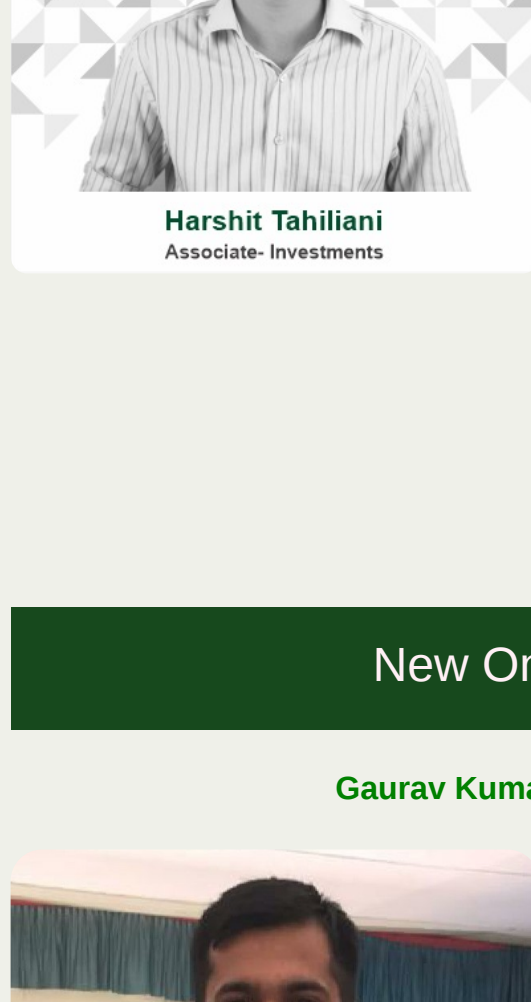


Special Focus: Earth Day



Earth day 2022 – Calling all to invest in Earth



Smita Mishra
Founder and CEO of Fandoro
Technologies Pvt Ltd

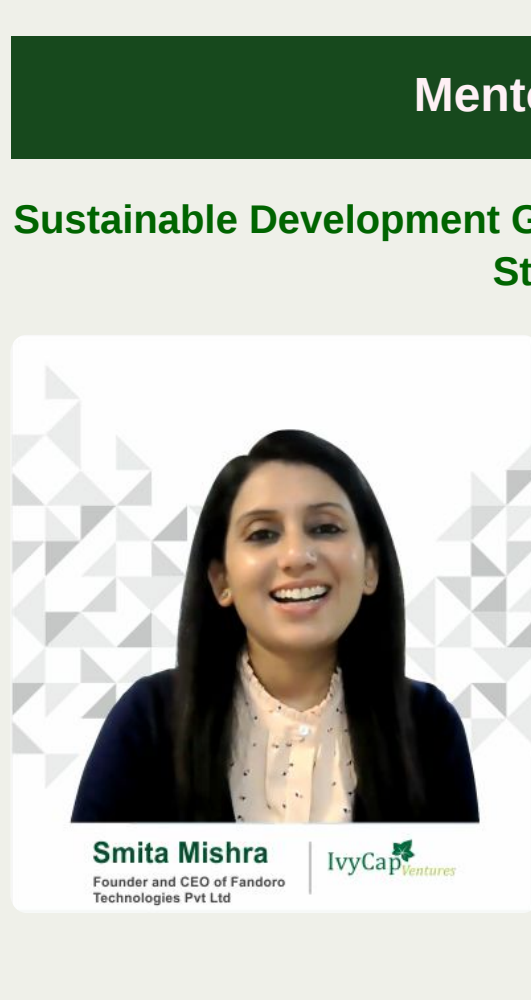


From a swirl of dust and gases to the most beautiful planet; from a ball of fire to ice and water clad globe; from the poisonous atmosphere to life-supporting air; it took billions of years and number of strikes by celestial bodies, for the Earth to become liveable. On the other hand, it has taken humanity only a few centuries to destroy the quality of the environmental factors which support life; we are gradually reversing the process of formation of Earth's environment.

[Read more](#) →

Knowledge Focus

The Second wave of India's software for the world



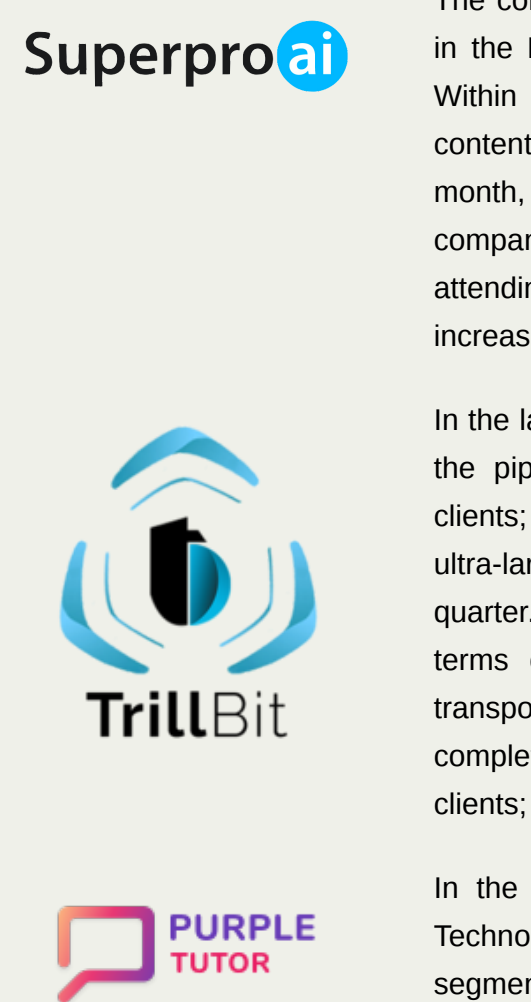
Harshit Tahlilani
Associate- Investments

Until 10 years ago, India never made it to the list of countries to look at for the next wave of innovation in software products. However, with the help of a growing ecosystem, high-quality service and product talent, and the inflow of capital from global investors, India has successfully produced 13 unicorns in B2B Software-as-a-Service (SaaS). These unicorns are followed by a long tail of startups, many of which are expected to hit that milestone in the next few years, including some of the 60+ startups that have raised Series C+ rounds in the last few years.

[Read more](#) →

New On Our Team

Gaurav Kumar Rana, Associate



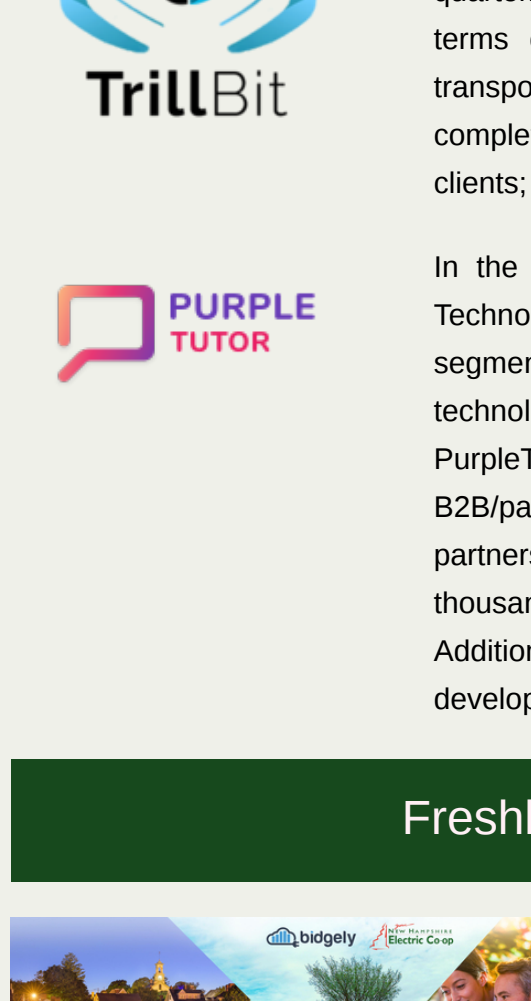
Gaurav has around 3 years of experience across investment banking. Prior to joining IvyCap, Gaurav was part of Ambit Capital, a premier independent investment bank. At Ambit Capital, Gaurav has closed 3+ transactions across fund-raise & M&A. Apart from that, Gaurav has helped in developing and managing the firm's executive relationships and sourcing new deals.

Post Ambit Capital, Gaurav worked with Dexter Capital, a tech-focused investment bank & helped them in expanding their business. Gaurav led multiple transactions in the domain of consumer tech, fintech, agritech & logitech and closed a couple of transactions.

Gaurav is an alumnus of IIM Calcutta graduated in 2019. Prior to this, he has completed his Computer Engineering from NSIT and is a CFA Charterholder

Mentor Corner

Sustainable Development Goals (SDGs): An Imperative For Startups



Smita Mishra
Founder and CEO of Fandoro
Technologies Pvt Ltd



As part of our regular Mentor Call series, Ms. Smita Mishra, Founder & CEO, Fandoro Technologies, shared her thoughts on SDGs (Sustainable Development Goals) and their relevance to startups. Given below are the salient features of the discussion:

- Sustainable development was originally defined as the development which needs the needs of the present generation without compromising the ability of future generations to meet their own needs.

[Read more](#) →

Angel Fund Updates

Experttrons

The company presented and shared the vision to change the global professional landscape at the India Innovation Hub Startup event at Dubai 2020 Expo. By end of last month, monthly user traffic across web apps and websites crossed over 75K while the session duration crossed over 500 million minutes. The company witnessed a 300% growth in the number of hiring partners onboarded

Superpro.ai

The company is able to achieve 150% MoM growth in the Monthly Active Users for the last 2 months; Within just 6 months, around 350K+ minutes of content have been generated on the platform; In last month, one of the events streamed on the company's platform got more than 20k users attending it at the same time, thereby showing the increased interest to use this platform.

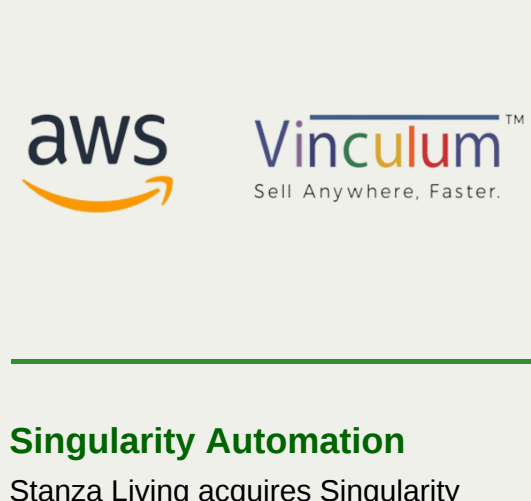


In the last few months, the company has quadrupled the pipeline size regarding value and number of clients; Company made significant progress with 2 ultra-large clients and preparing for paid pilots in this quarter. The company has also made progress in terms of its product wherein it incorporated the transport layer encryption in the protocol and completed SDK development for one of its largest clients;

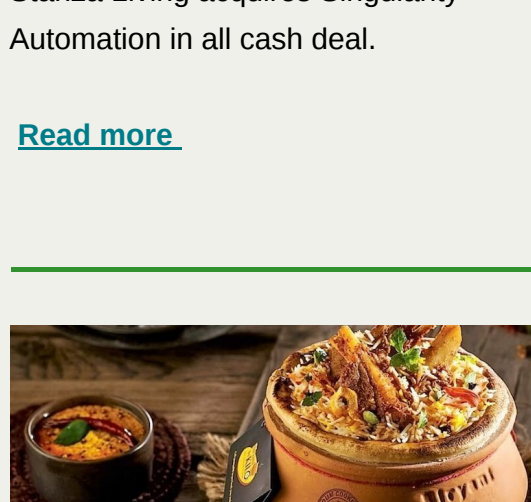


In the month of March, the much-awaited Space Technology course was launched for all age segments. Students will get to learn about Space technology with interesting coding projects. PurpleTutor continues to make inroads on its B2B/partnerships model by onboarding channel partners. The AI-driven live classes continue with thousands of data points coming in daily. Additionally, the AI engine is gearing for further development and student engagement.

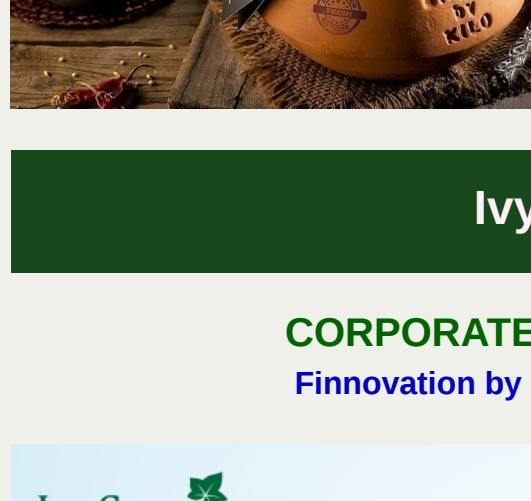
Freshly Brewed



Bidgely
Bidgely Partners with New Hampshire Electric Cooperative to Enhance Rate Design Strategies for Utility Customers
[Read more](#)



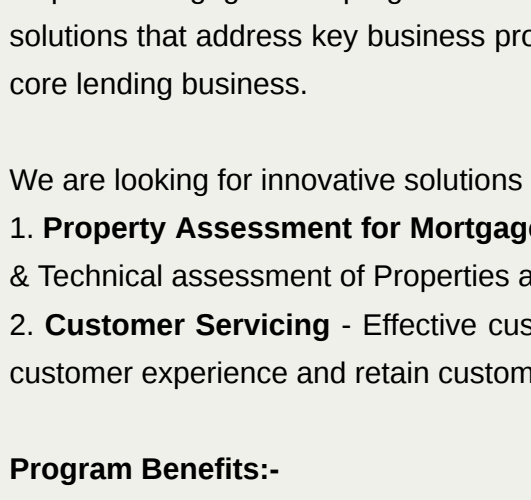
BlueStone
Bluestone raises \$30 million at a valuation of \$410 million
[Read more](#)



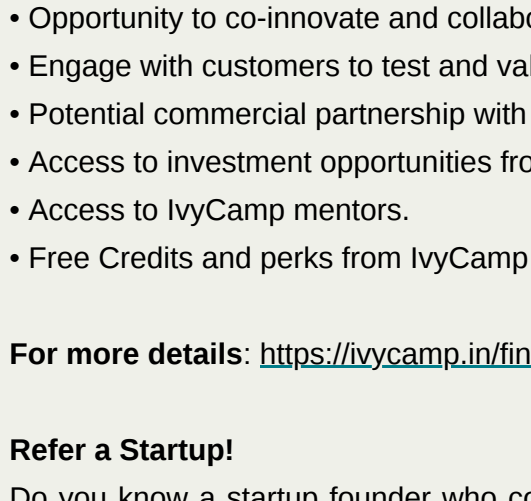
Clovie
Reliance Retail acquires 89% stake in online lingerie retailer Clovia.
[Read more](#)



Purple
Yami Gautam collaborates with Purple to support sexual assault victims.
[Read more](#)



Vinculum
Vinculum's Vin eRetail SaaS Suite Launches in AWS Marketplace
[Read more](#)



Singularity Automation
Stanza Living acquires Singularity Automation in all cash deal.
[Read more](#)

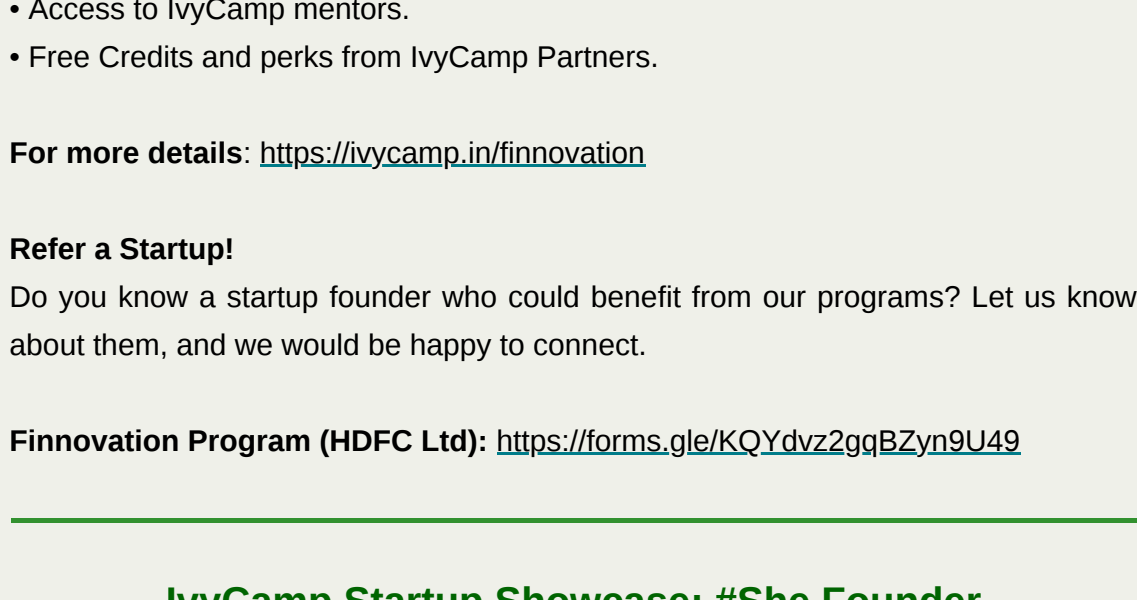


Biryani By Kilo
Scaling Biryani like scaling burgers. Inside the house of cloud kitchen brands
[Read more](#)

IvyCamp

CORPORATE ENGAGEMENTS

Finnovation by HDFC Ltd & IvyCamp



HDFC Ltd in association with IvyCamp has recently launched the **Finnovation**, a corporate engagement program that seeks to identify innovative startups with solutions that address key business problems and add strategic value to HDFC Ltd's core lending business.

We are looking for innovative solutions in the following areas:

- Property Assessment for Mortgage Loan** - Solutions that can simplify the Legal & Technical assessment of Properties associated with the mortgage.
- Customer Servicing** - Effective customer service solutions that can improve the customer experience and retain customers.

Program Benefits:-

- Opportunity to co-innovate and collaborate with HDFC Ltd.
- Engage with customers to test and validate solutions for product-market fit.
- Potential commercial partnership with HDFC Ltd after a successful pilot.
- Access to investment opportunities from the IvyCamp network.
- Access to IvyCamp mentors.
- Free Credits and perks from IvyCamp Partners.

For more details: <https://ivycamp.in/finnovation>

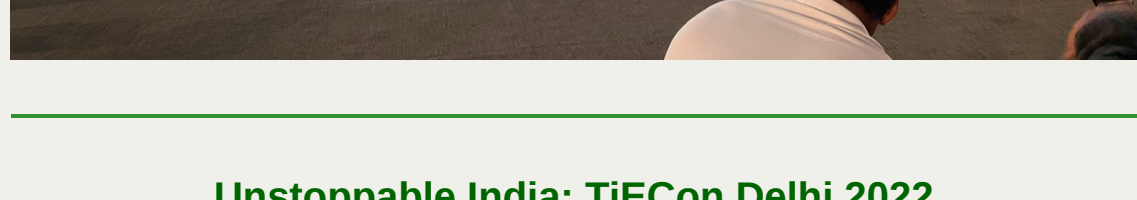
Refer a Startup!

Do you know a startup founder who could benefit from our programs? Let us know about them, and we would be happy to connect.

Finnovation Program (HDFC Ltd): <https://forms.gle/KQYdvz2gqBZyn9U49>

IvyCamp Startup Showcase: #She Founder

IvyCamp organized the startup showcase on March 8th (International Women's Day) at 3 PM. Curated innovative startups led by Women founders presented their solutions to the corporate innovation leaders. The startups presented innovative solutions that included Cloud-based platform offering CRM software for businesses, Pricing & big data analytics solutions, AI and NLP-powered business analytics platform. Corporate innovation leaders provided feedback to these startups from a business perspective.



In the News

India's 1st pet care super app Wagr has raised INR 4.2Cr in a funding round led by Inflection Point Ventures and participation from IvyCap Ventures. The round also saw participation from Stanford Angels & Entrepreneurs and Ashish Sharma (MD, InnoVen Capital India)

Coverage in [BW Disrupt](#)

Coverage in [YourStory](#)

Coverage in [The Hindu Business Line](#)

Coverage in [Entrtrack](#)

Coverage in [Entrepreneur](#)

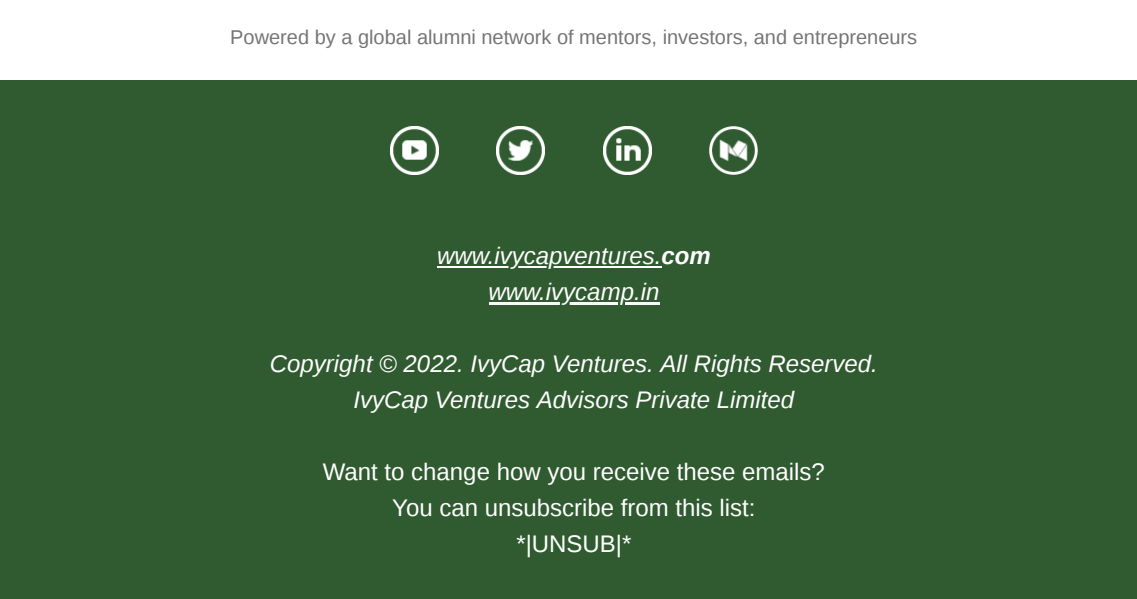
Coverage in [The Free Press Journal](#)

We Were Here

#UAE-India Startup Forum 2022



Unstoppable India: TiECon Delhi 2022



Capacity Building Program under SIDBI Cluster Intervention Program

“Finance Opportunities and Funding Practices for Start-ups”

Friday, 25th March 2022
2:00 PM to 5:15 PM

Speakers



Cdr. Navneet Kaushik,
Transaction Banking
Program Director –
Start-ups,
Technology
Development Board,
DST

Mr. Anuj Kanwar,
Transaction Banking
Head, Business Banking
HSBC Commercial
Banking

Ms. Anju Gupta,
President & Co-founder,
IvyCamp

Ms. Mansi Goel,
Senior Vice President &
Head - Fund Raising &
Investor Relations,
IvyCap Ventures

Mr. Vivek Gupta,
Co-founder & Director,
Digital Futurists Angels