

NEW INVESTMENTS



Buoyed by the acceleration towards the future of the 3D internet, metaverse company GMetriXR has raised \$600k funding in its seed round led by IvyCap Ventures with global participation from the D.E. Holding and HNIs. Founded by Utsav Mathur and Sahil Ahuja, the Bengaluru born company with headquarters in the US, offers a no-code platform that allows content creators and enterprises to build, host and deploy metaverse apps without writing a single line of code. We are happy to share the news. [Read More](#)

SPECIAL FOCUS

Paving the way for customer satisfaction



24th December is celebrated as National Consumer Day in India. On this day, in 1986, the Consumer Protection Act had come into force, with the aim to make consumers more aware of their rights and provide effective safeguards against various types of misappropriations including unsatisfactory goods, poor customer services and unfair trade practices. With increasing digitization and online commerce, Consumer Protection Act 2019 came into force in 2020, expanding the purview to include the variations required for e-commerce businesses and online consumer redressals.

From protecting consumers to empowering consumers – India has come a long way. Today, India is one of the largest consumer economies globally, with the fourth largest retail market at USD 810 billion. India is also home to the third-largest base of online shoppers at 140 million. [Read more](#)

**- Anchal Saraf, VP Investments at
IvyCap Ventures Advisors PVT LTD.**

What do our startups say about consumers?



Consumers are a focal point in every stage/journey of ours. It is this day that motivates us to save our consumers; Indians from being digitally colonised. We take pride in taking up the onus in making our people aware of how foreign-based firms are taking undue advantage of India being the 2nd largest online market and making it a data colony. Our data sovereignty is not protected and thus we are amplifying the laws of the consumer protection act in our communication of an “Atmanirbhar Bharat” - to empower our consumers to fight against the foreign data breaching apps. Covid has made our brand more approachable and relatable to our consumers.

- Gaurav Tripathi, Co-Founder and CEO, Superpro



Every consumer touchpoint and interaction is significant for us. We generate over 1 TB of consumer data every month. There are specific teams that analyse the customer usage patterns and trends to derive insights into user preferences, likes, and dislikes. This serves as a key input for every enhancement planned at Miko, and constantly guides our future strategy. This day is a step in the right direction as the consumers are also getting more aware and therefore not only demanding the highest quality product and services but also fair trade practices to safeguard themselves.

- Sneh Vaswani, Co-Founder and CEO, Miko



Customers are the most important part of the value chain. On National Consumer day, we celebrate this importance and every company which works tirelessly to satisfy the needs of the consumer, bringing value to the table. With Covid, our relationship with the consumer has been more virtual than in other years. We need to be even more vigilant to ensure customer satisfaction levels are maintained.

- Gaurav Perti, Founder and CEO, PurpleTutor

Advent of 5G, Adjacent Innovation and Opportunities (for Start-Ups)



As part of our regular Mentor Call series, Dr Riad Hartani, a renowned Internet technologist based out of Silicon Valley, shared his thoughts on the evolution of and opportunities in 5G and adjacent areas. Given below are the salient features of the discussion:

- As 5G standards and deployments get more robust, the interest in and adoption of this technology is likely to grow manifold. In that sense, it is an evolution from previous generations but the ways in which 5G is being adopted bring in revolution in many businesses.
- We can expect a similar growth curve for 6G as well since we are at an early stage of standards development. [Read more](#)

Kashyap Avashia, Principal & CEO (Mentor Trust) at IvyCap Ventures Advisors PVT LTD.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Chartering Plan for Clean Air and Clean Energy



National Pollution Prevention Day is observed on 2nd December in India. This day is observed in the memory of people who lost their lives in Bhopal gas calamity. Bhopal gas tragedy occurred in the year 1984 on the night of 2–3 December. Many people died due to poisonous gas Methyl Isocyanate also known as MIC that leaked. The idea for celebrating this day is to spread awareness on managing and controlling industrial disasters and the pollution control acts and to prevent the pollution produced by industrial processes or human negligence.

Air pollution is responsible for about 2 million deaths in India, and about 7 million deaths, globally, every year. Around 90% people currently breathe air that exceeds the limits for air pollutants, according to WHO guidelines. Apart from affecting human health, air pollution is also responsible for the major challenge being faced by humanity – Climate Change. [Read More](#)

Smita P Mishra, Founder, and CEO, Fandoro (Sustainability Partner, IvyCap)

NEW ON OUR TEAM



Suresh is our Chief Financial Officer with over 23 years of work experience, primarily in the broader Asset Management Industry with more than a decade in the Mutual Fund space and slightly over a decade in the VC / AIF space.

His last employment was with Sabre Partners, a Private Equity firm based out of Mumbai where he worked as CFO for over 10years.

He has experience in Finance, Accounting, Investor Reporting, Drawdowns and Distribution, MIS, Systems & Processes, Controls, Valuations, Treasury, Tax, Secretarial, and Fund Compliances across two jurisdictions, India and Mauritius, in the private equity space. Additionally, he is responsible for managing key relationships with various stakeholders.

Before joining Sabre, he headed the finance function of Kotak MF, Lotus MF (and now known as Invesco MF), and Axis MF.

He is a Chartered Accountant, Chartered Financial Analyst, Cost Accountant, and a Commerce Graduate from Calcutta University.

ANGEL FUND

Key Highlights



Trillbit: Company entered into a partnership agreement with one of the global leaders of advanced micro-acoustic microphones and speakers, who would integrate Trillbit's technology in their microphones and co-sell to the existing customers; Company is developing a PoC for a global bio-metric security company for the Multi-Factor Authentication solution.



PurpleTutor: Company has extended the launch of their A.I product in the live classes to all teachers serving one age category of students in Nov'21. It plans to complete the rollout to all teachers by early Jan'22. The A.I. is the first of its kind in the live classroom. In Nov'21, it added a school partnership in South Asia extending its partnership/affiliate model.



Superpro: Company crossed 200K downloads for its Vayam app, growing at more than 100% month on month. The "Culture First" approach in communication is giving the users a higher purpose to choose the company over other applications. Multiple events are being organized on the platform. A large number of leaders of national organizations have already gone live in private and public sessions using Vayam.



Expertrons: Company's expert count crossed 5500. Organic user acquisition increased by ~19% & organic CTR increased by 8%. The average session time per user per day increased by 17%; More than 20+ candidates were placed with a cumulative CTC amount of INR 99.20 Lacs; 121 new hiring partners were onboarded. The company has also optimized the B2B Video bot quality and speed that helped them acquire their first international customer in Sri Lanka.

FRESHLY BREWED

Purple - Purple.com closes \$140 mn Series D round adding Premji Invest to cap table. [Read more](#)

Miko - Miko Announces Premium Kids' Content Partnerships Just In Time For Holidays. [Read more](#)

Biryani By Kilo - Biryani By Kilo bags \$35 million in funding led by Alpha Wave Ventures. [Read more](#)

Convosight - How the desire to create an impact through technology-led these two women to launch their own ventures. [Read more](#)

Clovia - Actress Payal Rajput associates with Clovia, aims to redefine fitness through fashion. [Read more](#)

Bewakoof - Bewakoof's ad latest with Sidharth Malhotra and Fatima Sana Shaikh encourages the audience to express freely. [Read more](#)

Lendbox - Businesses on the rise. [Read more](#)

Trillbit: Stories written by Shashikant Burnwal. [Read more](#)

EVENTS

IvyCap Imagine Episode 9

The image is a video thumbnail for 'IvyCap Imagine Episode 9'. It features a green background with a large red play button in the center. At the top left, the logos for 'IvyCap Ventures' and 'IvyCamp' are displayed. Below the logos, the text reads 'DEEP TECH' in large yellow letters, followed by 'WHAT CAN WE EXPECT FROM THE INDUSTRY AND STARTUP ECOSYSTEM OVER THE NEXT DECADE' in white. At the bottom, a calendar icon indicates the date 'November 24, 2021'. A dark grey bar at the very bottom contains the text 'Deep Tech - What can we expect from the Industry and Startup Ecosystem over the next decade' in white.



IvyCamp, in partnership with HDFC Life, has launched Futurance to co-create targeted solutions with startups that will add value to the HDFC Life organization.

In Futurance Phase-4, we are seeking solutions from the following areas:

1. **Fraud Detection:** AI-based tools using text, vision, and voice to detect & prevent risk, fraud, and cybercrime
2. **Non-Invasive Vital Measurement:** Non-invasive, remote monitoring tools to measure vitals like BP, Glucose using AI
3. **Portable Medical Testing Devices:** Invasive or Non-invasive portable medical devices to facilitate medical checks at home

We are looking for technology-based startups with solutions that can scale for a large organization. To read more, please visit www.ivycamp.in/futurance.

Application Deadline: December 13, 2021

Refer a Startup!

if you know a startup founder who is working on similar solutions, Please let us know about them. We would be happy to connect.

Refer Now



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