



Save the Date

You are cordially invited to
IvyCap Day 2022

THUNDER OF DRAGONS

SAVE the DATE | **10th Sept, 2022**

Block Your Calendars !!

Our Portfolio

ftpay	ftcash	AMVO	Lentobox	purple	Omniat	WAGR	INNOVATION	WAG
VIRACURA	Bewakoof	GMetri	ExperTone	Yello	BlueStone	Superpro	LISSON	WAG
FIELDZ	Singularity	Green	UShackit	Blue	biojetly	busidata	comvoight	Summa

Exited

Leixir	Red	Clariva	pharmareck
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IvyCamp By Invitation Only*

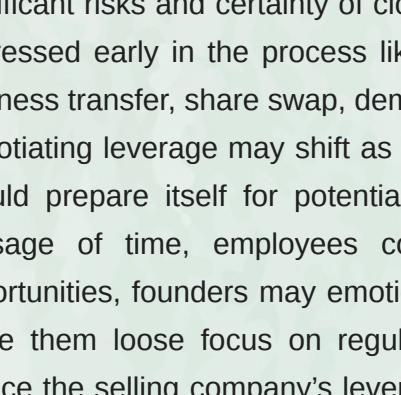
Every year IvyCap day marks the congruence of our entire ecosystem with our Investors, Entrepreneurs, Mentors, Institutions, and Speakers from across the spectrum. It's a forum where we exchange notes, ideate on the emerging trends in the VC industry, have conversations with our portfolio companies, investors and intensive discussions amongst experts to deliberate on the opportunities and challenges for the Indian start-up landscape.

The theme for this year's event is "Thunder of Dragons" focussing on how the Indian startup ecosystem has matured significantly in the last decade and is eventually generating multiplier returns for its investors. This in turn is creating a differentiated class of Venture Capital funds that focus on building Long-term Resilient businesses and maximizing value for all stakeholders by leveraging all critical pillars required to nurture and foster Niche, Disruptive, and Game-changing business ideas.

Stay tuned for more updates.

Knowledge Focus

When to sell your business



Madhuri Sawant,
Vice President - Legal
IvyCap Ventures Advisors
Pvt Ltd

Indian startup ecosystem seems to be heading towards consolidations after acquisition activities peaked and hit a significant high in Q1 of CY 2022. Consolidations and acquisitions confer multiple benefits like tax cuts, market dominance, creating competitive edge, adding revenue streams, getting access to technology and talent, acquire potential business opportunities, etc.

Does this mean that companies become easy acquisition targets? How should one evaluate an acquisition offer that comes to the table, especially when you had no plans to sell your business yet?

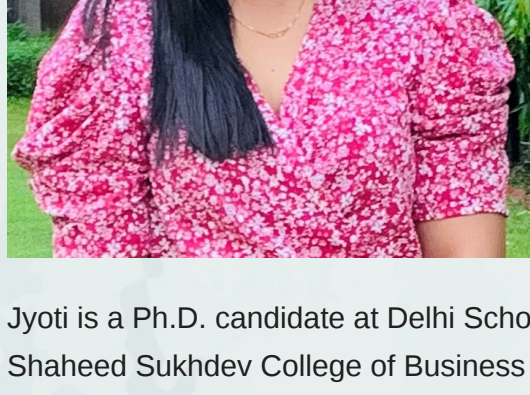
One should understand that many acquisitions in early and growth stages may disrupt the company due to non-exciting outcomes. Effective negotiations can avoid significant risks and certainty of closing a deal. Few things should be discussed and addressed early in the process like valuation, type of transaction (viz. slump sale, business transfer, share swap, demerger), post-transaction journey, etc.

Negotiating leverage may shift as the deal cycle moves along. The selling company should prepare itself for potential complications of deal cycle. For e.g. with the passage of time, employees could get nervous and start looking for other opportunities, founders may emotionally get attached to the idea of sale which may make them loose focus on regular business transactions. Such circumstances may reduce the selling company's leverage as it makes it harder for the selling company to resist the demands from the buyer.

It is an art to walk away from a bad deal. Founders may succumb to the fear that such offer is the last opportunity and may tend to lose negotiations to attract a better price for themselves and their investors. Founders should know what's best for their business and investors. So, decide judiciously, discuss with your investors and don't get swayed by the market activities or have any FOMO.

Mentor Corner

Leadership Development- The Key for Success



Mr. Anil Sachdev, Founder and CEO of
Grow Talent Academy and Founder of
School of Inspired Leadership (SOIL)

As part of our regular Mentor Call series, Mr. Anil Sachdev, Founder and CEO of Grow Talent Academy and Founder of School of Inspired Leadership (SOIL), shared his thoughts on Leadership Development. Given below are the salient features of the discussion:

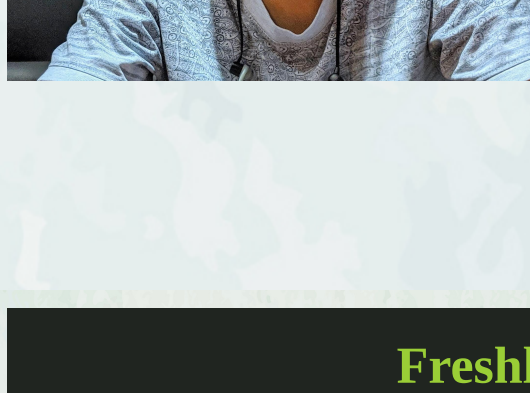
- Leadership is more about leading/managing one's self rather than others.

[Read more](#) →

New On Our Team

IvyCap Ventures

Jyoti Chauhan, Associate- Investments

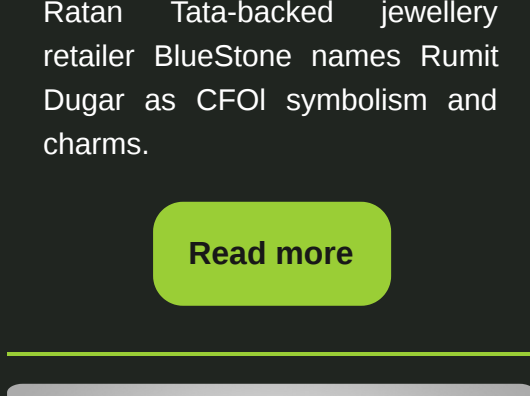


Jyoti has over 7 years of experience across strategy and academics. Prior to joining IvyCap, Jyoti was a part of the Core Analytical Group at Fitch Ratings. At Fitch Ratings, Jyoti was responsible for assessing the risks across the portfolio companies and laying out the strategy to upgrade or downgrade the sector. Before joining Fitch Ratings, Jyoti was working as an Assistant Professor of finance and economics at the University of Delhi.

Jyoti is a Ph.D. candidate at Delhi School of Economics and a graduate from Shaheed Sukhdev College of Business Studies. Apart from work, Jyoti is an avid reader, a national-level handball and basketball player, and a professional trekker.

IvyCamp

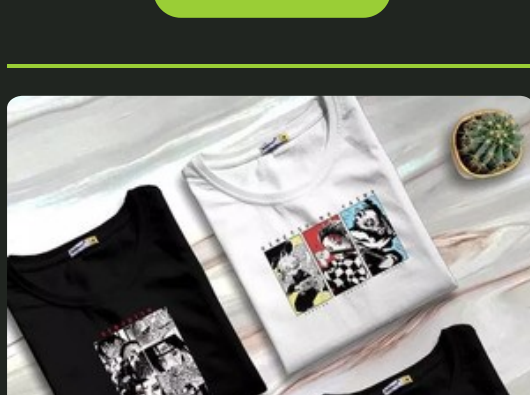
Gokulakrishnan Kumar, Analyst, Startup Engagement



Gokul, who is passionate about entrepreneurship and project management, is a promising graduate of the Indian Institute of Technology Tirupati. During his time at IIT Tirupati, Gokul has taken up several noteworthy projects in various disciplines and has also emerged as one of the toppers in the B.Tech. thesis presentation of the Mechanical Engineering branch of his college.

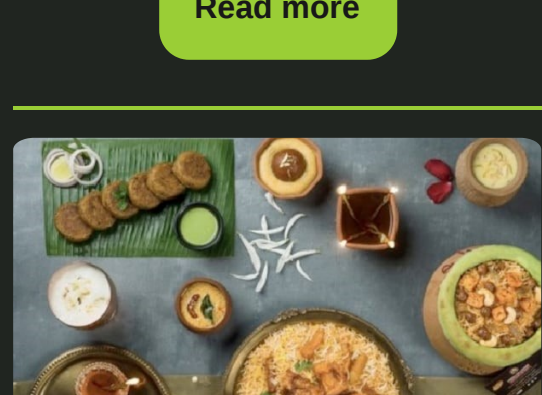
Apart from academics, Gokul is also a proficient badminton player, avid reader, spirituality enthusiast and a budding blogger.

Freshly Brewed



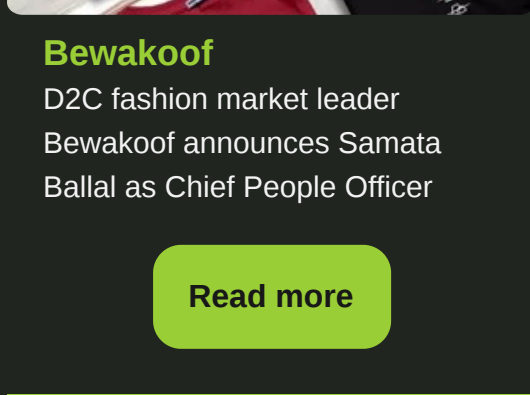
Bluestone
Ratan Tata-backed jewellery retailer BlueStone names Rumit Dugar as CFOI symbolism and charms.

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Purple
Purple seeks \$100 million from an internal raise at \$800 million value

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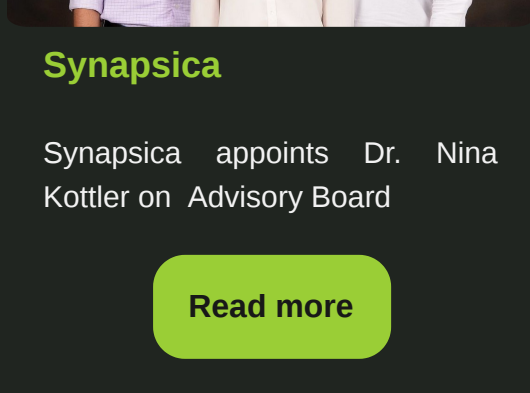
Ftcash
Dutch development bank FMO to invest \$1.5m in Indian lending startup Ftcash

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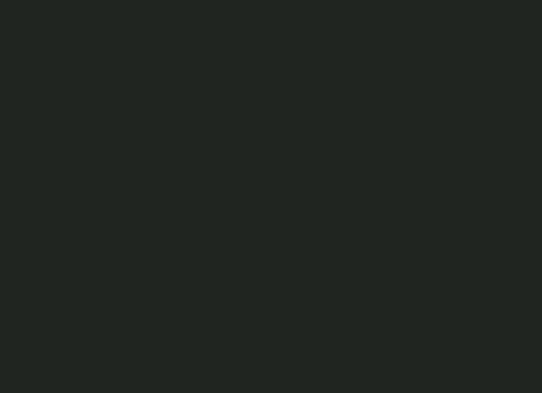
Purpletutor
PurpleTutor Records 4.5X Growth In Scale In FY21-22. Crosses 10cr In Revenue

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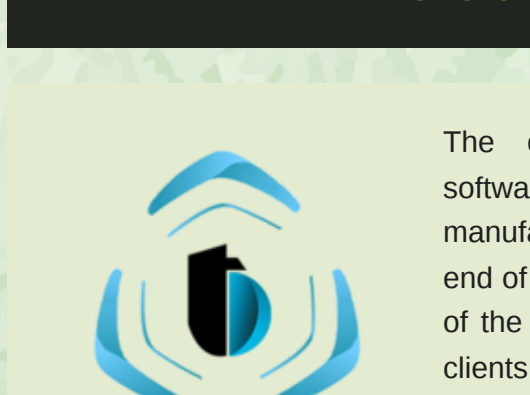
Bewakoof
D2C fashion market leader Bewakoof announces Samata Ballal as Chief People Officer

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Biryani By Kilo
Biryani By Kilo Brings The Exquisite Flavours Of Mughlai Cuisine At The Comfort Of Our Home

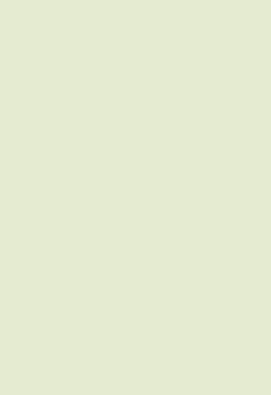
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Synapsica
Synapsica appoints Dr. Nina Kottler on Advisory Board

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Portfolio Updates



The company has completed porting the software to one of the biggest smart mic manufacturers and the official launch is by the end of June. They will do a public announcement of the collaboration and launch the products for clients to purchase. They are also building a marketing and sales plan for the launch. They have showcased Espressif integrated product at IoT conference Connections concluded in May and have received interest from several companies. Further, details are being shared with one of the biggest home security product providers on security audit process that the product goes through before integrating with their products.



The company ended a strong FY21 recording a 4.5X jump in revenue compared to last fiscal year. Its overall revenue for FY 21 stood at ₹10.41 cr. The revenue from operations showed a massive growth when it went from ₹2.30 cr in FY20 to ₹10.41 cr in FY21. More than 90% of the revenue came from international operations. The company believes their product has global acceptance, and the revenue mix is a testament to that. The company has grown leaps and bounds when it started operations in 2019, when the revenue from operations was ₹6.3 lakhs for FY19. Additionally in the month of May the company added 50 sessions to each of its age groups taking tally to 300 sessions available to each



The company launched in-app donations in live streaming and made available short devotional stories as well in the app. Short videos have resulted in growing engagement by 3x on social media and Whatsapp. The virtual seva, donations in virtual events and virtual classes in Rs. 5 lakh in the last two months. The MAU has grown by about 5% month on month.



The company completed 1st round of PoC for one of India's largest engineering firms. It has enhanced operational capacity with more drones and pilots. In addition, it has kicked off PoC to digitize a large agricultural company's clients assets ie farmers and there is a continued sales efforts for topline growth.

We Were Here

Found ED by DBS

DBS BUSINESS CLASS
Presents
found ED
Engage, Enjoy, Discuss, Disrupt

Conversations with modern-day innovators and game-changers

Mumbai - Living the dream
 📅 28th May 2022 | Time: 6:30 pm - 9:30pm
 Venue: Banquet Hall, Hotel Sahara Star, Mumbai

Speakers

 Rohit Gajbiye Founder, Financepeer	 Soma Maitra Head - Innovation & Incubation, Reliance Retail	 Vikram Gupta Founder & Managing Partner, IvyCap Ventures
 Sushant Shetty SVP & Head-SME Liabilities, DBS Bank India	 Zaran Bhagwagar Senior Investment Associate, Anthill Ventures	

Startup to Standup

Anmol Garg
Standup Comedian, Entrepreneur

Powered by **HEADSTART** | Program partner **Anthill**

Meeting with His Excellency Helal Saeed Almarri, Director, General Economy, and Tourism, Dubai



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