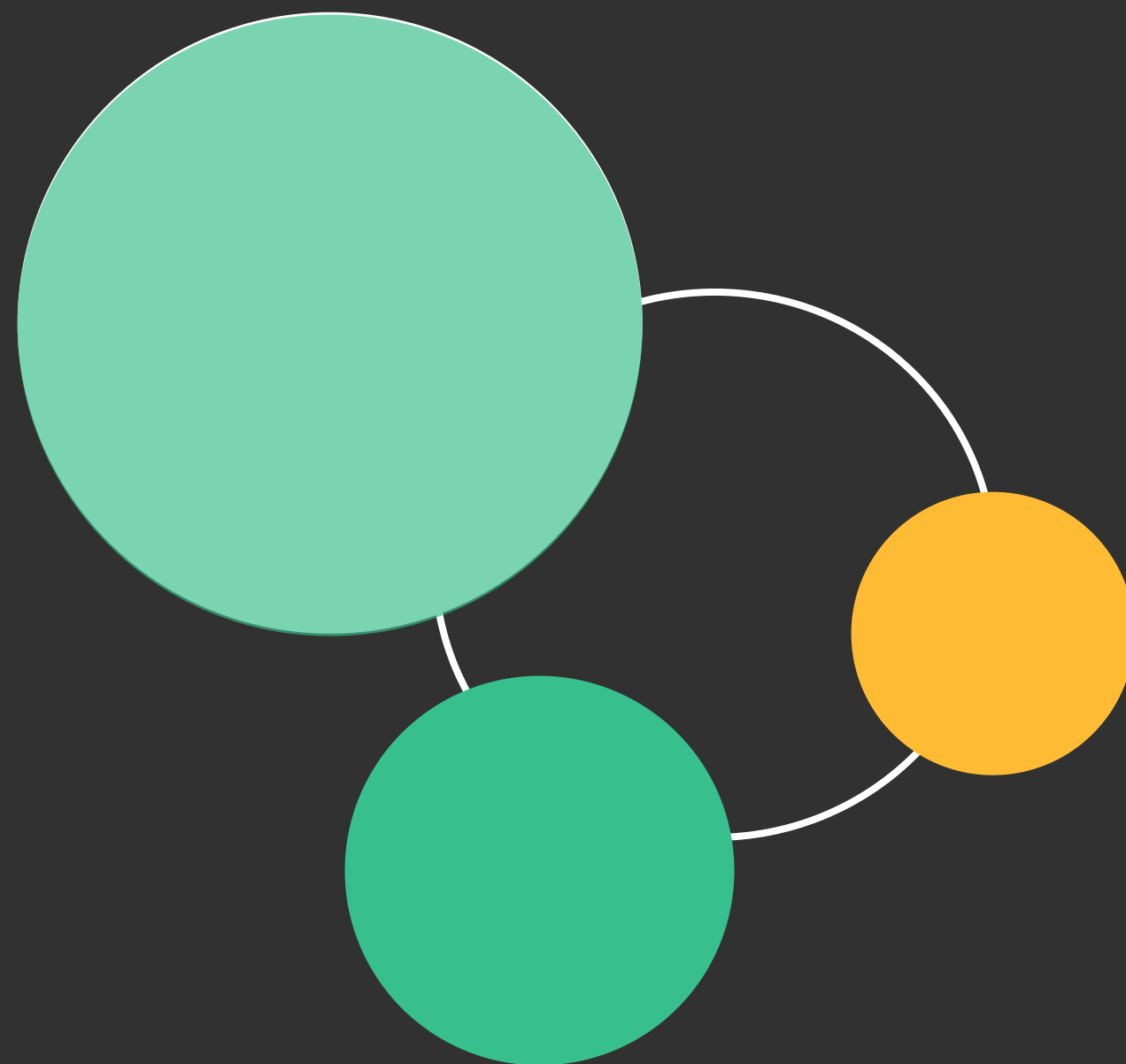


# Venture Verse



# Challenge Depiction

Our company is tasked with conducting a comparative analysis of six startups operating in diverse industries. The analysis will encompass an evaluation of each startup's business model canvas, market potential, historical funding, and team capabilities. The objective is to assess and grade these parameters and, in the end, provide a comprehensive conclusion based on the findings.

List of Startups:

1. Arishti CyberTech
2. Krishitantra
3. medisim VR
4. Evify
5. Quantsapp
6. Innodi

# Arishti CyberTech

## Future Partners

Microsoft Teams  
Microsoft Office  
HubSpot  
Batrix 24  
Freshworks  
Sales Force  
ZOHO

## Key Activities

Security  
Interactive User interface  
APIs

## Value Propositions

Security: over the communication  
(encrypted)  
Consent over shared data  
Safe Vault

## Customer Relationship

Premium customers contact their  
designated market salesman, while  
others use the provided email or  
phone number.

## Customer Segments

Enterprises  
Banking  
Manufacturing  
Govt. Agencies  
Telecom  
Insurance

## Key Resources

Cloud Storage  
Licenses  
Quantum Cryptography for encryption  
Backend end Developers

## Channels

PlayStore  
Website  
Appstore

## Cost Structure

Cloud Storage  
Licencing

## Revenue Streams

Subscription based model

# Krishitantra

## Key Partners

ICAR-IIRR  
Himedia  
NTT data

## Key Activities

Data Interpretation  
Quality Control  
Research and  
Development/Consultation

## Value Propositions

Detailed Soil report in 30 min  
Uses AI to make informed decisions  
for crop management  
Farmers can obtain real-time data  
about their

- Soil's nutrient levels,
- pH balance
- macronutrients,
- Micronutrients,  
pH,
- organic carbon  
and other essential factors.

## Customer Relationship

Automated relationship- Customer  
can operate an mobile app and can  
collect reports through  
SMS/Whatsapp.

## Customer Segments

Soil testing and Laboratory  
Farmers  
Agro Researchers

## Key Resources

Research and Development  
Partnerships and Collaborations  
Software and algorithms  
IoT to generate personalized  
recommendations regarding crop  
yield

## Channels

Website  
Agricultural Institutions

## Cost Structure

R&D Tech Expenses  
Product Development

## Revenue Streams

B2B  
Outsourcing through Agricultural Institute

# MedisimVR

## Key Partners

IIT Madras- Research partners  
Johnson & Johnson Innovation  
Labs, Boston  
Massachusetts Medical Device  
Development Center  
The Biotechnology Industry  
Research Assistance Council Grant,  
Dept. of Science & Technology,  
Govt. of India

## Key Activities

VR Content Development  
Technology Research and  
Development

## Value Propositions

Immersive, risk-free VR training for  
healthcare professionals.  
Time-efficient training without  
compromising quality.  
Realistic healthcare simulations for  
practical skills.  
Prepares professionals for real-life,  
high-pressure situations.  
Encourages critical thinking and  
patient-centric care.

## Customer Relationship

You can request a demo or contact  
us via phone or email for product  
information.

## Customer Segments

Medical Students  
Professionals  
Institutions

## Key Resources

VR Tech  
Simulation software  
Website

## Channels

Website  
Social media (Whatsapp Business)

## Cost Structure

R&D/Tech expenses  
Advertising expenses

## Revenue Streams

Product Sales

# EVIFY Logitech

## Key Partners

EV Manufacturers  
Hero Electric  
BigBasket  
Swiggy

## Key Activities

Using negative carbon emission vehicles  
Managing a network of efficient drivers for seamless deliveries  
Restaurant like model

## Value Propositions

Negative carbon emission fleet  
Eco-friendly delivery  
Reliable logistics  
Sustainable transport

## Customer Relationship

## Customer Segments

Major E-commerce giants  
Customers in both B2B and hyperlocal delivery segments

## Key Resources

Modern and sustainable EVs  
Highly skilled and dedicated Evify drivers

## Channels

Utilizing a B2B model  
Hyperlocal delivery model

## Cost Structure

Expenses related to E-vehicles, including acquisition and maintenance  
Employee compensation and benefits  
Charging infrastructure and energy costs

## Revenue Streams

Generating income from E-commerce giants through service contracts  
Earning revenue from local businesses through delivery services

# QuantsApp

## Competition

Sensibull  
Streak  
Stockedge  
Elearnoptions  
Amibroker

## Key Activities

43 Tools (30 free)  
Options Trading

## Value Propositions

43 Tools (30 free)  
Optimizer  
Index Contributor  
Result Calendar  
Educative Courses on Options Trading

## Customer Relationship

You can schedule an appointment  
for product information or simply  
make a call or send an email.

## Customer Segments

Retails/HNI traders  
Quant enthusiasts/pupil  
Trade Researchers

## Key Resources

Licenced Softwares for Tradings  
Trade Algorithms

## Channels

PlayStore  
Website  
Appstore  
Apk

## Cost Structure

Backend Operations  
Workforce

## Revenue Streams

Subscription Model  
Paid Tools  
Paid Workshops and certifications  
Paid webinars

# Innodi

## Partners and Companies

Indian Council for Child Welfare  
Naandi  
Rotary  
Sattva  
Anarde  
Baxter  
Techno DCS services  
G&G consultants  
GreenBuzz Energy Pvt Ltd  
Andare  
Hand in hand india

## Key Activities

Product Development  
Quality Control and Testing  
Supply Chain Management

## Value Propositions

CDI Technology  
No Resin usage  
Compact and low maintenance  
Internet of Things

## Customer Relationship

You can book an appointment or  
contact us via phone or email for  
product information.

## Customer Segments

Community and  
Public  
Residencies

## Key Resources

Electrodes  
Filters  
Physical capital

## Channels

Website

## Cost Structure

Manufacturing Unit  
Working Capital

## Revenue Streams

Products listed



# Market Potential

01

## Arishti CyberTech

The booming MSME sector in India, particularly in Maharashtra, presents an attractive opportunity for expansion. Government initiatives support the target audience, while competition is intense by companies such as Signal, Slack, WhatsApp, and Telegram.

02

## Krishitantra

In 2020, the soil fertility testing market boasted a substantial valuation of US\$ 4,355.51 million. Projections indicate a noteworthy growth trajectory, with an anticipated market value of US\$ 5,891.06 million by the year 2028. Within the market, segmentation by test type reveals three key categories: physical, chemical, and biological assessments. Remarkably, the chemical segment dominates the landscape, holding the largest market share.

03

## Medisim VR

VR has a large market potential in India for medical education. For medical professionals and students, virtual reality (VR) technology provides affordable, immersive, and effective solutions. It solves skill gaps, lowers turnover rates, and safely prepares people for high-stress situations. The changing demands of the Indian healthcare industry are a good fit for this technology.

# Market Potential

04

## EVIFY Logitech

EVs are gaining popularity in India's logistics industry for cost savings, efficiency improvements, and emissions reduction. In 2022, approximately 80,000 electric two-wheelers joined India's last-mile delivery fleet of 500,000 vehicles. According to NITI Aayog, India's logistics costs could decrease by 4% of GDP, and 10 gigatonnes of CO2 emissions could be saved by 2030 through clean technologies like electric mobility.

05

## Quantsapp

The retail trading landscape has seen remarkable growth, primarily attributed to the elimination of trading commissions in 2019, along with the increasing popularity of user-friendly trading applications and the influence of social media. While the initial focus was on stocks, options trading has now become a focal point of excitement. options trading in the United States is on the verge of surpassing traditional stock trading, with the daily notional value of single-stock options exceeding \$450 billion this year, compared to approximately \$405 billion for stocks.

06

## Innodi

Innodi operates in India's growing water purifier market, having raised \$214k across two funding rounds. Despite the presence of industry giants like Kent and Aquaguard, Innodi's technology has previously been utilized on a commercial scale by Voltea in 2006 and Logicwater in 2014.

## Aristhi Cyber tech

Company doesn't have any investors yet.

## Krishitantra

Since its inception, the company has garnered investments from a range of investors, including Nabventures, Omnivore, IIMK LIVE, Indigram Labs, SINE IITB, C-CAMP, and ICAR-IARI.

## MedisimVR

MedisimVR has raised Rs 3.5 crore in a pre-Series A round led by Inflection Point Ventures. The round also saw participation from Chennai Angels and Jana Balasubramaniam (MedTech investor).

# Investments and Past Fundings

## Evify Logitech

EVIFY raised \$100,000 in a Seed funding round led by We Founder Circle.

## Quantsapp

Company doesn't have any investors yet.

## Innodi

Innodi Water Technologies has raised a total funding of \$214K over 2 rounds.

# Team Management

## Aristhi Cyber tech

Founder: Kanak Kawadiwale  
Tech lead: Milind Modi

**Team size- Less than 10**

## Krishitantra

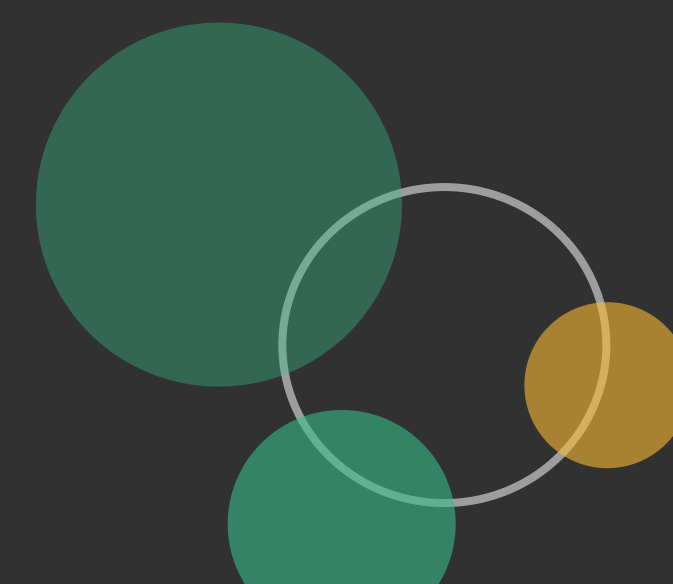
Sandeep Nagesh Kondaji,  
Co-Founder & CEO  
Anand Bellan Raman, Co-  
Founder & COO  
Vishnu Prasada Bhat, Co-  
Founder & CTO  
Abhilash Sethi, Nominee  
Director

**Team size- 40 to 45**

## MedisimVR

Sabarish Chandrasekaran-  
Co-Founder, CEO  
Dr. Adith Chinnaswami- Co-  
Founder, COO  
Jeno Manickam Durairaj- Co-  
Founder, CTO

**Team size - Less than 30**



# Team Management

## Evify Logitech

Mrs. Pragya Mittal, CMO & CFOI

Mr. Devrishi Arora, CEO & COO

**Team Size – Less than 50**

## Quantsapp

Shubham Agarwal- CEO, Quantsapp

Tina Gadodia- President, Quantsapp

Rohit Ranka- India

Business Head, Quantsapp

**Team Size- Less than 10**

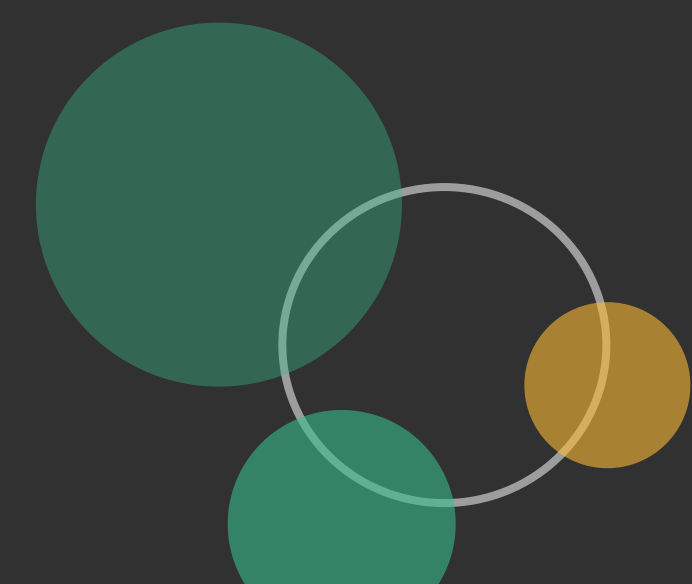
## Innodi

Sunil Ballal- MANAGING DIRECTOR & CEO

Tullio Servida- FOUNDING DIRECTOR & CTO

Padma Shri Prof Pradeep- INDIAN INSTITUTE OF TECHNOLOGY MADRAS

**Team size- 80 to 90**



# Krishitantra

Following an in-depth assessment of all six startups, including their business models, market potential, financial backing, and the team's competencies, we are considering an investment in one of these companies.

Krishitantra has forged valuable collaborations with major agricultural institutions, such as ICAR-IIRR, Himedia, and NTT Data. These partnerships provide access to cutting-edge research and resources, enhancing the platform's offerings.

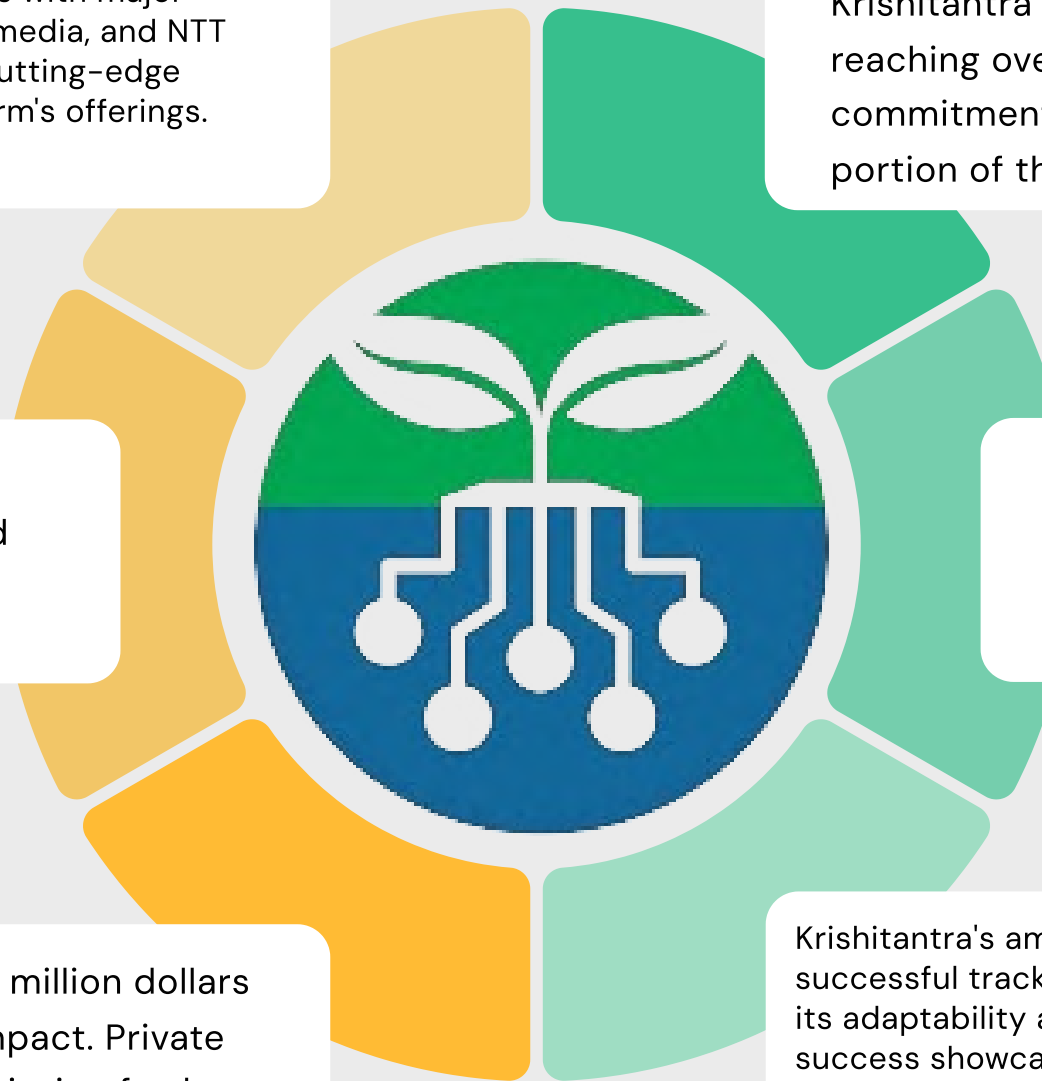
Krishitantra has already made a substantial impact by reaching over 50,000 farmers, further underscoring its commitment to serving and benefiting a significant portion of the agricultural community.

Krishitantra benefits from the backing of the Government of India, which not only instills trust and credibility but also signifies a commitment to agricultural development and innovation.

Krishitantra boasts a well-defined execution plan to reach a maximum number of farmers. This strategic approach ensures that its agricultural solutions and services effectively reach those who need them most.

Krishitantra's successful seed round of 1 million dollars highlights its potential for growth and impact. Private investors' confidence in the platform's mission further underscores its credibility and long-term viability.

Krishitantra's ambitions for global outreach, coupled with its successful track record in three South Asian countries, underscore its adaptability and relevance in diverse agricultural settings. This success showcases Krishitantra's potential to address unique agricultural needs across various markets.





# Meet the Team



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# Website Resources

Arishti CyberTech – <https://arishti.in/index.html>

Krishitantra – <https://krishitantra.com>

Medisim VR – <https://medisimvr.com>

Evify – <https://www.evify.co.in>

Quantsapp – <https://quantsapp.comp>

Innodi – <https://innodi.in/>

# Reference Resources

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<https://yourstory.com/2020/10/funding-soil-tech-startup-krishitantra-seed-round-omnivore-nabventures>



# Thank you

A decorative graphic consisting of three overlapping circles. The top circle is a dark teal color. The bottom-left circle is a medium teal color. The bottom-right circle is a mustard yellow color. A thin, light gray line forms a circle that passes through the center of the top and bottom-right circles, creating a geometric design.



# Pitch

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