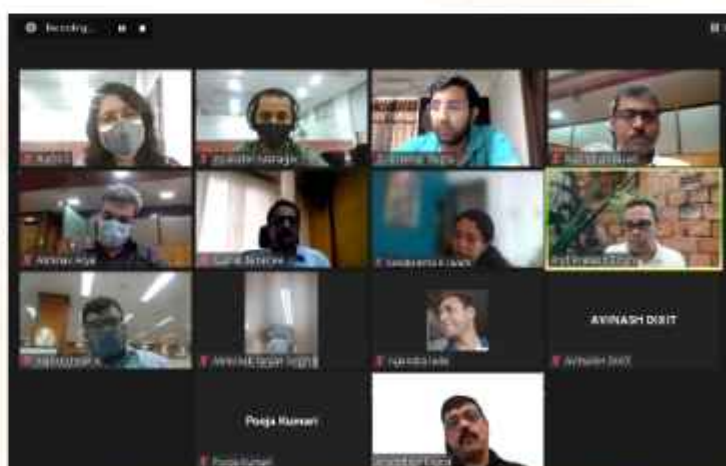


### DID YOU KNOW?

- As of June 2021, 50,000 startups across India have been established
- Indian startups have received funding of nearly \$6.5 billion in the April-June quarter in the year 2021

## Organised Training Session for HPCL & BHEL

IIML Incubator hosted an insightful and functional training program on corporate venturing for HPCL & BHEL. The training session was led by industry experts like Mr. Rounaque Mustafa, who shared his valuable knowledge on Models of Corporate Venturing. Prof. Prakash Singh enlightened with DCF Model & Valuation, Mr. Sushil Singh spoke on Blending Theory with Practice, Mr. Jatin Srivastava shared his insights on Legal Due Diligence &



Introduction to the Term Sheet, and Mr. Sameer Rastogi shared his wisdom on Decoding of Typical SSSHA. It was a highly inspiring session that all enjoyed and took valuable learnings home.

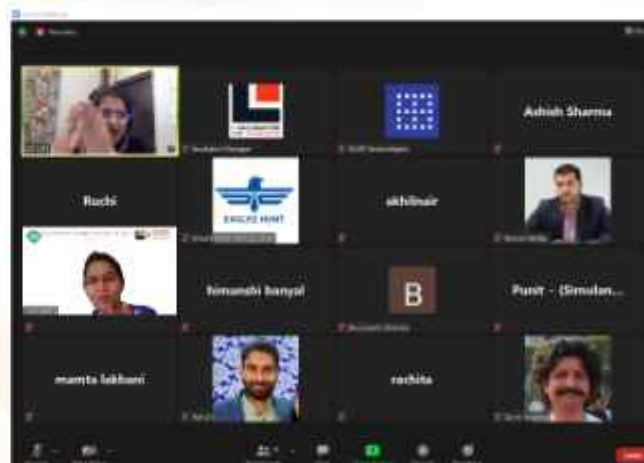
## Introduced Mentoring Programs

Conducted several mentoring programs for incubated startups by various renowned Industry Speakers on topics like Smart Business Modeling, Business Plan Nurturing, Building businesses for extended posterity vs instant prosperity, Marketing tools & frameworks for Business Storytelling, Growth Hacking, etc.



## LinkedIn Bootcamp Held

IIML EIC organised a LinkedIn Bootcamp in association with Divya Shlokam for incubated startups and their teams to enhance their knowledge in using this professional website to their benefit by strengthening their business networks. They also provided simple tips to advance their reach and increase the number of followers on their professional business pages.



## MoUs signed with

### IIM Lucknow Alumni Association

a. IIM Lucknow Incubator and IIM Lucknow Alumni Association signed (MoU – A Platform agreement) to support and facilitate one another in promoting entrepreneurship and innovation. IIM Lucknow alumni Mr. Vineet Chauhan (President Alumni Association), Mr. Anshu Parasher and Mr. Rasam (CEO, IIML Alumni Association) spent time with the



Incubator teams. They also interacted and shared their valuable insights with them to give shape to this strategic initiative. The broad areas of engagement are:

- i. Incubation to IIML alumni entrepreneurs
- ii. Mentors Pool from Alumni Network
- iii. Seed / Angel funding support from alumni
- iv. Education and Seminars
- v. CSR fund mobilization

b. IIML-EIC and IIML Alumni network may engage in any other relevant activities about the promotion of innovation, entrepreneurship, raising startups funding and training, etc.

### ICICI Bank Limited

The MoU was signed between IIML EIC and ICICI Bank Limited on 11<sup>th</sup> June 2021 on the following common grounds.

1. Joint Promotion of Fintech Startups
2. Financial and banking support to existing incubated startups
3. Provide startups with training and mentoring support



This initiative will help Fintech Startups to get much-needed fillip through various modes of promotions. Under this MoU, startups that have been incubated by IIML will get solid financial and banking support to strengthen their financial state. Moreover, startups will also get a unique opportunity, where startups teams will receive well-versed training and mentoring support from finance experts, which will help them channelize their startup in the right direction. These training sessions will further add value to the aspiring startups and their teams.

## Bharat Heavy Electricals Limited

The MoU was signed between IIML EIC and BHEL on 15<sup>th</sup> June 2021 on the following common grounds.

1. Assist BHEL as a mentor Institution for developing and managing BHEL start-up programs
2. Organizing & Conducting Joint Incubation, Startup Cohort and Accelerator Programs
3. Supporting IIML EIC for promotion of innovation and entrepreneurship in the country for creating larger social impact



This promising collaboration will furnish mutual benefits for both BHEL and IIML. Under this initiative, IIML will act as a mentor institution for BHEL to assist and guide startup programs under BHEL. IIML will organize Start-up Cohort and Accelerator Programs as a part of the initiative. Thus, BHEL will support IIML EIC to promote innovation and entrepreneurship programs across the country.

## JETRO's visit at IIML EIC

Japan External Trade Organization (JETRO) is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.

IIML EIC had a positive interaction with Japan External Trade Organization on the following common grounds.

- Obtaining Funding from Japanese Investors for our Incubatee Startups
- Creating inroads to expand Indian startup businesses into Japanese Markets
- Conducting joint training programs for our Incubatees to avail the rich Japanese technical expertise, competency and skill Development



This interaction will be helpful for incubatee startups to transcend their reach overseas. Moreover, incubatee startups will be financially and technologically strengthened as they will receive funding from Japanese Investors and technical knowledge from seasoned Japanese experts.



## Our Incubated Startups

 Techny Birds Learning Toys Pvt Ltd	 VDT Pipelines Integrity Solutions Pvt Ltd	 Your say Pvt. Ltd.	 Constems-AI Pvt Ltd	 Decoding Youth Talent Pvt Ltd.	 Target Plus Education Pvt Ltd	 Aero Telkom Solutions Pvt. Ltd
 Letzpay Pvt Ltd	 Frink Digital Pvt. Ltd.	 Skilancer Solar Pvt. Ltd.	 Tagum Consulting Pvt. Ltd.	 Rarr Technologies Pvt. Ltd.	 abhicure technologies Pvt Ltd.	 Satoguni swadeshi Utpaad Pvt Ltd.
 Aitra Developments Pvt. Ltd. (Mudda)	 YGWYN Pvt Ltd (Greenwork Force)	 E swasthalya Pvt. Ltd.	 Jan-Elaaj Healthcare Pvt. Ltd.	 Deliverfuels Pvt. Ltd.	 SNN EDU World Pvt. Ltd.	 Aadrila Technologies Pvt. Ltd.
 Alen Turing Systems Pvt. Ltd	 Farms to Family	 Cattle Health Monitoring Solution	 Logicladder Technologies Pvt. Ltd.	 EFOS Edumarketers Pvt. Ltd.	 Simulanis Solutions Pvt. Ltd.	

## Our Associates and Partners

#startupindia	Indian Angel Network	Department of Science & Technology	ICICI Bank	BHEL	teri	IIM Lucknow
GAIL	START INUP	Google for Entrepreneurs	India Parts	amazon web services	GOVERNMENT OF UTTAR PRADESH	NFL
NSTEDB	CA	HP	ONGC	TECHN PARK	IIT KANPUR RESEARCH & TECHNOLOGY PARK FOUNDATION	