

Deep Dive

October 2024

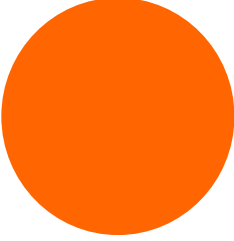
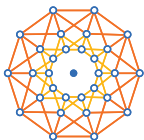


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Foreword

Dear stakeholders, 24th of October, 2024, will remain a day to remember for iTNT Hub and our Emerging & Deep Tech ecosystem as the tree has started bearing fruits, the result of all our combined efforts. In a landmark moment, the Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin met Azhagu Pandia Raja, founder of our incubatee Scrapify Ecotech Pvt. Ltd., for securing global recognition by representing India at the Next Generation Digital Action Program, in Copenhagen, Denmark in October 2024.

iTNT Hub has been instrumental in the development of their water drone 'EcoFloater', by providing a comprehensive suite of technical resources and expertise. The Hub's product development support encompassed a wide range of engineering disciplines, including mechanical & software engineering, and mentorship. Access to our state-of-the-art laboratory was a critical component to conduct rigorous prototyping and testing to validate the drone's performance in simulated environments.

The Hub is currently supporting 24 startups in the areas of AR/VR, robotics, climate tech, space tech etc. The Hub is also offering business mentorship - covering essential aspects such as market analysis, product positioning, and scaling strategies - tailored to the unique needs of our startups. Backed by strong ties with venture capitalists, angel investors, and government grants, the Hub is also fueling the growth of our startups by connecting them with the funding opportunities.

This October we also took our pride of Innovative startups to Gitex and Expand North Star, Dubai, where they gained access to international collaborations, market access and explored funding opportunities. During this action packed visit to Dubai in mid-October with our Hon'ble Minister for IT & DS, Dr. Palanivel Thiaga Rajan, iTNT Hub could forge new collaborations to propel our Deep Tech startups. Towards the end of October we took our startups to SWITCH, Singapore.

November is going to be yet another impactful month for our Deep and Emerging Tech ecosystem. iTNT Hub is hosting the first Investor Mixer in early November and is going to take a startup delegation to SLUSH, at Helsinki, Finland. We are also kick-starting our Beacon (bootcamp), Pathfinder (incubation) and iAccelerate (acceleration) cohorts to support startups in TRL 5 and above. Stay tuned for updates on these exciting developments among others in November on our social media handles.

Let's #InnovateInTamilNadu and #BuildTheFuture



**Best Wishes,
Vanitha Venugopal
CEO, iTNT Hub**



HCM Appreciates **iTNT INCUBATEE**



**Hon'ble Chief Minister Appreciates
iTNT Supported Tech Startup for Representing India at Denmark**
'Scrapify Ecotech' Secures Global Recognition for "Innovative Water Drone"

Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin, on October 24, appreciated Tamil Nadu based emerging tech startup Scrapify Ecotech Pvt. Ltd. for securing global recognition to represent India at the Next Generation Digital Action Program 2024, in Copenhagen, Denmark. The startup incubated at Tamil Nadu Technology Hub (iTNT) is one of the two from India and 18 globally to be selected from nearly 2,000 applications.

The Hon'ble Chief Minister appreciated the startup founder Mr. Azhagu Pandia Raja M.P. at the Chief Minister's chamber after being presented with a working model of EcoFloater, an innovative water drone that cleans water bodies. EcoFloater revolutionizes water body maintenance by effectively cleaning oil spills with advanced technology, removing plastic, water hyacinth and other pollutants, and real-time water quality monitoring by providing live updates on the cleaning progress and water quality.

Waste collected from the water drone is then connected to a software platform to sell it as raw materials to recyclers and manufacturers, through a bidding system that benefits both Buyers and Sellers with competitive pricing alongside mitigating environmental pollution. The product would be presented to the delegates of the

"Next Generation Digital Action", a global youth initiative part of Digital Tech Summit 2024 in Copenhagen, Denmark, from October 28 to November 2, 2024.

iTNT Hub functioning under the IT&DS Department, Government of Tamil Nadu, has supported Scrapify with product development support, lab support, mentorship for technical, software product development & business, and investor connect. "This recognition and encouragement by the Hon'ble Chief Minister have given us the morale boost to scale higher. I thank the Government and iTNT Hub for providing us continued support to foster a circular economy," Mr. Azhagu Pandia Raja said.

Hon'ble Minister for Information Technology & Digital Services (IT&DS) Dr. Palanivel Thiaga Rajan; Additional Chief Secretary to Government, IT&DS Department, Thiru. Kumar Jayant, I.A.S.; and Chief Executive Officer of iTNT Hub Ms. Vanitha Venugopal was among those present on the occasion. Earlier, Dr. Palanivel Thiaga Rajan, Thiru. Kumar Jayant, I.A.S., Ms. Vanitha Venugopal, and Mr. Azhagu Pandia Raja presented books and mementos to the Hon'ble Chief Minister.



Hon'ble Minister for IT&DS Dr. Palanivel Thiaga Rajan presenting a memento to the Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin.



Additional Chief Secretary to Government, IT&DS Department, Thiru. Kumar Jayant, I.A.S., presenting a book to the Hon'ble Chief Minister.



Mr. Azhagu Pandia Raja shared a picture of EcoFloater in action to the Hon'ble Chief Minister.

Message from Dr. Palanivel Thiaga Rajan



Hon'ble Minister for IT & DS, Dr. Palanivel Thiaga Rajan took to social media to appreciate Scrapify and iTNT Hub. "Since taking charge in 2021, our Government has prioritized nurturing Tamil Nadu's startup ecosystem, leading to establishment of the iTNT Hub by the IT & DS Department of Tamil Nadu in 2023, which aims to create a Deep Tech Innovation Network by uniting startups, innovators, researchers, and international partners."

"Scrapify Ecotech Pvt. Ltd., a startup founded by Mr. Azhagu Pandia Raja M.P. and incubated at the iTNT Hub, exemplifies the success of this initiative. The company is set to represent India at the Next Generation Digital Action Program 2024 in Copenhagen, earning global recognition as one of only two startups from India and 18 globally selected from nearly 2,000 applications."

"This achievement underscores that the iTNT Hub has begun to bear fruit in nurturing promising ventures. Hon'ble Chief Minister Thiru. M. K. Stalin met with the Scrapify founder to express his appreciation for their achievement. His unwavering support and enthusiasm will inspire us to make significant strides in innovation, driving Tamil Nadu towards creating many more success stories."



iTNT at GITEX & Expand North Star, **DUBAI**

iTNT Showcases Innovative Startups at Expand North Star



GITEX Global and Expand North Star are among the world's premier tech events, bringing together the brightest minds and the most innovative companies from around the globe. These events, held annually in Dubai, serve as platforms for technology leaders, investors, startups, and innovators to showcase cutting-edge technologies and explore opportunities for collaboration. GITEX focuses on advanced technologies like AI, cloud computing, cybersecurity, and IoT, while Expand North Star emphasizes the global startup ecosystem, offering a platform for startups to connect with investors, corporate partners, and industry leaders.

iTNT Hub with the pride of eight promising deep tech startups from Tamil Nadu, as part of the Hub's International Pavilion initiatives participated in GITEX and Expand North Star from October 14 to 18, 2024. At the AI DeepTech Pavilion in Dubai Harbour, Dubai Marina, our startups showcased their innovations to the international audience from continents. This initiative aimed to offer Tamil Nadu-based startups exposure to global markets, allowing them to pitch their innovative solutions and explore international business opportunities. The delegation engaged with global investors, partners, and innovators, fostering collaborations that will help Tamil Nadu's startups scale and grow.

iTNT Hub signed Memorandums of Understanding, Memorandums of Cooperation and agreements with four leading pillars of the innovation ecosystem in the region, in the presence of Dr. Palanivel Thiaga Rajan. Efforts are underway to implement these agreements at the earliest. iTNT Hub had a series of meetings with prospective stakeholders in the Middle East to support emerging and deep tech startups from Tamil Nadu.

Gitex 2024 proved to be an opportunity for the startups to showcase their innovations and gain access for traction by attracting prospective connections for market access and investment. Here are excerpts from the highly impactful participation of iTNT at Gitex Global and Expand North Star 2024. The iTNT Hub team was led by CEO Ms. Vanitha Venugopal. Mr. Nikhil Muppavarapu, Associate Vice President – Incubation; Mr. Shivendra Konthandaraman, Manager – Innovation Network; and Mr. Ajit Benjamin Daniels, CSR Initiatives, was part of the delegation.



The highlight of the season was the participation of the Hon'ble Minister for Information Technology and Digital Services, Government of Tamil Nadu, Dr. Palanivel Thiaga Rajan at Gitex. The Hon'ble Minister participated in fireside chats, visited stalls by the participating startups, interacted and motivated them, distributed prizes to winners of the competitions organized in line with Gitex, and interacted with the Tamil Diaspora.



Participation in GITEX and Expand North Star showcased iTNT as a destination for deep and emerging tech startups, with potential for investments and business opportunities. It enhanced bilateral collaboration by fostering collaborative relationships and knowledge exchange between the TN & Dubai leading to technology transfers, market expansion, and investment opportunities for iTNT's startups. The visit also facilitated meetings with local startups, investors, Tamil diaspora and industry experts to foster collaboration and knowledge exchange.

Architecting the Digital Future: Policy Frameworks for Tech Hubs and Data Centre Markets in South Asia

A thought-provoking Fireside Chat "Architecting the Digital Future: Policy Frameworks for Tech Hubs and Data Centre Markets in South Asia" with Dr. Palanivel Thiaga Rajan, Hon'ble Minister for Information Technology & Digital Services, Tamil Nadu, was the highlight of the World Future Economy Digital Leaders Summit on the Main Stage of the closing day of Gitex Global 2024.



In the session moderated by Mr. Steve Nouri, CEO & Co-Founder of GenAI Works, Australia, the Minister shared his insights on Spearheading Tamil Nadu's vision for Emerging & Deep Tech Innovation. He dived deep into the AI ecosystem in India and Tamil Nadu, impact of AI on society and the economy, regulations and policy frameworks, and architecting the digital future.



The highly engaging Fireside Chat highlighted the strides taken by the Government of Tamil Nadu through the IT&DS Department, iTNT Hub and line departments to emerge a global AI, Deep and Emerging Tech hub.

Collaboration with Key Innovation Ecosystem Stakeholders

One of the highlights of the World Future Economy Digital Leaders Summit on the Main Stage of the closing day of Gitex Global 2024 was exchange of agreements with leading ecosystem stakeholders in Dubai to extend support to Tamil Nadu based Deep and Emerging Tech startups.

The agreements were exchanged by iTNT Hub CEO Ms. Vanitha Venugopal in the presence of the Hon'ble Minister for Information Technology & Digital Services, Tamil Nadu, Dr. Palanivel Thiaga Rajan. iTNT Hub also announced "Tamil Nadu - UAE Innovation & Startup Bridge" to connect Tamil Nadu registered startups to the UAE Ecosystem.



SRTIP: iTNT Hub signed a Global Tech Partner Program agreement with Sharjah Research Technology & Innovation Park (SRTIP) to support hardware-based product startups. A Memorandum of Collaboration was also signed to create joint startup support programs, and to provide access to space and equipment for TN startups referred by iTNT Hub. The agreements were signed with Wafa Balaswad, Director of Free Zone - SRTIP, in the presence of Mohammed Bani Hammad, Director - SRTIP.



1trepreneur: iTNT Hub exchanged an agreement with 1trepreneur, a community of founders committed to supporting startups with their go-to-market needs. The agreement gives access to startups from Tamil Nadu to co-working spaces in the United Arab Emirates at discounted rates and in launching and expanding into the UAE and the broader Middle East. It was exchanged with Ehtesham Puthur, Founder; Sayyid Sawad, Startup Mentor; and mentors Jimmy James & Jithin Mammen of 1trepreneur.

Rochester Institute of Technology: An agreement was inked by iTNT Hub with Rochester Institute of Technology (RIT), Dubai Campus, for innovation and research-based startup exchange, and technical mentorship. RIT Dubai provides world-class university programs in the UAE for students & professionals from the Middle East, North America, Africa, and Southeast Asia. The agreement was exchanged with Dr. Samiullah Khan, Member of the Board of Advisors, RIT Dubai.

Hon'ble Minister Interacts with Innovative Startups from TN



Hon'ble Minister Dr. Palanivel Thiaga Rajan, visited the stalls and engaged in discussions with the eight Deep Tech startup delegation from Tamil Nadu who had displayed their innovations in the AI Deep Tech pavilion at Gitex, North Star, as part of the International Pavilion initiatives of iTNT Hub. Accompanied by iTNT Hub CEO Ms. Vanitha Venugopal, the minister inquired about their innovations and encouraged them to scale their products and solutions beyond boundaries

Dr. Palanivel Thiaga Rajan also tried his hand at the products innovated by our startups. Accompanying the minister, CEO of iTNT Hub, Ms. Vanitha Venugopal, elaborated the support iTNT extended to the startups. Founders of the TN startups, who were surprised by the minister's visit, exclaimed that the interaction they had with Dr. Palanivel Thiaga Rajan and his words of encouragement were highly motivating. The Minister reassured them support from the Government to scale.



Builder Pluss

"Builder Pluss is a construction estimation software using AI. When it comes to construction, Gulf countries are the main market that comes into our focus. It is a thriving market for construction and construction related software and products. Response has been excellent over the four days at Gitex. We got to meet a lot of focused customers relevant to our sector and ICB. GITEX helps us in two ways: It validates our problem statement and our solution and it opens new markets to our product. In that way GITEX and this AI pavilion and north star is very helpful to us. Thank you iTNT where we are incubated for giving us this opportunity."

-Mr. Balaji Kuppasamy, Founder



Character XYZ



At Character XYZ, we provide programmable Characters as service, enabling creators and builders to craft exceptional Character-driven experiences and content. Through our participation in this event, we have successfully generated over 100 leads, garnered the interest of potential investors and partners, and engaged with prospective customers. Additionally, we had the privilege of listening to our esteemed IT Minister's address, where he outlined his plans and upcoming initiatives for Tamil Nadu, aligning with the vision of our Honorable Chief Minister. We extend our sincere gratitude to iTNT and its CEO, Ms. Vanitha Venugopal, for providing us with this invaluable opportunity. Thank you so much for this opportunity.

-Mr. Zeno S, Founder & CEO

Madras MindWorks

We were at GITEX Global to promote our product walk-builder, a 3D visualization Platform which converts 2D layout into an interactive 3D walkthrough. Whoever wants to build a house before building it you can completely showcase it in 3D in just click of a button. Thanks to our IT minister and Ms. Vanitha Venugopal, CEO of iTNT, for this wonderful opportunity and for giving us this excellent exposure. We got a lot of leads in this event and potential investors visited our stall. Thank you so much.

-Mr. Srinivasan Krishnamoorthy, Co-founder & CEO



Reneonix



We are a clean tech company from Chennai. We convert waste into high quality raw materials and minerals. This is the first time we are at an international event like GITEX. We got 100+ footfalls from visitors from different parts of the world. We got investor leads and also possible business expansion to Saudi through partnership which will help us in scaling up. This has been a great opportunity for us to test the waters for our ideas and how we can scale globally. I would like to thank our IT minister PTR Sir, and CEO of iTNT Hub Vanitha mam for giving us this opportunity.

-Mr. Iwan Richard, Founder & CEO

IQ TechMax



We are a Web3 based company in Chennai. We focus on AR/VR/AI. We got an opportunity to present ourselves at Expand North Star in Dubai this year. We are so happy to be part of iTNT delegates of startups. It was wonderful to connect with PTR Sir, our IT minister of Tamil Nadu. He visited our stall and enjoyed our VR experience. We had a great footfall and were able to meet 10+ investors. I would like to thank Mr. Stalin, our Chief Minister, and Ms. Vanitha Venugopal, the CEO of iTNT, for giving us this opportunity. We thank the government of Tamil Nadu and we look forward to working with iTNT more.

-Mr. Prashanth Gandhidoss, Founder & CEO

Neurostellar

We are a cognitive health tech startup where we develop wearables for consumer health and we provide deep insights into mental health aspects for people to develop their peak health and performance. Our IT minister PTR Sir visited our stall and gave us feedback and has been an incredible support for bringing us from Tamil Nadu into this global event. We've been receiving amazing responses, we've been one of the busiest stalls in Expand North Start. The leads that we've generated makes us think about taking the product global. More than 500 people tried out the demo. I would like to thank Ms. Vanitha Venugopal Mam, CEO of iTNT, for her incredible support. Thank you to the Tamil Nadu Government and thank you for the entire team.

-Ms. Dhanushya Sree, Co-founder



Focuz AR



We had a great time and a great privilege for us to showcase our made in chennai product Xwall at the Expand North Start and GITEX event in Dubai. I would like to thank IT minister PTR Sir, the entire iTNT team and its CEO Ms. Vanitha Venugopal for giving us this excellent opportunity to showcase our product at this exciting event. We got great global exposure and also visited other potential free zones in Dubai through iTNT. Thanks a lot for giving us this opportunity.

-Mr. Arun Prasath, Co-founder & CEO

The Role of Government in Nurturing the Next Generation of Inspiring Tech Entrepreneurs and Innovators



Hon'ble Minister for IT & DS, Government of Tamil Nadu, Dr. Palanivel Thiaga Rajan, and CEO of iTNT Hub, Ms. Vanitha Venugopal participated in an engaging Fireside Chat on "The Role of Government in Nurturing the Next Generation of Inspiring Tech Entrepreneurs and Innovators" at Gitex, Dubai, last week.

The thought-provoking session moderated by Mr. Mohammed Mukhtar Jahangeer, Founder of Unipreneur Inc., this dived deep into the strides taken by the Government and emulated the Tamil Nadu way of nurturing Innovation and Entrepreneurship in the match towards an innovation driven economy.

Minister Interacts with Tamil Diaspora in Dubai



The Hon'ble Minister interacted with students of Kattral Educational Institute. CEO of iTNT Hub Ms. Vanitha Venugopal and representatives of the Tamil Diaspora in Dubai were among those present on the occasion. Founded in 2014, Kattral is now serving over 150 students with the support of 10 dedicated staff members. Officially recognized by the UAE Government and Government of Tamil Nadu's Tamil Virtual Academy, Kattral provides a wide range of learning opportunities, with a special focus on Tamil language education. Kattral offers Tamil Language Courses, Engaging Workshops, Thirukkural Learning, Free Research Training, Degree Programs, and Skill Development Programs.

Winners of Youth X 2024 Supernova Challenge

Hon'ble Minister for IT & DS, Dr. Palanivel Thiaga Rajan, handed over cheques to the Winner of Youth X 2024 Supernova Challenge, by Unipreneur. The unique challenge, conference cum expo held as part of GITEX Global and Expand North Star 2024 focuses on youth empowerment through entrepreneurship, innovation & academia - industry collaboration. CEO of iTNT Hub Ms. Vanitha Venugopal was present on the occasion.



Meetings with Key Stakeholders in Dubai

Tamil Nadu Technology Hub team along with the startup delegation of iTNT had a series of eventful meetings with key startup and innovation ecosystem stakeholders at Dubai and in the Middle East. The meetings were facilitated by Mr. Vishnu Nagaraj, Co-founder and CEO; and Ms. Alisha Davis, Co-founder CMO; at Carve Startup Labs.



MCA Gulf

Tamil Nadu Technology Hub CEO Ms. Vanitha Venugopal and team visited MCA Gulf as part of deliberations with leading Deep and Emerging Tech destinations in the UAE during Gitex Global last week. MCA is a leader in providing multi-disciplinary professional services.

They had an engaging interaction with its Founder and Managing Partner Mr. S. Venkatesh, who expressed interest to provide soft-support and guidance for Tamil Nadu registered startups on registrations and other support.

Dubai CommerCity

Tamil Nadu Technology Hub CEO Ms. Vanitha Venugopal and team visited Dubai CommerCity and interacted with its Senior Director for Digital Solutions Mr. Arjun Sarkar, and Director for Marketing & Corporate Communications Mr. Ahmad Khalifa Alsuwaidi. It was part of the meetings with leading Deep and Emerging Tech destinations in the UAE during Gitex Global last week.

Dubai CommerCity is the first and leading digital commerce free zone in the Middle East-Africa-Southern Asia region. Mr. Arjun and Mr. Ahmad expressed interest to develop joint programs on technology transfer, programs for research-based startups, and to support fast-track license applications and funding applications for iTNT supported startups from Tamil Nadu.



1trepreneur

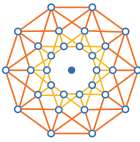
Ms. Vanitha Venugopal, CEO of iTNT Hub, and representatives of the Hub had fruitful interactions with 1trepreneur, which paved the way for the signing of the Memorandum of Collaboration between the organizations to extend support to Tamil Nadu based startups that are spreading their wings to the MEASA region.

1trepreneur is a founder to founder mentoring network community of tech startup founders who help each other succeed. Ehtesham Puthur, Founder; Sayyid Sawad, Startup Mentor; and mentors Jimmy James & Jithin Mammen of 1trepreneur were present during the deliberations.

DTEC

Tamil Nadu Technology Hub team and its startup delegation visited Dubai Technology Entrepreneur Campus (DTEC). Following discussions, its Senior Director Hans Christensen expressed interest in signing an Lol for executing joint programs and providing visas for the startups of the programs. DTEC also expressed interest in providing space at a discounted rate.





DIFC

The iTNT team and startups visited DIFC Innovation Hub and interacted with Mr. Rami EIMouradi, Senior Officer, Dubai AI Campus, DIFC Innovation Hub. DIFC expressed interest to collaborate with iTNT Hub to support a pipeline of startups as per DIFC policies. They also expressed interest to support startups with a subsidized fee structure for technology and innovation firms.

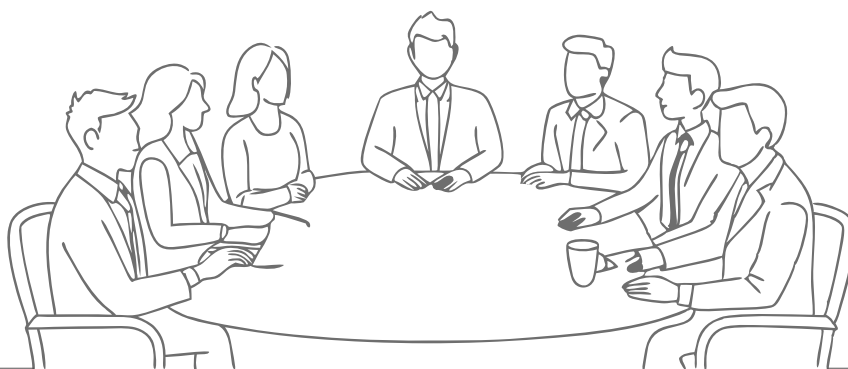
Hub71

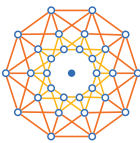
Team iTNT also visited Hub71 and interacted with Mr. Mona Alhashmi - CrossBorder Manager, Growth & Strategy, Hub71, Abu Dhabi. Hub71 team expressed interest to create joint programs for enabling market access programs for late-stage startups and supporting the piloting of market-ready products, and assistance in obtaining Abu Dhabi Global Market licence for establishing a startup in Abu Dhabi.



SRTIP

The iTNT team, along with several startups, visited the Sharjah Research Technology and Innovation Park (SRTIP) to explore their office and lab facilities. During the visit, Mr. Mohammed Bani Hammad, Director of SRTIP, delivered a brief presentation highlighting the organization's initiatives and the labs available on their premises.





Events in OCTOBER

Deep Tech Webinar on “GenAI for Founders & Professionals”



Mr. Krishna Kumar., CEO | Greenpepper

Tamil Nadu Technology Hub hosted a webinar on “GenAI for founders and professionals” by Mr. Krishna Kumar, CEO of GreenPepper, and a Generative AI & Innovation Coach on 4th October, 2024. With over 20 years of experience driving digital transformation and leadership development, Mr. Krishna Kumar has conducted 60+ AI workshops for over 2,000 leaders and professionals across various industries, helping businesses integrate Gen AI for strategic growth.

The Webinar covered topics on how Generative AI (GenAI) is opening doors for non-tech founders, enabling them to achieve more without needing extensive programming skills. Tools like ChatGPT, Google Gemini, Perplexity, and Copilot enhance productivity in both personal and professional settings. Rather than just serving as search engines, GenAI can act as collaborative companions, helping to break project inertia and accelerate progress from ideation to execution.

The session highlighted the transformative potential of Generative AI and emphasized the shift from traditional AI systems to more advanced, natural language processing and API-based technologies. GenAI tools were presented as strategic thought partners, aiding in decision-making and enabling founders to enhance productivity.

Attendees were encouraged to invest time in understanding and experimenting with GenAI to discover core business use cases, with a focus on advanced prompt writing skills for better AI interaction. The rise of AI-native companies and domain-specific tools was noted, showcasing the potential for automating tasks like documentation. The session concluded by urging founders to integrate AI into their workflows, viewing it as a key driver for innovation.

Webinar on How to Pitch Your Innovative Startup to Investors



Ms. Saloni Chaturvedi., IIMA Ventures

A webinar on "How to Pitch Your Innovative Startup to Investors," by Ms. Saloni Chaturvedi from IIMA Ventures on 14th October, 2024, was hosted by iTNT Hub. Startup founders, and Innovators were offered invaluable insights into the art of pitching their innovative ideas to potential investors. The seasoned professional shared her expertise on the funding lifecycle, investor expectations, and the essential elements of a compelling pitch deck.

Saloni outlined the various funding stages a startup can go through, from the initial seed phase to the growth and expansion stages. She emphasized the importance of understanding these stages to tailor your pitch accordingly. Moving on to investor evaluation criteria, she highlighted the key factors that investors consider when assessing a startup. These include the founder's market fit, the market opportunity, the level of innovation, technological scalability, competitive advantage, and the potential for a successful exit.

She also delved into the specific components of a pitch deck, including the company logo and vision, problem statement, solution, business model, market potential, traction, team expertise, competition analysis, and funding requirements. She also discussed the key metrics that startups should track, such as financial performance, customer acquisition and retention, marketing effectiveness, and engagement levels.



Virtual Masterclass on 'Marketing Essentials for Early-stage Startups, Using AI and Beyond'

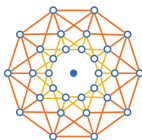


In a virtual masterclass on 'Marketing essentials for early stage Startups - using AI and beyond' on 25th October 2024, Mr. Vedanarayanan Vedantham, Marketing Leader at Chargebee explored essential marketing strategies, with a particular focus on harnessing AI. He introduced a structured approach to selecting marketing channels, emphasizing how different business types, mass-market or niche, require tailored tactics. For mass-market businesses, Vedantham recommended prioritizing Google search through SEM and SEO. For niche products with a strong personal touch, he suggested leveraging Facebook's platform, while LinkedIn was advised for B2B startups targeting professionals.

Addressing the "double whammy" scenario, where a business is niche and lacks a personal connection, Mr. Vedantham highlighted content creation on adjacent topics as an effective strategy, exemplified by Razorpay's innovative marketing. Case studies from companies like Simply Learn and HealthifyMe illustrated successful tactics for boosting customer loyalty and repeat business, underscoring the power of personalized marketing. He also spoke in depth about the transformative role of AI, particularly through tools like Google's Universal App Campaigns (UAC) for mobile app promotion.

The expert concluded by emphasizing the importance of adaptability, data-driven decision-making, and a customer-centric approach, all critical for sustainable growth in today's dynamic market.





Mentor Meet

Mentor Meet is iTNT Hub's unique opportunity for emerging and deep tech startup founders and innovators to engage with experienced mentors through our monthly one-on-one mentorship sessions. The October 2024 edition of Mentor Meet was held at Tamil Nadu Technology Hub, Chennai, on the 22nd of the month. The Meet featured three seasoned mentors who shared their expertise and guidance with emerging entrepreneurs and innovators. Startups and innovators from diverse backgrounds got equipped with practical knowledge, empowering them to tackle challenges and seize opportunities for the next big leap.



Mr. Shyam Sundar Govindan, PMF, GTM & Sales Strategist at TCS (IDeA) who is also a Intrapreneur in Residence & Startup Mentor, provided insights on idea Validation evaluating market needs, testing assumptions, and refining ideas to build a strong foundation. Mr. Shyam Sundar Govindan provided valuable insights on idea validation that helped Mr. Uthra Prakash critically evaluate the concept behind Quick Trip, his ticket-booking app. By identifying potential market gaps, testing assumptions, and refining the core idea, Mr. Govindan guided Uthra in developing a roadmap to realize the app's vision.



Mr. Rajashekara Reddy, Co-founder of 3A business Consulting is an active Strategic Advisor and Founder & Investor, offering guidance on positioning products, creating compelling value propositions, and crafting effective marketing plans. Mr. Reddy provided key pointers to Mr. Sudhakar from 5gX Global Fintech Private Limited with essential strategies to strengthen product-market fit, advising him to focus on tailoring the product's core features to address specific customer pain points. Mr. Reddy recommended streamlining processes, enhancing lead qualification methods, and employing automated tools to engage prospects more efficiently.



Mr. Keerthi Bharath, AI Research & Development at Informatica is also an investor & Operating Advisor, delved into the transformative potential of AI technologies. Mr. Keerthi Bharath provided Mr. Kharthikeyen, founder of Veyyil Robotics, with strategic guidance on setting up an AI model tailored for textile manufacturing. He emphasized identifying key areas in the production process where AI could optimize efficiency and reduce costs, such as quality control, predictive maintenance, and inventory management.

Several other participants, including , Maaran New Ev Tech Pvt Ltd, Vooki infosec private limited and IS360 technologies also found immense value in the Mentor Meet sessions, walking away with renewed confidence and clear strategies for their startups. The one-on-one interactions with industry veterans not only provided actionable advice but also sparked new ideas and perspectives.

Founder Stories @ iTNT: **SCRAPIFY**

Bridging the Gap Between Waste and Value

Bridging the gap between waste and value, Scrapify is creating a new platform called Scarpify.ai. A web portal connecting waste generators and collectors. Users can post and buy sorted waste, promoting efficient and eco-friendly waste management.

The founder and CEO Mr. Azhagu Pandia Raja M.P. completed his B.tech in Information Technology and worked as a software engineer for more than four years and started Scrapify to address an essential part of the modern world's challenge "waste management". He was also a Indian Smartcity Fellow, SCM, MoHUA and City Innovation Officer at Chennai Smart City Limited.



Scrapify stands as a pioneer in the realm of waste management, championing environmental stewardship through its innovative web application. This digital platform serves as a vital link between waste generators and waste collectors, streamlining the process of waste disposal while promoting sustainability. Scrapify was selected as one of the top 25 Eco-Startups in the Carbon Zero Challenge 4.0.

At the heart of Scrapify's operations lies its user-friendly interface, which empowers waste generators to effortlessly post their waste materials. Through the platform, they can meticulously segregate their waste into various categories, ensuring efficient handling and disposal. Moreover, the inclusion of location-based features allows waste generators to pinpoint the exact geographical coordinates of their waste disposal sites, enhancing convenience and precision.

Eco Floater

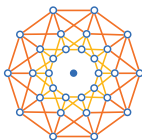


Another promising innovation with a tested prototype is Ecofloater. It is a revolutionary automated water robot designed to clean surface water bodies. It detects and collects floating waste like plastic debris from lakes, rivers, and oceans. Equipped with advanced sensors, it not only gathers waste but also monitors key water health parameters.

Equipped with advanced technology, the Ecofloater measures water quality by assessing various factors such as pH levels and the presence of algae, providing valuable data for environmental monitoring and management. This makes it an invaluable tool for scientists and environmentalists who need accurate and real-time information to maintain healthy aquatic ecosystems.

Moreover, the Ecofloater is designed with versatility in mind. It consists of three interchangeable modules, allowing users to configure the device according to specific needs and environmental conditions. These modules can be easily swapped out or combined, making the Ecofloater adaptable to a wide range of tasks, from routine waste collection to emergency response situations.

This modularity ensures that the Ecofloater remains effective in various scenarios, providing a comprehensive solution for water body maintenance. This innovation of Azhagu Pandia Raja won the appreciation of the Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin, as he is one of the two startups from India, representing the country at the Next Generation Digital Action Program 2024, in Copenhagen, Denmark.



DeepTech INSIGHTS

India offers stable talent pipeline for global tech: Unisys

Unisys, a multinational technology company, views India as a crucial part of its global supply chain due to its abundant and skilled talent pool. The company has been operating in India for over two decades and has plans to expand its presence further. India contributes significantly to Unisys' research and development efforts, and the company is investing heavily in AI and quantum computing technologies.



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India has only 0.8 incubators per million. US, UK, China have 8-10: Study

The Indian startup ecosystem has grown steadily, with more than 1,100 active incubators, but the density of these incubators per million remains low. Despite a growing startup ecosystem, only 8.2% of startups in India undergo incubation, with 10% of incubators supporting 98% of these startups. The report emphasizes the need for more incubators and improved performance, especially outside Tier I cities and in underrepresented sectors.



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60% of Unicorn Founders in India are First Timers: Study

About 60% of unicorn startup founders in India are first timers who tasted success in their first attempt, said a study. A unicorn is a startup that is valued at over \$1 billion. PrivateCircle Research, in an analysis, also said that out of the 261 Unicorn founders analyzed in the report, 29% took two attempts to build their first unicorn, while another 6 per cent took three tries.



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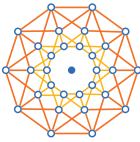
Building the Ecosystem for Product Innovation

India's innovation ecosystem has experienced significant growth over the past decade, bolstered by increased investment in research and development, a burgeoning startup culture, and the proliferation of digital technologies. VCs and investors are now looking for founders who have experienced failure and come back stronger, seeing them as possessing grit, adaptability, and the ability to pivot when needed.



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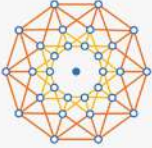
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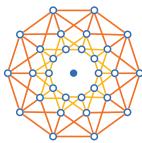


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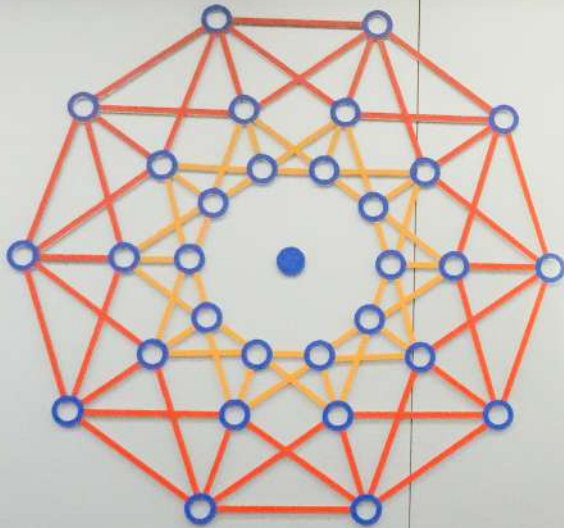
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