



JECRC Foundation



THE MAGNATE

EDITION 4.0



IT IS **IMPORTANT** TO REMEMBER
THAT THE **INVESTOR** IS JUST
ANOTHER **VENDOR**.

-ASHNEER GROVER
FOUNDER - BHARATPE

SHANTANU NAIDU
FOUNDER GOODFELLOWS

WHY MAGNATE



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

This **Quarterly 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 23 years with over 24K Students across 12 Schools and 15K Alumni.

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

"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."

- 5 Years
- 65 Startups Incubated
- 10.2 Cr Funding
- 120 Seater Co-Working Space
- 3 Startups Won The National Startup Of The Year Award By GOV
- 6.5 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 AGRAWAL

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STARTUP SHATABDI

(UNTIL DEC 2023)

- Zepto is a rapid e-commerce startup that ships groceries and necessities to 10 Major cities and has over 200+ Dark Stores. The Mumbai-based business became India's first unicorn of 2023 after raising \$200 million in August.



- BluSmart has 4,500 electric cars in its fleet and provides electric ride-hailing services in Bengaluru and Delhi NCR. The 2019-founded company intends to increase its fleet size to 10,000 vehicles by the end of the year and increase its investment in the installation of electric chargers throughout India.
- Skyroot Aerospace, located in Hyderabad, specializes in designing and constructing futuristic space launch vehicles. The startup in 2022 became the first Indian private enterprise to launch a rocket into space with its inaugural mission, Prarambh.
- GoKwik provides eCommerce and D2C brands with data-driven and technologically advanced solutions to enhance the customer experience throughout the shopping funnel, increase conversion rates, and accelerate revenue growth.



- Navigating insurance? Ditto's got your back. Skip the jargon and get expert guidance from seasoned advisors. They simplify complex policies, find the best fit for your needs, and handle the paperwork, all the way to claims support. Choose peace of mind, choose Ditto
- With over 100,000 hours of content available, audio series platform Pocket FM provides audio entertainment in numerous Indian languages and genres. The company, which was established in 2018, claims to have 80 million listeners worldwide.
- As per the Ministry of Micro, Small & Medium Enterprises, there were 14.39 Mn MSMEs in India as of February 2023, with more than 99% being micro and small enterprises. These businesses have limited access to financing, which limits their growth.
- In addition to providing mutual fund investment options and other financial services, such as personal loans, in collaboration with regulated entities, Fi is a financial app that has an integrated savings account.

STARTUP SHATABDI

(UNTIL DEC 2023)



- Sprinto assists in monitoring entity-level risks and controls and automates information security compliances and privacy laws for software-as-a-service companies.
- Supersourcing is a B2B AI-enabled platform that links pre-vetted engineers for remote engineering employment with enterprises, financed startups, and medium- and small-sized businesses.
- Cohort-based courses on topics related to personal and professional growth, such as business, design, and marketing, are developed by GrowthSchool in collaboration with instructors.
- According to a report by Mordor Intelligence, the veterinary healthcare market in India is projected to reach \$1.86 Bn by 2028. Despite this potential, Indian farmers continue to face challenges in accessing healthcare services for their livestock, as only one government certified veterinary professional is available for every 21,000 cattle.

- In the burgeoning landscape of Indian D2C brands, the majority outsource their production due to the high investment required for in-house manufacturing. However, Leumas has emerged as a game-changer for D2C brands in nutraceuticals, health supplements, skincare, hair care, oral care and healthy foods.
- After China, India is on its course to becoming one of the largest manufacturing hubs in the world. As per World Bank data, India's manufacturing gross value add (GVA) stood at \$450Bn during 2022, compared to China's 44.98Tn and Japan's \$1.02Tn.
- While India's last-mile logistics services have made significant progress over the past decade, challenges persist, with issues such as products being damaged or stolen during the delivery process.
- Coffee is undeniably one of the most beloved beverages in India, with coffee chains like Starbucks, Tim Hortons, and Cafe Coffee Day being quite popular. However, the prices at these chains have been notoriously high, with markups reaching as much as 1,700%



STARTUP SHATABDI

(UNTIL DEC 2023)

- Goldman Sachs estimates net inward remittances to India to hover around the \$104 Bn mark in calendar year 2023. Despite this, there are several challenges NRIs face while transferring money home.
- AquaAirX has built an AI-powered amphibious drone capable of operating underwater and on land. This feature makes it ideal for offshore search and rescue missions, asset monitoring environmental monitoring, and military operations, among other amphibious applications.
- Google's new AI model, Gemini Ultra, reportedly outperforms GPT-3.5, surpassing state-of-the-art results on 30 out of 32 academic benchmarks in large language model research.



- Founded in 2023 by Gaurav Mehta, Concur has been incorporated to play a pivotal role in the data protection space. The startup positions itself as a Digital Personal Data Protection Act compliance solution provider and is on a mission to harmonise data protection compliance for digital nagriks.



- Actofit helps individuals track the progress of their healthcare journey. The startup offers smartwatches, smart scales, chest straps, continuous glucose monitors (CGM) and smart rings, along with a companion app that offers deep insights based on data collected by Actofit devices.
- Healthier lifestyle choices often start with food, and it is a general perception that healthy food is tasteless and boring. Founded in 2020 by IIT Delhi graduates Harshita Kejriwal and Karan Dwivedi, basil resolves this with its tasty health drinks and smoothies.
- Founded in 2023 by Abhishek Verma, Bengaluru-based DoubtClear AI utilises advanced ML and Gen AI models to instantly resolve doubts of students — ranging from third graders to PhD candidates
- Equity Address wants to be the key force behind redefining the Indian holiday homes market, making it a compelling choice for investors seeking modern and accessible avenues for real estate investment.

BEYOND BOUNDARIES

Cricket Icons and Startup Investments

VIRAT KOHLI



Co-owner of ISL team FC Goa

He started his venture with London based start-up Sports convo, which is a tech start-up social network dedicated to sports. It's built for the fans to converse with one another and consumed the best of all sports.

CHISEL FITNESS LLP

It's a fitness, wellness and health company. It believes in a "Neverstop" attitude. The fitness chain has started in association with Franchise India. The gym store is targeting 100 centres all over India.

WROGN

Wrogn was co-created with Virat Kohli, India's cricketing hero and among the world's biggest sporting icons. With its breakaway youth fashion and razor-sharp attitude, Wrogn has become a mainstay in the wardrobe of young Indian men.

CARS24

Invested in 2019
CARS24 is a leading AutoTech company streamlining and revolutionising the sale, purchase, and financing of pre-owned cars in India, Australia, Thailand, and UAE.

KHATABOOK

Invested in 2019
Khatabook is the fintech startup that provides a digital ledger app targeted primarily at small businesses.



MS DHONI

BEYOND BOUNDARIES

Cricket Icons and Startup Investments



SACHIN TENDULKAR

SPINNY

Invested in 2021
Spinny is an online used-car retailing platform that aims to bring about transparency and convenience in the car buying and selling process in India

FYI HEALTH

Invested in 2020
FYI Health is helping businesses operate safely with its innovative digital health monitoring solution that aims to boost workplace health.



GAUTAM GAMBHIR



YUVRAJ SINGH

WELLVERSED

Invested in 2021
Wellversed is a consumer brand roll-up aggregator for digital-first wellness brands

OATEY

Invested in 2023
Oatey is a dairy alternatives company offers refreshing plant-based oat beverage.



AJINKYA RAHANE

GREENERA

ENTREPRENURIAL ENERGY BOOST

India, the world's third-largest energy consumer, is leading the charge towards a greener future. Ditching fossil fuels like coal and gas, the nation is embracing clean, green, and renewable energy sources for electricity generation. This shift is driven by a two-fold purpose: combating climate change and ensuring a sustainable future for its people.

India's Ambitious Green Goals:

- Ranked 4th globally in renewable energy capacity (including large hydro), boasting impressive wind and solar power installations.
- Aims to achieve 500 GW of non-fossil fuel energy by 2030, a world-leading expansion plan.
- Witnessed a remarkable 396% growth in non-fossil fuel capacity in just 8.5 years, now exceeding 43% of the total energy mix.

GREEN ENERGY STARTUPS IN INDIA



ReNew
POWER

ReNew Power

A wind energy leader with a focus on clean energy solutions.

Avaada Energy

Committed to providing affordable and sustainable power for all.



AVAADA



LOG9

Log9 Materials

Develops eco-friendly aluminium-air fuel cells for sustainable transportation and energy needs.

Sea6 Energy

Harnesses the ocean's potential for clean and ethical energy generation.



SEA6
ENERGY



cygni

Cygni Energy

Offers innovative solar DC microgrid solutions for cost-effective green power access

SATOSHI'S SMART CITY

BLOCKCHAIN EVOLUTION

Forget just chai and spice – India's entrepreneurial spirit is brewing something far more disruptive: a revolution built on blockchain. From cryptocurrency exchanges like CoinDCX to software giants like Infosys Finacle, a diverse ecosystem of startups is leveraging this transformative technology to reimagine industries and redefine possibilities.

CoinDCX:

Think borderless finance, seamless crypto trading, and financial services for the masses – that's CoinDCX rewriting the rules of money.

Mudrex:

Autopilot your crypto investments with Mudrex, the company making complex financial strategies accessible to everyone.

Hyperlink InfoSystem:

From building secure wallets to creating custom exchanges and smart contracts, they're the end-to-end blockchain architects fueling innovation across sectors.

TCS Quartz:

Don't just watch the blockchain wave, ride it! TCS Quartz from Tata Consultancy Services empowers financial institutions to explore and harness the full potential of this transformative technology.



H2 FUEL CELL

A PINNACLE OF PROMISES

Pioneering a paradigm shift, hydrogen fuel cells emerge as a pristine and highly efficient alternative to conventional fossil fuel technologies. Their far-reaching potential extends across diverse industries, as underscored by the following theoretical insights:

Revolutionizing Transportation:

Optimized Efficiency, In a theoretical realm, H2FCs outshine gasoline engines, boosting a potential energy conversion efficiency of up to 80% from stored hydrogen, in stark contrast to the approximate 25% offered by traditional gasoline engines. The refueling process for H2FC vehicles mirrors the expediency of traditional gasoline counterparts, rendering them a pragmatic choice for everyday use.

Stalwart in Stationary Power Generation:

H2FCs exhibit adaptability, operating seamlessly on diverse fuels, including pure hydrogen, natural gas, and biogas. This versatility positions them as contributors to a resilient and flexible energy grid. Under varying operational conditions, H2FCs can achieve electrical efficiencies ranging from 40% to 60%, surpassing conventional power plants.

Zero-Emission Excellence:

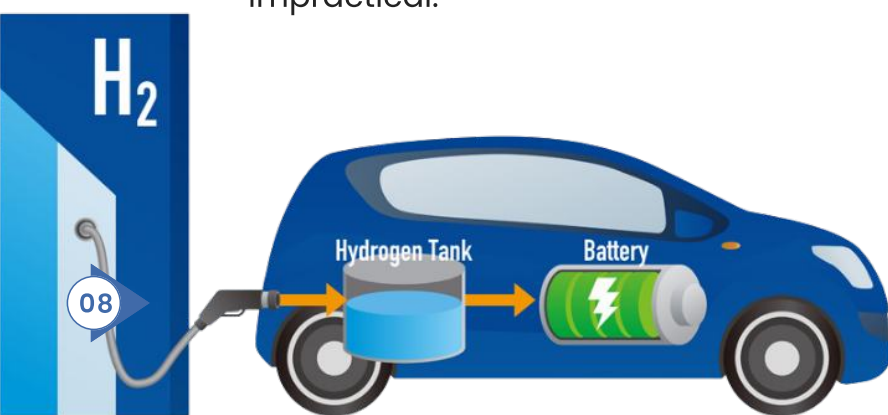
H2FCs eradicate detrimental emissions linked to traditional diesel-powered industrial equipment, fostering improved air quality and enhanced worker safety.

Acoustic Serenity:

The subdued operational noise of H2FCs contrasts sharply with traditional generators, positioning them as ideal for settings where noise mitigation is imperative.

Power Density Prowess:

H2FCs, with their high-power density, find utility in spatially constrained applications where traditional generators prove impractical.



APPLE CANNIBALIZATION

A FEAST GONE SOUR

Stifling Creativity:

By Constantly Replacing Successful Products With Marginally Improved Versions, Apple Risks Stifling True Innovation. Instead Of Venturing Into Uncharted Territory, It's Stuck In A Loop Of Refining Existing Ideas. This Not Only Limits Groundbreaking Leaps But Also Homogenizes The Market, Making Everything Feel A Bit "Samey."

Environmental Greed:

The Relentless Upgrade Cycle Apple Pushes Fuels A Culture Of Disposability. Mountains Of Electronic Waste Pile Up As Consumers Are Pressured To Ditch Perfectly Functional Devices For The Latest Iteration. This Environmental Cost Contradicts Apple's "Green" Image And Raises Questions About Responsible Resource Management.



Pricey Privilege:

Apple's Walled Garden Becomes A Fortress Of Exclusion. By Cannibalizing Lower-Priced Options, It Caters To A Premium Segment, Leaving Budget-Conscious Consumers Out In The Cold. This Creates A Digital Divide Where Access To Apple's Ecosystem Becomes A Privilege, Not A Right.

A Broken Promise:

Apple Built Its Loyal Following On A Promise Of Quality And Longevity. Now, Planned Obsolescence Feels Like A Betrayal. Consumers Who Invested In Earlier Models Feel Cheated When They're Deemed Obsolete Within A Few Years. This Erodes Trust And Damages Apple's Once-Sterling Reputation



Consumer Fatigue:

The constant barrage of "new and improved" can be exhausting. Apple's breakneck pace leaves users feeling like they're always one step behind, never satisfied with what they have. This fatigue can breed resentment and ultimately lead to customer churn.

Lack Of Customization And Privacy:

Apple Products Aren't Open Source, Hence They Can't Be Customized According To A Particular Use Case. Android, Windows And Linux Have That Open Source Kick To Them With A Very Particular Niche Of People Like Developers And Engineers.

BEYOND ALGORITHMS

AMBITION MEETS ARTIFICIAL INTELLIGENCE

AI My Assistant

Increased Productivity

AI tools automate time-consuming tasks, allowing professionals to focus on higher-level work. Chatbots handle client inquiries, and automated financial models aid in identifying investment opportunities.

Data Analysis

AI assists in analyzing vast amounts of data, helping professionals identify trends and make more informed decisions. In healthcare, AI can evaluate patient data to detect potential medical issues.

Personalization

AI enables personalized consumer interactions, enhancing the customer experience. Businesses use AI to provide product recommendations based on past purchases and browsing history.

Predictive Analytics

AI accurately predicts future events, empowering professionals to make informed decisions. Credit risk analysts, for instance, use AI to forecast the likelihood of loan defaults and adjust lending procedures accordingly.

- **SoundHound**
AI-powered voice recognition technology that can understand over 70 languages.
- **Moveworks**
AI-powered platform that helps businesses automate tasks, streamline workflows, and improve productivity.
- **Arrow**
This AI-powered platform that helps businesses automate their sales and marketing processes.
- **DeepL**
This startup has developed a machine translation engine that is considered to be more accurate and natural-sounding than other translation engines.
- **Uizard**
AI-powered platform that helps businesses create user interfaces (UIs) without having to code.
- **Frame AI**
AI-powered platform that helps businesses automate their customer service.
- **People.ai**
AI-powered platform that helps businesses identify and recruit top talent.
- **Tome**
This startup uses AI to create personalized learning experiences for students.



SKY IS THE LIMIT :

INDIAN TECH ASCENT

AGNI COSMOS

Agnikul Cosmos, established in 2016 and incubated at IIT Madras, is a space tech start-up developing a small-lift launch vehicle named Agnibaan. This rocket, fueled by LOX/Kerosene engines, is customizable based on mission requirements. Agnikul employs 3D printing technology for manufacturing and has partnered with EOS India for this purpose. The launch vehicle's engine configuration varies based on mission specifics. In 2022, Agnikul plans its first commercial launch, following a successful test of a fully 3D printed semi-cryo rocket engine. The start-up has secured \$11 million in Series A funding in May 2021, adding to previous investments, including \$3.1 million in 2020 and a seed round from Special Invest in 2019. Industrialist Anand Mahindra has also invested in Agnikul.

SKYROOT AEROSPACE

Skyroot Aerospace, mirroring Agnikul, focuses on rocket development for satellite and future human space missions. Over two years, they've actively worked on the Vikram series, named after Dr. Vikram Sarabhai, planning to commercialize Vikram-1 and subsequently release upgraded variants. Vikram-2 and 3, identical with a 20% improvement, fill a critical payload range gap from 1 kg to 700 kg, a unique offering in the market. Targeting a mid-2022 orbital launch for Vikram-1, Skyroot has successfully test-fired the Kalam-5 solid propulsion engine. A larger version, to be tested at ISRO facilities, aims to power the Vikram rocket by December 2021. Series A funding of \$11 million, following a 2018 investment of \$1.5 million, has been secured. The Solar Group, a significant space and defense supplier, is on the startup's board, alongside investors like Neeraj Arora and Mukesh Bansal.

PIXXEL

Pixxel, distinct from Agnikul and Skyroot Aerospace, focuses on deploying a constellation of over 30 earth observation micro-satellites for global coverage every 24 hours. The startup emphasizes technology development and infrastructure setup for satellite constellations, utilizing a machine learning platform for actionable insights. With applications in weather, agriculture, commodities, and insurance, Pixxel's satellite imagery and remote sensing data offer valuable tools. Although the planned February 2021 launch of its first satellite 'Anand' was postponed for technical reasons, Pixxel aims to deploy the first phase of its constellation, comprising six to eight satellites, by December 2022. The entire constellation is scheduled for deployment by December 2023. March 2021 saw Pixxel raising \$7.3 million in its seed round, and it is currently in talks to secure \$15–20 million after the successful launch of its first satellite in space, following a previous investment of close to \$5 million in August 2020.



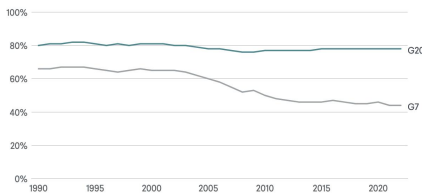
G-20

SHAPING GLOBAL DYNAMICS



G20 is an intergovernmental forum that discusses global economic, political issues, trade and many more. The G20 is made up of 19 countries, the European Union (EU) and the addition of African Union (AU) in sept 2023 made it now G21. G20 expanded by the inclusion of African Union, it is also the first inclusion since 1999.

The G20's Share of the Global Economy
Share of global gross domestic product (GDP)



The G20 countries account for 85% of the world's economic output, more than 75% of world trade, Two-thirds of the global population, 80% of world GDP and 60% of the world's population.



The 18th G20 Summit of 2023 concluded in New Delhi, India, was the first-ever G20 summit hosted by the country. The summit's theme, "Vasudhaiva Kutumbakam" or "One Earth, One Family, One Future" is rooted in ancient Sanskrit texts and the goal of sustainable development.



A new organization called the Global Biofuel Alliance (GBA) was launched, to promote the development and adoption of sustainable biofuels, and set relevant standards and certification.



The G20 focuses on UN Sustainable Development Goals, climate action and green development initiatives, multilateral financing, digital public infrastructure, artificial intelligence (AI), and international taxation, among others.

G-20

SHAPING GLOBAL DYNAMICS



G20 SUMMIT



IMEC

- **IMEC Formation:** MoU for India – Middle East – Europe Economic Corridor (IMEC), linking Asia, Arabian Gulf, and Europe via railways and sea lanes.
- **G20 Summit MoU:** At New Delhi G20, India, the U.S., Saudi Arabia, EU, UAE, France, Germany, and Italy signed a MoU.
- **Economic Boost:** IMEC aims economic development, integrating Asia, Arabian Gulf, and Europe for smoother trade and cultural exchanges.
- **Strategic Ties:** Vital collaboration for increased trade, infrastructure, and diplomacy. IMEC signifies commitment to an interconnected, vibrant future.

Agendas on Priority

- Technological Transformation & Digital Public Infrastructure
- Green Development, Climate Finance & LIFE
- Accelerated, Inclusive & Resilient Growth
- Accelerating progress on SDGs
- Multilateral Institutions for the 21st century
- Women-led development

G20-DIA

Team JIC hosted the national roadshow 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 discussion on innovation and digitalization in startups. Corporate leaders from accentures, oracle, standard Chartered bank, Twitter, policybazaar, 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.



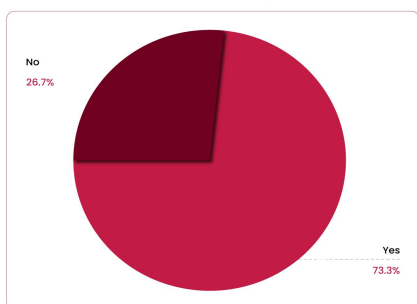
DECODING THE IPO

A STRATEGIC DEEP DIVE



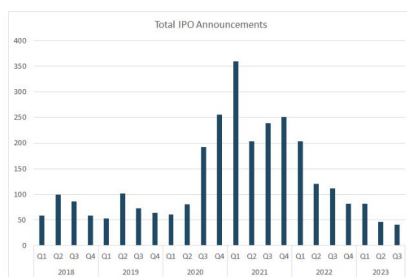
IPO refers to the first-ever public offering. It is the procedure by which a privately held business goes public by first making its shares available to the general public. A corporation can raise money through an IPO by issuing new shares to the public or by enabling current shareholders to sell their shares to the public.

Indian Investors Believe There Is A Negative Sentiment Towards Startup IPOs In FY23



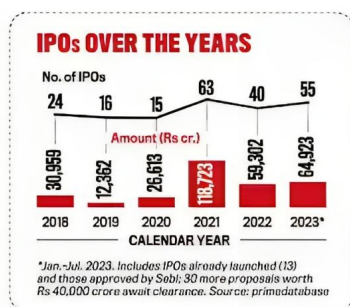
Companies hire investment bankers to market, gauge demand, set the IPO price and date and more.

A company raises large sum of money through an IPO. This gives the company a greater ability to grow and expand.



Source: Wall Street Horizon

For several decades, Wall Street and investors have been using the term initial public offering (IPO) interchangeably. By making shares of the Dutch East India Company available to the public, the Dutch are recognised for having carried out the first modern initial public offering.



Initially, the price of the IPO is usually set by the underwriters through their pre-marketing process. At its core, the IPO price is based on the valuation of the company using fundamental techniques.

Strategic Pricing Dynamics: Unveiling the Valuation Ballet

In the delicate dance of IPO pricing, underwriters take the lead by initially setting the IPO price through a pre-marketing process. Anchored in fundamental techniques, this valuation process delves into the company's financial performance, growth potential, and, in cases of newer companies, draws comparisons with their industry peers. The ever-evolving interplay of supply and demand for IPO shares further shapes the final pricing as the IPO date approaches.



DECODING THE IPO

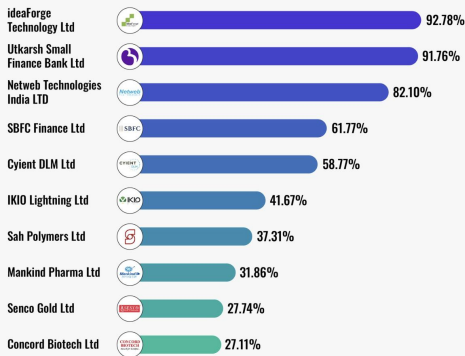
BUSINESS MASTERY FOR IPO SUCCESS

STRATEGIC FOCUS FOR VISIONARIES

BEST PERFORMING IPOs IN 2023

BASED ON LISTING DAY GAIN

Source: Chittorgarh.com IPO, Broker Review



- **Marketing Mastery:** Elevating marketing strategies to an art form can be a game-changer in propelling overall growth.
- **Research and Development:** Elevating R&D to a strategic priority ensures an unwavering commitment to innovation and continuous product enhancement.
- **Incubation Center Partnerships:** Forging strategic alliances with incubation centers creates a nurturing environment crucial for sustained growth.

- **Fundraising Prowess:** A strategic approach to fundraising, exploring diverse avenues, aligns seamlessly with the meticulous preparations for an IPO.
- **Government Scheme Utilisation:** Tapping into strategic government schemes tailored for startups fortifies financial support.
- **Campaigns and Collaborations:** Orchestrating collaborations strategically amplifies market presence and strategic positioning.



- **Customer Support Excellence:** Prioritising strategic customer support becomes a strategic linchpin for enhancing user satisfaction.
- **Technology Integration:** Adopting cutting-edge technologies strategically for scaling products and refining user experiences becomes a strategic imperative.
- **Industry Insights:** Strategic gathering of information from existing startups and akin industry players forms a strategic corner stone.

IPOs in 2024: A Strategic Business Odyssey

As we step into 2024, the strategic business landscape is poised for a dynamic journey in the realm of IPOs. Navigating this strategic landscape demands not only sagacity but also a strategic response to the evolving market dynamics. Strategic planning, coupled with astute execution, will be the strategic keys to unlocking success in this strategic business odyssey.



GOVERNMENT SCHE



ATAL INNOVATION MISSION

NITI Aayog's Atal Innovation Mission (AIM) Has Revolutionized India's Education By Promoting Innovation And Entrepreneurship Since 2016. AIM's Strategy Fosters Problem-Solving Mindsets In Schools, Supported By Real-Time Monitoring. The Atal Tinkering Lab (ATL), A Key Initiative, Equips Schools With Advanced Tools, Impacting Over Two Million Students Across 10,000 Schools In 680+ Districts. AIM's Commitment Reflects India's Dedication To Cultivating An Innovative And Entrepreneurial Future.

SEED FUNDING

India's Startup Ecosystem Faces A Significant Hurdle—Capital Crunch In The Seed And 'Proof Of Concept' Stage. Addressing This, DPIIT Launched The Startup India Seed Fund Scheme (SISFS) With A Budget Of INR 945 Crore. Designed For Early-Stage Startups, SISFS Offers Grants And Debt Up To 20 Lakhs And 50 Lakhs, Respectively. This Ambitious Initiative Aims To Empower 3,600 Entrepreneurs Through 300 Incubators In The Next Four Years. Aligned With India's Commitment To Fostering Innovation And Employment, SISFS Is A Crucial Step Towards A Robust Startup Ecosystem.

Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia

75
Azadi Ka
Amrit Mahotsav

Startup India Seed Fund Scheme (SISFS), with an **outlay of INR 945 Cr**, aims to provide **financial assistance to startups** for proof of concept, prototype development, product trials, market entry, and commercialization

CREDIT GUARANTEE SCHEME

India's Credit Guarantee Scheme For Startups (CGSS), Launched By DPIIT And Administered By NCGTC, Provides Credit Guarantees To Loans From Banks, NBFCs, And Venture Debt Funds Associated With SEBI-Registered AIFs. Operating Indirectly, CGSS Extends Collateral-Free Debt Funding For Startups Through Financial Institutions. The Scheme Covers Various Credit Instruments, Streamlining The Process For Eligible Startups To Access Credit Support, Fostering Viability, And Promoting Growth In The Startup Ecosystem.



FINANCIAL SUPPORT SCHEMES FOR STARTUPS

MAHILA UDYAM NIDHI YOJANA

Women Entrepreneurs Receive Support For Establishing New Projects In The Tiny/ Small-Scale Sector, Rehabilitating Viable Sick SSI Units, And Expanding Existing Units. For Expansion, Modernization, Technology Upgrading, And Diversification In Small-Scale And Service Industries, A Soft Loan Limit Of Up To 25% Of The Project Cost (Maximum Rs.2.5 Lakhs) Is Available. Repayable Within 10 Years, Including An Initial Moratorium Period Of Up To Five Years, This Initiative Aims To Facilitate The Growth And Sustainability Of Women-Led Ventures.



MULTIPLIERS GRANT SCHEME

DeitY Oversees The Multiplier Grants Scheme (MGS) Promoting Collaborative R&D Between Industry And Academic/ R&D Institutions. MGS Supports Industry-Initiated R&D Efforts Up To Twice The Industry's Contribution, Encouraging Commercialization. Extended Until March 31, 2020, With A Rs. 36 Crore Outlay And Rs. 24 Crore DeitY Contribution, The Scheme Fosters Industry-Oriented R&D, Indigenous Product Development, And Bridges The Gap From Research To Commercialization/Globalization.

Loans for Women



SOFTWARE TECHNOLOGY PARK

STPI Provides Comprehensive Business And Technology Incubation Services, Offering State-Of-The-Art Office Facilities With Plug-And-Play Setups For Startups. This Approach Minimizes Gestation Periods, Reduces Capital Expenditure, And Empowers Entrepreneurs To Establish And Expand Their Operations In A Competitive Environment. Incubates Receive Preferential Treatment, Fostering Growth In Research And Development, Product Development, And Intellectual Property Generation. Services Encompass Ready-To-Use Office Spaces, Associated Resources On A Usage Basis, Event Participation Opportunities, And Access To Tools, Labs, Mentoring, And Marketing Support Where Available.

Objective of **Multiplier Grants** Scheme

- ✓ To promote industry-oriented R&D at institutes
- ✓ Encourage and accelerate the development of indigenous products.
- ✓ Establish, nurture and strengthen the links between the Industry and Institutes
- ✓ Bridge the gap between R&D / Proof-of-concept & commercialization /globalization.



INNOVATE COLLABORATE ELEVATE: THE JIC APPROACH

ASHNEER GROVER

At our recent Entrepreneurial Carnival, we hosted Ashneer Grover, founder of BharatPe, who shared invaluable insights on the transformative power of social media for startups. He emphasized digital platform's role in elevating a company's presence and accelerating growth. Grover also highlighted founder's profound responsibilities in steering ventures. His session resonated, offering a glimpse into BharatPe's unicorn journey. The magazine is honored to feature Grover's wisdom as inspiration for aspiring entrepreneurs navigating technology, finance, and social impact.



SHANTANU NAIDU

During August 2023 campus visit, Shantanu Naidu shared invaluable insights on successful entrepreneurship. His wisdom condensed into 3 principles: "Always Listen to Your Headaches," urging attention to challenges; "Your Heart Is the Biggest Liar," emphasizing rational decision-making over emotional impulses; and "The Best Ideas Are Hidden in Tough Problems," highlighting the potential for innovation within difficulties. Naidu's succinct advice underscores the importance of resilience, critical thinking, and proactive problem-solving in navigating the entrepreneurial journey.

LOCAL STARTUP MEET

We proudly hosted the 'Local Startup Meet' with E-cell IIT Kharagpur. Esteemed guests, Mr. Vivek Lodha and Mr. Rajendra Lora, shared valuable insights, guiding aspiring entrepreneurs. Mr. Ajay Data's Keynote on '5T Rules' emphasized strong teams, discipline, and success factors, leaving a lasting impact. Dr. Sheenu Jawar's inspirational words urged bold ventures and decision-making. Grateful for the collaboration with E-cell IIT Kharagpur, our dynamic Entrepreneurship Event blended knowledge, innovation, and inspiration. Thanks to our guests, emerging entrepreneurs, and engaging discussions.



INNOVATE COLLABORATE ELEVATE: THE JIC APPROACH

ENTREPRETHON

Entreprethon, a night-long event, blends innovation and entertainment. From jamming and dancing to singing, it keeps the energy high during ideathon sessions. Participants present startup ideas in the form of a pitch during Ideathon, a unique aspect of the event. This format focuses on quick, impactful solutions, fostering creativity and collaboration. The all-night atmosphere enhances the vibrancy, making Entreprethon not just a ideathon but an exhilarating experience where ideas come to life in the rhythm of creativity and collaboration.



JIC INAUGURATION

The Swankiest Pinteresty CoWorking Space in Rajasthan hosted a three-day celebration of innovation, networking, and startup spirit. The grand inauguration marked the beginning of collaborative entrepreneurship. Day two featured activities like Startup Charades and Startup Roast, fostering creativity and camaraderie. As the sun set on Rajasthan, the Entreprethon transformed the space into a hive of activity. Teams worked tirelessly to bring their startup ideas to life, with the air charged with the spirit of innovation. Participants seized the opportunity to pitch their concepts to a panel of esteemed judges.

INDUCTION 1.0

JECRC Incubation Centre's recent Induction Program prioritized vital soft skills essential for professional success—video editing, LinkedIn proficiency, graphic design, content writing, research, PR, and leadership. Through hands-on learning, students acquired practical knowledge beyond traditional limits. Emphasizing a diverse skill set, the Induction Program not only empowers participants with practical expertise but also fosters holistic professional growth. It make them ready for the dynamic challenges of the modern workplace, offering a comprehensive preparation in impactful manner.



YOUNG TITANS

EITHER YOU WIN OR YOU LEARN

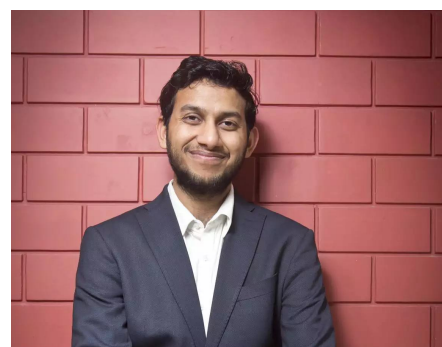


Kunal Shah

Where your hard work is Pre-Determined, Your Goals are Very Determined, Results are Undetermined and your Enjoyment is Post-Determined

Ritesh Agarwal

Nobody or no company in this world can say they have got everything right and it has been a perfect journey.



Nikhil Kamath, Nitin Kamath

If we are all agreed to the fact that capitalism is the way to go, the very thing that we need to cherish is competitiveness. Everybody needs to be able to compete with everybody

Aman Gupta

My father told me - "Ego is a salesman's nightmare. If you wanna sell, you gotta leave your ego behind."



Gaurav Munjal

Everyone has two lives, the second one starts when one realises that Retention is everything.

LOCAL STARTUP MEET

RAJASTHAN STARTUP ECOSYSTEM



VIVEK LODHA

Co-Founder & Director
Premier Handball League

DILNAWAZ KHAN

Founder- Power Deck

MUNESH JADOUN

Co Founder And CEO - ZNET
Chair At Nasscom Rajasthan

RAJENDRA LORA

Co-Founder & CEO At
Freshokartz Agri

DR. SHEENU JHAWAR

Director, Apex Hospitals
President Elect Tie Rajasthan

SHWETA CHAUDHARY

Director Of Innovher
Start-Up Mentor, Angel Investor

SUNIL SHARMA

Founder & CEO At
Marwari Catalysts

NIVEDAN RATHI

Co-Founder
Future And Ai

SUMIT SRIVASTAWA

Founder & CEO At
Startup Chaupal

AJAY DATA

Founder & CEO
Data Xgen Technologies

KAVITA YADAV

Business Growth Head,
Minimalist

MSME

HOW TINY BUSINESSES ARE TAKING INDIA BY STORM

Forget fancy towers, India's true economic muscle lies in bustling shops, humming workshops, and buzzing online ventures. These aren't just businesses; they're stories of dreams, sweat, and innovation, woven by the Mighty Micros - India's Micro, Small, and Medium Enterprises (MSMEs).

Numbers that Tell Inspiring Stories

One-third of India's wealth comes from these pint-sized powerhouses, a bigger piece than any fancy skyscraper!

They're extraordinary job creators, giving over 110 million people a reason to smile, from bustling cities to sleepy villages.

These export champs put "Made in India" on the world map, sending over half the country's goods around the globe, from hand-woven magic to tech that stuns.



Yes, Indians are resourceful, but today's MSMEs go beyond "jugaad". They're tech-savvy, using online platforms and AI to reach distant customers and work smarter. Data drives their decisions, and savvy partnerships fuel their growth.

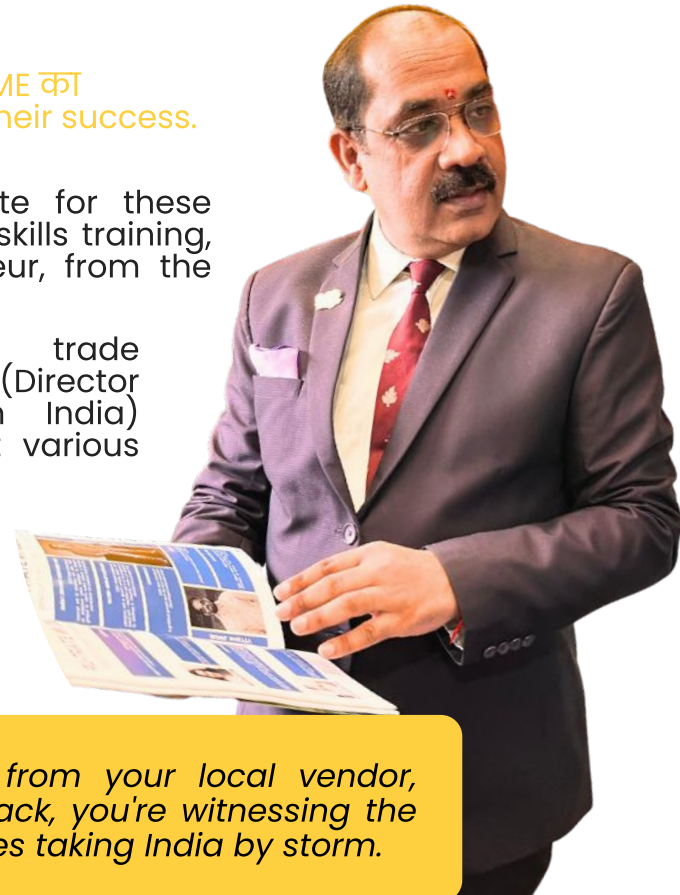
Meet The Guiding Hand: Ravi Nandan Sinha, Champion Of The Micros

His tagline "MSME का साथ, MSME का विकास, MSME का विश्वास" underlines his strong commitment to their success.

Ravi Nandan Sinha, a passionate advocate for these businesses. He fights for easier loans, better skills training, and wider markets, giving every entrepreneur, from the chaiwala to the tech whiz, a chance to shine.

His experience across government, trade commissions, and the MSME business forum (Director of Development, MSME Business Forum India) demonstrates his dedication to working at various levels to empower MSMEs

He highlights his role in facilitating trade ties and initiating projects for MSMEs under the "Make in India" campaign, showcasing his focus on driving their growth and market access.



The next time you savour a samosa from your local vendor, remember, you're not just enjoying a snack, you're witnessing the power of the Mighty MSME's, the businesses taking India by storm.

7COLORS

This agency, born from the entrepreneurial spirit of our college's dynamic trio, has rapidly evolved into a powerhouse of social media marketing and design, leaving an indelible mark on the entrepreneurial scene.

7 Colors : A Myriad Of Talent

The story of 7COLORS begins with the convergence of talents – Khush Goyal and Yash Soni, initially solo freelancers, found common ground in college clubs. Their vision transcended collaboration on projects; together with the wordsmith Vishakha Singh, who coincidentally happened to be Yash's college classmate and Khush's school friend, they aspired to create something extraordinary. Destiny played its part, and the trio became the driving force behind their venture. Their maiden venture, Elegant Events, an event management company, not only showcased their creative prowess but also became the initial canvas for their entrepreneurial strokes. The recognition from Vijay Shekhar Sharma and the college director served as early validation for their creative journey.

As of July 18, 2023, 7COLORS proudly marked its first-year anniversary, symbolizing a year filled with creative endeavors and entrepreneurial triumphs. Additionally, November 2023, the startup achieved another milestone by getting officially registered with the government, solidifying its status as a legitimate and thriving business.

The journey wasn't without its challenges. As college students, the trio faced the uphill task of winning the trust of clients. Their story was a rollercoaster in the span of a year, 7COLORS has not only survived but thrived, catering to a diverse clientele. From tech startups to educational blogging accounts, and even orchestrating an international cultural exchange program for a social community



7COLORS doesn't just provide services; it crafts experiences. From UI/UX design to graphic designing, content writing, video editing, face filters, ad creation, SEO, branding, content creation, web development, and press release coverage – the array of services offered by 7COLORS is as diverse as the colors of a rainbow.

QUIZ



WHAT IS THE SIGNIFICANCE OF THE TERM "EXIT STRATEGY" FOR STARTUPS?

- A) Leaving a physical location
- B) Rebranding the company
- C) Ending operations abruptly
- D) A plan for how the founders and investors will cash out of the business ()



IN STARTUP FUNDING ROUNDS, WHAT COMES AFTER SERIES B?

- A) Seed Round
- B) Series C
- C) Series A
- D) Angel Round ()



WHAT DOES THE TERM "BURN RATE" REFER TO IN THE STARTUP WORLD?

- A) The speed at which a startup spends its available capital
- B) The rate of product development
- C) The rate of customer acquisition
- D) The time taken for a startup to break even ()



WHICH OF THE FOLLOWING IS A CHARACTERISTIC OF A SUCCESSFUL ENTREPRENEUR?

- A) Risk aversion
- B) Fear of failure
- C) Adaptability
- D) Resistance to change ()



WHAT IS THE PRIMARY PURPOSE OF A PITCH DECK IN THE STARTUP WORLD?

- A) Displaying company achievements
- B) Providing a visual aid during team meetings
- C) Presenting the business to potential investors
- D) Internal communication tool for employees ()

QUIZ



WHAT DOES THE TERM "BOOTSTRAPPING" MEAN FOR STARTUPS?

- A) Wearing comfortable shoes
- B) Building and growing a company without external funding
- C) Hiring a large team from the beginning
- D) Relying on existing resources and gradually reinvesting profits to fund the startup's growth.

()



WHAT IS THE TERM FOR FUNDING PROVIDED TO START-UPS BY INVESTORS IN EXCHANGE FOR OWNERSHIP EQUITY?

- A) Grant
- B) Loan
- C) Venture capital
- D) Crowdfunding

()



WHAT IS THE PRIMARY GOAL OF SOCIAL ENTREPRENEURSHIP?

- A) Profit maximization
- B) Social impact
- C) Cost minimization
- D) Market domination

()



WHICH TERM REFERS TO THE PROCESS OF TURNING AN IDEA INTO A VIABLE BUSINESS?

- A) Innovation
- B) Incubation
- C) Entrepreneurship
- D) Ideation

()



WHAT DOES SWOT STAND FOR IN THE CONTEXT OF BUSINESS STRATEGY?

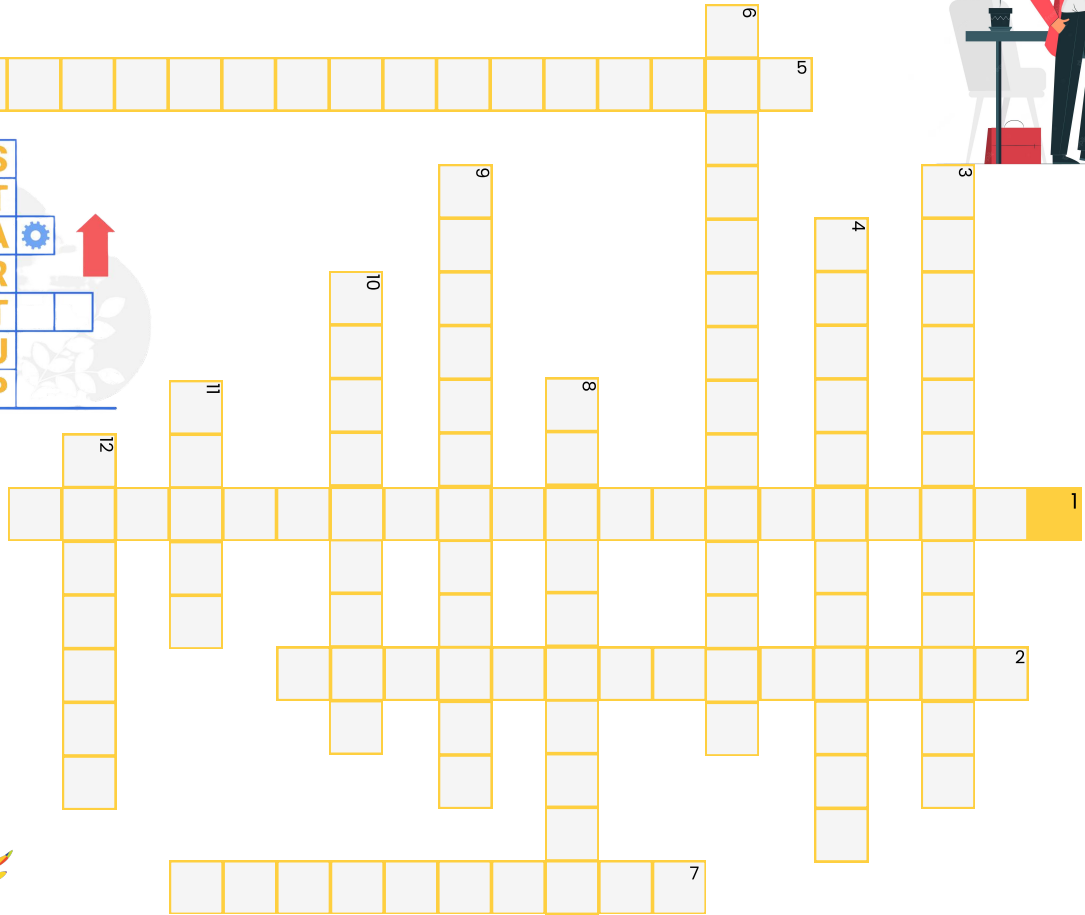
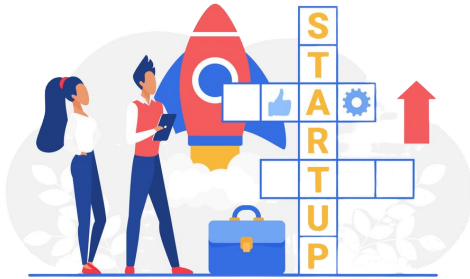
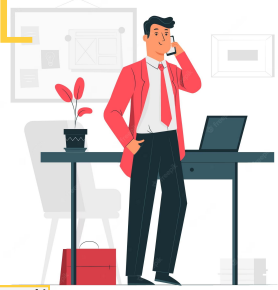
- A) Strengths, Weaknesses, Opportunities, Threats
- B) Sales, Workforce, Operations, Technology
- C) Strategy, Wisdom, Objectives, Tactics
- D) Sustainability, Wealth, Organization, Technology

()



CROSSWORD

ENTREPRENEURSHIP SPECIAL



DOWN

3. A plan for a founder and/or company to leave after achieving its goals, or to close it in case a business should fail
4. A time specific schedule designed to grow a startup quickly- includes investment and mentoring being exchanged for shares
6. An individuals (or group of individuals) that invest in exchange for shares, and involvement in the legal processes
8. A programme that works with solo founders and small start-ups in the early stages of operation to develop an idea into a fully fledged business
9. A form of funding where businesses reach out to the public and wider community to donate
10. A startup that might rely on its initial revenue due to minimal funding or even the Founder's personal finances
11. An adaptable project management technique that uses frequent evaluations
12. A startup that is worth \$1 billion or above

ACROSS

1. M&A
2. Investments made on behalf of a fund looking to make a quick profit off the investment.
5. IPO
7. A business that offers a new product or service that provides an alternative to the conventional way of operating in a sector

ANSWERS

1. MERGERS AND ACQUISITIONS
2. VENTURE CAPITAL
3. EXIT STRATEGY
4. ACCELERATOR
5. INITIAL PUBLIC OFFERING
6. ANGEL INVESTOR
7. DISRUPTOR
8. INCUBATOR
9. CROWDFUNDING
10. BOOTSTRAPPED
11. AGILE
12. UNICORN





GLOSSARY

STARTUP TERMINOLOGIES

Disruptive Innovation

A new product or service that significantly alters an existing market.

Exit Strategy

A plan outlining how investors will exit their investment, whether through acquisition or other means. .

Convertible Note

A type of short-term debt that converts into equity at a future date, often used in early-stage startup financing.

Vesting

A schedule that determines when startup employees or founders gain ownership of their shares over time

Gazelle startup

A start-up that was established after 2000 and has the potential to become a unicorn in 3 years.

Cheetah Startup

A start-up that was established after 2000 and has the potential to become a unicorn in 5 years.

Burn Rate

The rate at which a startup uses up its capital to cover operating expenses before generating positive cash flow.

Run way

Runway is the amount of time, in months, a business has before it runs out of cash.

Cockroach Startup

A startup that us is built to survive in any situation, even in the direst of situations.

Zebra startup

This kind of start-up straddles the line between the commercial and non-commercial paradigms.

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 CO-WOR



KING SPACE



EDITORIAL TEAM

NOMAAN ALI
(Team Lead)



ABHIJEET DADHICH
(Visualizer and Architect
of the Magnate)



MANSAVI AGGARWAL
(Visualizer and Architect
of the Magnate)



AAYUSH RATHORE
(Content and Research
Curator)



MAYANK GUPTA
(Content and Research
Curator)



ADITI SINGHAL
(Content and Research
Curator)



DEVANSH
(Content and Research
Curator)



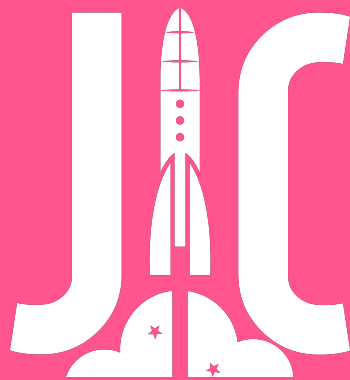
TEJASWI OLA
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THIS QR** AND SEE THE WORLD
THROUGH THE EYES OF JIC



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JECRC INCUBATION CENTRE



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