



STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR

August 2025

TECH की बात

Guiding startups from vision to valuation



where innovation meets preparation



and preparation unlocks investment



Mr. Anil Jauhri

Anil Jauhri, the former CEO of the National Accreditation Board for Certification Bodies at the Quality Council of India, draws on his extensive experience with the Bureau of Indian Standards to emphasize the important distinction between voluntary standards and mandatory technical regulations. He advocates for a clearer understanding of these concepts to better align with global trade frameworks.

Why India Needs Stronger Regulation

When I joined the Indian Standards Institution (now BIS) in 1980, one of the first lessons we learned was the difference between voluntary standards and mandatory standards enforced by law. At that time, only a few products—such as food, drugs, mild steel tubes, and LPG cylinders—fell under regulation. The landscape shifted in 1995 with the establishment of the WTO. Its agreements on Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary Measures (SPS) replaced “mandatory standards” with “technical regulations” for goods and “SPS measures” for agricultural products, while the General Agreement on Trade in Services (GATS) drew similar lines for services. Yet in India, the terms “standards” and “regulations” are still frequently confused, obscuring their distinct roles.

Globally, the case for regulation is clear: products and services that carry risks to health, safety, or national security require oversight. Food and drugs are regulated to protect health, LPG and appliances for safety, fuels and chemicals for environmental protection, and telecom for security. India has added new areas over time—cement and gold jewellery to curb adulteration, and data protection to safeguard privacy. Still, large gaps remain, particularly in healthcare. The early days of COVID-19 exposed this weakness: unregulated PPE kits, masks, and oximeters flooded the market, often of questionable quality. Only in 2017 did India begin to expand regulation in earnest, raising the number of BIS standards notified for mandatory compliance from about 125 to nearly 800. Yet many sectors—machinery, much of electrical equipment, and services—remain weakly regulated.

Service regulation is especially fraught. Minimum standards for hospitals under the Clinical Establishments Act have not been enforced, and though medical laboratories are nominally covered, enforcement is patchy. India’s federal structure complicates matters further, since many services fall under state jurisdiction, while product regulation is central. A weak consumer movement and fragmented policymaking have only widened the gap.

Lessons for Startups



Begin with the Unseen: Innovation starts where the market has no blueprint. Look at dusty roads, unreserved tickets, and small-ticket loans for the real opportunities.



Design for People, Not Just Platforms: Technology should serve drivers and borrowers alike – those who power the system, not just those who consume it.

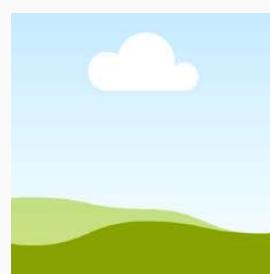


Bridge Informal and Formal: True impact comes from connecting policy intent with startup agility, blending vision with grassroots reality.

Regulation is not red tape. It is the state’s duty to protect its citizens. As India accelerates toward a digital, innovation-driven economy, the question is not whether we regulate, but whether we regulate smartly, fairly, and fast enough to safeguard the common man.



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New startups with novel and innovative technologies have been incubated at SIIC, IIT Kanpur, during August. Read on to learn about the startups.

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New Incubation



Glimpse Tech

Established by Abhishek Bharadwaj and Saumya Kumari, Glimpse Tech develops immersive and inclusive digital experiences using advanced AR/VR solutions.



Novara Global (Guardex)

Founded by Aniket Goel and Naman Jain, this company upgrades traditional CCTV into an AI-powered safety and compliance platform. It detects PPE violations, unsafe behavior, and unauthorized access in real time, sending instant alerts and reports.



Solvinn Medtech

Founded by Mohit Pandey, Rishab Kumar, Darshan Samnekar, and Himank Agrawal, the venture develops innovative, portable medical devices to address critical gaps in post-surgical care and chronic condition management.



Sakayanagi Research

Established by Prabhat Joshi and Dinanshu Biswas, the venture specializes in cybersecurity, AI, blockchain, and defense, offering solutions in software development, hardware manufacturing, cloud services, research, consulting, and global distribution.

New Incubation



Preative Solutions

This company develops practical Generative AI products that address real-world problems, combining creativity with advanced technology to deliver intuitive, efficient, and impactful solutions.



SudoYantra India Private Limited

SudoYantra India

Founded by Shiv Kumari, Chanchal, and Vaibhav Singh, the venture develops automated, cost-effective, and scalable dry-cleaning robots to address dust accumulation on solar panels, enhancing efficiency, reliability, and affordability through optimized design, technology upgrades, regulatory compliance, and raw transfer systems.



BRAHMION
SPACETECH

Brahmion SpaceTech

Founded by Ayush Sahu and Mayank Bharadwaj, the venture is developing sustainable propulsion systems for space using eco-friendly HAN-ADN monopropellants.



Monthly Timeline



8th September 2025



Volume - 04 | Edition -08 | August 2025

The Centre for Development of Advanced Computing (C-DAC), Noida, and SIIC, IIT Kanpur, signed an MoU to accelerate research, innovation, and entrepreneurship in India's technology ecosystem. The MoU was signed by Shri Vivek Khaneja, Executive Director, C-DAC Noida, and Prof. Deepu Philip, Professor In-Charge, SIIC IIT Kanpur, in the presence of senior officials from both institutions. This collaboration brings together C-DAC's strengths in advanced computing and e-Governance with SIIC's expertise in nurturing startups and enabling industry-academia partnerships, marking a significant step toward fostering indigenous innovation and technology-led growth.



IIT KANPUR



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Program

Highlights

On July 14, 2025, the AIIDE CoE and SIIC IIT Kanpur hosted a workshop on "Innovation Hub: AI/ML Entrepreneurship & Startup Incubation" at the Lloyd Institute of Engineering & Technology, Greater Noida. Led by Mr. Vasav Krishna and Mr. Manish Singh Jadoun, the session introduced over 50 students and startups to AI/ML-driven innovation, government-backed initiatives like StartInUP and Startup India, and incubation opportunities at IIT Kanpur, with real startup success stories adding depth.

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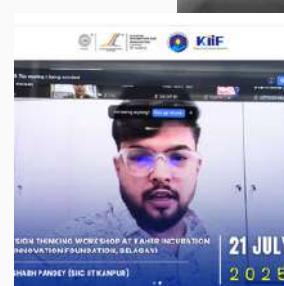
On July 17, 2025, SIIC IIT Kanpur participated in a national brainstorming session titled "Strengthening Investment Capabilities of Incubators," organized by SIDBI and SINE, IIT Bombay. Prof. Deepu Philip, Mr. Anurag Singh, and Mr. Piyush Mishra shared insights on building in-house funds, collaborative VC platforms, and SIIC's experience in scaling innovation, as SIDBI reaffirmed its commitment to bolstering incubator-led investment nationwide.

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On July 17, 2025, SIIC IIT Kanpur organized a webinar on "Is Your Startup Investor-Ready? Legal, Financial & Compliance Essentials" led by CS Sheetal G.K, Founder of ELSTRAT Business Solutions. The session covered compliance, governance, financial hygiene, and documentation, equipping early-stage founders with practical knowledge for building a strong fundraising foundation, and concluded with an engaging Q&A.

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On July 21, 2025, SIIC IIT Kanpur and KAHER Incubation & Innovation Foundation hosted a workshop on the "Product Development Process: Design Thinking Approach," led by Mr. Rishabh Pandey and moderated by Ms. Hithaya Kadar, which saw a record number of participants and included a presentation.

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Program

Highlights



On 22nd July 2025, SIIIC, IIT Kanpur, held a workshop titled "Startup Launchpad: Incubation & Acceleration for Students and Educators" at CSJMU, Kanpur. Led by Mr. Vasav Krishna and Mr. Manish Singh Jadoun, the session focused on AI/ML in innovation and funding opportunities through AIIDE CoE and SIIIC, as well as initiatives like StartInUP and Startup India. Coordinated by Dr. Rabins Porwal and Mr. Shailendra Kumar Yadav, the workshop showcased growing interest in tech-driven entrepreneurship among students and faculty.

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On 3rd August 2025, a team from SIIIC visited Gliders India Limited (GIL) to explore industry-startup collaborations in process automation and advanced manufacturing. Six incubated startups engaged with Mr. M. C. Balasubramaniam, CMD, GIL, and the R&D team to identify problem statements and potential joint technology development projects. The visit marked a step toward leveraging startup agility with GIL's manufacturing expertise, paving the way for impactful industrial applications and strategic partnerships.

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On 7th August 2025, under the Start in UP initiative, the 5G/6G Center of Excellence at SIIIC, IIT Kanpur conducted an outreach session at Harcourt Butler Technical University (HBTU), Kanpur. The session highlighted opportunities in the 5G/6G domain, inspiring students to explore entrepreneurship, transform innovative ideas into impactful ventures, and leverage advanced technologies for socio-economic growth and national development.

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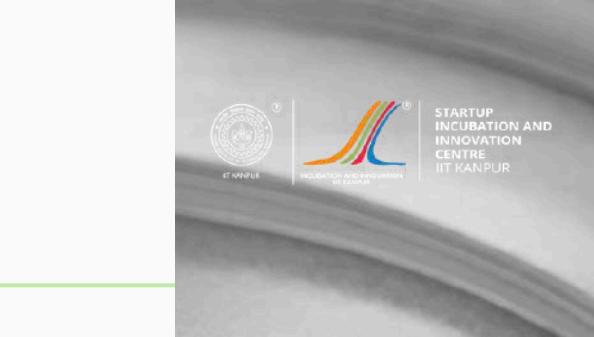
On 7 August 2025, SIIIC, IIT Kanpur hosted officials from Hindustan Petroleum Corporation Limited (HPCL) for a high-impact session, where HPCL leadership engaged in one-on-one discussions with incubated startups across Defence & Aerospace, MedTech, IoT, Cybersecurity, and more. The visit highlighted cutting-edge innovations and explored avenues for collaboration, reflecting growing industry interest in deep-tech solutions from academic incubators and reinforcing SIIIC's mission to build a strong, innovation-driven ecosystem in India.

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Program

Highlights

On 7 August 2025, SIIC, in collaboration with IIT Kanpur Development Foundation (IITK DF), launched the FutureSecure AI Innovation (FSAI) Program, supported by the Shibodhi Foundation of Dr. B.V.R. Mohan Reddy, Founder Chairman of CYIENT. Designed as a flagship initiative to foster deep-tech entrepreneurship among undergraduate students, FSAI focuses on catalyzing innovation in Artificial Intelligence (AI) and Cybersecurity—two domains vital to India's technological future and national security. The program was inaugurated by Prof. Manindra Agrawal, Prof. Deepu Philip, Dr. Reddy, and Dr. Sarvesh Sonkar, with Dr. Reddy unveiling the official website. Through this initiative, SIIC aims to nurture student-led innovations and strengthen India's ecosystem of technology and resilience.



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On 15 August 2025, celebrating India's 79th Independence Day, the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur proudly joined Amar Ujala's 'Ma Tujhe Pranam' tableau, showcasing its groundbreaking startups—Jetsons Robotics (autonomous solar rooftop installation robot), Medantrik® (asthma diagnostic device), Brela Innovations (smart bra pad for breast health), and LCB Fertilizers® (Navyakosh nutrients), highlighting the spirit of self-reliance and innovation.

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On 25 August 2025, the Startup Incubation and Innovation Centre (SIIC), IIT Kanpur hosted Mr. Amit Bajpai, Assistant Director (Grade-II), DFO Office, Kanpur, for a focused discussion on MSME programs, government schemes, and startup opportunities. The interaction fostered mutual insights, aligning SIIC's incubation efforts with government initiatives while giving the DFO Office exposure to grassroots innovations—paving the way for potential collaborations to boost MSME-led entrepreneurship in the region.

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Success

Stories



Uneako Spotted on PM Modi's Desk for Eco-Friendly Innovation

Uneako's 100% biodegradable CLEAR paper folders—made from recycled cardboard and agri-waste—were recently spotted on the desk of PM Shri Narendra Modi, underscoring the incubatoriitk startup's mission to replace single-use plastic with sustainable alternatives.

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SIIC Startups Showcase Innovations at IBES 2025, IIT Kanpur

Lenek Technologies, Medantrik® MedTech, NadiPulse Prognostics, and Jeevatva Composting & Recycling presented their biomedical solutions at the International Biomedical Engineering Symposium (IBES) 2025 on July 26 at IIT Kanpur. Experts from IISc, IITs, SCTIMST, and Swansea University participated, with Dr. Sanjay Behari emphasizing the importance of patient-centric innovations while interacting with the startups to enhance healthcare impact.

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Lenek Secures CDSCO Approval for AI-Powered Chest X-Ray Software

Lenek Technologies has received CDSCO approval for LIRA, its AI-driven chest X-ray interpretation software. This milestone strengthens the push toward accessible, AI-enabled diagnostic solutions in India's healthcare system.

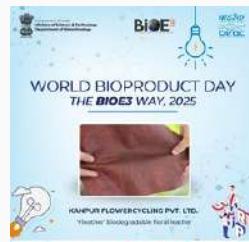
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Cute Brains Hosts Workshop on Dyslexia & Dysgraphia

Cute Brains, with CSR support from the Dana Foundation and in partnership with SIIC IIT Kanpur, conducted a workshop to raise awareness on dyslexia and dysgraphia, helping teachers identify and support students with learning disorders. Prof. Braj Bhushan, Founder of Cute Brains and Deputy Director, IIT Kanpur, delivered the keynote, stressing early identification, inclusive interventions, and supportive classrooms for children with learning difficulties.

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Phool.co Showcased on World Bio Product Day

On World Bio Product Day, DBT highlighted Phool.co (Kanpur Flowercycling Pvt. Ltd.) for its sustainable innovations, including biodegradable incense, organic vermicompost, and "Fleather" – the world's first biodegradable floral leather, now embraced by global luxury brands as a breakthrough in sustainable fashion.

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Success Stories



HAB Biomass Secures Indian Patent, attends PM's Independence Day Address

HAB Biomass Pvt. Ltd., a pioneer in clean energy solutions, has secured another Indian patent, adding to its portfolio of 3 Indian Patents, 1 PCT across 4 countries, and 7 Copyrights. Recognized for its impactful journey in sustainable innovation, the company was recently invited as a Special Guest of Honour at the Prime Minister's Independence Day address at Lal Qila, Delhi—marking a significant milestone in its mission to drive India's clean energy future.

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MooRakshak Bio Sciences Named Startup of the Week by TiE Rajasthan

MooRakshak Bio Sciences for being recognized as Startup of the Week by TiE Rajasthan, one of the most active chapters of the global TiE network. Founded by Samrat Kaushik, MooRakshak empowers India's smallholder dairy farmers through an AI-powered platform that delivers personalized, cost-effective feed plans while enabling access to carbon credit markets, fostering climate-smart and sustainable dairy practices.

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Aethrone Aerospace Wins Champions of Manufacturing Award

Aethrone Aerospace, incubated at IIT Kanpur's Startup Incubation and Innovation Centre, won the "Champions of Manufacturing" award at The Economic Times Festival of Manufacturing for its exemplary contribution to indigenous aerospace manufacturing. Aethrone develops mission-critical systems, autonomous platforms, and advanced materials for the aerospace and defence sector, serving the Indian Navy, Indian Army, DRDO, Defence PSUs, and private OEMs, driving India's leadership in next-gen aerospace innovation.

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CLUIX Advances Water Innovation with Pilot Launch in Chennai

CLUIX Pvt. Ltd. conducted the pilot launch and training of its C012 Water Quality Analyzer at the Tamil Nadu Water Supply and Drainage (TWAD) Board, Chennai, under the Imagine H2O Asia Water Innovation Pilot Fund (WIPF) initiative—paving the way for faster on-site testing, reduced reliance on centralized labs, and real-time data for effective water management in Tamil Nadu.

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Storytelling for Investor Readiness



Dr. Poorna Roy, Assistant Vice President of Startup Readiness & Communication Strategy, recently led an engaging webinar on 'Storytelling for Investor Readiness.' The session was crafted to help startups prepare thoroughly before approaching investors. Drawing on her deep expertise in life sciences and a distinguished background in science communication from leading institutions, Dr. Roy has a unique ability to turn complex ideas into narratives that inspire confidence. Her core belief—that a strong pitch deck must tell a story investors cannot ignore—resonated strongly with participants and shaped the success of the session.

If you couldn't join us live, here are some key takeaways. Click the link above to watch the full webinar.



[Click Here To Watch Full Video](#)



The Investor Pitch Mindset

Investors evaluate pitches differently from grants or corporate communications, focusing primarily on profitability, scalability, and team trustworthiness. They decide quickly, often within minutes, based on the clarity and credibility of the narrative. One should avoid exaggeration to build genuine confidence. Key questions investors usually ask include: "Why now? Why you? Why this solution?"

Crafting A Strong Hook

Those who start their pitch with a relatable story, or trend, immediately captures attention. Clearly define the problem with evidence and urgency, avoiding vague claims. For example, sharing how small farmers lose a certain percentage of harvests to pests, creating a real-world pain point—reflects that the problem is well-researched and is easy to understand for non-experts. This sets the scene like a movie, drawing investors to connect emotionally with the product's journey.



Positioning Product As The Answer

It is essential to introduce one's solution or product as the hero, using compelling images or short demo videos. Focus should be on benefits rather than on overwhelming technical details. One should avoid jargon that confuses non-experts and explain objectively why it matters. Specifying unique value, like speed or cost-effectiveness, compared to competitors, keeps the narrative flowing naturally and builds investor belief in the product's or prototype's viability.



Demonstrating Traction & Team

Highlighting collective strengths, experience, and complementary skills, not just individuals and customer feedback adds to credibility. Investors bet on how effectively one demonstrates why their team is uniquely positioned to succeed. Showcasing real progress through metrics like user growth, pilots, retention, or testimonials, even small numbers prove demand and impact, increasing investment opportunity.

AIIDE-CoE Cohort 5

Call for Applications

Deadline: 15 November



Grid-India Power Systems Award 2025

Call for Applications

Deadline: 20 September



Bharat Innovates 2026

Call for Applications

Deadline: 30 September



Bank of Baroda Hackathon 2025

Registration

Deadline: 19 September



CSR



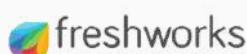
KNOWLEDGE



INDUSTRY



SERVICE



AI ENABLEMENT



INTERNATIONAL



CLINICAL



Health for all. All for health.



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www.siicincubator.com

SIDBI Building, Sixth Avenue
IIT Kanpur Kalyanpur, Kanpur Uttar
Pradesh 208016



Innovation Hub, IIT Kanpur Outreach
Center, Block C, Sector 62,
Noida