

## IvyCap Day

OF DRAGONS **REGISTER NOW September 10<sup>th</sup>, 2022** (I) 8:30 AM to 7:00 PM (IST) **Q** Taj Lands End, Mumbai

Mr. Prasun Gajri

Mr. Soumya Kanti Ghosh Group Chief Economic Advisor State Bank of India

IvyCap Ventures

Direct Equity and VC Funds, IFC. Mr. Neeraj Gambhir, Group Executive - Treasury, Markets & Wholesale Banking Products, Axis Bank. Prof V Ramgopal Rao, Pillay Chair Professor & Former Director, IIT Delhi.

Click here for more We have a lot more exciting news and updates that we will keep on sharing with you 'Our valuable network'. This year our endeavour is to bring together the key Industry Leaders, Venture

We look forward to celebrating IvyCap Day with you. **Register Now** 

From Founder's Desk

Jump at the chance: Where do Indian startups stand in Rupee's southward journey?

> The Indian rupee that recently slumped to an all-time low against the US counterpart has created

> adversities for most sectors, adversity also creates opportunity and an opportunity is all that a **startup requires**. There are startups whose businesses should make the most out of the situation, while

> > India is likely to

generate 500 new

unicorns in the next

10 years. These will in

turn generate

employment and add

to the purchasing

power of Indians.

others will have to wait till the local Vikram Gupta, unit recuperates and gains some Founder & Managing Partner muscle. IvyCap Ventures Before taking a plunge though, let's

Spotlight

66



sustained

you're

untapped sources of growth.

outcomes?

an

targeting

and

term

Whether

acquisition, considering a divestiture or looking to improve your enterprise Ashish Wadhwani, performance, a value creation mindset Managing Partner, goes beyond the expected to reveal IvyCap Ventures In continuation to this thought, recently dwelled into a discussion with a senior wealth manager who manages several billion dollars of wealth on behalf of clients in Singapore. After reviewing the pitch deck of a VC fund, he calls me and inquired, "Tell me, how is it that the VC fund is

invested in a few Unicorns (a startup

that has achieved a billion-dollar valuation) but is yet to have great

With the advent of e-commerce, consumers are always on the lookout for new products and platforms that are being designed to meet their needs. As a result of that, for brands to have a well-defined e-commerce strategy has become a default expectation as against it being an advantage. As the e-commerce industry evolves, brands have started to look out for innovative

returns?"

ways

**New On Our Team** 

Anurag Chaurasia, Vice-President, IvyCap Ventures

to

engage

ways of commerce to emerge.

**66** With first-party data

not being available to brands and big tech

their own communities.

Anurag has over 8 years of experience across investment banking and venture capital. Prior to joining IvyCap, Anurag was a part of the investment banking

customers, leading the way for new

and

**Special Focus** 

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The next frontier for commerce

players making tracking further challenging, brands will have to find new ways to drive traffic to their own platforms and build



**Bluestone** 

**Bidgely** 

**Future Ready** 

**AFTER HOURS: Gaurav** 

and CEO, BlueStone

Singh Kushwaha, Founder

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Bidgely Wins 2022-2023 Future Ready Organization Award by India's Econo

**Bidgely Wins 2022-2023** 

Organization Award by

**India's Economic Times** 

Read more

**bidgely** 

Purplle **Purplie Success Story: India's No 1 Online Beauty Business Read more** 



IvyCamp

IvyCamp Startup Showcase with SBI General Insurance IvyCamp Startup Showcase with

In conversation with BW Businessworld our Founder and Managing Partner Vikram Gupta discussed about what led to IvyCap's foundation. He also shed light on the brand's fund deployment & exit strategies. The article is

Is the free lunch over at startups?

THE ECONOMIC TIMES

In the current market scenario of volatility, cost optimization is the prime focus

Speaking to The Economic Times our founder and managing partner Vikram Gupta shared his views on how startups can manage the situation by having a

runway of at least 18-24 months in the present times.

Edtech start-ups funding down 50% in Q2 2022 from Q1, report says. Insiders blame 'bad phase'

Geopolitical instability and economic slowdown are causing a decline in the funding of the Indian 'ed-tech' startup ecosystem, according to a report by We Were Here

With over 50k+ app downloads, the company has now scaled to over 45 popular pet care brands available on their pet products shop. This is in addition to launching their website with enhanced customer experience, and the successful launch of their first sales campaign helping pet parents prepare for Expertrons The company has launched a zero-cost 'Sourcing - Training - program for companies, where they have onboarded Toothsi, Impactguru, Walnutsgolks, Cybertech and Kotak Gold. MAUs increased by 18% to ~106K. It has crossed 50K followers on LinkedIn & 20K followers on Instagram as a result of the creative marketing campaigns. The website and webapp traffic crossed over 100 K while the organic sessions increased by 2.4x to 41.15% in Jul'22. Over 1600 jobs were applied by the aspirants on the platform. **IvyCamp Corporate Engagement** 

Inviting Startups to Connect and **Explore POC/Pilot Opportunities** Registration Deadline : August 16, 2022 **Register Now** Disclaimer: SBI General Insurance Company Limited I Corporate & Registered Office: Fulcrum Building, 9th Floor, A & B Wing, Sahar Road, Andheri (East), Mumbai – 400099 | For SBI General Insurance Company Limited I IRDAI Reg. No. 144 dated 15/12/2009 | CIN: U66000MH2009PLC190546 | SBI Logo displayed belongs to State Bank of India and used by SBI General Insurance Company Limited under license. | Website <a href="https://www.sbigeneral.in">www.sbigeneral.in</a>, Tollfree 18001021111 | ADDIG/JUL/2022-23/0482 IvyCamp in association with SBI General Insurance is organizing a startup showcase on August 24, 2022. Selected Startups pitch their solutions to SBI General innovation team for an opportunity of POC and get feedback from a business perspective. We are looking for innovative solutions in the following areas: 1. **Voice of Customer** -Solutions to provide analytics on customer feedback from different sources(Social media, Forums, NPS, Feedback, complaints, etc.) to understand the customer experience and brand perception. 2. Intelligent Recruiting - Al solutions in the hiring domain that can help the organization identify the right talent for the role and help in achieving better retention, provide detailed analytics on personality fit for the role, etc. 3. Intermediary Engagement - Solutions to increase better engagement and connect with insurance intermediaries to increase productivity and focus. 4. Metaverse - Startups that work in the technology domain with use cases in insurance, such as customer engagement, employee training, insurance awareness, etc.

For more details: <a href="https://ivycamp.in/events/sbi-general-insurance">https://ivycamp.in/events/sbi-general-insurance</a>

Do you know a startup founder who could benefit from our programs? Let us know

In The News

Conversation with BW Businessworld

Register now: <a href="https://forms.gle/wrTu874YCkXjkhHL8">https://forms.gle/wrTu874YCkXjkhHL8</a>

about them, and we would be happy to connect.

Refer startups here: <a href="https://forms.gle/QKgxdhkKR8mcF8EF9">https://forms.gle/QKgxdhkKR8mcF8EF9</a>

Registration Deadline : August 16, 2022

Refer a Startup!

featured along with other leading industrialists and their views on the startup ecosystem. Read more at Page 84-85  $\longrightarrow$ 

of the startup ecosystem.

Read more —

ThePrint

PricewaterhouseCoopers. Our founder & managing partner Vikram Gupta spoke to The Print recently stating how this is a short-lived phenomenon Read more -Conversation with BW Businessworld

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Mr. Mihir Vora Mr. Deepak Bagla Ms. Ruchira Shukla Mr. Neeraj Gambhir Mr. Pradeep Gupta Ms. Paula Mariwala Prof. V Ramgopal Rao Mr. Mahesh Panchagnula Dean, Alumni and Corporate Relations IIT Madras Prof. Aliasgar Contractor Mr. Sneh Vaswani Co-Founder & CEO, Mr. Venkat Nott Mr. BG Krishnan Founder & CEO eShakti Founder & CEO, Vinculum Group Ms. Tamanna Dhamija Mr. Kiran Shah Chairman & Managing Director, YelloSYKE Mr. Shashikant Burnwal Mr. Pratyush Halen Mr. Gaurav Perti Mr. Sanjeev Chandak Meet the reputed industry leaders joining us for the 6th edition of IvyCap Day 'Thunder Of Dragons' At IvyCap Ventures, we believe the network is the 'net worth'. We are pleased to announce our first set of speakers. Please join us in welcoming a host of reputed industry leaders and our old friends as Speakers for our annual gathering IvyCap Day 2022 'Thunder Of Dragons' who will dwell upon the current investment scenario, opportunities, and the road ahead. Here are some of our speakers Mr. Prasun Gajri, Chief Investment Officer at HDFC Life. Mr. Soumya Kanti Ghosh, Group Chief Economic Advisor, State Bank of India Mr. Pradeep Gupta, Chairman & MD of the Cyber Media Group. Mr. Mihir Vora, Sr. Director & Chief Investment Officer at Max Life Insurance. Mr. Deepak Bagla, Managing Director and CEO of Invest India. Ms. Paula Mariwala, Founder and Co-President-Stanford Angels and Entrepreneurs India. Ms. Ruchira Shukla, Regional Head, South Asia, Disruptive Technologies -

Mr. Mahesh Panchagnula, Dean, Alumni, and Corporate Relations, IIT Madras. Prof. Aliasgar Contractor, Former Dean, IIT Bombay.

Capitalists, Institutions, and Entrepreneurs under one roof to share ideas and explore major investment-related shifts and emerging trends in the industry. The industry experts will deliberate on topics related to SaaS, consumer tech companies, leveraging alumni networks to venture capital, the impact of macro-economic

environment on the ecosystem, etc. They will also be sharing their insights that serve as secret potions to unlock the true potential to become Dragons. So, register

yourself and be a part of this forum.

companies - be it a startup or a bellwether. The Indian rupee touched a record low of 80 per greenback on account of consistent fund outflows, among other factors. Global investors, who were already pulling out their capital from the Indian market and reserving them for

relook at what happened with the local

currency and what is true for all

At the end of the day, Venture Funds are answerable to LPs, and LPs are driven by returns. Unicorns are great to have in the portfolio but Dragons are even better. A unicorn which is a dragon is the real deal.

Harshit Tahiliani, Associate, IvyCap Ventures Live commerce platforms allow brands to engage a real-time audience over live video sessions across streaming platforms—website, YouTube, Instagram, etc.—and drive consumers to transact during those sessions. Brands across industries such as & footwear apparel and home furnishing, amongst others, frequently organize "Drops" for customers at the time of new product launches or as discount-led virtual sales events.

Read more -

Standard team at Chartered Bank where he worked in a sector agnostic role originating and executing M&A advisory and fund-raising transactions. Prior to SCB, Anurag spent more than 5 years with Ambit, a domestic investment bank where he was part of the consumer sector coverage originating team and executing M&A advisory and private capital raising transactions. Prior to Ambit, Anurag was a part of the investment banking team at JM Financial, an India-based financial services firm where he worked in a sector agnostic role

> Miko Miko 3 wins globally acclaimed Mom's Choice **Awards Read more Portfolio Updates**

> > PURPLE

PurpleTutor posted a 20% growth in revenue last month. We continue to build our computational thinking segment well across business parameters. August will be the month, where we will launch mathematics as a course with AI enablement for teachers. We look to launch this for grade 1 to 3 initially. The

product is being launched after extensive testing and customer feedback.

**SBI** General Insurance

Vikram Gupta, Founder of IvyCap on India's journey to build 300 unicorns by 2030 www.ivycapventures.com www.ivycamp.in

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