

ICC START-UP INVESTORS SUMMIT 2022

Report and Recommendations

10th August, 2022 at Hotel the Park, Bangalore

Indian Chamber of Commerce and Karnataka Innovation & Technology Society, Dept. of Electronics, IT & Bt Government of Karnataka jointly organized ICC Startup Investor Summit 2022 on 10th Aug 2022, Canara Bank being silver sponsor of the Summit, Trinity Neuro and Monexo supporting partner towards the Summit. For the appropriate growth of any state or country, Startup is one of the prime requirements. The Government of Karnataka continuously endeavors to raise the Startup standards in the state. To create a world-class startup ecosystem in the state through strategic investment and policy interventions leveraging the robust innovation climate in Bangalore.



From Left to Right Inaugural Speakers: Mr. Debmalya Banerjee, Regional Director, Indian Chamber of Commerce; Mr. Shubhradeep Guha, Director, Google; Mr. Arindam Banerji, Managing Director, Wells Fargo; Mr. Sushant K Chowdhary, Advisor Tamil Nadu State Council-ICC

Other Key Speakers:

1. Mr. Aman Mathur, Invest India
2. Ms. Shriya Arora, Founder & CEO, Saudade Wellness.
3. Mr. Mukesh Bubna, Managing Director, Monexo FinTech
4. Mr. Abhijit Ray, Co-founder, Unitus Capital
5. Mr. Raja Mukherjee, Founder-Umanita Technologies
6. Ms. Namrata Mishra, Indigo Edge
7. Mr. Prashant Kataria, Bharat Innovation Fund
8. Mr. Kishore Kumar D, Startup X Seed.





There were 150 startups Founders who attended the ICC Startup Investors Summit 2022. Around 120 delegates attended as Delegates and 30 Startups participated in the Pitching Session for Investments from various sectors like Cyber Security, Microelectronics, EdTech, Healthtech, Automotive, Deep Tech, Semiconductors, Block Chain & IOT, Mobility, Artificial Intelligence, Agriculture, Enterprise E Commerce, B2C, B2B, B2G, Robotics, and Software Publishing. During the program, topics included Startup Growth in India, Digital Detox, AI's Future and Start-up Pitching session.

Mr. S K Chowdary said that in a recent study found that 94% of new businesses fail within their first year of operation. One of the most common reasons is lack of funding. Money is the bloodline of any business. The long and painful journey from an idea to a revenue-generating business is fuelled by capital. That's why, at almost every stage of the business, entrepreneurs find themselves asking – How do I finance my startup?

Drawing on her capital raising experiences, investors a shared her top recommendations for start-up ventures.

- Be wary of people who provide sage advice in list format
- Raise more money than you need
- Avoid being a “Me-Too” player
- Pick your investors carefully
- Identify clear milestones for money-raising
- Don't be afraid to say no to investors
- Features are not always your friend
- Fail fast
- Be consistent
- Keep your valuation reasonable

Conclusion & Next Steps: If you want to grow really fast, you probably need outside sources of capital. If you bootstrap and remain without external funding for too long, you may be unable to take advantage of market opportunities. While the plethora of lending options may make it easier than ever to get started, responsible business owners should ask themselves how much financial assistance they really need.