

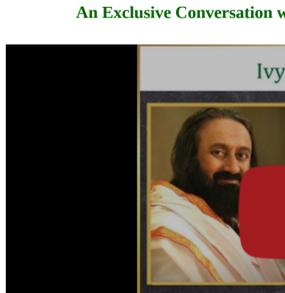
FROM THE FOUNDER'S DESK



**Vikram Gupta**  
Founder & Managing Partner  
IvyCap Ventures

"Another month has passed and we are standing at a time where there are reports of the number of coronavirus cases dropping in India, and the country has also administered a record number of vaccine doses so far. Currently, India has even surpassed developed nations like the US in providing the total number of vaccine doses. Thus, at this crucial juncture of time, we must ensure that the vaccination drive keeps gaining momentum. As a part of this drive, we collaborated with our portfolio company, Vinculum, and managed to vaccinate more than **580** people including our employees and staff from other portfolio companies and others in Delhi NCR and Mumbai regions. We hope to continue and strengthen the process in other places too. Vaccination is an important endeavour and hence should not be stopped at any time, owing to rumours around the same."

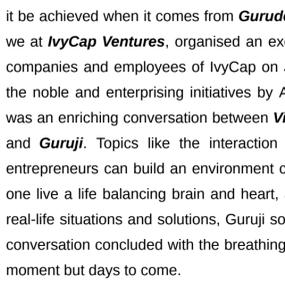
NEW INVESTMENTS



**Meenakshi Singh**  
CEO  
Synapsica



**Kuldeep Singh Chauhan**  
CTO  
Synapsica



**Dr. Cherian**  
Co-Founder  
Synapsica

Happy to share the news of our latest investment in [Synapsica](#). Congratulations to Meenakshi Singh, Kuldeep Singh Chauhan, Dr. Cherian and their entire team! Synapsica uses NLP, Computer Vision & Deep Learning based software products to assist diagnosis in X-Ray, CT and MRI scans. [Read more](#)

EVENTS

An Exclusive Conversation with Gurudev Sri Sri Ravi Shankar

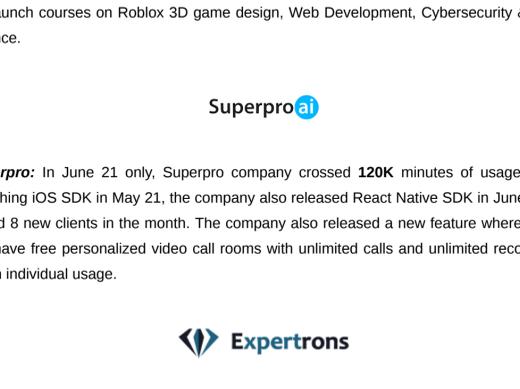


An Exclusive Conversation with Gurudev Sri Sri Ravi Shankar

While following the unbeaten track, sometimes we look for validation that we may be traversing a less-travelled path, but surely not a misleading one. And, what better way can it be achieved when it comes from **Gurudev Sri Sri Ravi Shankar**. With this view in mind, we at **IvyCap Ventures**, organised an exclusive conversation with Gurujee for the portfolio companies and employees of IvyCap on July 3, 2021. The session started with featuring the noble and enterprising initiatives by Art of Living. The interesting part of the session was an enriching conversation between **Vikram Gupta, Founder and Managing Partner**, and **Gurujee**. Topics like the interaction between focus and achievement in life, how entrepreneurs can build an environment conducive to creativity and innovation, how does one live a life balancing brain and heart, and many others, were deliberated upon. Citing real-life situations and solutions, Gurujee solved most of the dilemmas of the audience. The conversation concluded with the breathing exercises, which brought peace not only for the moment but days to come.

Imagine Webinar Ep. 7

Tracking performance of investments made using the SDG lens



Watch the Imagine Webinar Ep. 7  
Tracking performance of investments using the SDG lens

On 23rd of June, we held a webinar, on the topic - "**Tracking performance of investments made using the SDG Lenses**". The 3 panelists were investors - **Prema Jaiswal** from **Caspian Investments**, **Starlene Johnson Sharma** from **ACT Grants and Green Arth** and **Markus Lehmann** from **Navigatio Capital**. The discussions started with the investor's highlights and the investment thesis the respective investor teams went by. The core of the session was the due diligence process and how the investors chose a business to invest in and if sustainability was a deciding factor and if they followed SDGs for the same. This was followed by the key agenda of the day - How did the investors measure their investments made through the SDG lens. What kind of metrics and frameworks they followed. [Read more](#)

FRESHLY BREWED

**Convosight**  
Convosight raises \$9M in Series A round. [Read More](#)

**Biryani By Kilo**  
Biryani by Kilo has been doing its bit and taking all precautions during the pandemic. [Read More](#)

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

ANGEL FUND

Key Highlights



**PurpleTutor:** In June 21, the company's revenue grew by 25% MoM and the student acquisition rate grew by 35%. The company's revenues are doubling every quarter and they have achieved an ARR of **\$1.5 Million** in June 21. In the month of July, the company will launch courses on Roblox 3D game design, Web Development, Cybersecurity & Data Science.

Superpro

**Superpro:** In June 21 only, Superpro company crossed **120K** minutes of usage. After launching iOS SDK in May 21, the company also released React Native SDK in June 21. It added 8 new clients in the month. The company also released a new feature wherein one can have free personalized video call rooms with unlimited calls and unlimited recordings for an individual usage.

Expertons

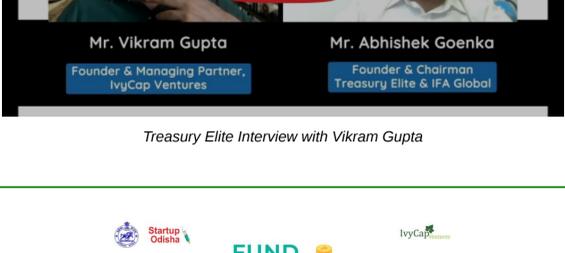
**Expertons:** This month, the company's revenue has grown **39x** in last 8 months. Expert's onboarding has increased to **29%** to **4000+** experts. Company added 16 new capstone projects which grew to a total of **400+** projects. Growth in placement count by **20%** MoM with highest offer to aspirant of **12 LPA**. Around **400+** companies are now being onboarded as hiring partners. User sign up has increased by **5%** making the total tally to **250k** users by end of June 21.

Trillbit

**Trillbit:** The company has built a strong pipeline in IoT as well as user authentication. There are around **~15** companies in the pipeline, which is growing constantly. The company has also standardized its SDK with a variable protocol suited for different IoT devices that don't have a user interface.

IVYCAMP

Winners- Phase III



We are excited to announce the finalists for the **HDFC Life Futurance Program- Polygon** (Previously **Matic Network**) and **Imagine**. **Polygon** offers a well-structured, easy-to-use platform for Ethereum scaling and infrastructure development. Its core component is Polygon SDK, a modular, flexible framework that supports building multiple types of applications. Polygon will be collaborating with HDFC Life for its "**Innovative Blockchain Networks and Application**" use case. **Imagine** will be collaborating with HDFC life for its "**AR/VR**" use case. Imagine is a 3D meeting platform for modern-day enterprises. Watch this space for more information about the next phase.

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

ESG and SDGs



**Smita Mishra**  
Founder  
Fandara

Businesses and Investors are shifting from the conventional perspective of '**responsibility as compliance**' to the new and more relevant view of '**responsibility as a source of competitive differentiation**'. Investors have been considering environmental, social and governance (ESG) factors while assessing a company's profile for investment process and decision making, as they realize that businesses that manage their **ESG** factors are better placed to prosper financially.

ESG factors indicate a company's addressing of issues related to the three key factors: environmental, social and governance. However, since 2015, when the **Sustainable Development Goals** came into picture, the concept of sustainability further evolved from ESGs towards the thematic framework. Companies are not only focusing on their ESG metrics performance and internal processes and policies, but are increasingly exploring the positive impact of their products and services through the value chain, on the society, and the degree to which these products/services are directly helping achieve societal objectives. [Read more](#)

AN INTERNSHIP WITH IVYCAP



**Sanjay Khatri**  
Former Investments Intern  
IvyCap Ventures

"I had always wanted to work in an environment which helps me in gaining exposure to diverse industries and markets, and after my internship, I can admit there is no better opportunity than working at IvyCap's investment team. Ever since I joined IvyCap, the experience has been exciting with a very steep learning curve exposing me to various industries ranging from automation and construction to QSRs and delivery services.

As a part of the investment team in the organisation, I had a notable opportunity of working with Senior Principal, Mr. Anshuman Khanna. I was always treated as a part of the Investment team and not just an intern, be it the various internal team calls or the meetings held for garnering new opportunities. This period helped me to network with top and influential corporates & business leaders who have been solving complex problems. Here, I have witnessed how essentially larger and more fundamentally important decisions to create impact at scale are taken. Interactions with such brilliant individuals had always been highly enlightening. IvyCap has an individual-centric approach and there is no better example than my own experience where the entire team was always supportive, acting as mentors and not just seniors bound by hierarchy. Summing up, it has been the best professional experience for me so far."

NEW ON OUR TEAM



**Kashyap Avashia**  
Principal & CEO (Mentor Trust)  
IvyCap Ventures

**Kashyap Avashia** is the CEO of Mentor Trust at **IvyCap Ventures**. He has over 21 years of experience in Business Consulting, Business Development, Software Development and Program & Portfolio Management in the US, Canada and India. IvyCap is a Venture Capital fund built around the alumni of premier institutions of India and manages about **125M USD** of capital. During his career, Kashyap has had an opportunity to be

associated with a wide variety of organizations in terms of size, industry, ownership structure and geography. Kashyap started his post-MBA career in the US as a consultant with a start-up IT/management consulting firm and then moved on to join IBM's business consulting organization. During his tenure of 8 years at IBM, Kashyap led several successful consulting assignments in the areas of Portals, Knowledge & Web Content Management and Business Intelligence resulting in satisfied clients. He also represented IBM at industry events and authored research reports for existing and potential clients. Kashyap relocated to India in 2009 and has been playing leadership roles in the life-sciences industry ever since. His primary area of responsibility has been to manage the multi-million dollar R&D pipeline/portfolio of leading organizations from product selection to commercialization. Kashyap holds an MBA from the *University of Maryland, College Park (US)* and a BE (Chemical Engineering) from *Gujarat University*. Kashyap was born in Gujarat, India in 1975 and has been living out of Bangalore since 2018. He is an amateur guitarist/singer and passionate about equity research.

WE WERE HERE



Treasury Elite Interview with Vikram Gupta



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