



STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR

Volume - 2 | Edition - 1 | Jan 2023



TECHकी बात

**SIIC REVAMPS: PROGRAMS, INITIATIVES
AND INNOVATORS TRANSFORMING
LIVES ON THE CAMPUS**

2023

PIC'S FOREWORD



Dr. Ankush Sharma
Professor-in-Charge,
Innovation & Incubation,
IIT Kanpur

Foreword – January'23

The year 2022 ended well at Startup Incubation and Innovation Centre, IIT Kanpur. As a leading business incubation centre, SIIC executed multiple high-impact projects last year, such as the launch of the NIRMAL Accelerator Program, a notable conclusion to the Social Innovation Lab by Citi, implementation of iGhat - a unique concept of refining and cleaning the Indian river ghats. SIIC also on-boarded prominent industry leaders, such as Microsoft, the Ministry of Housing & Urban Affairs, Korea Startup Forum, Singapore India Chamber of Commerce & Industry, and the State Bank of India, as our ecosystem partners. The thriving ecosystem of SIIC marked its presence across prominent international platforms through ASEAN-India Startup Festival as a coordinator from India, and IIT Kanpur's Startup Delegation to Singapore. In addition, 30+ novel startups joined the incubation facility, with a remarkable follow-on funding.

This year the incubation facility has set bigger and brighter targets for the incubated startups. Keeping a focused approach towards harnessing young talent and connecting them with appropriate programs and support frameworks, the year 2023 at SIIC team will strive towards refining the incubation activities and expanding the purview of startup-related services. The first edition of this year's newsletter is a reflection of the steadily augmenting and evolving efforts in this direction.

I wish readers and stakeholders of the SIIC ecosystem a very happy new year.
Best wishes,
Jai Hind!

Dr. Ankush Sharma,
Professor-in-Charge, Innovation & Incubation, IIT Kanpur

MENTOR MANTRA



**Dr. Ritesh Jain,
Mentor, SIIC IITK**

Fintech's focus areas with potential downturn!

As we embark on a new year on a rocky road, much work is needed in the Fintech sector. 2022 has seen setbacks in Fintechs with crashing valuations, cryptocurrency exchanges wiping out billions, regulatory changes and collapsing companies, leading to a lack of IPOs/SPAC in the US compared to 2021. 2023 is going to be a pivotal year. Regardless, Fintechs are moving with the pace on shaky ground and the environment is different from 2021 to 2022 as we are coming out of covid, which has pushed back the markets with investments and stock prices. However, this environment was anticipated with the Feds hint at a rise in interest rates earlier this year and a similar phenomenon across the UK and global markets, which indicated a potential downturn. An international event like the Russian invasion of Ukraine worsened the situation, having an impact on the fuel prices and the potential threat to food shortage. All these factors led to investors being extra cautious and Fintechs experienced a lack of funding amidst all these events.

Fintechs have multifaceted challenges like higher CAC (Cost of Customer Acquisition) and higher COC (Cost of Capital), which are not due to funding. Fintechs are facing challenges due to poor revenues, influenced by inflation and other factors. People are facing rising costs of living due to global inflation; hence, spending on basic needs becomes a priority instead of other services. Retail is constantly proliferating due to various factors like ease of payments, ease of access to credit, and instant credit without credit checks, which leads to growing debt and will impact fintechs and financial services from both sides - growth in credit demand and rising in NPA (Non-Performing Assets).

MENTOR MANTRA



**Dr. Ritesh Jain,
Mentor, SIIC IITK**

Given the economic situation, below are the Fintech focus areas in 2023. I have not included Metaverse, as Metaverse is in its early days, and from a Fintechs' perspective, payments rail infrastructure is already existing and growing. India has a massive opportunity in Fintechs - in retail payments, cross border payments, MSME payments & Lending space. Overall a few of the things which Fintechs need to look into and watch out are as follows:

- **Fintechs have to watch out for Big Techs:** Fintech firms need to watch out for financial services and Big Techs, who are moving at a pace with a startup mindset and deep pockets. With Apple breaking into the space by introducing Tap to Pay and partnering with PayPal, others could also make a move, as they have a reputation, consumer data and tech capabilities.
- **Payments & Alternative Payments Infrastructure:** Everything evolves and revolves around payments in Financial Services and Fintechs, like mobile payments, contactless payments, mobile wallets, identity verification technologies, innovation in fraud prevention, and retailers pushing for pay by banks. New payment rails for faster and real-time payments for B2B transactions have also been developed.
- **Neo Banks vs growing verticalized Neo Banks:** Due to the financial situation and crashing valuations, early mover Neo Banks like Monzo in the UK, Chime in the US, and N26 in Germany are facing difficulties. Now verticalised Neo Banks are emerging with a focus on specific customer segments like teenagers, ethnic communities, and immigrants. Turbulent times are a real test for businesses. To survive, Fintechs need to solve real customer problems, and target segments which are big enough to scale with margins and supporting revenue models focused on low CAC & COC.
- **Unmet Needs in Businesses:** Fintechs will continue to focus on unmet needs within B2B and cross-border payments. Orchestration within payments has the potential to improve gross margin with economies of scale. Companies are focusing on and positioning themselves as merchants of record and flow of funds.
- **Alternative Financing:** The global trade finance gap is steadily enlarging and opening up opportunities for alternative financing. Alternative financing is the business funding offered by nonbanks and some are not even the loans like revenue-based financing (RBF). It is a non-loan funding option. AF is growing due to the growth in startups & Fintechs, and will play a significant role in the years to come.

MENTOR MANTRA



Dr. Ritesh Jain,
Mentor, SIIC IITK

- **Open & Embedded Finance:** Expect to see the growth of open finance use cases using open banking and various data sources. The UK is moving further with variable recurring payments, allowing the customer to make regular payments for a product or service using frictionless and transparent payments. Embedded finance will see massive growth in years to come as it enables various non-financial businesses to offer financial services and set up their BNPL. It will face the challenge of regulatory changes, low-interest rate finance and cost of capital for BNPL providers. Embedded finance is not limited to just credit facilities on checkout. It's going beyond microinsurance, and this is pay-per-use insurance which aims to cover risks in a limited time. It is an exciting space and a way to disrupt the traditional business model.
- **Sustainability and Social Cause Alignment:** A conscious effort to add social first features, attract and aware customers and build community, focus on sustainability, minority and female founders, address social issues, prioritise social responsibility leading to transparency, social commitment of business and attract investors and customers have been made. Continuous focus on Gen Z's financial well-being through increasing value-added incentives, prioritising money-saving options through switching products, cashback, payment cost reduction for merchants and passing on to customers using open banking has also been developed.
- **Potential Downturn, Growth in Frauds, Biometrics Utilisation:** With a potential downturn we will see growth in fraudulent activities and a significant focus on preventing fraud. Compliance and regtech will be critical. Deepfakes and fraud prevention vary across the developed and high-growth economies in emerging markets due to challenges around individuals with minimal or non-existent credit histories. Historically the lack of data undermined the efficacy of certain fraud prevention checks. Consumers leverage biometric authentications for various purposes, such as banking apps, credit cards, and digital payments. The number of transactions completed with digital identities will surpass the number of transactions by credit cards.

MENTOR MANTRA



**Dr. Ritesh Jain,
Mentor, SIIC IITK**

Conclusion

Fintechs have claimed to revolutionise financial services on sunny days with buoyant investors focussing on topline, which will have a significant impact in 2023 and it is a litmus test to validate the value creation through cycles. As investors return to investing, they will be prioritising corporate governance over cheerleading founders, gross margins over growth at all costs, moats in the business over moats in the cap table, pricing discipline over the premium to the last round, and build to last over build for the next round. It is an excellent time for investors due to better valuations and value realisation. We will see more M&A consolidation in Fintech in 2023 as the fundraising market will continue its flight to a very high-quality assets, leading to many companies struggling to raise their next round and having to consider exits instead. Large and well-capitalised Fintech companies should be able to purchase other companies at fairly attractive prices.

Brief introduction of the Mentor: Ritesh Jain is a globally recognised Top 100 Fintech and payments leader. Awarded a PhD for his work in Open Banking, Payments Innovation, and Financial Inclusion by Portsmouth University. He founded Infynit to humanise credit and credit card experience. In the past he led HSBC as COO Digital, led Future of Payments for VISA and introduced Apple pay to the market. He is a fellow at the University of London & the founding member of the Fintech centre, Advisor to IIT Kanpur. He is also a G20 GPFI (Global Partnership for Financial Inclusion) member advisor, policy advocate on emerging tech, financial services, open banking, digital commerce, and central bank digital currency. He is also a visiting faculty at the leading institutes globally, including Hult and Oxford.

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LATEST INCUBATION

In the month of January, startups with new innovative ideas joined the growing incubation ecosystem at SIIC. Head to the section to find out!



SUCCESS AT SIIC

Read on to know about the prominent success stories by SIIC incubated startups in the month of January.



INNOVATOR'S SE BAAT

This section introduces our readers to one of the many revolutionary, innovative technologies currently under incubation at SIIC. Read on to know more about our transformative ecosystem.



MONTHLY INITIATIVES AT SIIC

In January, SIIC ecosystem executed a project of promising impact in collaboration with our reputed corporate stakeholders. Refer to the section to find out!

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FROM THE IPR AND TECH-TRANSFER CELL

This section highlights the major events in the IPR domain to enable an understanding of technology licensing facilitated by the IPR and Tech Transfer Cell at SIIC.

LATEST INCUBATION

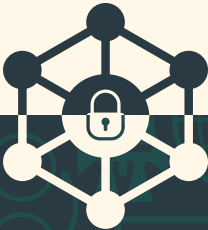


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Name of the startup: BBBS Cyber Security Private Limited

Founded in 2022, BBBS Cyber Security was created as a cyber security company focussing on minimising threats related to electronic warfare. A vast majority of this is implemented through COTS Drones for various purposes like surveillance (Spy Drones), terrorism (payload carrying drones for targeted executions/assassinations), etc.

Founders: Ramaswamy Shivaraman, Anuraj Sundararaj, Nadeem Iqbal Saif



Name of the startup: Garudaire Private Limited



This startup has a vision to put flight within reach of all humans - pure and unobtrusive. They believe this vision can be realised only with world-class research across a mind-boggling array of technologies. They are building smart flying machines to be used as smart surveillance and interceptor drones capable of multi-modal sensing and deep learning event analysis of cyber and physical events to provide a deep situational awareness. It is also capable of taking a few key actions to thwart such attacks.

Founders: Suyash Sinha, Shivam



Primary Healthtech Private Limited (16.01.23)



- This startup is developing POCT which is capable of analysing more than 25 parameters for the diagnosis of kidney, liver, pancreas, heart problems etc. using Nanotechnology, advanced optics and optimized algorithms at low volume with better accuracy. Each test costs around 1/10 of the existing cost. This IoT enabled platform generates real-time data and electronic health records which provide health insights that are vital for disease management.

This startup is the Winner of the National Startup Award 2023, in the 'Special Category-Startups from Northeast'.



Nap ID Cybersec Private Limited (23.01.23)

- NapID is a one-touch authenticator that will help banks and enterprises to authenticate genuine users and prevent fraudulent login and payments by enabling the login form, payment form, ATM machine and POS machine only for the genuine users using their patent granted napID's fraud filter system and sleep mode technology.

NapID is the Winner of the H.A.C.K Proof- The Pitch Competition 2022, with the Cash Prize of Rs. 6 Lakhs.



Campus Haat.....Taki bhatakna na pade (no more wandering for food)

Campus Haat, an online ecosystem developed by IIT Kanpur alumni focuses on creating community-centric solutions for everyday needs of the society. They help people get authentic flavours of India that will always be freshly prepared. Food is prepared by the home chefs when they get an order. All the ingredients used are fresh and of top quality to ensure that the food served is healthy.

We conducted an interview with Sagar Yadav and Guddu Kumar, the persons with innovative minds who thought of starting a business where they can serve people with healthy food during the times of pandemic and at other times. The interview gave us an insight about their mission and vision to start such a unique business.



CampusHaat
Sell, Buy, Rent, Donate

Here were some of the questions asked to them:

SIIC: Please tell us about your educational journey?

SY: I was a project manager in CSE Department, IIT Kanpur. I knew Guddu from that time. It all started with a dream with zero experience. While in the lab Guddu made a portal and other stuff related to our business. We knew that it would be of some use some day.

GK: I was continuing with my M.Tech degree and at the same time had a working visa in the USA. I decided to go to the USA within six months. Even after going to the USA, we followed our dreams, conducted online meetings frequently, but there was lack of something. I made up my mind to come back and work with Sagar, inspite of knowing that startups take 2 to 3 years to develop and we may face failure. Still we were determined to start the business.

SIIC: What was your family's reaction?

SY: Parents' mindset is of different kinds. They think that one should get a degree and a good job to settle in life. They were not supportive when they learned about the startup. They were fearful about the consequences that we might have to face in future. I spoke about our mission – to cater to the everyday needs of the community and provide a platform with numerous opportunities for everyone. Gradually they were supportive after realising that we will be providing employment to a greater community and will be working for the betterment of the society.



Campus Haat.....Taki bhatakna na pade (no more wandering for food)



SIIC: What is your idea of Women Empowerment?

GK: Women who were just housewives coming from different backgrounds, enrolled in our application to work together with us to provide authentic 'ghar ka khana' at your doorsteps. At present they are earning 1000-2000/- per day. Some of them even have salaries more than their husbands. Women Empowerment helps in the development of the society and in some way we are empowering women to be an individual. We are also thinking of participating in Aarohan.

SIIC: What kind of support did you receive from the campus?

SY: Campus supported a lot. People were getting connected. Through the application, people were able to order food according to their specifications. According to one ideal customer, "It is a wonderful startup. I am a food lover and it is really nice to get such a diverse and tasty home food".

GK: There are many options in the market, but for daily consumption it is not good for health. The quality is not well maintained. Another important thing is that it is not easy to afford daily. It will cost 250 to 300/- per meal whereas Campus Haat will serve you at 100 to 150/- per meal.

SIIC: Campus Haat started during the Covid pandemic. What were the safety measures that you followed?

SY: Before onboarding with us, managers and inspectors visit to inspect and suggest changes, if required, in the kitchens where the home chefs will cook food. Then food licence is given to the onboarded cooks. While cooking they always have to wear mask, gloves, head cover and apron to maintain hygiene. In times of Covid, to inspect whether the cooks were maintaining proper hygiene, surprise visits by the food inspector took place. During the pandemic, the home chefs usually did not move out of their homes. They wore masks and maintained a social distance of six feet when they met anyone.



Campus Haat.....Taki bhatakna na pade (no more wandering for food)



SIIC: If anything goes wrong with the food delivery or food quality, how do you manage?

GK: We survey our customers and receive regular feedback from them. Regarding the quality of food, if it does not satisfy the standard, we generally give a refund to the customer.

SIIC: How did you maintain the covid norms during the pandemic regarding the delivery boys?

SY: The delivery boys are called 'Rangers'. All the delivery riders were trained to maintain high cleanliness standards by wearing a mask and carrying hand sanitizer, gloves and thermometer. Every food package was picked up and delivered without any contact with the home chef and customer. A contactless delivery policy was being followed. The Rangers were supervised daily for their temperature and conformity to wearing masks, maintaining hygiene and social distancing norms. We tracked the delivery on a regular basis so that it reached the customer on time.

SIIC: What is your plan for the next 1 or 2 years?

GK: We are going to complete a sale of 2 crores this month. Those who order four to five times a week are considered as ideal customers. There are some customers who order 16 to 18 times a month. We are planning to start an application where people can subscribe, and we will get to know about their orders one week before. It can be regarding any meal of the day – breakfast, lunch, or dinner. If customers become daily subscribers, we can even provide them with an egg or milk daily as the delivery cost becomes much less. This year we have a target to reach more than 1000 kitchens, 6000 ideal customers and make a monthly sale of 3 Crores. There is a high demand for such hyperlocal community-centric solutions, so we are planning to start one in Noida also.



Campus Haat.....Taki bhatakna na pade (no more wandering for food)



SIIC: Where did you get the funds to start such a unique business?

GK: First of all, we received angel funds of 8 lakhs in February 2021 from a friend named Utsav. Another fund of 7 lakhs was received from the co-founder of college dekho.com - Saurav Jain in March 2021. Two alumni from the USA, who are associated with SIIC and give coaching at C3i Hub also helped us with funding.

SIIC: How did SIIC help you?

SY: SIIC is like a family to us. It gave us a parent-like feeling. We received funding, support and mentorship from SIIC. Our startup was incubated at SIIC during the most tough times, the Covid pandemic. SIIC had faith and trust in us and we got through. We received the Tide 2.0 funding of 7 lakhs in 2020. We were selected in the Top 5 of the ASIIM funding and received 30 lakhs in April 2022 for three years. The Start in UP 2022 grant of 7 lakhs is still in progress.

SIIC: Lesson that you learned from the startup?

SY: If an idea comes to you, you should follow it. Even if it does not give you success, it will definitely give you experience that will be helpful throughout your life.

GK: We knew that most of the startups fail within one year or so but still we started it with a belief and trust in each other. We have failed many times, made many mistakes, but learned a lot. We never gave up and got through all ups and downs. Focus and stamina are the essential keys to success.



Campus Haat.....Taki bhatakna na pade
(no more wandering for food)

Exploring Delicious Menu

Breakfast

- Chocolate
- Donut
- French Toast
- Smoothie
- Sake

Lunch

- Salad
- Steak
- Chicken
- Vegetables
- Grains

Dinner

- Spaghetti
- Macaroni
- Pasta
- Lasagna
- Grains

South Indian

- Idli
- Dosa
- Appam
- Sambar
- Chutney

Sweet

- Cake
- Cheesecake
- Ice cream
- Chocolate
- Pastry

Cake

- Chocolate
- Vanilla
- Strawberry
- Orange
- Apple

CampusHaat

Sell, Buy, Rent, Donate

SIIC: What is your vision regarding your startup?

GK: Our vision is to become the leading India Technology company that will provide community-centric solutions to bring about change in people's lives. In this way we can build community, realise our dreams and bridge the gaps. We are in the process of connecting to nearby shops and services to the residents of the community in a hyperlocal setup.

खाए अब घर का खाना।

Get food from nearby Home Kitchens as per your taste/requirement and that too freshly prepared

CampusHaat

10k Customers 200+ Kitchens Onboard 140k Orders Delivered 10k App downloads



Campus Haat.....Taki bhatakna na pade (no more wandering for food)

Achievements:

1. Featured in different newspapers as Yourstory, Dainik Jagran, Amar Ujala, Hindustan & other local newspapers.
2. Given employment to more than 100 women and 30 Rangers.
3. Completed a sale of 2 crores in just 2 years and processed more than 1.5 lakhs orders.
4. Finalist of the Startup Master Class in 2018
5. Finalist of the Atmanirbhar Bharat challenge in 2022
6. Supported by the BODE Foundation (U.S.A)
7. Supported by the Help Others Foundation



MONTHLY INITIATIVES AT SIIC



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Biotechnology Ignition Grant (BIG) Event

SIIC IIT Kanpur strongly believes in providing 360 degree support to every entrepreneur who decides to make us a part of their entrepreneurial journey. We have managed to mentor over 1000 students, faculties, and innovators covering pan India to refine their proposals to help with the grant application.

As a part of this philosophy, we conduct intensive webinars on grant writing, funding opportunities, quick tips on securing funding, etc. We have developed a self-paced tool kit to ease the BIG journey.

Currently, we are running a 15 days BIG Marathon to answer last-minute queries about securing this prestigious 50 Lakhs worth of grant-in-aid fund support.

The poster for the BIG CALL - 22 event is divided into two main sections. The left section, titled 'launches', features the text 'BIG Questions, Quick Answers' and specifies the time as '5:00 - 6:30 PM' and the dates as 'Feb 1 to Feb 15'. It includes a QR code and the instruction 'Scan the QR code to join!'. The right section, titled 'DOMAIN', lists various fields: Agriculture, Biotechnology, Chemical Engineering, Civil Engineering, Computer Science, Electrical Engineering, Environmental Science, Food Technology, Health Sciences, Industrial Engineering, Information Technology, Life Sciences, Mechanical Engineering, Materials Science, Medicine, Nanotechnology, Physics, and Social Sciences. Below this, the 'ELIGIBILITY' section lists 'Students', 'Faculty', 'Entrepreneurs', 'Startups', 'Academics', 'Researchers', 'Scientists', 'Engineers', 'Designers', 'Inventors', 'Innovators', 'Social Entrepreneurs', 'Social Impact Leaders', 'Social Change Agents', 'Social Innovators', 'Social Impact Creators', 'Social Impact Builders', 'Social Impact Leaders', 'Social Change Agents', 'Social Innovators', 'Social Impact Creators', 'Social Impact Builders'. At the bottom, it states 'up to ₹ 50 LAKHS' and includes another QR code.

ABHIVYAKTI 2023



The poster for the Annual Event ABHIVYAKTI 2023 features a dark blue background with colorful abstract shapes. The text 'The Annual Event' is at the top, followed by 'ABHIVYAKTI 2023' in large, bold letters. Below this, the logo for ABHIVYAKTI is shown, along with the text 'Featuring The Future'. To the right, the SIIC IIT Kanpur logo is displayed, and the text 'STARTUP INCUBATION AND INNOVATION CENTRE IIT KANPUR' is written at the bottom.

Aarohan



The poster for the Aarohan Social Innovation Awards 2023 features a blue background with the text 'AFTER TWO SUCCESSFUL EDITIONS AND TWENTY TWO LIFE CHANGING INNOVATIONS, WE ARE BACK.' in bold, white letters. Below this, the word 'Aarohan' is written in a large, stylized font, followed by 'SOCIAL INNOVATION AWARDS 2023' and 'AVISHKAAR, DIL SE.' in a smaller, sans-serif font. At the bottom, there are three small images showing people working together.

Advanced Entrepreneurship Skill Development Program (ESDP) & Management Development Program (MDP)

SIIC IIT Kanpur hosted the intensive training session under the Advanced ESDP & MDP at Noida & IIT Kanpur Campus.

A five-day effective Entrepreneurship Awareness Programme under Advanced ESDP & MDP commenced at the IIT Kanpur campus & Noida Outreach Centre from 16th Jan 2023. The core topics of the training programs were Advanced Marketing Strategy & Strategic Management and Artificial intelligence. This flagship program by SIIC IIT Kanpur in collaboration with the Ministry of MSME has addressed the whole week's lectures intertwined with practical experiences.

The certification training program was attended by various candidates to sharpen their business & technical skills. There were six batches running parallelly. To promote new enterprises, build the capacity of existing MSMEs and inculcate entrepreneurial culture in the country this program was held. The program highlights were:

- . Selected MSMEs will get an opportunity to access grants from the Ministry of MSME.
- . MSME's interaction with Industry experts and seasoned Entrepreneurs.
- . Industry visit of the MSME representatives.

This program will benefit a broad range of individuals and highlight several crucial elements of entrepreneurship across multiple sectors. Participants will access viable business knowledge frameworks in their respective fields to establish successful enterprises from the ideation stage.



PROGRAM HIGHLIGHTS

Advanced Entrepreneurship Skill Development Program (ESDP) & Management Development Program (MDP)



PROGRAM HIGHLIGHTS



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About Tide 2.0 Hackathon:

The Hack & Reboot 2.0 was launched on 11th November 2022 with an aim to create entrepreneurial opportunities for young engineering students, innovators, and startups to develop solutions in the Healthcare and Clean Energy domains. The Hackathon offered business strategies to the winning solutions by providing them with funding support at the critical stage of the developing innovation. Hack & Reboot 2.0 received a total of 41 applications from college students, working professionals, researchers, and entrepreneurs across India. Two webinar-knowledge sessions were also organized during the application phase to enable a sound understanding of the benefits, developments, and opportunities in the Healthtech and Cleantech domains.



About Tide 2.0 Hackathon:

Startups selected for TIDE 2.0 Hackathon 2022

- 1.** Mr. Akinchan Kushwaha (First Winner of the Hackathon and awarded with TIDE 2.0 MVP Grant of Rs. 7,00,000/-)

Brief description: The innovator has developed a 'Vivafeet' that plans to launch a smart healthcare assistant in the form of a wearable sock that is targeted towards foot related complications. It provides real time monitoring of temperature, pressure, and GAIT of the foot to help prevent podiatric ailments like foot ulceration, varicose veins in its early stages and help reduce recovery time and reduce the pain experienced with the help of Electrical Muscle Stimulation of the affected region.

- 2.** Dr. Abhinav Gupta (Second Winner of the Hackathon and awarded with TIDE 2.0 MVP Grant of Rs. 6,00,000/-)

Brief description: The Innovator is developing a POCET-Lab (Point-Of-Care Cartridge-based Emergency Testing Lab) that solves all these hurdles to ensure the availability of emergency lab testing at all the health centers. POCET-Lab is a handheld blood analyzer that uses microfluidics-based cartridges for different tests required in an emergency care. Using a single handheld device and multiple test-specific cartridges, multiple lab tests can be performed in any setting and at a minimal cost.

- 3.** Mr. Priyaranjan Tiwari (Third Winner of the Hackathon and awarded with TIDE 2.0 MVP Grant of Rs. 5,00,000/-)

Brief description: The innovator has developed NODex Devices to test asthma quickly with a non-invasive method that is easy to use for both children and adults. Just blow into a handheld device that will track your results:

- 1 Can identify what type of asthma you have.
- 2 Can track your airway inflammation over time.
- 3 Can tell your doctor if you have been taking your medicines correctly.

MoHUA signs MoU with SIIC

SIIC IIT Kanpur signs MoU with the Ministry of Housing and Urban Affairs (MoHUA) to support 20 innovative startups and 55 more subsequently under the "Startup Gateway for Garbage Free Cities" program

The technology Business incubator of IIT Kanpur, Startup Incubation and Innovation Centre (SIIC), signed an MoU with the Ministry of Housing and Urban Affairs (MoHUA) on 6th Jan 2023 to become a partner under "Startup Gateway for Garbage Free Cities" program. Under this program, MoHUA will act as a monitoring agency to support 20 startups apart from the top 10 startups from the 'Swachhata Startup Challenge' by providing funding support to add to the evolving innovation ecosystem globally in the domain of the waste-to-wealth sector. SIIC IIT Kanpur acts as an implementation partner for managing the Program under the initiative to set up milestones for 20 selected innovations/startups for incubation at SIIC by offering mentorship, administrative and handholding support for one year. In addition, 55 startups will be identified during the program implementation and will provide them with the adequate support required for their growth. The vision of this collaboration between MoHUA & SIIC is to support 75 startups working at the nexus of technology and social innovation to solve India's waste management challenges by improving waste management efficiency, increasing social impact, and improving transparency of the waste value chain. The "Startup Gateway for Garbage Free Cities" portal shall remain open across the year. In the initiative's first cohort, 20 startups shall get financial support. The second phase of this initiative shall begin on the portal, wherein any potential startup can simultaneously apply under the relevant incubation mode.



Ministry of Housing and Urban Affairs
Government of India



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STARTUP GATEWAY FOR GARBAGE FREE CITIES

A JOINT INITIATIVE OF

STARTUP INCUBATION & INNOVATION
CENTRE, IIT KANPUR

MINISTRY OF HOUSING & URBAN AFFAIRS

Benefits

- Grant support of Rs. 20 lacs per startup against a set of milestones to be achieved by the selected startups.
- Incubation with SIIC-IIT Kanpur.
- Mentorship support for tech and business development.
- Access to world class infrastructure.





Ministry of Housing and Urban Affairs
Government of India



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1. 'WE TALK' - Entrepreneurial talk conducted at AITH

Mr. Anshu Singh, working as Research Establishment Officer in IP & Technology Transfer Team at IIT Kanpur took a session titled "WE TALK" organized by Dr. Ambedkar Institute of Technology for Handicap (AITH) which was attended by more than 200 students. He delivered the key aspects of IP filing and highlighting the significance of intellectual property rights. The seminar was organized to promote awareness about Intellectual Property Rights and Patent filing. The seminar provided information about how to protect intellectual property by means of trade secrets, patents, trademarks, registered designs, copyrights and how to take profit from such Intellectual Property Rights as commercial and marketing tools.



2. An engagement session with Incubation managers from AKTU & AKTU Innovation Hub team

The session was conducted at SIIC IIT Kanpur with the incubation managers from AKTU with the goal to introduce the participants to key elements and concepts of IP and technology licensing.

Prevailing industrial preferences in the aspect of advancement & validation of the technologies were undertaken. Intellectual Property Rights have always been the primary source for the protection of the inventor's rights through filing a patent, copyright, trademark, or design and further commercialising it by reaching out to industry partners through technology transfer. It is important for a creator to protect his creation through legal rights in order to safely move towards product development and business growth.



ECO-SYSTEM ENABLERS



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ECO-SYSTEM ENABLERS

CSR



NTT DATA



CAPRI GLOBAL
CAPITAL LIMITED



KNOWLEDGE



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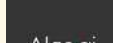
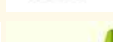
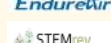




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