

ELEVATE UNNATI

Report on Elevate-Unnati Grant-in-Aid Seed Funding program for Startups established by SC/ ST Entrepreneurs

Implementing Agency

*Karnataka Startup Cell, KITS, Department of Electronics, IT and Bt
Government of Karnataka*

Source of Funds

Department of Social Welfare, Government of Karnataka

Duration of the Program: 6th Jan 2020 - 10th March 2020

Funds Disbursed to Beneficiaries: August 2020

INDEX

Description	Page
Introduction, Objective and Background	3
Eligibility Criteria for Elevate-Unnati	3-4
Important Instructions, Mandatory Documents & Scoring Parameters	4-5
Statistics on the applications received and stage wise numbers	5
List of Beneficiaries with the project details	6

Elevate-Unnati (Idea2PoC Grant-in-aid for Startups by SC/ST Entrepreneurs)

Introduction:

Elevate-Unnati is a first of its kind joint initiative from Department of Social Welfare, and Department of Electronics, IT, Bt and S & T, Government of Karnataka which aims to provide a comprehensive Entrepreneurship platform for Startups.

Objective:

The objective is to identify innovative technology solutions by Startups promoted by SC/ST Entrepreneurs, release grant-in-aid, mentorship, subsidized incubation, incentives and reimbursements and eventually provide market access.

Background:

The program consists of calling for online applications from Startups with innovative ideas/ solutions, checking for data sufficiency and eligibility of applications received, multi-city pitching across Tier-II & Tier-III cities by Startups in presence of association nominated jury members and officials from the Social Welfare Department (SWD) from the respective regions, final pitching by Startups in presence of panel consisting of sector experts (nominated by industry associations), validation and evaluation of scores, announcement of results, documentation and release of grants to Startups in 2 Tranches (50% of the total grant amount after signing MoA and balance 50% on successful completion of milestones). The winners are eligible to avail benefits such as subsidized incubation space in Govt. owned incubation hubs, incentives and reimbursement of patent filing cost, marketing and GST, invitation to events, knowledge sessions etc. under the Karnataka Startup Policy 2015-2020.

Eligibility criteria for Elevate-Unnati:

- Should be an entity (Private Limited/ One Person Company (OPC) Private Limited/ Limited Liability Partnership (LLP)/ Partnership Firm) registered or incorporated in Karnataka. Private Limited Company (as defined in the Companies Act, 2013) or

registered as a Partnership Firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008).

- Total revenue generated in terms of turnover from the date of incorporation should be less than INR 100 Crore.
- Startups should not have crossed 10 years from the DATE of INCORPORATION/ REGISTRATION Certificate as on 22 January, 2020.
- Startups/Entity working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.
- At least one of the founders/co-founders should belong to SC/ST community and should hold a substantial STAKE/SHARE in the entity.
- Such SC/ST founder/co-founder should continue to be a part of the project for at least one year from the date of receiving benefits under this grant from the Department.
- Terms and conditions of ownership should not be altered to his/her disadvantage during the course of project.
- Applications not meeting the above-mentioned ELIGIBILITY CRITERIA shall be disqualified at any stage of the selection/ funding process resulting in the cancellation of their application/grant.

Important Instructions:

- Registration with shops and establishment cannot be accepted as a certificate of incorporation/ registration to apply for the call.
- MSME, Udyog Aadhaar, GST, Trade Union, KMF, VAT certificates etc. shall not be considered as certificate of incorporation as per the Karnataka Startup Policy Government Order.
- The startup cannot be a subsidiary/ franchise/ white labelled reseller/ part of a group company.
- The startup cannot have a partnership value with another company/ entity.

- It cannot be a Section 8 company or Trust/ Association/Society or a non-profit company.
- It cannot be a Merger/ Demerger of a bigger organization.
- It cannot be a part of any Govt. initiative/ aided partner or public-private partnership company/firm.

Mandatory Documents to be uploaded in the online application form:

- Caste Certificate issued by Government (In PDF format. File size to be less than 2 MB)
- AoA and MoA/ Partnership Deed (In PDF format. File size to be less than 2 MB)
- Incorporation/ Registration Certificate (In PDF format. File size to be less than 2 MB)
- Pitch Deck (In PDF format. File size to be less than 10 MB)

Scoring Parameters:

No.	Parameters	Marks
1.	Novelty/ Innovation	30
2.	Social Impact	20
3.	Business/ Revenue Model	30
4.	Team Strength	10
5.	Budget Allocation	10
Total		100

Statistics on the applications received and stage wise numbers:

Total Applications received	: 99
Stage -1 (Data Sufficiency & Eligibility)	: 73
Stage-2 (Multi City Pitch)	: 53 (Bengaluru) 16 (Tier 2/3 Cities)
Stage-3 (Finals)	: 20 Winners (15-SC and 5 –ST)

List of Beneficiaries with the project details:

3 STAKE LABS Private Limited

Shanthy D

Belagavi

Sector: Agriculture

Team Photo:

Team Size, Background, Strength /Capability and Resources



Shanthy D
Founder Director
Bachelor of Arts



Geetha Thanuj
M.B.A
Agri Business
Management



Manjunath Velu
B.E
Agri Business
Management



Kiran K C
11 years Metahelix
Lifesciences

Mentors/Advisors

Dr Ratnama
Chief General Manager
Karnataka State Agril.,
Marketing Board,
No:16, 2nd Rajbhavan Road,
Bengaluru-560 001

Prasanna Dixit J.
Global Product Manager.
Configuration and
inventory management.
IBM Global Technology
Bengaluru



Vamshi Krishna
B.E instrumentation IoT
and Image Processing



Dr Vishal
Rajagopalan
Star Agri collateral
Limited

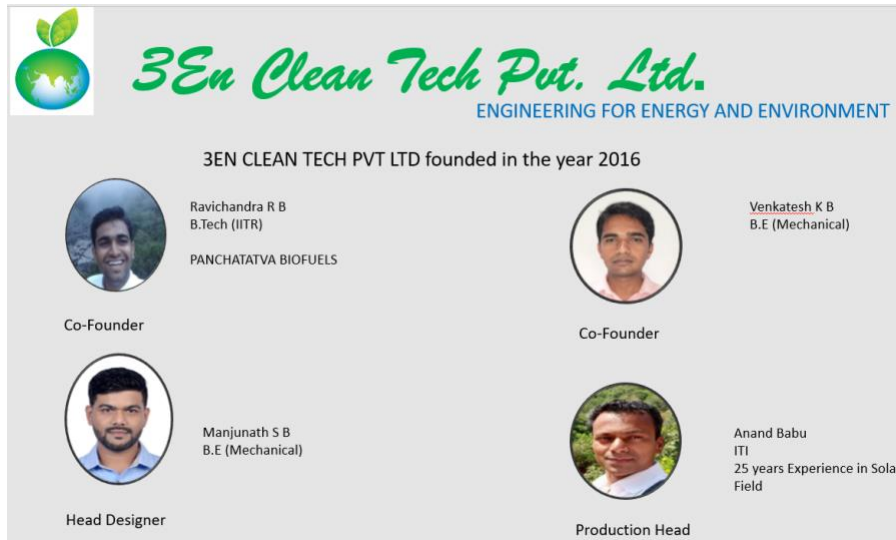
3EN CLEAN TECH Private Limited

Venkatesh K Banavat

Dharwad

Sector: Clean-Tech

Team Photo:



Airmydus Innovations Private Limited

Shreesha K S

Udupi

Sector: Ed-Tech

Team Photo:

				
Goutam Naik CEO Bachelor of Engineering 2+ Experience in the Start-Up Ecosystem Start Up Karnataka Enlisted Mentor NAIN Funded Student ROLES Business Development Product Management	Shreesha KS HR Manager Bachelor of Engineering 2+ Experience in the Start-Up Ecosystem NAIN Funded Student Drone Pilot ROLES HR Management Administrative Finance	Karthik B COO Bachelor of Engineering 2+ Experience in the Start-Up Ecosystem Runner Up @ Boeing IIT National Aeromodelling 2017 Drone Pilot /Trainer ROLES Operations R&D Finance	Ananth E Mentor Bachelor of Engineering Senior Executive TATA Advanced Systems Ex- Infosys Engineer 5+ Experience in Drone Industry UAV Engineer ROLES Strategic Planning Operations	Pratheek PB Mentor Bachelor of Engineering Senior Engineer Mercedes Benz Ex- Robert Bosch Engineer 4+ Experience in Automobile Industry Software & IoT Engineer ROLES Technical Advisor R&D

Team & Accomplishments



Anuprakash Solutions Private Limited

Dr. Prakash Savakkanavar

Bengaluru Urban

Sector: Clean-Tech

Team Photo:



Caranrose Biosol Private Limited

Madhusudhan MS

Bengaluru Urban

Sector: Biotechnology

Team Photo:

Our team



Madhusudhan M S
Founder & CEO
9736700430, 7019440497
madhusudhan@caranrose.com

Qualification:
M.Tech in Biotechnology

Experience:
4 years in biotechnology

Previous work:
47 years in IIT Bombay, worked multiple projects in Sales & Marketing
Sharda International
6 months as research associate in
Vijayapada Healthcare Pvt Ltd



Madhusudhan P
Cofounder
9902605920
madhures66@gmail.com

Qualification:
B.E. in Biotechnology

Experience:
2 years in biotechnology

Previous work:
6 months as research associate (R&D)
2 years in Research assistant in Ramon
Research Institute



Dr. Ashwani Sharma
Technical Advisor
Assistant Professor,
Department of biotechnology, RVCE

Area of expertise:
Genetic engineering & food biotechnology

Experience:
6 years in research & 10 years in teaching

E Earth Global Services Private Limited

Ravindra Hegadal

Haveri

Sector: Kannada & Culture

Team Photo:

OUR TEAM :

- ❑ Ravindra Hegadal, Founder & Director B.E. CS&E, Worked as Consultant for Dept of Kannada and Culture for 6+ Years and implemented innovative projects to help Artists and received best Projects honor.



E-EVATECall Z
E-EVATEUNNATI



- ❑ Manjanagouda B. N, Co-Founder & Director, Graduate form Karnataka University, Helping artists and artist families from last 10 years through NGO, giving training to next generation with help of Self help Groups.



- ❑ Pavankumar Chindi, Co-Founder & Director, B. E. Civil, Graduate form Vishweshwaraih University, Working as Engineer, giving importance maintain our old architecture and traditional Buildings.

Ecoroots Products LLP

Ravichandra Banavat

Dharwad

Sector: Food & Beverages/ Food Processing

Team Photo:



ECOROOTS PRODUCTS LLP, founded in July 2019 at Belur Industrial Area Dharwad
We aim to provide affordable healthy lifestyle services to everyone.

 <p>Veena R B M.Tech (CS) Cofounder Envirobags</p> <p>CEO</p>	 <p>Dr. Jayasimha Rathod CEO India One Solar Thermal Power Plant</p> <p>Co-Founder</p>	 <p>Dr. Harish Shetty Founder of Aharveda Mumbai</p> <p>Mentor</p>
 <p>Ravichandra R B B.Tech (IITR) 3EN CLEAN TECH PVT LTD PANCHATATVA BIOFUELS</p> <p>Co-Founder</p>	 <p>Dr. Ranjitha B MBBS Nutrition consultant</p> <p>Mentor</p>	 <p>Venugopal G R Food Consultant with 40+ years experience</p> <p>Mentor</p>

Eternl Resilient Tech Private Limited

Mamathakiran N A

Bengaluru Rural

Sector: Petroleum

Team Photo:

Our Team



Dr. Vijayarajeevan V
CEO / Managing Director
Qualification: B.Tech, M.S (Europe), M.S Research (France), Ph.D (France) – Trained in building startup
Previous organization:
 CERN, Switzerland; EPFL, Switzerland; Jablotron Alarms, Czech Republic;
Experience: (~12 years)
 Scientist, Serial Entrepreneur, Product building, Tech consultant, Startup mentor, Visiting professor



Mamathakiran N.A
Co-founder & Director
Qualification: BAI, LLB (Gold medalist), MBA
Previous Organization:
 Jablotron Alarms, Czech Republic
Experience: (~7 years)
 2 years – Business development manager, Europe
 5 years – Proprietor of BPCL fuel station



Advisors



Dr. Andrea Lovera
 Sensor specialist,
 Business mentoring,
 Switzerland



Prof. Pratyush Kumar
 Artificial intelligence,
 Deep learning expert,
 IIT Chennai



Dr. Massimo Spina
 Physics and data
 expert
 Italy

Team



Lakshmi Narayanan
 Backend Developer



Vinoth Kumar
 Data Engineer



Abhishek PC
 Full Stack Dev



Padma Balaji
 IOT Engineer

GORBANS Private Limited

Vikram Naik

Kalaburagi

Sector: IT/ ITES

Team Photo:

	ANAND PAWAR DIRECTOR- OPERATIONS	13 YEARS IN INTERNATIONAL TRADE	B.TECH MARINE ENGG- 2007-PUNE CHIEF ENGINEER -2017- UNITED KINGDOM	SYNERGY MARITIME- 4 YEARS ANGLO EASTERN SHIP MGMT-9 YEARS
	VIKRAM NAIK DIRECTOR- MARKETING	5 YEARS IN ENGINEERING	B.TECH MECH ENGG- 2012-TUMKUR MEO- MARINE ENGG-2013- CHENNAI	GEARBULK SHIPPING- 1YEAR ARSHEA MARINE-1 YEAR VANCHARA ENVIROTECH- 3YEARS
	SHUKRA H.B DIRECTOR- SELLER/CUSTOMER RELATIONS	3YEARS MARKETING IN	MBA -MARKETING- 2014-IIPM BANGALORE	FLIPKART- 6 MONTHS SENDMYGIFT-1.5 YEARS UDAAN-1 YEARS

Medicloq Services Private Limited

Srinivas M

Bengaluru Urban

Sector: Healthcare

Team Photo:



11

WE ARE A TEAM OF SEVEN AS OF NOW WHO ARE COMMITTED TOWARDS DEVELOPMENT OF OUR PRODUCT IN ALL ASPECTS –SOFTWARE DEVELOPMENT IS OUR CORE AGENDA TO UPDATE TO THE NEW TECHNOLOGIES AND ADOPT THEM TO THE PRODUCT WE BUILD.

WE HAVE A MARKETING AND BUSINESS DEVELOPMENT TEAM OF THREE PEOPLE WHO FOCUSES ON EDUCATING PEOPLE AND HOSPITALS ABOUT THE PRODUCT. THEY ALSO TAKE CARE OF MARKETING THROUGH VARIOUS PLATFORMS TO FURTHER REACH OUT TO LARGER POPULATION.

 <p>SRINIVAS M FOUNDER-DIRECTOR</p> <p>ARCHITECTURE STUDENT STUDYING IN RV COLLEGE OF ARCHITECTURE</p> <p>www.linkedin.com/in/srinivas-m-083206199</p>	 <p>SAIRAM SAPPA SALES & MARKETING</p> <p>B.TECH IN ECE FROM RIET, RAJAHMUNDRY</p> <p>www.linkedin.com/company/sai-sappa-641416177</p>	 <p>SUNIL S KERUDI SOFTWARE ASSOCIATE</p> <p>B.E IN ECE FROM PESITM, SHIMOGGA</p>	 <p>NAGABHUSHAN ADIGA SOFTWARE ASSOCIATE</p> <p>B.E IN CSE FROM SOIT, MANGALORE</p> <p>www.linkedin.com/in/nagabhushan-adiga</p>	 <p>SOMSHEKHARE GOWDA SOFTWARE ASSOCIATE</p> <p>B.E IN ECE FROM KLEIT, HUBLI</p> <p>www.linkedin.com/in/somshekhare-gowda</p>	 <p>MANJUNATH HEGADE D.R</p> <p>SOFTWARE ASSOCIATE</p> <p>B.E IN CSE FROM SOIT, MANGALORE</p> <p>www.linkedin.com/in/manjunath-hegade-10</p>	 <p>PRANAV MATHOO SALES & MARKETING</p> <p>B. Sc IN ECONOMICS MAHATMA AND STATISTICS FROM St. JOSEPH'S COLLEGE, BENGALURU</p> <p>www.linkedin.com/company/mathoo-pranav</p>
--	--	--	---	--	--	---

MH Ecocarb And Biomass Briquettes

Smitha Hulieraj

Tumakuru

Sector: Agriculture

Team Photo:

Team Credentials and Accomplishments



Mrs. Smitha Hulieraj: Founder

She is a Post Graduate in Management, instrumental in setting up a primary biomass briquettes manufacturing unit in Tumkur in the year 2015. She is utilising her expertise in looking after sales, marketing and supply chain of biomass briquettes.



Mrs. Rekha K N: Co-Founder

She is a post graduate in Economics, partnered with Smitha Hulieraj to establish a biomass briquette manufacturing unit which has successfully completed its 4th year. She is looking after the production activities of biomass briquettes by getting assistance from Mr. Madhusudhan.

MM Agri Inputs Private Limited

Manu N


Tumakuru

Sector: Agriculture

Team Photo:



Team credentials & Accomplishments




- Founder
- 8 Years of Industrial Experience in Product development and Registration
- Masters in Agricultural Entomology
- Murugappa group, PI Industries



- Founder
- 10 Years of Industrial Experience in Research & product development, Bio-fertilizers & Pesticides, Biological decomposer and Fermentation Technology
- Masters in Applied Microbiology
- Varsha Bioscience & Technology, Rajshree Biosolutions,



- Business Development
- 6 Years of Industrial Experience in Business Development
- Masters in Agricultural Pathology
- E-sap, Fasal projects



- Marketing
- 5 Years of Experience in Agri Input Marketing
- Masters in Agriculture
- Sujala, PJ Margo

Pudge Technologies Private Limited

Harsha Vardhana

Bengaluru Urban

Sector: Transportation

Team Photo:

About The Team

Apart from two operations executives and two software developers, the founders are -



M.C. Harshavardhana

- NIT, Surathkal
- Lead Software Developer in startups
- Software developer in IT Sector
- Expertise – Operations, Technology & Product
- Guinness World Record 2013 – Largest mobile phone gaming party (with Airtel)



U Deepak Rao

- Executive MBA (CEMP), Cornell University
- Mechanical Engineer
- 20 years Operations expertise in Telecom, E-Commerce & BPO
- Ex-COO of Indus Towers Ltd, Karnataka (Annual Turnover – 1100 Cr)



commute • engage • network

Red Pistons

Amrut Hutagikar

Dharwad

Sector: Industrial Machinery & Manufacturing

Project Description: Our Tentacore mechanism design to move semi-solid substance and robotic arm for pumping & lifting substance helps us to deploy this technology in the Manual scavenging problem by automating the process and eliminating deadly jobs which involve life risks.

Team Photo:



Amrut Hutagikar

Founder, CEO
IIM Kashipur MBA
BVB Mech Engg
2 Yrs TATA Motors



Amit Kerur

COO
KLE Automobile Engg
Industrialist
4+ Yrs Business



Junaid Shigli

CMO
MBA, TAPMI
BVB E&C Engg
3+ Yrs at SONY

Sashakth Technologies

Muddukrishna V

(SC)RD0038365028188


Total committed grant amount: INR 20,00,000 /-

Bengaluru Rural






Sector: Wellness

Project Description: Our focus is on developing a Portable heating unit that can be used for warming up food. The superficial surface contains a special graphene layer that gets heated up when electricity is passed through it. The circuitry and insulation maintains a particular temperature defined by the user. Product is primarily designed for defence personnel operating in cold weather conditions.

Team Photo:



The Team

 <p>Muddu Krishna 3 yrs of experience in Finance and management BE ECE-VTU Founder, Finance & management</p>	 <p>Karthik Venkatarama 4 yrs of experience in Product design and development BE ECE-VTU Product developer at Aditya Labs</p>
 <p>Ravi Anand Expert in Embedded system 7 yrs of experience in PCB, Robotics & Power electronics B.E. ECE-VTU2015 Per St. John's P&U as IT Bombay Operation & Tech lead at Aditya Labs</p>	 <p>Dr. Shubham Gupta Expert in Software development 4 yrs of experience in software development & automation D.Tech IT Bombay, PhD at IISc Software & Automation</p>
 <p>Sandeep Raj Marketing Head Road Army Commander 15 yrs of experience as procurement officer in Airforce Financial advisor, marketing at Onorisk</p>	 <p>Vikash Kashyap Mentor Wing commander 12 yrs of experience in Air force</p>
	 <p>Keshav V Mechanical Engineer Expert in Mechanical design 4 yrs of experience in 3D modeling & manufacturing</p>

Seashore Technologies Private Limited

Sagar A

(SC)RD0038028022806

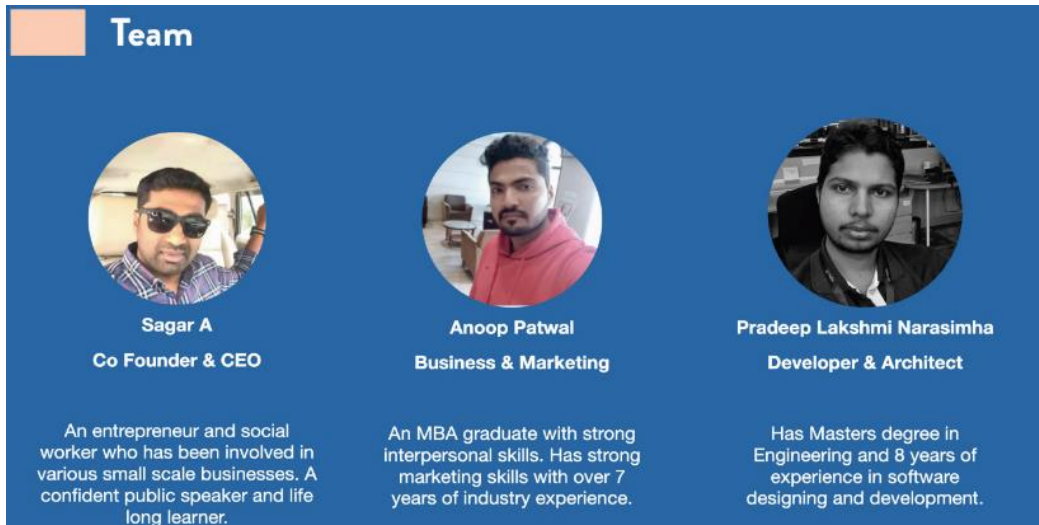
Total committed grant amount: INR 15,00,000 /-

Bengaluru Urban


Sector: IT/ ITES

Project Description: An Online B2B Platform For Buying, Selling And Installing Refurbished Office Interiors And Products at Affordable Price To New Startups. Creation Of Revenue And Job Opportunities in Recycling And Helping Enterprises In Creating New Business.

Team Photo:




Team




Sagar A
Co Founder & CEO

An entrepreneur and social worker who has been involved in various small scale businesses. A confident public speaker and life long learner.



Anoop Patwal
Business & Marketing

An MBA graduate with strong interpersonal skills. Has strong marketing skills with over 7 years of industry experience.



Pradeep Lakshmi Narasimha
Developer & Architect

Has Masters degree in Engineering and 8 years of experience in software designing and development.



Sensewire Technologies Llp

Dr D Ramesh Rao

Bengaluru Urban

Sector: IT/ ITES

Team Photo:

Team



Dr. D Ramesh Rao BS, MS, PhD
Ex-Head @ MS Ramaiah
Engineering
20+ awards in Education Domain



Kiran Rathod Sound Engineering
Social Entrepreneur
3+ Recognitions and Awards



Dr. S. Swamy

Ex-Principal & Research Head
College Relationship Advisor

Riya Jacob

Corporate Affairs

Lakshmikanth R.

High Court of Karnataka
Legal Affairs

Dr. Suresh Kumar

Ex-Registrar & ISRO
Board Advisor
Supply Department

N. Nageshwar

Founder Startup
CEO @ USA MEDTECH
International Affairs Advisor

Srinivas Gupta

Country Head @ Sasken
Industry Relationship Advisor

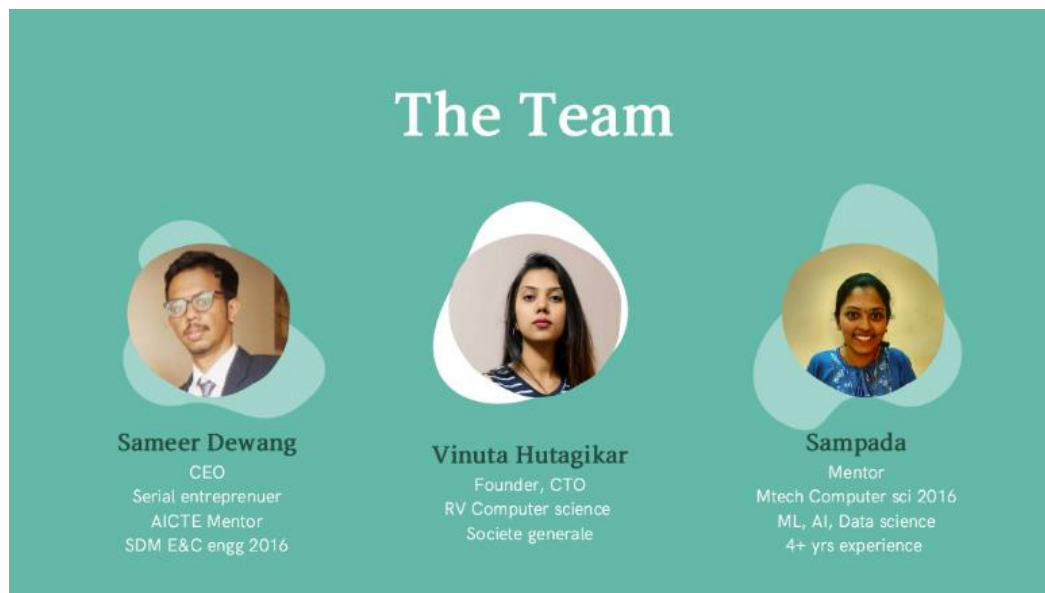
Smart Solutions

Vinutha Hutagikar

Dharwad

Sector: Consumer Electronics

Team Photo:



Sonic Innovations

Vikas Hutagikar/ Sujay Bhat

Dharwad

Sector: Industrial Machinery & Manufacturing

Team Photo:

09



Vikas Hutagikar
CEO
6+ yrs 3D printing
Business development
SDCET, BE Mech

Sujay Bhat
CTO
3+ years Design
Prototyping
SDMCET, BE Mech

Utkarsh Ankalhop
Mentor
12+ yrs Metal 3D printing
Masters in Rapid
prototyping from
De Montfort University

The Team

Urbanherbs Agro Private Limited

Vijay Kumar

Bengaluru Urban

Sector: Agriculture

Team Photo:

 <p>Harshith Sringeri Co Founder</p> <ul style="list-style-type: none"> • B.E, PESIT 2010 • National Instruments R&D, 2010 to 2012 • Founder, MD GreenBubble. Algalworks pvt ltd. (2012 - present) • GreenBubble is a global supplier of micro algae solutions. Captured 75% of Indian microalgae market and reduced production costs to 1/3rd of global standards 	 <p>Vijay Kumar Co Founder</p> <ul style="list-style-type: none"> • B.E, BMSCE 2014 • Deloitte USI, Business Tech Analyst, 2015-17 • Co-founder; Hi-Greens, EducationRevamped • Production and Operation of aquaponic units, 2017-present 	 <p>Siddharth S Strategy & Finance</p> <ul style="list-style-type: none"> • MBA, IITSE Business School Barcelona 2014 • Angel Investor - Rupify, OpMagic & Naaapin Foods • Circular Economy Enthusiast • Wealth creator and PE investor • Investment Banking Associate - Citigroup London • Structured Trade Finance Expert 	 <p>Roshan Kate Growth Hacker</p> <ul style="list-style-type: none"> • B.E, BMSCE 2014 • Ex Mu Sigma, TiE, Accenture Ventures • Program management for Elevate100, 2017 & TIIC, 2016 • Mentored startups on GTM strategy, commercialization, sales, marketing and fundraising
--	---	---	--