



Karnataka
One state. Many worlds.
Department of Tourism

7th November 2020

STARTUP SHOWCASE 2020



Department of Tourism
Government of Karnataka

Table of Contents

Workshop Brief:	2
Program Objective & Overview:	2
List of Government Stakeholders who attended this program:	3
Program M2M:	3
Startup Showcase:	3
Program Outcome:	11
Role of Startup Karnataka:	11
Snapshots from the Program	12

Workshop Brief:

Department of Tourism in order to strengthen the Tourism sector in the State through innovations brought in by Startups and to promote Digital Tourism, had organized an Innovative Product Showcase opportunity for Startups focusing on Tourism sector. The program named 'Startup Showcase' was designed for Startups funded by Department of Tourism and Department of Electronics, IT, Bt & ST through Idea2PoC / Elevate grant-in-aid scheme.



Program Objective & Overview:

The 'Startup Showcase' program which is an Innovative Product Showcase opportunity designed and implemented by the Department of Tourism in a bid to strengthen Digital Tourism in the State with the help of Startups and their innovations. The Covid-19 pandemic has left a deep scar in the Tourism sector of Karnataka. The sector has suffered an estimated loss of Rs 5,000 crore every month during the pandemic-induced lockdown starting March 2020 and the same has been indicated in the economy survey for 2020-21.

While there are signs of revival, but a pandemic of this extent has forced the Department of Tourism to adopt new and digital practices to ensure that the sector doesn't get completely paralyzed in the wake of such pandemics. The 'Startup Showcase' program not only hopes for innovation driven Digital Tourism, it also brings in a bouquet of opportunity for the Startups working in Tourism and allied sectors. The Innovative Product showcase opportunity opens a door for these Startups to get validation for their innovations and present a case for themselves to get pilot opportunities or even sale their products.

Meeting Link:- https://teams.microsoft.com/l/meetup-join/19%3ameeting_YWI1ZmYyMjgtODIknS00NjBILTk2ZjltMjRhMDY0MjI5NWJi%40thread.v2/0?context=%7b%22Tid%22%3a%22c8111d10-e076-4551-ad66-68b8b98f5171%22%2c%22Oid%22%3a%22b8880526-ffd2-46f6-8f86-8ba2f94da00d%22%7d

List of Government Stakeholders who attended this program:

The 'Startup Showcase' program was attended by:

1. Shri. K.N. Ramesh, IAS, Director, Department of Tourism, Government of Karnataka
2. Shri. H. P. Janardhana, Joint Director (Promotion & Publicity), Department of Tourism, Government of Karnataka
3. Smt. Vasundhara K. M., Joint Director, Department of Tourism, Government of Karnataka
4. Smt. Meena Nagaraj C. N., IAS, Director, Department of Electronics, IT & Bt, Managing Director, KITS, Government of Karnataka

Program M2M:

The detailed **M2M** for the program is shown below:-

Draft M2M on Presentation by Startups in Tourism Sector			
Date : 07 November 2020, Time: 11:00 AM – 01:20 PM, Venue: ONLINE (MS Teams)			
Start Time	End Time	Duration	Event
11:00 AM	11:10 AM	00:10	Introduction & Opening Remarks
11:10 AM	11:20 AM	00:10	AAO Hostel Online Solution Private Limited
11:20 AM	11:30 AM	00:10	Aseru Technologies Private Limited
11:30 AM	11:40 AM	00:10	Corover Private Limited
11:40 AM	11:50 AM	00:10	Crest Consulting
11:50 AM	12:00 PM	00:10	Digitour Technologies Private Limited
12:00 PM	12:10 PM	00:10	Gotisheel Technologies LLP
12:10 PM	12:20 PM	00:10	Highir Technologies
12:20 PM	12:30 PM	00:10	Moving Up Products Private Limited
12:30 PM	12:40 PM	00:10	Param People Infotech Solutions Private Limited
12:40 PM	12:50 PM	00:10	Reprecom Solutions Private Limited
12:50 PM	01:00 PM	00:10	Tripdiary
01:00 PM	01:10 PM	00:10	VIVRT MOTORS Private Limited
01:10 PM	01:20 PM	00:10	Wickedride Adventure Services Private Limited

Startup Showcase:

1. Aaostel Online Solutions Pvt. Ltd.

Brand Name	AAO HOSTELS
Web/ URL/ App Link	https://aaohostels.com/allcities
Brief about the company	Aao Hostels is India's only backpacker's hostel aggregator, focused on creating backpacker's ecosystem in the country.

Brief on Innovation	It's a technology driven one stop marketplace for hostels specifically designed for hosteling and backpacking. Features includes long term holiday planning tools, predefined circuit suggestions for easy planning and booking.
Tech Vertical Corresponding to Tourism	Backpacking and hosteling
Is the Product / Solution deployed in market	Yes, the product is already deployed and busing used by the backpackers to book hostels and plan their backpacking routes. Both Android and iOS apps are up and live. Almost all the hostels and hostel chains are listed, and new hostels are being added.

2. Aseuro Technologies Pvt. Ltd.

Brand Name	Pinakin App
Web/ URL/ App Link	http://www.pinakinapp.com
Brief about the company	Aseuro Technologies is a Bangalore based company. The core object of the company has been to provide quality product and services.
Brief on Innovation	Pinakin is a technology solution for tourists to get information on the spot in a way they can relate to. Easy to use, very affordable, Pinakin is a technology solution for tourists to get information on the spot in a way they can relate to. Easy to use, very affordable. Pinakin audio tour guide (mobile app) is an alternative and replacement of human guides. Pinakin App covers all places that has a tourist interest i.e. Palaces, Forts, Temples, Parks, Museums, Heritage sites etc. The app is "Multi-Lingual" i.e. The screens are in local language & the audio in local language (1st and the only such player in India).
Tech Vertical Corresponding to Tourism	Mobile Application
Is the Product / Solution deployed in market	The product is deployed in the market 2 years ago. Product now generates revenue. Our product is highest downloaded product of its kind in India. There are more than 3500 paid subscriptions and over 1.2Lakh downloads.

3. Corover Pvt. Ltd.

Brand Name	CoRover
Web/ URL/ App Link	https://CoRover.ai & https://CoRover.ai/deck Demo Videos:

	https://corover.ai/videos/
Brief about the company	CoRover is a Conversational AI Platform, with proprietary cognitive AI technology. It offers managed Chatbot as a Service (with Self-Onboarding support as well) to help enterprises generate revenue, save cost, improve customer experience and operational efficiency.
Brief on Innovation	CoRovers top 3 competitive advantages are: - Versatility: Multi-format - Video, Voice, Text Chatbot and Intelligent Virtual Assistant Omni-channel - Web, App, WhatsApp, IVR, SMS, Social Media Bots, Live Chat Multilingual - works with 12+ Indian/vernacular & 100+ foreign languages - Tech Edge: Robust, Secure, Scalable Architecture (>800K concurrent users supported) Designed grounds up to be deployed on public / private clouds and on premise. AI, ML & NLP based chatbot platform - Turnaround Time: 10x quicker to deploy, Train the bot in English and make it available in any language with industry leading (>95%) accuracy.
Tech Vertical Corresponding to Tourism	Patent protected. Connecting
Is the Product / Solution deployed in market	It is already deployed and used by 270 million+ users.

4. Crest Consulting

Brand Name	Nammur
Web/ URL/ App Link	https://www.nammur.com/
Brief about the company	Nammur intends to tell the story of the city of Bengaluru & other cities through Souvenirs and Merchandise. It's goal is to bring in uniform branding to the cities making it a recognizable unit. Design unique fonts & design elements that depict the culture, heritage, history & cosmopolitan nature of the city. Give the traditional arts & crafts the much-needed thrust of modernity. Enhance city identity through products that symbolize the city. Envisage a global treatment for the city.
Brief on Innovation	Nammur has created a new stream of products for travelers and collectors by providing story-based designs on various products as Souvenirs and Merchandise.
Tech Vertical Corresponding to Tourism	E-commerce

Is the Product / Solution deployed in market	Nammur products are available on e-commerce platforms like Amazon and website of Nammur. Also, Nammur has created retail presence through strategic tie-ups with stores like Higgin Bothams and Quirk Station
--	---

5. Digitour Technologies Pvt. Ltd.

Brand Name	Digitour
Web/ URL/ App Link	https://play.google.com/store/apps/details?id=com.dgtour.digitour&hl=en
Brief about the company	Digitour is a heritage travel tech Startup from rural Karnataka which is developing a disruptive mobile guided tour solution.
Brief on Innovation	Digitour developed immersive audio-visual guided tour exclusively for heritage monuments. It provides authentic information validated by historian, iconographer, epigraphist and architecture at monument level in various language support on mobile phone.
Tech Vertical Corresponding to Tourism	Heritage travel tech
Is the Product / Solution deployed in market	Yes. It was launched by honorable tourism minister during Hampi festival. App can be downloaded from below link. Android App link: https://play.google.com/store/apps/details?id=com.dgtour.digitour&hl=en iOS/ Apple link: https://apps.apple.com/in/app/digitour/id1482483972

6. Gotisheel Technologies LLP

Brand Name	EzRoadTrips
Web/ URL/ App Link	https://www.ezroadtrips.com/
Brief about the company	Gotisheel is a technology startup company working both on products and services involving IT skills and technologies. Their flagship product EzRoadTrips is in the travel and tourism sector, which helps travelers plan road trips anywhere in the world.
Brief on Innovation	Travel planning is a time-consuming activity. EzRoadTrips is a travel planner focused on road trips. Travelers can plan detailed route plans and itineraries using an interactive website and access the plan from a mobile app while traveling. An AI powered Chatbot has been prototyped which can help travelers plan itinerary and cost quicker and more efficiently. A technology

	platform hosted in the cloud, EzRoadTrips is capable of integrating data from various sources including hotels and help create a customized trip plan that travelers can make use of to the fullest while traveling.
Tech Vertical Corresponding to Tourism	Leisure travel
Is the Product / Solution deployed in market	The website and mobile app functionalities are deployed in the cloud servers and they are available for any users. The AI chatbot is in POC stage and yet to be deployed live.

7. Highir Technologies Pvt. Ltd.

Brand Name	Highir -Get High on Travel
Web/ URL/ App Link	http://www.highir.com/
Brief about the company	Highir Technologies are forerunners in creating Aerial 360 Degree VR Virtual Tours. Highir's website uses a Virtual Reality engine to make the 360-degree imagery work beyond desktops and mobile this mean the virtual tour can be viewed on VR headsets like Google cardboard, Oculus Rift, HTC Vive and many such devices.
Brief on Innovation	Aerial 360 Degree Panoramic Virtual Tours-Showcasing Pristine Location Google Aerial Street View Solutions 360 Degree Virtual Tours -Virtual Tours - Interiors /Exteriors/Facilities Aerial HD 4K Videography -Aerial Walkthroughs 4K Resolution HDR Photography -High Definition Photography Virtual Reality Solutions -Teleport Client to Location -App Based
Tech Vertical Corresponding to Tourism	Photography and Digital Imaging Solutions
Is the Product / Solution deployed in market	http://www.highir.com/highir-karnataka-tourism/ Google Maps Listing Phalguni River Lodge (JLR) https://goo.gl/maps/Hirs5yJX1hP2 BheemgadJungle Resorts(JLR) https://goo.gl/maps/bUBcVMdwHuP2 Devbagh Beach Resort(JLR) https://goo.gl/maps/pFj3CdCC19oXiAGY6 Om Beach Resort(JLR) https://goo.gl/maps/vQhqdcfdGfx Bhadra Dam View Point https://goo.gl/maps/urmFop1VLK32 Jhari Waterfalls

	<p>https://goo.gl/maps/ioP14MEy4ek Sakrebyle Elephant Camp</p> <p>https://goo.gl/maps/2rqMkrHdZzn Kundadri Basadi Parshwanatha Swamy</p>
--	--

8. Movingup Products (P) Ltd

Brand Name	FlippAR
Web/ URL/ App Link	https://play.google.com/store/apps/details?id=com.flippar.android&hl=en_IN & https://vimeo.com/437610276
Brief about the company	FlippAR, part of MovingUp Products (P) Ltd, is a technology-based startup working on user-engagement solutions, using augmented reality. Some of the clients include Karnataka Tourism, Jawaharlal Nehru Planetarium, Telangana Tourism, Indian Music Experience, Atout France, BIAL, Horticulture Department, etc. FlippAR is recognized by Startup India and the Karnataka Startup cell & international cricketer Chris Gayle is an investor and a brand ambassador.
Brief on Innovation	Karnataka has a lot to offer to tourists - be it adventure, heritage, cuisine, etc. Providing rich stories of places, people, etc is extremely crucial to ensure tourists have a great experience, and which will also enable them to suggest Karnataka as a destination for holidays, to their friends. FlippAR has developed an app that tells these stories through augmented reality. The other product to promote destinations is through augmented reality postcards.
Tech Vertical Corresponding to Tourism	Promote destinations & engage tourists using Augmented Reality
Is the Product / Solution deployed in market	FlippAR's interactive signages are implemented at Jawaharlal Nehru Planetarium, Indian Music Experience, Cubbon Park, Lal Bagh. This helps visitors engage with the place, with beautiful stories, in AR. The Augmented Reality postcards are available at various bookstores, hostels, hotels & also on Amazon.

9. Param People Infotech Solutions Pvt. Ltd.

Brand Name	Highway Delite
Web/ URL/ App Link	https://highwaydelite.com/
Brief about the company	Highway Delite is digitally connected highway wayside amenities platform to enable tourists and travelers to discover facilities and transact with verified highway services and amenities.

Brief on Innovation	Highway Delite provides: <ul style="list-style-type: none"> - Verified Information platform for highway amenities covering all services - First platform to plot accident zones on highways- to help in reduce accidents - First platform to introduce digital payments on highways through mobile App for food ordering
Tech Vertical Corresponding to Tourism	Marketplace of highway services
Is the Product / Solution deployed in market	The Highway Delite application is live with coverage of more than 60,000 KMs+ and verified data of 1 lakh+ data points. They have signed MOUs with Honda Cars and BSOCH and NDAs with MG Motors, Visteon, and Tata Motors on APIs sharing.

10. Reprecom Solutions Pvt. Ltd.

Brand Name	KePSLA
Web/ URL/ App Link	https://kepsla.com
Brief about the company	KePSLA is a new age travel product company that helps Hotels and OTAs improve their Guest Experience. They source user generated content from over 50 internet venues across 30+ languages to (a) Tell hotels what is right and wrong with their hotels (b) How to improve guest experiences so as to ensure stronger advocacy of their property. Their offering to OTAs helps them deliver the most relevant static content (text, images, maps, places of interest, reviews & ratings) based on the traveler's persona, thus ensuring a better conversion of booking.
Brief on Innovation	Text driven sentiment analysis KePSLA has built a Hospitality library of over 48,000 hospitality words that are used to understand guest sentiments. Their NLP solution can dig about 6 levels deep into a guest sentiment. E.g. from a sentence in a review " The coffee served to me was cold Our sentiment tracker finds out (a) Was this hot coffee served cold (b) Was this cold coffee served cold (c) Was the coffee served in the restaurant, coffee shop, pool or any other location (d) LnD material is created on this to help hotel to understand how to solve this problem. Image driven personalization KePSLA can create a library of all the images that the OTA has and tag the images based on (a) The quality of the photo (b) The relevance of the image (c) The persona to whom it should be displayed.

Tech Vertical Corresponding to Tourism	Analytics and Hyper personalization
Is the Product / Solution deployed in market	Yes, KePSLA is working in 2200+ hotels in 44 countries around the world, including some of hospitality's most exciting brands like <www.selina.com>, Reliance Jio, EaseMyTrip etc

11. Tripdairy Pvt. Ltd.

Brand Name	Tripdairy
Web/ URL/ App Link	https://www.tripdairy.com/index.html
Brief about the company	AI based communication platform for hospitality industry
Brief on Innovation	Provides AI platform for hospitality industry to connect with their guest during all the stages of the travel
Tech Vertical Corresponding to Tourism	Travel assistant
Is the Product / Solution deployed in market	Yes, it's being used across many Hospitality brands

12. Vivrt Motors Pvt. Ltd.

Brand Name	VIVRT MOTORS
Web/ URL/ App Link	https://www.vivrtmotors.com/
Brief about the company	VIVRT intends to create innovative automotive products built for performance which not only delights our customers but also motivates them to challenge the status quo and discover themselves. VIVRT is a promise to all its customers to unleash an adventure within them; be a regular joe or a pro rider, discover the passion and thrill of journeying the untraded paths.
Brief on Innovation	VIVRT has built a Motorized Skatebike. This concept emerged from the thought of having the flexibility of Skateboard and speed of Motorcycle in one unique product, thus SKATOCROSS was invented. SKATOCROSS will be designed to be a new kind of integrated vehicle. Skateboard: Being a skilled based and a responsive device, it wouldn't work with a push feed by the operator.
Tech Vertical Corresponding to Tourism	Automobile, Motorsports
Is the Product / Solution deployed in market	With successful completion of product development over 4 years, they are expecting the market to open after this

	pandemic ends very soon. The product is at market ready status.
--	---

13. Wickedride Adventure Services Pvt Ltd

Brand Name	Bounce
Web/ URL/ App Link	https://play.google.com/store/apps/details?id=com.metrobikes
Brief about the company	"Dockless scooter sharing service for anyone who wants to quickly get from point A to B within the city. Easily accessible and convenient commute option for floating population and tourists to explore the city on affordable two-wheelers. "
Brief on Innovation	Dockless scooter sharing system, Remote access and control of two-wheeler via state of art in house developed IoT and locking mechanism.
Tech Vertical Corresponding to Tourism	Transportation
Is the Product / Solution deployed in market	Yes, we are operational since Sep 2018. We are operating in 5+ cities serving over 5 million users.

Program Outcome:

The Innovative Product Showcase program named 'Startup Showcase' provided the home-grown Startups a platform to showcase and get validation of their innovation from the Department of Tourism. Some of the key takeaways from the program are listed below:-

- 13 Startups focusing in the Tourism sector presented innovative products / solutions via online platform.
- The Startups were able to pitch their innovation and demonstrate how their innovation could help in promoting Digital Tourism.
- The Startups were able to validate their innovations, as well as received valuable expert advice in some cases from the senior officials.
- The Department of Tourism assured a one to one meeting with the Startups in the coming weeks and would discuss the modalities on how the Department could hand hold them and logically conclude.

Role of Startup Karnataka:

Department of Electronics, IT, Bt being the Nodal Department for Startups in the State have played a key role in collaborating with Department of Tourism in facilitating this program. Startup Karnataka was helped in coordinating with the Startups and facilitating the online program.

Snapshots from the Program



