

THE MAGNATE

Jun 14
2024 | Vol 5

"Discover Startup Dynamics"

An initiative by JIC



Dream **big**, hustle **harder**
and **inspire** others to do
the same

-SHELLY BULCHANDANI
FOUNDER, THE SHELL HAIR

SWAG BHI SANSKAR BHI

-NITIN JAIN
FOUNDER, INDIGIFTS

PIONEERING THE
WORLD'S 6TH
NATURAL WOOL FIBER

-RADHESH AGRAHARI
FOUNDER, GOLDEN FEATHERS

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 is a 2 Winged Academic Institute, with JECRC University and JECRC College
- 25 Years | 16,000+ Students | 22,000 Alumni | 3500 Inmates
- Ranked 9th by The Week | Ranked 27th by India Today India's Best Universities
- Hosted G20 Innovation Alliance | 1000 Startup Enablers | 15 Tech Giants | 10,000 Placements in Last 5 Years |
- Undergraduate Postgraduate and Doctoral Programs under 13 Schools with School of Liberal Arts being the Newest kid on the block
- Abhuydya the Social Arm under which Initiatives such as Zarurat, Suhasini, Soch & Aashayein have been serving the underprivileged in the sector of Education. Save , educate and empower the female child and Blood and SDP Donation for over 2 decades
- Beyond the classroom Programs & Initiatives such as JIC, Upscale, MUN, IAESTE, M-Power (Mental Health Cell in Joint Collaboration with Aditya Birla Education Trust), Makerspace, Spiritual Research Cell, Fruit-Full Jaipur and dozen other social , technical & cultural clubs help in creating a well rounded professional with a compassion for society and nation building



ABOUT JECRC INCUBATION CENTRE

JECRC Incubation Centre (JIC), Jaipur is recognized by **Ministry of Electronics and Information Technology, (MeitY) Government of India as one of the only twenty Group 2 Centre (G2C) in India under TIDE 2.0 Scheme and also supported by DPIIT through SISFS Grant**

- 250+ Alumni Start-ups
- 65 Startups Incubated
- 10 + Cr Funding Received
- 5 Cr+ Funding Disbursed
- 125 Industry Leaders on Board
- First Institute across the Country to come up with a Dedicated Start-up Policy with provision of Deferred Placement
- 2 Start-up's Received National Start-up Awards- Aloe E Cell & Cargo Exchange India Pvt. Ltd
- JIC emerged as Winner at National Entrepreneurship Challenge organized by IIT- Bombay
- 64% Start-up's Graduated
- 9+ Sector Supported Start-up's

In last three years, **JIC has incubated 65 start-ups** across various sectors such as EV, Clean Tech, EdTech, Consumer Services, ICT, E-commerce, Retail, AR & VR, Sustainability, AgriTech and others. With the support of JIC's mentoring and guidance, these start-ups have **collectively raised over 15+ Crores**

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,



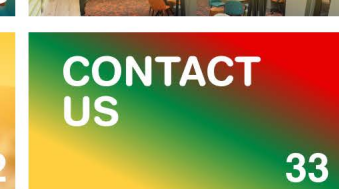
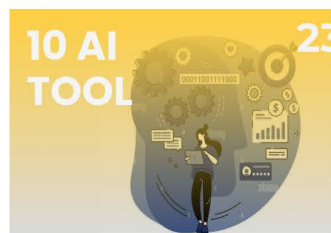
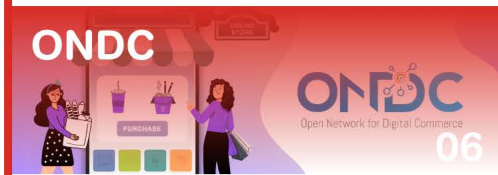
Dheemant Agrawal
CEO, JECRC Incubation
Centre



DHEEMANT AGRAWAL

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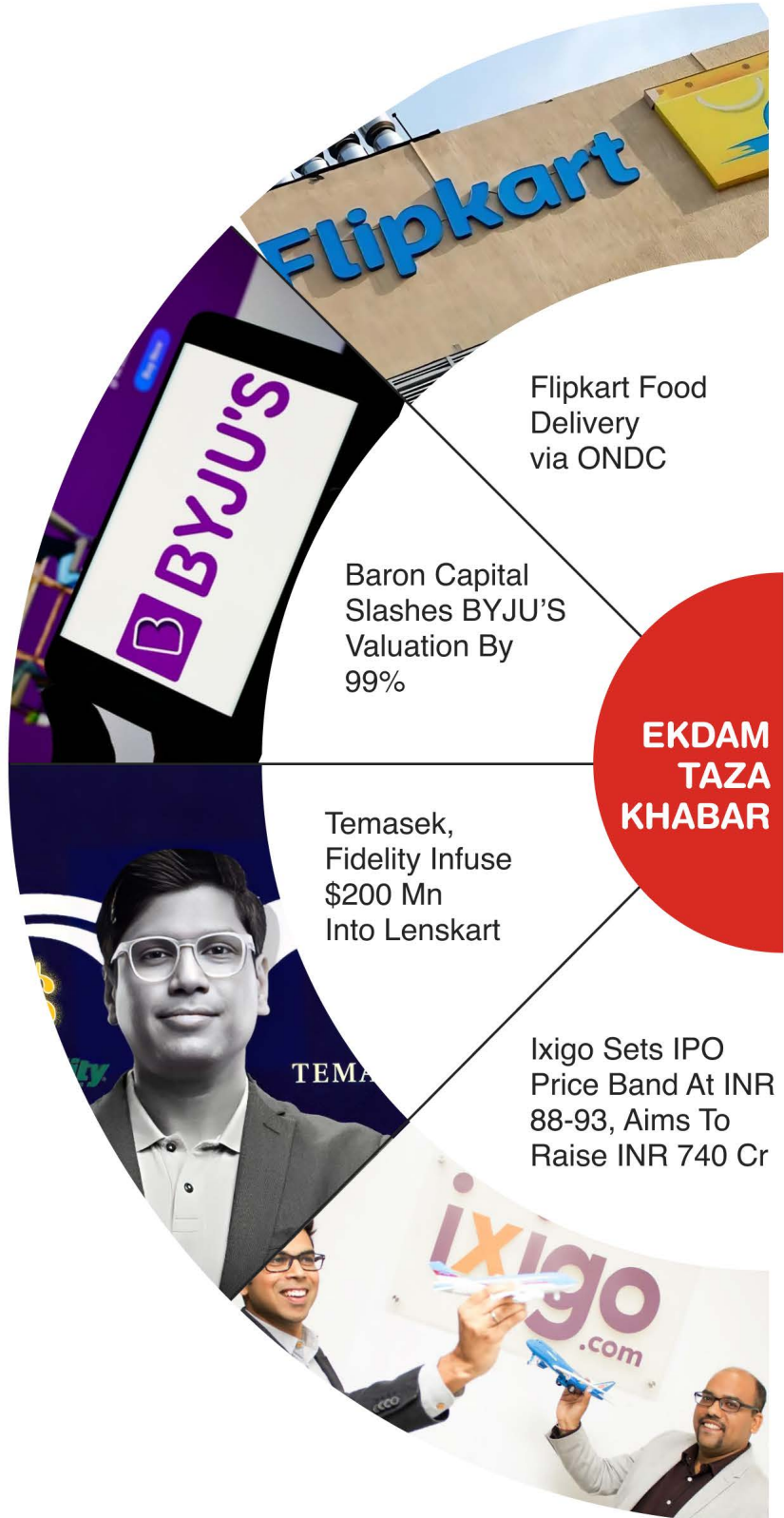
- Amazon In Final Stages Of Acquiring MX Player From Times Internet For Over \$100 Mn



- 2024 Lok Sabha Election Results: New-Age Tech Stocks Lose Over \$2 Bn In M-Cap In A Day
- Indian Startups Endure Worst May Since 2020; Funding Tanks 34% YoY To \$657 Mn
- ONDC Continues To Gain Traction, Clocks Record 89 Lakh Transactions In May
- Adani's Super App Push: Adani One Launches Co-Branded Credit Cards With ICICI Bank



- Amazon Launches 'Creator University' & 'Creator Connect' With An Eye On Influencer Economy



FUNDING AND INVESTMENT

- WOW skin science aims to raise \$65-75 million at a \$400M valuation, involving new and existing investors
- Bengaluru's DaMENSCH raises \$2.5M in Series B extension, valuing the startup at \$66M. Established in 2018, it offers men's innerwear and casual wear
- Meesho bags \$275M in funding, eyes a hefty \$600M round. A peek into SEC filings reveals intriguing share transfers. With \$1.36B raised since 2015, Meesho's expansion is in full swing
- PurpIle aims to secure a \$100 million investment, considering a potential entry into the public markets by 2026



- Dino Morea's Juice Brand, The Fresh Press, Raises Pre-Series A Funding The Fresh Press, co-founded by Dino Morea, secures Pre-Series A funding from Gruhas Collective Consumer Fund, expanding into multiple Indian cities. Founded in 2018, it gained momentum with Morea's involvement
- High Voltage Funding: Ola Electric Charges Up with \$50 Mn Boost: Ola Electric secures \$50M debt funding, issuing 41,000 NCDs at INR 1 lakh each.

EXPANSION AND



- Historic Alliance: Ambani Joins Forces with Adani in Power Sector Mukesh Ambani's Reliance secures a 26% stake in an Adani power project, marking a groundbreaking collaboration between the two business magnates
- Google launched Wallet app in India for Android. Users can store tickets, passes, and cards. Partners include Flipkart, PVR and Air India. Commuters on Kochi and Hyderabad Metro can also store their passes
- Former Unacademy COO Vivek Sinha launches Beyond Odds Technologies with \$11M seed funding, targeting grey-collar workforce training and 'Emversity' health sciences degrees
- Ambitions Cricket commentator Harsha Bhogle's investment injects new momentum into Hitwicket, aiming for a massive 50 million downloads globally within two years



DIVERSIFICATION



- Discover Swiggy Daily: Back after 4 years, now Swiggy Daily in the main app! Enjoy home-style meals in Bengaluru. Healthy, affordable and flexible subscriptions from 3 days to a month
- From CEO to Chairman: Azhar Iqbal's Transition Marks Inshorts Leadership Rejig: Inshorts undergoes a major change as Azhar Iqbal becomes Chairman, while cofounder Deepit Purkaya Iqbal takes over CEO after 11 years
- IndiGo partners Archer Aviation to launch Electric air taxis in India by 2026 with Archer Aviation JV
- Zerodha's Nikhil Kamath invests \$10 million in Subko Coffee's Series B funding. It aims to enhance customer experiences, improve farm infrastructure and expand its product line. SWKO Plans include launching flagship cafés in India and globally to redefine the coffee experience



INNOVATION & DISRUPTION

- Uber is licensed to operate over 50 bus routes in Delhi NCR under the city's premium bus scheme
- OpenAI's GPT-4o integrates text, audio, and visual inputs/outputs offering rapid, natural interactions and enhanced multimodal capabilities
- Digantara joins India-Australia space mission to tackle debris, integrating its tech into Space Machines' OSV under the "Space-MAITRI" project
- Delhivery is launching Delhivery Robotics India to manufacture drones, offer DaaS, and provide global UAV services with INR 5 Cr capital.



- Bhavish Aggarwal's Krutrim AI, India's top AI unicorn, released its Android app, emphasizing productivity enhancement. As India's AI assistant, it offers writing aid and information gathering. Aggarwal aims to globally empower Indian developers via Krutrim's platform
- Paytm ventures into ride-hailing with auto rickshaw bookings via ONDC, challenging Ola and Uber in cities like Delhi, Bengaluru, and Chennai. Testing cab services too, marking a significant expansion beyond e-commerce

BEYOND CINEMA

Bollywood
Icons and
Startup
Investments

Akshay Kumar

Invested In Two Brothers Organic Farm To Expand Its Reach, And Also Signed A JV With The Good Glamm Group For Men's Personal Care



Deepika Padukone

Invests In Blue Tokai Coffee Roasters, Citing A Passion For Authentic Indian Startups



Alia Bhatt And Katrina Kaif Saw Investments In Nykaa Soar By Nearly 11 Times, Despite A Post-Listing Stock Decline Of 60.18%

Aamir Khan And Ranbir Kapoor Tripled Their Investments In DroneAcharya Aerial Innovations, With Shares Now Valued At ₹72.62 Lakh And ₹57.97 Lakh.





Ekta Kapoor

Invests In The Yarn Bazar's \$1.8M Pre-Series A, Boosting B2B Marketplace For Yarn-Related Services, Facilitating Transactions Worth INR 370 Cr



Ajay Devgn

Invests In Panorama Studios Grew From ₹2.74 Crore To ₹9.95 Crore, A 363.13% Return On His 100,000 Shares.



Malaika Arora

Invests In Get-A-Whey, Becoming Its Brand Ambassador. The Startup Offers Healthy Desserts, Plans To Expand Product Line Nationwide

Parineeti Chopra

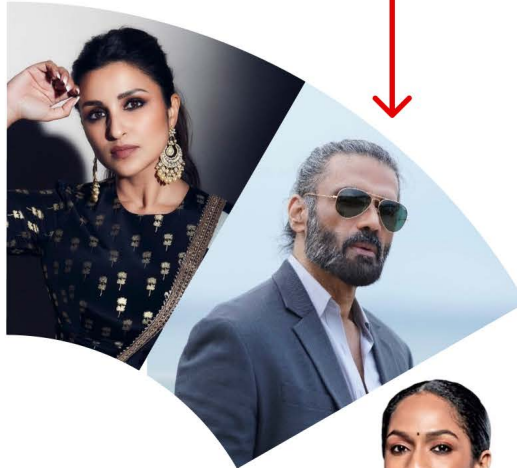
Invests In Clensta, Endorsing Sustainable Personal Care Solutions, Joining As Brand Ambassador. Founded By Puneet Gupta, Clensta Focuses On Clean, Effective Products

Suniel Shetty

Invests In Waayu Challenges Food Delivery Giants, Klasroom Boosts Edutech, Pro Panja League, And Regrip Innovate

Masaba Gupta

Invests In Purple Style Labs' Series C, Alongside Leading Funds, Backing High-End Designer Brands And Fostering Growth



Sanjay Dutt

Invests In Cartel & Bros, Aiming For Accessibility In Alcobev Products Additionally, Backs Sneaker Marketplace DawnTown For Expansion



Shilpa Shetty Kundra

Invests In WickedGud And KisanKonnnect Startups, Aligning With Her Values Of Health And Food Security

Kajal Agarwal

Invests In The Ayurveda Co. During Its INR 100 Cr Series A, Endorsing Ayurveda's Transformative Potential

ONDC

Imagine An Online Marketplace Where Small Businesses And Local Shops Can Easily Sell Their Products Without Being Locked Into A Single Platform Like Amazon Or Flipkart. That's The Idea Behind ONDC, Which Stands For **Open Network For Digital Commerce**.

- **Open For Everyone:** Unlike Traditional E-Commerce Platforms, ONDC Isn't Owned By A Single Company. It's An Open Network That Any Seller Or Buyer App Can Connect To
- **Freedom For Sellers:** Sellers Aren't Restricted By The Rules And Limitations Of A Single Platform. They Can Choose The Apps They Want To Use To Reach Customers
- **More Choices For Buyers:** With Multiple Buyer Apps Connected To ONDC, You'll Have A Wider Selection Of Shops And Products To Discover
- **Level Playing Field:** Small Businesses And Local Shops Have A Better Chance Of Competing With Larger Players Since They're Not Dependent On A Single Platform's Algorithms



Think Of ONDC As A Public Marketplace Where Anyone Can Set Up A Stall (Seller App) And Buyers Can Visit Through Various Entrances (Buyer Apps). This Fosters Competition And Potentially Creates A More Diverse And Accessible E-Commerce Experience For Everyone.

It's Still Early Days For ONDC, But It Has The Potential To Revolutionize How E-Commerce Works In India, Especially For Small Businesses.

ONDC Faces Hurdles:

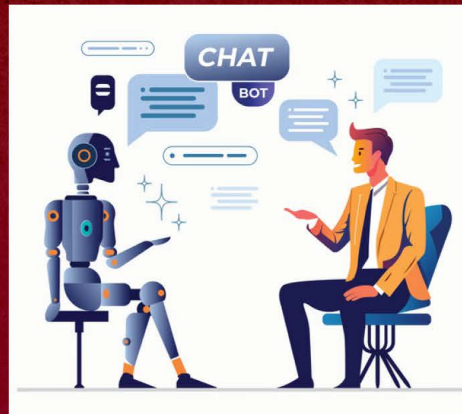
- Seller-Buyer-Logistics Network Is Complex
- Users Might Find It Less Convenient Than Single Platforms Initially
- New Platform Needs Widespread Adoption
- The Path To Implementation, Execution Of ONDC Is Still Unclear, But The Mission Is Visionary And Calls For Applause.

GPT4.0

ENTREPRENEURIAL ENERGY BOOST



GPT-4o represents the premier model within OpenAI's portfolio of language model technologies. The "O" stands for "Omni," which is not merely a marketing term, but signifies the model's capabilities across multiple modalities, including text, vision and audio



No matter if it's written words, spoken conversations or even videos, GPT-4o can grasp the feeling behind the message. It's like having a built-in emotional translator, unlocking deeper insights from all your interactions

GPT-4o goes beyond text: it tackles summaries, solves complex problems, writes code and unlocks knowledge in new ways analyzing data presented in charts and even creating new visualizations based on your prompts. It's more than just a Q&A tool - it's a reasoning powerhouse



Power of GPT-4o's audio response- It can understand and respond to your questions in a blink – just 232 milliseconds on average, nearly as fast as a real human! while powerful, is not a good collaborator for creative projects



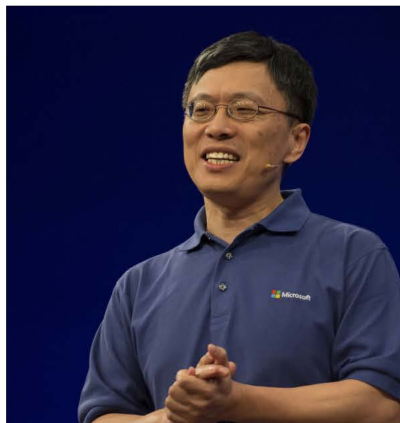
MICROSOFT ODYSSEY



A Pinnacle of Promises

Microsoft has embarked on an ambitious journey known as the "AI Odyssey." This groundbreaking initiative aims to equip 100,000 developers across India with the latest advancements in artificial intelligence (AI) technologies and tools.

The AI Tour is an event all about cool new AI tools that can help you get creative, work together better, and solve problems in fresh ways. They'll have talks, demos and workshops where you can learn from Microsoft and other experts, plus meet other people who like AI too!



Ways to explore Microsoft Odyssey

- The first level of the program educates participants on how to use Azure AI services to create and deploy AI solutions for different scenarios. This will give them access to useful resources, code samples and guides to master practical AI skills.
- The second level of the program challenges participants to prove their AI skills by completing an online assessment with interactive lab tasks that earns them Microsoft Applied Skills credentials, a new verifiable credential that validates their ability to solve real world problems with AI.

EV

Revolution In India

Fasten your Seatbelts, folks, the EV Revolution in INDIA has sped up!



Get ready for a major shift in the way we drive! the car industry is undergoing a super cool transformation, just like something out of a futuristic movie

Why the big switch? Well, two main reasons: money and the environment!

Fossil fuels, the kind of gas we use in most cars today, are getting pricier and they also release yucky emissions that pollute our air.

India is even setting a goal to switch things up by **2030!**

Of course, there are still some challenges to overcome. EV batteries need to be bigger and more powerful and there needs to be more places to charge them up easily

But hey, that's what innovation is all about, right?

So, get ready to ditch the gas station and join the electric revolution! The future of driving is looking bright, quiet, and eco-friendly.



Different Categories

HEV

Hybrid electric vehicles (ex. Toyota taisor, Maruti Grand Vitara) - They utilise an electric motor to assist IC engines

PHEV

Plug-in hybrid electric vehicles (Volvo XC90, BMW 7 Series) - They are similar to HEVs but have a bigger battery pack and electric motor

BEV

Battery electric vehicles (Tata Nexon EV, Hyundai Kona, Tata Tiago EV) - They are powered purely by an electric battery with no Internal Combustion (IC) engine (petrol/diesel) parts

FCEV

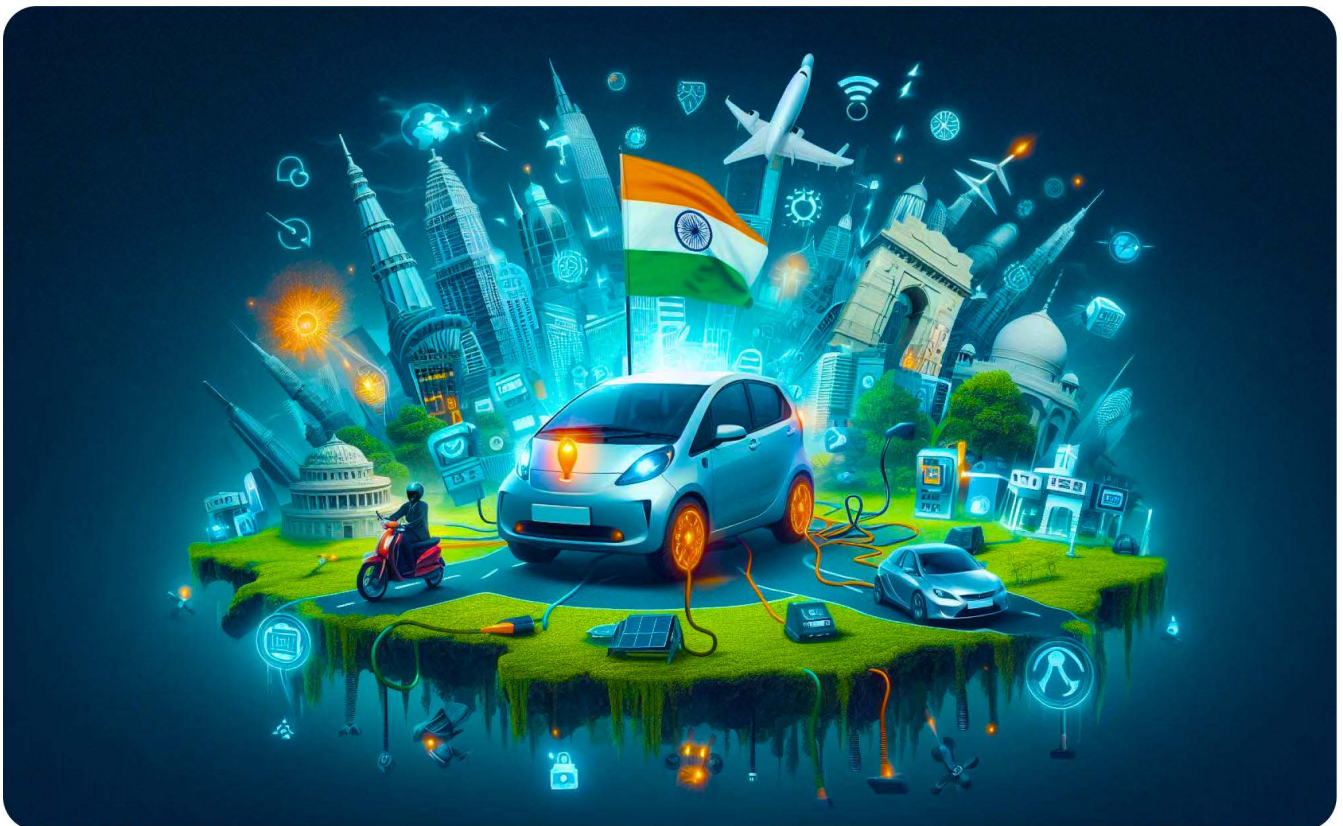
Fuel Cell Electric Vehicles - They use power derived from chemical energy (hydrogen and oxygen) and a battery pack to power the vehicle without charging

What are the challenges mentioned in the context regarding the battery swapping model for electric vehicles in India?

- **Battery Size and Power Variation:** The battery size and power may vary across different EV manufacturers and models (e.g., Maruti Alto and Honda City), which complicates the battery swapping model.
- **Need for Similar Vehicle Design:** The battery swapping model demands a similar vehicle design to accommodate the same battery, which is difficult to achieve across different EV models.
- **Availability of Charging Points:** The easy availability of charging points across different places in a city remains a significant challenge that is yet to be resolved. The battery swapping model was introduced in Israel and China but met with only partial success, highlighting the challenges in implementing this model effectively in the Indian context.



Potential Benefits For India In Shifting Towards Electric Vehicles



- **Reduced Oil Imports**

Shifting to electric vehicles would curtail India's oil bill by an estimated US\$60 billion, reducing the country's dependence on imported fuel.

- **Emission Reduction**

The adoption of electric vehicles is expected to cut emissions by 37%, contributing to India's commitment to containing pollution and reducing its carbon footprint.

- **Shield From Vulnerability**

By reducing dependence on fuel imports, India aims to shield itself from vulnerability against crude oil prices and currency fluctuations, enhancing energy security.

- **Economic Growth**

The shift towards electric vehicles can stimulate economic growth through the development of a domestic electric vehicle industry, job creation and technological innovation.

These potential benefits align with India's goals of reducing emissions, decreasing reliance on imported fuel, promoting energy security and fostering economic and environmental sustainability.

AR



What Is Augmented Reality?

- This technology integrates graphics, images, audio and text into the physical world.
- It adds value to the three-dimensional world by allowing you to see how something may look, smell, feel or sound without it being physically held or seen.
- Companies may use augmented reality for entertainment, education or marketing products



The company released this app during the pandemic, allowing consumers to virtually try on their shoes to see how they looked and even view them while walking or running.

It promoted the new season of Stranger Things using AI to present an immersive experience. Users could visit specific locations that triggered an AR experience, turning shopping isles into caves and woods, with monsters and spooky goings on, allowing you to feel like you were part of the Stranger Things series.

NETFLIX



It does this with its app, allowing you to view your home through your smartphone and add products to scale using VR.

A London bus shelter was the scene, whereby, using AR, Pepsi created unbelievable images and scenes, making it appear like London was being invaded by flying saucers and aliens right in front of their eyes



It came at a time when AR was emerging into the mainstream and gained a lot of attention for its immersive experience.



ER

What Is XR Technology?

XR Stands For Extended Reality, A Technology That Combines The Real World With Digital Elements To Create Immersive Experiences



At its 2023 Unpacked event, Samsung announced it was working on building new XR experiences in association with Google and Qualcomm



Qualcomm

Qualcomm Technologies is accelerating the future of extended reality (XR) with its Snapdragon® XR technologies, designed to seamlessly merge the physical world with the digital

Apple Inc., a pioneer in technology, has ventured into Extended Reality (XR) with initiatives like ARKit, empowering developers to create immersive experiences



Google

Google LLC stands as a pivotal force in Extended Reality (XR). With initiatives like Google Cardboard and platforms such as Google Daydream and ARCore, the company has propelled immersive experiences forward

Sony Corporation, a global conglomerate headquartered in Tokyo, Japan, has established a strategic focus on Extended Reality (XR), including virtual reality (VR) and augmented reality (AR)

SONY

ice cream is
just cream, if not
delivered on time



zomato
delivers on time

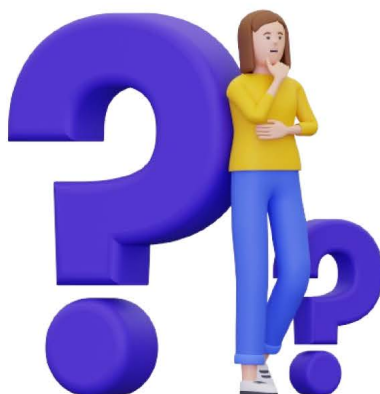
CASE STUDY

The Need for Speed: Quick Commerce Takes India by Storm

In India's fast-paced urban jungle, a new phenomenon is revolutionizing shopping: quick commerce, or Q-commerce. Promising delivery within 10 to 30 minutes, it's taking convenience to an unprecedented level

Imagine this: a job seeker in Bengaluru uses Blinkit to deliver his CV, bypassing the crowded email inboxes. It's a sign of the times—Q-commerce is here and it's big

It's a sign of the times—Q-commerce is here and it's big



ARE THEY ONLY DELIVERING GROCERIES??

Quick commerce isn't just about groceries anymore. It's expanding into beauty products, electronics, and even iPhones, capturing the hearts of millennials and Gen Z. Goldman Sachs values Blinkit at a staggering \$13 billion, underscoring the sector's explosive growth

This trend isn't limited to big cities. Smaller cities like Vizag and Kochi are catching on. Swiggy's Instamart sees booming demand in Jaipur and Kochi, reflecting a shift from local stores to quick commerce

BigBasket joined the fray, promising 10-minute grocery deliveries to over 10 million customers. Zepto introduced a membership program, Zepto Pass, for unlimited deliveries at a monthly fee

Regulatory bodies are vigilant. Companies must ensure their delivery times meet their promises. If median delivery times exceed 10 minutes, marketing messages must be updated

Who Is Leading The Race ?



These giants strategically place dark stores within a **2 km radius**, **stocking 1,500-2,500 items** for ultra-fast delivery. Blinkit alone processes 600,000 orders daily, with Swiggy Instamart and Zepto close behind

Where Is India Headed?

Competition is heating up!!

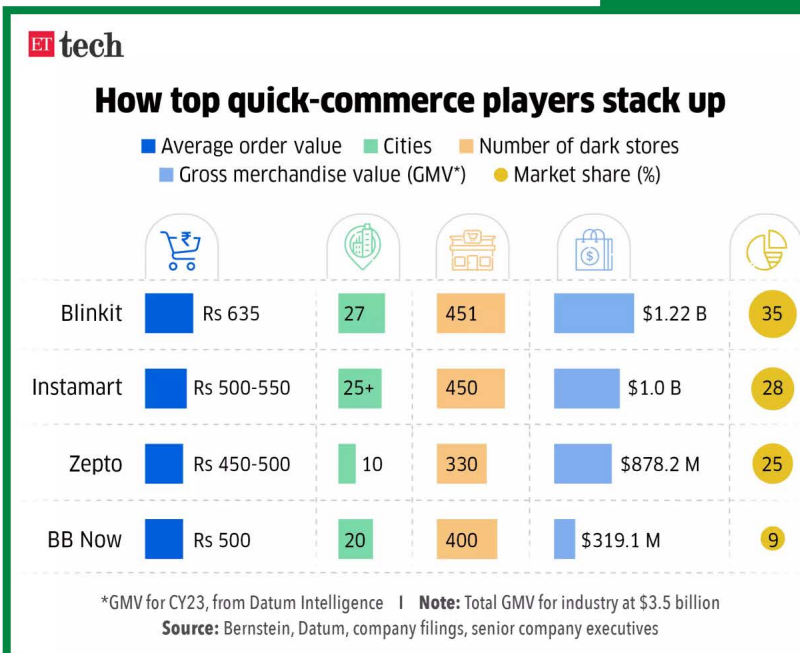
Flipkart is eyeing the quick commerce market, even considering a stake in Zepto

E-commerce titans Amazon and Flipkart are exploring quick deliveries for items like mobile phones and appliances.

Delhivery, another major player, cautiously evaluates the model's viability.

Reliance Retail's JioMart is also stepping in, optimizing delivery routes for speed

The future of Q-commerce is uncertain, but one thing is clear: India's need for speed is undeniable.



Key Features

Financially, these players are powerhouses. **Blinkit** boasts an annual revenue run rate of **₹12,000 crore**, while **Swiggy Instamart** and **Zepto** report **₹8,000-8,500 crore** and **₹7,000 crore**, respectively. Yet, challenges loom. Sustainability and fierce competition test their mettle. Dunzo, backed by Reliance and Google, struggles, leading to acquisition talks with Flipkart.

Welcome to the era of instant gratification. Quick commerce is not just a trend; it's a revolution.



Ultra-Fast Delivery

Quick delivery companies aim to deliver orders within a very short timeframe, often 30 minutes or less. This rapid delivery sets them apart from traditional eCommerce models that may take a day or more for standard delivery.



Micro-Fulfillment Centers

To achieve fast delivery times, Q-commerce relies on a network of small, strategically located fulfillment centers. These micro-fulfillment centers are placed in proximity to the target customer base, allowing for quick order processing and delivery.



Focus on Convenience

Q-commerce is designed to provide maximum convenience to customers. The goal is to fulfill orders as quickly as possible, reducing the waiting time for consumers and catering to the growing demand for instant gratification.



Limited Product Selection

Q-commerce companies often offer a curated and limited selection of products. This helps streamline operations, making it easier to manage inventory and fulfill orders rapidly.



Technology Integration

The quick commerce industry heavily relies on technology to optimize its operations. This includes efficient order management systems, advanced logistics software, and sometimes the use of autonomous vehicles for delivery.



Target Urban Areas

Quick commerce delivery is particularly well-suited for densely populated urban areas where the concentration of potential customers allows for cost-effective micro-fulfillment center placement.

INNOVATE COLLABORATE ELEVATE

The JIC Approach



INDUCTION PROGRAM

At JIC we hire you for your attitude and train you for the skills. We believe that every student has unlimited potential and boundless energy, it's just important to harness the same. Through Induction Program we educate and provide training to the JIC Community members on both Soft Skills and Hard Skills in the first semester itself, so they can easily crusade through their engineering journey. We provide workshops on-

- LinkedIn & Content Creation
- PR & Leadership
- Graphic Designing & Video Editing
- Website Development
- DSA, UI/UX
- AI & ML
- Salesforce and other emerging technologies

ENTREPRETHON

Unlike Ideathon, where you get to work on any idea, we with Entreprethon give real time ideas to work upon. In other words the problems faced by the institute, which can be managerial, technical or to expedite some already existing operational process, or some breakthrough innovation disrupting the existing solution we have. Besides winning one time prize money, if the solution is feasible and scalable for JECRC, an MOU is signed between the institution and the Team to build the actual solution and implement and at every state of product completion a tranche of amount is received by the Team.





ACCELERATOR PROGRAM

This is a 10 Week structured Offline/ Hybrid Program that helps you build a startup from MVP through Classroom trainings, moving them to the stage where they are eligible to pitch to external investors, be part of JECRC Grant from Government and be officially incubated at JECRC Incubation Centre.

INCUBATION PROGRAM

This is a 12 Week structured offline/hybrid program that lets you transform your idea into a reality. During the course of these 12 weeks, mentors, advisors, new startup founders, seasoned startup founders, through classroom trainings or their journeys, help students to build Minimum Viable Product from their startup idea and are provided a seed fund to build the same, once the idea has been validated through 100 customers. The seed funding is from the Chairman's Office and up to INR 2 Lakh



KEYNOTE - LEADER TALK SERIES

With the Motto of Listen | Learn | Leverage we conduct Keynote/ Leaders/ Founder Talk series where Influential leader from different walks of life share their interesting journey with the students. This way the students get motivated to dream and achieve big, whilst also learn the art of Networking.

OTHER OPPORTUNITIES AT JIC

Events such as Local Startup Meet – Tech-Entrepreneurial-Hackathon- Community Events-Workshop- Games-Quiz- Activities- Daily Startup Challenges- Learning the art of Content creation- Are pivotal to building Personal brand and unlock the Networking and interpersonal skill of the students.



YOUNG TITANS

Radhika Gupta
MD of
Edelweiss MF



I'm often asked about work-life balance and I always describe it as beautiful chaos

Azhar Iqbal
Cofounder of
Inshorts



A thriving startup needs community, progress and celebration

Deepinder Goyal
Founder of
Zomato



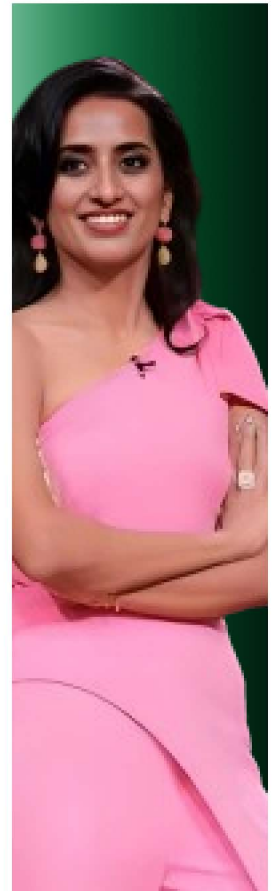
In food delivery, we must innovate and excel in customer service to stay competitive

Anupam Mittal
Founder Of
Shaadi.Com



Building a successful company is about solving a real problem and making it easy for users

Vineeta Singh
Founder of Sugar
Cosmetics



Numbers are my love language, but no number gives joy like customer love can



DIVE INTO STARTUP संगम

Diverse Minds, Unified Goals



Shelly Bulchandani
Founder, The Shell Hair

Kristine Howard
Head of Developer
Relations APJ at AWS

Abhinav Sharma
Microsoft MVP Award 2023,
2024

Rahul Gautam
Co-Founder, MedDelivery

Nitin Jain
Founder, IndiGifts

Jen Looper
Head of Academic Advocacy, AWS

Aditi Sawhney
Senior Digital Marketing Manager, AWS

Ridhima Kapoor
Developer Marketing Manager, AWS

NIVEDAN RATHI

THE AI & STARTUP GUY

Founder @ Future & AI | IIT Bombay | 160k
Subscribers on the World's Fastest Growing AI
Platform & Community for Entrepreneurs &
Leaders

• The AI Revolution: A Call to Action

The winds of change are upon us and Artificial Intelligence (AI) stands at the forefront. This disruptive force promises to reshape the very fabric of our future. Ignoring it is not an option.

• Future & AI

The speed of this transformation is both exhilarating and daunting. AI's arrival is inevitable and we must approach it with open eyes.

A Futurist's Perspective: A World of Opportunity

For some, AI represents a utopian future – a world where life is enriched by technology, not burdened by it. This optimist sees the potential for AI to solve our greatest challenges and improve our lives in unimaginable ways. Risks and drawbacks may exist, but they pale in comparison to the potential benefits. We must learn to harness this power, allowing AI to blossom and reach its full potential.

Bridging the Knowledge Gap: Sharing the Power of AI

He envisions a vibrant ecosystem where individuals from all walks of life can learn, collaborate and build a future powered by AI. Whether you're a seasoned tech professional or a curious newcomer, this community welcomes you. Here, the focus isn't on your specific field, but on your ability to adapt, solve problems, think critically and lead effectively in a world shaped by AI.

The Double-Edged Sword: Job Displacement and Expansion

AI will undoubtedly displace some jobs, but fear not! It's a double-edged sword. AI will also create new opportunities and augment existing roles. The key lies in understanding which AI capabilities will expand certain industries and which will cause contraction. Ultimately, technology automates tasks to unlock our greatest human potential.



From Inspiration to Action: An Entrepreneur's Journey

Great thinkers and builders have always been a source of inspiration. Entrepreneurship offers a powerful path to create value by harnessing new knowledge like AI



This knowledge can be transformed into educational tools, software products and shared with the world through social media, partnerships and networking. These successful individuals understand the power of objective knowledge, a truth that transcends personal opinions



Now, the question arises: how can this inspiration be translated into action? Entrepreneurship is often romanticized as a journey fueled by optimism, where failures and challenges become stepping stones to overcome weaknesses. **The vision is clear: to position India as a leader in the global AI ecosystem, and to be a key player in this transformation.** However, a gap exists between thinkers and doers

Bridging this gap requires a structured approach. First, a deep understanding of the problem is crucial. Who are you trying to help? What specific pain point are you addressing? Can this problem be broken down into smaller, more manageable aspects?

Following this breakdown comes the spark of creativity. Each aspect becomes an opportunity to explore unique and innovative solutions. But most importantly, unwavering commitment is essential – commitment to the project, the team and most importantly, to yourself

For aspiring entrepreneurs:

- Unearth your passion: What truly drives you? What problem are you passionate about solving?
- Self-improvement: What kind of person do you need to become to achieve your goals? How can you continuously learn and improve?



CARDHO



In the vibrant landscape of Jaipur, a group of enterprising students from JECRC College have embarked on a journey to redefine car care with their groundbreaking startup, CARDHO. This innovative venture is set to transform how we maintain our vehicles, offering a blend of convenience, affordability and top-notch quality right at your doorstep.

CarDho : Revolutionizing Car Care in Jaipur

CARDHO



CARDHO was born out of a simple yet powerful vision: to ensure that car owners never have to compromise on their vehicle's cleanliness due to time constraints or the hassle of visiting a service center. Starting at just Rs. 749 per month, CARDHO's packages encompass a full spectrum of services: exterior and interior cleaning, vacuuming, sanitization, deodorization, dashboard polishing, tire shining and machine pressure washing — all from the comfort of your home.

Currently serving over 300 cars across Jaipur, CARDHO's rapid success speaks volumes about its dedication and innovative approach. The startup has also secured a significant boost with funding of Rs. 2 Lakhs from our esteemed director, Shri Arpit Agrawal, propelling their growth and expansion plans.

They served their first customer in February 2024, after more than 3 months of planning and plotting. Their professional services aiming to streamline this unorganised sector of work in the Indian market.

From there, the roads did surely get more difficult and the team grew too; now 10 members, handling different verticals, leading to better decision making and better teamwork.

10 AI TOOLS

Hubspot



Streamline marketing, CRM and customer service with HubSpot's AI tools. Manage email campaigns, social media and customer interactions effortlessly



Grammarly

Improve your writing with Grammarly's AI suggestions on grammar, tone, and style, ensuring professional-quality content

ChatGPT



Enhance customer service with automated responses and engaging conversations using OpenAI's ChatGPT integrated into your website or app



Canva

Create stunning graphics, presentations, and social media posts effortlessly with Canva's AI-powered design assistance

Tableau



Visualize complex data with interactive dashboards for better business intelligence and decision-making



Google Analytics

Gain insights into website traffic and user behaviour to optimize marketing strategies and enhance user experience

Trello



Organize tasks and collaborate effectively with Trello's AI-powered task management features



Salesforce

Leverage predictive analytics and customer insights with Salesforce's Einstein AI for improved sales performance

Asana



Automate task management and project tracking to keep teams aligned and productive

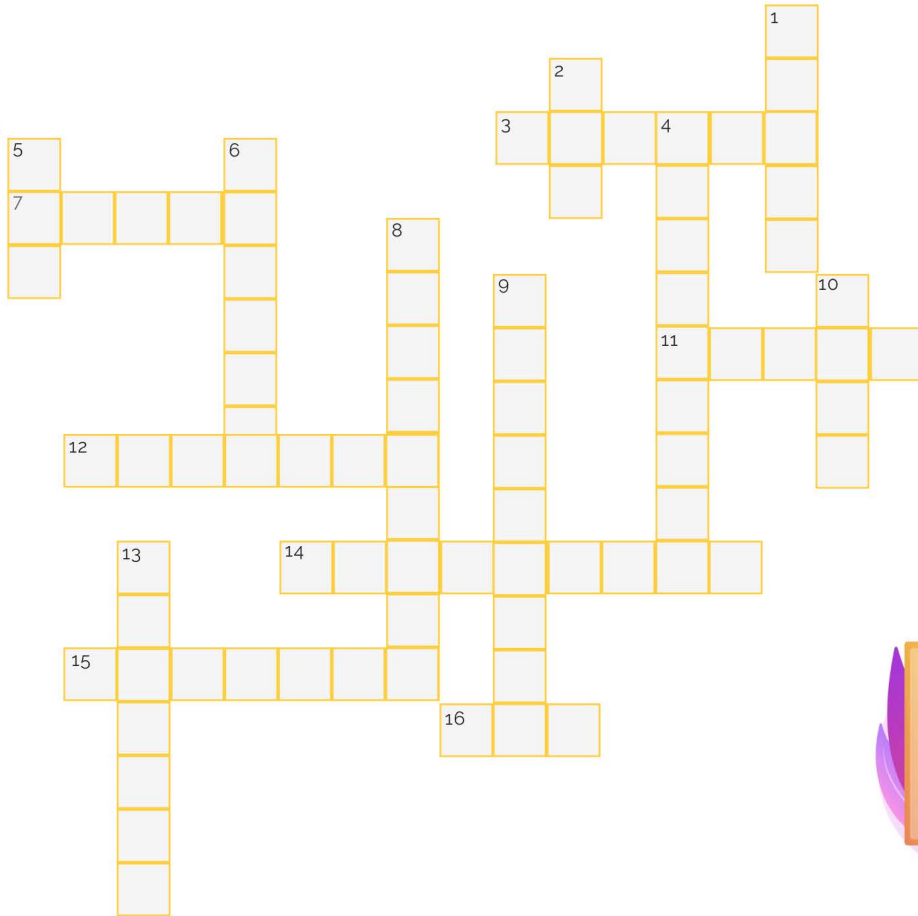


Pipedrive

Streamline the sales process with AI-driven CRM features, providing valuable insights and recommendations

CROSSWORD

Entrepreneurship Special



DOWN

- | | |
|---|--|
| 1. Present an idea to investors | 6. A catchy phrase to remember |
| 2. Initial Public Offering - going public | 8. Shared office space for startups |
| 4. The process of refining a product | 9. A company that shakes things up |
| 5. Minimum Viable Product - a basic version for testing | 10. What you plant to grow a company |
| | 13. Creative and unconventional thinking |

ACROSS

- | | |
|-------------------------------------|---|
| 3. A short, intensive burst of work | 14. A customer problem your business solves |
| 7. Growth that spreads rapidly | 15. Money to support the business |
| 11. An early-stage investor | 16. Keeps track of customer interactions |
| 12. The one who starts the business | |

1.PITCH 2.IPO 3.SPRINT 4.ITERATION 5.MVP 6.SLOGAN 7.VIRAL 8.COWORKING 9.DISRUPTOR 10.SEED 11.ANGEL 12.FOUNDER 13.BLUESKY 14.PAIN POINT 15.FUNDING 16.CRM

ANSWERS



GLOSSARY

Startup Terminologies

Acqui-Hire

The acquisition of a company primarily for the skills and expertise of its employees, rather than for its products or services.

Churn Rate

The percentage of customers who stop using a company's product or service during a given time period.

Cliff Vesting

A type of vesting schedule where an employee must work for a company for a certain period (e.g., one year) before earning any stock options or equity

Convertible Note

A form of short-term debt that converts into equity, typically during a future financing round

Customer Acquisition Cost (CAC)

The cost associated with acquiring a new customer, including marketing and sales expenses

Growth Hacking

Innovative, low-cost strategies focused on rapid growth, often used by startups to gain exposure and increase their customer base quickly

Pivot

A significant change in a startup's business model or product strategy based on feedback or market conditions

Runway

The amount of time a startup can operate before it runs out of cash, based on its current burn rate

Sweat Equity

Ownership interest or equity earned by contributing work rather than investing capital

Zebra

A startup that aims to balance profitability with social responsibility, sustainability and ethical practices, in contrast to the high-growth, high-risk model of unicorns



1 ANKUR WARIKOO

Ankur Warikoo, entrepreneur, investor and speaker, runs the popular YouTube channel "Warikoo." He shares insights on creativity, funding, team-building and scaling. His channel features interviews with successful entrepreneurs and thought leaders, making it a must-follow for Indian business owners.



2 Y Combinator

If you're a business owner or aspiring entrepreneur, this YouTube channel is essential. It covers fundraising, product development, marketing and features insights from successful founders and industry experts. With concise, easy-to-watch videos and podcasts featuring guests like Elon Musk, Anu Hariharan and Mark Zuckerberg, Y Combinator is a must-visit

3 YOURSTORY

YourStory is a top YouTube channel for Indian entrepreneurs, featuring interviews with successful entrepreneurs, thought leaders and industry experts. It showcases startup success stories, highlighting their unique journeys and challenges. The well-produced videos offer valuable insights and practical advice for business ventures



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4 NIKHIL KAMATH

Nikhil Kamath, Indian entrepreneur and co-founder of Zerodha and True Beacon, hosts the podcast "WTF with Nikhil Kamath." The podcast covers diverse topics including technology, social media, renewable energy, electric vehicles, philosophy, gaming and psychology.



5 VARUN MAYYA

CEO of Aeos, specializes in generative AI and content creation. He developed Godinabox, AlphaCTR and AutoCodePro. Formerly the founder of Avalon, sold to Unacademy in 2023, he now creates content on Indian startups, AI, and tech and co-hosts a podcast on AI with Tanmay Bhat

6

INDIA IN PIXELS

Not directly related to entrepreneurship or startups but India in Pixels is a data storytelling channel that makes video essays that explore connections in the cultural artifacts of India - languages, films, music, stories and life. It is an amazing channel to boost your knowledge about the culture of India

7



THINK SCHOOL

Think school aims to teach essential subjects like business, geopolitics and economics—topics often overlooked by traditional schools and colleges. It is a channel that can highly boost one's understanding of the world and business

8



Labour Law Advisor (LLA) began as a YouTube channel in 2017 to simplify labour laws for the common man. Today LLA makes videos about finance, laws, frauds and much more. A channel highly recommended to boost the knowledge and understanding of the financial world.



CREATORS FOLLOW

9



BACKSTAGE WITH MILLIONAIRES

Backstage with Millionaires (BwM) is the leading destination for English Indian startup content online. Founded by Prithvi, an Indian entrepreneur and media professional, alongside Caleb, a Canadian photographer and videographer enamored with India's charm, BwM offers a unique perspective on the Indian startup scene

10



RAJ SHAMANI

Raj Shamani, is an entrepreneur and motivational speaker focused on daily growth. His YouTube channel offers authoritative insights on business, relationships, politics, health, science and entertainment. Through his podcast, "Figuring Out: The Indian Dream," Raj aims to help every Indian achieve their 'Indian Dream.'

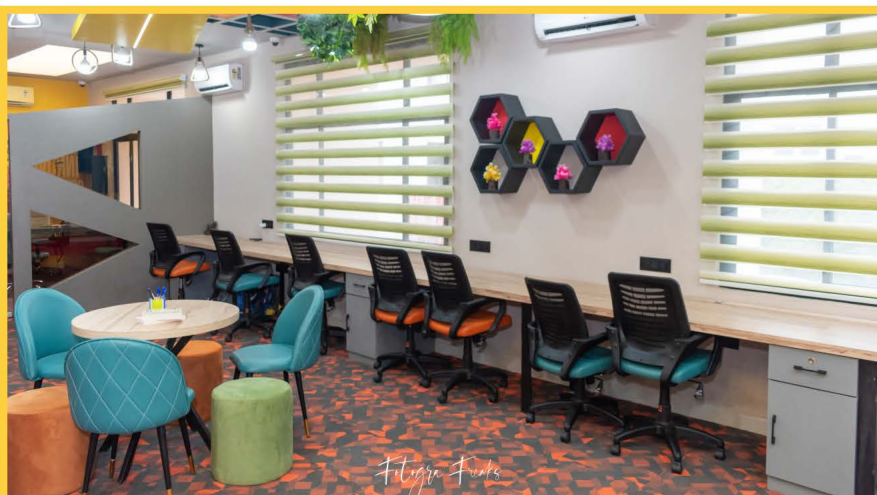
THE VISIONARY

MENTORSHIP
SCALABILITY STRATEGY IDEATION DISRUPTION
VENTURE INNOVATION
COMPASSION GROWTH RESILIENCE
COLLABORATION



“Numbers track Progress,
Compassion
defines Purpose” -ARPIT AGRAWAL
VICE CHAIRPERSON
JECRC FOUNDATION

JIC CO-WORKING SPACE



JIC



परिवार



EDITORIAL TEAM



NAKSHATRA SHARMA
Content & Research Curator
1st year

AARUSHI GUPTA
Team Lead
1st year

SHASHANK MISHRA
Content & Research Curator
1st year

JIGYASA GARG
Content & Research Curator
1st year

SUMIT SHARMA
Visualizer & Architect
1st year

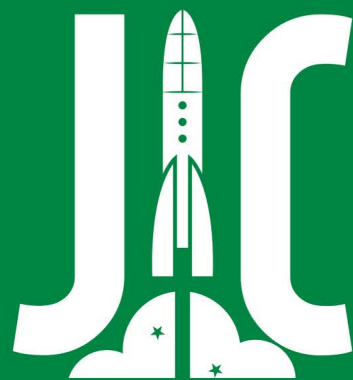
POORVI MATHUR
Content & Research Curator
1st year

CONTACT US

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



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