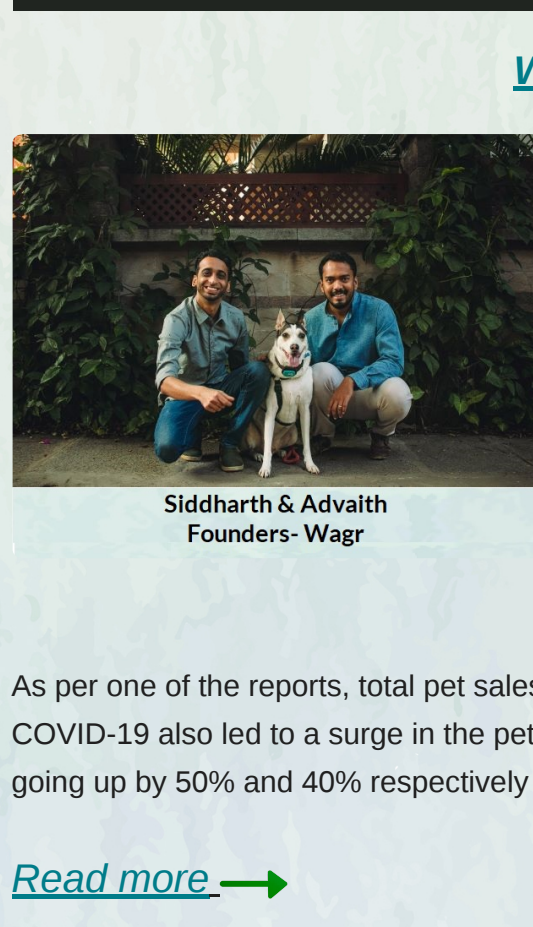




## Knowledge Focus

### Healthy Landscape for Indian health-tech start-ups: 4 unicorns & \$2bn+ in Investments in 2021



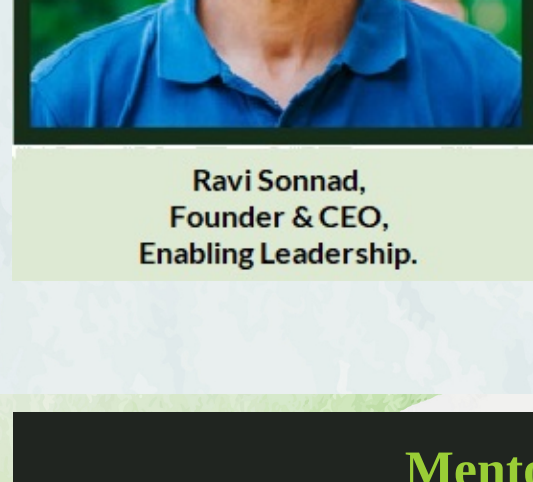
Gaurav Kumar Rana,  
Associate- Investments, IvyCap Ventures

The health-tech start-up space in India is witnessing exponential growth, particularly for the past two years now due to the Covid-19 pandemic. Be it online video consultation or procuring medicines online, managing chronic conditions. In addition, digital wellness health or diagnostic services and start-ups are using technology to cater to consumers from the comfort of their homes.

[Read more](#) →

## Why We Invested?

### WAGR



Siddharth & Advait  
Founders- Wagr

“We would anything for our pets”, that’s a common phrase you’ll hear from a pet parent who builds an emotional and long-lasting bond with their pets and treat them as a family member.

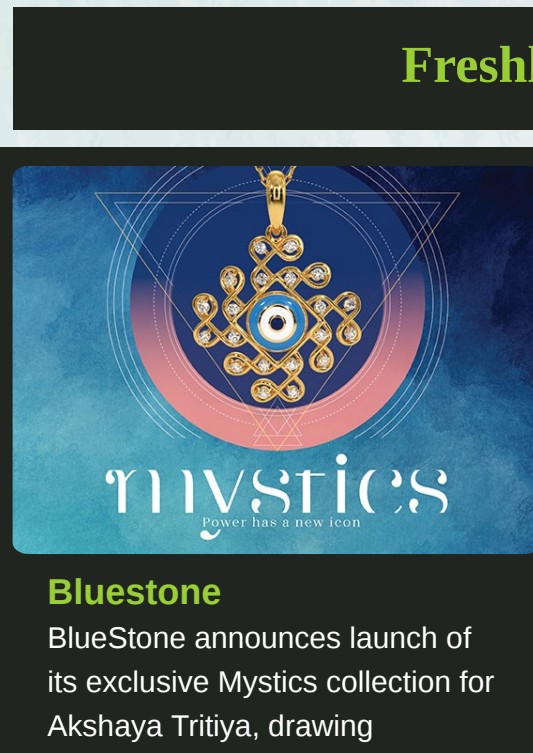
Indian Pet Care is one of the fastest-growing markets which is doubling every 4 years at a CAGR of 23%.

As per one of the reports, total pet sales are projected to reach \$5Bn by 2030. COVID-19 also led to a surge in the pet ownership with Dog and Cat adoption rates going up by 50% and 40% respectively during the lockdown.

[Read more](#) →

## (Re)Defining Leadership

### The Power of believing that you can improve



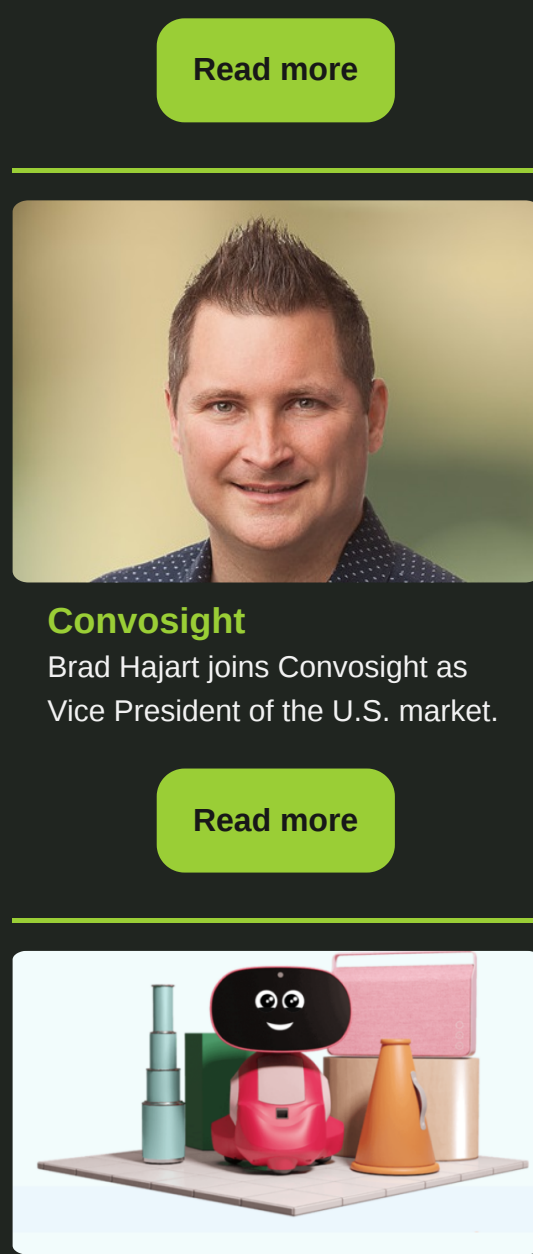
Ravi Sonnad,  
Founder & CEO,  
Enabling Leadership.

A few years ago in December, I watched many of our programs in action – children playing football in dusty open spaces in the middle of a busy city (because there are no school playgrounds) and singing songs under a tree in the village square (because the village school did not allow us to use their classroom). I saw children from some very impoverished backgrounds full of energy and laughter, and remarkably confident - reveling in the accomplishment of scoring a goal or writing their song.

[Read more](#) →

## Mentor Corner

### How To Jam In A Hybrid Workplace



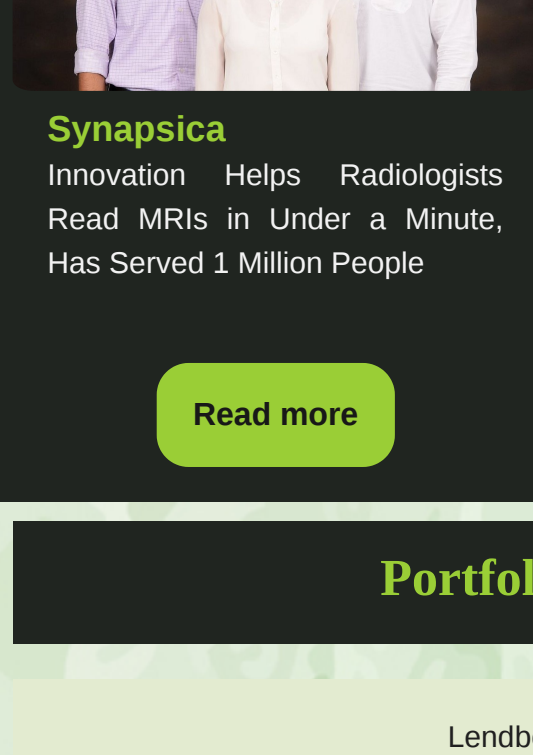
Krishna Thothadri,  
Director,  
Doublespresso Consulting.

As part of our regular Mentor Call series, Mr. Krishna Thothadri, Director, Doublespresso Consulting, shared his thoughts on how to jam/innovate in a hybrid workplace environment. Given below are the salient features of the discussion:

- Before the pandemic, many of us used to collaborate with one another in person. One of the critical ingredients of collaboration and innovation was intuition.

[Read more](#) →

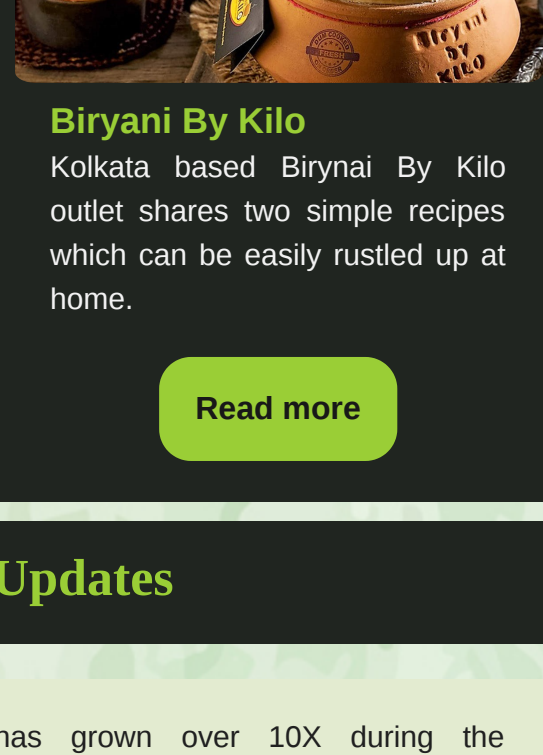
## Freshly Brewed



### Bluestone

BlueStone announces launch of its exclusive Mystics collection for Akshaya Tritiya, drawing inspiration from traditional symbolism and charms.

[Read more](#)



### Purple

How Purple is solving beauty for women in tier 2 cities and beyond.

[Read more](#)



### Clovia

Clovia's same-store sales double from pre-pandemic times: Founder Neha Kant.

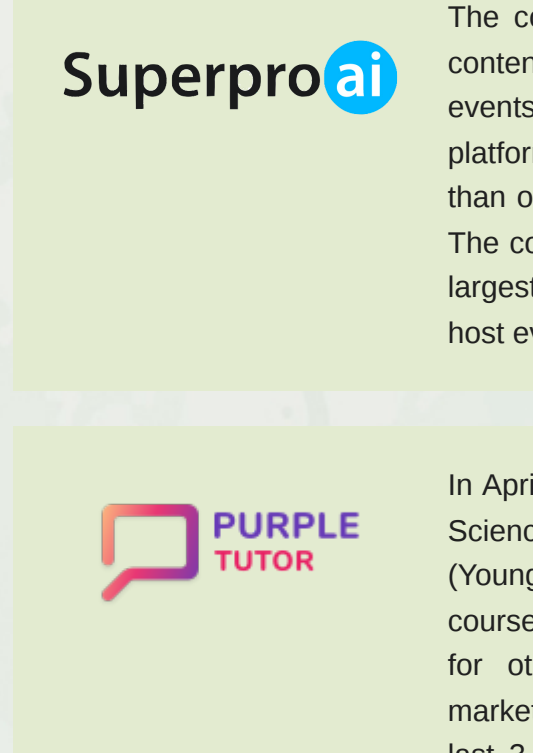
[Read more](#)



### Lendbox

Per Annum – India's Premier Alternate and Fixed Income Investment Platform.

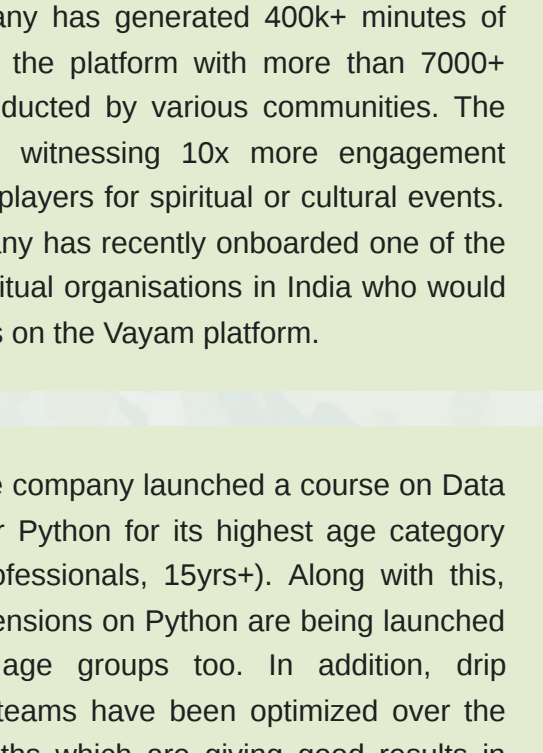
[Read more](#)



### Convosight

Brad Hajart joins Convosight as Vice President of the U.S. market.

[Read more](#)



### Expertrons

Top 10 Indian AI startups making a revolution in 2022.

[Read more](#)



### Miko

Miko 3 welcomes Kidoodle.TV.

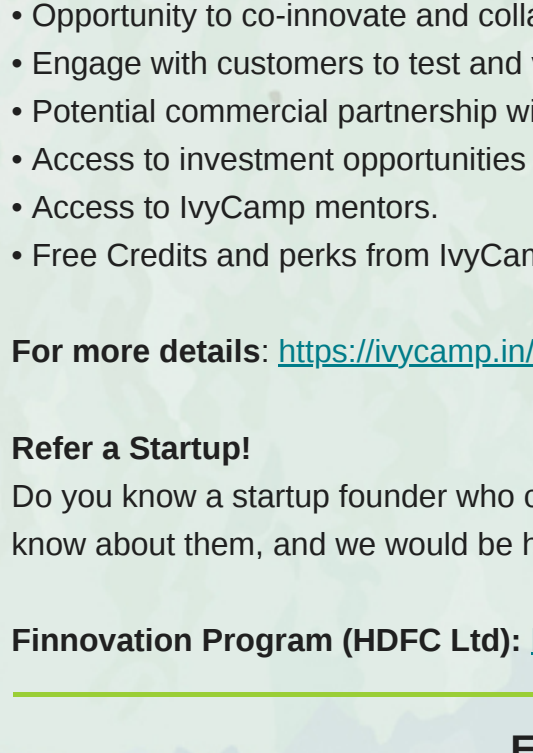
[Read more](#)



### Wagr

How a lost dog inspired two friends to build a pet tracker that grew into a full-fledged petcare startup.

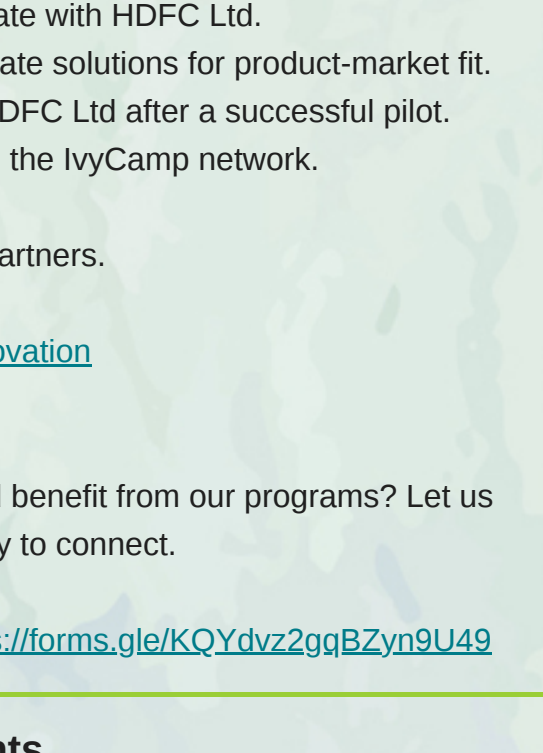
[Read more](#)



### Synapsica

Innovation Helps Radiologists Read MRIs in Under a Minute, Has Served 1 Million People

[Read more](#)

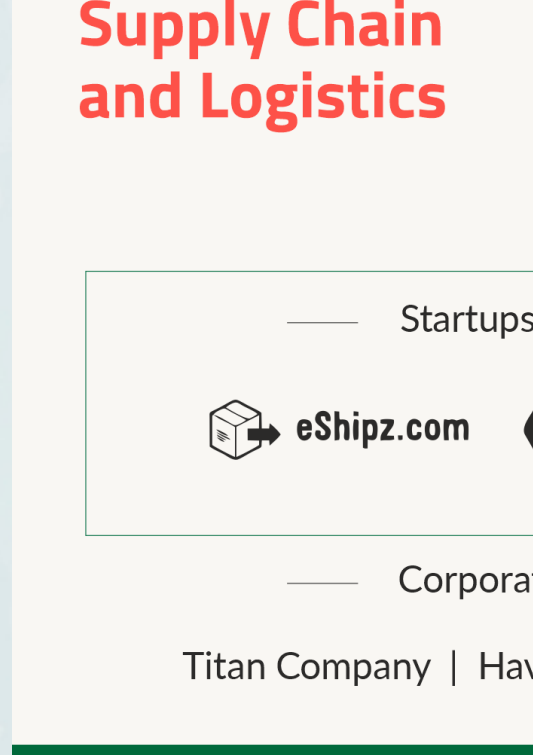


### Biryani By Kilo

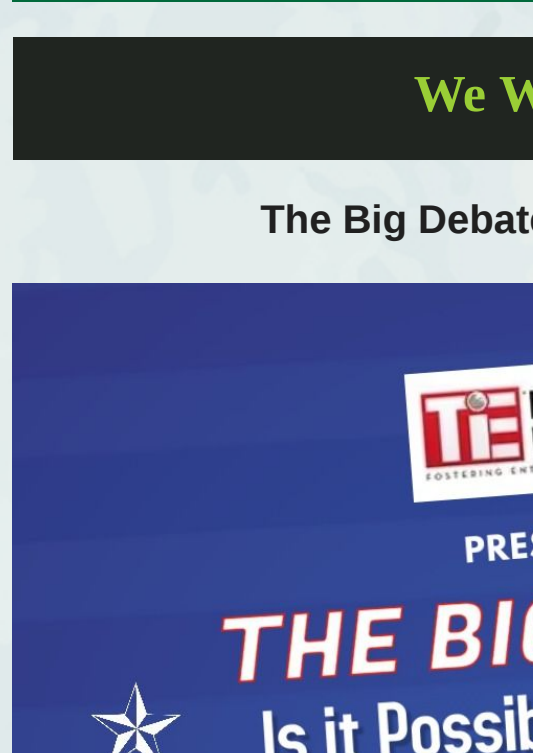
Kolkata based Biryani By Kilo outlet shares two simple recipes which can be easily rustled up at home.

[Read more](#)

## Portfolio Updates



Lendbox has grown over 10X during the pandemic in terms of monthly investments as well as revenues. The company is also expanding into further fixed income and alternate asset investments and in November 2021 has launched Per Annum, an all-encompassing fixed income and alternate investments platform to serve India's underserved retail investors. The website can be visited at per annum money. Lendbox also turned profitable for the month of February 2022.



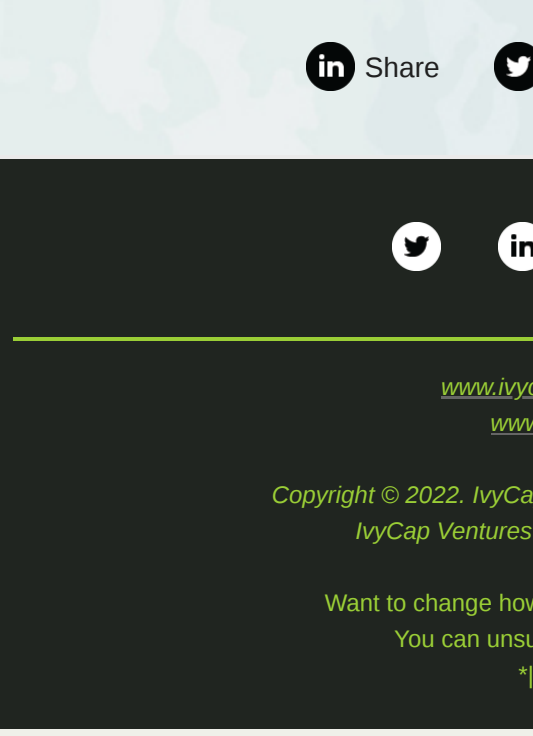
In April, Wagr crossed 40k app downloads and increased the app rating to 4.9/5 on both Play Store and App Store. 3,500+ tele-consults have been completed. Team members have been added across marketing and business development in preparation for mass brands being launched on Wagr Shop.



The experts on the platform now stand at 7300. The company has recently onboarded 22 new marquee brands such as Swiggy, Kotak, Berger Paints, and Apollo as the hiring partners. Monthly user traffic across the Website and Webapp has crossed over 100K, and the number of live jobs on the platform crossed over 6000 with session duration crossed over 550 Mn minutes till now.



The company has signed a contract with a mobility company and will start delivering the product in the next two weeks. It is also working with a global fintech startup. The company is on track to porting the SDK code with a micro-acoustic microphone player and semiconductor players, with whom the product launch would happen in the next 2 months.



The company has generated 400k+ minutes of content on the platform with more than 7000+ events conducted by various communities. The platform is witnessing 10x more engagement than other players for spiritual or cultural events. The company has recently onboarded one of the largest spiritual organisations in India who would host events on the Vayam platform.



In April, the company launched a course on Data Science for Python for its highest age category (Young Professionals, 15yrs+). Along with this, course extensions on Python are being launched for other age groups too. In addition, drip marketing teams have been optimized over the last 3 months which are giving good results in cost optimization.



Last month, the company onboarded 2 new clients. In addition, it also completed one of the largest projects since its inception which lead to clients giving the company recurring orders and to monitor the construction of a factory. In product development, the company rolled out enhancements in client experience on the front end of the Drone Exchange platforms.

## IvyCamp

### Corporate Engagements

#### Finnovation by HDFC Ltd & IvyCamp



HDFC Ltd in association with IvyCamp has recently launched the **Finnovation**, a corporate engagement program that seeks to identify innovative startups with solutions that address key business problems and add strategic value to HDFC Ltd's core lending business.

We are looking for innovative solutions in the following areas:

1. **Property Assessment for Mortgage Loan** - Solutions that can simplify the Legal & Technical assessment of Properties associated with the mortgage.
2. **Customer Servicing** - Effective customer service solutions that can improve the customer experience and retain customers.

#### Program Benefits:-

- Opportunity to co-innovate and collaborate with HDFC Ltd.
- Engage with customers to test and validate solutions for product-market fit.
- Potential commercial partnership with HDFC Ltd after a successful pilot.
- Access to investment opportunities from the IvyCamp network.
- Access to IvyCamp mentors.
- Free Credits and perks from IvyCamp Partners.

For more details: <https://ivycamp.in/finnovation>

#### Refer a Startup!

Do you know a startup founder who could benefit from our programs? Let us know about them, and we would be happy to connect.

Finnovation Program (HDFC Ltd): <https://forms.gle/KQYdvz2ggBZyn9U49>

## Events

### IvyCamp Startup Showcase: Supply Chain and Logistics

IvyCamp organized the startup showcase on April 20th at 3 PM. Curated innovative startups in the Supply Chain and Logistics space presented their solutions to the corporate innovation leaders and investors

The startups presented innovative solutions that included Full-stack Robotic fulfillment services, eCommerce fulfillment, & warehousing platforms, and integrated shipping and management tools.

Corporate innovation leaders provided feedback to these startups from a business perspective. After the showcase, the innovation leaders and investors are connected with the relevant startups to engage further.



## We Were Here

### The Big Debate by TiE Delhi-NCR



Share Tweet Forward

www.ivycapventures.com www.ivycamp.in

Copyright © 2022, IvyCap Ventures. All Rights Reserved.  
IvyCap Ventures Advisors Private Limited

Want to change how you receive these emails?  
You can unsubscribe from this list:  
\*UNSUB\*