



STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR

VOLUME 3

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AUGUST 2024

TECH की बात

RISE OF ROBOTICS



MENTOR MANTRA



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ADVISOR, EY

FOOD TECH STARTUPS REVOLUTIONIZING INDIA'S PET FOOD INDUSTRY

The pet food industry produces food for domesticated animals. At present it is an important and growing sector. People are aware of the need for good nutrition for their animals' health and well-being. As a result, there's a growing demand for pet food that caters to specific dietary requirements. They can be customized to the types of animals, and are available in a wide variety of options.

New frontiers have also opened up in terms of specialised food for animals. India's pet food market is expected to reach USD 1.87 billion by 2029. This industry presents a golden opportunity for startups with fresh ideas and compelling reasons.

KEY POINTS:

- ✓ The Indian pet food market has significant untapped potential for innovative startups to capture a projected CAGR of 17.08%.
- ✓ Dog foods currently dominate the market, but the cat population is also surging by 88.6%, demanding a wider range of high-quality cat food.
- ✓ Startups are meeting the increasing demand for premium and personalized pet foods by creating fresh, organic, and health-focused options.
- ✓ The "pet humanization" trend is fueling the demand for tech-enabled pet care solutions, including smart feeders, connected toys, and personalized nutrition plans.
- ✓ Startups can address distribution gaps by leveraging technology and innovative sales models to reach remote pet owners and offer convenient delivery.

The Indian pet food market is ripe with potential for startups to disrupt and innovate. With its booming pet population, evolving consumer preferences, and ample room for growth, this sector offers a promising opportunity for entrepreneurs. By leveraging technology, focusing on premiumization, and addressing distribution challenges, startups can play a pivotal role in shaping the future of the Indian pet food industry.



NEW INCUBATION

NEW STARTUPS WITH NOVEL AND INNOVATIVE TECHNOLOGIES HAVE BEEN INCUBATED AT SIIC, IIT KANPUR DURING AUGUST. READ ON TO LEARN ABOUT THE STARTUPS.

REFER TO THE SECTION FOR MORE DETAILS.

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01



MONTHLY TIMELINE

TAKE A DEEPER LOOK INTO THE EXHILARATING DEVELOPMENTS WITHIN THE THRIVING SIIC-IIT KANPUR ECOSYSTEM THROUGHOUT THE MONTH.

REFER TO THE SECTION FOR MORE DETAILS.

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PROGRAM HIGHLIGHTS

LEARN ABOUT SOME OUTSTANDING ACCOMPLISHMENTS IN THE VARIOUS PROGRAM VERTICALS THAT ARE CURRENTLY UP AND RUNNING AT SIIC, IIT KANPUR.

REFER TO THE SECTION FOR MORE DETAILS.

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SUCCESS STORIES

KNOW MORE ABOUT THE INSPIRING STARTUPS THAT HAVE ELEVATED OUR INCUBATION ECOSYSTEM WITH THEIR REMARKABLE ACCOMPLISHMENTS ON A NATIONAL SCALE.

REFER TO THE SECTION FOR MORE DETAILS.

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INNOVATORS SE BAAT

DISCOVER THE UNIQUE AND ADVANCED TECHNOLOGIES THAT ARE CURRENTLY BEING INCUBATED AT SIIC, IIT KANPUR.

REFER TO THE SECTION FOR MORE DETAILS.

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UPCOMING GRANTS/EVENTS/ WORKSHOPS

EXPLORE UPCOMING GRANTS, EVENTS, AND WORKSHOPS SCHEDULED AT SIIC.

REFER TO THE SECTION FOR MORE DETAILS.

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NEW INCUBATION



Founded by Paramita Guha, and Prof. Pradip Swarnakar, Justdataanalytics Pvt. Ltd. is working on data processing activities.



Founded by Abhishek Verma and Saumya Singh, Indespace Robotics is focused on medical robotics and related fields. Their goal is to enhance patient care and improve clinical outcomes through applied robotics engineering. They develop and deploy innovative medical devices that assist in minimally invasive procedures, such as screening, diagnosis, and treatment. These devices offer greater precision, flexibility, and control compared to traditional methods.



11 JULY 24



SIIC has signed an MoU with Empower Panchayat, an initiative of the Vaktavya Foundation, to use artificial intelligence and digital tools to improve rural governance in India. This partnership will combine the strengths of both organizations to help rural panchayats (local councils) work more effectively.



28 JULY 24



SIIC and GIMS have entered into an MoU to foster mentoring, training, and research collaboration. This partnership aims to enhance the quality of these activities and facilitate the clinical validation of medical devices and products developed at IIT Kanpur. Furthermore, the MoU will mentor and guide students and startups involved in these endeavours.



1 AUGUST 24



IIT Kanpur and Scangenie Scientific have partnered on a system for detecting oral cancer, developed by Professor Jayant K. Singh from the Department of Chemical Engineering. The signing was attended by key stakeholders, including Professor Tarun Gupta (Dean of R&D), Professor Ankush Sharma (SIIC PIC), Professor Amitabha Bandyopadhyay (Head of Bioengineering and Biotechnology), Dr. Prerana Singh (Oral Pathology Head, MPDC and co-inventor), and Mr. Dharendra Singh (Director, Scangenie Scientific).



2 AUGUST 24



SIIC, IIT Kanpur, and Association of Biotechnology Led Enterprises (ABLE) have partnered to create a regional chapter in the North Zone. This collaboration will promote cooperation, knowledge exchange, and growth in the biotechnology sector.



7 AUGUST 24



SIIC, IIT Kanpur, and Canara Bank have signed an MoU to support entrepreneurs through seminars, conferences, and workshops. The agreement was signed by Prof. Ankush Sharma, SIIC, IIT Kanpur, and Sri Sanjay Kumar, Deputy General Manager, Canara Bank, in the presence of dignitaries.



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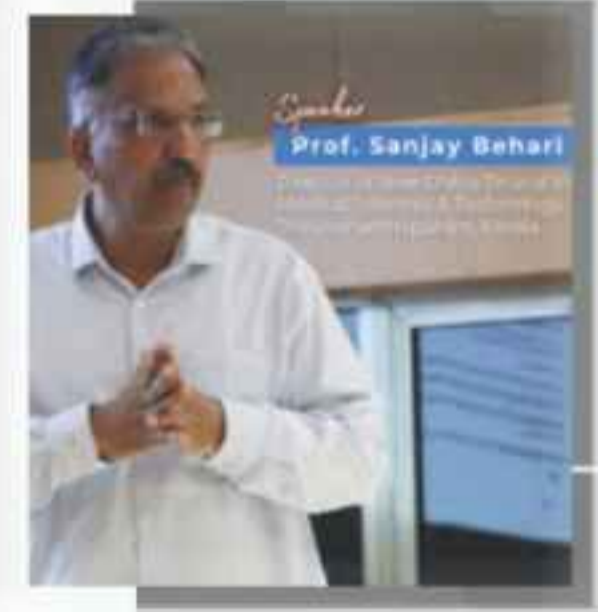
HIGHLIGHTS



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On July 20th, SIIC hosted a distinguished lecture on medical device development featuring Prof. Sanjay Behari, Director of Sree Chitra Tirunal Institute. Prof. Behari discussed challenges and opportunities in medical device innovation, covering development phases, funding, industry collaborations, and clinical immersion. Other esteemed guests also shared valuable insights.

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On July 24th, Prof. Manindra Agrawal, Director of IIT Kanpur and CEO of FIRST & AIIDE CoE, met with the Hon'ble Chief Secretary of Uttar Pradesh, Shri Manoj Kumar Singh, IAS, in Lucknow. During the meeting, the director informed the Hon'ble CS about the ongoing research and projects at IIT Kanpur. The CS also discussed strategies for sustainability and waste management in Uttar Pradesh, among other topics.

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A panel discussion on medtech innovation was held on July 24th under the SIB-SHInE SYNC program. Prominent experts, including Prof. Sanjay Behari, Prof. Amitabha Bandyopadhyay, and Mr. Prabal Chakraborty, shared their perspectives on the challenges and opportunities facing startups in the sector. Topics covered included regulatory barriers, funding limitations, and the importance of robust research and development. The panel also explored the transformative potential of artificial intelligence and biotechnology in healthcare.

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SIIC collaborated with Dr. A.P.J. Abdul Kalam Technical University (AKTU), Lucknow, to host a webinar on MedTech innovations on 29th July. This initiative aimed to highlight opportunities for aspiring entrepreneurs in the healthcare sector, focusing on the BFI-Biome Bioinnovation Program. The partnership with AKTU expands the reach, engaging students and researchers across Uttar Pradesh.

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HIGHLIGHTS



SIIC actively participated in the Indo-Korean Startup Knowledge Exchange program on July 30th in Delhi, aiming at fostering collaboration between Indian and Korean startup ecosystems. SIIC, IIT Kanpur experts provided valuable insights into India's startup landscape and intellectual property regime, facilitating Korean startups' entry into the Indian market. This event marked a significant step towards strengthening Indo-Korean technological cooperation.

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On August 2nd, the AgBioConnect event, co-hosted by SIIC, IIT Kanpur, ThinkAg, and ABLE, convened leading figures from investment, industry, and academia. The event, a testament to its success, facilitated insightful discussions on capital raising, research partnerships, and commercialization opportunities within the AgBioTech sector. Promising startups seized the opportunity to showcase their innovations and explore potential collaborations and funding avenues.

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Primary Healthtech Pvt. Ltd., in collaboration with SIIC, IIT Kanpur, successfully conducted a Safexpress-sponsored health camp from August 5th to 12th. The camp screened 382 individuals, administering 5,730 tests. The initiative aimed to enhance the well-being of the trucking community by diagnosing early-stage diseases and preventing their progression.



On August 7, SIIC, IIT Kanpur, and BIRAC hosted a webinar titled "Crossing Valley of Death: Strategies for Bio Startups" as part of the Global Bio India roadshow. Panelists, including Mrs. Shilpy Kochhar from BIRAC and Prof. Amitabha Bandyopadhyay from IIT Kanpur, shared guidance on biotech commercialization. Entrepreneurs Nikhil Kurele, Akshay Shrivastav, and Sarthak Gupta provided actionable insights from their experiences.

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SIIC, IIT Kanpur, along with our MedTech startups, participated in the "Handholding Support to MedTech Innovators" workshop on 9th August, hosted by ICMR and CDSCO. The event focused on the regulatory framework for clinical validation of MedTech innovations.

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AEREO


(formerly Aarav Unmanned Systems), incubated at SIIC, IIT Kanpur, has bagged \$15 Mn to expand its Intelligence Solutions. This Bengaluru-based Drone startup has raised this amount in its Series B funding round led by 360 ONE Asset, with participation from Startup Xseed Ventures and Navam Capital.

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BRELA INNOVATION

has attained first place in both the esteemed Medtech Open Challenge Program (OCP) and the TiE Women Global Pitch Competition. These achievements underscore the company's commitment to the medical technology sector and its innovative approach to addressing critical healthcare challenges.

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xTerra Robotics

TECHकी बात

INNOVATOR KE SATH

INNOVATORS

SE BAAT



CLICK HERE TO WATCH
FULL VIDEO

XTERRA ROBOTICS

Xterra Robotics, a pioneering Indian deep tech startup, is revolutionizing the future of robotics under the visionary leadership of Aditya Rajawat. The company's dedicated team of skilled engineers is committed to addressing the complex challenges of locomotion by developing cutting-edge solutions. As a rapidly expanding force at the forefront of robotics innovation, Xterra Robotics is transforming ideas into reality. In an exclusive interview, Aditya Rajawat shared insights into bringing their innovative vision to life.

SIIC: WHAT ARE THE UNIQUE FEATURES OF YOUR PRODUCT?

Aditya Rajawat (AR): We are developing a cutting-edge quadruped robot with exceptional mobility and agility. These lightweight robots navigate diverse terrains with omnidirectional movement and can handle stairs and slopes via remote control, making them versatile for various applications.

SIIC: HOW ARE YOUR PRODUCTS USEFUL IN DIFFERENT FIELDS?

AR: A team of skilled engineers is developing robots that move effortlessly on uneven terrain. Our products are ideal for industrial inspection, data collection for predictive maintenance, and security surveillance of urban areas. They can also navigate and follow instructions, making them valuable in the defense sector.

SIIC: HOW DO YOU USE ARTIFICIAL INTELLIGENCE (AI) IN YOUR PRODUCTS?

AR: We are developing robots to help people complete tasks more quickly and efficiently than ever before. Our robotics solutions are revolutionized with Artificial Intelligence (AI). Through AI technology, we aim to improve the abilities and performance of our robots, allowing them to adapt and learn from their surroundings.

SIIC: WHAT HELP DID YOU RECEIVE FROM SIIC?

AR: The Startup Incubation and Innovation Centre has supported us from the very beginning of our incubation. The mentorship, guidance, and funding from Spin-off Mobile Robotics Laboratory, IIT Kanpur assisted us in developing tailored solutions for the automation needs. We have a highly energetic workforce guided by experienced mentors.

“FOCUS ON YOUR EFFORTS AND PURSUE YOUR GOALS
WITH UNWAVERING DETERMINATION.”
.....ADITYA RAJAWAT



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UPCOMING

GRANTS/EVENTS/WORKSHOPS

SEPTEMBER 15TH, 2024

GRID-INDIA POWER SYSTEM
AWARDS (GIPSA)

COMING SOON

TECHVIEW: PIONEERS OF INNOVATION



[CLICK HERE TO APPLY](#)



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