IvyCap Ventures | IvyCamp

IVYSCOPE

Your Monthly Updates from IvyCap Ventures

July 2023

Join us for the biggest celebration of entrepreneurship, innovation and investment

We cordially invite you to our annual flagship event, **IvyCap Day 2023. The theme for this year is 'Return of Dragons'** which celebrates **our unwavering commitment to capital efficiency, value creation, and maximizing returns within the investment ecosystem**. The event will be held in St Regis, Mumbai on **September 16th, 2023**. This year's event will feature a hybrid format combining **online and offline components**. Attendees will have an excellent opportunity to gain deeper insights into the industry's current state, leveraging the advantages of both virtual and physical interactions.

At IvyCap Day 2023, we will explore how founders and investors can strategically align themselves with the new environment, focusing on both generating remarkable returns and embracing the transformative spirit of Dragons. Through **panel discussions, keynote speeches, and interactive sessions, attendees will gain valuable insights and learn from industry experts on how to optimize returns, drive capital efficiency, and foster sustainable growth in the dynamic investment ecosystem**.

Register yourself and get ready to join us **at IvyCap Day 2023 - "Return of**

Dragons" to explore the transformative opportunities, gain valuable insights, and chart the course for success in the investment landscape. Together, let's unlock the power of Dragons and maximize returns while shaping the future of the startup ecosystem.

Please click the link to complete your registration.

We look forward to celebrating IvyCap Day 2023 with you.

Freshly Brewed

BlueStone launches its 2nd store in Thiruvananthapuram

Digital-first fine jewellery brand BlueStone has launched a new outlet at Thiruvananthapuram in Kerala, a company official wrote on social media. The new store is the jeweller's second outlet in the city and is located on the Mahatma Gandhi Road in Pulimoodu, Thiruvananthapuram, Kerala.

Click here to know more

Lissun partners health institutes to democratize mental health support

India's healthcare space has seen a rapid evolution in recent years while becoming widely accessible to the masses on-the-go. Valued at $12 billion, the healthtech sector is also quite diverse: ranging from wellness, healthcare, e-pharmacy to fitness assistance.

There's also a lot of focus on mental health. **Delhi-based startup Lissun is also trying to make mental health care widely accessible to people. Founded in 2021 by Krishna Veer Singh, the startup aims to provide primarily two key things – an end-to-end solution for mental health and integrating mental health into mainstream healthcare.**

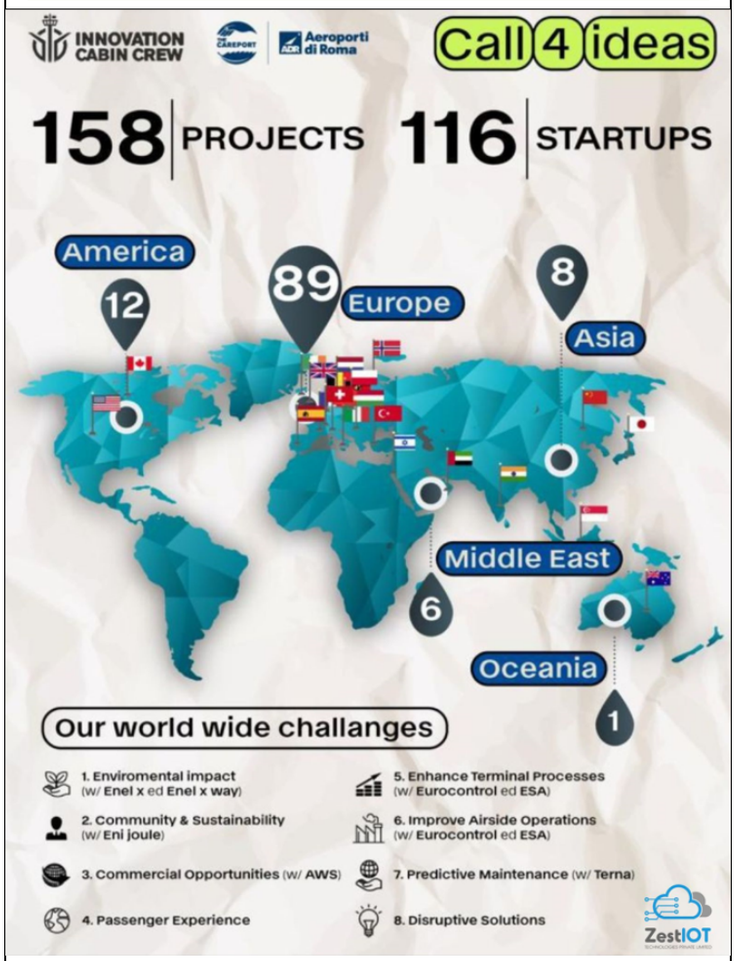
Click here to know more

The impact of edtech on education financing

In recent times, the field of education has undergone a paradigm shift, with unprecedented progress being made in terms of accessibility and affordability. Thanks to the proliferation of the internet and smartphone technology, educational resources are now available to students in even the most remote corners of the world. **This trend is particularly noteworthy in the Indian context, where both K-12 education and higher learning/upskilling opportunities are rapidly expanding.**

Click here to know more

Portfolio Updates



ZestIoT, a company specializing in IoT solutions, has achieved a significant accomplishment by being chosen as one of the winners of the ADR Acceleration Program called "Runway to the Future." This program aims to facilitate the transformation of the passenger boarding experience. The recognition of ZestIoT as a winner demonstrates their innovative approach and potential to make a substantial impact in enhancing the way passengers board flights. This not only validates ZestIoT's capabilities but also provides them with a platform to further develop their solutions and collaborate with industry experts. With their expertise in IoT technology, ZestIoT is well-positioned to revolutionize the passenger boarding process, potentially streamlining operations, improving efficiency, and enhancing the overall travel experience for passengers.

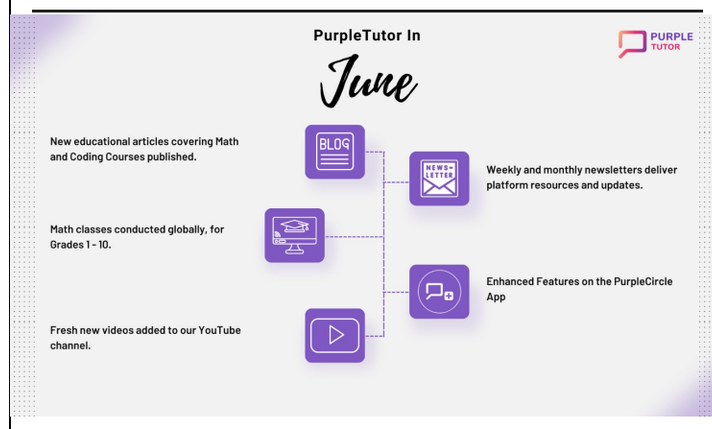
Click here to know more

This month Bidgely announced the release of the next generation of its Analytics Workbench (AWB) solution – AWB 2.0. With AWB 2.0, utilities gain hour-by-hour, day-by-day energy insights, offering bottom-up visibility into their customers' usage patterns at the appliance level. This level of granularity allows utilities to make more informed decisions, and better optimize DER Grid Planning and Flexible Demand with the data that they already have.

Watch the video

Lissun partnered with one of India's most premier coaching institutions for competitive exams, Resonance in Kota. This partnership ensures that the company is partnered with 2 of top institutions in Kota in the form of PhysicsWallah and now Resonance. The competitive exam category has been the fastest growing category till date where the company follow an waterfall intervention model in the form of: Group interventions for all students in classes, Support groups for students with specific needs, Community building on the LISSUN app, 1 on 1 counselling sessions for those students with the highest needs. Also, the company launched a new product offering for communities on the LISSUN app. This offers therapists and users alike to add, join, and create communities for specific categories that the company is targeting. The users can share their concerns and thoughts and benefit from a sense of community while also benefiting from curated advice from LISSUNs therapists.

Click here to know more



During the month of June, the focus of PurpleTutor was on enhancing education through various initiatives. The company published new articles covering math and coding courses, enriching our content library and providing valuable resources for students. **Additionally, the company conducted math**

classes for kids from Grades I to X globally. To supplement the learning experience, the company regularly added fresh videos to the **YouTube channel, providing visual demonstrations and explanations. To keep the users informed the company sends out weekly and monthly newsletters, delivering platform updates.** Furthermore, there are dedicated efforts to enhance the usability of the **PurpleCircle app**, incorporating new features for an improved user experience.

Click here to know more

Eggoz, alongside Fast&Up, Cult Fit, DBS, and BIG FM, proudly served as a co-sponsor for the Bengaluru Runner Jatre event. This community-run event was specifically designed to bring together individuals of all ages, from children to adults and even senior citizens. The participation numbers were astounding, with over 1200 people actively taking part in the event and more than 3000 spectators cheering them on. Eggoz's support as a co-sponsor not only showcased their commitment to promoting an active and healthy lifestyle but also highlighted their dedication to engaging with the community and fostering a sense of togetherness.

Click here to know more

IvyCamp

MoU with German Entrepreneurship

We are thrilled to announce our recent collaboration with German Entrepreneurship, aimed at facilitating the expansion of German startups in India. Through this partnership, we will be connecting these startups with corporates and mentors in India, thereby providing them with invaluable support and guidance. By leveraging the expertise and networks of our Indian counterparts, we aim to empower these startups to navigate the Indian market and scale their businesses successfully.

GERMAN ENTREPRENEURSHIP

IvyCap Startup Quest: June Edition

We hosted the third edition of IvyCap Startup Quest on 16th June 2023. Three startups from Agritech, EV, and SaaS sectors pitched their solutions and are in discussion with the IvyCap Ventures' investment team.

The shortlisted startups will get an opportunity to raise funds through IvyCap Ventures.

Click here for more information

Next edition is focused on D2C and is scheduled for 4th August 2023

Startups looking to raise Seed or Series A funding can reach out to us at teamivycamp@ivycamp.in **or** apply here.

New in our Team

Join us to welcome Rupesh Gupta as an Investment Associate at IvyCap Ventures

Rupesh Gupta
Investment Associate, IvyCap Ventures

Rupesh is a management professional with 2.5 years of work experience across investments and strategy. Prior to joining IvyCap Ventures, he was part of the Investments team of Edelweiss Tokio Life Insurance, managing $350Mn AUM. Rupesh is an HR College graduate and has done his MBA from IIM Ahmedabad. He has also cleared CFA level III. While at IIM Ahmedabad, Rupesh led the speaker cell of the Entrepreneurship and VC club. He has been involved in dramatics since childhood and was part of the theatre club at IIM Ahmedabad. Besides this, he has a keen interest in drama movies as well as hiking.

Join us to welcome Aayush Agarwal as Investment Associate at IvyCap Ventures

Aayush Agarwal
Investment Associate, IvyCap Ventures

Aayush is a management professional with 2 years of work experience in Mergers and Acquisitions across FMCG, Pharmaceuticals and Automobile industry. Prior to joining IvyCap Ventures, he was part of the Transaction Advisory services team at SalarpuriaJajodia and Co. Aayush is St. Xavier's College, Kolkata graduate and has done his MBA from IIM Calcutta. While at IIM Calcutta, he was quite active in clubs and has held several positions of responsibilities including VP of Events for Literary club and VP of PR for Economics Club. Besides this, he likes reading novels and playing cricket in his free time.

In the News

Forbes INDIA

How Early-Stage Investors Decide Whether to Invest in a Startup

Click here to know more

Our Industry-Event Association

TIECon Mumbai 2023

Our Founder & Managing Partner, Vikram Gupta, recently graced the esteemed TiEConMumbai 2023 event, where he shared his invaluable insights. Engaging in a thought-provoking panel discussion titled **"Funding Winter: Myth or Reality? Profitability VS Growth," he captivated the audience gathered at the illustrious Jio Convention Centre in BKC.** With his extensive experience and profound understanding of the startup ecosystem, Vikram Gupta illuminated the intricate interplay between profitability and growth, providing fresh perspectives on the ever-evolving funding landscape. **He emphasized, "We observe a consistent growth trajectory, with an increase in seed to valuation investments. Investors are now gearing up to reenter the market."** In addition to this, Vikram Gupta played a proactive role in the investors' roundtable discussion. By actively engaging in this forum, he had the opportunity to contribute his insights and perspectives on investment-related matters, fostering meaningful conversations among the participants

Our Industry-Event Participations

India D2C Summit 2023

Our Founder and Managing Partner, Vikram Gupta, graced the India D2C Summit 2023 as a keynote speaker. The India D2C Summit 2023 marked the pinnacle of gatherings for industry veterans, who convened to explore the latest trends, challenges, and opportunities within the Direct-to-Consumer (D2C) sphere. With an impressive array of speakers and panelists, attendees were privileged to

glean invaluable insights into the rapidly evolving D2C landscape.

Click here to know more

AsiaBerlin Summit 2023

Our Founder and Managing Partner, Vikram Gupta, recently took part in the Investor's Round at the highly anticipated AsiaBerlin Summit. The discussion proved to be enlightening as it delved into the key questions that investors typically ponder: "Why you?", "Why this?", and "Why not?" The AsiaBerlin Summit brought together policymakers, startups, and investors together to explore the latest technological trends and promote cross-border collaboration between Asia and Berlin. This event presented an incredible opportunity for aspiring entrepreneurs, investors, and industry enthusiasts to gain invaluable wisdom and insights.

Click here to know more

Startup Manathan Track

We are excited to announce that our Founder and Managing Partner, Vikram Gupta, participated in a panel discussion titled 'Investing in People Vs Investing in Ideas' as part of the Startup Manathan Track. The theme of the event was "StartUp Manathan 4.0: Towards a Better Tomorrow. The two-day event covered various aspects of the government ecosystem, funding sources, new opportunities, valuation, digital marketing, and will also celebrate International MSME Day. It also featured concurrent sessions on contemporary issues faced by MSMEs and startups, including Export Entrepreneurship. In

addition, there will be exhibitions showcasing prominent startups. The Mega startup event was jointly organized by the Committee for Development of International Trade, Services & WTO and the Committee on MSME & Start-up of ICAI.

Click here to know more

The Economic Times India Leadership Council- 'The Eureka moment in a Unicorn's Journey'

Our Founder and Managing Partner, Vikram Gupta along with other distinguished speakers, Shashank Kumar, Amit Kumar Agarwal and Ravi Bhola shared their invaluable insights, revealing the untold stories behind the ascent of startups to mythical unicorn status. Their wisdom and expertise left us inspired and motivated to conquer new frontiers at a recent session **"The Eureka Moment in a Unicorn's Journey" organised by The Economic Times India Leadership Council.** The session not only brought together brilliant minds from the realms of venture capital, startups, and entrepreneurship but also provided a platform for exchanging ideas and fostering innovation.

Click here to know more

BW Businessworld Web 3.0 Summit & Awards 2023

We are excited to share that our Founder and Managing Partner, Vikram Gupta will be joining the highly anticipated BW Web 3.0 Summit & Awards as Power Speaker on July 19-20, 2023 in Aloft New Delhi, Aerocity. This prestigious event promises to bring together leading minds and innovators in the field of web technology.

Click here to register

Summer of '23: Rise of Alternates in the new age of Investing,' organized by PMS AIF World

We are delighted to announce that our Founder and Managing Partner, Vikram Gupta, will be participating as a speaker in an esteemed panel discussion titled "Identifying high-growth opportunities among mid-stage unlisted businesses in the midst of high ROI macros." This discussion will take place at the upcoming mid-year event, 'Summer of '23: Rise of Alternates in the new age of Investing,' organized by PMS AIF World on July 8, 2023. The event will be a one-day immersive virtual experience in 3D.

Click here to register

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