



Assam Startup TrailBlazers



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2020

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- Highlights of Assam Startup
- Success Stories



assamstartup_thenest



Assam Startup



Assam Startup

Sarbananda Sonowal



**Chief Minister, Assam
Guwahati**



Dispur
05.06.2020

MESSAGE

Government of Assam is committed to do everything to help the start-ups and entrepreneurs of the state to reach their goals. I am happy to state that we are making every possible effort to provide a suitable environment to investors in order to facilitate industrial growth. Sustaining the same tempo, we are working to make Guwahati India's gateway to the South East Asian Nations and the day this happens, the start-ups and entrepreneurs of the state will be exposed to world of opportunities.

Assam Startup has to play the role of a catalyst in handholding the startups. It has to support the startups with the right knowledge of business and important networking connections. It must become single-point window for all the aspiring startups and entrepreneurs of Assam wherein all their entrepreneurial dreams come true. The journey has already begun and I am delighted to see the progress that is unfolding.

I am happy that the dream, Assam government had seen through Assam Startup, is getting realized through the success stories of the startup ventures. The success stories shared by the start-ups make me convinced that the day is not very far when some of them will emerge as unicorns and mark Assam's name a glittering one on the global map of entrepreneurs.

(SARBANANDA SONOWAL)

MESSAGE FROM THE MINISTER



"It's a positive sign to see the youths of Assam choosing to become employers than employees. I am sure that they will play a big role in resolving the problem of unemployment in the state. I am also confident that they will emerge as global business leaders addressing critical problems plaguing the world community.

I dream of a day when Assam Startup - The Nest will be known to the world by it's innovations."

- Shri Chandra Mohan Patowary
Hon'ble Minister, Industries & Commerce,
Government of Assam

FOREWORD



“In order to promote entrepreneurship and innovation in Assam, we decided to create an enabling ecosystem to promote the startups. Accordingly, we brought out the Assam Startup Policy and set up a state-of-art incubation centre in Guwahati. Assam Startup – The Nest is managed by IIM Calcutta Innovation Park and is presently supporting over 100 startups in the state.”

- Dr. KK Dwivedi, IAS,
Commissioner and Secretary, I&C
Government of Assam



“Assam Startup – The Nest is the state-owned marquee incubator. The Government of Assam is trying to provide the best possible infrastructure with a cutting edge co-working space, along with dedicated mentoring, investor connect, and networking opportunities to the young and budding entrepreneurs of the state.

The Nest was inaugurated by the Hon’ble Chief Minister of Assam, in the presence of Hon’ble Minister of Industries and Commerce on 20 January 2019. 50 startups were incubated for the first Cohort. The IIM Calcutta Innovation Park is the Partner of the Government of Assam in this initiative. It’s important to reach out to the nook and corner of the state. It is indeed welcoming to see over 5000 startups coming up with fresh, innovative ideas.”

- Smt. Manjula Saikia Bhuyan, IAS
Secretary, Industries & Commerce & MD, AIIDC
Government of Assam

MESSAGE FROM COO

At Assam Startup, we believe entrepreneurship can create an endearing impact in the state in terms of creating smart leaders/innovators as well as abating the challenges of unemployment in the region. We've picked up the baton to groom enterprising and ethical future leaders by offering intense mentoring, capacity building programmes, access to seed fund, market connect and networking opportunities which help them transform their innovative ideas to successful business ventures.



Assam Startup incubated 50 startups in the first Cohort who have been intensely groomed and nurtured at The Nest. A lion's share of these startups have recorded promising improvements in terms of impact and revenue growth. In fact, the top performing startups have managed to record more than 4x revenue growth during the last 6 months of the Cohort period. The second Cohort of 26 startups is currently under incubation at The Nest.

Initiating the Hub & Spoke model, Assam Startup – The Nest (Hub) has, so far, signed 18 collaboration memoranda with top universities and colleges in the state in order to identify breakthrough innovations and potential business leaders from the college level onwards. The Nest is committed to ensure maximum participation from the E-Cells in academic institutions, which would, in turn, provide the first-level handholding and mentorship support to the potential startups, until they can be incubated at The Nest.

One crucial area that required an immediate attention was the need to bring potential angel investors of the state on a single platform. We have, so far, conducted a few sessions, in association with India's leading Angel Networks, viz., Lead Angels and Mumbai Angels, towards sharing knowledge about the different aspects of forming an angel investment network, with top industrialists, businessmen, and HNIs of Assam. Encouraged by the response, Assam Startup has recently launched the Assam Angels Network.

Assam Startup's unswerving commitment towards promoting entrepreneurship and nurturing innovation, keeps us on our toes and the fascinating work done by passionate entrepreneurs motivates us to go the extra mile. This book is an attempt to highlight the success stories of the startups from Cohort 1.0 and the deep impact that they have created.

Pranjal Konwar
COO, IIM Calcutta Innovation Park
Assam Startup – The Nest
Email- coo.assamstartup@iimcip.org

RED LETTER SNIPPETS



6423 Startups &
Student Innovators reached

10,000+ visitors at The Nest.

355 Mentor Connects

2000+ hours of mentoring.

88 in-house events.

108 connects with
potential investors.

18 MOUs signed with
Academic Partners.

60,00,000 social media reach.

Emerging Startup Ecosystem and the Leadership Role of Assam Startup



Over the last decade, India has witnessed a substantial spur in the growth of startup ecosystem with Bangalore emerging as the third largest startup hub in the world. While states like Tamil Nadu, Karnataka, Kerala, Maharashtra, and Delhi have recorded breakthrough innovations and produced disruptive players in the market, attracting 108% growth in funding in 2018 (source: NASSCOM), Assam has slowly, but certainly, also made an entry into the scene.

Of late, Assam has been witnessing a paradigm shift in the career aspirations of the youth. From the earlier aspirations to hold a government job or to grow up to be a doctor, engineer, or educationist, more and more youths are contemplating on exploring the limitless possibilities of entrepreneurship. And a lion's share of the credit for creating this latest fad for doing a startup rests with Assam Startup - The Nest, Assam's first state-owned marquee incubator, an initiative of the Industries and Commerce Department, Government of Assam, in association with IIM Calcutta Innovation Park.





Since its inauguration on 20 January 2019, Assam Startup – The Nest has been working untiringly to develop a competent startup ecosystem in the state that nurtures innovation and drives collective impact.

While the startup movements in the rest of the country have mostly remained concentrated around cities, the Assam Startup initiative has been able to penetrate into every corner of the state, building an inclusive startup ecosystem.

The state-of-art incubator has been the focal point of contact for investors, startup evangelists, mentors, corporate representatives, and foreign dignitaries willing to collaborate for the growth of the local startup ecosystem. A number of key partners have expressed their willingness to join hands with the initiative to help youths of the state come forward and build their innovative ideas into sustainable business ventures. Recently, a team from Microsoft for Startups visited the state and expressed willingness to collaborate with the Assam government to back the startup ecosystem in the state. The Israel Ambassador to India, Dr. Ron Malka has also assured Israel's mentoring support towards developing Assam's startup ecosystem and initiating various startup exchange programmes. Other notable visitors from abroad to take note of are, Edward N Kruseman, a senior expert at Netherland-based volunteer organisation, PUM; Tay Lian Chew, Global Market Director, Enterprise Singapore, Government of Singapore; Ms. Sabrina Ho, Regional Director, Enterprise Singapore, Government of Singapore; Michael Feiner, Deputy Ambassador, German Consulate; and Siddhartha (Sid) Chowdhary, CEO, Credence Management Solutions, USA.

Driving Entrepreneurial Awareness

One of the core objectives of the Assam Startup initiative has been to promote a culture of entrepreneurship in the state and encourage the youths to become ethical leaders who can create far-reaching social impact with their innovations. Assam Startup – The Nest has played the lead to familiarise youths of Assam with various aspects of entrepreneurship and push them towards business innovation that can drive social change. It has carried out extensive outreach campaigns to reach out to over 9, 000 students, young innovators, and aspiring





startups across every district of Assam, disseminating understanding about entrepreneurship, thawing popular inhibitions about entrepreneurship, and encouraging them to pursue dreams of starting up.

The state-owned incubator, in association with IIM Calcutta Innovation Park, has taken up the baton to develop the EDCs of top colleges and universities of the state, which will play a crucial role in identifying innovations and providing the initial support and handholding to develop the fledgling ideas. Towards this end, The Nest has recently launched the Entrepreneurship Development Centre Network (EDCN) for building and promoting Entrepreneurship Development Centres (EDCs) in educational institutes.

Initiating the Hub & Spoke model, Assam Startup – The Nest (Hub) has, so far, signed 18 collaboration memoranda with top universities and colleges towards the same. Till date, The Nest has collaborated with a number of colleges and universities in Assam to organize Hackathons and B-Plan Contests towards identifying and encouraging startup ideas in the state.

The impact of the awareness drives can be measured from the fact that Assam Startup received as many as 1047 applications for the first Cohort and 1036 applications for the second.

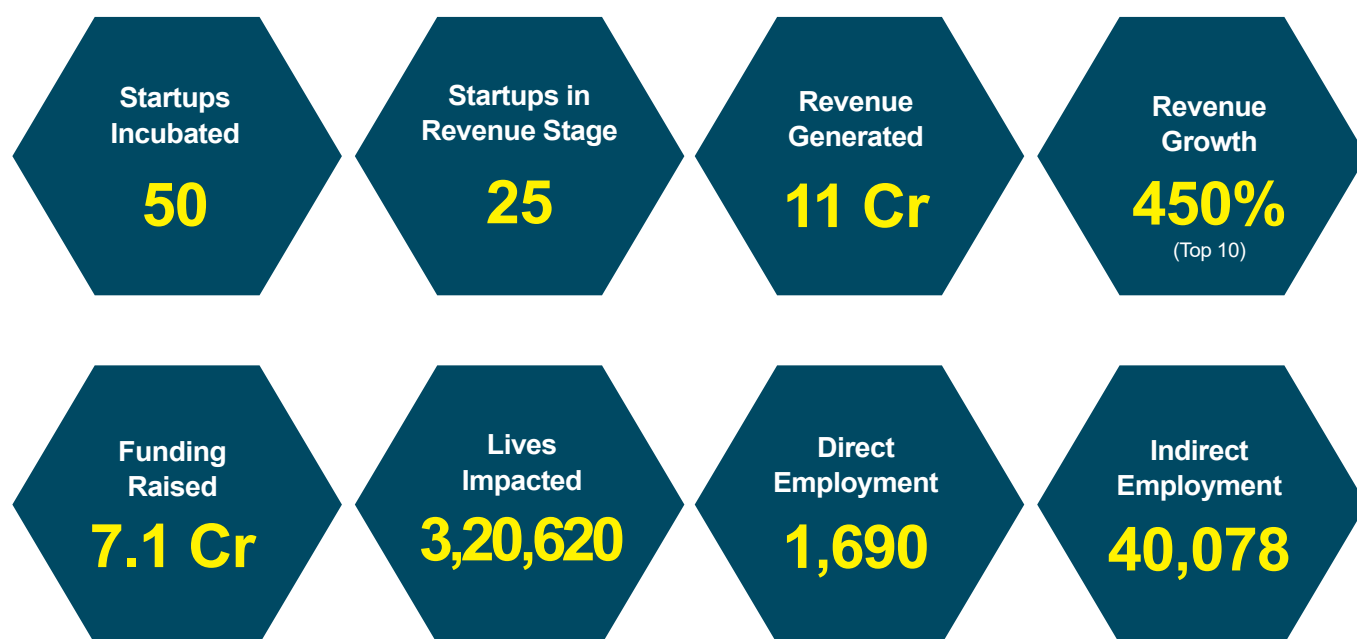
Nurturing Innovation

While the buzzword has been created, Assam Startup – The Nest has been leaving no stone unturned to nurture innovation in the state. 50 startups from the first Cohort and 26 from the second have been intensely groomed and mentored by some of the best mentors and academicians of the country. They have been put under rigorous capacity building trainings and bootcamps conducted under the expert guidance of the likes of Dr. Prashant Mishra, Mr. Srikant Sastri, Chandradeep Mitra, Kaustav Majumdar, Suman Mukhopadhyay, and Vikram Duggal, among others.

Meeting seasoned investors and mentors like Nagaraja Prakasam (Acumen Ventures), B.Hari (Indian Angel Network), Sandro Stephen (Indian Angel Network), Srikanth Prabhu (Social Alpha), Varun Bhatt (Unicorn India Ventures), Nandini Mansinghka (Mumbai Angels Network), Sushanto Mitra (Lead Angels), Amit Anthony Alex (Upaya Social Ventures), Anil Joshi (Unicorn Ventures), Svetha Ravi (Arali Ventures), Sanjay Enishetty (50k Ventures), Kailash Nath (Bharat Innovation Fund), Basant Subramanyan (Indo-American Chambers of Commerce), Sashank Randev (100X.VC), Kallol Bora (Next Impact LLP), Rahul Borkatoky (Next Impact LLP), Aritra Bhowmik (Sangam Ventures), Prasanta Talukdar (Northeast Venture Fund), and Arijit Bhattacharya has exposed the startups to the various aspects of startup investment and has given them a suitable direction on making their ventures investment-ready.

While the mentors from IIM Calcutta Innovation Park have been dedicatedly engaged in mentoring the incubated startups, they have also been instrumental in sharing knowledge on key areas with the startups from the ecosystem. Programs like Ideation Adda and Academia Connect have been able to inspire the youths of Assam to come forward with their innovative ideas for further grooming at Assam Startup towards transforming promising ideas into viable prototypes.

COHORT 1.0 HIGHLIGHTS



Recently, The Nest has also taken the initiative for the launch of the Assam Angel Network, consisting of industrialists, top businessmen and HNIs of the state. The step is expected to be a game changer, especially when it comes to supporting the early stage startups with seed fund, domain mentoring, and market connect.

The Success Stories

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Incubation at The Nest has helped the startups record remarkable growth, shaping them into sustainable and fundable enterprises. 50% of the startups have successfully sustained themselves through the Cohort period. The top 10 startups from Cohort 1.0 together recorded a revenue growth of 450%. The total revenue generated by the startups is Rs. 11 crore.

One core objective of the Assam Startup initiative has been to create a deep social impact in terms of employment generation and uplifting the economic condition of the marginalised population. The incubated startups from Cohort 1.0 have succeeded in impacting around 3.2 lakh lives, employing 1, 690 people, and generating indirect employment of 40, 078. Startups like Esah Tea, Brahmaputra Fables, ChaloHoppo, Bolkol, and Agro Origin have been able to make remarkable impact in terms of solving local problems by utilising and promoting the local culture, places, and artistry, engaging the local community, and opening employment avenues for them in the process.

Recently, two startups, namely, Esah Tea and My3DSelfie have raised a total of Rs. 2.1 crore at the North East India Fund Fest in Guwahati. Three startups – Let’s Learn Together, Zerund Bricks, and Little Machines – got selected for a monthly fellowship of Rs. 30, 000 for a year under the NIDHI Entrepreneurs-In-Residence (EIR) program. 7 startups from Cohort 1.0 who had applied for financial benefits under the My Assam Startup ID (MASI) have been thoroughly evaluated and found eligible for the corresponding benefits under the Assam Startup Policy, 2017.

That 9 startups out of 50 from Cohort 1.0 have either raised or have firm commitment for aggregate funding to the tune of Rs. 7.1 Crore within a year of operation bears ample testimony to the success of Assam Startup.





Startup Stories



AGRO ORIGIN

Community access to farm fresh food

Founder: Abhinab Shyam

Need

There's a growing need for supporting chemical-free food consumption towards abating life threatening conditions triggered from the chemically infested foods. Unfortunately, such products aren't easily available or available at exorbitant prices with their sources unknown.

Solution

Agro Origin is a service-based company, serving the B2C segment. It builds community farms for customers on a subscription basis. The production in these farms are completely customised as per the customers' needs. Though the farms are managed by farmers, the customers can try a hand in farming activities, pluck the produce, and cook their own food in the property. The idea isn't just to sell the produce, but to offer a wholesome farming experience to the customers.

Impact

The team has expanded from 8 to 35 and has touched 40 lives.

Achievements

- Proof of Concept launched during the incubation phase.

Key takeaways from Assam Startup

Mentor Connects, Capacity Building, Media Visibility, Network Building.



ARANYAK VALLEY

Reversing migration issues in Southern Assam

Founder: Gaurav Chakraborty

Need

The Barak Valley in Assam faces huge exodus of young educated local population due to lack of opportunities as well as withering sense of pride and belongingness to the region. It appears as if the pride lays in “moving out of Cachar” and not in “staying back”. Even those who contemplate on bringing a positive change are pulled back by a lack of ecosystem or a starting point.

Solution

Aranyak Valley has built self-sustainable Pride Habitats in the Barak Valley with participation from the local population. Pride Habitats are integrated vocational schools that not only help build skills and pride, but also build an ecosystem to retain such ambassadors of pride by offering them an opportunity to validate their vocation/skill. The courses on offer are intended to hone: IT/non-IT skills, farming skills, corporate survival skills, as well as personal, cultural, and life skills.

Impact

Aranyak Valley has established 2 operational Pride Habitats in the Barak Valley, training 700 students and directly employing over 20 people in the region. Over 10, 000 native plants and trees have been planted. The startup has established over 50 diaspora connects for culture, script, skill, flora, and fauna.

Achievements

- Selected among NE Top 10 Startups by Indigramlabs/NABARD Agripulse Accelerator.
- Selected by NEATeHub – AAU Jorhat for Agripreneurship training.
- Created state-of-art infrastructure in a rather remote corner of Assam.

Key takeaways from Assam Startup

Mentoring Support, Visibility, Validation, MASI Certification.



AUTOMOVILL TECHNOLOGIES

Car and bike service aggregator

Founders: Mridu Mahendra Das, Chinmay Baruah

Need

A regular car servicing is nothing less than a day-long affair. But the growing traffic on road and busy work schedules make it extremely difficult for car/bike owners to squeeze out time for getting their vehicles serviced, especially on account of sudden breakdowns.

Solution

The startup aims to solve the pain point of car servicing by bringing in hassle-free, transparent, and cost-effective solution with a technology platform. Automovill provides the ease of home pick-up, updates the progress status for easy tracking, and delivers back the serviced car, thus saving time for the customers. Services are also provided to the fleet owners, ensuring reduced downtime to keep the cabs on road.

Achievements

- 20,000+ cars serviced. 800+ Inspections done in 6 Months.
- Installation of Ola Play Device in 14,000+ cars.
- Bagged a service contract for Uber vehicles in Bangalore and Hyderabad.
- Raised INR 2.8 crores from NEDFI-Northeast Venture Fund.
- Recognised as the Budding Entrepreneur from North East India at the Startup Meet at Aizawl, Mizoram in 2018 and was felicitated by the PM.
- Got selected among the finalists in North East India Fund Fest.

Key takeaways from Assam Startup

Right Mentoring, Media Visibility, Increased Investor Network.



BOLKOL

Connecting indigenous weavers to the world



Founders: Krishnarjun Das, Pranjal Kalita

Need

India has 29 states and 7 union territories, each of which has different handloom products. Sadly, it is difficult to find one state handloom in another. The handloom fabrics are often restricted to only traditional outfits rather than exploring contemporary styles and designs. What more, the weavers can't get proper value for their hard work. Long Distribution Channel and unorganized manufacturers are other problem areas.

Solution

Bolkol is the one-stop online platform for Indian handloom products brought directly from artisans to customers, enabling anyone from anywhere to easily sell and buy handloom products of any given state of India. The startup also has its own line of casual wear tailored from the handloom fabrics. Bolkol also sells the products in the B2B market and through different national and International Expo.

Impact

The startup has impacted around 8000 lives and has given direct and indirect employment to 862 people.

Achievements

- Launched a handloom production unit at Barama, Baksa (Assam).
- Developed a mobile app for B2C selling.
- Received the Import Export Code (IEC).
- Exported fabric to Bhutan (B2B).
- Connected with GoCoop and FabricMonde for B2B handloom products supply.

Key takeaways from Assam Startup

Multiple Investors Connects, Networking Opportunities, etc.



BRAHMAPUTRA FABLES

Stories of craftsmanship from the land of the Brahmaputra to the world



Founder: Dhruba Jyoti Deka

Need

The North Eastern handloom and handicraft are priced exorbitantly because of the involvement of middlemen and storage costs. Furthermore, these products have limited accessibility and some of these are on the verge of extinction.

Solution

Brahmaputra Fables offers a digital platform to connect around 2500 artisans and weavers of Northeast India with the global market, offering indigenous handloom, handicraft, and organic food products. Apart from the traditional handloom outfits, it is innovating fusion into traditional weaves. The producers connect directly with the consumers which reduces the surge pricing due to the removal of middlemen and cost of storage. The startup is also coming up with physical stores at Delhi, Bangalore, and Hyderabad.

Impact

The startup has touched around 20,000 lives. It has been able to impact rural economy by creating opportunities for sustainable livelihood through craft and handloom, offering direct and indirect employment avenues for 2,299 people. In the process, it has been able to blow fresh life into the endangered crafts of North East India. Brahmaputra Fables has a customer base of 4500-5000, with products shipped across India and to the US, UK, UAE, Australia, Italy, and Canada.

Achievements

- Invited as panel member for Mizoram Kailawn event by Government of Mizoram.
- Finalist at Arunachal Pradesh Social Entrepreneurship Meet (APSEM) organized by Startup India.
- Won the Action Plan 2020 at IIT Guwahati.

Key takeaways from Assam Startup

Multiple Investors Connects, Networking Opportunities.



CHALOHOPPO

Experience Northeast India the local way

Founders: Nishant Sinha, John Raphael, Chetan Jalan

Need

Despite the fact that North East India is a treasure trove for tourism, the conspicuous lack of stay facilities and experiential guides who could conduct exclusive activities have been responsible for the minimal growth of tourism in the region. Although the demand is high, lack of standard infrastructure thwarts supply.

Solution

ChaloHoppo curates experiential trips for travellers to give them a quintessential experience of Northeast India. It spots offbeat places in the North East and curates activities that are quintessentially local, which the tourists can experience only in this part of the country. Apart from conducting trekking expeditions and holding campsites, ChaloHoppo organizes unique activities that allow tourists to get a first-hand experience of the North Eastern lifestyle. For example, conducting trekking expedition with the villagers; involving tourists in the daily life of the villagers by participating in their chores, like collecting firewood for cooking and learning to make traditional recipes, etc.; participating in storytelling sessions with the village elders; going for open jeep rhododendron safari, and many more. Besides, it creates customized itineraries for wanderers and educational institutions.

Impact

The startup has impacted around 4200 lives, providing direct and indirect employment to 1,396 people.

Achievements

- Adjudged among the top travel and tourism websites by Outlook Responsible Tourism.
- The first company to start fixed departures to Mizoram.

Key takeaways from Assam Startup

Multiple Investors Connects , Mentoring Support, Media Visibility, etc.



DEFENCE & SPACE ROBOTICS LABORATORY

Innovating warfront defenders



Founders: Arnab Barman

Need

Places like Siachen have adverse climatic conditions that lead to army casualties. In addition, there emerges impasse situations where the soldiers cannot move ahead, like the Pathankot attack, Taj attack (Hostage situation), etc., again leading to high casualties.

Solution

DSRL is designing a robot that could replace humans/soldiers operating on different terrains. Soldiers need not go to the ground and instead operate the robot from a ground station. In addition, the robot can also take charge during terror attacks and frontline battles. Unlike the wheeled robots used by the armed force, DSRL is designing a legged robot that can traverse terrains including climbing rocks. The robot can be customized according to the need of the mission.

Achievements

- Selected among India's top 30 in DRDO robotics expedition.
- Selected among India's top 100 in KPIT Sparkle, "Future of mobility and energy".
- Winner of Startup India Yatra, Assam.
- Selected in the 1st round of the Slingshot B-Plan Competition, Singapore .
- Selected among top participants in Hot Pitch Event by TIECON Kolkata 2020.

Key takeaways from the Nest

Multiple Investors Connects, Networking Opportunities.



DESKNEED

Taking stress out of facility management

Founders: Pankaj Kushwaha, Vaibhav Tayal

Need

Organisations often face difficulties in availing services for repair and maintenance. This, in turn, adds up to the delay in functioning, added cost, and lesser satisfaction for the employees involved. A few common problems faced include, separate purchase and maintenance department, unprofessional vendors with no quality assurance, lengthy vendor registration process, and lack of proper compliance support for sellers and service providers.

Solution

Deskneed is a reliable, tech-enabled companion for simplifying Facility Management and Supply Procurement in an organization. The total procurement process management through Deskneed is supported by ERP – right from order to payment and ensuring transparency for branch offices up to the top level management.

Achievements

- Selected among the top participants in Hot Pitch Event by TiECON Kolkata 2020.
- The startup has a client base of 10+ banks and insurance organisations.
- 40+ nationwide MNCs, 388+ Vendors.

Key takeaways from Assam Startup

Pitched before multiple Investors, Networking Opportunities, Mentoring Support.



ESAH TEA

Garden fresh, imperial brew

Founders: Bijit Sarma, Sagar Rai Deka

Need

Fresh and certified organic tea by small tea growers are rarely available in the market. Moreover, a packet of tea marketed and distributed traditionally takes an average of 6 -12 months to reach the consumer from the time of plucking tea leaves. This deflates the quality of tea leaves. Research also suggests that the commonly used tea bags contain micro plastics, which are harmful for health.

Solution

Ésah Tea has developed four product lines: Handmade Tea, Herbal Tea, Flavoured Tea, and Tea wares. The startup delivers fresh, organic tea straight from the small tea gardens to the customer's doorstep within a week anywhere in the world. Their wide assortment of teas are available for order on their website. The startup uses nitrogen flushed organic cotton teabags to retain the garden freshness of tea without compromising on the aroma.

Impact

The startup has impacted 1200 lives and given direct and indirect employment to 604 people.

Achievements

- Within 6 months of its operation, Esah Tea has secured 1500 customers from across the globe.
- Tea products exported to South Korea.
- Raised INR 60 Lakh at the North East India Fund Fest in Guwahati.

Key takeaways from Assam Startup

Multiple Investors Connects, Media Visibility & Recognition, Capacity Building.



HOOKOLUPAY

Digitising payment

Founders: Aziz Ali, Arif Ali

Need

A major population in India prefers the traditional method of making payments. The need of the hour is of a digital platform offering ease of transactions for myriad services under a single roof. Majority of rural India is unbanked or under-banked. They are completely disconnected from formal banking system due to reach, connectivity, and language barriers, etc.

Solution

HookoluPay is a digital payment platform providing basic banking and allied services to unbanked population in rural areas through their retailer-operated Customer Service Points. Their services include Money Transfer, Withdrawal, Deposit, Balance Enquiry, Mini ATM, Adhar ATM, Travel Bookings, Recharges, Pan, Fastag, Loan EMI, Bills, Mpos, UPI QR Payments, etc.

Achievements

- Created over 500 Service Points and supported over 1 lakh unbanked people with digital transactions.
- Selected among the top participants at the Hot Pitch Event by TIECON Kolkata 2020.
- Selected among the finalists in North East India Fund Fest.

Key takeaways from Assam Startup

Multiple Investors Connects, Mentor Support.



LET'S LEARN TOGETHER

Digital coaching in mother tongue



Founders: Upal J Baruah, Daydeep Chetia

Need

Despite the generous presence of coaching centres for competitive examinations, there's a remarkable need for arranging classes in vernacular medium for better understanding. Furthermore, there are a good number of aspirants who find it difficult to afford fixed time and money to attend the physical classes.

Solution

Let's Learn Together is an Android-based learning management system, providing contents in the form of video lectures in regional language, study materials, and mock test for various exams. The startup helps connect a community of teachers and successful candidates with aspirants of competitive exams for jobs directly or indirectly under the Government of Assam.

Impact

The startup has touched 3000 lives and given direct and indirect employment to 108 people. They have also trained 1600 students.

Achievements

- Got selected for a monthly fellowship of INR 30, 000 for a year under the NIDHI Entrepreneurs-In-Residence (EIR) program.
- Bagged INR 15 Lakh grant at NRL Ideation Programme 2019.
- Recognised and acknowledged officially for Good Business Output in Assam, during the Startup India Investment Meet organised at Administrative Staff College, Khanapara, Guwahati.
- Selected by Whatsapp as one of the 10 promising Startups from India in 2019 and featured in Whatsapp's Coffee Table Magazine, "A Billionaire Opportunities".

Key takeaways from Assam Startup

Multiple Investors Connects, Networking Opportunities, Mentor Connects.



LITTLE MACHINES

Smart digital microscopes for better diagnosis

Founders: Ravi Chakravarty, Krishnanga Kalita

Need

Though powerful, the existing microscopes are heavy and dumb machines. They cannot interpret what is being seen. Human intuition-based decisions tend to miss out on tiny variations, which often lead to wrong diagnosis. The patient to doctor ratio in pathology in India is also very poor, especially in remote places.

Solution

Little Machines has developed MICROCAM, a smart and portable digital microscope that will have the smart features for image analysis and AI implement across the device and apps for the users to do better diagnosis and observation. It features wide field view, with power of both optical and digital magnification with an Android operating system.

Achievements

- Got selected for a monthly fellowship of INR 30, 000 for a year under the NIDHI Entrepreneurs-In-Residence (EIR) program.
- Adjudged Runner Up in Startup Showcase competition at IIT Guwahati, Techniche.
- Selected in the first round of the Slingshot B-Plan Competition, Singapore.
- Selected among top participants at the Hot Pitch Event by TiECON Kolkata 2020.

Key takeaways from Assam Startup

Mentoring Support, Media Visibility, Multiple Investors Connects.



M&G ENTERPRISE

Instant tea on the go

Founder: Rahul Dutta

Need

There's an untold need to inject excitement into the mundane tea drinking habit in terms of flavours and packaging to increase domestic consumption of tea in the country.

Solution

The startup offers instant tea cups for people on the go. Fresh organic green tea, black tea, or herbal tea are packed in a cup with an infusion layer. All one has to do is pour hot water to the required level and leave it for a couple of minutes for infusion. The infusion layer acts as a filter and seals the tea granules at the bottom of the cup.

Achievements

- Sold over 6-7 lakh cups of smart tea through kiosks.

Key takeaways from Assam Startup

Multiple Investors Connects, Market Exposure, Networking Opportunities.



MY 3D SELFIE

Creating 3D memories sans scanning

Founder: Harsha P Deka

Need

3D figurines/selfies have been the most lucrative go-to-market product for consumers. At present, however, the customer has to visit the 3D scan company in order to get a 3D figurine. This creates a huge limitation in terms of product gifting as well as business expansion.

Solution

My3DSelfie crafts fully personalized 3D figurines from photographs with 90% accuracy. The startup is currently focusing on human, pets, fantasy characters, etc. A customer just needs to upload their photos while placing the order and the startup magically creates life-like figurines of the subject with the help of a few photographs.

Achievements

- Raised INR 1.5 crores at the North East India Fund Fest in Guwahati.
- Delivered to 30 countries in just 2 years. Major clients include Marvel, McDonalds, Namaste, Harvard University, and English Premier League.
- Signed exclusive agreement with venture backed Silicon Valley company Bellus3d - world leader in mobile scanning.

Key takeaways from Assam Startup

Investor Connects, Capacity Building, Brand Visibility, Key Network Building.



NHOMES

Finding homes for rent without brokerage

Founders: Jigyan Deep Kalita

Need

Finding a rented house is a time-consuming process. Despite the existence of Olx, Quikr, Magicbricks, Commonfloor, etc., none of these offer definite customer support. Most of the listings are from brokers. They normally charge an exorbitant 60% of the rent. Besides, they take an additional registration fee. Property maintenance is another pressing hassle for the owners.

Solution

The startup provides end-to-end property management solution to owners of rented properties and better rental solutions via extensive use of technology and design, helping users find, book, and move-in to a rental home of choice without any brokerage. Besides, it offers on-demand services like packers and movers, electrician, plumber, house cleaning etc.

Achievements

- Selected among the finalists in North East India Fund Fest.

Key takeaways from Assam Startup

Multiple Investors Connects, Mentor Support.



NORTHEAST GUIDE

Your travel guide to North East India

Founder: Bijoy Sankar Rajkumar

Need

Travelling to North East India and exploring it could be daunting. With so many different places, languages, and terrains, one finds it difficult to choose where to go and how to go. Connectivity, accessibility, and accommodation being some of the major issues. Despite the wide scope of tourism industry in the region, it couldn't be effectively tapped for providing employment to the youth of North East India, which is a major issue infesting the region. Thirdly, the rest of India is still comparatively alien to the people, culture, language, and food of North East India.

Solution

NorthEast Guide offers all kinds of travel related services across North East India. From offbeat and village tours to camping activities, from homestay booking to travel and camping accessories rentals, the startup provides it all. It also provides car, bike, travel/camping accessories on rent in Guwahati and Shillong and takes care of camping and homestay bookings to more than 20 offbeat locations in North East India.

Impact

The startup has got 50+ local people on board, offering various tourism related services. It has impacted lives of over 800 people, offering 702 direct and indirect employment avenues.

Key takeaways from Assam Startup

Multiple Investors Connects, Media Visibility , Networking Opportunities.



OLATUS SYSTEMS

Customised solutions to the electronics needs

OLatus
ENRICHING THE FUTURE

Founders: Parash Borthakur, Palash Jyoti Mahanta, Nilutpal Rabha

Need

Security solutions, availability of electronic components and supplies, industrial customized products, electronic hardware design, and PCB designing, and technology development are some of the key areas where the discerning customer has difficulty in finding cost-effective and appropriate solution.

Solution

OLatus Systems is engaged in R&D of Electronics (Hardware, IOT, Robotics and AI with Machine Learning), Customized Product Development, PCB and Hardware Designing and Manufacturing Consultation.

Achievements

- Raised INR 35 Lakhs from NEDFI - Northeast Venture Fund.
- Runner Up at Assocham Startup Launchpad - an Elevator Pitch series at IIT Guwahati.

Key takeaways from Assam Startup

Multiple Investor Connects , Media Visibility & Recognition.



ONE STOP KITCHEN

Cloud kitchen with customised diet meals

Founders: Rahul Hazarika, Abhilash Baruah

Need

A customer needs to tediously go through multiple outlets just to order his favourite delicacy. Even then he isn't sure about the nutritional value of the food he has ordered. Ordering food from outside might fail to live up to the standards in terms of both taste and nutrition. There's a need for a service that prepares food as per the customer's diet requirements and delivers it at the doorstep.

Solution

One Stop Kitchen is a cloud kitchen, serving motley delicacies, right from ethnic to fusion food, and delivered at the customer's doorstep. Apart from the regular a la carte orders, the startup has also designed special menus for corporate establishments and is currently working on diet meals to meet the personalized needs of customers. The startup also offers late-night delivery service.

Achievements

- In 2018, One Stop Kitchen was recognized for setting benchmark through innovation.
- Awarded as the best cloud kitchen in Guwahati in 2019 and 2020.
- Finalist at the North East India Fund Fest in Guwahati.

Key takeaways from Assam Startup

Multiple Investors Connects, Networking Opportunities.



PARKING RHINO

IoT solution to car parking woes



Founders: Tridib Konwar, Mriganka Deka

Need

Parking management is a huge problem, consuming mass time, creating road congestions, and contaminating the environment. There's an urgent need to reduce search time for drivers looking for parking, along with facilities for advance booking and cashless transaction. Conventional Parking Management System with manual system of data recording comes with a multitude of problems like income leakage, underutilization of parking space, inefficient staff, and lack of security monitoring and real time availability of information.

Solution

Parking Rhino is working towards converting unorganized parking into organized parking lot through IoT automation products. The platform is designed for connecting available parking spots to drivers through a mobile or web application, empowering urban commuters with real time parking information to pre-book spaces in advance, navigating to spaces using maps, and making digital payments.

Achievements

- Raised INR 2.85 crores from NEDFI - Northeast Venture Fund.
- Partnered with 500+ parking location in 8 cities in India and 240+ locations in 4 cities in Philippines, with access to 228K+ parking spaces. They have also made their entry into Qatar, Saudi Arabia, and Indonesia.
- Got recognised and acknowledged officially for Good Business Output in Assam, during the Startup India Investment Meet organised at Administrative Staff College, Khanapara, Guwahati.

Key takeaways from Assam Startup

Business Networking, Market Collaboration.



PEKHANSA

India's favourite street food in a vending machine



Founders: Saurav Sarma, Abhijit Nath

Need

According to the "International Journal of Research in Management & Business", the panipuri market in 2008 was worth \$ 1.56 Bn and is growing at the rate of 8% every year. Currently, it has a \$4 Bn market, which is completely unorganised. There is a need for converting this unorganised sector into an organised one, providing hygienic food in an efficient manner.

Solution

The startup has developed a panipuri vending machine/phuska ATM to produce the best quality panipuri with varieties of innovative flavours, offering the best quick service experience. The machine can be moved from one place to another. It is very easy to install in places like malls, restaurants, luxury hotels, airports, etc.

Achievements

- Selected for NIDHI-PRAYAS grant.
- Received the GYTI President's Award.
- Runner Up in SAMPARK 'Jubo Vigyani Bota' from Asom Sahitya Sabha.
- Selected among the top 10 products from Northeast India for 6-month acceleration program by ISAP.
- Recognised as one of the most innovative products of 2018 by Lions Club of Guwahati.

Key takeaways from Assam Startup

Multiple Investors Connects, Media Visibility, Networking Opportunities.



SAHONI AGRO SERVICES

Digitising small tea growers' workflow

Founders: Pranabendra Hazarika, Chandrahas Goswami

Need

Small tea growers do not have the required resources to appoint tea experts for maintaining the production and quality as compared to the Tea Estate segment. They do not have direct access to the Bought Leaf Factories because of which they fail to receive the Daily Price Communication and other requirements.

Solution

Sahoni offers to digitize the small tea growers' workflow with services related to the Daily Price Communication, tea expert support for quality up-gradation, pest control and overall development of the tea garden, digitized bookkeeping, and supply chain. The startup is also working on an online market platform for tea buyers and sellers.

Key takeaways from Assam Startup

Multiple Investors Connects , Mentoring Support, Media Visibility, etc.



SYMBICA

Quality prosthetics at affordable rates

Founders: Nilutpal Baruah, Sandhan Sarma

Need

The price of a sensor-based prosthetic limb ranges between INR 3 lakhs to several crores, making it unaffordable for the common people. An alternative low cost solution is a critical need.

Solution

The startup is developing a customizable and low cost prosthetic arm having enough dexterity to do simple day to day tasks. Biofeedback, repeated wearability, and low noise interference are a few premium features offered at reasonable prices.

Achievements

- 100 MVP trials done on 100 amputees in Assam. These 100 customers have already agreed to buy the product at minimum cost.

Key takeaways from Assam Startup

Multiple Investors Connects, Mentor Support for product development.



THOLUA PRATISTHAN

Redefining healthy food habits

Founders: Trailukya Dutta, Trishnashree Dutta

Need

Lack of physical activity, nutrition, improper eating schedule, increased dependency on artificially preserved food, cranky gut flora etc. are becoming common phenomenon, leading to serious health concerns. A healthy diet leads to a healthy immune system, which, in turn, impacts an individual's capacity to fight chronic diseases. Redefining and aligning the food habits according to nutritional demand of body is an easy and inexpensive way to move toward this goal. While food cannot replace medication entirely, a healthy diet is the foundation for a healthier life and increases the effectiveness of medicines as well..

Solution

The startup's products aid the health and wellness goal of the generations while making them coddle with their acquired taste and aspirations. By extending the predecessors' knowledge on healthy living habits to the mainstream, Tholua has created a line of Better For You products which are ready to eat and satisfy the nutritional demand as well as the taste buds. The products include Madhu Tulasi, Makhana, Kombucha, among others.

Impact

Around 3510 lives have been impacted and provided direct and indirect job opportunities to 210 people.

Achievements

- Launched multiple products in the market.

Key takeaways from Assam Startup

Multiple Investor Connects, Mentoring Support, etc.



ZERUND BRICKS

Eco-Bricks for Green Homes



Founders: David Gogoi, Rupam Choudhury, Mausam Talukdar

Need

The non-recyclable plastic waste is posing serious threat to the environment. The need of the hour is to find a way to recycle plastic waste. Secondly, the traditional bricks are heavy weight and prone to cracks, especially during earthquakes. Thirdly, the traditional brick manufacturing process is seasonal and extremely polluting.

Solution

Zerund Bricks manufactures bricks made of cement, fly ash, organic chemicals, and plastic waste. The startup has designed a 3-process machine that shreds waste plastics into microbeads which are used in the brick making mixture. These bricks are light-weight, weather proof, earthquake and fire resistant, pest defiant, and has greater tensile strength. They are available at prices 15-20% lower than that of the regular bricks available in the market. The production process is non-polluting and can be done throughout the year.

Achievements

- Executed contracts from the Public Works Department, Assam and Mission Directorate Swachh Bharat Mission Urban.
- Got selected in the 1st round of the Slingshot B-Plan Competition, Singapore.
- Got selected for a monthly fellowship of INR 30,000 for a year under the NIDHI Entrepreneurs-In-Residence (EIR) program.
- Got recognised and acknowledged officially for Good Business Output in Assam during the Startup India Investment Meet organised at Administrative Staff College, Khanapara, Guwahati.
- Got featured in Forbes Magazine.
- Winner of SDSN YOUTH top 50 ideas from across the globe.

Key takeaways from Assam Startup

Mentoring Support, Media Visibility, Multiple Investors Connects.

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