

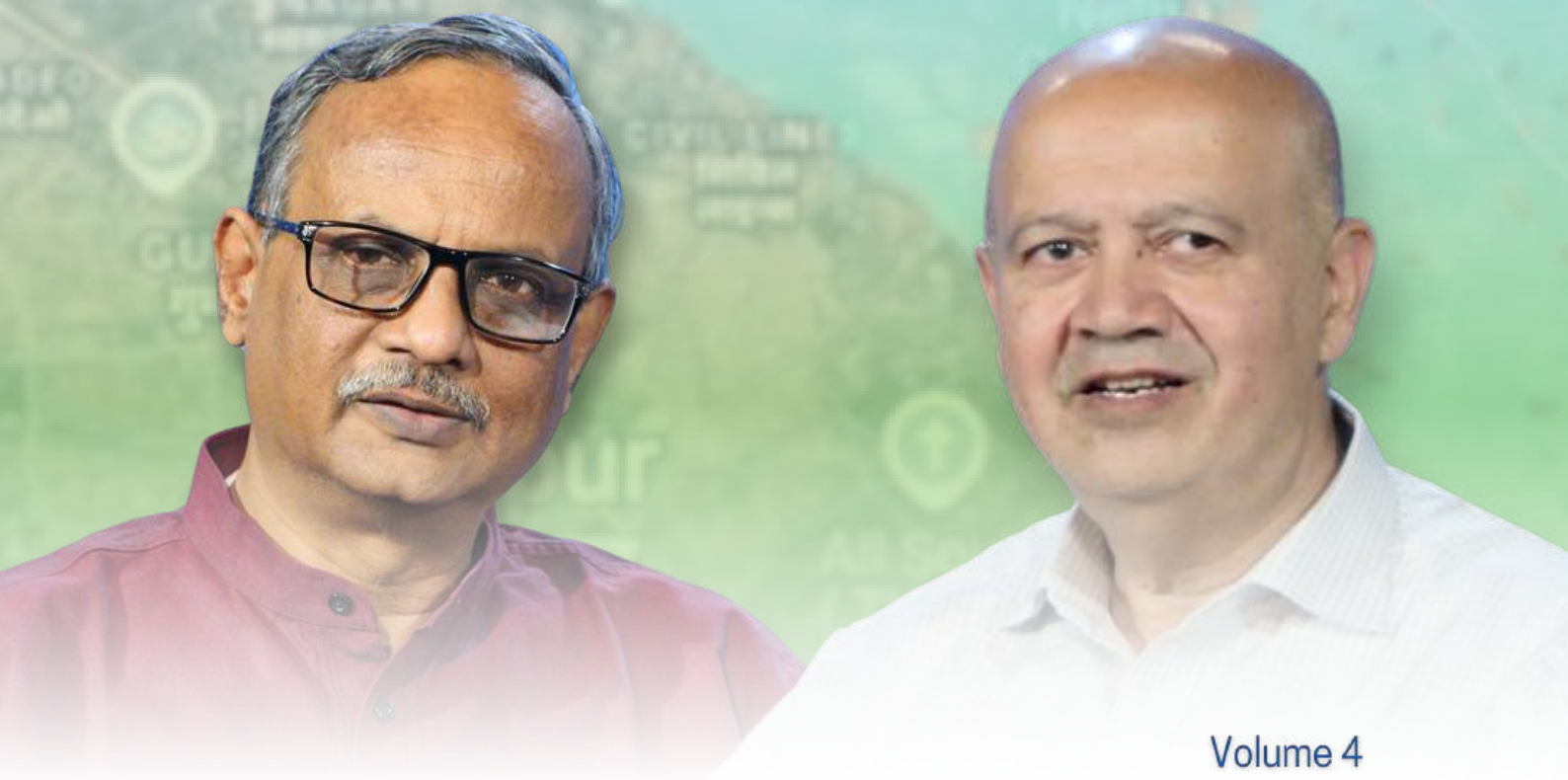


STARTUP
INCUBATION AND
INNOVATION
CENTRE
IIT KANPUR

May 2025

TECH की ब बात

**Science in Action: How TerraAqua is turning
aerial data into flood-smart cities**



Volume 4
Edition - 05

MENTOR MANTRA



MR. RONY BANERJEE

Rony Banerjee is a seasoned professional with an extensive background spanning over 27 years in diverse development initiatives and brings a wealth of expertise and experience to the table. Recently he has authored a book titled "Is there a Rocket fuel for startups?", presented and made Public in India by: UK Asian Business Council, United Kingdom

From Grounds to Glory: Tier-2 & Tier-3 India as a Sports Innovation Frontier

India's sporting future won't be built in stadiums alone. It will rise from dusty fields, school grounds, and local tournaments across Tier-2 and Tier-3 towns—from Bareilly to Bhagalpur, Salem to Siliguri. The next wave of sports entrepreneurship and investment won't be driven by the metros, but by aspirational Bharat.

Historically, cricket dominated the Indian sports scene, often concentrated in metropolitan areas. However, the current trend shows a growing viewership for regional sports leagues, with athletes from small towns leading medal tallies. Local fan bases are engaging with content in their vernacular languages, further fueled by the accessibility provided by OTT platforms and affordable data plans. This transformation represents not just a shift in popularity but a broader democratization and decentralization of talent, consumption, and commerce within the sports sector.

The Startup Lens: Where Founders Should Look:

- ✓ Talent Discovery & Training: Tech-enabled scouting and training platforms tailored to rural demographics and local sports cultures.
- ✓ Fan Engagement Platforms: Vernacular-first, hyperlocal content—memes, shorts, audio commentary, fantasy leagues for kabaddi, kho-kho, arm wrestling.
- ✓ Event IPs in Regional Cities: School and college tournaments with smart branding and broadcast value—the birthplace of the next "IPL of X sport."
- ✓ SportsTech for Bharat: Affordable wearables, digital coaching apps—products designed for frictionless adoption in Tier-2/Tier-3 India.
- ✓ Franchise Models for MSMEs: Empower gym owners, coaches, and local entrepreneurs to join organized, tech-enabled league ecosystems.

Tier-2/Tier-3 India is no longer the last mile—it's the first frontier. If we build right, we won't just produce athletes; we'll create micro-economies around sports—jobs, content, tourism, wellness, branding, IP, analytics.

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Take a deeper look into the exhilarating developments within the thriving SIIC-IIT Kanpur ecosystem throughout the month.

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Success Stories

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Pioneers of Innovation

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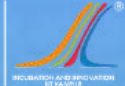
8th May 25



SIIC, IIT Kanpur, signed a Memorandum of Understanding with Kamala Nehru Memorial Hospital to foster collaborative efforts aimed at advancing healthcare innovation. This strategic alliance opens new avenues for joint initiatives in mentoring, research, clinical validation, and access to healthcare infrastructure for startups and innovators associated with both institutions. The partnership underscores a shared commitment to promoting impactful solutions in alignment with national health priorities.

PROGRAM

HIGHLIGHTS



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On 21st April, SIIC, IIT Kanpur delivered an insightful expert talk at PSIT College of Higher Education titled "Empowering Innovation: Introduction to AI Centre of Excellence and Startup Incubation at SIIC-FIRST, IIT Kanpur." Domain experts Mr. Vasav Krishna (AI/ML) and Mr. Animesh Mishra (Defence & Aerospace) shared key insights on deep-tech innovation, startup incubation, and the entrepreneurial ecosystem nurtured at IIT Kanpur, offering students and aspiring innovators a closer look at the cutting-edge opportunities shaping India's innovation landscape.

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The first session of SIIC's new webinar Series on 5G/6G Technologies was successfully launched on April 30, with an engaging talk by Mr. Charles Avinash, Manager & Domain Head at SIIC, IIT Kanpur. Drawing on his global academic background and industry experience, the session provided valuable insights into the future of connectivity and highlighted emerging career and entrepreneurship opportunities in the 5G/6G space. Further sessions in the series will continue to explore key developments shaping this dynamic sector.

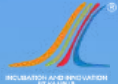
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On 25th April, SIIC, IIT Kanpur, in collaboration with Blockchain for Impact (BFI) and DST NIDHI MedTech Centre of Excellence, held the workshop "Mastering Finance and Compliance for Sustainable Growth of Startups." Led by faculty from IIM Nagpur, it provided insights on legal, regulatory, and financial strategies for early-stage startups. Prof. Dr. Shailendra Nigam discussed compliance challenges, while Prof. Dr. Prashant Gupta focused on financial planning. The event included remarks from Prof. Deepu Philip, an overview by Mr. Anurag Singh, and a special address by Ms. Sana Saifi from BFI, highlighting collaborative innovation.

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On World Asthma Day (May 6, 2025), SIIC-incubated startup Medantrik® Medtech Pvt. Ltd. held a large-scale lung screening camp at Murari Lal Chest Hospital, GSVM Medical College, Kanpur. In collaboration with Dr. Anand Kumar and the Department of Chest Diseases, the team screened around 500 individuals using their AI-powered respiratory device, promoting early detection of asthma, COPD, and pollution-linked lung diseases.

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PROGRAM

HIGHLIGHTS



On 7th May, 2025, SIIC IIT Kanpur hosted a strategic meeting with Dr. Anand Kumar Singh, Vice Chancellor of CSAUA&T Kanpur, and the DDM from NABARD Kanpur. Key stakeholders, including agritech startup Openspectrum AI and ICAR-affiliated farmer Abhishek Dhama, joined the discussion. They discussed collaborative efforts to enhance farming in Kanpur, focusing on sustainable practices and new technologies to support local farmers.

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As part of its outreach efforts for Cohort 3 of IIT Kanpur's Healthcare Innovation & Ideation (HII) Program, SIIC hosted an informational webinar on May 14, 2025. Led by Prof. Deepu Philip, the session was aimed at eligible students—including undergraduates, dual-degree candidates, postgraduates, and PhD scholars. It covered the program's goals, application process, and timelines, and featured insights from past fellows. The webinar provided students with a clear view of how they could apply their technical expertise to healthcare challenges by leveraging IIT Kanpur's innovation ecosystem.

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On May 15, SIIC IIT Kanpur, in partnership with the Ministry of Housing and Urban Affairs, launched the Startup Gateway for Garbage-Free Cities 3.0. The program invites startups tackling urban waste challenges to apply for funding up to ₹20 lakhs, a year of incubation, expert mentoring, and access to R&D and investor networks—empowering sustainable, scalable urban solutions.

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SIIC, IIT Kanpur has partnered with the NMexus initiative in Albuquerque, New Mexico, to support the global expansion of Indian startups. This collaboration aims to enhance SIIC's role as a key incubation hub by helping startups establish their presence in the U.S. The partnership will assist in connecting Indian startups with local suppliers and customers, contributing to resilient supply chains and job creation, with an anticipated generation of 1,500 new jobs over the next five years.

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CLUIX Raises ₹80 Lakh, Explores Global Collaborations Through GO AUSTRIA Program

CLUIX Pvt Ltd, a water-tech startup incubated at SIIC IIT Kanpur, has secured ₹80 lakh in funding—₹40 lakh from an angel investor and ₹40 lakh through the MeitY-backed SAMRIDH accelerator program. Strengthening its global outlook, CLUIX also participated in the prestigious GO AUSTRIA Spring 2025 program (May 6–17), joining 42 top Asian startups to explore international partnerships and market entry opportunities in Austria and beyond.

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iPanelKlean Solar Shines at Silicon Valley

iPanelKlean Solar Pvt. Ltd. was named among the Global Top 50 at STPI & TIE Silicon Valley's Leap Ahead Program in Santa Clara. This recognition provided access to global mentors and investors for growth opportunities. A notable highlight was the team's interaction with Microsoft CEO Satya Nadella during his booth visit.

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Acquafront Secures Seed Loan Support from SIIC IIT Kanpur

Acquafront has secured seed loan support from FIRST, SIIC IIT Kanpur—an important milestone that will accelerate project execution, facilitate submission of Bank Guarantees (BGs), and push forward the design phase with greater confidence.

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VU Dynamics partners with PATH

VU-Dynamics has partnered with PRAKASH ASPHALTINGS AND TOLL HIGHWAYS (INDIA) LIMITED to enhance India's defense capabilities. This collaboration will strengthen India's indigenous defense manufacturing and contribute to Atmanirbhar Bharat.

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Phytomark® Reports ₹1.36 Crore Revenue in FY 2024–25 with SIIC IIT Kanpur's Support

Phytomark®, a phytopharmaceutical startup incubated at SIIC IIT Kanpur, recorded ₹1.36 crore in revenue for FY 2024–25. Backed by SIIC, it translated an industrial design into a functional plant and secured interim funding to support its ongoing scale-up.

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Genomiki Solutions Wins Rare Star Health Innovation Startup Award

Genomiki Solutions received the Rare Star Health Innovation Startup Award from the Organization for Rare Diseases India (ORDI). This recognition highlights the startup's impactful contributions to the diagnosis and treatment of rare diseases through innovative healthcare solutions.

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Pradivya Software (Brand – WUS) Secures Funding from Multiple Channels

Pradivya Software (Brand-WUS) secured multi-source funding from Pentland Ventures, SIDBI, and IIM Lucknow EIC (via MSME Design Grant).

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TerrAqua UAV Solutions Unveils Urban Flood Response System with NTT DATA

TerrAqua UAV Solutions, with NTT DATA CSR support, launched a Web-GIS platform at IIT Kanpur for real-time urban flood response. Using drone and satellite data, it aids flood mapping, impact simulation, and decision-making. Commissioner K. Vijayendra Pandian praised its potential for statewide use in early warnings, infrastructure protection, and urban planning.

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Flameback Tech Partners with Canada-Based Dots & Hawks Inc.

Flameback Tech has entered into a strategic partnership with Dots & Hawks Inc., a Canada-based leader in drone and aerial solutions. This collaboration will enable Flameback to expand its advanced propulsion systems—including electronic speed controllers, BLDC motors, and propellers—across the North American market, backed by Dots & Hawks' strong industry network and expertise.

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Cute Brains Pvt. Ltd. Conducts Teacher Training Workshop in Kanpur

Cute Brains conducted a teacher training workshop at Kanpur's NLK Academy with CSR support from Dana Care Foundation. The session equipped 30 teachers to identify dyslexia/dysgraphia using non-clinical assessments and the startup's app-based tool AACDD, strengthening psychological support for inclusive education.

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Life & Limb Scales Production of bioClasp Prosthetics

SIIC IIT Kanpur incubatee Life & Limb has announced the scaled-up production of its bioClasp prosthetic series, enabled by advanced 3D printing technology. The bioClasp console integrates essential controls and connectivity features, offering users greater functionality and ease of use. With this milestone, Life & Limb strengthens its mission to deliver accessible, high-quality assistive technologies at scale.

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IIT Kanpur Licenses Advanced Grid Management Tech to Synergy Systems & Solutions

IIT Kanpur has licensed its indigenously developed Advanced Distribution Management System (ADMS) Solution to Synergy Systems & Solutions. Invented by Prof. Ankush Sharma, Prof. Abheejeet Mohapatra, and their team from the Department of Electrical Engineering, the ADMS enables seamless SCADA integration and flexible modeling of electrical distribution networks. This scalable, real-time grid management tool has been successfully piloted in urban and rural setups.



Dream Aerospace Joins IN-SPACE PIE Program, Inaugurates New Office at IIT Kanpur

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PIONEERS OF INNOVATION



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TERRAQUA UAV SOLUTIONS

In this edition of *Pioneers of Innovation*, Mr. Anurag Singh, CEO of SIIC at IIT Kanpur, sits down for a conversation with Prof. Rajiv Sinha, a river scientist and faculty member at IIT Kanpur, as well as the mentor and founder of Terra Aqua Solutions, a geospatial analytics startup. Terra Aqua utilizes high-resolution drone and satellite data to tackle complex issues related to flood risk mapping, urban planning, terrain management, and water resource monitoring. With successful pilot projects throughout Uttar Pradesh and strong partnerships with government agencies, Terra Aqua is at the forefront of advancing India's geospatial landscape.

AS (Anurag Singh): What inspired you to start Terra Aqua, and what gap were you trying to fill in the geospatial data market?

Prof. Rajiv Sinha (RS): When we started around seven years ago, drones were mostly used for capturing high-resolution images, but there was untapped potential in the data itself. There were no standardized protocols for data acquisition or converting this data into usable terrain evaluation products. Terra Aqua was born to create meaningful solutions from high-resolution data—something most drone companies weren't focused on.

AS: How did the IIT Kanpur and SIIC ecosystem help in the early stages?

RS: Immensely. Through SIIC's Faculty-Student Innovation Program, we got guidance on incorporation and initial support. We started small—with personal investments and small projects—then scaled quickly by working with government bodies like the Hyderabad Municipal Corporation and Enforcement Directorate. SIIC also helped build a strong student-led team to convert academic research into real-world solutions.

AS: You mentioned flood mapping in Kanpur—what was the outcome and potential for scale?

RS: Yes, that project—done under a CSR initiative—focused on flood-risk visualization on a Web GIS platform. It was a small pilot, but we are now in talks with the UP Government to scale this to a basin-wide system. Discussions with Bihar and Assam, both highly flood-prone, are also underway. Our goal is to develop state-wide and eventually national flood monitoring systems.

AS: Are you exploring commercial pathways beyond government clients?

RS: Yes, we're definitely exploring commercial pathways beyond just government clients. While I admit I'm more of a researcher than a businessperson, we've had good success with grants like DST's Donor Green Scheme and Citibank's Social Innovation Lab, which have helped us think more commercially. We're turning our research into practical products like web-GIS tools, monitoring systems, and crop management apps for private agencies, farmers, and agritech firms—potentially offered on a subscription basis. There is growing interest from private partners, and we see real potential even in areas like insurance, where our data on flood zones or land use could help with risk pricing. So yes, we're actively thinking beyond government, and the market looks promising.

AS: As a researcher-turned-entrepreneur, what message do you have for aspiring innovators?

RS: Research is powerful—but its impact multiplies when it becomes a real-world solution. Entrepreneurship gave me the satisfaction of seeing my research directly helping people, beyond academic journals. I encourage others to find that balance—research with purpose, and always aim for societal relevance. That's the journey worth taking.

"The most fulfilling moment is seeing your research put to use as a real-world solution"

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CSR



FUNDING & MONITORING



KNOWLEDGE



AI ENABLEMENT



INDUSTRY



INTERNATIONAL



SERVICE

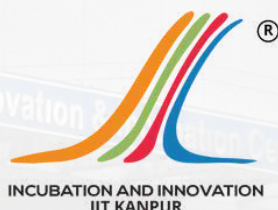


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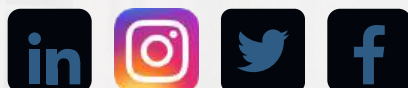


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