Launching and Sustaining Start-Ups
Developing Entrepreneurs for Tomorrow

Team Igniters

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Introduction:

A startup is a new business that aims to provide a product or service to solve a specific problem. Startups are usually started by 1-3 founders who focus on developing a product, service, or platform. They aim to make a significant impact for their customers or clients in a short period of time and to expand production rapidly
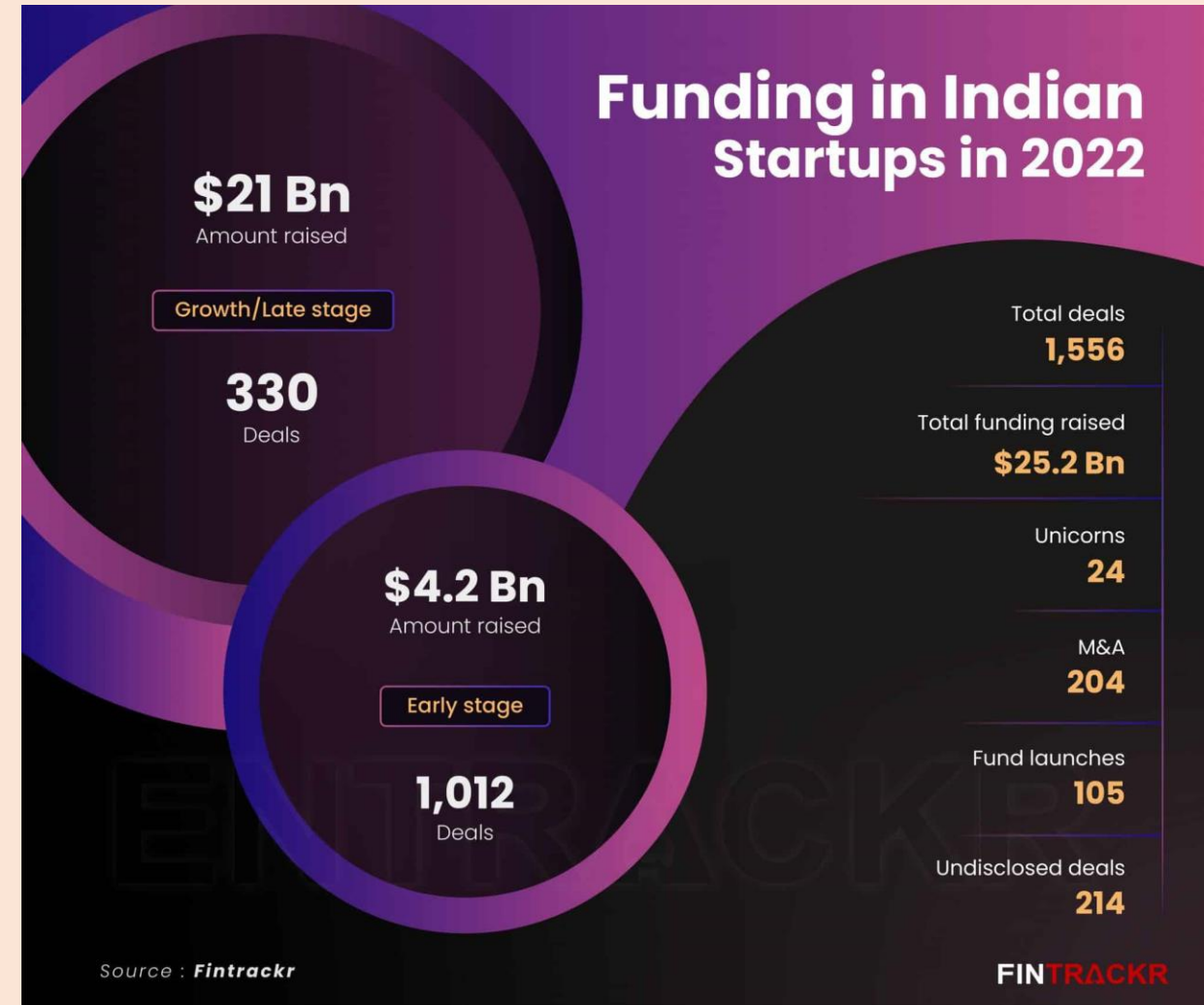
2016 - 452 numbers
2022 – 84012 numbers
Oct 2023 – 112718 numbers
Capital invested: Till Oct 2023, over $141 billion
Valuation: Indian startups combined valuation of $500 billion
Unicorns: India has over 110 unicorns

Funding in Indian Startups in 2022

$21 Bn
Amount raised

Growth/Late stage

330
Deals

$4.2 Bn
Amount raised

Early stage

1,012
Deals

Total deals
1,556

Total funding raised
$25.2 Bn

Unicorns
24

M&A
204

Fund launches
105

Undisclosed deals
214

Source : Fintrackr

FINTRACKR

Unicorn is a term used in the venture capital industry to describe a privately held startup company with a value of over $1 billion.

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Introduction:

Our Approach:

- **Try to pick up unique start ups**
- **Select from various sectors**
- **Have internal meetings**
- **Decided to have common format for Research Paper and Presentation**
- **As suggested we are presenting in Infographics**
- **We have also used 5Ts as much as possible, from Anupam Mittal of Shark Tank**

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WATCHOUT WEARABLES

- **What-** Smart Watch
- **Who-** Abhishek Bheti
- **Where-** Mumbai

Current State
- Technical team
- Total market
- Technology

Key Statistics
- **Revenue-** INR 1Cr (2021)
- **Profit/Loss-** Profitable
- **User Base-** 300 units/month

Competitors
- FitBit
- Whoop

Challenges
- Technological limitations
- Health & Safety concerns
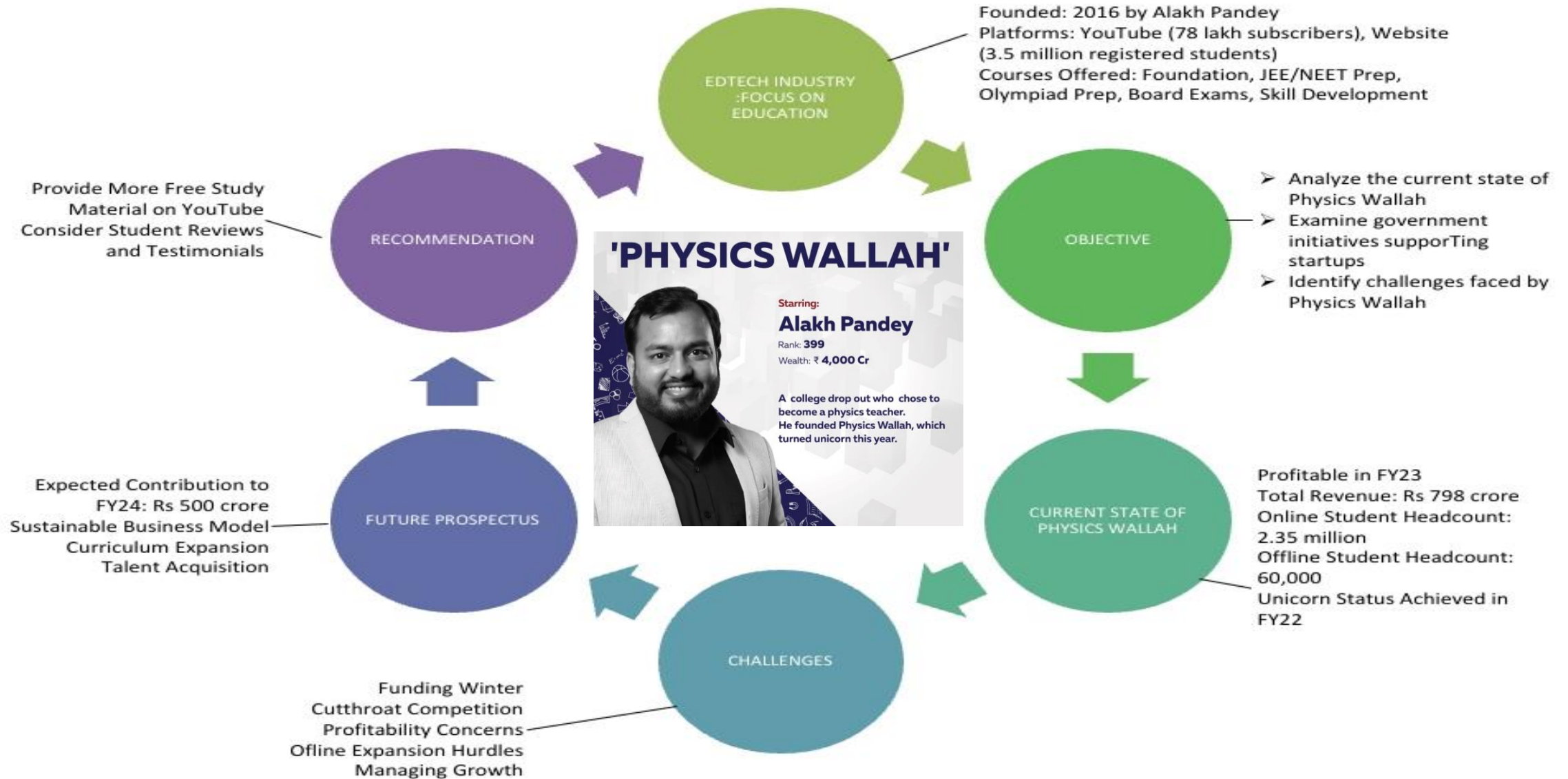- User adoption behaviour
- Fashion & design challenges

Conclusion
- Easy to wear
- Blend of functionality, style & healthcare
- Challenges faced to gain acceptance

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Emerging Trends And Challenges In The Indian Startup Ecosystem

EDTECH INDUSTRY :FOCUS ON EDUCATION

Founded: 2016 by Alakh Pandey
Platforms: YouTube (78 lakh subscribers), Website (3.5 million registered students)
Courses Offered: Foundation, JEE/NEET Prep, Olympiad Prep, Board Exams, Skill Development

OBJECTIVE

- Analyze the current state of Physics Wallah
- Examine government initiatives supporTing startups
- Identify challenges faced by Physics Wallah

RECOMMENDATION

Provide More Free Study Material on YouTube
Consider Student Reviews and Testimonials

'PHYSICS WALLAH'

Starring:
Alakh Pandey
Rank: **399**
Wealth: ₹ **4,000 Cr**

A college drop out who chose to become a physics teacher. He founded Physics Wallah, which turned unicorn this year.

CURRENT STATE OF PHYSICS WALLAH

Profitable in FY23
Total Revenue: Rs 798 crore
Online Student Headcount: 2.35 million
Offline Student Headcount: 60,000
Unicorn Status Achieved in FY22

FUTURE PROSPECTUS

Expected Contribution to FY24: Rs 500 crore
Sustainable Business Model
Curriculum Expansion
Talent Acquisition

CHALLENGES

Funding Winter
Cutthroat Competition
Profitability Concerns
Ofline Expansion Hurdles
Managing Growth

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CYCLOPS MEDTECH PVT Ltd

CYCLOPS

INTRODUCTION

- Founding Year: **2015**
- Focus: Innovative medical technology solutions

OBJECTIVES

- Advance Diagnostics
- Improve Treatment Outcomes
- Enhance Efficiency
- Research and Development
- Global Impact

FINANCIALS AND EMPLOYEES

- Estimated Annual Revenue: $550K
- Total Funding: $1.25M
- Employees: 25

DECODING STARTUP SUCCESS: THE 5 TS GUIDE

Technology Innovation:
- AI-driven diagnostics
- Telemedicine
- *Team Collaboration:*
- Interdisciplinary professionals
- *Targeted Market Strategies:*
- Tailored solutions
- *Time-to-Market Efficiency:*
- Swift product development
- *Traction and Scalability:*
- Strategic market entry

REVENUE STREAMS

- Product Sales
- Subscription Models
- Licensing and Partnerships
- Consulting and Training Services
- Data Analytics and Insights
- Telehealth Services

CHALLENGES

- Regulatory Compliance
- Data Security and Privacy
- Integration with Existing Systems
- Market Competition
- Technological Advancements

FURTURE PROSPECTS

- Innovative Technologies
- Global Expansion
- Strategic Partnerships
- Data-driven Healthcare Solutions
- Focus on Preventive Healthcare
- Patient-Centric Solutions
- Regulatory Advancements
- Continuous Research and Development

RECOMMENDATION

- REVIEW FINANCIAL REPORTS
- EXPLORE PRODUCTS AND TECHNOLOGIES
- VERIFY REGULATORY COMPLIANCE
- RESEARCH MARKET POSITION
- EVALUATE PARTNERSHIPS
- ASSESS INNOVATION AND R&D
- CHECK CUSTOMER TESTIMONIALS
- EVALUATE LEADERSHIP TEAM
- REVIEW FUTURE ROADMAP
- STAY INFORMED ABOUT INDUSTRY TRENDS

CONCLUSION

- PROMISING PLAYER IN HEALTHCARE TECH
- COMMITMENT TO QUALITY AND INNOVATION
- CHALLENGES ACKNOWLEDGED
- ONGOING MONITORING FOR A DYNAMIC UNDERSTANDING

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Health & Wellness (Netmeds)

ABOUT COMPANY

1. Trusted online pharmacy in India.
2. Quality medicines at affordable prices.
3. Serving over 9 million clients.
4. Nationwide coverage - PAN India.
5. Easy online ordering process.

OBJECTIVE

1. Evaluate current startup landscape.
2. Identify growth catalysts for startups.
3. Examine government support for startups.
4. Assess challenges specific to assigned sector.

CHALLENGES FACED

1. Marketing issues
2. Challenges of Delivery Post Covid-19 Lockdown
3. Going Cashless
4. Providing Medicines in Bulk
5. Managing Initial Business Logistics
6. Product Delivery
7. Building a Customer Base

FUTURE PROSPECTUS

1. Collaboration for targeted patient populations
2. Expand warehouses for fulfillment
3. 14 distribution centers operational
4. plans for 16 more facilities
5. Emphasis on data analytics

RECOMMENDATIONS

1. Hydration Boost: Encourage regular water intake.
2. Active Breaks: Promote short movement breaks.
3. Nutrient-Rich Choices: opt for wholesome, balanced meals.
4. Stress-Busting Practices: Advocate mindfulness and relaxation.

netmeds

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CARBON CLEAN SOLUTIONS ∞

ABOUT COMPANY
- Founded in 2009.
- HQ: London, offices in India, Spain, and the US.
- Aniruddha co-founded Carbon Clean in 2009

OBJECTIVE
- Emission Reduction
- CO2 Management
- Create Green Jobs
- Protect Ecosystem

CHALLENGES FACED
- Cost, Efficiency, Scale, Infrastructure,
- Public Perception
- Regulatory Frameworks
- Technological Innovation, Long-term Storage.

FUTURE PROSPECTS
- Ongoing R&D
- Increasing investments
- Supportive policies.

RECOMMENDATIONS
- Encourage renewable energy
- invest in CCS technologies,
- promote alternative fuels,
- Enhance energy efficiency, explore innovative methods,
- Implement carbon pricing,

CCS | Carbon Clean Solutions

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SaveEat

Title: Launching and Sustaining Startups –Startups contributing to social Issues

In recent years, an emerging trend in the startup ecosystem revolves around addressing social issues and promoting activism. They use smart & new ideas to solve things like helping environment , social justice, and equality. Their mission goes beyond profit-making, emphasizing positive impact and meaningful change , As more people want businesses to be socially responsible , these startups are important for making future better.

Few of notable Indian startups contributing to Social Issues & Activism in India:

Save Eat Foods Private Limited	Goonj
Greensole Footwear Private Limited	Greenway Grameen Infra Private Limited
Bhumi	

Save Eat Foods Private Limited

SaveEat is an app-based platform, India's first food saving app that enables eateries to promote their food items to a larger wallet-conscious customer segment to mitigate the increasing concern of food surplus in India.
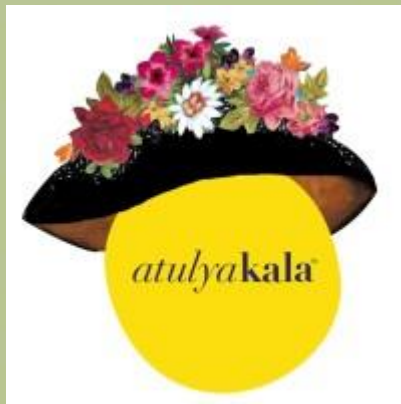
SNEH PATEL is the founder of India's first food saving app – SaveEat.

This startup could let help the restaurants to save food as well as money and help the planet

SaveEat

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ART & CREATION (ATULYAKALA)

ABOUT COMPANY
social enterprise and India's first deaf-run lifestyle brand mission is to create opportunities for deaf artists to grow, learn, share, and live with dignity and pride.

OBJECTIVE
Empowering the deaf community Providing livelihoods to hearing-impaired individuals. Supporting the education of a hearing impaired child in a school for the deaf. Increasing employment opportunities for the deaf by aiding their education

CHALLENGES FACED
Atulyakala has faced challenges with funding and product lines. The young organization has also had to deal with financial constraints.

SUCCESS FACTOR
TEAM, HARDWORK, KINDNESS

COMPETITORS
Homelett, FabFurnish, SmartHome NX, Home4u, Green Interio, Varee

Presented by atulyakala

Learn to speak with hands.

From the experts of Indian Sign Language

Smriti Nagpal
Neeraj Agarwal
(Trainer)

500+ Hours of sessions | 10+ years experience | weekend course

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Economics

Launching and Sustaining startups- Startup sectors contributing to India's $5 Trillion Economy Goal - A Comprehensive Study

Technology Sector

One of the critical ways Startups are contributing to India's $5 trillion economy vision is through their foray into cutting-edge technologies. "From advanced battery technologies, electric vehicle components, and self-driving technology to charging infrastructure, Indian Startups are driving the **EV space**. Apart from this, it's a diverse landscape encompassing various sectors, including FinTech, EdTech, E-commerce, Social Networks, FoodTech, Logistics, Media, Entertainment, D2C Brands, SaaS, and HealthTech.

Example Swiggy- Foodtech

Electronic Vehicles (EV) Sector

Startups are helping the EV space to create a sustainable ecosystem in collaboration with the government to further boost the transition. Today, over 486 EV startups are exploring opportunities and challenges in charging infrastructure, battery recycling, and energy storage solutions to enable green mobility in the country.

Example- Ather Energy

FinTech Sector

It is one of the most disrupted sectors in India with more than 87% adoption rate

"The fintechs have included consumers from Tier 2, Tier 3, and rural areas, strengthening the overall financial technology market opportunity, which is estimated to reach $1.3 trillion by 2025." Example-

Healthcare Sector

There are numerous innovative ideas focused on better patient management, patient data analysis, and insurance claim management that startups are addressing to boost the healthcare sector in India. "Current trends further suggest a 45.06% increase in the total investments in health tech startups.

Example- Pharmeasy

PSYCHOLOGY AND MENTAL HEALTH

wysa

Founding Visionaries

- Jo Aggarwal (Clinical Psychology)
- Ramakant Vempati (Tech Expert)

User Interaction Dynamics

- AI-powered emotional support via an "AI penguin.
- Anonymously guided AI conversations for stress depersonalization
- Users open up to AI 3x faster than to therapists

Success Factors

- Total Market
- Team
- Timing
- Technology
- Traction

Challenges Faced

- User Trust and Privacy.
- Clinical Validation.
- Stigma and Perception
- Competition in a growing market

Future Strategies

- Advancements in AI and Personalization
- Continuous User Feedback
- funding to prioritize employee mental health initiatives.

Financial Snapshot

- Estimated Annual Revenue: $11.7M.
- Revenue per Employee: $75,250.
- Total Funding: $9.4M.
- Employee Count: 155.

Recent Milestones

- Raised $20M in Series B funding.
- FDA and NHS certifications
- Top 3 in mental health app studies

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Introduction:
IDEO, founded in 1991, is a global design and innovation company known for human-centered design and creative problem-solving.

Key Facts:
- Offices worldwide, including Palo Alto, San Francisco, New York, London, Munich, Shanghai, and Tokyo.
- Founders: David M. Kelley, Bill Moggridge, and Mike Nuttall.
- Approach: Human-Centered Design and Design Thinking.

IDEO Labs:
- Open IDEO: Global challenge-solving platform.
- IDEO U: Online design thinking courses.

IDEO Methodology:
- Inspiration: Research and observation.
- Ideation: Creative brainstorming.
- Implementation: Prototyping and testing.
- Impact: Delivering positive solutions.

Core Values:
- Empathy: Understanding user needs.
- Collaboration: Cross-disciplinary teamwork.
- Experimentation: Continuous learning and iteration.

Client Testimonials:
- Quotes from satisfied clients praising IDEO's transformative and collaborative approach.

Conclusion:
IDEO continues to lead in design and innovation, shaping the future with its human-centered, collaborative, and experimental ethos.

IDEO LAB
CREATIVE IDEAS BEGIN HERE

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A SPOTIFY STORY

INDIAN STARTUP LANDSCAPE

- - Vital force for economic growth.
- - Government initiatives support entrepreneurship.
- - Thriving Entertainment and Media sector.

SPOTIFY OVERVIEW

- - Founded in 2006 in Sweden.
- - Global on-demand music streaming giant.
- - €11.7 billion revenue in 2022.

SPOTIFY IN INDIA

- - Tailors content for diverse Indian music tastes.
- - Strategic market differentiation.
- - Focus on affordability and local partnerships.

CURRENT STATE OF SPOTIFY

- - Operates in 171 markets globally.
- - Led by industry experts.
- - Advanced technology with millions of users.

CHALLENGES FACED BY SPOTIFY

- Funding constraints.

- Talent acquisition challenges.

- Regulatory hurdles and competition threats.

FUTURE PROSPECTS

- Diversification beyond music streaming.

- Strategic partnerships for innovation.

SPOTIFY KEY STATS (2022)

- Revenue: €11.72 billion.

- Loss: €236 million.

- 551 million monthly users, 220 million subscribers.

CONCLUSION

- Multifaceted challenges.

- Strategic agility and adaptation crucial.

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Summary and Conclusion:

Mayuri Dudhare - Technology
Nikita Kadam - Education
Pooja Gupta - Science
Shruti Gadhave – Health and Wellness
Abhijit Yadav – Business and Entrepreneurship
Unmesh Keluskar – Environmental Sustainability
Amisha Yadav – Social Issues and Activism
Anushree Bose – Art and Creativity
Nidhi Kawatra - Economics
Shelda Fernandez – Psychology and Mental Health
Rushikesh Edake – Innovation and Design
Hrutuja Wanhkede – Communication and Relationship
Vaidehi Ingle – Entertainment and Media

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Summary and Conclusion:

- Start Up India is a successful initiative
- Indian startups have risen from 452 in 2016 to 112718 in 2023
- These 84,012 startups have created a direct 9+ lakh jobs with a 64% increase in 2022
- The country is currently ranked as the third-largest startup hub in the world after the United States and China
- In India, startups raised a record $42 billion in 2022
- Schemes to support - Aatmanirbhar Bharat App Innovation Challenge, Atal Innovation Mission, Startup India Seed Fund Scheme, Pradhan Mantri Micro Units Development and Refinance Agency (MUDRA) Yojana, Pradhan Mantri Mudra Yojana for Women, ASPIRE scheme, Fund of Funds for Startups, and more
- While Global success rate is 10%, India is at 34%
- We are happy to learn so many new things about Start Ups!

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Summary and Conclusion: Most Successful and Unicorn Start Ups

Unicorn is a term used in the venture capital industry to describe a privately held startup company with a value of over $1 billion.

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