

# From IvyCap's Desk



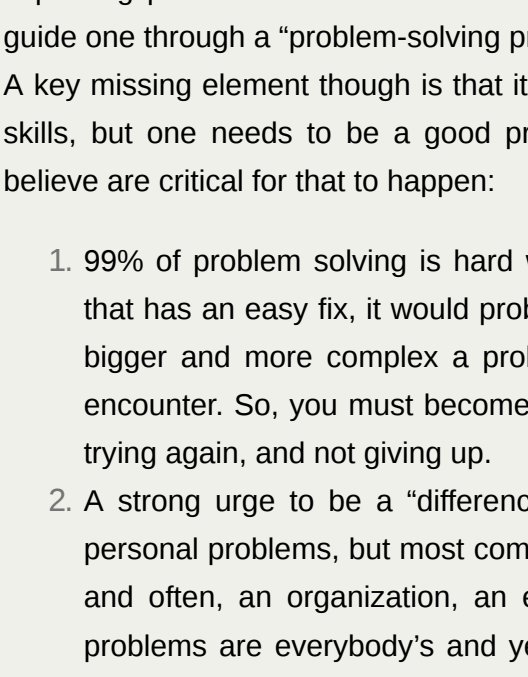
**Vikram Gupta**  
Founder & Managing Partner

This is the second budget after the onset of the pandemic. In the current fiscal, the economy is witnessing a growth rate of 9.2 percent. From this year's budget, startups will get a big relief as government tax benefits for businesses that have received tax redemption for three consecutive years will be extended by one more year until March 31, 2022.

The recently issued Economic Survey showed that India now has more than 61,400 startups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT). And in 2021-22, around 14,000 recognised startups were added. The sharp increase in the number of Unicorns, including companies with a billion-dollar valuation, showed almost a double increase with 42 new ones joining the club. At present, the total number is 83. Thus, at this time, such an announcement will facilitate an atmosphere of growth and development. Backed by Blockchain technology, digital rupee to be introduced by Central bank in FY23 and Rs 6,000-crore programme to rate MSMEs over the next five years are welcoming steps. The Budget highlighted the growth and promotion of the digital economy, the fintech sector, and others. Thus, the budget encompassing some of the major industries, if implemented, will help in driving economic growth.

# (Re)Defining Leadership

## What makes a good problem solver?



**Mr. Ravi Sonnad**  
Founder & CEO, Enabling Leadership

Problem-solving skills are a premium today. They are highly valued since solving complex problems and eliminating societal obstacles are essential for progress and development. Organizations dedicate significant resources to help their employees improve these skills. But despite the need and the focus, the world today has a scarcity of this much-valued resource. Why are problem solvers so hard to find? The simple answer is that being a good problem solver is not easy.

Researchers spend enormous amounts of time trying to understand the psychology behind what makes someone good at problem-solving. The commonly quoted traits are strong analytical skills and being able to think out-of-the box. Critical and Creative thinking make up the bulk of all the training programs that focus on improving problem skills. Most of them also provide frameworks and templates to guide one through a "problem-solving process"

A key missing element though is that it is not enough to have good problem-solving skills, but one needs to be a good problem solver! Here are three traits that we believe are critical for that to happen:

1. 99% of problem solving is hard work and resilience. If it is an easy problem that has an easy fix, it would probably already be solved by someone. But the bigger and more complex a problem, the more obstacles you are bound to encounter. So, you must become very good at failing, trying yourself up and trying again, and not giving up.
2. A strong urge to be a "difficult maker" – it is almost natural to focus on personal problems, but most complex problems affect a larger group of people and often, an organization, an ecosystem, or even society at large. These problems are everybody's and yet nobody's. So, you should want to change things not just for yourself, but also for those around you.
3. A keen awareness of the world – complex problems do not occur in isolation. They do not lend themselves to a purely logical though-process. They are usually the result of an evolution of interactions between individuals, communities, and the environment. So, unless you develop a deep sense of connection and care to the world around, you will not be able to truly appreciate the issues that require attention.

At Enabling Leadership, we believe that being an excellent problem-solver is an essential element of being a Leader - a role model, a global citizen, and a positive contributor. Our programs use a unique curriculum and pedagogy to develop these essential skills. We are working to help an entire generation of children become leaders. So, come join us!

# Sustainable Development Goals (SDGs)

## The big focus of Budget 2022—Sustainable Development



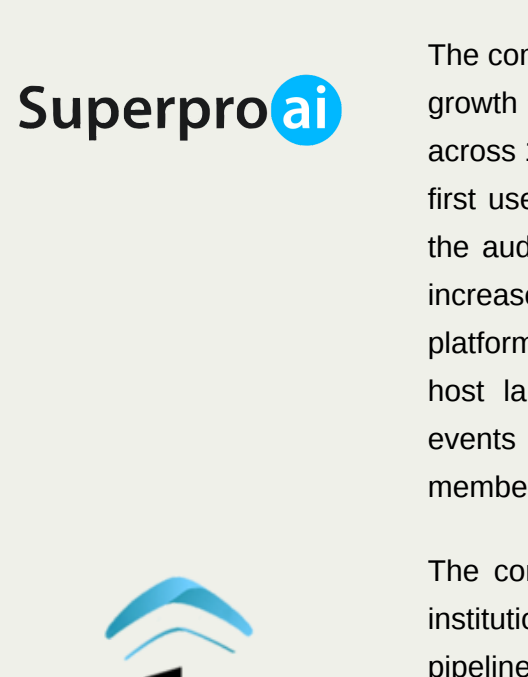
**Smita Mishra**  
Founder and CEO of Pandora Technologies Pvt Ltd

In line with the Budget 2021, the Budget 2022 also focuses on sustainable development but in a much larger and integrated way.

Sustainable development has found its rightful place in the financial budget of the fastest growing economy in the world. The budget speech given by the Finance minister Ms. Nirmala Sitharaman showcased the government's strong resolve to adopt sustainable development at a national level.

[Read more](#) →

# New On Our Team



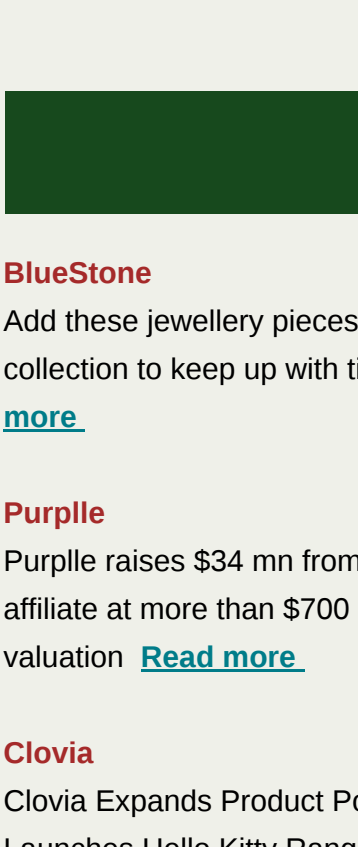
**Harshit Tahiliani**  
Associate

Harshit has over 6 years of experience across investment banking, venture capital, and private equity. Prior to joining IvyCap, Harshit was a part of the investment team at Kingfish Group, a North America-focused middle-market private equity firm. At Kingfish, Harshit was responsible for leading due diligence on new investments, developing and managing the firm's executive relationships, and growing the investment team in India.

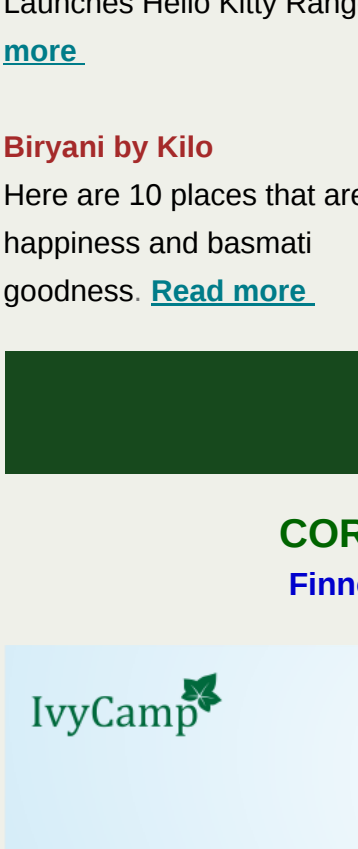
Prior to Kingfish, Harshit was a part of Scaale Capital, a boutique investment bank focused on cross-border transactions for early-stage ventures. At Scaale, Harshit also contributed towards building Cross Border Angels, the firm's angel investment platform, and organized various startup pitching events such as Startup India Rocks! 2016.

Harshit has a B.Com from Savitribai Phule Pune University and is a CFA Charterholder.

# Angel Fund Updates



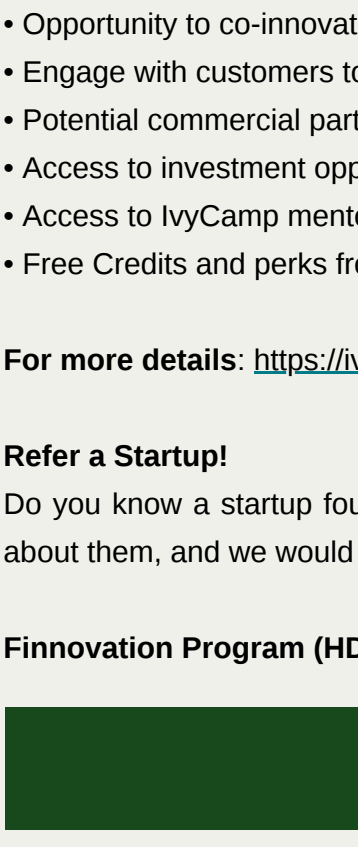
Web 3.0 is the new internet, and GMetri is the WordPress for building Web 3.0 solutions with zero code; It is now working with some of the topmost private banks of India to take employee engagement/training to the Metaverse. With PayPal (global) already a client, BFSI revenues are expected to grow in the coming months. The company has recently launched affordable pricing plans for designers/individual creators; Also signed an MoU with AIC-Manipal to create a course to train startups/students the skills needed to build the metaverse



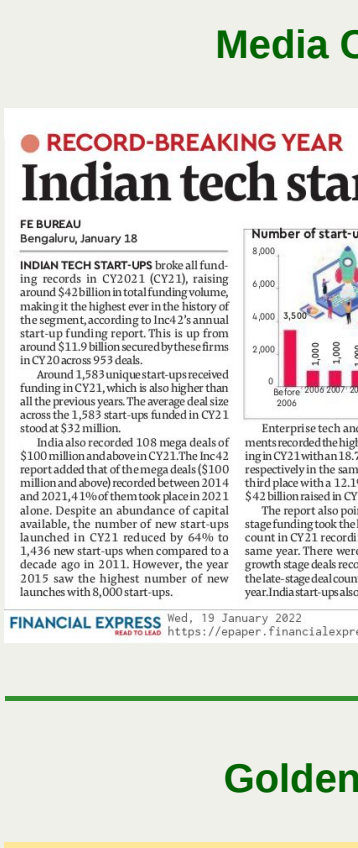
The company ended the year Q4 2021 with a 1640% growth in the number of active users coming from across 1000+ communities, which shows the culture-first user experience in the platform resonating with the audience. In Jan'22, the company saw a 136% increase in the number of minutes streamed from the platform. Bharat Communities used the platform to host large-scale community, educational, religious events unlocking live interactions among their members at scale.



The company has recently added a large financial institution and a control access company in the pipeline that is looking to use the solution for contactless wallet payment and control access respectively. In addition, it is also conducting PoC for multi-factor authentication for one of the organizations; Company is in active discussion with investors for fundraising



In Jan'22, the company's organic lead conversion increased by 30%. The company's expert count crossed 6000 in Jan'22. Around 98 candidates were placed and more than 10000+ questions were asked to the videobot by the users. And 18 new channel partners were onboarded in Jan'22. In addition, the company also built an Order Management System to streamline the operations.



The company's major focus was on building the affiliate channels as well as partnerships in the month of Jan'22. Partnerships with schools in South Asia and other regions are progressing with more closures expected in Feb'22. Channel partners in the Middle East and South Asia are expected to be onboarded in the coming month. From a curriculum perspective, an exciting course on Space Technology (all ages) & Data Science for older kids is expected to be rolled out soon

# Freshly Brewed

**BlueStone**  
Add these jewellery pieces to your collection to keep up with times [Read more](#)

**Purple**  
Purple raises \$34 mn from Sequoia affiliate at more than \$700 mn valuation [Read more](#)

**Clovia**  
Clovia Expands Product Portfolio, Launches Hello Kitty Range. [Read more](#)

**Biryani by Kilo**  
Here are 10 places that are delivering happiness and basmati goodness [Read more](#)

**Bidgely**  
Bidgely Achieves Industry-Leading Customer Satisfaction Scores of 85% for PacificCorp. [Read more](#)

**BevakooF**  
The duo whose BewakooF-i turned out a success. [Read more](#)

**Expertrons**  
Ingenuous Indian AI start-ups are driving revenue to the Indian domestic market. [Read more](#)

**Get My Parking**  
Get My Parking: EV-Charging Made Easier with Consumer App Integrations. [Read more](#)

# IvyCamp

## CORPORATE ENGAGEMENTS

Finnovation by HDFC Ltd & IvyCamp

Inviting Startups to Co-innovate & Collaborate

Apply Now

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:

1. **Property Assessment for Mortgage Loan** - Solutions that can simplify the Legal & Technical assessment of Properties associated with the mortgage.
2. **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/KQYdvz2ggBZyn9U49>

# We Were Here

## Media Coverage in Financial Express

### Indian tech start-ups raise \$42 bn in 2021: Report

**INC42 REPORT SAYS:**

- Overall funding volume into Indian start-ups have already crossed \$40 billion across 1,543 deals in FY21
- India now has 85 unicorns, of which 42 were added in FY21 alone
- India crossed 100 mega deals of \$100 m and above in FY21

that India could add another 71 tech startups expected by FY23. It followed in the top ten for venture investments and analysts that it played with said that the venture capital in India is expected to be primarily pulled by an abundance of foreign capital, combined with China regulatory crackdowns of the middle-class financial services ecosystem.

Also, Govt. partner and early-stage VC firm Shakti Ventures Partners, says that when some of the early stage VCs are looking at India in 2022, they are already not observing too much of the country's performance compared to China which already has seen a significant recovery in the economy. The report also says that the country's growth rate is expected to be around 10% in FY22, which is a significant improvement over the 9% growth rate in FY21. The report also says that the country's growth rate is expected to be around 10% in FY22, which is a significant improvement over the 9% growth rate in FY21.

FINANCIAL EXPRESS | Feb. 19, January 2022 | <https://www.financialexpress.com/c/6559484>

# Golden Cart by BW Marketing World

**JURY CHAIR**  
C.V. SRINIVAS  
India Country Manager  
WPP

**JURY MEMBERS**

**ROSHNI DHAN**  
Marketing Director  
Intel India

**DHEERAJ SINHA**  
CEO & Chief Strategy Officer  
Leo Burnett  
South Asia

**ASHISH WADHAVANI**  
Managing Partner  
IvyCap Ventures Advisors

**NITIN SINGHAL**  
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# E- Summit'22 by E-Cell, IIT Hyderabad

## PANEL DISCUSSION

### WOMEN IN ENTREPRENEURSHIP

**Dr. Anju Gupta**  
Co-Founder and President, IvyCamp

**Ms. Kunalika Rathore**  
Founder & CEO, Unknowns Agency

**Ms. Deepthi Ravula**  
CEO of WE Hub Telangana

**Ms. Damini Mahajan**  
Co-Founder & CEO, WebKicks

**Ms. Alka Mehta**  
Founder & CEO, Paykid Payments

**Register!**

Powered by a global alumni network of mentors, investors, and entrepreneurs