

September 30, 2020

startrepreneur

An E-Cell MITAOE Initiative

MITAOE EDF

Cultivating Aspirations
Beginning a New Chapter, together

TECHNOLOGY

5g in India
Jio x Facebook
Does PUBG ban
uplift rivals'
exposure?

Who are Angel Investors

STOCK

Vodafone Idea
Together as Vi

BRAND NEW BEGINNINGS

Know more about
new budding start-
ups in India

POOJA APTE

Director Blinkgreen





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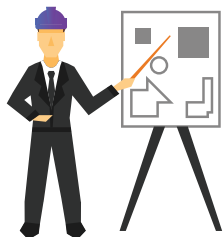
WHAT INVESTORS LOOK IN FOR A STARTUP?



1. You need a concrete business plan to attract the investors, your idea alone won't be enough to gain the investors attention.



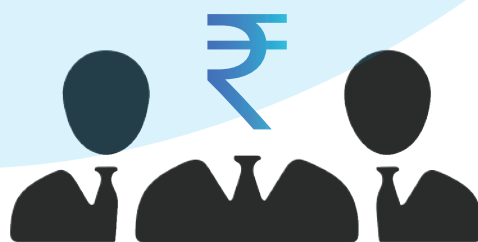
2. Other than the idea many more factors come into picture which investors look forward to- firstly the business team and the track record, the product that you're going to sell, the competitive advantage you have & what your market is, among others. By itself your plan is like a wheel in rest, without applying force it won't succeed.



3. The venture capitalists are the most demanding. They fund only a few thousand plans per year and they have to reduce their risks because they're investing other people's money.



4. Investors like to see that you've thought ahead to how they're going to get their money back on the deal.

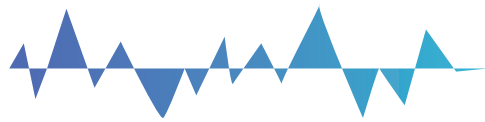


AN ANGEL INVESTOR?

An angel investor is a high net worth individual who provides financial support for small startups or entrepreneurs, in exchange for ownership equity in the company.

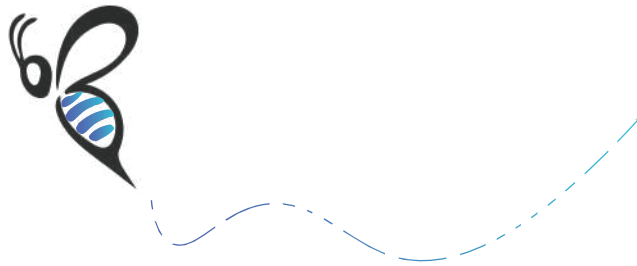
How do you find an angel investor? Before finding for any type of investor, the main thing you should keep in mind is what are the necessities and requirements of yours. After fig-

uring out those things, your chances of connecting with the angel investor you need will be much better if you keep this profile of the "typical" angel investor in mind. These kinds of investors look for companies with growth and export potential



AMERICAN SOCIAL MEDIA CONGLOMERATE FACEBOOK BUYS 9.99% SHARES OF JIO

Facebook will invest Rs 43,574 crore in Jio Platforms, a unit of Reliance Industries Ltd (RIL), for a 9.99% stake, an allcash deal which will help Indian conglomerate to reduce the debts and strengthen the social media company's presence in its largest market, especially for its WhatsApp unit. Facebook has launched its payments service in India via Whatsapp which is likely to help JioMart's business consolidate even further on one platform. JioMart is already using Whatsapp to reach the target audience and the platform is also used to confirm orders and send order details.



IS THIS THE RIGHT TIME FOR 5G IN INDIA?

What is 5g? it is the next generation cellular technology that is expected to provide faster communications with low latency. Global investment in the 5g industrial chain over 2020 to 2035 is likely to reach US\$3.5 trillion. 5g has the potential to become world's pre-dominant lan and wan technology over the couple of decades. The next 5 years will likely see a boom in private 5g implementation at locations that would greatly benefit from a better wireless technology.

The 5g ecosystem aims to enhance contribution of the digital communication sector to 8% of India's GDP.

4

DOES PUBG BAN UPLIFT RIVALS' EXPOSURE?

PUBG Mobile, one of the most popular mobile games was banned by the government over their alleged engagement in "activities" that were "prejudicial to sovereignty and integrity of India, defense of India, the security of the state and public order", that has caused a huge downfall for the PUBG corporation & the Chinese giant Tencent as India being the prominent market for PUBGM.

Tencent loses nearly \$34 billion since the PUBG Mobile ban in India — its second-largest evaluation dip this year. Even after the south Korean makers try to undo the pubg ban in india, the rivals like CODM, Freefire &

Battlelands Royale are reaping reach rewards.

After the ban, India based nCore games announced that it will soon introduce an action game called FAU-G for Indian consumers.



Brand New Beginnings

New
Beginnings

Young minds in India capitalized this moment very effectively. The number of startups has grown from 7000 in 2008 to 50,000 according to the latest reports by KPMG. From nutrition to fashion, from grooming and lifestyle to commute, Indian startup ecosystem has spread exponentially in every sector. Here's a short discussion on early stage startups that have shown most promise in the past few years.

Founded in August 2019 by Anurakt Jain and Ishita Verma, Klub is a fintech startup that provides growth capital to new-age brands across F&B, direct-to-consumer brands in fashion, lifestyle, FMCG, and consumer internet brands. Klub was also a part of Sequoia's accelerator programme, Surge.

klub

➤ **Rheo**

Founded in 2019 by Prakash Kumar and Saksham Keshri, Rheo TV is a game streaming platform that allows users to make gaming into a professional career option in India. The platform is working towards building an entertainment ecosystem around gaming, which will allow it to drive engagement and monetise professional gaming. The platform was also shortlisted in Sequoia

India's first video shopping app Bulbul has GMV worth Rs 15 Cr already. Bulbul was started with a mission to make online shopping real via live streaming in a language the audience is most comfortable with. The company was launched in 2018 and is based out of Gurugram. Videos become a great way to understand about the product as most of the customers are not interested in reading description. BULBUL developed a good customer base in a short time span.



VODAFONE IDEA COMEBACK WITH COLLABORATION STRATEGY

The collaboration of Vodafone and Idea plays a major role in growth in the market. The share value increases from the lowest 3.00 in Feb 2020 to the highest 12.5 in Sep 2020. The



main reason for the growth is, google interest and extending lockdown. There were several reports stating that Google showed interest in picking up 5% stakes in the company. Google, usually, does not throw around money without doing its necessary due-diligence. And if the Google deal goes through, other companies will show interest. Along with that the extended nationwide lockdown, encouraging work from home. Thus increasing the demand for the internet day by day. This benefited all major players, i.e. Bharti Airtel, Reliance Jio, and Vodafone Idea. All three of whose stocks have done fairly better than Nifty.

UNLOCK WILL HELP APOLLO HOSPITALS' TO REGAIN ITS POWER

Apollo hospitals are one of the largest hospital chains in India providing various medical facilities. The hospital chain has been impacted by travel restrictions. Higher-yielding overseas patient volumes may take time to recover, but inter-state patient volumes may normalize relatively quickly post the arrival of the vaccine. Lower hospital revenue may be partly negated by better than-modeled growth in the pharmacy and diagnostics businesses, CLSA said. Due to lockdown, stocks were down to 1088.85 in April 2020 but now it's rising fast and has reached to 2059.9 at the end of September 2020, and the value of the shares are rising day by day. A lot of growth is predicted in the future.



INDIAN VACCINE INDUSTRY GROWING EXPONENTIALLY

India is currently among the leading producers and suppliers of vaccines globally, contributing 60% share worldwide. The Indian Vaccine Market attained a value of INR 95 billion in 2019. The market is further expected to grow at a CAGR of 18% to reach a value of nearly INR 256.5 billion by 2025. The primary reason for such a huge contribution is the low cost of manufacturing. Also the cost of clinical trials in India is comparatively lower than in developed countries. Along with that, technical advancement and improved storage facilities for the cold chain have resulted in increased vaccine production capacity. Also, favorable government policies are helping the industry lot.



From the Coverpage Woman

What were your thoughts about business and entrepreneurship before you yourself became one?

I always dreamt of pursuing a job. Although I was clear that I want to grow my career in 'environmental & sustainable' sector, I was thinking about job opportunities in the sector.

From engineering to the cubicles of an IT company, when did you know you had the right idea? How did BlinkGreen happen??

After E&TC Engg. I got placed in IT Company (Capgemini). I was happy with my job, my team. No complaints /regrets. But I thought driving in mind was, if I want to change my career path towards env. Sector I have to do it now otherwise it will be difficult to take the decision. You get into your comfort zone and salary is addictive. So I started my post-graduation in 'Advance diploma in renewable energy' from TERI uni., Delhi.

So after post-graduation I started studying about up-cycling. I started visiting established companies and meeting professors. I was lucky enough to get help from mentors & professors in this sector, so we did multiple experiments on scrap tyre in laboratories. During one of my brain storming sessions, I got an idea to up cycle the scrap tyres into handcrafted footwear.

In October 2018, I came up with an idea of Footwear made up of up-cycled tyres. With the help of local cobblers, we were successful in making 2 prototypes of tyre chappal.

- 1- Made up 100% scrap airplane tyre.
- 2- Made up of truck tyre & some scrap fabric (Leftover from boutique).

I participated in the competition called start up India Yatra held by Maharashtra State Innovation Society & Start up India, involving 3 levels of competition.

1st level pitching in Baramati (Oct 24) and 2nd & 3rd level pitching in Nagpur (Nov 1 -Nov 2, 2018).

After last level, I received '**Best woman wannapreneur**' award i.e. best upcoming woman entrepreneur



Going on the streets to talk business must have been quite a task. Tell us some stories about your very first business interactions in the open world and how did you adapt to the changes in your work environment?

I am not a born marketing person. It was a task for me to interact with the customers in exhibitions. At the backend, scenario was totally different as my experience in IT Company (with AC office, all the employee friendly environment) and after starting a company was 360 degrees opposite. You have work 24/7, in all seasons without salary. Interacting with karagir and other labour needs another level maturity. But happy to share that every person, every karagir I worked with was very helpful.

Getting the cobblers to handcraft the shoes was difficult. They felt it was no longer viable as it was in the past. Also, the industry is hugely male-dominated. When I visit the Thakkarbappa Wholesale Footwear Market in Kurla, Mumbai many advised me to have a bodyguard along with me.

Guide us through your day to day work at BlinkGreen, also how does a typical day of an entrepreneur look like?

1. Social media posts
2. Meeting with designer.
3. Work update with karagir.
4. Updating cash flow on daily basis.
5. Interaction with customers.
6. Visit tailor and karagir in second half.
7. Meeting and preparing plan for next 15 days.
8. Review the handcrafted footwear for quality.

What are your greatest learnings in the process and unfortunate mistakes you could have avoided?

Greatest learning – Customer centricity is the key to success.
Unfortunate mistake – Not realized yet

Where do you see BlinkGreen in the upcoming years? How advanced/different it will be from now? How do you plan on growing your Business?

2020 – Scaling up business with same product.

2021- Scaling up existing business on international platform and launching new up-cycled products from tyres.

2025- Launching up-cycled products crafted out of different scrap materials.

We're here to create a community of like-minded people with passion for environment and to change the fashion trends in the industry.

You recently launched your website and also listed your products on e-commerce sites, how did you advertise your product/service before launching the website? How well has shifting your business partially 'online' served you till now?

Online shopping is a new normal. It is safe and easy so most of the customers prefer online shopping these days. In the footwear market, online shopping is bit difficult due to size issues but we have tried our best to solve the problem. We have created a size chart with different measuring units. We have created a video and write ups showing how to identify your shoe size. That initiative helped us grow online.

Before that we were participating in different exhibitions for marketing.

What's your recipe to stand bright in this domain despite competition from similar and cheap products available in the market?

1. Best quality.
2. Concept footwear is more important than fast-fashion footwear.
3. Comfort is one of the plus point in our product.
4. Last but most important 'Customization'.

We have launched a separate vertical named 'YOUniQ' by Nemital for customized footwear.

At last, what piece of advice would you give to college graduates who want to become entrepreneurs?

If you have an idea in your mind give a fair chance to it. But you should take help from mentors and professors because your idea can make you or break you. Idea validation is very important. If you are passionate about your work no one is able to stop you.

MITAOE ENTREPRENEURIAL DEVELOPMENT FOUNDATION

Cultivating Aspirations



VISION

To be a leading contributor in the field of Incubation to cultivate, foster and stimulate the entrepreneurial aspirations and provide an ecosystem to create innovative, sustainable, profitable and job creating startups.



WHY US ?

Because we'll help you with

- Networking Activities
- Dedicated Co-Working Space
- Marketing Assistance
- Market Research
- High-speed Internet Access
- Help with Presentation Skills
- Links to Higher Education Resources
- Links to Strategic Partners
- Access to Angel Investors or Venture Capital
- Comprehensive Business Training Programs
- Advisory Boards and Mentors
- Management Team Identification
- Help with Business Etiquette
- Technology Commercialization Assistance
- Help with Regulatory Compliance
- Help with Business Basics
- Help with Accounting/Financial Management
- Access to Bank Loans, Loan Funds and Guarantee Programs
- Intellectual Property rights assistance

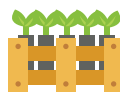
MISSION



1 To encourage and support students and youngsters to opt entrepreneurship as a career opportunity.



2 To work and network with various organizations in the field of entrepreneurial development.



3 To strengthen the local entrepreneurs by providing with the necessary information, knowledge, support and facilities



4 To connect the start-up aspirants with the respective domain expert entrepreneurship mentors, consultants and investors



5 To organise community level programs and conferences to develop the startup culture.



Mr. Tukaram Sonawane
CEO
MITAOE EDF

HAB INDUSTRIES PVT. LTD.



MR. NISHANT KAWADE

Director
HAB Industries Pvt. Ltd.

Team:
Basavraj Patil
Nishant Kawade
Aniket Bendale

Not Funded
Mentored By:
Mr. Tukaram Sonawane
Mr. Shailesh Bhokare

About:

HAB Industries Pvt. Ltd. was established in Chakan in 2017 as a proprietary firm, mainly in the field of industrial oil. They became a Private Limited Company in 2019 acquiring suitable premises and facilities at Nighoje, Chakan, Pune.

Specialty is the variety of products made available with unique formulation and get ready by vendors facility to their wide range of customers along with conventional Cutting Oils, Rust Preventive Oils, Hydraulic Oils and Lubricants.

HAB Industries Pvt. Ltd. has an enthusiastic team of Alumni of MIT Academy of Engineering, Nishant Kawade, CEO & Co-founder is a Mechanical Engineer with great business acumen, Basavraj Patil, CFO & Co-founder is a Chemical Engineer with strong decision making ability & Aniket Bendale, COO & Co-founder is very good at managing operations. Overall the

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