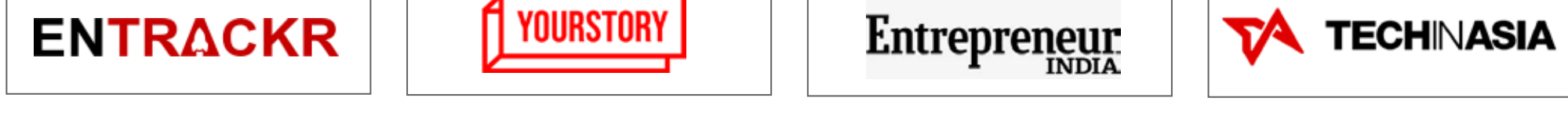


New Investment

Capital 2B and Betatron Lead USD 5.2M Series A Round into Automation Enabler, Botsync, with Participation from IvyCap Ventures

Autonomous robotics startup Botsync has raised \$5.2 million in a Series A round of financing led by Capital 2Band Betatron Venture Group. Other participating investors include IvyCap Ventures Advisors Private Limited, AppWorks, Iterative, Wong Fong, ZB Capital, Nalin Advani, and Ascend Angels. The startup will use the capital to fuel product development, simplify platform onboarding, and enhance customer service capabilities. Commenting on the same, **Vikram Gupta, Founder and Managing Partner, IvyCap Ventures**, said, "Led by passionate founders, Botsync's innovative and accessible automation solutions uniquely position them in the APAC market. Their focus on simplicity, safety, and reliability aligns with our vision for the future of manufacturing. We are excited to support their journey and witness their growth."

Top media coverage



Freshly Brewed

Purple opens new store in Kolkata

Mumbai-based online personal care brand Purple has opened a new store in Kolkata, a top company executive revealed in a social media post. The retailer's latest offline store is located in Behala.

[Read More](#)



Snitch opens biggest store in Bengaluru

Bengaluru-based D2C fashion brand Snitch has opened its biggest store to date in Bengaluru, a release by the company said. The newly opened standalone store, its seventh in the city, is 10,000 sq/ft sq. ft.



[Click here to know more](#)

Fintech startup FtCash raises Rs 50 crore from Accion, FMO and IvyCap Ventures

Mumbai-based fintech startup ftcash has raised Rs 50 crore in a Series A round led by global non-profit Accion and the Dutch development bank FMO with follow on participation from IvyCap Ventures, an Indian VC Fund.



[Click here to know more](#)



Eggoz enters frozen snack market, launches high-protein Egg Bhurji Momoz

The Egg Bhurji Momoz are a unique addition to Eggoz's product line-up. This product is inspired by from anda burhji which is so unique yet popular across India. Additionally, Egg Bhurji Momoz require just five minutes to be ready to serve. Also, each pack comes with a spicy, hot, and tempting dip.

[Click here to know more](#)

Bigdely Accelerates Growth with Former Tesla Renewable Energy Leader Tyler Moragne as Chief Strategy Officer

The Bigdely team has expanded its position as a top climate tech solutions provider with the addition of former Tesla renewable energy leader Tyler Moragne as Chief Strategy Officer.



[Click here to know more](#)

Get My Parking: Nationwide Parking Services Launches Custom-Branded App for Enhanced Parking Experience

Nationwide Parking Services is thrilled to announce the launch of its custom-branded parking app, marking a significant milestone in the company's journey towards fully digitized parking solutions.



[Click here to know more](#)



Celcius Logistics raises Rs 40 Cr in pre-Series B round

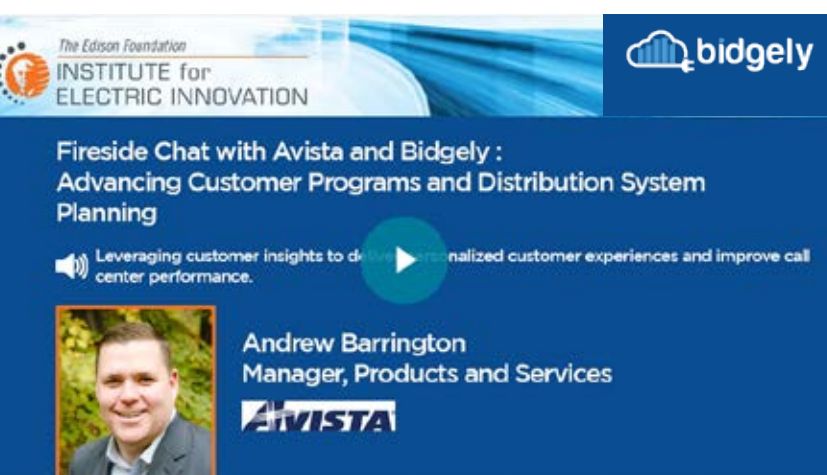
Celcius Logistics, a domestic aggregator providing end-to-end cold-chain solutions, has secured Rs 40 crore (\$4.8 million) in a pre-series B round, led by existing investor IvyCap Ventures. Other investors include Mumbai Angels and Caret Capital.

[Click here to know more](#)

Portfolio Updates

Bigdely wins 2024 PLMA Technology Pioneer and CS Week Awards for AI-Powered Energy Solutions

Bigdely continues to gain industry and customer recognition for its innovative solutions. Recently, Bigdely and Avista Utilities won the 2024 PLMA Technology Pioneer Award for AI-powered energy insights, while PSEG Long Island received a CS Week award for their use of Bigdely's analytics in time-of-day rate transitions.



[Click here to know more](#)

Dhruva Space wins 'Best Breakthrough Technology in Aerospace' award

In May 2024, Dhruva Space received notable recognition, starting with the 'Best Breakthrough Technology in Aerospace' award at the Defence & Aerospace Innovation Summit 2024, organized by T-Hub with support from Collins Aerospace, acknowledging their achievements in satellite development and operations.



[Click here to know more](#)

IvyCamp Corner



In-house Pitch Session

IvyCamp organized an in-person pitch session in Bangalore where startups focused on the creator economy, SaaS, and AI sectors pitched directly to our team. Out of these, two startups are currently in further discussions with the team. It was an incredible opportunity for these innovative ventures to secure funding and take their ideas to new heights.

Building on the success of this initiative, we are thrilled to organize another such session in June. This session will be exclusively focused on Pre-SeriesA and SeriesA Agritech startups.

IvyConnect Series

IvyCamp has been working with many early-stage startups, and a few common themes emerge again and again around areas where the founders struggle and are looking to work with experts in MVP iterations and refinement, GTM strategy, investment pitch readiness, and Patent monetization. We recently ran our IvyConnect Series focused on these 4 core areas, leveraging experts from our Alumni network for 15 plus early-stage startups incubated at IIT Indore ACE Foundation. The goal was to have a small group where individual founder-targeted discussions could be enabled. Here are the key takeaways from these sessions -

Dr. Kaustubh Dhargalkar, Dean of Business Design & Innovation at Welinkar Institute of Management, IIT BHU alumnus, - MVP Refinement: He spoke about the value of designing the MVP through the customer's lens by putting yourself in their place and the necessity of integrating a strong appeal like visual and tactile elements with the MVP to raise user engagement and retention.

Abhishek Kapoor, CEO and Co-Founder of Integral Bytes Skills Academy, IIT Delhi and IIM Calcutta Alumnus - GTM Strategy: He emphasized the importance of identifying a primary customer segment, crafting tailored messages for that segment and adopting a laser-focused customer-centric approach for that segment. This primary segment is your early adopter and also your brand ambassador. It is vital to capture this customer feedback to refine your offerings.

Harshith Tahiliani, VP of Investments at IvyCap Ventures Advisors Private Limited - Investment Readiness: He stressed that the way to capture an investor's interest is to tell a compelling story and refine that story through continuous feedback. It is vital to demonstrate clarity on market understanding and financial planning which will boost the investor's confidence.

Rajneesh Kumar, Head of TTO at Birla Institute of Technology and Science, Pilani - Patent Valuation and Monetization: The session revolved around three key aspects - IP search and drafting patent claims should be outsourced to the experts, there should be clarification of ownership and IP policies right from the beginning, and leverage AI for IP creation and protection strategies.

If you are an early stage founder or an incubator with startups who would like to be part of these knowledge sessions, reach out to us at rupali@ivycamp.in.

Our Participations

IVCA Fund in Focus

Vikram Gupta, Founder and Managing Partner of IvyCap Ventures and Executive Committee member of the Indian Venture and Capital Association (IVCA), participated in the "Fund in Focus" feature. He explained why IvyCap Ventures is excited about the "India Opportunity" and how India's large, tech-savvy population and favorable regulatory reforms have contributed to making India a fertile ground for disruptive innovation.

[Click here to know more](#)



Venture Intelligence India PE-VC Conclave

Our Founder and Managing Partner, Vikram Gupta, spoke on "Venture Capital: The Road Ahead" at the Venture Intelligence PE-VC Conclave '24. The event featured a distinguished panel of speakers, including Subeer Monga, Partner at Sorin Investments; Piyush Coenka, Founder and Managing Partner of Prath Ventures; Kanika Aggarwal, Partner at IndiaQuotient; Vishal Gandhi, Founder of Gandhi & Associates; and Shashank Pandey, Managing Director of o3 Capital. Their insightful discussions covered the future of venture capital, emerging trends, and investment strategies.