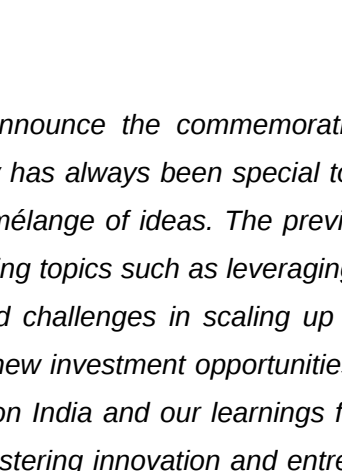
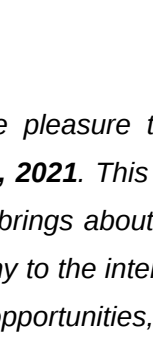




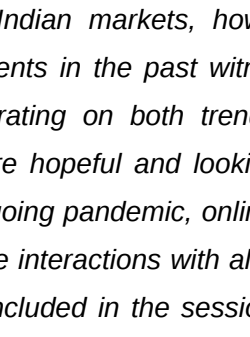
*Congratulations Neeraj Chopra
for bringing glory to the nation!*

FROM IVYCAP'S DESK



Vikram Gupta
Founder & Managing Partner

IvyCap Ventures



"It gives me immense pleasure to announce the commemoration of **IvyCap Day** on **September 17 and 18, 2021**. This day has always been special to us. It is not just about celebration but it also brings about a mélange of ideas. The previous chapters of IvyCap Day had been testimony to the interesting topics such as leveraging the IIT, IIM ecosystem for startups in India, opportunities, and challenges in scaling up new age business, the emergence of LP ecosystem in India, new investment opportunities as seen by prominent VC and PE funds, global perspective on India and our learnings from other geographies, the role of educational institutions in fostering innovation and entrepreneurial culture, how to build highly motivated teams in fast-growing organisations, alternative strategies for limited partners, how do investors look at Indian markets, how to build billion-dollar companies in emerging markets, etc. The events in the past witnessed the presence of industry experts and thought leaders deliberating on both trend-related and industry-predicting topics. So like all the years, we are hopeful and looking forward to a day of infotainment, a day to remember. With the ongoing pandemic, online events have become the norm. And, we are confident that the online interactions with all the participants will be as fruitful as it would have been in person. Included in the sessions is an entertainment program."

Key features of the day

- **D2C brands- The road ahead in the 2020s**
- **Winning in international markets**
- **Building scale in under-served markets**
- **The scope for AI in healthtech**
- **Shortening the learning curve- the edtech way**
- **Building deep tech companies in India**
- **Investing strategies**
- **Alumni Giveback and Endowment funds**
- **Exit avenues for Indian VC Funds**
- **Building hyper-growth ventures in India**

Hope to meet you all there!

FRESHLY BREWED

Convosight

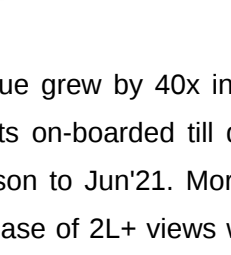
Dettol partnered with Convosight to scale the reach and impact of the initiative and drive more participation. [Read More](#)

Clovio

Clovio & Alliance Insurance launch breast cancer insurance policy 'Women's cancer shield'. [Read More](#)

ANGEL FUND

Key Highlights



PurpleTutor: The company's ARR by the end of Jul '21 is twice the Apr'21 number, which continues their trend of doubling their revenue every quarter. It on-boarded 580+ students in the month of Jul '21, which is an increase of 20% from last month. It launched a new course on Roblox 3D development in the month of Jul'21. They also launched their new 3D Game Development course called "Roblox".

Superpro^{ai}

Superpro: In July'21, the company crossed 600K minutes of usage - 5X growth from Jun'21. More than 50 organisations across businesses and not for profits uses Superpro's solution. The company now also lets users create customisable experiences around live streaming as well.



Expertrons: The company's revenue grew by 40x in the last 3 quarters with more than 250K+ aspirants and 4500+ experts on-boarded till date. In Jul '21, aspirant placement figures jumped to 68% in comparison to Jun'21. More than 300+ expert videobots have gone live. There has been an increase of 2L+ views with traffic of 25K+ organic users on company's website.



Trillbit: In Jul '21, the company was able to build a solid pipeline with 7 more clients across the globe. It also signed a paid pilot with 2 new customers for payment and authentication use cases. Company also reached the Final Top 20 in the FIDO alliance developer challenge. FIDO is a global alliance to establish open and secure authentication standards.

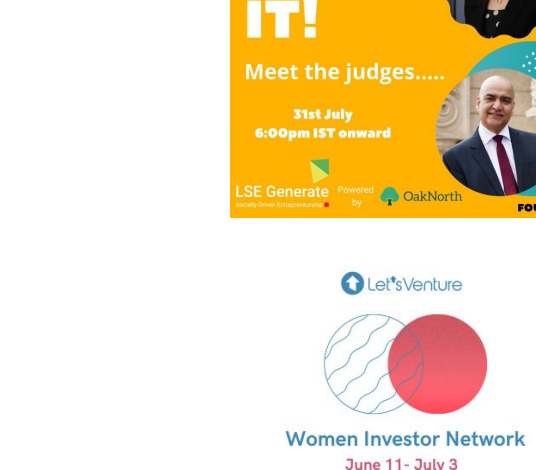
IVYCAMP

Imagine Webinar Ep. 8 Responsible Investments and Sustainability



The webinar, along with the practitioners and policy analysts, explored the space of private investments in sustainable developments. One of the key underlying thoughts throughout the discussion was - There is no cookie cutter approach or a common framework being used by investors for tracking and managing their metrics on investment progress in terms of sustainable development. Responsible investment measurement is a two-way street, especially when it comes to adoption of SDGs and metrics for measurement of progress. [Read more](#)

MENTOR MODEL FOR STARTUPS



Kashyap Avashia
Principal & CEO (Mentor Trust)

IvyCap Ventures

Background/The Need:

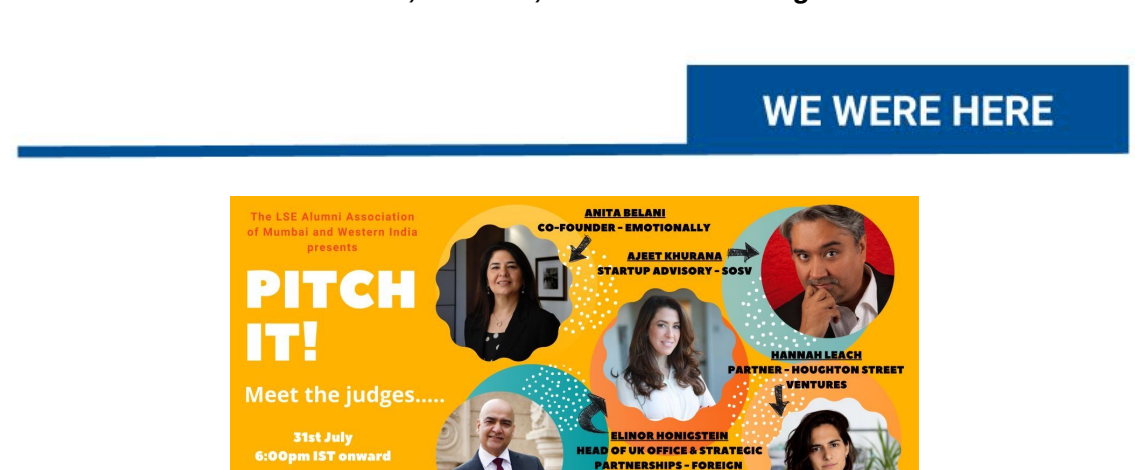
With over 50,000 government-recognized start-ups (and counting), the Indian start-up ecosystem has been on an unprecedented growth trajectory. Availability of capital, and thus Venture Capital (VC) firms, are an integral part of this success story. However, the role of a VC is not merely to provide capital. Visionary VC firms also provide a much-

-needed ingredient to start-ups and founders – Expertise. It is made available to founders throughout their journey in a variety of areas and in the form of professional networks, connections and/or dedicated mentors.

We, at IvyCap, have a unique and structured mentor model that provides execution, scale-up, and exit support to our founders. Our mentor pool has a blend of corporate executives and successful entrepreneurs who have traveled the entrepreneurship path before. Each Portfolio company gets access to mentors who provide dynamic tutoring for execution, scale-up and for helping with Strategy, Coaching, Capacity Building, Domain Expertise, Recruitment and Go-To-Market. [Read more](#)

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

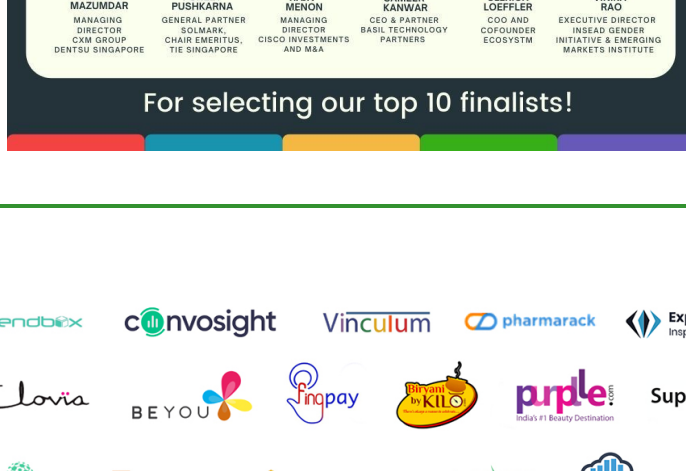
Responsible Investments Towards Building Back Better



Leadership Talk with Bruno Wenn, Chairman, European DFIs

We recently started a **Leadership Talk Series** in partnership with **Fandora Technologies**. In this series we wish to bring forth the thoughts and insights shared by the global leaders across the sector of responsible investment and sustainable development. The topic for the 1st edition of the Leadership Talk series is "**Responsible Investments to build back better**", where **Mr. Bruno Wenn, Chairman, European DFIs** shared his views on the topic in discussion with **Smriti Mishra, Founder, Fandora Technologies**.

WE WERE HERE



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