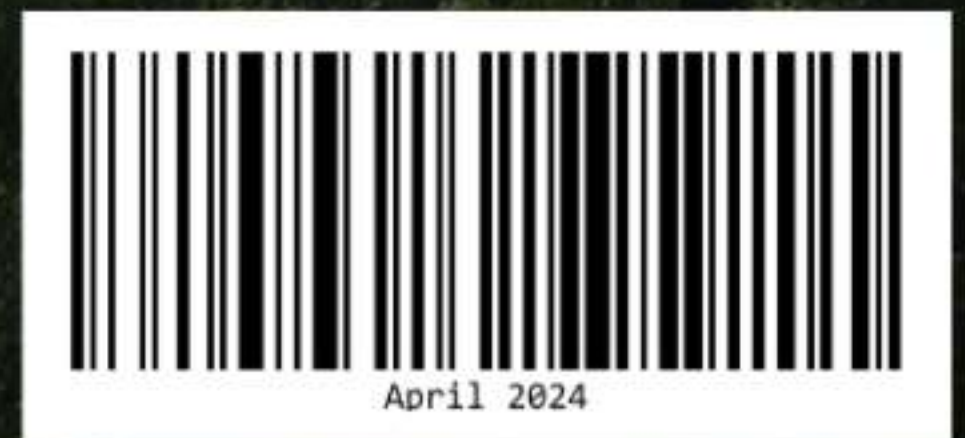


April 2024

# TECHकी बात

**Volume 3**  
Edition - 04

SIIC: Where ideas take flight



April 2024



IIT KANPUR



INCUBATION AND INNOVATION  
IIT KANPUR

STARTUP  
INCUBATION AND  
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[www.siicincubator.com](http://www.siicincubator.com)



# Mentor Mantra



Mr. Tarun Bhargava

Strategy, Planning, Financing, Governance, Risk, Cash Flow Management.

## The Financials of Launching a Business

The entrepreneurial journey demands dynamic focus and priorities. After funding, the focus shifts to achieving product-market fit. This means building a revenue model, brand awareness, and a strong sales engine. Success hinges on adapting to each stage's challenges by setting tailored priorities. Mentorship can be crucial in navigating these complexities. Initially, product development reigns supreme. Here, validating the core problem your business solves through customer experience is paramount. A clear understanding of this problem is the cornerstone of any successful venture.

### Key points:

- ✓ Continuously gather feedback from your target audience and use it to refine your product, ensuring it solves their needs effectively.
- ✓ Actively listen to customer feedback to generate a steady stream of ideas for product development and new use cases.
- ✓ Marketing to your target audience creates awareness and positions your product as a solution to their problems, ultimately leading to sales.
- ✓ Utilize various channels like social media, friends, family, and former colleagues to connect with potential customers.

Competitors offer a reference point, but true pricing power lies in quantifying your product's value – the savings and the convenience. Cost matters, but it shouldn't dictate the price. The initial model should prioritize minimizing cash burn and pave the way to profitability through consistent cash flow. Product and sales are the cornerstones of this strategy.



# Contents



## New Incubation

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

Refer to the section for more details.

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## Monthly Timeline

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

Refer to the section for more details.

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03



## Program Highlights

Learn about some outstanding accomplishments in the various program verticals that are currently up and running at SIIC, IIT Kanpur.

Refer to the section for more details.

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04-05



## Success Stories

Know more about the inspiring startups that have elevated our incubation ecosystem with their remarkable accomplishments on a national scale.

Refer to the section for more details.

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06-07



## Innovators se Baat

Discover the unique and advanced technologies that are currently being incubated at SIIC, IIT Kanpur.

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## Upcoming Grants/Events/ Workshops

Explore upcoming grants, events and workshops scheduled for May at SIIC.

Refer to the section for more details.

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## Milestone Achieved!

40+

cutting-edge startups incubated this month with a CSR support of Rs 25 lakhs and 12.5 lakhs under the Social Innovation Lab by CITI, in collaboration with IIT Kanpur.



Aarush Eco  
Tech



Agnitech Forge



AGROSIL



Amto  
Innovations



Apeiro Energy



AquaSynthesis



Arc Robotics



AXOM Farm  
Machinery



Bastar SE Bazar Tak



Bubblenut  
wash



Caliche



Cashmir Biotech



Celligo Natural  
Fibres



Chimertech



Sustainable Water  
TechNologies



Cluix



Crop Domain



Ensect Farm



# New incubation



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Ereky Labs



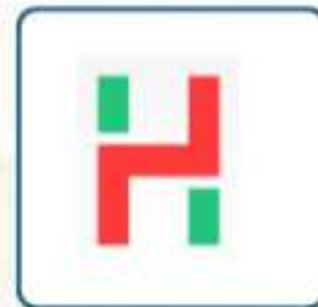
Fruvetechnology



Gudhgrams



Hyd hemp  
India



HYTHANE LABS



Innotech  
Agropostikam



Jetsons  
Robotics



Kaffa Kuwva  
Innovations



KASH HITH  
Innovations



Maraal  
Aerospace



Meraki  
Ecosolutions



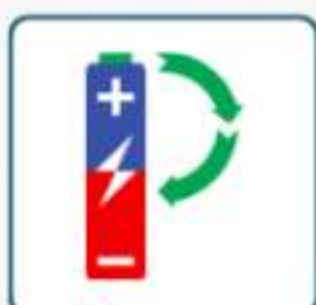
OpenSpectrum AI



Planterra  
Banana Fibres



Prasinos-Swan  
Cavions



Prayogik



Rextract



Royal Bengal  
Greentech



Seventh Horse  
Agri-Tech



Sushruthaa  
Scientific Solutions



Terracarb



ThinkRaw  
Innovative  
Solutions



Uneako Green  
Earth



Vivifica  
Sustainable  
Solutions





16 April 24



SIIC, IIT Kanpur, (F.I.R.S.T), signed a Memorandum of Understanding (MoU) with Blockchain for Impact (BFI). The agreement, formalised by Prof. Kantesh Balani (DoRA, IIT Kanpur) and Dr. Gaurav Singh (CEO, BFI), establishes a collaborative framework to leverage blockchain technology in advancing biomedical research. This partnership was witnessed by esteemed faculty members Prof. Ankush Sharma (Professor in charge), Prof. Amitabha Bandyopadhyay (Co-Professor In-Charge), and Dr. Nikhil Agarwal (CEO, FIRST and AIIDE-CoE, SIIC). This partnership aims to leverage advanced biomedical innovations and develop innovative healthcare solutions. These solutions are aimed at improving the health outcomes of underprivileged communities.

[Read More](#)



23 April 24



SIIC, IIT Kanpur, (F.I.R.S.T), and Ericsson India have signed a Memorandum of Understanding (MoU) to drive innovation in Mobile Financial Services (MFS) and Fintech. Prof. Ankush Sharma, Professor-in-Charge, SIIC, IIT Kanpur, Mr. Michael Wallis-Brown, Global Head of Ericsson Mobile Financial Services, and Mr. Nitin Bansal, Managing Director at Ericsson India were the signing authorities. This two-year partnership will leverage Ericsson's global expertise and IIT Kanpur's research capabilities to identify emerging technologies that can meet customer needs and create new business models.

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# PROGRAM

## highlights



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The SIB -SHInE fellows met with Dr Rajiv Chhibber, Vice President, Sahajanand Medical Technologies on 17th March, to discuss the evolving field of medical innovations and the significant growth opportunities for medical technology startups in India. They emphasized the importance of collaboration between academia and industry in driving innovation and advancing healthcare technologies.



The Centre for Innovation, Incubation and Entrepreneurship (CIIE) at the Institute of Technology, University of Kashmir, Srinagar, organized a two-day boot camp on 27th March. Zaid Khan from SIIC, IIT Kanpur delivered an insightful talk titled "Idea to Startup" to the Department of Electronics and Communication Engineering students, aiming to ignite their entrepreneurial spirit.



On March 29th, the C3i hub launched a Startup Cohort at Hyatt Regency Delhi, introducing 19 startups focused on diverse cybersecurity areas. This event linked them to a supportive ecosystem, offering access to vital resources and networks to enhance their contributions to a safer digital future.

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# PROGRAM

## highlights



Mr. Ankit Saxena, AVP of Investments at SIIC, conducted an online webinar on April 15 for SIB-SHInE fellows and MedTech innovators. He discussed the importance of market research and customer insights in developing leading products.

[Read More](#)

SIIC, IIT Kanpur held a well-attended outreach session on DISC XI and ADITI 1.0 programs on April 12. Senior officials including RAdm Vivek Dahiya (Indian Navy) and Mr Dayanand, Program Director, iDIO, and Joel Sachin, CSM®, Deputy Program Director, DIO, participated, fostering collaboration to propel the development of nascent critical and strategic deep technologies.

[Read More](#)





## DEEP ALGORITHMS SOLUTIONS

was awarded a patent for its innovative System, Method and Device for Continuous User Authentication and Verification on 4th March 24. This pioneering technology has been developed into adapID, a groundbreaking enterprise product that leverages advanced AI-powered haptics (HCI) for continuous user authentication with exceptional biometric accuracy.

[Read More](#)



## AEROSYS AVIATION

was awarded a certificate by the Directorate General of Civil Aviation, Government of India, for the design, specification, construction, and performance of their unmanned aircraft system 'Vedansh'. The certificate has been recommended by UL India Private Limited as required by the Certification Scheme for UAS notified by the Ministry of Civil Aviation.

[Read More](#)



## WATER AND SPICES

registered as e-Panipuri Kartz, successfully obtained a patent for their state-of-the-art technology, the "Automatic Panipuri Flavour Dispensing Machine".



## GENOMIKI SOLUTIONS

has won the prestigious title of Emerging Precision Medicine Startup of the Year at the highly acclaimed Precision Med India Awards on 31st March. They provide comprehensive automated genome-informatics solutions, developed by highly experienced bioinformaticians and scientists.

[Read More](#)





## LIFE AND LIMB

a startup creating advanced prosthetics, received funding from Portescap India to make these solutions accessible worldwide. This partnership aims to empower amputees by providing them with state-of-the-art prosthetic hands, improving their quality of life and independence.



## IIT KANPUR FACULTY ENTREPRENEUR

Kanwaljit Singh Nalwa and Professor Raju Kumar Gupta have co-invented a process for "Ruthenium doping of a sodium Superionic Conductor Ceramic in Sodium Ion batteries". This technology can revolutionize renewable energy by enabling safer and more sustainable batteries than those dependent on fossil fuels. The key advantage lies in using a solid-state electrolyte, eliminating the risk of flammability.





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INNOVATOR KE SATH



## INNOVATORS

SE BAAT

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Watch Full Video](#)

## SKY-AI TECHNOLOGIES

Kanpur-based SIIC startup SKY-AI, founded in 2019 by M.Tech graduate Sarvagya Shukl from IIT Kanpur, is developing AI-powered anti-drone solutions to address the growing threat posed by UAVs. Leveraging AI algorithms and CFD simulation, SKY-AI is creating high-resolution IR cameras and vision-based detection systems, offering a domestic alternative to previously expensive imported solutions.

**SIIC: What areas do you specialize in and what domains are you currently working**

Sarvagya Shukl (SS): Sky-AI is a technology solution provider that requires diverse expertise in areas such as artificial intelligence, computer vision, machine learning, IoT solutions, customized software, and enterprise SaaS products. At present, our major domains are detecting drones in the vicinity and raising an alarm, as well as vision-based, fully configured, precision landing software for drones.

**SIIC: What are the services provided by your technology?**

SS: We specialize in offering customized solutions that cater to all types of industries. Our solutions are designed to automate various business processes, providing a cutting-edge advantage to our clients in today's competitive market. We have expertise in training custom AI/ML models as per specific requirements and work with Python as the development environment in our applications.

**SIIC: How do the clients benefit?**

SS: Sky-AI offers a wide range of business and technology solutions to improve the performance of our clients. Our products and services assist clients in tackling their issues, achieving their objectives, staying competitive, and keeping up with the fast pace of business. We aim to collaborate with our clients and support them in realizing their business objectives.

**SIIC: What help did you receive from SIIC?**

SS: During the initial phase of our project, we received funding and grants from the Defence organization's projects. When we were conceptualizing our product, SIIC and C3i Hub provided us with grants to purchase necessary equipment. The assistance we received from professors in the defence sector was highly commendable. We are currently in the process of filing a patent for our AI product, which is the most innovative and indigenous system. We expect to complete it within the next six months, and it will undoubtedly be used for our country's security.

“

**“As an entrepreneur, embrace new tech, seek new opportunities.”**

**.....Sarvagya Shukl**

”



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# UPCOMING

## GRANTS/EVENTS/ WORKSHOPS

May 31st 2024

Biotechnology Ignition Grant (BIG) application



**BIG-24**  
BIOTECHNOLOGY IGNITION GRANT

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## FUNDING & MONITORING



## AI



# INTERNATIONAL



## CLINICAL





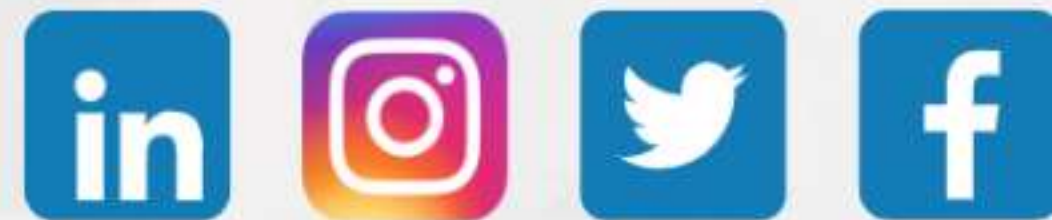
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Noida