



RSVP Link: https://lu.ma/cm82dsx4 If you are an aspiring entrepreneur, a startup enthusiast, or simply curious about what makes startups thrive or stumble, this event is a must-attend. You'll have the chance to connect with like-minded professionals and gain insights that could make a significant difference in your own entrepreneurial journey.

Join Us for a Deep Dive into Startup Success and Failure!

pitfalls and key strategies that can make or break a startup.

Date: 10 November 2023

Bengaluru, Karnataka - 560001

Rahul Gupta

AVP - Investor Relations,

IvyCap Ventures

Time: 3P.M. - 5 P.M.

RSVP link.

Ever wondered why some startups thrive while others stumble?

We're thrilled to host an exclusive event at our office where Advaith Mohan, cofounder of Wagr, our portfolio company, will share their journey, revealing the ups and downs that every entrepreneur encounters. Discover the common

Location: Raheja Towers, 10th Upper Floor, West Wing, Mahatma Gandhi Rd,

It is an invite only event. To ensure your place at this event, kindly RSVP by November 7th. You can confirm your attendance by clicking on the provided

New in the Team

With over 16 years of experience

Portfolio Management Services,

graduate, with an LLB, Financial Modeling, and NISM certifications.

His career began at Indiabulls

Investor Relations at YourNest

Legal, Accounting, and Operations, Rahul is a B.Com and MBA in Finance

Securities and HDFC Securities, and he later held the position of Head of

Ventures for 6.5 years. Additionally,

finance, Rahul is an avid reader and a

ker, cofounder, Pilgrim.

break a deal.

Cap Ventures.

FOR FULL REPORT, GO TO

www.economictimes.com

Over the past four to five months,

Makker and his senior leadership team

have conducted these visits in New Del-

For investors, too, customer connect

is one of the aspects that can make or

"As VCs, while evaluating a company

for investment, we use how founders

connect as an evaluation tool during

the due diligence process. If they're

not close to their customers, it's not a

deal we want to do," said Gupta of Ivy-

DELI

hi and Mumbai, among other cities.

he served as a Legal and Financial

Consultant at Rukam Capital and Banyan Capital Advisors. Beyond

bike enthusiast, finding solace in books and freedom on two wheels.

spanning Investor Relations,

Fireside Chat

LEARNING FROM FAILURE:

THE REASONS

EXPLORING

BEHIND

Advaith Mohan Co-Founder of Wagr

Ex- Flipkart, IIT Madras Alum

Date: November 10th | Time: 3-5 PM

Location: IvyCamp Office, Bangalore

STARTUP

Connect

Invite Only*

For Startups, Invaluable **Information Customer is King** ...and Consultant ▶ From Page 1 "Good customer service has many parts to it and one of them is to ensure that every feedback is heard and worked upon, for us to continually impro-**D2C Drive** WHY THIS MATTERS Amidst a push for profitability, building ve," said Abhishek Sudhakar, senior vice-president, business excellence, Cap-THE OBJECTIVES tain Fresh. "We make it a point to show Gain valuable insights consistency and trust is critical in a up at 4 am, speak to customers, stand from customers with teams as they serve these custo-Help enhance competitive market products and services mers, and connect the dots between our capabilities and customer pain points." **Evolve** with WHO'S DOING IT Others that have embraced the omnichanging Uber, Captain Fresh, channel route, such as Pilgrim, use the-Licious, Razorpay, Pilgrim, se interactions to understand regional Red.Health and others preferences. Senior leadership at the vegan direct-to-customer (D2C) beauty products and services and prioritise customer satisfaction, In competitive ecomm, and personal care brand actively interbut also evolve with changing acts with consumers and founders and execs market dynamics. beauty advisors. This gi-Experts say this has become directly connect with even more crucial in the curves invaluable informarent business scenario, when tion about products' reusers for mkt insight building consistency and trust ception among customers, is critical for standing out in a the performance of sales efforts, and competitive market, as star-Brinda Sarkar & which products resonate most with the tups and investors sharpen the-Sreeradha D Basu ir focus on profitability. target audience, said Gagandeep Mak-

"Founders' understanding of

the customer pulse is funda-

mental to the business as reli-

ance on second-hand informa-

tion can be misinterpreted or

misunderstood, and ends up be-

coming more expensive for the

business," said Vikram Gupta,

managing partner of venture

capital fund, IvyCap Ventures.

hand experience that allows us

to gather unfiltered feedback

while also fostering empathy

and respect for the work our dri-

vers do," Uber's Singh told ET.

At business-to-business (B2B)

seafood tech startup Captain

Fresh, business heads are man-

dated to meet customers at least

not close to their customers, it's not a deal we want to do."

The recently published article in The Economic Times talks about how in today's fiercely competitive startup ecosystem, founders and top-level executives are actively forging connections with users and customers to glean invaluable market insights. This proactive approach isn't just a trend—it's a game-changer. Commenting on the same, our Founder and Managing Partner, Mr. Vikram Gupta, said, "Founders' understanding of the customer pulse is fundamental to the business as reliance on secondhand information can be misinterpreted or misunderstood, and ends up becoming more expensive for the business" He further added, "As VCs while evaluating a company for investment, we use how founders connect as an evaluation tool during the due diligence process. If they're

Our Industry-Event Participations

TASConnect India Launch

"There's nothing like first-

Bengaluru: Over the next two

weeks, Prabhjeet Singh, presi-

dent of Uber India and South

Asia, will be swapping his com-

fortable corner office for the

driver's seat - quite literally.

Singh will be driving custo-

mers around, a move he says

will offer valuable insights into

Singh and other company lea-

ders are part of an Uber initiati-

ve to ferry customers across ci-

ties, as the US cab aggregator

completes a decade of opera-

Leaders across ecommerce

startups such as Licious, Red-

.Health, Captain Fresh, Pil-

grim and Razorpay are walking

the talk to enhance customer

connect, not just to improve Invaluable Information → 3

their points of view.

tions in India.

In the News

ET THE ECONOMIC TIMES

TASConnect India Launch Vikram Gupta Founder & Managing Partner IvyCap Ventures Vikram Gupta is the Founder and Managing Partner of IvyCap Ventures, an INR 4500 Cr Venture Capital fund that has a portfolio of over 40 companies including BlueStone, Purplle, BiryaniByKilo, and others. Prior to founding IvyCap, Mr. Gupta was the founding member of the Piramalsponsored USD 100 Mn Healthcare focused Private Equity Fund that he conceptualised, and raised in 2008 when the world markets were going through turmoil. We are delighted to share that our esteemed Founder and Managing Partner, Mr. Vikram Gupta, has been extended an invitation to take center stage as a keynote speaker at the forthcoming TASConnect India launch event on October 19th. Leveraging his extensive expertise across private equity, business consulting, mergers and acquisitions, and corporate strategy, Mr Gupta is poised to deliver invaluable insights into the dynamic domains of capital markets, digital transformation, and alternative capital, all within the unique context of India. Click here to know more Sustainability Summit 2023 by TiE Delhi-NCR

SUSTAINABILITY SUMMIT 2023

ability Meets Innovation

strive for a common goal.

Meet one of our speakers at our



This exchange of ideas and insights not only highlighted the crucial role domestic wealth can play in fostering innovation and entrepreneurship in India but also underscored the industry's keen interest in these transformative possibilities. The discussion shed light on the potential for harnessing this wealth to fuel the growth of startups and the broader business ecosystem, leaving attendees inspired and with a deeper understanding of the opportunities and challenges

Click here to know more

We are proud to announce that our Founder and Managing Partner, Mr. Vikram Gupta, has been honored as one of the Influential Leaders of India for the year 2023. This recognition underscores his pioneering spirit and unwavering commitment, which have not only forged a brighter present but also hold the

In addition to this prestigious accolade, Mr Gupta engaged in a stimulating fireside chat with other inspirational leaders. During this conversation, they shared their valuable insights into the ever-evolving business landscape and shed light on the role of firm valuation as a key indicator of success and profitability, a

Click here to know more

promise of a more prosperous future for both the industry and society.

cornerstone in the journey of building a resilient and thriving organization.

CMOs to Business Heads, VCs, and Innovators.

ahead.

Mr. Ashish Wadhwani, our Co-Founder and Managing Partner, recently participated in the 2023 Sustainability Summit organized by TiE Delhi-NCR, held at the India Habitat Center in New Delhi. His participation left hope for a more sustainable future, making it an exceptional and memorable day. The summit was themed "Achieving Sustainable Success: Uniting Startups and Investors for a Greener Future." It served as a powerful reminder that positive change is achievable when we come together, share knowledge, and collectively

Click here to know more

YourStory TechSparks 2023

Influential Leaders of India 2023 Fire-side Chat **Congratulations** VIKRAM GUPTA

ET

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