IvyCap Ventures | IvyCamp

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Your Monthly Updates from IvyCap Ventures

April 2023

From the Founder's Desk

Investing in a Sustainable Future: Reflections on World Earth Day 2023

Vikram Gupta
Founder & Managing Partner, IvyCap Ventures

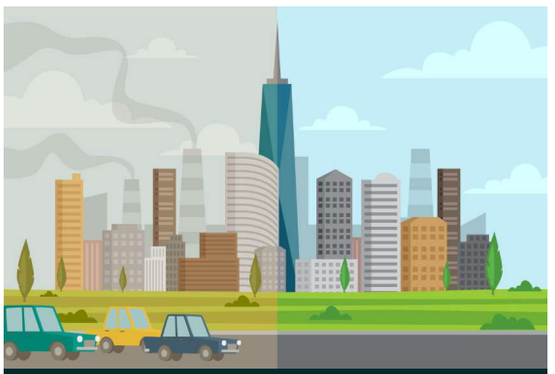
As we celebrate the 52nd Earth Day this year, let us reflect on how we have treated our planet. From a swirl of dust and gases to the most beautiful planet, it took billions of years for the earth to become livable, yet in just a few centuries, humanity has exploited it to such an extent that it is impossible to recover the damage. Industrialization and overpopulation have led to hazardous pollution levels and rapid depletion of natural resources, which is gradually reversing the process of formation of Earth's environment. It's time to act and conserve the environment. This year's theme, "Invest in our Planet," highlights the symbiosis between business and sustainability. We need to shift towards greener economies and encourage nature-positive businesses.

The Sustainable Development Goals (SDGs) and Environmental, Social and Governance (ESG) factors can help businesses integrate sustainability into their models and identify CSR opportunities. Investors, clients, and employees increasingly evaluate businesses based on their sustainability efforts. By investing in sustainable bonds and funds, businesses can access markets and reduce financial risks while demonstrating their commitment to sustainability. On this Earth Day, let us pledge to take action toward a sustainable future for our planet and its inhabitants. Remember, our actions today will determine the world our future generations inherit.

IIT Spotlight

The importance of environmental awareness and consciousness cannot be overstated. The planet faces a range of environmental challenges, including climate change, deforestation, pollution, and loss of biodiversity, and these issues require urgent action from all of us. By being environmentally aware and conscious, we can make a positive difference in our communities and the world at large. By connecting with nature, conserving resources, and reducing our impact on the environment, we can create more sustainable and fulfilling lifestyles that benefit both ourselves and the planet. As we celebrate **World Earth Day**, let us all strive to deepen our understanding of the environment and see how the IITs have been making efforts in bringing environmental awareness and ensuring the well-being of the earth. They have always believed that environmental consciousness is beyond a particular day. Here, are some of their previous initiatives.

IIT-Delhi takes steps toward Combating air pollution in India



Representative Image

In August 2022, the **Foundation for Innovation and Technology Transfer (FITT)**, an industry-academia interface organization for the **Indian Institute of Technology, Delhi (IIT-Delhi)**, **teamed up with the multilingual social media platform Koo to spread awareness about the importance of reducing air pollution and creating a cleaner environment**. This collaboration disseminated information about pollution levels and potential solutions to mitigate its effects to a broader and more diverse audience, including first-time social media users, in local languages. In addition to this partnership, **IIT-Delhi joined forces with the Central Pollution Control Board (CPCB) to install sensors in various locations throughout the country to monitor air pollution levels**.

IIT Kharagpur study reveals rising air pollution in Rural India

Representative Image

Recently, **IIT Kharagpur researchers have discovered an increase in atmospheric pollution in rural areas of India by measuring Nitrogen Dioxide (NO2) from satellites**. The study found that air pollution is not limited to urban areas and can also affect rural environments. The team, led by Prof Jayanarayanan Kuttippurath and Research Scholar Mansi Pathak of the Centre for Ocean, River, Atmosphere and Land Sciences (CORAL) at IIT Kharagpur, analyzed the extent of air pollution in rural India using NO2 measurements and found an increasing trend in NO2 levels.

Content source- Published news and information in media

IvyCamp

IvyConnect Engagements

Virtual Session - Finance for Entrepreneurs

IvyCamp organized an interactive **IvyConnect session** with Gaurav Kumar Rana from the Investment Team of **IvyCap Ventures** and **E Cell IIT Tirupati and other IIT students to talk about financial aspects relevant to launching and managing a startup venture. Nearly 100 students across IITs registered for the session**.

Some key takeaways:

- **Timing of the fundraising is key**, as it is important to capitalize on the opportunity available. It is also important to utilize the money raised within the right timeframe.
- It is crucial to **understand the value of capital raised** so as to allocate it in an efficient manner and manage the business on a daily basis
- **Be wary about when to invest to accelerate your business versus when to conserve resources**

Click to know about our recent IvyConnect engagements

Reach out to us at **programs@ivycamp.in** to organize an IvyConnect engagement with your institute.

Know about our other recent IvyConnect Engagements

Freshly Brewed

Purplle ameliorates customer experience with Freshworks: Cosmetics business Purplle has joined forces with Freshworks. In order to ameliorate its customer support offering for e-commerce, the business has implemented Freshdesk Analytics software to offer shoppers personalized digital conversations.

Read the full story here

Chennai-based Startup eShakti Bags Rs 12 Cr, Plans To Expand: Chennai-based women's fashion brand, eShakti raised Rs 12 crore through Revenue Based Financing through its platform. The company will use the fresh funds for growth and geographic expansion.

Read the full story here

Fintech lender, Ftcash plans to introduce new supply chain finance product: Ftcash is an RBI-registered NBFC with an aim to **empower over 60 million micro-merchants and small businesses** by bridging the lending gap with accessible loans.

Read the full story here

Here's how menstrual disorders change women's brains, affecting their mental and emotional wellness: Menstrual disorders can impact women's mental and emotional wellness and no matter if menstruation happens monthly to women, the experience remains unique to each where there is a never-ending list of concerns women undergo before and during menstruation, starting from irritability to premenstrual dysphoric disorder (PMDD). Many people are unaware of the profound ways in which menstrual disorders can change women's brains, leading to a range of symptoms that can have a significant impact on their quality of life.

Read the full story here

ClickPost, Vinculum partner for end-to-end eCommerce: ClickPost and Vinculum announce a strategic partnership that will combine ClickPost's industry-leading shipment tracking and customer delivery experience with Vinculum's world-class omnichannel commerce and supply chain fulfillment service for brands.

Read the full story here

Bidgely Surpasses 1 TWh in Energy Savings for Global Customers: Bidgely celebrates surpassing 1 TWh of energy savings with global utility customers, **resulting in the offsetting of nearly 709,000 metric tons of CO2 emissions**.

Read the full story here

Portfolio Updates

Eggoz Nutrition was a sponsor and the official Breakfast Partner of the annual fundraiser, Kanyathon 2023, dedicated to uplifting the girl child, in Bengaluru on March 12, 2023. They supplied the participants of #Runforher movement with delicious and nutritious egg-based breakfast options.

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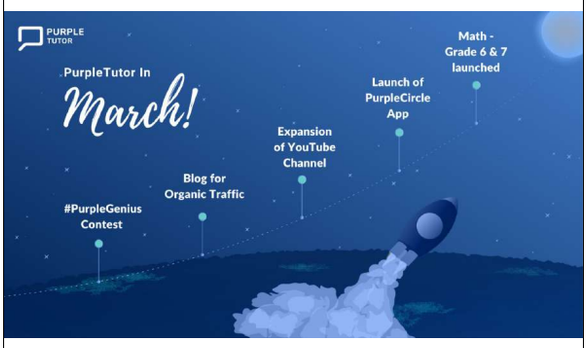

In the month of March, **the company concluded its #PurpleGenius (make a concept via a video) challenge with an overwhelming response**. In terms of the development of organic traffic, the blog section has been growing steadily over the last few months generating traffic. They are also **focused on expanding the YouTube Channel over the next few months** to ensure a knowledge ecosystem is in place for customers. **The app (PurpleCircle) aimed at building engagement for parents and students via a community is approved and being expanded to 1000 users**. In terms of courses, PurpleTutor launched mathematics courses for grades VI & VII in March.

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In the News

Human Capital: Diverse, Equitable and Inclusive

A sense of belonging boosts decision making: Vikram Gupta, Founder and Managing Partner, IvyCap Ventures

Being in the investment ecosystem, we come across many businesses and have realized that workplaces that excel in DEI drive more sustainable business outcomes. At IvyCap Ventures, we have been implementing a human Capital building approach through the IIT Alumni ecosystem. We take a holistic approach to DEI and have set out priority areas across our company, portfolio companies, and extended network to lead good practices for the industry, and opportunities for collaboration with experts.

We have taken up Diversity, Equity & Inclusion as one of our sustainability goals at the fund level across our 40+ portfolio companies. We have set goals on DEI, which are measured through metrics like % women / PWD in the workforce, and % at managerial and board levels. We have policies against discrimination and towards equity like –equal

pay for equal work and hiring from underrepresented identities, a code of conduct while at work, towards an inclusive environment, that establishes zero tolerance towards any kind of undesired behaviors that can be caused due by biases or other reasons. The inclusion of these policies in our investment approach has led to DEI culture across our network. We have open communication channels in the organization beyond POSH to have a proper grievance redressal mechanism, so we keep improving our practices.

Another challenge we observe is bringing in more engagement from underrepresented identities like PWD / entrepreneurs particularly women from tier 2/3/4 cities or rural areas. We have taken forward-looking targets as part of our SDG goals and are working through our portfolio companies and reaching out to more entrepreneurs as well as hiring more from these geographies, particularly for remote work profiles. Employees who have a sense of belonging and feel included in an organization's decision-making and are made to feel valuable to the teams they work for generally have lower turnover. In our case some of our numbers for the last year to prove the effectiveness of our efforts could be:

- <5% turnover of women employees
- Doubled our number of women on the team
- Increased 50% of women entrepreneurs in the investment portfolio

Celebrating a Milestone: 12 Years of Success

On March 16th, 2011, IvyCap Ventures was founded with the vision to support and empower promising entrepreneurs with innovative ideas. **After 12 successful years, IvyCap Ventures has become a leading venture capital firm in India with a portfolio of over 35 companies** across various sectors including healthcare, education, technology, and more. We would like to congratulate and thank the entire IvyCap team, investors, portfolio companies, and founders on this special occasion. Our dedication and hard work have been instrumental in shaping the success of IvyCap Ventures. Our commitment to supporting entrepreneurs and promoting innovation has led to the creation of numerous jobs and the growth of the Indian economy. Let us all keep up with our unwavering commitment to excellence, innovation, and social impact. We are confident that we will continue to make a significant contribution to the startup ecosystem in India and beyond.

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Our Industry Event Associations

Indian Institute of Technology, Delhi Rendezvous 2023

This year, we proudly associated with the **Indian Institute of Technology, Delhi** to co-sponsor **Rendezvous 2023**. The 4-day event was packed with entertainment, fun, and opportunities for knowledge-sharing and growth. In the first three days, we conducted a variety of engaging live-stage activities, while the last day culminated in the exciting "**Funding Frenzy**" segment, which successfully scouted the best-emerging startups in the country. **Our Managing Partner, Tej Kapoor, and other esteemed industry experts, such as Gazal S. Kalra, Yagnesh Sanghrajka, Abdul Paravengal, Hitesh Chawla, and Sharan Aggarwal, formed the judges' panel for the event**. They provided insightful guidance and advice to the startups, which proved invaluable. **The top three winning startups, Unsnarl, Unomoney, and Dectrocel, were awarded 4000 USD worth of Cloud Credits by IvyCamp**. Furthermore, **our Managing Partner**, **Ashish Wadhwani**, **gave a thought-provoking talk on the "Power of Compounding**" which inspired all young entrepreneurs in attendance. Overall, it was an enriching and successful event that we were honored to be a part of.

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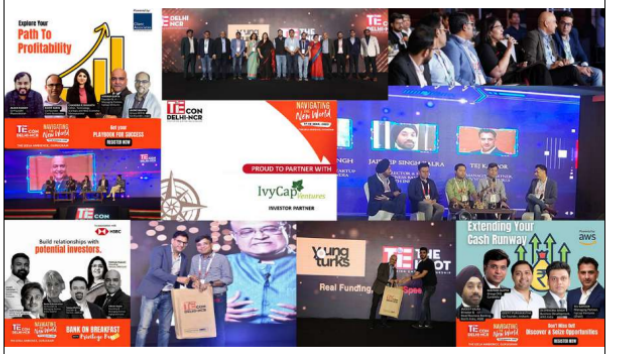
TieCon Delhi 2023



This year, we were **honored to be the Investor Partner for TiECon Delhi's "Navigating the New World**" event. **Our Founder and Managing Partner, Vikram Gupta, and Managing Partner, Tej Kapoor**, both participated in the event's "**Bank on Breakfast with Investors**" **segment, where startup founders presented their pitches to investors**. **Mr. Gupta was also a part of the "Path to Profitability" panel**, which featured other industry experts. The discussion centered on what would enable founders to correct their course, navigate the funding winter sentiment, and move towards profitability in the near future. Additionally, **Mr. Kapoor and other esteemed experts participated in the "Extending Your Cash Runway" panel**, providing valuable insights on how startups can make the most of their resources.

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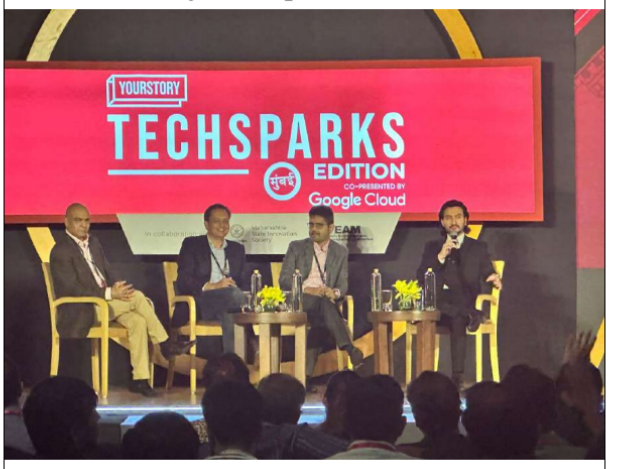
YourStory TechSparks Mumbai 2023



Our Founder and Managing Partner, Vikram Gupta joined YourStory Media's Flagship startup-tech and leadership conference,#TechSparksMumbai 2023 edition for a panel discussion on 'Timing your Debt & Equity raise'. Joining him on the panel were Mr. Dilip Gopinath, Director and Country Lead Tech - Commercial Banking, HSBC, and Mr. Nilesh Kothari, Co-founder, and Managing Partner Trifecta Capital.

Our Industry Event Participations

SaaStr APAC 2023

At SaaStr APAC 2023, our **Managing Partner, Ashish Wadhwani, provided valuable insights on achieving successful expansion across markets, marketing strategies, and establishing a go-to-market plan**. The event provided an overview of the current state of the Indian start-up ecosystem, as well as the latest trends and advancements in the technology investment landscape.

Entrepreneur Tech & Innovation Summit 2023

Our Founder and Managing Partner, Vikram Gupta, was a featured panelist on "The MoneyTech Stage" at the highly anticipated Entrepreneur Tech & Innovation Summit 2023. This illustrious conference is one of the largest in India and it deliberated on the future of technology.

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The Quorum-Decoding ChatGPT

Our Managing Partner, Tej Kapoor, had the honor of participating in a thought-provoking discussion alongside Jaspreet Bindra, renowned Author of "The Tech Whisperer" and Expert at Singularity University. **The topic of discussion was "Decoding ChatGPT - How ChatGPT and Artificial Intelligence are transforming the future of everything".** The esteemed panelists engaged in a deep dive into the intricacies of ChatGPT, and other pondering questions related to the topic.

Click to watch the full session

TiECon Chandigarh 2023

Our Managing Partner, Tej Kapoor, along with other industry experts like Rajesh Sawhney, Robin Aggarwal, Anup Jain, Kunal Khattar, Alok Ramsisaria, and Satish Kumar Arora was part of 'Masterclass for Angel Investors- Building a 10x Startup Portfolio' at Road to TiEConChandigarh 2023 - Global Super Angels Forum. The esteemed speakers deliberated on deal Sourcing and #investing, Portfolio Construction and Management, and exit strategies. They shared insights on how to find attractive investment opportunities, developing an effective investment thesis and strategy, adopting best practices for conducting thorough due diligence, market-based approaches and valuation, investment monitoring, etc

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UPL 2023 trophy

Our Managing Partner, Tej Kapoor joined the celebration spirit of UPL 2023. He was accompanied by legendary cricketer and co-founder of Cricuru, Virender Sehwag, and others such as Aman Gupta, Ashneer Grover, Kunal Bahl, Upasana Taku, and Niraj Singh. They presented the awards to the winners. The UPL 2023 kicked off on February 24 with India's top unicorns, including boAt, The Good Glamm Group, OYO, OfBusiness, and many more participating in matches that took place over the weekend. The cricket tournament delivered some thrilling matches and top-notch sportsmanship from players. After a power-packed match, MakeMyTrip beat Pristyn Care by seven runs.

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India Future Unicorn Summit 2023

Our Founder and Managing Partner, Vikram Gupta along with other industry experts joined the India Future Unicorn Summit 2023, hosted by Hurun India and ASK Private Wealth. The event brought together some of India's most inspiring entrepreneurs, respected companies, and growth contributors.

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Panel Discussion on "Career for Women in Stem"

Making a career in STEM is challenging for women, but also highly rewarding. Some incredibly talented students at the Indian Institute of Technology, Delhi will embark on their careers in STEM in the near future. Talking in this regard, **our President and Co-Founder of IvyCamp, Anju Gupta is joining a panel discussion on 'Career for Women in STEM'** with other leaders in this field - Namita Gupta, Juhee Garg, and Dr. Shuchi Sinha. **The event is organized by IIT Delhi Endowment Fund**.

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FITT PITCHFEST 2023

Our Founder and Managing Partner, Vikram Gupta, will be a member of the esteemed jury panel where the early to growth stage founders with the potential to leverage innovation for transformative impact will be presenting their pitch. Startups incubated with FITT enjoy enabling support throughout their journey, including market and investor access

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