

THE CATALYST EFFECT
Disrupting Against Odds

SAVE THE DATE — IvyCap Day 2024 —
14TH
SEPTEMBER 2024

8:30AM ONWARDS 📍 St. Regis Mumbai

New Investment

Morphing Machines raises \$2.76 Mn in seed round, with participation from IvyCap Ventures



Fables semiconductor startup Morphing Machines has raised \$2.76 million in its seed round led by Speciale Invest, a seed stage VC investing in deep technologies. The round also saw participation from IvyCap Ventures, Golden Sparrow, Navam Capital, CIIE Initiatives, and DeVc. The proceeds will be used to ramp up product development and prototyping, expand the engineering team, and support go-to-market initiatives. Supported by the Ministry of Electronics & Information Technology (MeitY) under the Design Linked Incentive Scheme (DLI) and Chips2Startup (C2S) schemes, Morphing Machines is developing REDEFINE, a many-core processor Soft IP. This processor can handle various applications like data analysis, artificial intelligence, telecommunications, and high-performance computing.

[Read More](#)

Freshly Brewed

Snitch Sales Soar 130%, Gains 2.4% Market Share With Offline Push

In the last six months alone, Snitch has expanded its offline presence, opening a new retail store every two weeks. Currently boasting 11 stores in cities such as Vadodara, Pune, Hyderabad, Bangalore, Surat and Ahmedabad, the brand aims to launch 40 more stores by year-end



[Read More](#)

Biryani by Kilo launches new campaign with Hashtag Orange, aiming to bring a twist to the T20 World Cup

Biryani by Kilo tapped into the cricket fever of this World Cup season for their new campaign 'Iss T20 World Cup, Karo Pet Bhar Prediction'. Launched by the integrated marketing agency Hashtag Orange, this campaign leverages technology, along with digital and print media, to create an engaging and fun experience that combines the thrill of cricket with the love for biryani.



[Click here to know more](#)

Try Eggoz Frozen Range For A Wholesome Delight

Eggoz recently introduced its Frozen range including Eggoz Classic Nuggetz, Egg Bhurji Momoz, and Eggoz Classic Burger patties. If you are looking for some easy and ready-to-make delicious snacks, try these food items from Eggoz's recent items. Before you do that, read this article reviewing Egg Bhurji Momoz in detail.



[Click here to know more](#)

Breaking stigma key to expanding mental healthcare in India, says Lissun co-founder

The mental health market is estimated to be around \$500 million, but it could be much larger if more people had access to care, feels Lissun CEO Krishna Veer Singh. Lissun, a mental health startup based in Gurugram, Haryana, is on a mission to normalise mental healthcare and integrate it into primary care across India.



[Click here to know more](#)

Portfolio Updates

Dhruva Space and Kinéis Partner to Boost IoT Connectivity in India

In a groundbreaking initiative to fortify global satellite connectivity, full-stack Space Engineering solutions provider Dhruva Space and France-based satellite operator global IoT connectivity provider Kinéis have strengthened their collaboration to introduce Kinéis IoT connectivity in India, and to launch a Kinéis IoT payload on Dhruva Space P-30 satellite.

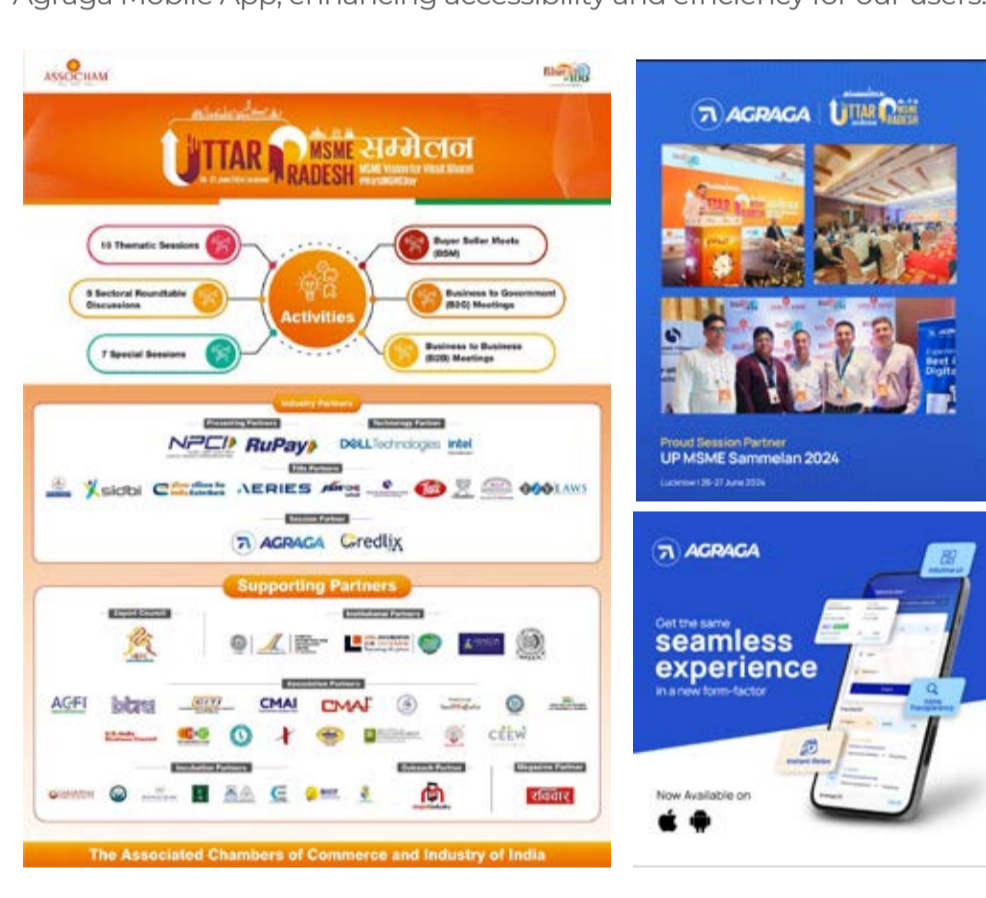
This partnership is focused on Dhruva Space providing Kinéis IoT services in India along with developing new and innovative applications which can be supported by Kinéis' 25-satellite constellation. This collaboration also comprises a joint satellite mission to augment the Space segment capacity for India. This said, Kinéis and Dhruva Space are slated to offer cost-effective, advanced and reliable IoT solutions as well as innovate and develop new applications and services tailored to the Indian market, driving technological advancement.



[Click here to know more](#)

Agraga Sponsors UP MSME Sammelan, Gains Amazon Certification, and Launches Mobile App

Agraga is proud to sponsor the Uttar Pradesh MSME Sammelan, supporting the state government's machinery and MSME outreach efforts. It has also received Amazon Seller Services certification for Amazon FBA supply-chain services, further strengthening the logistics capabilities. Additionally, it is excited to announce the launch of the Agraga Mobile App, enhancing accessibility and efficiency for our users.

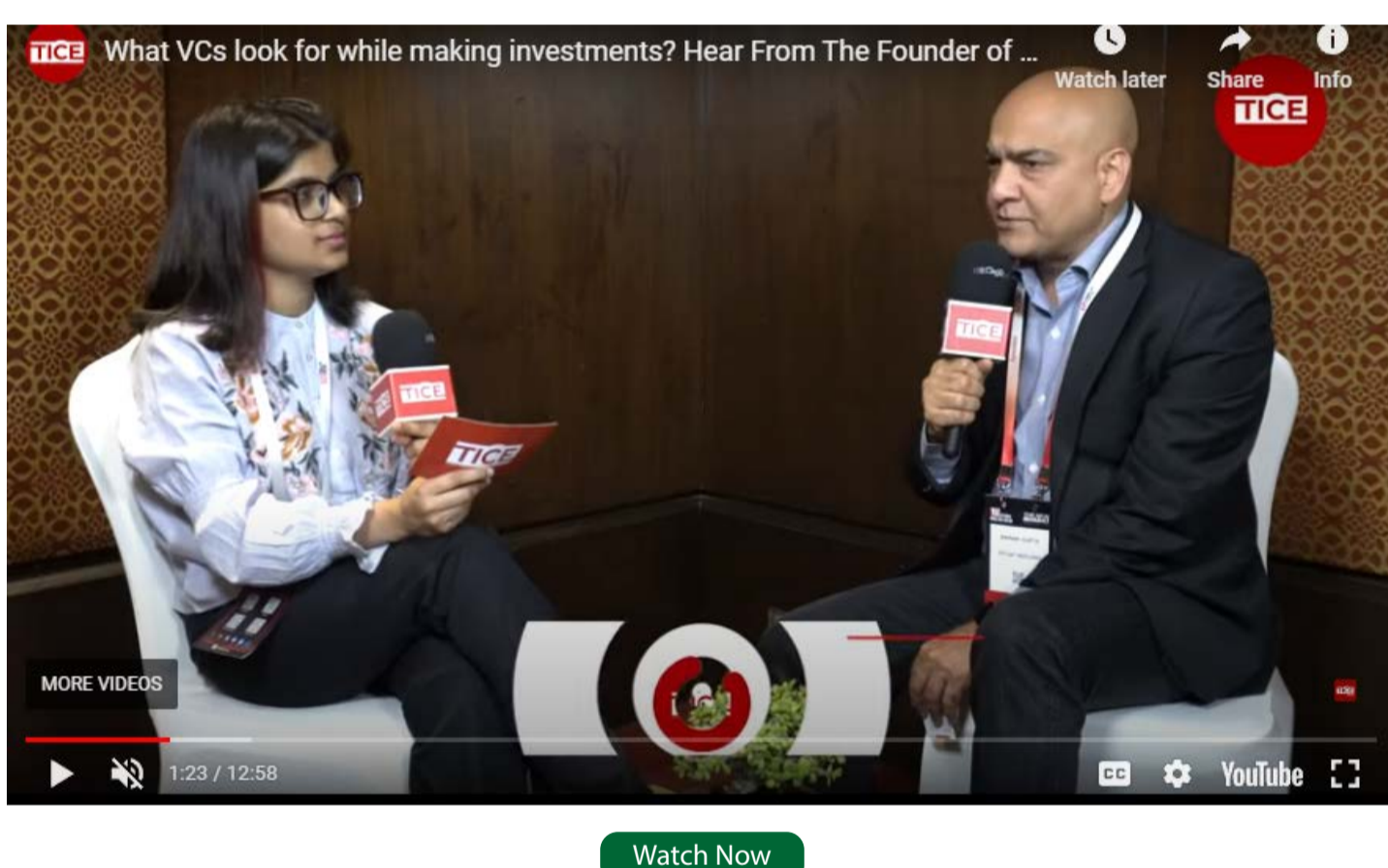


[Click here to know more](#)

In the News



Funding Issues? Let's crack the VC Code with IvyCap Ventures



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IvyCamp Corner

IvyConnect Series

IvyCamp recently conducted the IvyConnect series by IIT/IIM Alumni for founders in the early growth and MVP stages. The goal was to provide targeted insights to 20 founders on their MVP refinement, go-to-market strategy, and Investment readiness.

Key takeaways:

MVP Refinement: Mr. Niket Agrawal (IIT Madras Alumnus), CEO and Co-founder of MeraPashu360 - suggested three methods for testing MVPs and gaining consumer interest: creating a landing page to gauge interest (Landing Page MVP) or using an explainer video to illustrate the product's value and functionality (Explainer Video MVP), or creating an illusion of a fully functional product that secretly depends on manual processes to deliver the solution (Wizard of Oz MVP).

GTM Strategy and Initial Traction: Mr. Anand Dhutraj (IIT Bombay and IIM Calcutta Alumnus), Academician at N.L. Dalmia Institute - stressed the importance of demonstrating traction to show that the product addresses a real market gap, which boosts investor confidence. He recommended taking support from the market research companies or conducting their own surveys to gather insights on competitor products and user pain points.

Investment Readiness: Mr. Puneet Suri (IIM Ahmedabad Alumnus), Managing Partner at Asisa Advisors and Founder of VCIFY - emphasized the importance of thorough research on investors. He advised founders to take a look at the portfolio companies and if there are any competitors in the portfolios, stages, and sectors they invest in, as well as the average ticket size. He also highlighted that investors consider the opportunity cost of the founders (for e.g. giving up a high paying job to start their own company) when making decisions.

If you are looking to participate in one of our future sessions, please contact us at rupali@ivycamp.in.

IvyConnect Series

IIT/IIM Alumnus Speakers

- Masterclass Sessions on:
 - MVP Refinement
 - GTM Strategy and Initial Traction
 - Investment Readiness



Niket Agrawal
Co-founder & CEO at MeraPashu360
IITM Alumnus



Anand Dhutraj
Academician at N.L. Dalmia Institute
IITB and IIMC Alumnus



Puneet Suri
Managing Partner at Asisa Advisors
IIMA Alumnus

Mode - Online

We have an upcoming IvyConnect Series - a 1:1 feedback session with IIM Lucknow EIC incubated startups, designed to enhance their VC pitches on 9th July.

Mr. Jitendra Sharma, Founder of Hair Originals and IIT Delhi alumnus, will be joining us to guide and provide comprehensive feedback to these startups.

Through this session, our goal is to support startups to refine their pitches and increase their chances of securing investment through expert feedback.

IvyConnect Series
IIT/IIM Alumnus Expert
Pitch to Perfect - 1:1 feedback session
9th July, Tuesday
Mode: Online
Jitendra Sharma
IIT Delhi Alumnus, Founder of Hair Originals

Camp Series: Visit to IIT Tirupati
As part of our ongoing Institute and Alumni Engagement Initiative, IvyCamp will recently launch our Institute Visit Series, starting with a visit to IIT Tirupati. Our team members, Sapnil Choudhary's talk focused on inspiring collaboration opportunities and supporting the thriving startup ecosystem.

Key Takeaways from the Visit:

- Insights from IIT Tirupati: Sapnil Choudhary, Founder of MeraPashu360, shared his journey from IIT Tirupati to building a successful startup, highlighting the importance of mentorship and industry connections.
- Supporting the Startup Ecosystem: The visit emphasized the role of incubators and accelerators in providing startups with the resources and support needed to succeed.
- Networking Opportunities: The visit provided a valuable opportunity for startups to connect with IIT Tirupati faculty, students, and industry professionals.

Events

PanIIT Europe Alumni Global Conference 2024 'Future of Tomorrow'

We are extremely delighted to announce our Conference Partnership with PanIIT Europe Alumni. This collaboration will support and foster innovation within the startup ecosystem. By partnering with PanIIT Europe Alumni we aim to leverage our combined strengths to create meaningful opportunities for entrepreneurs and industry leaders to connect, share insights, and drive transformative change.



[Click here to know more](#)

London Tech Week

Our Founder and Managing Partner, Vikram Gupta, was part of the ASSOCHAM delegation at London Tech Week, which began with a closed-door meeting with H.E. Michael Mainelli, The Lord Mayor of the City of London, and select industry members. The discussions centered around the role of CEAM and its impact on trade corridors, the global policy integration and linkages of Artificial Intelligence, the significance of the shipping industry and its contribution to the UK economy, and collaborative opportunities for both India and the UK. Other topics included skill development, deep tech, energy transition, and agri and food security.



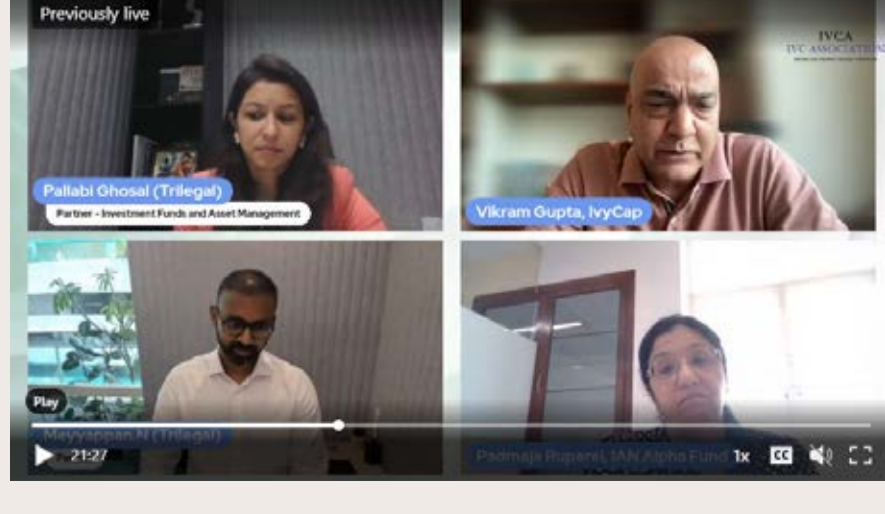
Mr. Vikram Gupta with the Lord Mayor of the city of London



[Click here to know more](#)

IVCA #WhatsNext Session on Pre-Budget Expectations

Our Founder and Managing Partner, Vikram Gupta participated at **IVCA #WhatsNext Session on Pre-Budget Expectations**. The panel explored several critical issues, including advocating for a uniform tax rate across all securities, allowing trusts to invest in SEBI-registered schemes without tax penalties, and seeking exemptions from the Angel Tax to support startup investments. Other discussion points included tax-neutral reorganizations for entrepreneurs, easing conditions for startups to gain recognition from DPIIT, and proposing favorable tax and regulatory changes for ESOPs to enhance talent attraction and retention. The session was an interactive panel discussion, fostering an open exchange of ideas.



[Watch Now](#)