IvyCap Ventures | IvyCamp

IVYSCOPE

Your Monthly Updates from IvyCap Ventures

March 2023

We wish you all
a very Happy International
Women's Day

From the Founder's Desk

Empowering Women in Business - Our Female Leaders are Changing the Game

Vikram Gupta
Founder & Managing Partner, IvyCap Ventures

Women in India are increasingly making their mark in diverse fields and breaking barriers. Hence, we at IvyCap Ventures decided to celebrate International Women's Month instead of celebrating one day dedicated to our IvyCap women change-makers.

As a firm believer in the potential of women entrepreneurs, IvyCap Ventures has always supported and encouraged women to take up leadership roles. My two daughters, both passionate about entrepreneurship make me believe that women in entrepreneurship will continue to make a larger impact. Some of the inspiring women leaders in entrepreneurship such as Vani Kola of Kalaari Capital, Anisha Singh of She Capital, Anjali Bansal of Avaana Capital, Archana Jahagirdar of Rukam Capital, Alka Goel of Alkemi Growth Capital, Nupur Garg of WinPE, and others are already leading the way and making a significant impact in the industry.

At IvyCap Ventures, we have always believed in gender diversity and believe active gender participation across our portfolio. Our companies are also setting goals on Diversity, Equity & Inclusion (DEI), measured through metrics like the percentage of women in the workforce, and the percentage at managerial and board levels. Our companies also believe in policies against discrimination and equity, such as equal pay for equal work and hiring from underrepresented identities, which have led to an inclusive and respectful workplace with zero tolerance towards any kind of undesired behaviors that can be caused by biases or other reasons. We are proud to have a diverse workforce, with a 50% women workforce in IvyCap Ventures. We are also actively investing in women entrepreneurs across different sectors.

Read the full article now

Women Pillars of IvyCap Ecosystem

Empowering women community leaders

Tamanna Dhamija
Founder and CEO - Convosight

"Though there has to be a level-playing field between men and women, the latter needs to keep in mind that consumers are diverse. If the product is made for all, then viewing things from the lens of gender doesn't work. I just want girls to be comfortable in their skin. Since 2020, Convosight has empowered more than 5500 communities with over 290 million members to monetize sustainably by working with global brands like Unilever, Amazon, Nestle, Reckitt, ITC, and more. More than 60% of these communities are owned by Women community leaders."

Leadership lessons for fostering Successful Startup-Corporate Engagements

Anju Gupta
President & Co-Founder, IvyCamp

"One area we have done well in at IvyCamp is enabling successful startup-corporate engagements such as deploying startup solutions in corporate environments. These are challenging and rewarding engagements because often time you are balancing very different views points and styles of working such as the risk-averse with the risk taker, the cautious with the flyer. Interestingly key traits that have helped us are the ability to craft a good story, being a good listener, being patient but persistent, and multitasking. The majority of our team is women driven and no surprise these traits are more common among women. My message to a founder who is a woman is - Be yourself and leverage your strengths. Don't shy away from asking for help – you don't have to go at it alone."

Lessons in time management from a strong role model

Sonia Gupta
Co-Founder and Head Investor Relations

"Women have the power to create a positive change in the world both for themselves and for those around them. My mother is a living embodiment of this quote. She has been a strong role model for me throughout and taught me how to balance work and life by completing tasks in designated time slots during the day. You may know this as a popular time management method used by Elon Musk, called 'Timeboxing'. She would schedule hour-long time slots for different tasks and give her 100% to each task during that time frame. I have used this method in my life to balance the various aspects of work, life, and family."

Achieving 'Gender Equality' as a human rights imperative and catalyst for SDG

Smita Mishra
Founder & CEO, Fandoro (Sustainability Partner, IvyCap Ventures)

"On International Women's Day, let's remember that gender equality isn't just a woman's concern, it's a human rights issue. Hence, achieving Sustainable Development Goal 5 (Gender Equality) does not entail only leveling the playing field for women, it is also about unleashing their full potential to transform the world and create a brighter future for generations to come. Annihilation of gender discrimination is not only essential for creating a just and equitable society, but it is also crucial for sustainable economic growth and innovation. So, on this day, let us reaffirm our commitment to SDG 5 and work together to create a world where women have equal access to education, healthcare, and economic opportunities."

Empowering women in the workplace with equal opportunities and supportive policies

Sidhi Goyat
Founder, Jobs4U Consultants

"As a women HR personnel with more than 15 years of experience, I have seen and experienced the challenges faced by women employees both at professional & personal levels. As per the recent study by CIEL HR, there are 3 women for every 10 employees & only 1 reaches a leadership role. But at IvyCap Ventures, we have more than 50% of women employees with a higher ratio in leadership roles. Here, we encourage our women employees to grow from mid-level to leadership roles by providing them access to a plethora of opportunities for career growth, training, and promotions as their male counterparts. We offer flexible work timings, remote work, and paid & extended maternity breaks to help women balance their work and personal responsibilities. We also welcome women candidates who want to join back after a long break in their careers. To encourage a congenial work culture our policies comply with POSH guidelines. Overall, IvyCap Ventures provides a work environment that not only just gives equal opportunities and competitive compensation but also motivates them to take up larger roles."

Breaking Gender Barriers in the Legal Profession

Madhuri Sawant
Vice President, Legal & Compliance

"Over the years, the legal profession has evolved tremendously. With the advent of new-age businesses, there is an increasing need for lawyers with diverse skills including business acumen and professional values. While the power of persuasion may be an innate skill, a lawyer can always acquire other skills by possessing a problem-solving approach and business awareness. Unlike the older times, you will now be evaluated for your knowledge/ skills and not your gender. Irrespective of gender, if you are fit for the role, you will have the job. Women have an eye for detail and their meticulous approach plus their high emotional quotient (EQ), all together make a deadly combination when it comes to striking a deal, and thereby women lawyers can have a competitive advantage over their male colleagues. Half the battle will be lost if you sympathize with being a woman. You should feel free to follow your passion. It's worth taking that leap of faith if you believe in making your dreams come true."

Wonder Women of IIT

Gone are the days when the word 'entrepreneurs' was synonymous with male founders only. Today, women-owned businesses are playing a significant role in driving the economic growth of our country. This is not only bringing a paradigm shift in the mindset of contemporary women but also inspiring future generations of female founders. In order to strengthen women's entrepreneurship in India, the Government of India has developed several schemes, initiatives, partnerships, and community programs. **President Droupadi Murmu, in October 2022, inaugurated 'herSTART', a platform to encourage women entrepreneurs**. The GOI has also introduced a monthly allowance of ₹20,000 for up to one year for women-led startups.

For anyone to succeed in their life, the background forms the foundation of the person. IITs have always played a significant role in contributing to the startup ecosystem. There is no doubt about the fact that the alumni of these prestigious institutes are sharp in their thought processes and edgy in their execution. This International Women's Day, presenting to you the three successful women who are alumni of IITs.The education at IIT empowered the women with a critical thinking-led scientific approach to bring solutions. They are indeed the leaders of tomorrow

The woman who empowered farmers through innovative supply chain solutions

Anu Meena
Founder and CEO, Agrowave

As the founder of Agrowave, she is building a farm-to-market mobility supply chain through an integrated network of mobile pickup stations at farm gates. An IIT-Delhi alumni Anu had seen the challenges her grandfather, a father faced. Agrowave's innovative and scalable approach of building supply-driven farm-to-market mobility through technology focused on first-mile logistics and trade supply through an integrated network of MPS(s) has allowed the company to make a name for itself in the market.

The woman who revolutionized mental wellness through online counseling and emotional support

Richa Singh
Founder, and CEO, YourDOST

Richa is experienced in web-based products in different domains like social media, analytics, finance, human resource management, medical counseling, and enterprise resource planning. YourDOST provides an online counseling and emotional support platform designed to foster mental wellness. The word 'Dost' means 'friend' or 'companion' in Hindi. She comes from a typical middle-class family, where people are wary of trying something on their own. Both her parents had Government jobs and they believed that starting a venture on your own is a risky endeavor.

After completing graduation in the field of Usability Engineering, Human-Computer Interaction, and Interaction Design at IIT Guwahati, Richa had worked with various organizations such as Product Manager at Webfluenz, MuSigma, and o9 Solutions. However, life had different plans for her. In 2014, after experiencing the suicide of a fellow IIT student worried about grades, Singh wanted to prevent future incidents. YourDost connects people with trusted, affordable counselors who are available for anyone to talk to, confidentially, for free when they need them the most.

The woman who takes your nutrition as her priority

Aarti Gill
Co-Founder, OZiva

An engineering graduate from IIT-Roorkee, Aarti worked with tech startups and corporate entities before pursuing an MBA at INSEAD, France, and Singapore campuses. Then, she turned her fascination for a healthy lifestyle into a business venture twice. She founded Fit Circle, a mobile application that provided nutrition suggestions and diet consultation in 2014, and OZiva, a plant-based organic nutritional product in 2016. While her first startup did not pan out well, OZiva is now a INR 50 crore brand that has grown seven times in just a year.

It offers a range of products made from botanical extracts, plants, and whole food-based nutrition, and offers the benefits of Ayurveda and modern food science. The startup claims to be the first connected omnichannel nutrition brand where people can pick up a product from anywhere and consult a human expert digitally. She believes that living a better lifestyle can make all the difference.

Content source- Published interviews in media and respective Linkedin profiles

Our Events

Mentor 2.0 Masterclass

Conversational AI (GPT) - Its impact & business use

Feb 23, 2023 (Thursday) 10:00-11:30 AM 90 minutes

Sanjay Rajagopalan

CDO, CSO Vianai, ex-SAP, ex-Covigna, ex-Infy

Raman Bindlish

CEO, Owens NFT, Blockstart Ventures, ex-Broadcom, ex-Samsung, ex-TI

Masterclass with Industry Experts

Expert Insights 45 minutes | **Q&A, Disussion** 45 minutes

Ankit Agrawal
CEO, Mentor Trust,IvyCap Ventures

Key Highlights from the Session

How does GPT work?

Generative Pre-trained Transformer (GPT) models are designed to process sequential data, such as text, and generate predictions about what comes next in the sequence. So basis the Nth word in a sequence, the transformer generates the N+1st word with a certain probability. It then proceeds to generate the N+2nd word from the N+1st word and so on. To a human, this predictive algorithm makes complete sense. However, the model itself has no semantic knowledge of what it says. The training process for GPT models involves exposing the model to large amounts of text data, and using the transformer architecture to learn patterns and relationships within that data. Once trained, the model can generate new text based on the patterns it has learned. There is a background statistical context behind each input, which is usually hidden and as a result, the output might be very different, even if the input itself is the same. In addition, there is a Reinforcement Learning with Human Feedback (RLHF) hybrid framework that coupled with reward training, makes GPT synthesize natural-sounding output.

Read the full article here

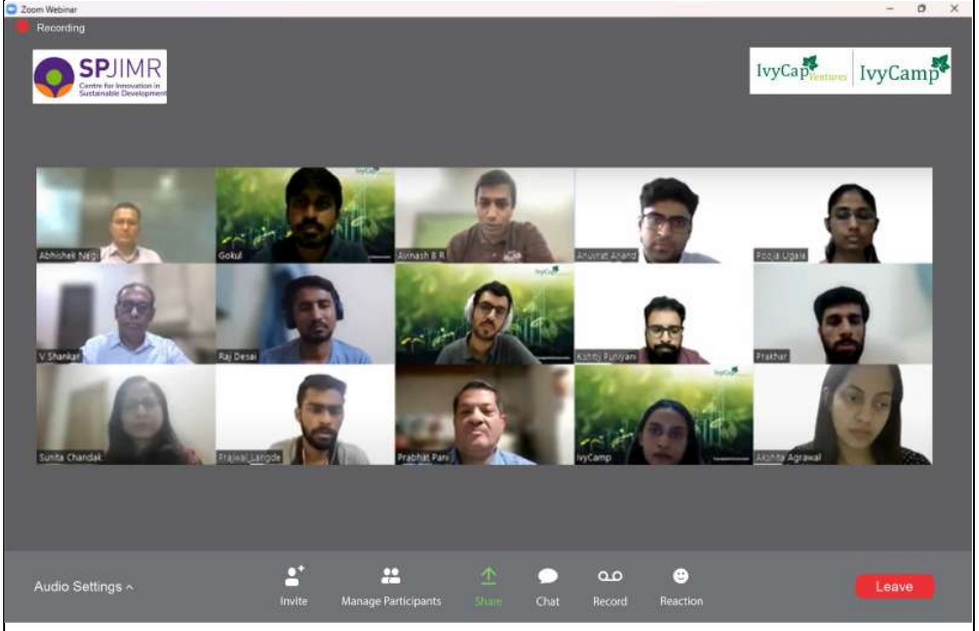
IvyCamp

Alumni Engagement

IvyConnect Programs

Investment Project with students of SP Jain Institute of Management and Research

As part of our IvyConnect engagements, we ran an **Agritech Investment Project with SPJIMR's Centre for Innovation in Sustainable Development (CISD)**. As part of this, we organized a founder-interaction session for the SPJIMR students with founders of agritech startups to discuss and understand challenges, and decision-influencing factors in this industry.



The speakers were founders of IvyCap Ventures' portfolio companies, **Avinash B R, Co-Founder, Deep Rooted** (a leading farm-to-consumer brand that provides urban consumers access to fresh harvest directly sourced from farmers) and **Abhishek Negi, Co-Founder, Eggoz Nutrition** (a brand of eggs making a meaningful impact to improve the protein consumption of people by enriching the lives of the rural egg farmers). The founders shared how their startups are leveraging tech to benefit both farmers and consumers - farmers by getting a better handle on their inputs and supply chain and consumers by ensuring they get the best quality and freshest produce.

Ecosystem Partner with Entrepreneurship Cell, FMS, Delhi – Basecamp 2023

We recently partnered with the **Entrepreneurship Cell, Faculty of Management Studies, New Delhi** for their flagship event **Basecamp 2023** under their annual **Entrepreneurship Summit 2023**. **IvyCap Investment team member, Jyoti Chauhan**, was a judge at the startup pitching event.

Click here to read more

Freshly Brewed

Biryani By Kilo announces PV Sindhu as its brand ambassador: Biryani by Kilo (BBK), a biryani and kebab chain, announced Indian badminton champion, PV Sindhu, as its first brand ambassador. The celebrated sports personality will be seen as the face of the brand.

Read the full story here

Lissun launches its presence In Kota

LISSUN, a mental wellness startup, launched its operations in Kota, Rajasthan, and hosted an Emotional Wellness Camp at Career Point University in Kota – widely regarded as a hub for engineering and medical exam preparation.

Read the full story here

Decoding the pandora's box of pay hike in edtech: Edtech has been in a rough phase in 2022 due to the "funding winter". While January'23 seems to be better off than the previous month, we are far lower than the levels in Jan '22.

Read the full story here

PORTFOLIO UPDATES

Delhi-NCR, which is the oldest market, turned profitable in February for the company. Eggoz has the largest share in branded egg category in Delhi-NCR market. Consumer samplings are done in corporate parks, popular gyms, and sports centers in Delhi-NCR and Bengaluru. Major event collaborations were done with **Cultfit Corporate Sports Fest** and **Gold's gym**. Eggoz is working on new exciting products which are to be launched in the upcoming months.

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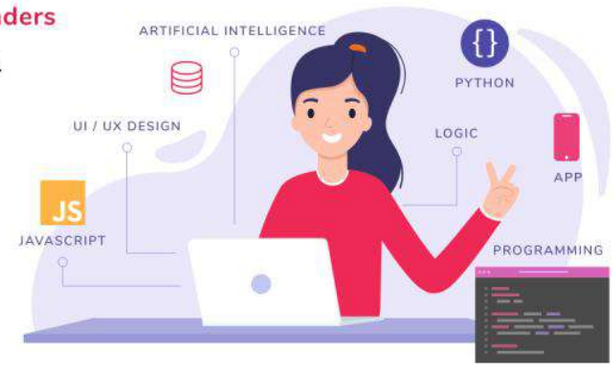


Focussing on building non-paid channels, the blog section (Knowledge Center) of the company's website is gaining traction with more content being added to it every month, the traffic is being channeled into the sales funnel. The app for community building is also approved by Google playstore and is being tested in a closed group. In the month, the **#PurpleGenius challenge** was also launched for students to post a concept via a video in 90 seconds. This was successful in achieving a large number of entries. Additionally, two more schools in UK were onboarded.

Click to know more

In the News

Indian women entrepreneurs: Breaking barriers & achieving success

Read the full story here

Indian Unicorns' Lofty Valuations Outpace Global Peers' Multiples

Read the Full Article Here

Few unicorns that have filed results profitable in FY22

Read the Full Article Here

Our Industry-Event Participations

Bharat Fintech Summit

Our Founder and Managing Partner, Vikram Gupta along with **Anuradha Ramachandran, Managing Partner at TVS Capital Funds** had an enlightening discussion on '**Indian Fintech Ecosystem: Investment Trends**' at Bharat Fintech Summit. The panel was moderated by **Hero Choudhary, Managing Partner at BEENEXT**. Fintech has been on a growth path since 2016 and witnessed massive movement between 2019-21. They discussed the emerging areas for investment in the industry, and the future ahead. They also shared learnings from their vast experience with our audience.

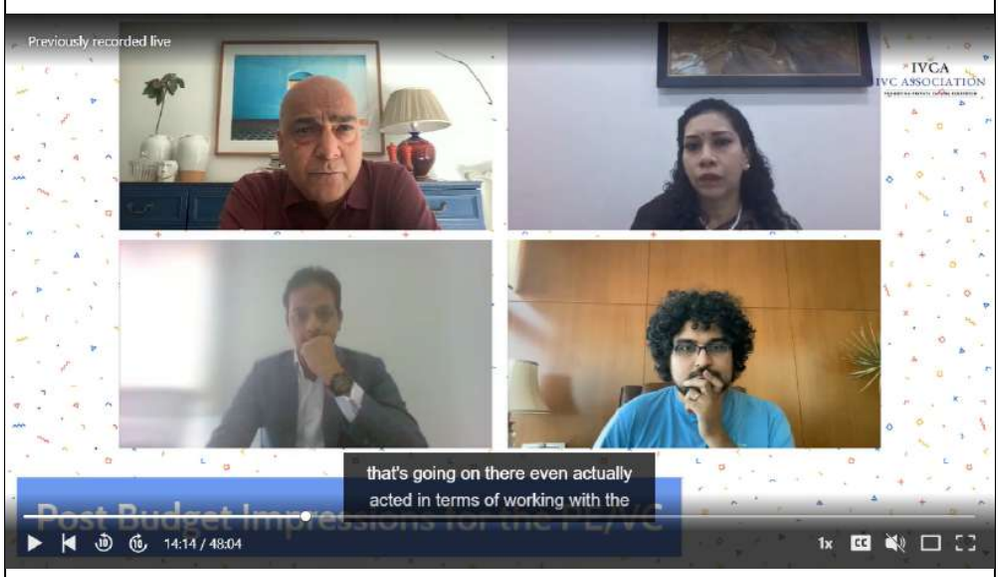
Read More

PMS AIF World- 'Crystal Gazing 4.0'

Founder and Managing Partner, Vikram Gupta joined the panel discussion on ' **Art & Science of spotting multi-baggers amongst mid-stage unlisted businesses with a high risk of failures**' with co-Panelists: **Ashish Ahluwalia, Director - Private Equity, Axis AMC, and PR Srinivasan, Managing Partner, Xponentia Capital** at the PMS AIF WORLD 's 4th Annual Summit & Awards, Crystal Gazing 4.0. The session was moderated by **Mahalakshmi Narayanaswamy**, Senior Consulting Editor,moneycontrol.com

Watch the Full Session Here

IVCA Whatsnext LinkedIn live series



Vikram Gupta, our Founder and Managing Partner, with fellow speakers Siddarth Pai, **Founding Partner 3one4 Capital and Sagar Agarvwal, Co-Founder and Managing Partner Beams Fintech Fund** had an insightful discussion on **#unionbudget2023** in a session organised by Indian Venture and Alternate Capital Association (IVCA)'s #WhatsNext LinkedIn live series. They highlighted the impact of the budget on the PE/ VC industry. The session was moderated by **Leelavathi Naidu , Partner, IC Universal Legal, Advocates & Solicitors**.

Watch the Full Session Here

IVCA Maximum India Conclave 2023 - Curtain Raiser

Our **Founder and Managing Partner, Vikram Gupta** joined the Indian Venture and Alternate Capital Association (IVCA) Maximum India Conclave 2023 - Curtain Raiser on Feb 20. He shared his insights on tech investments in India along with other industry experts **Anisha Singh, Founder, She Capital, Anuradha Ramachandran, Managing Partner, TVS Capital Funds, Anupam Khaitan, Executive Director, Capital Square Partners, Nitin Sharma, General Partner and Co-Founder, Antier India.** The panel was moderated by **Priya Rajan**, **Managing Director, Silicon Valley Bank**.

The Viewpoint by Inflection Point Ventures

Our Managing Partner, Tej Kapoor along with fellow speakers- **Mukul Singhal, Co-Founder, Pravega Ventures, Sunil Goyal, Managing Director & Fund Manager, Yournest Ventures, Ankur Mittal Co-Founder, Inflection Point Ventures** shared his views on new age investing in the podcast event hosted by Inflection Point Ventures. The session was moderated by **Vinay Bansal, CEO & Founder, Inflection Point Ventures**.

The Economic Times Global Business Summit 2023

17 & 18 FEBRUARY 2023 | TAJ PALACE, NEW DELHI

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THE ECONOMIC TIMES GBS Global Business Summit

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RESILIENCE INFLUENCE DOMINANCE

Global Business Summit is Asia's prominent and powerful business summit, where global thought leaders will be sharing their insights and perspectives on world economics, geo-strategy, health and environment, and technology disruption for a unified response towards achieving the glorious vision of #ScriptingEconomicChange.

Conceived in 2015, and now in its **7th edition, Global Business Summit 2023** seeks to provide solutions to key macroeconomic challenges being faced in the current milieu by curating government-to-government interactions, business to government meetings, business-to-business engagements and to serve as a conduit for corporates and governments to secure investments from domestic and international allies that will become a part of India's growth story.

CONCEPTUALIZED & EXECUTED BY Edge

VIKRAM GUPTA

Founder and Managing Partner

IvyCap Ventures

#ScriptingEconomicChange

As India forges ahead to achieve its $5trillion goal through a focus on manufacturing, economic efficiency, digitization and innovation; meeting global policy makers, academics and business leaders will spark fresh ideas as we chart out a new growth path for ourselves. As a part of ET ILC's member delegation, our **Founder and Managing Partner, Vikram Gupta** joined the conversation on the resurgence of economic growth in-person at The **Economic Times Global Business Summit 2023**.

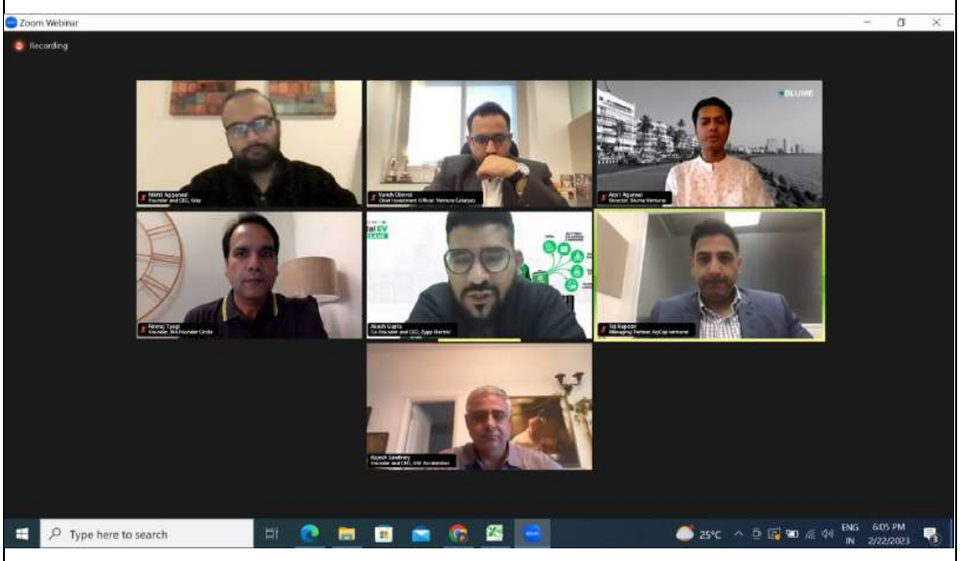
IIT Delhi Endowment Merit Fellowship Award Ceremony

Our Founder and Managing Partner, Vikram Gupta graced the **IIT Delhi Endowment Merit Fellowship Award Ceremony** and congratulated the students with their certificates. As the Founder of the Endowment Fund, he addressed successful entrepreneurs. The event also included Dean's address to the students and **IIT Delhi Director and Chairman Endowment Foundation, Mr. Sashi Reddi's** congratulatory message for the students.

IAN webinar on 'Planning your Series A- What are VCs Looking For?'

Tej Kapoor, our Managing Partner, shared his insights on "**Planning your Series A- What are VCs Looking For?**" at the webinar organized by Indian Angel Network. IAN is a network of angel investors looking to invest in early-stage businesses which have the potential to create disproportionate value. Startups looking for funding or keen to have some insights on the subject joined the conversation.

Zypp Electric India's 1st digital EV conclave



Our **Managing Partner, Tej Kapoor**, joined India's first Digital EV Conclave

2023 by Zypp Electric and shared his insights about "Investor Thesis on EVs". Other industry experts **Arpit Agarwal, Director, Blume Ventures, Rajesh Sawhney, Founder & CEO, GSF Accelerator, Neeraj Tyagi, Founder, We Founder Circle, Vansh, Chief Investment Officer, Venture Catalysts, Nikhil Aggarwal, Founder & CEO, Grip Invest** joined the conversation. The power-packed event witnessed 7 Panels with more than 40 eminent speakers who shared their views on building a robust EV ecosystem.

GSF Academy Fundraising Workshop

Our **Managing Partner, Tej Kapoor**, participated in the panel discussion organized by GSF Academy. He along with other industry experts deliberated on the nitty-gritty of fundraising.

TiEcon Delhi 2023- Navigating the New World

Vikram Gupta, our Founder and Managing Partner, will be joining the upcoming TiECon Delhi 2023's 'Navigating the New World' in their "Bank on Breakfast' session on March 17-18 at The Leela Ambience, Gurugram. He will be joined by other industry experts like **Joseph Sebastian, Investments,**

Blume Ventures, Sumit K Goyal, MD & Fund Manager, YourNestVC, Rema Subramanian, Co-founder and Managing Partner, Ankur Capital, Sanjay Mehta, Founder & Partner, 100X.VC, Padmaja Ruparel, Founding Partner, IAN Fund. Do not miss a chance to share a table with these leading investors and be a part of this experience.

Click Here to Register

Entrepreneur Tech & Innovation Summit 2023

The Tech & Innovation Summit, organised by Entrepreneur India, is one of the biggest conferences in India that connects one with the future of technology. Our **Founder and Managing Partner, Vikram Gupta**, along with other speakers will be sharing insights on investments, funding, and growth strategies in the panel "**The MoneyTech Stage**". The event will be held on 13-14th March at Hotel Hilton Bengaluru.

Click Here to Register

The Quorum- Decoding ChatGPT

Our **Managing Partner, Tej Kapoor**, along with Jaspreet Bindra, Author, The Tech Whisperer & Expert, Singularity University will be joining the discussion on "**Decoding ChatGPT- How ChatGPT and Artificial Intelligence are transforming the future of everything**" on March 16 at The Quorum, Gurugram.

www.ivycapventures.com
www.ivycamp.in

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