IvyCap Ventures | IvyCamp

IVYSCOPE

Your Monthly Updates from IvyCap Ventures

November 2023

IvyCap Day 2023- Key highlights and full sessions

Opening Remarks

Mr. GK Pillai, IAS Retd, Chairman of IvyCap Ventures delivered a captivating speech, welcoming the audience at IvyCay Day 2023. In his opening remarks, he highlights the need for the VC community and founders to adapt swiftly, embracing the traits of Dragons as a symbol of essential shifts within the venture investment ecosystem.

Click here to watch the full video

Keynote Address: - Unicorns and Dragons- Making Myths Real

This keynote is your guide to uncovering the secrets of turning business myths into reality. By rethinking profitability and leveraging AI, Mr. Tewari invites you to imagine a future without limits.

Click here to watch the full video

Fireside Chat- How are Value-Creating Enterprises Wired?

The session delved deep into the minds of these accomplished founders, unraveling the intricate wiring of value-creating enterprises. The wisdom, drawn from real-world experiences, provided invaluable insights for entrepreneurs and business leaders on how to navigate the complex terrain of entrepreneurship, finance, and competition while staying true to the vision of building impactful and successful enterprises.

Click here to watch the full video

Keynote Address- The India Opportunity and Founder's Mentality

At IvyCap Day 2023, Mr. Parijat Ghosh, Managing Partner at Bain & Company India, delivered an illuminating keynote speech titled "The India Opportunity and Founder's Mentality." His insights have greatly enriched our understanding of the industry.

Click here to watch the full video

The journey of IvyCap Ventures: Building a Global Business

Mr. Vikram Gupta, Founder and Managing Partner, IvyCap Ventures, graced IvyCap Day 2023 with his inspirational address, taking us on a remarkable journey through the story of IvyCap Ventures.

Click here to watch the full video

Capital Light Growth: Scaling Profitably in Consumer Businesses

Discover key takeaways on navigating the consumer business landscape, including the pivotal role of conviction in early-stage deep tech startups. Gain valuable insights into the evolving strategies for building consumer businesses and the supply-side dynamics that drive customer loyalty in commodity categories.

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Disrupting Banks: Fintech's Data-Rich and Capital-Light Business Models

In this enlightening discussion, the panelists explored the theme of "Disrupting Banks: Fintech's Data-Rich and Capital-Light Business Models." The fintech landscape in India is poised for a remarkable growth opportunity, projected to reach a staggering 2.1 trillion by 2030.

Click here to watch the full video

Driving Efficiency: Cost-Effective Go-to-Market Strategies for B2B SaaS

This panel delves deep into the competitive landscape of B2B SaaS (Software as a Service). Discover the critical role of efficiency and cost-effectiveness in crafting successful go-to-market strategies for sustainable growth. From optimizing partnerships to harnessing the power of data-driven decision-making, our experts reveal how to achieve maximum customer acquisition while keeping expenses in check.

Click here to watch the full video

DeepTech: Unlocking Cost and Scale Advantages for Innovation and Growth

In this enlightening discussion, they explore the world of DeepTech and discover how embracing cutting-edge technologies like Artificial Intelligence (AI), Machine Learning (ML), and robotics can catapult businesses ahead of the competition, paving the way for new opportunities and transformative outcomes.

Click here to watch the full video

Sustainability: The Next Frontier for Venture-backed Companies

Throughout the session, the panel delved into critical questions, sparking dynamic discussions and sharing insightful anecdotes. They addressed pressing issues, such as how venture-backed companies can effectively weave sustainability into their business models. Moreover, they examined the crucial role investors play in nurturing and supporting sustainable initiatives within their portfolio companies.

Click here to watch the full video

Innovative Minds, Disruptive Ventures: How IITians are Shaping the Entrepreneurial Landscape

The panel delved into the strategies employed by individual IITs to harness the might of their alumni networks and tap into their endowed resources. They also discussed how these efforts collectively illuminate the path toward achieving audacious goals in the startup ecosystem.

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Entrepreneurship: The Dual Journey of Learning and Unlearning

The experts engaged in a thought-provoking discussion on the dual facets of entrepreneurship. Throughout the session, they addressed crucial questions that resonate with both aspiring and seasoned entrepreneurs.

Click here to watch the full video

Navigating the Future: Business Prospects in AI, ML, and Data Science

The experts engaged in a thought-provoking discussion on the dual facets of entrepreneurship. Throughout the session, they addressed crucial questions that resonate with both aspiring and seasoned entrepreneurs.

Click here to watch the full video

Nurturing Capital- A Closer Look at Investments and LP Landscape

The panelists delved into crucial discussion points that offer valuable insights into the world of finance and investment. The session explored investment strategies in an ever-evolving and volatile world. Our panelists shared their experiences and expertise, shedding light on how they navigate the dynamic investment landscape and adapt their strategies to achieve sustainable returns.

Click here to watch the full video

Venture Capital- Transforming the investment philosophy in a capital-constraint environment

The session addressed the unique challenges posed by the current era of capital deluge turning into a season of funding winter. They delved into whether VCs are prepared to shoulder significant risks in this transformed landscape. A central focus of the discussion revolved around how founders and VCs are navigating this transition in market dynamics.

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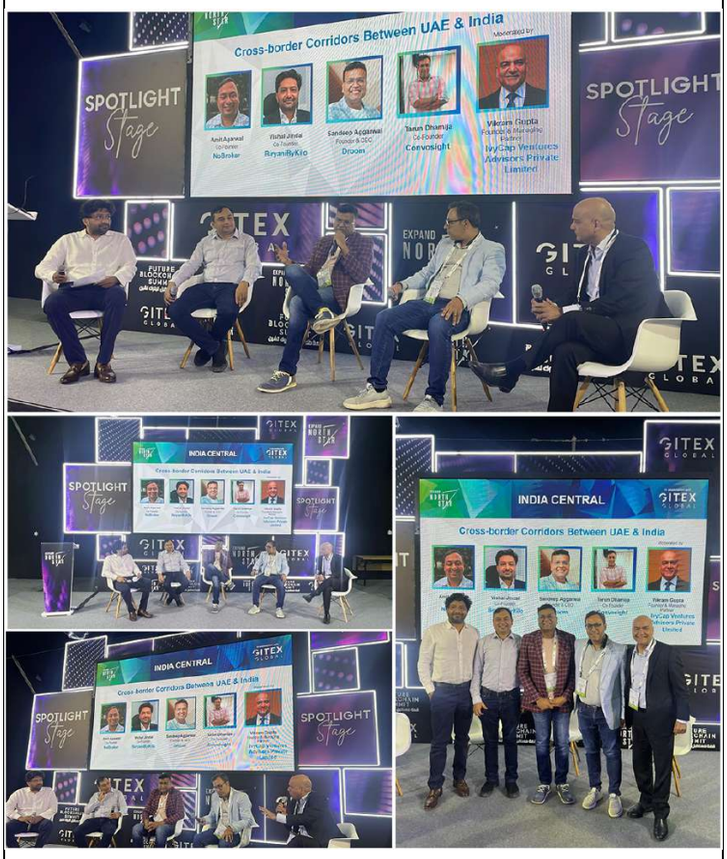
Closing Remarks

Mr. Desai sheds light on a pivotal aspect of enterprise valuation: its intrinsic value system. Further, Mr. Desai not only shares a beautifully crafted poem of his own creation but also delves into the essence of enterprise valuation, emphasizing the critical role of a company's core value

Click here to watch the full video

Our Industry-Event Association

IvyCap Ventures at GITEX Global 2023



We are delighted to announce the resounding success of the **"Cross-border Corridors Between UAE and India" panel discussion at GITEX GLOBAL Largest Tech & Startup Show in the World. This insightful panel was moderated by our Founder and Managing Partner, Mr. Vikram Gupta. The panelists included Mr. Amit Kumar Agarwal, Founder and CEO of NoBroker.com, Mr. Vishal Jindal, Founder & Co-CEO , Biryani By Kilo, Mr. Sandeep Aggarwal, Founder & CEO of Droom, India, and Mr. Tarun Dhamija, CFA, Co-Founder & COO of Convosight.**

The panel delved into a range of topics, highlighting the following key points:
India-UAE Opportunity: Mr Dhamija shed light on the opportunities for consumer brands to connect with diverse communities. The discussion revolved around understanding consumer pain points, preferences, and drivers, offering valuable insights for brands. The presence of active Facebook groups in the UAE, focusing on housing, lifestyle, home decor, and gardening, was identified as a promising avenue for brands to explore, given the influx of brands and strong purchasing power in the region.

Challenges and Opportunities in the UAE Market: Mr Jindal touched upon the exciting prospect of a densely populated market in the UAE, while also acknowledging the challenges of hiring skilled manpower and the high costs associated with real estate.

Adapting to Local Dynamics: Mr Agarwal highlighted the challenges faced by NoBroker, including a slower decision-making process and an extended sales cycle. However, he also emphasized the opportunities that the company has harnessed during its year-long presence in Dubai.

Leveraging Dubai's Strategic Location and Cultural Diversity: Mr. Aggarwal drew attention to the favorable proximity of Dubai to India, with more than 200 nationalities residing in Dubai, offering great business opportunities. He also pointed out the unique advantages of tapping into a blend of old money and a progressive business environment. However, he noted that despite technological alignment with India, decision-making processes can be time-consuming. He stressed the importance of patience when two economies collaborate, highlighting that success is achieved when both parties stand to

gain.

To sum up, the panelists provided valuable insights for Indian and Dubai-based entrepreneurs. Mr. Jindal emphasized the sophistication of the Indian market, suggesting that entrepreneurs must cater to diverse tastes and preferences in a highly selective environment. India's vastness and regional diversity were emphasized, and entrepreneurs were encouraged to prepare for the challenges that this diversity presents.

Mr Aggarwal concluded with advice for entrepreneurs: "India to Dubai – Follow your dreams," and for entrepreneurs venturing from Dubai to India: "Murphy's Law applies, where anything that can go wrong will go wrong." These insights serve as valuable guidance for those embarking on cross-border business endeavors between these two vibrant economies.

Click here to know more

Freshly Brewed

JSW Ventures sells stake in Purplle to Manipal Family Office

JSW Ventures has decided to sell stake in beauty e-tailer Purplle through a secondary transaction to Manipal Education & Medical Group Family Office (MEMG). With this transaction, JSW Ventures has fully exited their stake in Purplle from Fund I, but added that it continues to stay invested in the brand through the second fund.

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Lissun aims to address mental health issues on a large scale by integrating it into mainstream healthcare, says founder

A recent survey conducted by Lissun, a customer-centric mental health platform revealed that more than 70% of respondents admitted to waiting until advanced stages before seeking expert mental health consultation.

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Celcius appoints industry veteran Tarun Goyal as business head

The cold chain marketplace startup **Celcius Logistics appointed Tarun Goyal as the business head**. His career includes key positions at Gati, Safexpress, Radhakrishna Foodland, Transocean, V-Trans India, DP World and Delhivery.

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India's 'study abroad' ecosystem is booming

India's 'study abroad' ecosystem is booming. There is an entire industry of consultants, prep classes and financial services catering to India's growing appetite for international education. Loan applications see 4x jump post pandemic, and number of international schools too goes up. **GradRight has started a loan-bidding platform, where banks and NBFCs compete with each other to fund students.**

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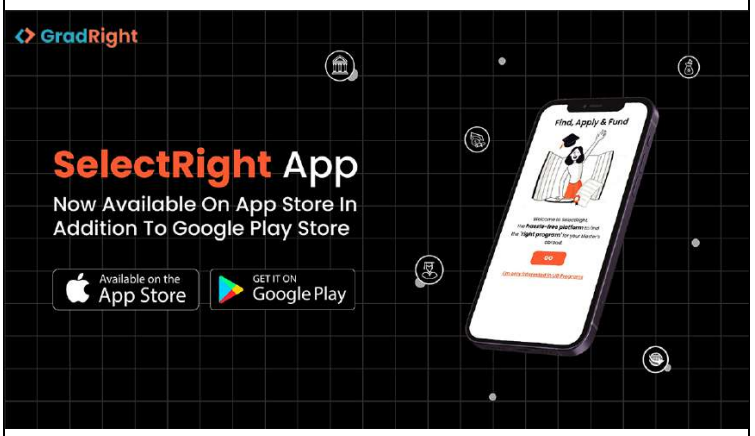
Portfolio Updates

GMetri's AI-Powered Sales Training: A Game-Changer for Modern Organizations

In the rapidly evolving world of immersive technology, **GMetri has once again**

set the benchmark by introducing AI sales training to its Metaverse toolkit. This groundbreaking feature is poised to revolutionize the way organizations train their salesforces. With GMetri's no-code platform, companies can now create realistic sales simulations in mere minutes. **Further, the company was recently honored with the prestigious Porsche Innovation Award.** This accolade is a testament to GMetri's relentless pursuit of excellence and its ability to stay ahead of the curve in the immersive tech space.

SelectRight app launches on Apple app store in addition to Google Play Store



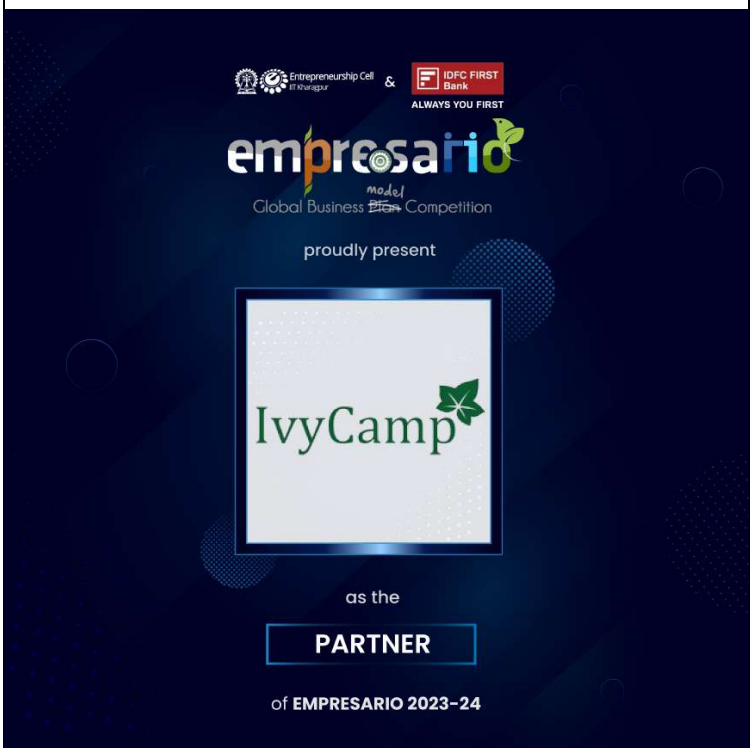
SelectRight, GradRight's AI-powered recommendation engine for shortlisting master's programs abroad, debuted on the Apple App Store this month. It's already available to download on the Google Play Store, along with FundRight, GradRight's education loan bidding platform.

IvyCamp

Signing MoU with IIT Ropar TBIF and E-Cell NIT Bhopal

IvyCamp signs MoU with IIT Ropar Technology Business Incubator Foundation (TBIF) to partner on initiatives aimed at fostering and nurturing innovation and entrepreneurship within startup community and Entrepreneurship Cell NIT Bhopal as their ecosystem partner to support their student founders by engaging in entrepreneurship-related activities, conducting pitch sessions with the IvyCap Investment team, evaluating startups for potential funding and facilitating alumni connections for Institute Startup Events.

Partnering with E-Cell IIT Kharagpur for Empresario'24



IvyCamp collaborated with E-Cell IIT Kharagpur for their annual flagship event Empresario'24. Mr. Aashish Gupta, VP of Investments at IvyCap Ventures served as a judge at the Local Startup Meet - Delhi Chapter hosted by them.

New in the Team

Madhura Sardar
Associate VP – Compliance
IvyCap Ventures

Join us to welcome Madhura Sardar as Associate VP – Compliance at IvyCap Ventures.

Madhura has more than 17 years of extensive experience in the field of Compliance & Legal. She is a Law and a Commerce graduate and is a Company Secretary. She has wide experience in corporate compliances, SEBI AIF Compliances, investor relations, portfolio investments and documentation drafting. She started her career with M-Tech Innovations as Company Secretary & Legal Officer and also worked with 91.1 FM, Radio City. She also headed the Legal team of the JV of India Blue Mountains & Accor Hotels. At Kae Capital, she spear-headed multiple transactions as Company Secretary and Legal and managed 5 Funds - compliance side as well as the portfolio side. Madhura likes to explore diverse cultures & places and enjoys learning the way people live around the world.

In the News

YOURSTORY

TechSparks2023

At the #TechSparks2023 Bengaluru edition, our Founder and Managing Partner, Vikram Gupta, joined forces with Rahul Jain from Nuvama Wealth to explore the intricacies of Indian investments and the untapped potential of indigenous capital. Gupta underscored the vast reservoir of domestic capital, while Jain underscored its pivotal role in fostering self-reliance and fueling growth. The discourse illuminated the manner in which India's vast potential, combined with strategic investments, is fundamentally reshaping the startup ecosystem.

Click here to know more

CNBC आवाज़

IFTA 2023 Fintech Olympiad

Our Founder and Managing Partner, Vikram Gupta, participated at IFTA 2023 Fintech Olympiad. The event celebrated the spirit of financial literacy and fostering a vibrant fintech ecosystem for the youth. This event brought together young minds to impart invaluable lessons in financial literacy while engaging in insightful discussions with fintech investors about future growth opportunities.

Click here to watch the full video

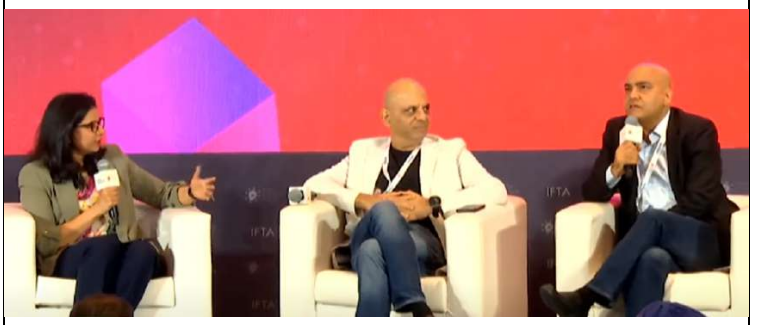
Our Industry-Event Participations

TASConnect India Launch

We are delighted to share that Vikram Gupta, our Founder and Managing Partner, had the honor of being the keynote speaker at the event. The event revolved around the perspectives shared by various speakers on India's path to growth and how Indian businesses can seamlessly align with global trade and supply chains. They explored the role of innovative platform and fintech solutions in accelerating India's pursuit of its ambitious goal of reaching a $5 trillion economy.

Click here to know more

IFTA 2023



We are happy to share that our Founder and Managing Partner, Vikram Gupta, was a panelist in the much-anticipated #IFTA2023 event. This esteemed discussion revolved around the theme of 'Missing Unicorns: Rethinking Fintech Funding Strategies and Valuations.' Alongside Mr Gupta, the panel featured other distinguished industry experts, including Vikram Chachra, the Founding Partner of 8i Ventures, Shashank Randev, Founder of VC firm 100X.VC, Hitesh Sachdev, who heads Startup Engagement, Innovation, and Investments at ICICI Bank, and Mehekka Oberoi, a Fund Manager affiliated with IIFL (India Infoline Group). The panelists sharied their expertise and perspectives on the ever-evolving landscape of fintech funding and valuations. With their combined knowledge and experience, they explored the challenges and opportunities in this dynamic sector, offering valuable insights that promise to shape the future of fintech in the years to come. This event was a true gathering of visionaries, offering a wealth of information and inspiration to all those in attendance.

TiECon Vadodara Opportunities Unlimited

We are delighted to announce that IvyCap Ventures proudly served as the Lead Funding Partner for the inaugural TiEcon event in Vadodara. This event was a dynamic convergence of entrepreneurial excellence, featuring a vibrant array of activities including startup awards, an expo, Pitch-A-Thon, Match-A-Thon, enlightening plenary sessions, engaging fireside chats, in-depth panel discussions, interactive roundtable sessions, and knowledge-enriching masterclasses. With an impressive turnout of over 100 innovative startups, more than 30 distinguished speakers, and participation from 20+ prominent fund houses, TiEcon Vadodara showcased the dynamic spirit of entrepreneurship at its best.

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e4M Martech India Conference

We are excited to announce that our Founder and Managing Partner, Vikram Gupta, is set to speak at The e4m MarTech India Conference, scheduled for December 7th, 2023. He will be sharing his insights on 'MarTech in India' and emphasizing the pivotal role of technology in driving business growth. The e4m MarTech India Conference is dedicated to offering attendees a deep dive into the latest MarTech trends and practical guidance on their effective implementation to enhance business growth and revenue. For more details, please refer to the attached event brochure. The conference will encompass a diverse range of topics, including navigating the 2023 MarTech landscape, the significance of MarTech for India, fostering a data-driven culture for omnichannel success, the transformative potential of generative AI for marketers, strategies to extract value from your Martech stack, the collaborative synergy between marketing and technology teams for business triumph, the implications of the Data Protection Bill 2023 on media and marketing in India, and the art of leveraging technology to revolutionize customer experiences in 2024, all while empowering businesses with the capabilities of AI. It promises to be an informative and enriching event for all those involved in the intersection of marketing and technology.

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www.ivycamp.in

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