



IvyCap Day

JOIN US FOR THE 6th EDITION OF IvyCap Day

September 10th, 2022
 08:30 AM to 07:00 PM (IST)
 Taj Lands End, Mumbai

REGISTER NOW

OUR PORTFOLIO

Join us for the 6th edition of IvyCap Day 'Thunder of Dragons' Register now

We are hosting the 6th edition of our flagship Annual Event to be held in Mumbai on September 10th. IvyCap Day has for many years delivered insight into critical trends shaping the future of investment. Guided by the theme **"Thunder of Dragons"** this year's edition will dwell upon the current investment scenario, opportunities, and the road ahead.

As the world navigates through the post-pandemic uncertainties fueled by the current geopolitical scenario and fear of global recession, India stands firmly as the beacon of hope to keep the economic growth momentum. In this context, the event will focus on 'Dragons' as a topical theme and unleash the true potential of the startup ecosystem. Dragons are start-up investments that return the entire corpus for a Fund. We will be honored to host our **Startup Founders, Investors, LPs, Mentors, and Experts** who will be sharing their insights that serve as secret potions to unlock the true potential to become dragons.

This year our endeavor is to bring together the key Industry Leaders, Venture Capitalists, Institutions, and Entrepreneurs under one roof to share ideas and explore major investment-related shifts and emerging trends in the industry. As the investment community takes a pause and refocuses its attention on sustainable value creation, it is an opportune time to revisit the basics of what drives value creation in the startup ecosystem and sustainable investment returns for investors in the VC world.

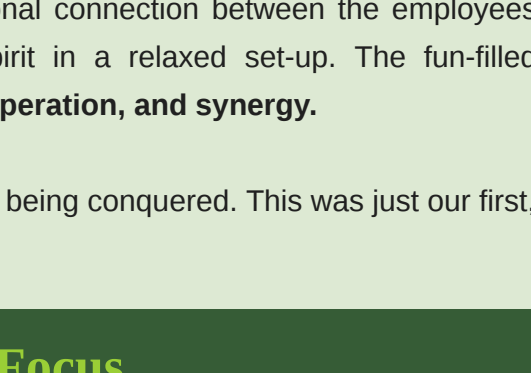
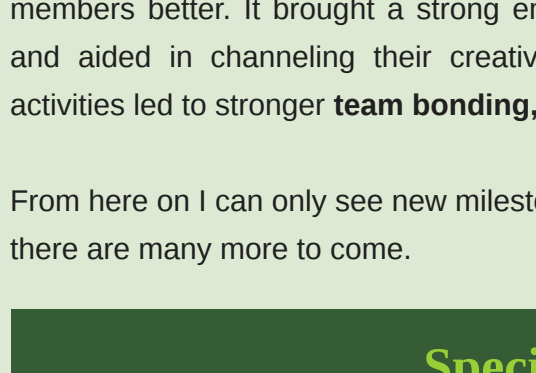
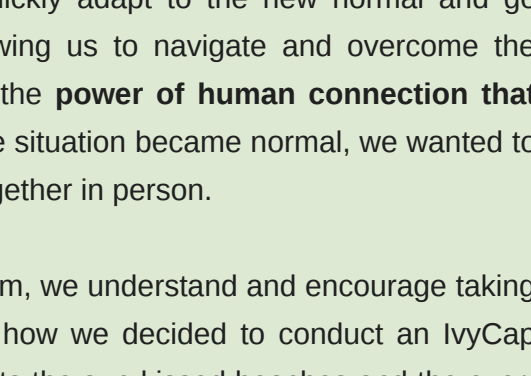
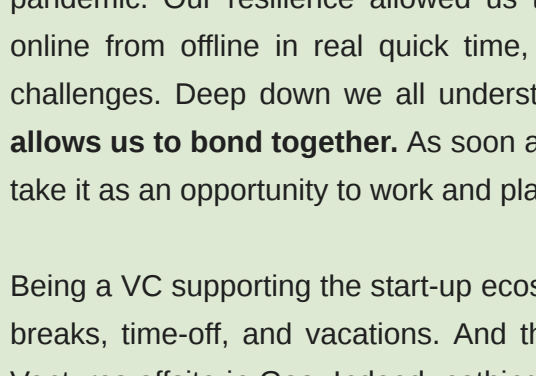
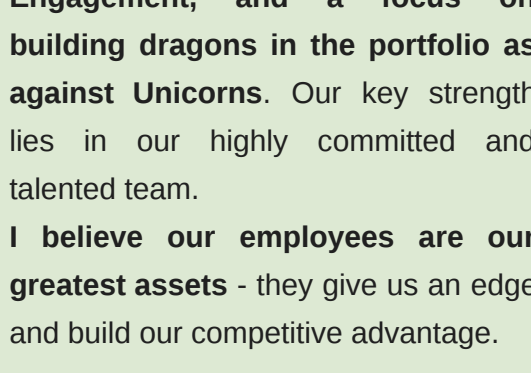
Registration is now open for the event. Kindly register from the link given below to confirm your participation.

We look forward to celebrating IvyCap Day with you.

[Register Now](#)

From Founder's Desk

A quick recap- IvyCap Ventures Offsite in Goa



A true reflection of Trust, Transparency, and Collaboration



Vikram Gupta,
Founder & Managing Partner
IvyCap Ventures

IvyCap Ventures has come a long way since its inception in 2011. The core philosophy of IvyCap Centers around our key value drivers of **Endowment, Sustainability, Mentorship, Alumni Engagement, and a focus on building dragons in the portfolio as against Unicorns.** Our key strength lies in our highly committed and talented team.

I believe our employees are our greatest assets - they give us an edge and build our competitive advantage.

The last two years have been challenging for the entire industry due to the pandemic. Our resilience allowed us to quickly adapt to the new normal and go online from offline in real quick time, allowing us to navigate and overcome the challenges. Deep down we all understand the **power of human connection that allows us to bond together.** As soon as the situation became normal, we wanted to take it as an opportunity to work and play together in person.

Being a VC supporting the start-up ecosystem, we understand and encourage taking breaks, time-off, and vacations. And that's how we decided to conduct an IvyCap Ventures offsite in Goa. Indeed, nothing beats the sun-kissed beaches and the ever-energetic waves of Goa. This 3-day get-together allowed us to understand our team members better. It brought a strong emotional connection between the employees and aided in channeling their creative spirit in a relaxed set-up. The fun-filled activities led to stronger **team bonding, cooperation, and synergy.**

From here on I can only see new milestones being conquered. This was just our first, there are many more to come.

Special Focus

How IvyCap Ventures hit a 'Purple' patch



Ashish Wadhvani,
Managing Partner,
IvyCap Ventures

Let's dig deeper to understand their strategy that sets them apart from the competitors in the market.

Many years ago, when we were investing in Purple at the very early stages of the company and even after that, we often got the question, why will Purple succeed when larger platform players were selling the same personal products?

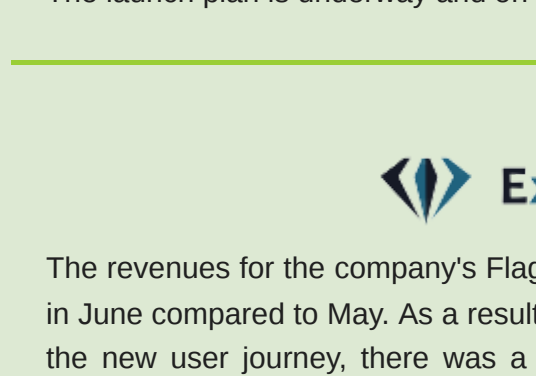
Purple, which is one of India's largest e-beauty destinations today, became IvyCap Ventures's first dragon company. A dragon is a company that returns the entire fund during the life of its investment and is a more accurate measure of value creation than a simple measure of valuation for the company. Purple recently entered the Unicorn club.

"A dragon is a company that returns the entire fund during the life of its investment and is a more accurate measure of value creation than a simple measure of valuation for the company"

[Read more](#) →

New On Our Team

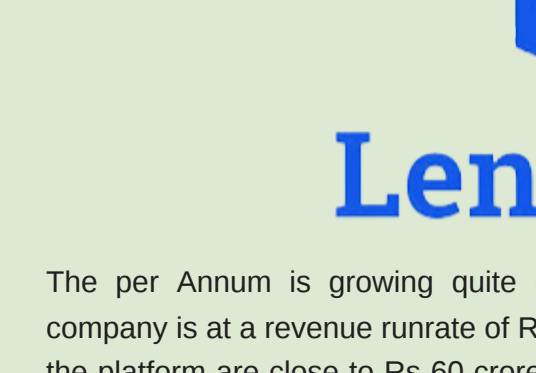
Romita Munshi, Vice-President- Investments



Romita has 10 years of experience across consulting, investment banking and private equity. Prior to joining IvyCap, she was with the Private Equity team at Khazanah Nasional Berhad, At Khazanah, she was responsible for investments in the South Asia region and part of the global Healthcare and Consumer sector teams. Prior to Khazanah, she was with the investment banking team at Ambit.

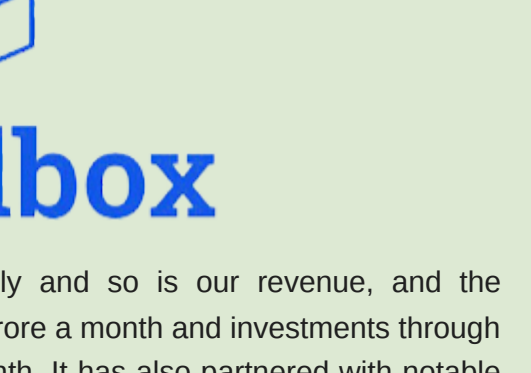
Romita has completed her B.E. (Hons) from BITS Pilani Goa Campus and has an MSc. in Financial Economics from University of Oxford. Apart from her work, she is a mixed media artist and a trained hindustani classical singer.

Freshly Brewed



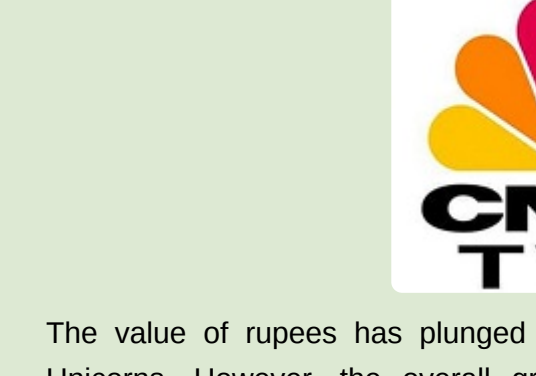
BlueStone
BlueStone adds to omnichannel-led experiential store count in Mumbai

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Purple
Online beauty retailer Purple raises \$33 million funding, turns unicorn

[Read more](#)



Bidgely
Bidgely Brings AI-Powered Data Analytics Expertise to EEI 2022

[Read more](#)



Biryani By Kilo
Biryani By Kilo opens up #HandikhushiyonKi Campaign to celebrate Father's Day

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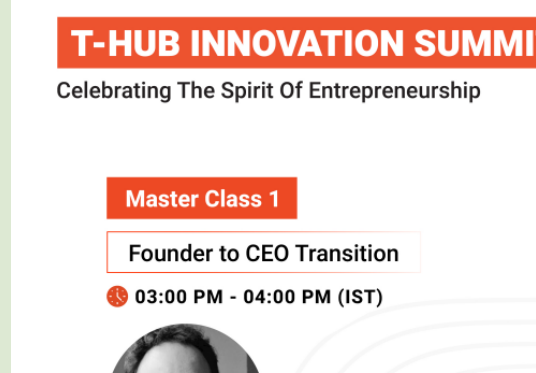
Miko
Miko: A Startup That Aims to Make Learning Fun With Robots

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Lissun
Lissun partners with NephroPlus

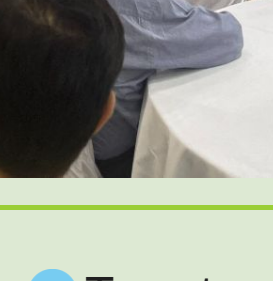
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Bewakoof
Lifestyle Brand Bewakoof crossed Rs 250 crore sales mark during FY22

[Read more](#)

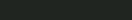
Portfolio Updates



The company in the month of June on-boarded 2 schools on the B2B/partnership's vertical to make further inroads. Additionally, the referral channel has been a focus area for the company to get more customers. In terms of subjects being added, PurpleTutor is gearing up for a maths launch in the month of August. This has been under preparation for the last few months. The launch plan is underway and on track.

Experttrons

The revenues for the company's Flagship Programs via B2C increased by 54% in June compared to May. As a result, of the product enhancement of launching the new user journey, there was a 50% increase in the accuracy of Leads which led to a 71% increase in the Lead to Sale conversion percentage compared to May. Automated the Placement Booster Assessment test to evaluate the Logical reasoning, Quantitative Aptitude & Verbal skills of the aspirants which will further increase the accuracy of the leads generated. The continuous focus on ASO and SEO, Website and Webapp traffic increased by 47 % while MAUs increased 84 % to 91K. The company built an inhouse content studio where the content production team has created the following training programs - Strategic Human Resources, Strategic Marketing, Strategic Business Development, Strategic Operations, which will be certified by IIT Guwahati and sold to the Aspirants that aspire to grow the career trajectory in these respective domains.



Lendbox

The per Annum is growing quite rapidly and so is our revenue, and the company is at a revenue runrate of Rs 1crore a month and investments through the platform are close to Rs 60 crore/month. It has also partnered with notable companies such as Mobikwik and Freopay to finance borrowers sourced through them. The company would also be launching other alternate assets through partnerships by the end of July.

In The News

The value of rupees has plunged to a historical low, devaluating a lot of Unicorns. However, the overall growth of these startups will more than compensate for any such short-term impacts.

"India will likely generate 500 new unicorns in the next 10 years."
Says Vikram Gupta, our Founder and Managing Partner in a recent interview with CNBCTV18

[Read more](#) →

FINANCIAL EXPRESS

Read to Lead

Our Founder and Managing Partner, Vikram Gupta, shared his thoughts on edtech startup space in India in today's Financial Express (India) article. He highlights that majority of edtechs are still prevalent in the early stages.

India has 70,000 start-ups of which there are about 25,000 that are either seed- or angel-funded. It is only about 1,200-1,500 start-ups have raised Series A and within that, there are at least 200-250 edtechs.

[Read more](#) →

We Were Here

T-HUB Innovation Summit

T-HUB INNOVATION SUMMIT

Celebrating The Spirit Of Entrepreneurship

28 JUNE 2022
 09:00 AM - 04:00 PM

Master Class 1
Founder to CEO Transition
 03:00 PM - 04:00 PM (IST)

Ramakant Sharma
 Livspace

Master Class 2
Scaling for the World
 10:30 AM - 11:30 AM (IST)

Vikram Gupta
 IvyCap Ventures

IIT Delhi Alumni Meet in Mumbai

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www.ivycamp.in

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