



STARTUP DIALOGUE 2020

 **Deshpande
Startups**
www.deshpandestartups.org

Deshpande Startups, A TBI recognised by DST, Govt. of India

**FEB
2nd
2020**



www.startupdialogue.org

Message from Deshpande Startups



DR. GURURAJ 'DESH' DESHPANDE | *Founder,
Deshpande Foundation*

We had our Startup Dialogue on February 2nd 2020 at our Deshpande Startups campus. We have an incubator in Hubballi with over 100,000 square feet of space, and this incubator is targeted at solving the problems for the 1.1 billion people.

India has 1.4 billion people, of which 300 million live in metro cities. All of our incubators are also largely in metro cities. However, entrepreneurs everywhere in India have a deep desire to impact the people who are in that 1.1 billion community, which are semi-urban and rural areas.

Therefore, we want to get venture capitalists, entrepreneurs, mentors, and policymakers together so that we can figure out how support entrepreneurship in Tier II cities. We aim to have a deep impact on billions of lives and aspirationally, the 5 billion people at the bottom of the pyramid in the world.



MR. C.M. PATIL | *CEO,
Deshpande Startups*

Thank you to all who attended our 4th annual Startup Dialogue, with over 800 guests including entrepreneurs, mentors, investors, speakers, and international guests. Here at Deshpande Startups, we are passionate about helping and guiding entrepreneurs solve real-world problems for the 1.1 billion people living in non-metro areas.

Over the last decade, we have forged a deep connection with our local ecosystem. Our programs support mission-driven entrepreneurs by partnering with leaders, visionaries, and government. Conferences like Startup Dialogue bring together these stakeholders to catalyse the process of co-creating solutions and building a supportive ecosystem. Together, we aim to make our country a hub for entrepreneurs.

From this conference attendees gained knowledge, resources, and inspiration. We look forward to seeing how you implement the solutions to problems in your communities and begin your exciting entrepreneurial journey.

ABOUT STARTUP DIALOGUE

Startup Dialogue is the annual conference organized by Deshpande Startups and intends to create an exciting platform for all stakeholders. At this conference, enablers, startups, VC's/investors, startup enthusiasts, and leaders of the Indian startup ecosystem come together and celebrate the spirit of entrepreneurship.

At the dialogue, entrepreneurs had an immersive experience into the startup ecosystem and heard from leading successful entrepreneurs and industry experts. They engaged with interactive product showcases, learnt from curated workshops and power talks, and had opportunities to network with peers and enablers.



• AT A GLANCE •

450+



Startups

25+



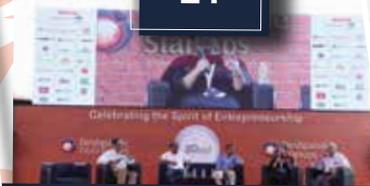
VCs/Angel Investors

21



Product Startup Expo

21



Speakers

40+



Mentors

150+



Tech Geeks

THE MINDSET OF ENTREPRENEURS TO CREATE A LONG-LASTING IMPACT

Moderated by



Mr. Rajeev Kaul
MD & CEO, Aequs Aerospace



Mr. Srikar reddy
CEO, Sonata Software



Mr. Phanindra Sama
Chief Innovation Officer, Govt. Telangana



Mr. Rajeev Prakash
Founder, NEXT IN

Celebrating the Spirit of Entrepreneurship



Entrepreneurship has increasingly gone mainstream, which we can see all around us. However, that doesn't mean that becoming an entrepreneur is an easy task. In this panel, our speakers discussed solutions to overcoming difficulty in their own entrepreneurial journeys.

Key Takeaways

- Use positive reinforcement and feedback from customers to motivate yourself and your employees
- Commit yourself to your startup, but do not neglect your physical and mental health, family, friends, and mentors
- Long-term motivation will help you go the distance

"We should always have a mentor, a mentor has a strong belief in you, and whether you are a student, or an employee you still need that one person that believes in you. They help you be your best."

ECOSYSTEM ENABLERS ROLE IN CREATING NEXT GEN ENTREPRENEURS TO MAKE INDIA A SUPER POWER

Moderated by



Mr. Raj Melville
Executive Director,
Deshpande Foundation



Ms. Sharada Sastrasala
Vice President - Operations, IESA



Ms. Poyini Bhatt
CEO, SINE-IITB



Mr. R. Raghuttama Rao
CEO, GDC, IIT Madras



Mr. Dominic Blakely
Innovation & Entrepreneurship
Strategist, UNB



Incubators are responsible for mentoring start-ups, providing ideation and technical support, providing access to resources, networking events and support for fundraising. Therefore, these speakers discussed whether incubators are necessities or choices for entrepreneurs.

Key Takeaways

- There are other funding options available to entrepreneurs. For example, there are many government public policies that are available to fund startups
- You must play to your strengths as an entrepreneur. Understand that incubators cannot offer you everything you require, so 'interview' them before joining
- Entrepreneurs can be created and taught with skills such as knowledge and aptitude

"For startups to establish themselves, government policy plays a very important role; there are a lot of incentives, grants and awards but the thing is that people don't know about them."

PAISA BOLTHA HAI FOR SCALING

Moderated by



Mr. Rajendra Belgaumkar
Chairman, KLS IMER



Mr. Jinesh Shah
Managing Partner, Omnivore



Mr. Rajesh Ranjan
CEO at NABVENTURES Limited



Ms. Padmaja Ruparel
Co-Founder at Indian Angel Network



Mr. Samir Kumar
MD, Inventus India



To solve challenges to scale in India, we need a startup ecosystem that supports entrepreneurs impacting the 1.1 billion living in non-metro India. These panelists explained what non-metro-focused entrepreneurs should do to gain investor confidence and attract investment – regardless of where they are in India.

Key Takeaways

- Entrepreneurs should represent themselves in terms of their scaling and vision to investors
- Entrepreneurs need to understand the pain point in their particular market when determining a solution. Use this to differentiate yourself
- Differentiation is essential to disrupt what people in the market are already doing. Investors are looking for disrupters, because it keeps moving innovation and people forward

“It’s the co-founders who have to lead in every which way. In the early stage you’re not betting on the venture, you’re betting on the people.”

ENTREPRENEURS' NEXT BILLION-DOLLAR MARKET

Moderated by



Mr. C.M. Patil

CEO, Deshpande Startups



Dr. Gururaj "Desh" Deshpande

Founder, Deshpande Foundation



Shri. Ajai Chowdhry

Founder, HCL, Chairman: IIIT NAYA RAIPUR

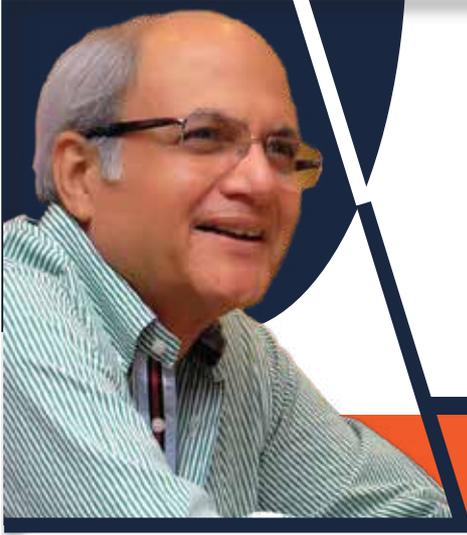


Legends who have created a billion-dollar market for their respective companies discussed the importance of ideas, identifying employees and co-founders, and refining your product to create value for your customer in order to have a sustainable business.

Key Takeaways

- Initially your product will not be bulletproof, but people will still buy it because it solves a real problem
- You must be able to understand the difference between when your customers claim your product is not working and so you must pivot; and when your customers are giving you too many specifications, then your product will never be made
- You should be able to identify and pick good co-founders, ones that you get along with, have a diverse skill set, and have no authorship over ideas

“As a leader you have to create a feeling of success – this is going to be successful; once you attract one great person, the other people also want to come.”



THE HCL STORY

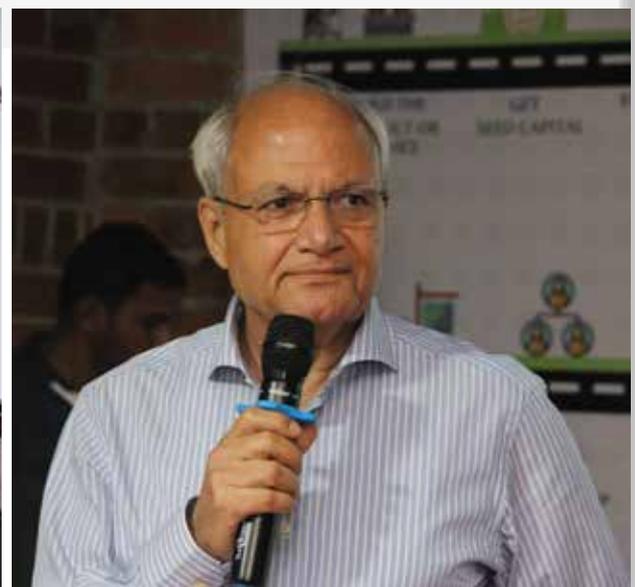
PADMA BHUSHAN

SHRI. AJAI CHOWDHRY | *Founder, HCL Technologies*

Padma Bhushan Shri Ajai Chowdhry outlined how marketing as well as knowledge of existing business networks and ecosystems were used to their advantage to build a multi-billion dollar company.

Key Takeaways

- Aspiration is bigger than resource. Aspiration is what makes you grow, it's irrelevant when your company is born because there will always be challenges and reasons not to start
- Don't overlook marketing. You need to worry about your brand, or else somebody else will take it from you
- Only passion cannot take you forward, you need to have more, you need processes so you can scale, or you'll remain a small company



“When feedback starts to come to a founder to say that the product is not ok, they do not accept it. That is where you are going wrong. If the customer does not accept the product, accept that fact, move on, and pivot.”

WINNING IN THE DIGITAL WORLD

PADMA SHREE

SHRI. T. V. MOHANDAS PAI | Chairman, Manipal Global Education

Our second power talk identified how business is moving online, and Hubli's role in becoming a digital hub in Northern Karnataka.

Key Takeaways

- Residents need to fight for their rights here in Hubli, making changes on a governmental level that encourage development in Northern Karnataka
- Dominant economic power is going to be 'the platform', which is leading to a great global shift. This comes with great advantage as digitization has been the catalyst for revising growth across industries
- The future is fluid and limited only by our imagination. Don't feel intimidated as a small business, continue to innovate and move forward with technology



"Things are changing at a faster rate than we've ever experienced... and India is going to change the world."



BUILDING FOR BHARAT: A GROWTH STORY

**MR. RAMANATHAN
RAMACHANDRAN**

CEO, InThree Access Services

Our third power talk was an inspirational narrative of Mr. Ramachandran's experiences. He shared his expertise on a variety of topics and solutions when it comes to building for bharat.

Key Takeaways

- Key understandings for bharat are simple. One being that customers are very aspirational; second is they are very assured and know what they want; and lastly they are very aware and want things that non-bharat customers want
- When delivering to bharat, there are disaggregated markets. One person cannot do this alone; it has to be a co-created full-stacked solution. Work with existing channels and networks to reach people, be aware of language and dialect differences
- A single solution for bharat to grow is the introduction of commerce, especially through skilling



"In terms of aspirations, urban consumers are homogeneous, rural markets are not as heterogeneous as we tend to think."

NUANCES OF FUNDRAISING



MS. SUNITA RAMSWAMY | *Director,
Deals at Let's Venture*

Let's Venture is a platform that helps startups gain funding. They are sector agnostic but lean towards technology influences.

Key Takeaways

- Have a checklist that includes having an agreement with your co-founder(s) on what you're willing to accept and/or reject
- Entrepreneurs should really internalize why you want to raise angel money, as you are answerable to investors
- When pitching indirectly/directly you must understand the metrics in your industry, competition, and unique selling points

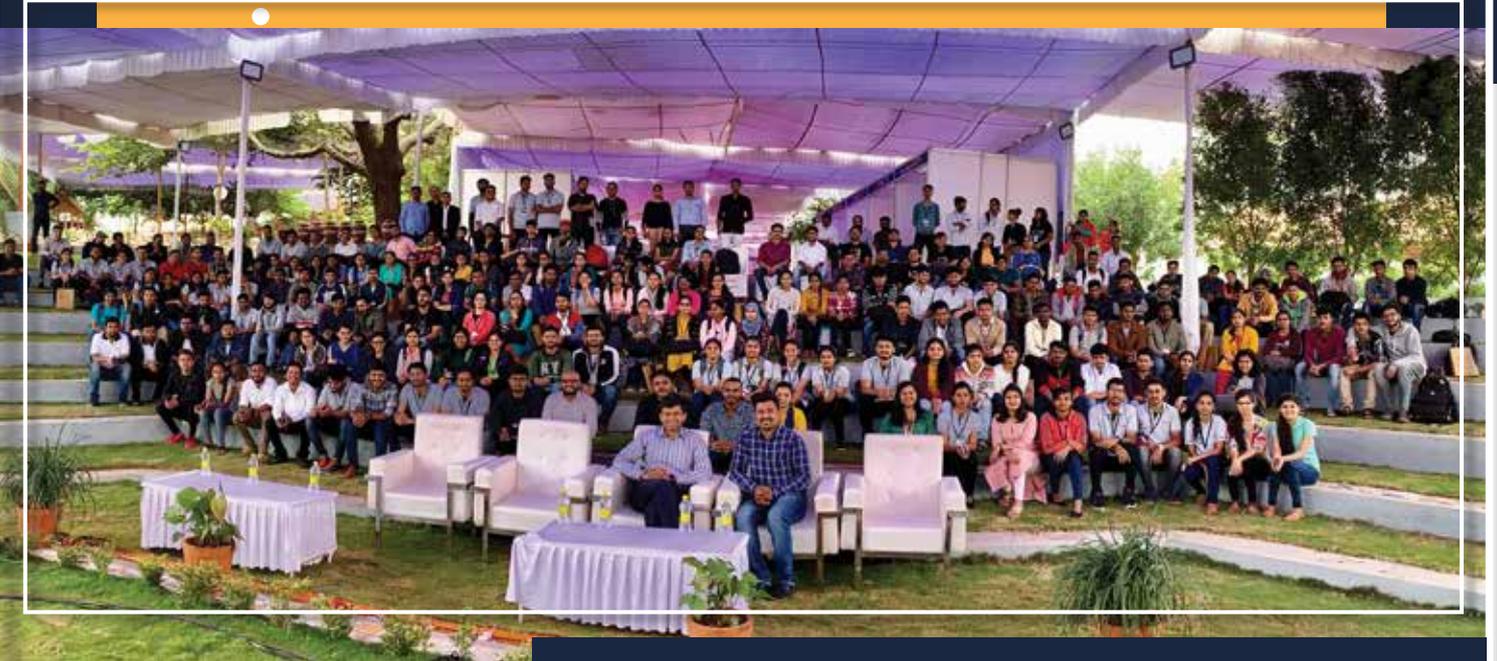


“Don't raise money unless you really want it – equity is costly. Know exactly where your money will go and how you will use it.”

• DEVELOPTHON •

Code for Social Impact

An Initiative by the Yuva Entrepreneurship Program



Developthon 2020 was the 4th flagship program of Deshpande Startups. The annual national-level hackathon is an initiative by the “Yuva Entrepreneurship Program”. This year, we welcomed over 150 excited, passionate and innovative students to spend 36 hours solving solutions to real-world, industry-related problems. This was an exciting opportunity for enthusiastic coders and developers to network and bridge the gap between technology and innovation to inspire social impact solutions.

Problem Statements were issued from the following companies

1. DocketRun Pvt. Ltd.
2. Public Next
3. Fidelity National Financial India
4. SwarnaKart India Pvt. Ltd.
5. Taplent Technologies Pvt. Ltd.



A special congratulations to the final winners:

- Team Kleftis from IIIT Dharwad
- Team CRPF Crew from AGMR College Hubballi
- Team Hinduja Worriers from KLS Gogte Institute of Technology
- Team Techniosys from IIIT Dharwad
- Team Multithreads from IIIT Dharwad



Our investor pitch was a platform for entrepreneurs serving Tier II and III cities to gain access to investors. 14 startups who are creating economic and social impact, pitched to over 25 potential investors to drive change.



Products and services put forward by entrepreneurs included the following industries

Med-Tech

Agri-Tech

Healthcare

SME-Tech

Media

Consumer-Tech

Fin-Tech

Ed-Tech

“Your product will not be bulletproof, but people will still buy it because it solves a real problem.”



Mentor's Clinic is at the heart of Startup Dialogue as it provides each entrepreneur the opportunity to interact with a pair of experts and business mentors from their respective fields.

Key Takeaways

- Entrepreneurs participated in a very unique experience that made a world of difference for young startups
- Over 40 mentors and 80+ entrepreneurs eagerly dialogued through ideas, problems and gained knowledge from those who've experienced it all
- Each entrepreneur was able to exchange contact information and network with industry-leading professionals



We thank all of our mentors for their immeasurable wisdom and are so grateful for the strong networking that came out of this session.

“People who have a fire for entrepreneurship, will do it no matter what. If that can be learned at an early stage and you carry on, you can create the ecosystem.”

• EXPO STALLS •



At our Startup Dialogue, we were proud to showcase over 20 stalls from across India including LinkEz, Swarnakart, Nautilus, Printalytix, Kosha design, KrishiTantra, Shopgro, Navodyami, Nebeskie, Hydrogreens, Ka-naada, Dailygate, LM GK Solar, Atom 360, Rapture, Qtpi Robotics, Mastibikes, Urdhvum, Jaxfor, and Cymbeline.

Key Takeaways

- Entrepreneurs were able to interact with their potential customers, network with fellow innovators, meet mentors and industry experts
- They were able to form partnerships and gain potential new investors
- Easily increased their brand visibility and awareness, as well as gained insightful feedback for their prototypes and products



“Just as it takes a village to raise a child, it takes a whole ecosystem to raise a startup.”



KRISHITANTRA



NAUTILUS HEARING



RAPTURE INNOVATIONS



WIDE MOBILITY

Startup Dialogue is more than just a conference... it is a celebration of entrepreneurship and what better way to celebrate our entrepreneurs than to launch their products! During Startup Dialogue 2020, we successfully launched 4 startup products accompanied by industry experts. These included:

- A soil-testing service by KrishiTantra;
- A digital radiographer for the food industry by Wide Mobility;
- A diagnostic audiometer by Nautilus Hearing; and
- Fully-immersive headphones by Rapture Innovations.

Congratulations to all the startups and industry experts for coming together for these amazing product launches.

“India is in the midst of tremendous change that is going to change the future.”

Special Thanks to our Sponsors

Gold Sponsor



Sponsors



Nabard is a Development Bank of the Nation for Fostering Rural Prosperity. Founded in 1982, they focus on credit-related issues linked with rural development. Their initiatives are aimed at building an empowered and financially inclusive rural India through specific goal oriented departments which can be categorized broadly into three heads: Financial, Developmental and Supervision. Through these initiatives they are impacting almost every aspect of the rural economy.



Message from the Chair



MR. GOLDEN FRANKLY

*Chair,
Startup Dialogue*

Creating a growth story for a startup takes hard work, perseverance, nurturing and passion. At Startup Dialogue, you could feel the entrepreneurial spirit and potential being ignited through the words of our speakers, panel discussions and workshop.

Once again this year our participants used Startup Dialogue as a catalyst to showcase their ideas and network with industry leaders to seek feedback and input as they plan their growth. We strive to create an ecosystem for entrepreneurs to enable impact in rural and Tier II regions of India and beyond. The engagement by our attendees only encourages us to further the cause and create more opportunities for entrepreneurs.

I express my sincere gratitude to all sponsors and those who attended the dialogue this year, we look forward to growing with you on your startup journey.

HEAR FROM OUR SPEAKERS

I spent a lot of time with startups and it was very exciting. A lot of them have actually created very good products, in fact they are at a stage where they are going to launch the product or they are getting into the first stages of revenue. I am very impressed at the work being done here.

- Ajai Chowdhry

I found the ecosystem in Hubli fascinating, I'd come here a few years ago and when I came here and saw what was happening, I was astounded. I did not expect this to be so very large, so very effective, so very impactful on people's lives. It's possibly the most modern, biggest, and most impactful ecosystem created by anyone in India's history, in any district and any place. I think it's unbelievable.

- Mohandas Pai

With what the foundation is doing here, I think the disadvantages of entrepreneurship is lowered because there's a huge amount of opportunity, and support which the entrepreneurs are getting in a Tier II city like Hubli. I wish all the entrepreneurs and the foundation a lot of success moving forward.

- Srikar Reddy

TESTIMONIALS FROM PARTICIPANTS

The biggest takeaway for me was the energy. Being around so many entrepreneurs who are aspiring to succeed but also having input from the leaders who already have.

- Hemanth, Kinno

I am from Afghanistan, a war-torn country and so seeing these youth and these speakers care so much about their country is inspiring. And I think that this is what is needed if we are to solve problems that need to be solved.

- Nazneen, Queens University

Thanks to our stall at this expo, we got to meet investors, co-founders and more, to create B2B and B2C networks. It was very productive and eye-opening. We look forward to collaborating with these new connections.

- Joana, QtPi Robotics

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