

World Mental Health Day 2021 | 10 October



"What mental health needs is more sunlight, more candor, and more unashamed conversation."

– Glenn Close

FROM THE FOUNDER'S DESK



Every year, we observe World Mental Health on October 10. With the current ongoing pandemic, mental health concern is as real as any other health issue today. According to industry data, approximately, 1 billion people are suffering from mental disorders; 3 million people die every year succumbing to the harmful effects of alcohol. What is more ghastly is that one person among us is committing suicide every 40 seconds.

So, I thought it is important for me to speak about this issue now. According to a study by the National Institute of Mental Health, 72% of entrepreneurs are directly or indirectly affected by mental health issues vs 48% of non-entrepreneurs. From loneliness to managing the personal-professional life, every moment becomes taxing. Complete exhaustion and chronic anxiety disorder lead to more than often instances of insomnia. With the ongoing pandemic, we are essentially physically separated from one another, and connecting virtually is an option. Thus, I feel we should reach out if anyone is seeking help. It is important to share the condition of one another. Realizing the importance of mental issues, governments from all around the world emphasized the quality of mental health services at all levels at World Health Assembly in May 2021. True, no virtual meeting can replace the significance of physical proximity, but truer, the more we talk, it becomes better and easier. Sharing and comprehending each other's predicament is the only option today. We can form different micro-communities including various startups where the founders can discuss their professional challenges. Creating a sense of familiarity will make things better. So, this World Mental Health Day, let us take a pledge to be compassionate and empathic towards one another.

Special Focus

According to industry reports, mental health and substance use disorders account for 7.4% of the global burden of disease and make up the greatest economic cost of non-communicable diseases (NCDs). In low- and middle-income countries (LMICs), the economic impact of mental health disorders in 2010 was estimated at the US \$870bn and this is projected to more than double by 2030. Underfunded mental health services, a shortage of mental health professionals, and the stigma associated with mental health disorders create barriers to scaling up treatments and deter individuals from seeking help when treatments are available.

Just as good physical health is not just the absence of physical illness, good mental health is not just the absence of mental illness. Despite high exposure to mental health risk factors, some individuals maintain good mental health. It is worth researching and develops a deeper understanding of resilience in the face of adversity, to provide the basis of interventions to enhance 'mental health reserve' and reduce the risk of mental health disorders.

Let us see what the experts have to share - [Read More](#)

FRESHLY BREWED

Clovie - Clovie launches an ad campaign featuring its leadership team. [Read More](#)

Purple - PurpleTutor eyes \$500 million valuation amid Nykaa IPO. [Read More](#)

Biryani By Kilo - Biryani by Kilo introduces a dine-in service for foodies. [Read More](#)

ANGEL FUND

Key Highlights



PurpleTutor: Company is growing with an overall student count to be around 3800+ with around 300+ teachers on the platform. The company launched its AI product in the live class towards the end of Jul'21. Over the last 2 months, the product has been tested and the initial outcome is extremely promising. It will be extending the AI product in a bigger way in Oct'21



Superpro.ai: Company has seen a huge jump in its usage which is growing at more than ~100% MoM and has crossed 3 Million minutes. It recently launched one of the world's first 100% customizable video communication rooms. The company's platform is being accepted pan India with more than 200 political, social, and government organizations using the platform.



Expertrons: The company has added 1000+ experts in the last 3 months which brings the total expert count to 5000+ by the end of Sep'21. With more than 3500+ Hiring partners, the company has placed more than 150+ candidates by Sep'21 end. Recently, the company completed its Pre-Series A round and in addition raised money from Kunal Shah (CRED) and Anant Maheswari (President, Microsoft India). The expert onboarding team successfully created a Master class with Arjun Vaidya (founder of Dr. Vaidya's & currently at Verlinvest) along with adding him to the list of influencers for Expertrons Videobots.



Trillbit: Company has been among the Top 3 startups out of 100 startups across the globe as part of the FIDO Alliance developer challenge. FIDO is a global alliance by big tech companies like Google, Apple, Facebook, Amazon to establish secure authentication standards. In addition, the company has also added multiple clients in its pipeline from across the globe for the on-device provisioning and user authentication use cases.

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

First steps towards Sustainability through SDGs and ESGs



Tech and tech-enabled are some of the fastest-growing startups in the current market. Whether we are looking at FinTech, Ed Tech, Health Tech, etc. Most of these startups struggle to understand the relevance or even their part of the responsibility when it comes to sustainability – majorly because there was no formal mandate laid down towards sustainability by the regulatory authorities until the Ministry of Corporate Affairs and SEBI bough Business

Responsibility Sustainability Report. However, the MCA guidelines have kept it mandatory only for the top 1000 listed companies (by the size of the market cap) and unlisted companies above a certain threshold of revenue. The guideline does suggest other companies (listed or not) adopt BRSR Lite and publish. - [Read More](#)

IVYCAMP

HDFC Life Futurance Phase -4



We are calling applications from innovative tech startups from Health And Insurance sector to apply for HDFC Life futurance Phase 4.

As part of this program, startups get an opportunity to connect with HDFC Life's leadership, collaborate with the business teams, expand their customer base, and commercialize their products.

For the phase-4, we are looking for solutions in the following areas:

- Fraud Detection:** AI-based tools using text, vision, and voice to detect & prevent risk, fraud, and cybercrime
- Non-Invasive Vital Measurement:** Non-invasive, remote monitoring tools to measure vitals like BP, Glucose using AI
- Portable Medical Testing Devices:** Invasive or Non-invasive portable medical devices to facilitate medical checks at home.

To know more, please visit www.ivycamp.in/futurance.

