



»»» NEWSLETTER JANUARY 2024 «««

# ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



To build a Vibrant Ecosystem for Malnad Entrepreneurs

YUVA  
Shrishti

DIKSUCHI

VRIDHI

VEGA

Investors & VC Network, Regional Industrialists & HNIs

Access to Infrastructure, Makers Adda, Innovation hub

Anvesana Board, Mentor Network, Entrepreneurial Team, Ecosystem Partners

Anvesana Innovation & Entrepreneurial Forum is a Not-for-Profit, Section-8 company committed to catalyzing the growth of an entrepreneurial ecosystem in the malnad region.

Our mission is to create a supportive platform for mission-driven entrepreneurs, offering comprehensive 'Mentoring – Market – Money' support.

Anvesana envisions a vibrant entrepreneurial landscape in the Malnad region, where mission-driven entrepreneurs from and for small towns become the backbone of economic progress.

## YUVA TALKS

Yuva Talks, launched by the Yuva Shristi program of Anvesana, seeks to facilitate regular meetups and discussions with young individuals in the region. These sessions offer a casual platform for any youths to engage with experts and gain valuable insights. The inclusive nature of these talks encourages participation from individuals of all backgrounds.

The overarching aim is to empower the youth of the region by emphasizing skill development and collaborative problem-solving. This initiative is designed to contribute to the growth and development of participants, fostering an environment of learning and exchange.

### Discussion on How to build a website MR NIDHARSHAN LOHAR Speaker

A Software Developer at Mylogic Solutions Pvt Ltd, conducted an online session with aspiring individuals involved in the development of an HRMS website. During the session, nidharshan provided a comprehensive overview of the fundamentals of web-based application development and discussed crucial parameters to consider throughout the development process. Subsequently, the students have initiated the process of building the prototype using the Figma application.

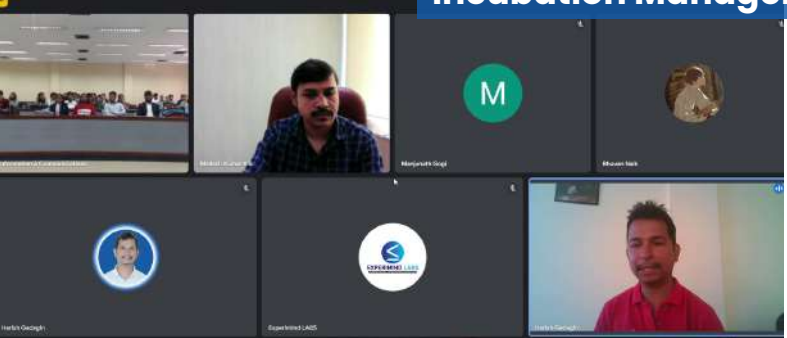


### Opportunities and Facilities in the Startup Ecosystem

January 13th, marked a pivotal moment as Mr Mallesh Kumar, took the reins to unravel the world of "Startup opportunities and funding". With an overwhelming response, the session witnessed over 100+ enthusiastic participants, both online and offline, creating a buzz of excitement in the startup ecosystem.



### MR. MALLESH KUMAR Speaker Incubation Manager MUTBI Manipal




**Anvesana Innovation & Entrepreneurial Forum**  
HOSTING SESSION ON  
**Opportunities and Facilities in the Startup Ecosystem**  
Date: 13th January 2024  
Time: 11:30AM to 1:00 PM  
Ever wondered how funding and grants work in the startup world?  
Join and interact with a team  
LOCATION: Anvesana TB, 1st floor, Auditorium block, 1st floor, Campus, Shivamogga  
SCAN TO REGISTER: [QR Code]  
OUTREACH PARTNER: PES Trust (R) Shivamogga  
Website: <https://bit.ly/yuvataalks>





## **MR. BHARATH & MR. VENUGOPAL** **K-Tech Innovation Hub**

An enlightening session took place at the Anvesana Innovation & Entrepreneurial Forum in Shivamoga! Mr. Bharath and Mr. Venugopal shared invaluable insights with entrepreneurial students, inspiring aspirants to join the Titan's Design Impact Movement. They provided insights about the upcoming event tailored for youth, motivating them to actively participate and contribute to the entrepreneurial landscape.



## **STUDENTS GOT OPPORTUNITY TO SHOWCASE AND PRESENT THEIR IDEAS DURING MALNAD ENTREPRENEURS MEETUP**



**>>> ACT 1.0 COHORT**

**MR AZHAR Y**

**Investment Associate  
Arali Ventures**

Exciting Insights into Primary and Secondary Market Research was shared For youths of Act 1.0 cohort. By combining insights from both secondary and primary research, businesses can make informed decisions, refine their strategies, and better meet the needs of their target audience in the dynamic market landscape.



**Key Takeaways:**

- Consumer Demographics
- Understanding Industry Trends
- Analyzing Competition
- Exploring Customer Behavior
- Validation
- Identifying Gaps
- Risk Mitigation

**Step 2: Build your Hypothesis**

Hypothesis Validation Startup Name					
Sl. No.	Hypothesis	Observations	Insights	Learnings	Action Plan
1	What do my buyers...	What did we observe during the... secondary research?	What are the insights that will... shape the business?	What did I learn? / How did... things change?	What is our course of action post... research?
2					
3					
4					
5					
6					

**AWARENESS SESSION ON INNOVATION AND ENTREPRENEURSHIP FOR PES POLYTECHNIC**

Team Anvesana had a awareness sessions on innovation and entrepreneurship for students of PES Polytechnic Shivamogga and awareness is crucial to fostering a culture of creativity, adaptability, and proactive problem-solving. These sessions not only prepare students for the evolving job market but also empower them to become future leaders and change-makers



By promoting an entrepreneurial mindset, students develop critical thinking skills, enhance their ability to address real-world challenges, and contribute to economic growth. Additionally, awareness sessions inspire self-employment as a viable career option, building confidence and encouraging students to explore diverse opportunities. Ultimately, understanding innovation and entrepreneurship equips students to navigate uncertainties, embrace technological advancements, and contribute meaningfully to societal and economic development.





## **SESSION ON USER RESEARCH AND INTERVIEW FOR STAKE HOLDER TO BUILD A SOFTWARE APPLICATION**

**DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING, P.E.S. Institute of Technology & Management**



### **SPEAKER**

## **MR HARISH G**

**HEAD OF PROGRAMS AND INNOVATIONS**

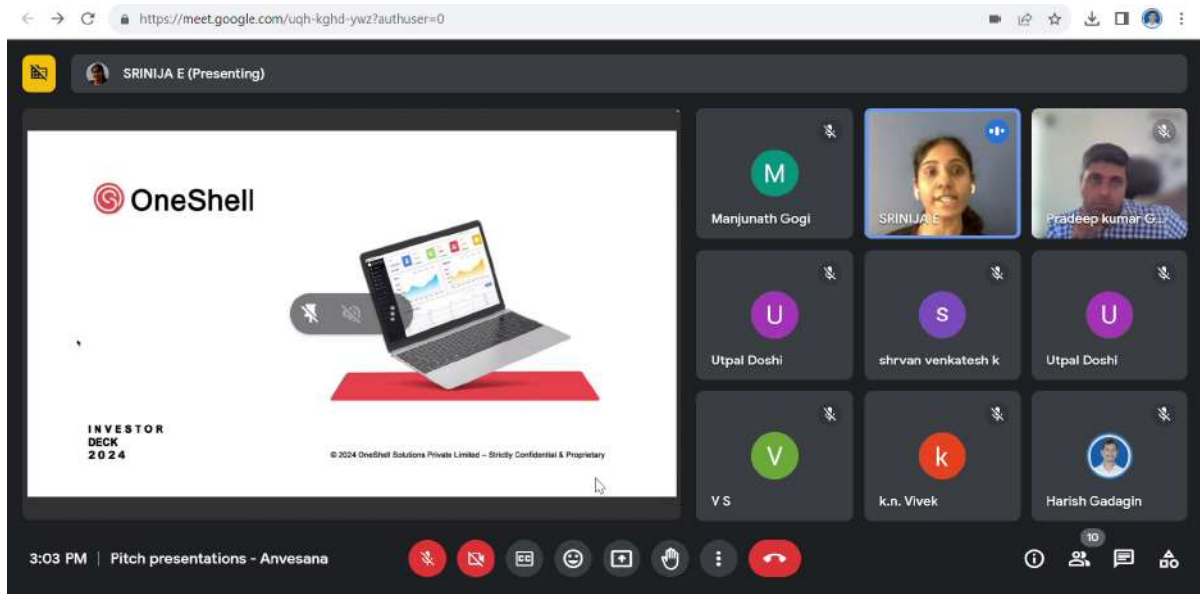
A session focused on user research and stakeholder interviews for building a software application holds the potential to yield significant outcomes. Through user research, participants gained a deep understanding of the target audience's needs, preferences, and pain points, allowing for the development of a user-centric application. Stakeholder interviews provide valuable insights into the business goals, objectives, and expectations, ensuring alignment between user needs and organizational objectives. The outcome of this session was how to have a refined product vision, a well-defined user persona, and a comprehensive understanding of the features and functionalities essential for the software application. Additionally, the session contributed to the identification of potential challenges, risk mitigation strategies, and a solid foundation for the subsequent stages of the application development process. Ultimately, by integrating user research and stakeholder input, the session aimed to lay the groundwork for a successful and impactful software application that meets both user and business requirements.



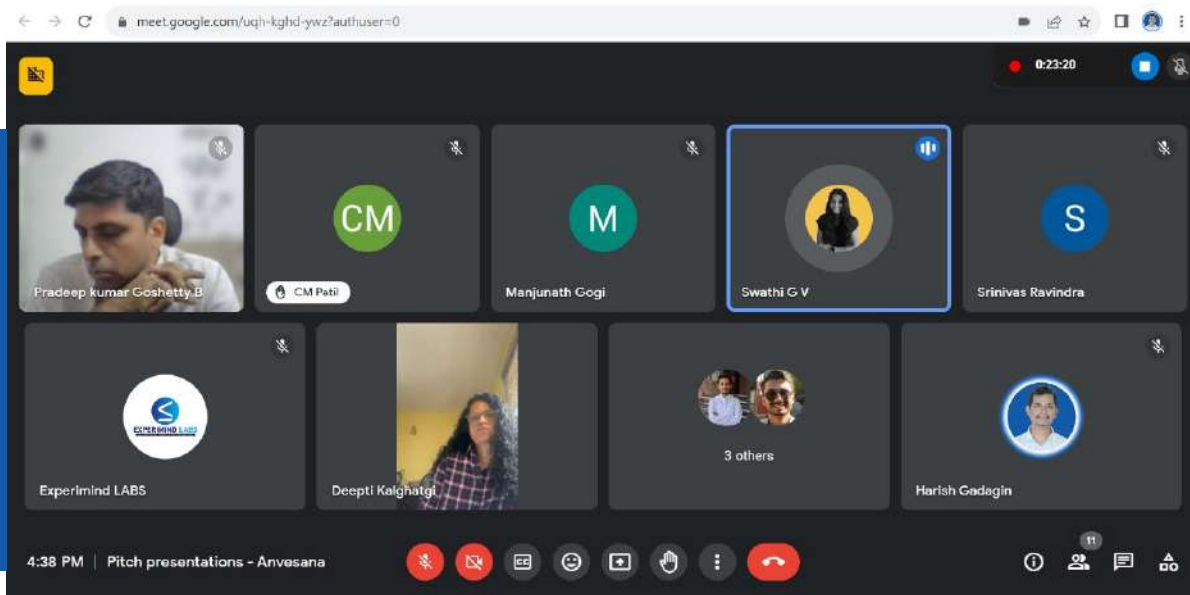
**JOIN A YUVA MAKERS  
WHATSAPP COMUNITY  
OF ANVESANA TBI**

## ▶▶▶ INVESTORINSIGHT HUB

Anvesana organize a weekly investors meetup, providing our incubated startups with a valuable platform to pitch their ideas to investors. During these sessions, startups receive constructive feedback to refine and improve their pitches. The objective is not only to help startups hone their presentation skills but also to create opportunities for potential funding. This dynamic interaction fosters a supportive ecosystem, allowing entrepreneurs to connect with investors, learn from experienced professionals, and increase their chances of securing the financial backing necessary for their ventures. The weekly investors meetup serves as a catalyst for collaboration and growth, facilitating meaningful connections between innovative startups and investors seeking promising opportunities.



**UTPAL DOSHI**  
**PARTNER -**  
**CVC, 100X.VC**



**MRS. DEEPTI K**  
**PPRODUCT**  
**MANAGEMENT I**  
**PRODUCT**  
**STRATEGY AND**  
**ROADMAP**  
**EVOLVEX**

## EVOLUTION OF THE STARTUP ECOSYSTEM:

By Mr. C.M. Patil

### ▶▶▶ LEADERSHIP TALK

Mr. C.M. Patil's (M D Anvesana TBI, CEO KrishiKalpa foundation, Advisory Board, SBI Startup-Branch ) insightful talk covered the last decade's evolution in the startup ecosystem, including funding trends, leading investors, and year-wise breakdowns of deals and fund infusions. The session shed light on the significant contributions of Karnataka-based startups and envisioned the growth potential in non-metro regions.

**INDIA TO HAVE 900 MN+ ACTIVE INTERNET USERS BY 2025**

**IN 2025, THE MAJORITY OF NEW INTERNET USERS, 56%, WILL EMERGE FROM RURAL REGIONS, AND FEMALES WILL CONSTITUTE 65% OF THE TOTAL NEW INTERNET USER DEMOGRAPHIC.**



## »»» MALNAD ENTREPRENEURS MEETUP PITCHES

Three startups supported by Anvesana got a chance to pitch and showcase their innovations and outlined their venture-building strategies to audience . These startups shared their experience with Anvesana, how they have been able to get continuous support in terms of “Mentor-Marketing-Money. It was very encouraging for the budding startups to look forward to being associated with Anvesana.

### ONE SHELL

India's first curated Billing, Inventory, and Accounting management SaaS platform built to revolutionize the SMB market in India.



### TRIANGLE INNOVATIONS PVT LTD

Sweep Star - Manual Sweeping Machine for Cleaning medium to large areas



### ECOCHOICE NATURALS

Decentralised food supply chain powered by AI/ML based real time quality report for post harvest produce





## ➤➤➤ CLOSED-ROOM SESSION WITH HNIS:

An exclusive session engaged High Net Worth Individuals (HNIs) on how they can actively participate in and accelerate the ecosystem's growth. The discussion centered around offering dedicated hours weekly for mission-driven entrepreneurs, providing market access, acting as pilot customers for deserving startups, and sharing real-world problem statements to fuel product development. Inputs from these HNIs were taken to improve the offering to entrepreneurs supported by Anvesana. Discussions also revolved around the formation of a Local Angel Fund to offer crucial initial funding support to homegrown startups.



## ➤➤➤ Founders corner (Discussion with startups)

The discussions with startups focused on understanding the challenges of the startups that are yet to be associated with Anvesana and explanation around how Anvesana can help them in their journey. We also discussed topics around IP, deep tech, health tech, Agri tech and energetic youths talking about their dreams of making Shivamogga a smart city.



## »»» HONORABLE PRESENCE:

Honourable Member of Parliament, Shri B. Y. Raghavendra, graced the occasion, emphasizing the necessity of such ecosystems and acknowledging Anvesana's efforts. He assured the support for initiatives that position Shivamogga as a focal point for entrepreneurial growth.



## »»» THE EVENT DREW SUBSTANTIAL PARTICIPATION, INCLUDING:

**40+**

**HNIS FROM  
THE  
REGION**

**25+**

**EARLY  
STAGE  
STARTUP  
FOUNDERS**

**15+**

**YUVA  
ENTREPRENEUR'S**

## OVERVIEW

Anvesana's Leadership Series event marked a significant step toward fostering collaboration, innovation, and sustainable growth within Shivamogga's thriving startup ecosystem. Anvesana is extending open invitation for entrepreneurs in the region who can avail the required support from this ecosystem.




**ANVESANA**  
Technology Business Incubator  
Entrepreneur journey at Anvesana

Identify a problem  
Develop a proof of concept  
Get recognized at Anvesana

**ANVESANA'S LEADERSHIP**  
event held on PES campus

EXPRESS NEWS SERVICE @ Shivamogga

startup ecosystem over the last decade. This was followed by a series of events like pitches from the startups which have been working with Anvesana, a focused round table with HNIs, a discussion with startups to understand their challenges and comforting them about how Anvesana will stand by them to support them, live counters with concept demos from all the new startups that are joining Anvesana. Following the leadership talk, three startups supported by Anvesana showcased their innovations and outlined their venture-building strategies.

MP B Y Raghavendra emphasised the necessity of such ecosystems and acknowledged Anvesana's efforts.



VIJAYAVANI » SHIVAMOGGA

**ನಂ. 1 ವಿಜಯವಾಣಿ**

### ಉದ್ಯಮಶೀಲತೆ, ನಾಯಕತ್ವ ಕಾರ್ಯಾಗಾರ

ಶಿವಮೊಗ್ಗ: ನಗರದ ಪೆಸಿಟ್ ಕಾಲೇಜಿನಲ್ಲಿ ಶನಿವಾರ ಅನ್ವೇಷಣಾ ಇನ್ವೋವೇಷನ್ ಫೋರಂನಿಂದ ಉದ್ಯಮ ಶೀಲತೆ ಹಾಗೂ ನಾಯಕತ್ವ ಕುರಿತ ಕಾರ್ಯಾಗಾರದ ಏರ್ಪಡಿಸಲಾಗಿತ್ತು. ಸ್ಟಾರ್ಟಪ್‌ಗಳ ಸ್ಥಾಪನೆ, ಬೆಳವಣಿಗೆ ಬಗ್ಗೆ ಕಾರ್ಯಾಗಾರದಲ್ಲಿ ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಗಳು ಪಾಲ್ಗೊಂಡಿದ್ದರು. ಸ್ಟಾರ್ಟಪ್‌ನ ಬೆಳವಣಿಗೆ, ಅಡೆತಡೆ, ಹಣದ ಸದೃಶ್ಯತೆ, ಹೂಡಿಕೆದಾರರನ್ನು ಸೆಳೆಯುವುದು, ಹಣದ ಒಳಹರಿವು ಹೆಚ್ಚಿಸುವುದರ ಬಗ್ಗೆ ಸಂವಾದಗಳು ನಡೆದವು. ವಿವಿಧ ವಲಯಗಳಿಂದ ಆಗಮಿಸಿದ್ದ ಯುವ ಉದ್ಯಮಿಗಳು, ಕೈಗಾರಿಕೋದ್ಯಮಿಗಳು ಪಾಲ್ಗೊಂಡಿದ್ದರು. ಸ್ಟಾರ್ಟಪ್ ಎಂದು ಸುತ್ತುವ ಸಮಾಜಗಳನ್ನು ಅರ್ಥ ಮಾಡಿಕೊಂಡು, ಅವುಗಳನ್ನು ಬೆಂಬಲಿಸಿ, ಪ್ರೋತ್ಸಾಹಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಗುಂಪು ಚರ್ಚೆಗಳನ್ನು ನಡೆಸಲಾಯಿತು. ಸ್ಟಾರ್ಟಪ್‌ನಲ್ಲಿ ಯುವಕರನ್ನು ಸಕ್ರಿಯವಾಗಿಸುವುದು, ಲಭ್ಯ ಮಾರುಕಟ್ಟೆ, ಆರಂಭಿಕ ನಿಧಿಯ ಸದೃಶ್ಯತೆ, ಉದ್ಯಮಿಗಳೊಂದಿಗಿನ ಒಡಂಬಡಿಕೆ, ಎಂಜಲ್ ಫಂಡಿಂಗ್‌ನಂತಹ ಸಂಸ್ಥೆಗಳ ಬೆಂಬಲ ಪಡೆಯುವ ಬಗ್ಗೆ ಚರ್ಚೆಗಳು ನಡೆದವು.



**Shri. Prashant Prakash**  
Chairman



**Mr. C M Patil**  
Managing Director



**Mrs. Umadevi S Y**  
Board Advisor



**Mr. Shubash BR**



**Ms. Disha R S**  
Director



**Dr. Nagaraj R**  
CCA, PES Trust



**Mr. Pradeep G**  
Head-Incubation & Innovation



**Mr. Harish Gadagin**  
Head of Innovations & Programs



**Mr. Manjunath Gogi**  
Entrepreneur-in-Residence



**Mr. Likewin Thomas**  
Program Co-ordinator



**Mr. Sohan D A**  
Intern

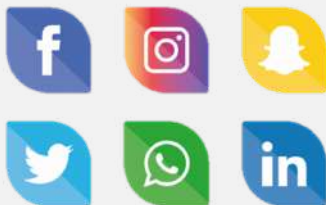


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**Anvesana Innovation  
and Entrepreneurial  
Forum**

+ 91 81470 53061

info@anvesana.co.in

www.anvesana.co.in

PESITM Campus, Admin Block 1st floor, Shivamoga,  
Karnataka-577206