



JECRC Foundation



THE MAGNATE

EDITION 3.0



INDIA IS NOT **PLUS ONE**,
WE ARE **THE ONE**.

-VIJAY SHEKHAR SHARMA
CEO PAYTM

ANIRUDH KALA
CEO CELEBAL TECH

ALL ABOUT STARTUP WORLD

WHY MAGNATE



The **Magnate** is the one-point source to find all the latest news and upgrades in the world of entrepreneurship.

This magazine has been designed for all business enthusiasts to get the major updates and eye-catching strokes by startups.

WHO got the funding?
is the new unicorn?
introduced new tech?

You will get to know all this under one name **THE MAGNATE**

*Go Ahead, Turn The Page,
EXPLORE!*



GET TO KNOW US

JECRC Foundation is a Two-winged Academic Institute with JECRC University and JECRC College. A legacy of 22 years with over 12K Students and 15K Alumni JECRC Foundation

REDEFINING THE ACADEMIC SPACE WITH RESEARCH-ORIENTED EDUCATION THAT PUTS EXCELLENCE ABOVE ANYTHING ELSE.

The JECRC Foundation through the National Society for Engineering and Research Development has contributed significantly, for decades at the national stage with 12000 students and 2500 residential inmates.

In addition to graduate and postgraduate programmes, the units of the foundation are transformed into research stations with very strong research-based programmes contributing research articles in international journals and filing patents.

It has got a very strong corporate connection resulting in over 90% of students getting placed every year. There are several centres of excellence and research centers in the organization for overall student development.

Through numerous clubs, the Foundation uplifts the technical skills, cultural activities and social responsibilities of every individual student.

Besides that, Entrepreneurship Development and Incubation Center resulted in a big number of entrepreneurs and startups. Scores of funded projects are undertaken worth crores of rupees every year. The foundation is known for building the world of thousands of students with its academic excellence and significant initiatives across the state of Rajasthan and the country.



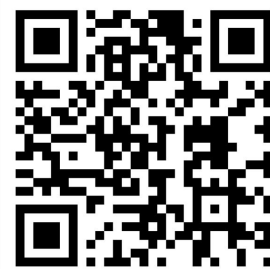
ABOUT JECRC INCUBATION CENTRE

"The JECRC Incubation Centre is a pivotal institution dedicated to nurturing student-driven startups, fostering innovation and cultivating a thriving entrepreneurial ecosystem. Our core mission is to empower and facilitate the transformation of innovative ideas into **successful, market-ready startups**. Our fundamental values revolve around ownership and a steadfast commitment to fostering self-reliant startups that contribute significantly to **national development**.

We provide **comprehensive support** to startups, guiding them from the conceptual idea stage to **achieving market readiness**, complemented by an array of professional training programs tailored for entrepreneurs."

- 4 Years
- 52 Startups Incubated
- 10.2 Cr Funding
- 50 Seater Co-Working Space
- 3 Startups Won The National Startup Of The Year Award By GOV
- 3.2 Cr Funding Disbursed

To know more about us,
Scan this QR



NOTE FROM THE CEO

At JECRC Incubation Centre, we are driven by the belief that ideas have the power to **shape the future**.

Our mission is to provide a dynamic ecosystem where talented individuals can transform their innovative concepts into successful ventures.

With a focus on emerging technology, we strive to empower and nurture entrepreneurs who are at the forefront of cutting-edge advancements. Within our state-of-the-art facility, we have created an environment that **encourages creativity, collaboration, and knowledge exchange**.

Our expert team of mentors and industry veterans work hand in hand with our incubates, providing guidance, resources, and invaluable insights to navigate the complexities of the business world.

We understand that emerging technologies require specialized support, and we are committed to equipping our incubates with the tools and knowledge they need to excel in this rapidly evolving landscape.

Moreover, we actively foster collaborations with **academic institutions, government agencies, and industry partners** to provide our incubates with a broader range of resources and opportunities. By harnessing the collective expertise and support of our network, we can further accelerate the growth and impact of emerging technology startups. Thank you for your unwavering support, and I eagerly anticipate the extraordinary accomplishments that lie ahead.

Warm regards,



Dheemant Agrawal
CEO, JECRC Incubation Centre



DHEEMANT AGARWAL

CONTENTS

TABLE OF

UNICORN IN
2023

01

STARTUP
SHATABDI

03

CELEBS
FUELING THE
NEXT WAVE
OF START-UP
SUCCESS

06

STARTUPS
TO LOOK
OUT FOR

08

CHARGING
TOWARDS A
BRIGHTER
TOMORROW

09

INDIA'S
SPACE
REVOLUTION
GOES
PRIVATE!

10

WEB 3.0
WAVE

11

GAI PAINTS A
NEW ERA

12

UNDERSTANDING
1.42 BILLION INDIAN
CONSUMERS

13

THE TUG-OF-WAR
OVER THE US DOLLAR'S
THRONE

14

FUNDRAISING V/S
BOOTSTRAPPING

15

FEATURED START-UP
DOCTUNES

18

VALUATION V/S
PROFITABILITY

16

INNOVATE
COLLABORATE
ELEVATE:
THE JIC APPROACH

19

COMMON HURDLES
IN STARTUP SAGAS

20

INDUSTRY TITANS
SHARE INSIGHTS

21

ANIRUDH
KALA
PRIDE OF
RAJASTHAN

22

NEW STARTUP

23

QUIZ

24

CROSS
WORD

26

GLOSSARY

27

THE
VISIONARY

28

JIC
TEAM

29

EDITORIAL
TEAM

32

CONTACT
US

33

UNICORNS IN 2023

(UNTIL SEPT 2023)

101th Unicorn

PhysicsWallah

Founded by: Alakh Pandey, Prateek Maheshwari

Alakh Pandey transforms his enduring YouTube channel into a billion-dollar unicorn startup

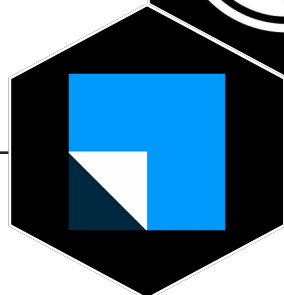
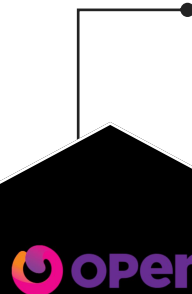


100th Unicorn

Open Financial Technologies Pvt. Ltd.

Founded by: Ajeesh Achuthan, Anish Achuthan, Deena Jacon, Mabel Chacko

It offers Startups and SMEs with Cutting-Edge Digital Banking Solutions



103th Unicorn

LeadSquared

Founded By: Nilesh Patel, Sudhakar Gorti and Prashant Singh

LeadSquared: Your All-in-One Solution for CRM, Marketing, and Sales Excellence!

104th Unicorn

One card

Founded By: Anurag Sinha, Rupesh Kumar and Vaibhav Hathi

OneCard: Unleashing Fintech Magic from Pune with Visa Credit Cards and Beyond!

102th Unicorn

Purple

Founded by: Manish Taneja and Rahul Dash

Purple is a Mumbai-based e-commerce startup focused on beauty-oriented products and appliances.

UNICORNS IN 2023

(UNTIL SEPT 2023)

105th Unicorn

5ire

Founded By: Prateek Dwivedi, Pratik Gauri, Vilma Mattila

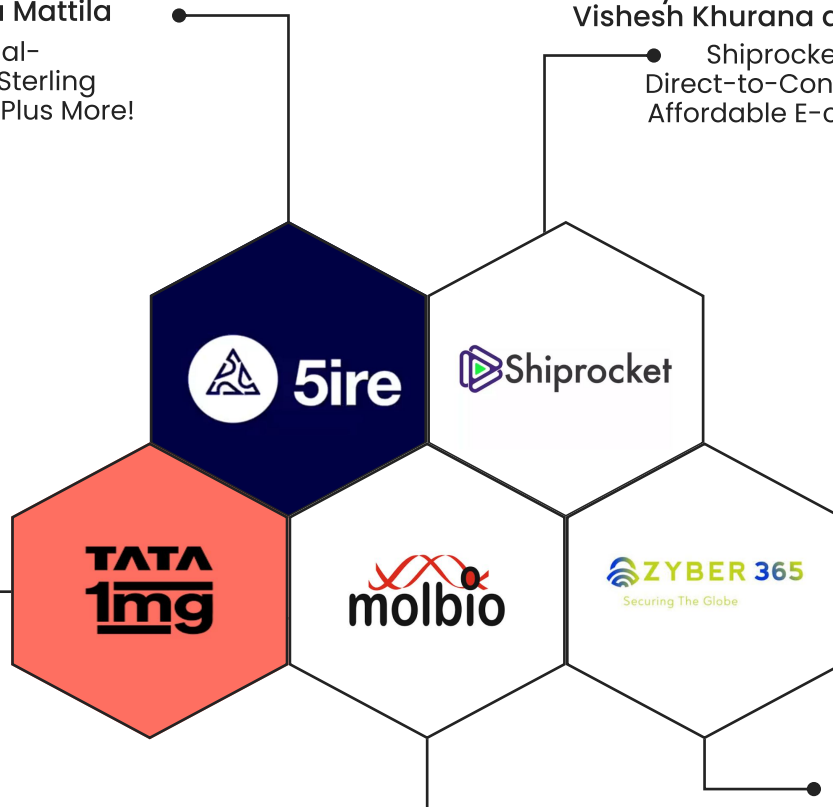
Your Passport to Dual-Currency Euro and Sterling Power for Business, Plus More!

106th Unicorn

Shipporocket

Founded By: Saahil Goel, Gautam Kapoor, Vishesh Khurana and Akshay Ghulati

Shipporocket: Smooth Sailing for Direct-to-Consumer Retailers with Affordable E-commerce Shipping!



107th Unicorn

Tata 1mg

Founded By: Akash Deep Singhal, Gaurav Agarwal, Prashant Tandon, Vikas Chauhan

Empowering Health at Your Fingertips – Accessible, Understandable, and Affordable!

109th Unicorn

ZYBER 365 Technologies

Founded By: Anurag Sinha, Rupesh Kumar and Vaibhav Hathi

OneCard: Unleashing Fintech Magic from Pune with Visa Credit Cards and Beyond!

108th Unicorn

Molbio Diagnostics

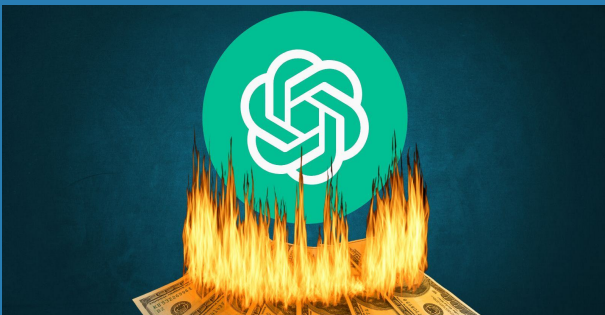
Founded by: Sriram Natarajan

Provider of molecular diagnostic tests for infectious diseases.

STARTUP SHATABDI

(UNTIL SEPT 2023)

- Flipkart teams up with Mahindra Logistics for enhanced supply chain.
- OpenAI, creator of ChatGPT might face financial troubles next year, spending about \$700,000 per day to run ChatGPT. \$10 billion investment by Microsoft is keeping the company afloat.



- Aditya-L1" The first sun mission by ISRO: according to ISRO, a spacecraft will be placed in the halo orbit around the Lagrange point 1 of the Sun-Earth system.
- Adani Group's media networks acquires remaining 51% stake in "Quintillion Business Media Limited" (QBML), a digital news platform. This acquisition grants Raghav Bahl's company full control within Adani Group.
- India's largest airline owned by TATA Group, Air India, has revealed a new logo and aircraft livery featuring gold, red and purple colours. It was designed in partnership with FutureBrand. The first airbus A350 will join the fleet in new look in December 2023.



- ISRO has successfully tested the parachute for the Gaganyaan mission in Chandigarh from August 8 to 10th. The test took place in Terminal Ballistic Research Laboratory in Chandigarh in collaboration with DRDO and ADRDE.
- Amazon India has unveiled the first floating store on Dal Lake in Srinagar. It is the part of its "I have space", last mile delivery program.
- Garuda Aerospace will tie up with the Goa Agriculture Department for nano urea spraying, supporting the "Drone Yatra 2.0".
- Company Law Committee, a government-appointed panel, is likely to discuss whether there is a need for a stricter regulatory regime for startups against the backdrop of instances of corporate governance concerns at some of the entities.
- On August 15th, Ola Electric announced its intention to introduce electric bikes by late 2024, unveiling prototypes of four distinct models, including cruiser, adventurer, roadster, and 'Diamondhead,' during its annual 'customer day' event.

STARTUP SHATABDI

(UNTIL SEPT 2023)



- YULU and ZEPTO forge eco-friendly partnership for hyperlocal deliveries in key cities like Bengaluru, Mumbai, Delhi and Gurugram.
- Apple-backed satellite communications company Globalstar has signed a \$64 million launch contract with Elon Musk's SpaceX.
- Flipkart has launched an app-in-app fashion vertical, SPOYL, targeted at GenZ customers.
- Logistics unicorn Shiprocket has tied up with drone delivery startup, Skype Air to deliver shipments via drones.
- Alex Chriss, the executive vice president at Intuit, has been tapped to lead PayPal. He will join the board on September 27.



- Pune-based logistics startup Xpressbees has acquired courier firm Trakon in all-cash deal. Trakon's co-founder Prabhat Kumar Anand will continue to lead the company while the other three co-founders have resigned.
- Krafton, the maker of Battlegrounds Mobile India (BGMI), has pledged to invest \$150 million in Indian gaming and interactive entertainment startups over the next two-three years.
- India and France have agreed to use UPI in France. In the coming days, it will begin from the Eiffel Tower, which means Indian tourists will now be able to pay in rupees.



- Flipkart started crediting a \$700 million (over INR 5,790 crore) one-time discretionary cash payout to employees on Friday, Moneycontrol reported citing CEO Kalyan Krishnamurthy's email.
- Reliance Brands, a subsidiary of Reliance Retail Ventures, is reportedly in talks to buy Bollywood actress Alia Bhatt's child wear brand Ed-a-Mamma for INR 300-350 crore.

STARTUP SHATABDI

(UNTIL SEPT 2023)

- Charging electric vehicles (EV) batteries at public charging stations will attract a GST rate of 18%, the Karnataka Authority for Advance Rulings (AAR) has said.
- Bengaluru based space tech startup Pixxel is set to develop satellites for the Indian Air Force (IAF) after it won a multi-crore grant under the Defense India Startup Challenge iDEX PRIME.
- Flix, a global provider of affordable and sustainable travel options, has announced its plans to expand the operations of Flixbus to India.



- Elon Musk's X, earlier known as Twitter, might soon allow users to look for jobs via the platform, a report states. Last month, Twitter made headlines for allowing companies to list job openings.
- Bengaluru-based early stage venture capital (VC) fund Veda VC has announced the first close of its INR 250 Cr fund led by family offices and startup CXOs. It plans to invest between \$250K to \$1.25 Mn in technology and tech-enabled startups in India.



- In January 2023, the New Delhi-based fuel delivery startup, FuelBuddy raised \$20 million in equity funding. FuelBuddy is looking at expanding its global footprint by foraying into Africa.
- Services marketplace, Urban Company (formerly UrbanClap) pared down losses by 40% for FY 2023 while recording a 45% increase in revenue from operations. The services marketplace said that its India business reached EBITDA breakeven on an adjusted basis in Q1 2024.
- Zomato recently introduced its new AI aimed at assisting its Gold customers in placing food orders.
- Edtech firm Byju's may have to pay an additional \$50-60 million annually in interest on its \$1.2 billion term-loan facility as part of new terms with lenders.
- Zepto Becomes Unicorn With \$200 Mn Funding At \$1.4 Bn Valuation.

CELEBS IN START-UP

Fueling the Next Wave of Success

AKSHAY KUMAR



TWO BROTHERS ORGANIC FARMS

Invested In April 2023

TBOF sells the produce at the farmers' market of Mumbai every weekend, to ensure a shorter value chain of buying directly from farmers, for consumers.

THE GOOD GLAMM -GROUP

Invested In March 2023

The Good Glamm Group is the umbrella company for its 4 key verticals – The Good Brands Co which includes a portfolio of D2C beauty care brands.

KLASSROOM

Invested In June 2023

Klassroom is an ed-tech startup building a hybrid education experience.

WAAYU

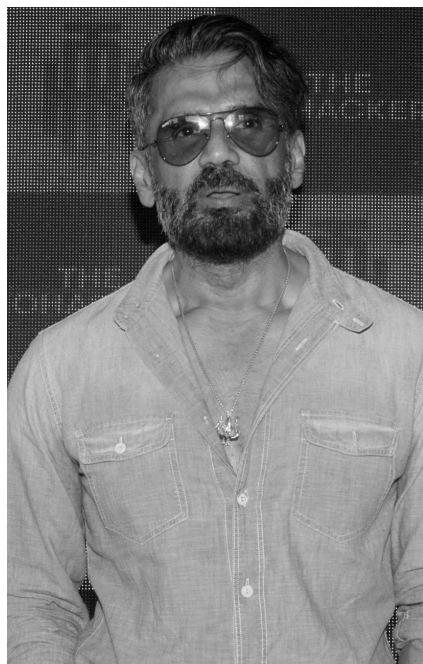
Invested In May 2023

WAAYU is a no-commission food delivery platform.

LET'S GET HAPPY

Invested In August 2023

lets Get Happi is a mental health app which gives 24x7 access to real-time therapy.



SUNIL SHETTY

CELEBS IN START-UP

Fueling the Next Wave of Success



KIRTI SANON

HYPHEN

Invested In August 2023
Hyphen is a D2C skincare brand providing vegan, PETA-certified and cruelty-free products.

CLENSTA

Invested In July 2023
Clensta offers sustainable healthcare and personal care products in the wellness, haircare, skincare among other categories.



PARINEETI CHOPRA



BHUMI PEDNEKER

ECO SOUL

Invested In August 2023
EcoSoul Home is a D2C eco-friendly home essentials startup that sells products such as crockery, cutlery, garbage bags, and tableware.

PLUCKK

Invested In August 2023
Pluckk is a D2C fruits and vegetables brand that offers 400+ products across 15+ categories including essentials, exotics, hydroponics, and cuts, mixes.



KAREENA KAPOOR KHAN

START-UPS TO LOOK OUT FOR



1. SPANDAN

Spandan's 12 Lead ECG machine is a 99.7% accurate, portable device that enables convenient heart monitoring and unlimited ECG tests at home using your smartphone. It detects 21 arrhythmia patterns, 12 heart dysfunctions, and 12 types of STEMI and ischemia, making heart health effortless.



2. NEXUS POWER

Nexus power leverages nanotechnology to make biodegradable electric vehicle batteries from crop residue such as unburnt stubbles (The ones that are the major air-polluting element in Delhi during winters)

3. LOG9 MATERIALS

Founded in 2015, specializes in manufacturing power cell battery packs designed for rapid charging. They offer advanced technology EV battery pack solutions for sustainable energy storage, catering to various applications. It also provides storage options for short-term power backup and large-scale energy storage within a grid framework.



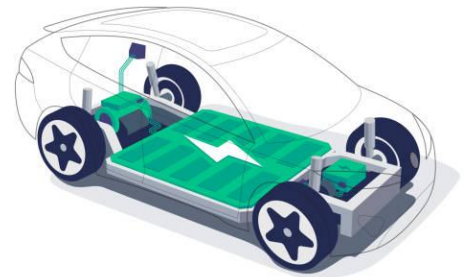
4. WASTE VENTURES INDIA

Waste Ventures India is a startup based out of Telangana that is providing waste solutions for housing societies and corporate offices by composting organic waste and recycling dry waste.



CHARGING TOWARDS FOR A BRIGHTER TOMORROW

- On February 9, 2023, the Geological Survey of India (GSI) made a groundbreaking discovery of lithium reserves in Jammu and Kashmir (J&K) and Rajasthan. This is the first identification of lithium deposits in India. The GSI's exploration efforts in J&K revealed a significant inferred resource of 5.9 million Tons.
- According to reports, India is projected to rank 7th among countries with lithium-ion reserves.



Why lithium-ion is more important

- **Energy Density:** Lithium-ion batteries have a higher energy density (125-600+ Wh/L) than lead-acid batteries (50-90 Wh/L).
- **Longer Lifespan:** Lithium-ion batteries last up to 10 years, while lead-acid batteries typically last around two years.
- **Faster Charging:** Lithium-ion batteries charge much more rapidly than lead-acid batteries, often taking less than two hours compared to up to eight hours for lead-acid batteries.
- **Operating Temperatures:** Lithium-ion batteries can operate at higher temperatures (45-50 degrees Celsius), making them more suitable for hot climates, while lead-acid batteries have a safe operating range of 25-30 degrees Celsius.



Vivek Bharadwaj, secretary of the Union Ministry of Mines, announced that India will host a lithium-ion reserves auction by the end of this year. The auction reflects a strategic decision by the government, enabling private-sector investments and reducing reliance on government capital.

INDIA'S SPACE REVOLUTION GOES PRIVATE

The government's new Space Policy 2023, which was approved by the Cabinet Committee on Security on April 6, opens up the sector to private participation.

The Benefits and impacts of the Policy

The ISP 2023 has the potential to have a significant impact on the Indian space sector. It could lead to the following:

- Increased competition in the sector, which could lead to lower prices and better services for consumers.
- Increased innovation, as private companies bring new ideas and technologies to the sector.
- Creation of new jobs in the sector.
- Increased international cooperation, as private companies work with foreign partners on space projects.

Current Startups in the Indian Space Sector:



Skyroot Aerospace:
Skyroot Aerospace is a Hyderabad-based startup that is developing small satellite launch vehicles

Pixel:
Pixel is a Bengaluru-based startup that is developing a constellation of small Earth observation satellites



Agnikul Cosmos:
Agnikul Cosmos is a Chennai-based startup that is developing small rocket engines.

Digantara:
Building the first in-situ active orbital surveillance platform, using a constellation of high-res nanosatellites to detect, track and predict RSO in Lower Earth Orbit.



RIDING THE WEB 3.0

WAVE TO ENTREPRENEURIAL HEIGHTS



VR's Remarkable Growth: The VR industry is projected to achieve a 44.8% annual growth rate until 2028, transforming sectors like education and real estate.

Blockchain's Ascendancy: The blockchain market, valued at \$6 billion in 2021, is forecasted to reach \$56.7 billion by 2026, boasting a 56.9% annual growth rate.

Blockchain's Trustworthiness: Blockchain, powered by cryptography, ensures security, transparency, and trust in Web 3.0, eliminating hacking risks and enabling efficient audits.

Early Web3 Adoption: Apple's Vision Pro, a spatial computer, provides an ideal platform for Web 3.0 development, offering interactive experiences. Mastery of ARKit, Unity, and Xcode tools is crucial for developers.

In short, the Web 3.0 revolution holds promise, but its timeline remains uncertain. Entrepreneurs and developers can find opportunities in AR, VR, and blockchain, but predicting the pace of change is challenging. Early adoption is an advantage in this evolving landscape, where success involves navigating new opportunities and obstacles.

GAI: A NEW ERA OF INSPIRATION AND ORIGINALITY?

Reshaping the Job Market: GAI is displacing jobs in various industries, raising concerns about job security. **Media companies** have replaced human reporters with AI-generated articles, while white-collar professions face uncertainties. Professionals must acknowledge and embrace these changes for personal growth and adaptation.

Entrepreneurial Opportunities:



GAI presents new avenues for entrepreneurship. **Entrepreneurs** can explore ventures in AI content creation, education and training, research and analysis and AI-driven services. By recognizing the potential of GAI and adapting to new technologies, entrepreneurs can thrive in this evolving landscape.

Examples of GAI-driven Opportunities:

AI Content Creation

Tools like **DALL-E 2** and **Stable Diffusion** generate visual content based on user prompts, creating opportunities in advertising, design and content marketing.

Education and Training

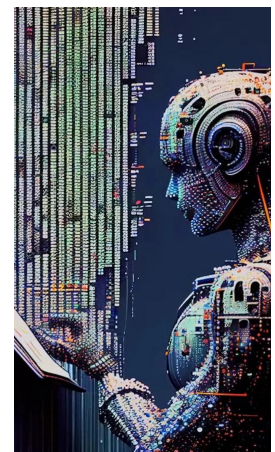
GAI-powered chatbots, such as **ChatGPT**, enhance learning experiences and assist teachers and students in various tasks, offering entrepreneurial potential in ED Tech.

Research and Analysis

GAI can revolutionize research practices by assisting with literature summaries, research gap identification and data analysis, fostering opportunities for AI research tools.

AI-driven Services

Entrepreneurs can develop AI-based customer support, personalized recommendation systems, or virtual assistants, capitalizing on the increasing integration of GAI in daily life.



"Every tech revolution leads to job change. In two generations, we can adapt to any amount of labour market change and there are new jobs and they are usually better. That is going to happen here, too. Some jobs are going to go away. There will be new, better jobs that are difficult to imagine today."

-Sam Altman



UNDERSTANDING 1.42B INDIAN CONSUMERS

India's vast and diverse population of over 1.3 billion people with 473 million people in global consumer class makes it an attractive consumer market. Indian consumers exhibit diverse behavior influenced by factors such as value for money, brand awareness, social networks, family, and tradition. They are price-sensitive, brand-conscious, influenced by their social circles, and consider the opinions of family members. Additionally, cultural factors and traditions impact their purchasing decisions. Businesses must offer competitively priced products, invest in brand awareness, engage with consumers' social networks, cater to family preferences, and understand cultural influences to effectively navigate the Indian consumer market.

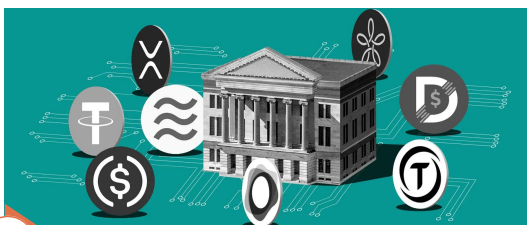
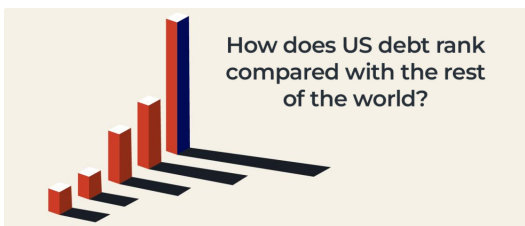
CONSUMER MARKET COMPARISON

FACTOR	INDIA	USA	CHINA
Population	1.38 Billion	330 Million	1.44 Billion
Disposable income	\$ 1500	\$ 45,000	\$ 10,900
Urbanization rate	35%	82%	60%
Cultural values	Family oriented, value for money	Individualistic, brand-conscious	Status-oriented, brand-conscious
Language	Hindi, English & other regional languages	English	Mandarin
Regulatory environment	Complex, evolving	Complex, well-established	Complex, evolving
Global consumer class	899 Million	473 Million	134 Million



THE TUG-OF-WAR

US DOLLAR'S THRONE



Brazil, Russia, India, China, and South Africa are collaborating to establish an alternative currency system, potentially rivaling the dollar as a reserve currency. This aims to reduce reliance on the dollar for a more balanced global financial system.

China's Yuan is gaining international prominence, driven by its growing role in global trade and investment. This shift encourages countries to consider using the Yuan instead of relying solely on the dollar.

Concerns arise from mounting US debt levels, prompting many nations to seek diversification away from the dollar to mitigate potential debt-related issues in the future.

There are apprehensions about the US maintaining its status as a safe haven for investors. This uncertainty arises from geopolitical risks, including North Korea-US tensions, US support for Taiwan amid tensions with China, the US's increasing debt burden, and the potential for a recession due to the Fed's aggressive rate hikes.

The diminishing influence of US foreign policy contributes to this shift, as other nations feel less obligated to follow Washington's directives.

The world is recognizing the inherent power imbalance created by dependence on the US dollar, granting the US exclusive control over financial transactions. The extensive money printing by the Fed, especially post-Covid-19, is further diminishing the dollar's value.

UNDERSTANDING FUNDRAISING VS BOOTSTRAPPING

PROS



FUNRAISING

- Access to larger amounts of capital than available through other financing sources.
- Ability to benefit from the guidance and expertise of angel investors and venture capitalists.
- Opportunity to develop relationships with potential partners and expand the startup's network.
- Increase the visibility of the startup and help attract talent.
- Potential to expand quickly and achieve higher growth with the right investment.

BOOTSTRAPPING

- No need to give up equity in the company.
- Prioritizes financial discipline and profitability from the start.
- Provides more control over decision-making and direction of the business.
- Opportunity to build a longer-term vision for the company.
- Potentially faster growth with a smaller burn rate.
- Difficulty in hiring top talent without investor money.

FUNRAISING

- Substantial dilution of equity ownership.
- Loss of control over the startup. (Usually in later stages).
- Risk of not finding the right investors and dealing with bad ones, remember most successful VC-Startup relationships last longer than the average marriage
- The time-consuming process of finding and negotiating with investors.
- Potential for investors to interfere in the operations of the startup .

BOOTSTRAPPING

- Limited access to capital for scaling.
- May need access to more capital in a crisis.
- Higher pressure to hit milestones quickly and consistently.
- Opportunity to build a longer-term vision for the company.
- Difficult to secure customers with limited capital. Many companies have huge customer acquisition cost (CAC) so they face capital problems while scaling their business.

CONS



VALUATION v/s PROFITABILITY



Valuation refers to the estimated worth of a company, often calculated by investors based on various factors such as market potential, growth prospects, intellectual property, and competitive advantage.

On the other hand, profitability focuses on a company's ability to generate sustainable profits, showcasing its financial performance and viability in the long run.



The Allure of Valuation:

A high valuation can provide startups with access to substantial funding, increased media visibility, and opportunities for collaboration. Moreover, a soaring valuation can also boost morale within the startup, motivating employees and attracting top talent.



The Importance of Profitability:

While a high valuation may generate excitement, profitability remains the bedrock of a sustainable business model. Profitability demonstrates a startup's ability to generate revenue that exceeds its costs and expenses, ultimately paving the way for long-term growth and stability. It showcases a startup's capacity to deliver value to customers, scale operations efficiently, and achieve a positive return on investment and attract potential investors.



VALUATION v/s PROFITABILITY



Striking the Right Balance:

The interplay between valuation and profitability is crucial for the long-term survival and success of a startup. Startups should strive for a balanced approach, ensuring that their valuation aligns with their profitability prospects. While a high valuation can be enticing, it should not overshadow the significance of building a sustainable business model. Founders and investors must evaluate a startup's underlying fundamentals, focusing on revenue streams, cost management, scalability and market demand. By prioritizing profitability alongside valuation, startups can create a solid foundation for growth.

Investor Perspectives:

Investors play a pivotal role in the startup ecosystem, and their approach to valuation and profitability greatly impacts the trajectory of young companies. Investors often have varying priorities, with some favoring high-growth potential and long-term gains, while others prioritize profitability and risk management. Entrepreneurs should seek investors who align with their business goals and share a common vision for the company's future.



Since June 2014, close to a couple of thousand startups have begun operations. In the face of economic realities, a staggering 40 percent have already shut shop. Areas including e-commerce, technology, health, robotics, and food technology have been experimented with. While there may be multiple reasons for the failure of seemingly genius business ideas, it's imperative for entrepreneurs to build a successful bridge between creating a profitable model and, on the sidelines, maintaining a steady valuation.

Examples of startups having High Valuations and Less profit approach are Groww, CRED, Flipkart.

Whereas examples of startups having High profitability approach are Zerodha, Zoho, Billdesk.

FEATURED STARTUP

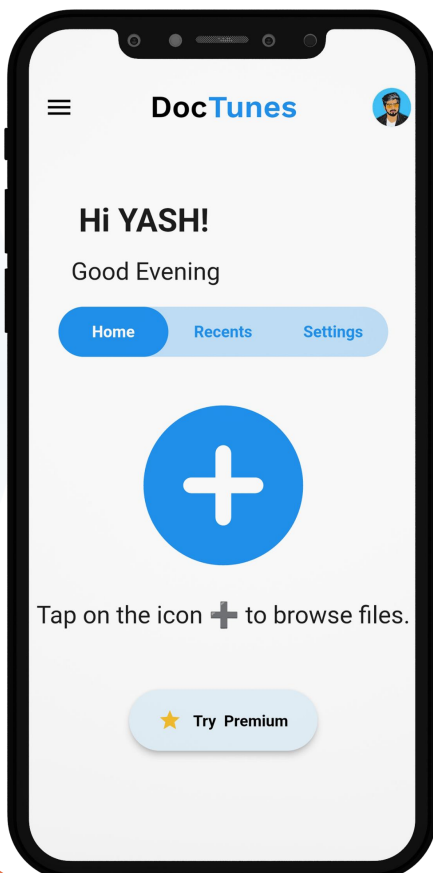
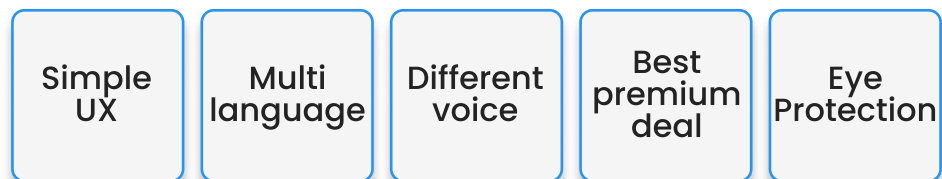


SPECIALITIES:

- It is built by taking into consideration of each person in every age group for ease of use.
- It is fully customizable in nature. You can customize the speed of the voice output along with the pitch too. It offers different voice outputs too.
- It has a strong AI for converting documents to audio based on 70+ language regardless of the output given



FEATURES:



MILESTONES:

- Got selected in MeitY Tide and iStart Scale-Up Program and will be receiving 48 lac grant.
- Got Featured in 30 startups to watch for in the 2023 list by Inc42(Only DocTunes made up in the list from Rajasthan).
- User Growth from 15,000 to 1 lakh
- 1000+ users switched to a subscription plan since its launch in October. Subscribe users are from 18+ countries.
- Increase retention on the app by 70% monthly.
- It increased engagement time in the app by 12 Minutes and 35 seconds.
- Converted 682k PDFs and 780k Images.
- Converted 1 billion+ Characters.
- Users are from 170+ countries on our app.

INNOVATE COLLABORATE ELEVATE: THE JIC APPROACH.

THE STARTUP CONCLAVE:

JECRC Foundation is actively supporting the growth of startups in the thriving Land of Kings. The Startup Conclave— Khoj coined by Venture Catalysts India's First Integrated Incubator and hosted by JIC, Foundation was just the beginning. A historical one where 40+ Startups along with the national partners Indian Venture and Alternate Capital Association (IVCA), AWS Startup Ramp, AWS Activate, Alpha Microsoft for Startups, Beams Fintech Fund, and Incubate Hub came under one roof for pitching, expo, quiz, brand battle, and more. It was one of the initiatives where we aimed to establish Jaipur as Rajasthan's flagship startup hub in the coming years.



G20-DIA

Team JIC hosted the national roadshow G20 India's G20-DIA event in collaboration with MeitY Startup Hub and JECRC University. This event brought together 15 Tech Titans, 5 Keynote Speakers, and featured two insightful panel discussions on innovation and digitalization in startups. Corporate leaders from Accenture, Oracle, Standard Chartered Bank, Twitter, Policybazaar.com, JioGenNext Deloitte, EY YourNest, Venture Capital and others joined us. The event highlighted the importance of embracing change and adopting new technologies to stay ahead.

KARTAVYAPATH BLOGS:

One of the highlights of JECRC Foundation's two-decade journey was hosting Mr. Vijay Shekhar Sharma, the visionary Founder of Paytm, for the launch of Kartavya Path Blogs at JECRC University. Mr. Sharma's presence radiated humility and warmth, fostering meaningful conversations. His words left a lasting impact on our hearts and minds. Hosting him was a momentous occasion for JECRC, providing invaluable insights and inspiration for our future endeavors.



COMMON HURDLES IN STARTUP SAGAS

- **Accessing Capital:** Indian startups face significant hurdles in accessing capital due to the funding winter, marked by economic uncertainties, market saturation, cautious investors, and stringent proof-of-concept requirements.

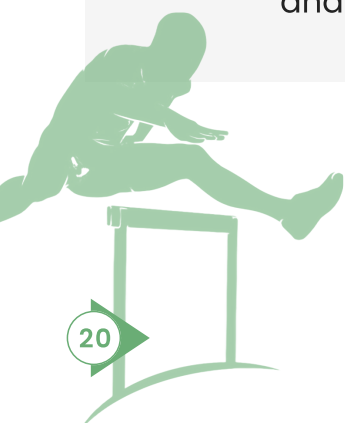
- **Lack Of Skilled Talent:** The rapid growth of the startup ecosystem outpaces the talent pool, making it challenging to fill key positions.

- **Regulation Uncertainty:** The absence of a well-defined regulatory framework creates ambiguity for startups, leading to compliance challenges.

- **Intense Competition:** Increasing competition in the startup ecosystem requires startups to differentiate themselves and attract customers effectively.

- **Regulatory Ambiguity:** The evolving regulatory landscape adds uncertainty, as startups struggle to navigate and comply with applicable regulations

- **Unethical Practices:** Negative incidents affect the image of the ecosystem GoMechanic, a popular automobile service platform. Reports emerged alleging unethical practices, including overcharging and poor service quality. Such incidents erode customer trust, tarnish the reputation of startups, and impede their growth prospects.



INDUSTRY TITANS

SHARE INSIGHTS

IT'S OK TO HAVE YOUR EGGS IN ONE BASKET AS LONG AS YOU CONTROL WHAT HAPPENS TO THAT BASKET.

-Elon Musk

I HAVE ALWAYS SAID THAT, MORE THAN 'BIG BANG' REFORMS, IT IS EVERY DAY WHAT IS HAPPENING, CHANGING ON THE GROUND.

-Anand Mahindra

WE DON'T BUILD SERVICES TO MAKE MONEY, WE MAKE MONEY TO BUILD SERVICES.

-Mark Zuckerberg

Σ (EDUCATION + INNOVATION) X INTENSITY OF TECH USE = ECONOMIC GROWTH

-Satya Nadella

BEING AN ENTREPRENEUR IS MY DREAM JOB, AS IT TESTS ONE'S TENACITY

-Gautam Adani

INDIA IS NOT "PLUS ONE", "WE ARE THE ONE"

-Vijay Shekhar Sharma

"ALL TIMES ARE GOOD TIMES FOR THOSE WHO KNOW HOW TO WORK AND HAVE THE TOOLS TO DO SO."

-Mukesh Ambani

ANIRUDH KALA

THE PRIDE OF RAJASTHAN

Celebal Technologies, Co-founded by Anirudh Kala recognized as the 2023 Microsoft AI Partner of the Year, has been conferred this prestigious title twice in a row.

Anirudh Kala is an alumnus of JECRC Foundation, Celebal Technologies operates within the B2B sector of the Business Services market.

The adept team of industry experts at Celebal Technologies possesses strong expertise in various industry-standard technologies, including Blockchain, Analytics and Visualization, IoT, Chatbots, Data Science, AI, and ML. They have hands-on experience in developing and implementing supply chain analytics and media greenlighting solutions, harnessing data insights to drive actionable results. Additionally, they excel in modernizing legacy and on-premise applications, leveraging cutting-edge cloud paradigms such as Microservices, advanced analytics, API Management, and other Cloud-native services.

In terms of financial backing, Celebal Technologies has successfully raised a total of \$32 million in funding, all secured in a single Series A round on November 22, 2022. As of March 31, 2022, the company reported an annual revenue of \$14.3 million.



At Celebal Technologies, the core value of modern analytics within enterprises is well understood. The mission is to assist businesses in enhancing their business intelligence and adopting a more data-driven approach to architecting solutions. Whether it's ad-hoc or predefined business analytics, the dedicated analytics team at Celebal Technologies is equipped to meet your needs.





NEW STARTUP

MY BODY AFFAIRS

My Body Affairs

Forging a Wellness Revolution

My Body Affairs, a trailblazing startup in life sciences, redefines wellness. Fueled by a passion for hair fall reduction and holistic well-being, the founder's vision birthed products of unparalleled nutritional value.

HAIR AFFAIRS

Simply Effective, Simply Delicious.



Envisioning a range reducing hair fall risks

- It caters to adults aged 23-35.
- With 1100 units sold in just 2 Months.
- It offers a monthly supply of 780 gummy stacks and a combo pack (2+1) for a 3-month extract supply.

my
BodyAffairs

My Body Affairs thrives with a team of tech, media, and design experts, backed by 160 affiliates of college students majorly from JECRC College and JECRC University.



Certified by WHO, GMP, Halal (Dubai), FDA (America), ISO (India), and FSSAI.



QUIZ



WHICH OF THE FOLLOWING BEST DESCRIBES A STARTUP?

- A) A new business venture
- B) An established corporation
- C) A non-profit organization
- D) A government agency

()



WHAT IS THE TERM FOR THE PROCESS OF A STARTUP BECOMING A PUBLICLY TRADED COMPANY BY SELLING SHARES TO THE PUBLIC?

- A) Privatization
- B) Liquidation
- C) IPO (Initial Public Offering)
- D) Acquisition

()



WHAT DOES THE TERM "BOOTSTRAPPING" MEAN IN THE CONTEXT OF STARTUPS?

- A) Starting a business with personal savings
- B) Partnering with other startups
- C) Acquiring external funding from investors
- D) Focusing on social impact initiatives

()



WHAT IS THE PURPOSE OF A MINIMUM VIABLE PRODUCT (MVP)?

- A) To generate revenue
- B) To test the market demand for a product
- C) To secure intellectual property rights
- D) To attract early-stage investors

()



WHAT IS THE ROLE OF VENTURE CAPITAL FIRMS IN SUPPORTING STARTUPS?

- A) Providing financial backing
- B) Offering legal advice
- C) Developing marketing strategies
- D) Conducting market research

()

QUIZ



WHICH OF THE FOLLOWING IS A CHARACTERISTIC OF A SCALABLE STARTUP BUSINESS MODEL?

- A) High reliance on a single customer
 - B) Limited growth potential
 - C) Difficulty in replicating the business in new markets
 - D) Ability to grow rapidly without a linear increase in costs ()
-



WHAT IS THE TERM USED TO DESCRIBE THE PROCESS OF MODIFYING A STARTUP'S BUSINESS MODEL TO ACHIEVE SUSTAINABLE GROWTH?

- A) Pivoting
 - B) Scaling
 - C) Bootstrapping
 - D) Seeding ()
-



WHAT IS AN ELEVATOR PITCH?

- A) A concise summary of a startup's business idea or product
 - B) A detailed financial report of a startup's operations
 - C) A presentation delivered during an investor meeting
 - D) A sales pitch given in an elevator ()
-



WHAT IS PRODUCT-MARKET FIT?

- A) The alignment between a startup's product and its target market's needs
 - B) The process of expanding into new markets
 - C) The market share captured by a product within a specific industry
 - D) The competition between different products in the market ()
-

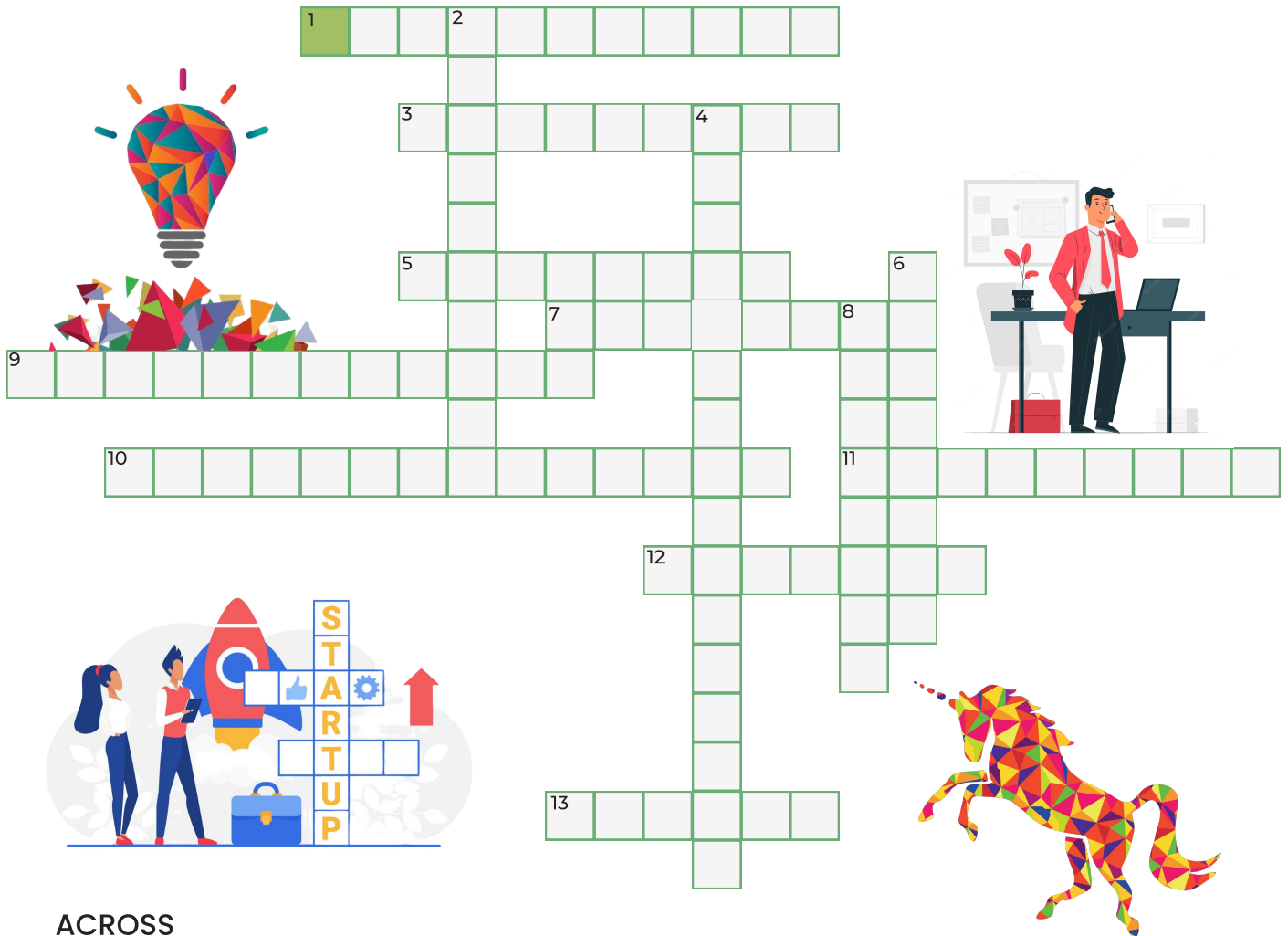


WHAT IS THE PURPOSE OF MARKET RESEARCH FOR STARTUPS?

- A) To understand customer needs and preferences
- B) To develop product prototypes
- C) To create a business plan
- D) ALL of the above ()

CROSSWORD

ENTREPRENEURSHIP SPECIAL



ACROSS

1. Organisation responsible for taking a startup to newer scales by providing necessary resources and funding.
3. Measure of economic value of business.
5. Company with valuation of \$10 billion or more.
7. Sudden popularity of startup or product among masses.
9. Raising money from crowd without getting listed on stock exchange.
10. A Quick Overview.
11. Rate of Attrition.
12. Maturity time after which startup equity is officially allotted to founders, employees etc.
13. Game-like elements in the market.

DOWN

2. Promoter of a startup or technology to popularize it.
4. Corporate Venturing.
6. Which Indian company holds the world record of largest air cooler.
8. Proof that one's product is being used.

ANSWERS

1. ACCELERATOR
2. EVANGELIST
3. VALUATION
4. INTRAPRENEURSHIP
5. DECACORN
6. SYMPHONY
7. VIRALITY
8. TRACTION
9. CROWDFUNDING
10. HELICOPTERVIEW
11. CHURN RATE
12. VESTING
13. GAMIFY





GLOSSARY

STARTUP TERMINOLOGIES

Zombie Unicorns:

The companies that keep going even after their funding runs out, but don't actually grow. *For example: Meesho*

Crowdfunding:

Raising money from crowd without getting listed on stock exchange.

Perpetuity:

It refers to an endless cash flow stream where payments are made indefinitely.

Ramen Profitability:

It refers to a business's inability to produce more profit than is needed to cover the founders' basic living expenses.

Pre-money:

It means a startup's funding before it obtains any investments and is determined before taking external or the latest funding into account.

Advertorials:

This is a startup lingo commonly used by bloggers. It is a paid form of content that is meant to look and feel like a real story or blog post.

Core Competency:

This phrase refers to the strengths of a person or a company. It means the ability to do something to a satisfactory standard.

Reimbursement:

The act of paying back money to founders by governments, or the amount that is paid back

Accelerator:

Organization responsible for taking a startup to newer scales by providing necessary resources and funding evangelist: Promoter of a startup or technology to popularise it.

Royalty:

It is a legally binding payment made by a third-party owner to the original owner of a product. These products can include copyrighted works, franchises, intellectual property, etc.

THE VISIONARY

MENTORSHIP
SCALABILITY STRATEGY IDEATION DISRUPTION
VENTURE INNOVATION
COMPASSION GROWTH RESILIENCE
COLLABORATION



A leaders job
is to create
more leaders
not followers”

-ARPIT AGRAWAL
VICE CHAIRPERSON
JECRC FOUNDATION

JIC TEAM



JIC TEAM



JIC TEAM



EDITORIAL TEAM

CHIRAG JOSHI

(Content and Research Curator)



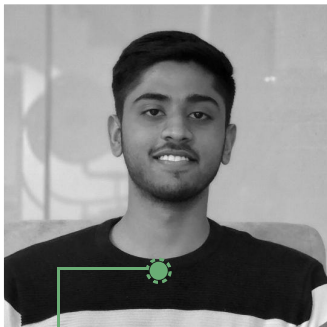
KHUSH GOYAL

(Visualizer and Architect of The Magnate)



YASH SONI

(Visualizer and Architect of The Magnate)



AAYUSH MATHUR

(Content and Research Curator)



MAHAK AGRAWAL

(Content and Research Curator)

RASHIKA GOYAL

(Content and Research Curator)

JETHA RAM

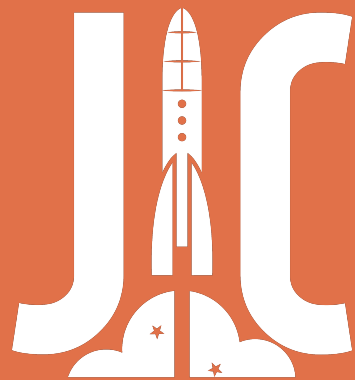
(Content and Research Curator)

CONTACT US

**SCAN
THIS QR** AND SEE THE WORLD
THROUGH THE EYES OF JIC



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JECRC INCUBATION CENTRE



FOR ANY QUERY/ FEEDBACK / SUGGESTIONS, WRITE TO US AT: jic@jecrc.ac.in