

IVYSCOPE

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**YOUR MONTHLY
UPDATES FROM
IVYCAP VENTURES**

IvyCap Ventures' Leadership Perspective

Key Trends observed in 2023 and Prospects for 2024

Sustainability and Corporate Governance as Cornerstone Of Responsible Investment Decisions in 2024



Vikram Gupta
Founder and Managing Partner, IvyCap Ventures

As we stand on the brink of 2024, the investment landscape is undergoing a transformative shift, where sustainability and corporate governance emerge as pivotal factors shaping investment decisions. This article will spotlight the profound influence of these aspects and how IvyCap Ventures stands as a trailblazer in not just recognizing but championing these principles. Our commitment to fostering sustainable practices and robust corporate governance within our investment framework positions IvyCap Ventures at the forefront of this evolving investment paradigm.

Navigating the Shift: Sustainability at the Core: In the fast-evolving world of investments, sustainability is no longer a mere buzzword but a cornerstone for success. Every decision made today has the potential to shape the future, and at IvyCap Ventures, sustainability is woven into the fabric of our investment philosophy. For over four years, we have made it a fundamental part of our approach. Our dedicated Sustainable Development Goals (SDG) team meticulously evaluates potential investments, scrutinizing environmental and social impacts from inception to exit. We go beyond lip service, actively exploring ways to amplify the positive impact of our portfolio companies. Each of our investments aligns with SDGs, with our companies not only setting but actively tracking their targets. The tangible positive outcomes across our portfolio stand testament to the success of this commitment.

Decarbonization Focus and Governance Excellence: Decarbonization and Social equity takes center stage in our strategy, as we assess each company's potential for SDG impact and help build robust governance structures. Our emphasis is on integrating SDG goals into every aspect of a company's operations before taking a philanthropic approach to sustainability. From waste and water management to workforce health, safety, and product distribution, we set metrics, policies, and KPIs, conducting annual impact assessments..

Corporate Governance: A Cornerstone of Responsible Investment: In an era where corporate governance is under increasing scrutiny, IvyCap Ventures places it at the forefront of our investment strategy. The dynamic startup landscape demands not just financial acumen but a steadfast commitment to ethical operations. Corporate governance is not merely a box to be checked; it's a set of principles that guide every decision. We are taking additional measures to ensure our startups operate responsibly. Our startups aren't just guided; they're nurtured to exceed profitability expectations through responsible and transparent governance.

IvyCap Ventures: A Pioneer in the Evolving Investment Paradigm Our commitment to sustainability and corporate governance isn't just a response to a trend; it's a strategic choice that positions IvyCap Ventures as a frontrunner in the evolving investment landscape. The principles we champion aren't just words on paper; they are the guiding lights shaping every decision we make. From robust internal controls to a dedicated SDG team, we are actively shaping a future where responsible investments lead the way.

Conclusion: Leading Responsibly into 2024

Stepping into 2024, IvyCap Ventures remains resolute in its mission to drive positive change through investments that transcend traditional bottom-line concerns. Our fusion of sustainability and corporate governance isn't a passing trend; it's a pledge to a future where responsible investments define the norm. In this ever-changing world, IvyCap Ventures stands firm, navigating shifting tides with a clear vision, unwavering principles, and a determination to lead in the evolving investment paradigm.

Navigating 2024: Sustainability takes a center stage in investment strategies



Smita Mishra
Founder & CEO, Fandoro
Sustainability Partner, IvyCap Ventures

As we step into 2024, the startup ecosystem is gearing up for a paradigm shift, emphasizing sustainability as a primary focus. Startups, which previously concentrated on rapid growth and innovation, are now more inclined to align their strategies with Sustainable Development Goals (SDGs). This shift reflects not only a commitment to environmental and social responsibility but also a deliberate reaction to a shifting landscape. Consumers, investors, and regulators are now demanding higher levels of accountability, prompting this strategic shift.

Comprehensive Sustainability Approach: Integrating Eco-Friendly Practices

In the upcoming year, there is an expectation that startups will embrace a comprehensive approach to sustainability by integrating eco-friendly practices into their fundamental. Entrepreneurs are increasingly acknowledging the significance of addressing environmental challenges through initiatives such as renewable energy solutions, circular economy practices, and Carbon Capture Solutions while concurrently generating value for their stakeholders. This shift is not just about avoiding negative impacts; it is about actively contributing to positive change and leveraging sustainability as competitive

Guiding Principles of Sustainable Development Goals (SDGs)

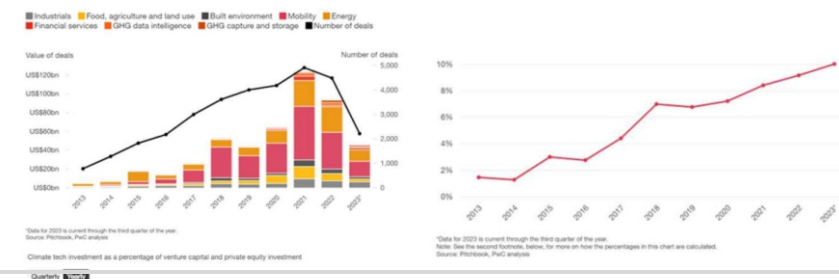
Especially, the evolving significance of SDGs is influencing the direction for startups. SDGs provide a universal framework that goes beyond environmental concerns, encompassing issues such as poverty, inequality, and education. Startups are expected to leverage these goals as guiding principles, aligning their missions with the broader aim of creating a more sustainable and equitable world.

Investor Awareness: Recognition of Sustainability's Importance

Investors, particularly Venture Capital (VC) funds, are becoming increasingly cognizant of the importance of sustainability. While in 2023 overall, funding for climate tech start-ups decreased to levels last seen five years earlier. But there are also glimmers of hope. Climate tech's share of private market equity and grant investment rose to 11.4% in Q3 2023 and is tracking at an annual rate of 10% for the year to date, extending a decade-long upward trajectory. In comparison to overall startup investments, climate tech investment has shown an upward trend.

Global Venture Capital Dynamics in Q3 2023

In Q3 2023, global venture capital had a slight 4% dip, but AI, sustainability, and electric vehicle startups thrived. Notably, the UK's energy and transportation sectors grew by 50%, China by 9%, and the US sustained investor interest in sustainability and AI despite economic challenges. India faced its third consecutive quarterly decline, but recent funding in fintech and electric vehicles brought optimism. Corporate venture capital (CVC) investors stayed active, prioritizing AI, sustainability, and the energy transition, albeit with reduced intensity.



Shift in Investment Landscape towards Sustainable Practices

In 2024, we anticipate a notable shift in the investment landscape, with VC funds will prioritize startups howcasing a dedication to sustainable practices.. The recognition of sustainability as a critical factor in investment decisions reflects a broader understanding of the long-term risks and opportunities associated with Environmental, Social, and Governance (ESG) factors.

Sustainability as a Strategic Imperative

The integration of sustainability into investment criteria is not merely a nod to corporate responsibility; it's a strategic imperative. Startups that prioritize sustainability are likely to be more resilient, adaptable to regulatory changes, and appealing to a growing consumer base that values ethical and ecoconscious products and services. As we approach 2024, the startup ecosystem is poised for a sustainable revolution. Entrepreneurs, guided by the principles of SDGs, are reshaping their approaches, while VC funds are recognizing the pivotal role of sustainability in shaping the future of successful investments. The green horizon beckons, promising a more responsible and resilient startup ecosystem.

Freshly Brewed - Our Portfolio making headlines

Biryani By Kilo launches web-series 'Dum Laga ke India' with Ranveer Brar



Biryani by Kilo has launched a web series, Dum Laga ke India, streaming on Disney+Hotstar and honouring the food, heritage, and culture of four different prominent Indian cities: Mumbai, Hyderabad, Kolkata, and Bengaluru.

[Click here to know more](#)

Purple Case Study – Elevate Your Beauty Game with Purple's Wide Range of Products



Purple serves as an exemplar of an e-commerce beauty brand that is rapidly expanding and positioning itself to compete with well-established industry leaders. In this article you will read the Purple case study and find out how Purple elevates your beauty game through its diverse range of products.

[Click here to know more](#)

Bidgely and NISC Deliver AI-Powered Energy Insights to 17 Utility Cooperative Members Across the Midwest



Integration of Bidgely's UtilityAI™ solution into National Information Solutions Cooperative's (NISC) software platform continues to provide utilities with an unparalleled 360-degree view of the electric grid.

[Click here to know more](#)

Portfolio Updates

GradRight organised ShiftED 2023, Flagship Conclave Of Thought Leaders In Global Higher Education & Financing



GradRight, the world's first EdFinTech company, pledged support to enable 3,00,000 Indian students with affordable access to the world's top 500 universities over the next three years. The announcement was made at GradRight's ShiftED 2023 Conclave on "Innovation for Sustainable Global Higher Education." ShiftED is the first step in what the company hopes will be a long-term effort to shape the discourse of global higher education by enabling access, affordability and inclusivity.

The flagship conclave, held in Hyderabad, brought key stakeholders - 2,000 students, 16 US universities and 8 financial institutions - into a thought-provoking dialogue to foster collaboration and catalyze student-centric innovation in higher education and financing in Hyderabad on December 2 and 3, 2023. ShiftED witnessed participation from the U.S. Consulate General, Hyderabad, Punit Renjen, Incoming Chairperson, SAP and Global CEO Emeritus, Deloitte; Dr Laura Perna, Professor at the University of Pennsylvania; JP Narayana, a noted public intellectual and a former MLA from Andhra Pradesh; Dr. Pramath Raj Sinha, Founder and Chairman, Harappa Education; Srividya Reddy, Chairperson, CII IWN Telangana, and CXOs of all major education finance institutions including Amit Gaiinda, MD & CEO, Avanse Financial Services, Jennifer White, VP & Head of Global Business Development, MPOWER Financing and Tej Kapoor, Managing Partner at IvyCap Ventures.

[Click here to know more](#)

Eggoz Nutrition featured on Forbes India Select 200 Companies with Global Potential 2023



Eggoz has entered Mumbai market. Now Eggoz eggs are available in Mumbai on the online platforms like Swiggy Instamart, Milkbasket, Otipy, etc., Eggoz has launched egg based Frozen range of products, which is creating a revolution for the food service industry with respect to eggs. Eggs have always been about Boiled Eggs, Bhurji or Omelette. The aim is to break this shell of an egg and bring about a culinary revolution by different products like Eggoz Egg Burger Pattiez, Eggoz Egg Nuggetz, Eggoz Egg Momoz, Eggoz Egg bitez , for the first time in India. There is a huge eggetarian market that is untouched, and our aim is to empower you to create dishes from eggs like never before. **Eggoz was featured on Forbes India Select 200 Companies with Global Potential 2023.**

[Click here to know more](#)

IvyCamp: Key Highlights from 2023

2023 was an eventful year for IvyCamp with several programs with the IITs and other Institutes, Alumni, Corporates, and Founders. We have three focus areas:

We connected 100+ startups with corporates from which 10+ engaged in POCs, and engaged with hundreds of students and early-stage entrepreneurs through our Alumni events.

Institute and Alumni Engagements- Alumni and investment team attended startup summits across the institutes to judge startup pitches. Our portfolio company founders, Alumni, and investment team conducted sessions as part of our IvyConnect program on topics such as Finance for Entrepreneurs, product market fit, design thinking. IvyCamp ran programs across institutes that helped students understand investment criteria for sectors such as Agritech. As a part of IvyCap Day'23, IvyCamp hosted "The Next Startup Dragon Challenge", to identify some early stage interesting ideas across the IITs. **"Yotuh Energy"** was declared as the winner.

IvyCap Ventures was the Investor Partner and Key Sponsor at the PanIIT Europe Inaugural Conference at TUDelft, Netherlands. **Our Founder and Managing Partner Vikram Gupta took part in the event as the guest of honor. In addition to this, 15 startups, shortlisted from a pool of over 250 applications, pitched to IvyCap Ventures along with other prominent investors.**

IvyCap Giveback Initiative



[Watch the full interview here](#)

IvyCap Ventures launched its Giveback Initiative, a unique feature of the fund, to support student and alumni entrepreneurs from educational institutes across India. Through this initiative, IvyCap Ventures allocates a portion of its profits from its startup investments to the investors' alma maters. At present, IvyCap has given back around INR 2 Crores to 10 Indian educational institutions from its Fund 1 profit. This initial phase of the initiative is aimed at supporting cuttingedge R&D, startup funding, and startup events.

Corporate Engagements



The corporate innovation programs in IvyCamp focus on connecting startups with innovative solutions to organizations, with the aim that these solutions will add value by helping the organizations address key business and operational problems, and the startups get to engage with senior management, scale their solutions, and deploy them in a business environment.



SUD Uprise, was a new program launched in conjunction with SUD Life (a joint venture between two of India's leading public sector banks, Bank of India and Union Bank of India, and Dai-ichi Life Holdings, a leading life insurance company in Japan). The program offers startups an opportunity to collaborate, test out and deploy their solution with SUD Life



- Finnovation, an initiative of HDFC Ltd in partnership with IvyCamp, is now in its second phase. The aim of the program is to identify and associate with startups that would enable development and deployment of new-age, cutting-edge solutions across multiple areas such as Fraud prevention and Metaverse.

- Apart from our programs and events, we provide founders registering on the IvyCamp platform, with corporate perks like AWS credits, Google Cloud credits, MongoDB credits, and more worth USD 60K.



IvyCamp launched IvyCap PropTech Quest, a forum for PropTech startups to showcase their ideas and raise the necessary capital to fuel growth and expansion. We have received more than 100 startup applications focusing on Smart Home Technology, Property intelligence and Analytics, Construction Tech, and various other groundbreaking areas. Currently, we are evaluating the applications for further discussion.

Startup Engagement



Our startup engagement programs are targeted at identifying high potential and innovative startups relevant for investment. IvyCamp launched IvyCap Startup Quest. More than 25 startups pitched their solutions across varied sectors.

The next edition of the Startup Quest in partnership with Nvidia focusing on Gen AI startups is tentatively scheduled for 21st December 2023. Follow our LinkedIn page for more updates.



IvyCamp Founders Connect - Based on startup feedback, we started a series of in-person events where one of our Alumni founders engages with early stage founders. Our first event 'Learning from Failure: Exploring the Reasons Behind Startup Downfalls' was with Advaith Mohan, co-founder of Wagr, which delved into his entrepreneurial journey. If you are an Alumni looking to engage with startups and giveback, an Institute looking to collaborate, a Founder looking for support/ networking /expertise/ funding, or a Corporate looking to engage with startups reach out to us at programs@ivycamp.in.

IvyCap Ventures In the News

in Focus

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SUSTAINABILITY, INNOVATION, AND CORPORATE GOVERNANCE: KEYS TO OUTPERFORMING INDUSTRY COMPETITORS IN 2024



A bevy of factors forms a heady success formula for those looking to outperform peers in a competitive industry landscape

Words by Vikram Gupta

As we approach the year 2024, organisations worldwide are gearing up to confront the challenges and seize the opportunities that lie ahead in an ever-evolving business landscape. The strategies chosen by these organisations will play a crucial role in determining their comparative performance within their respective sectors. At IvyCap Ventures, we

focus on critical imperatives for both organisations and their visionary founders, focusing on sustainability, innovation, and corporate governance while making an investment and forming a long-term partnership. Here, we will delve into the probable strategies that can empower organisations to stand ahead above their industry counterparts.

EMBRACING SUSTAINABILITY: BEYOND BUZZWORDS TO SUSTAINABLE SUCCESS

In this new era, sustainability is as significant as the digital revolution was in the last one. Every company is jumping on the sustainability bandwagon, and we have seen even more of that in 2023. But here's the real deal: to truly stand out, businesses must weave sustainability into their core strategy, not just treat it as a trendy add-on.

For over four years now, we have made sustainability a fundamental part of our investment approach. Our in-house SDG team plays a crucial role in evaluating potential investments and scrutinizing environmental and social impacts from the start, all the way to when we exit. We gauge how our portfolio companies align with their Sustainable Development Goals (SDGs) and actively explore ways to boost their positive impact and support them to amplify the same. Each of our portfolio companies plans ahead, keeping tabs & tracking their SDG targets, reviewing progress each year, and brainstorming better ways to make an impact in the coming years. It's not just about pouring in money; it's about ensuring our impact extends far beyond the numbers on a balance sheet. The positive outcomes we have witnessed across our companies showcase improved performance and returns stand as a testament to the success of this approach.



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THE POWER OF INNOVATION: PROPELLING GROWTH IN THE MODERN ERA

Innovation serves as the dynamic engine propelling corporate growth. Forward-thinking entities must wholeheartedly embrace an ethos of innovation, creating an environment that enables their workforce to navigate the ever-evolving market dynamics. Technology stands as the vanguard for operational efficiency, cost containment, and productivity enhancement, empowering organisations to assume a visionary mantle within their industry.

PRIORITISING CUSTOMER EXPERIENCE: THE KEY TO COMPETITIVE EDGE

The customer should always remain the focal point of any business strategy. Prioritizing the customer experience is crucial for outperforming peers. In today's landscape, delivering exceptional customer experiences is more critical than ever. Investing in customer-centric strategies that focus on personalized interactions, quick issue resolution, and seamless omnichannel experiences is imperative. Collecting and acting upon customer feedback should be a continuous process to refine products and services. Happy customers not only return but also become brand advocates.

CORPORATE GOVERNANCE: THE BACKBONE OF ETHICAL OPERATIONS

In the dynamic startup landscape, we are acutely aware that both Venture Capitalists (VCs) and startups are currently under scrutiny. Some startups are encountering scrutiny due to the rise of questionable firms marked by weak corporate governance, ineffective boards, insufficient oversight, and conflicts of interest. Given the essence of our business, we've consistently been at the forefront, dependable advocates for conducting affairs the right way. Corporate governance has always held the utmost priority for us, and now we are taking additional measures to ensure our startups not only operate responsibly but also increase their potential to boost the profitability of our investments.

We implement robust internal controls, a crucial component for our portfolio companies to manage financial and operational risks, improve efficiency, prevent fraud, and ensure compliance with laws and regulations. Unfortunately, many startups tend to overlook critical aspects such as data quality, audits, regulatory compliance, and financial practices until they're on the brink of an exit. We acknowledge that neglecting these internal controls can have a significant cost, jeopardising the overall well-being of a portfolio company and elevating the risks of business failure and fraud. Therefore, we consider it our duty to guide our portfolio companies toward responsible practices. We emphasise the importance of vigilant governance, not just in understanding but also in thorough practice, ensuring the sustained success of our investments. This holds crucial significance for both startups and investors in achieving long-term success.

RISK MITIGATION: PREPARING FOR THE UNEXPECTED

Recognising and addressing risks is a crucial element for superior performance. Enterprises should evaluate the probability of outcomes differing from their expectations. Through proactive risk identification and mitigation, organisations can safeguard their trajectory toward surpassing their competitors, even when unexpected challenges arise.

FOSTERING A STRONG COMPANY CULTURE: ATTRACTING AND RETAINING TOP TALENT

A company's culture is vital for its success, influencing employee happiness, motivation, productivity, and retention. A robust culture that values inclusivity and meaningful principles can significantly help in attracting and retaining top talent. Investing in employee development, providing opportunities for advancement, and creating a safe and welcoming work environment are essential. A motivated and content workforce can be a potent advantage for outperforming competitors in your industry.

In the rapidly evolving business landscape of 2024, organisations face both challenges and opportunities. By focusing on positive outcomes, identifying stakeholders, measuring impact, ensuring added value, and mitigating risks, organisations can set themselves on a path to outperform their industry peers, even in the face of uncertainty. Sustainable strategies, innovation, and effective corporate governance are the keys to success in this dynamic era.

Vikram Gupta is the Founder and Managing Partner of IvyCap Ventures, a USD 530 Mn. (INR 4200 Cr+) fund that invests through the alumni ecosystems and manages 30+ portfolio companies.

Our Industry-Event Association

Startup Conclave 2023



We're thrilled to share that IvyCap Ventures is the Investment Partner for i-Hub, the Education Department in the Startup Conclave2023, focusing on cultivating an investment ecosystem within startups. At this upcoming event, our Founder and Managing Partner, Vikram Gupta, will serve as a panelist in a discussion titled "The Investor's Compass: Navigating The Startup Landscape." Joining him will be esteemed industry experts such as Anisha Singh, Founding Partner at She Capital; Ravneet Mann, Head of Strategy and Policy at Stride Ventures; Sanil Sachhar, Founding Partner at Huddle; and Arun Thatachari, Executive Director at Anicut Capital. This insightful panel is scheduled for December 7, 2023.

[Click here to know more](#)

Our Industry Event Participations

World Fintech Show



We're thrilled to share the exciting news that our esteemed Managing Partner, Tej Kapoor, was the distinguished speaker at the prestigious #WorldFintechShow India. During this esteemed event, he generously imparted his extensive knowledge and valuable insights into the ever-evolving realm of venture capital. His contribution illuminated the dynamic landscape of the industry, providing attendees with a wealth of valuable information and expertise.

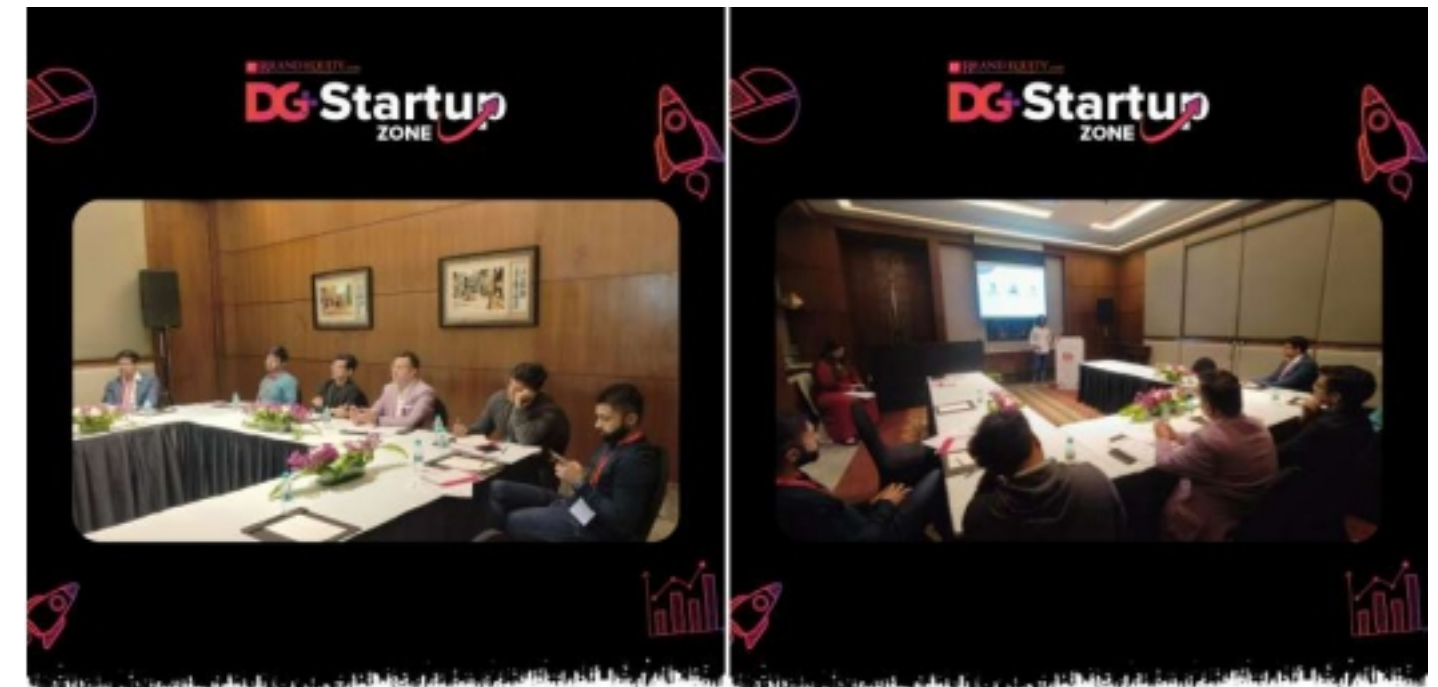
FundStack 3.0 at Startup Odisha



We are thrilled to announce IvyCap Ventures' participation in Startup Odisha—an initiative by the MSME Department, Government of Odisha—that launched FundStack 3.0, a dynamic two-day Annual Startup Investment Summit. The summit featured engaging roundtable discussions led by industry leaders, diving deep into the dynamics of Odisha's rapidly evolving startup ecosystem. These discussions explored the benefits of the Odisha Startup Grant Fund (OSGF) and shed light on the driving forces behind the state's entrepreneurial growth.

The event set the stage for a comprehensive exploration of the pivotal factors shaping Odisha's entrepreneurial landscape. Moreover, it hosted lively Panel Pitching sessions across multiple meeting rooms where startup luminaries showcased their innovative ideas to prominent investment firms. Enthusiastically, 50 startups spanning various industries including Deeptech, Healthtech, Edutech, E-commerce, and food aggregators participated in this vibrant event.

ETDigiPlus Start-up Zone



We are immensely excited to announce the active involvement of our Vice President of Seed Investment, Aashish Gupta, who recently participated in The Pitch Stage at #ETDigiPlus Start-up Zone alongside several distinguished industry experts. This event became a platform for sharing groundbreaking ideas, fostering engaging discussions, and showcasing innovative concepts that have the potential to shape the future landscape of our industry.

[Click here to know more](#)

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