



Strategy

IIT Guwahati

Index

Arishti CyberTech

Krishitantra

Quantsapp

Inodi

Medisim VR

Evify

Overview

Careful analysis of a curated portfolio of six companies. The objective is to identify the most promising investment opportunity , leveraging comprehensive research presented in the following sections

Company Overview



Arishti Cybertech

Company Overview

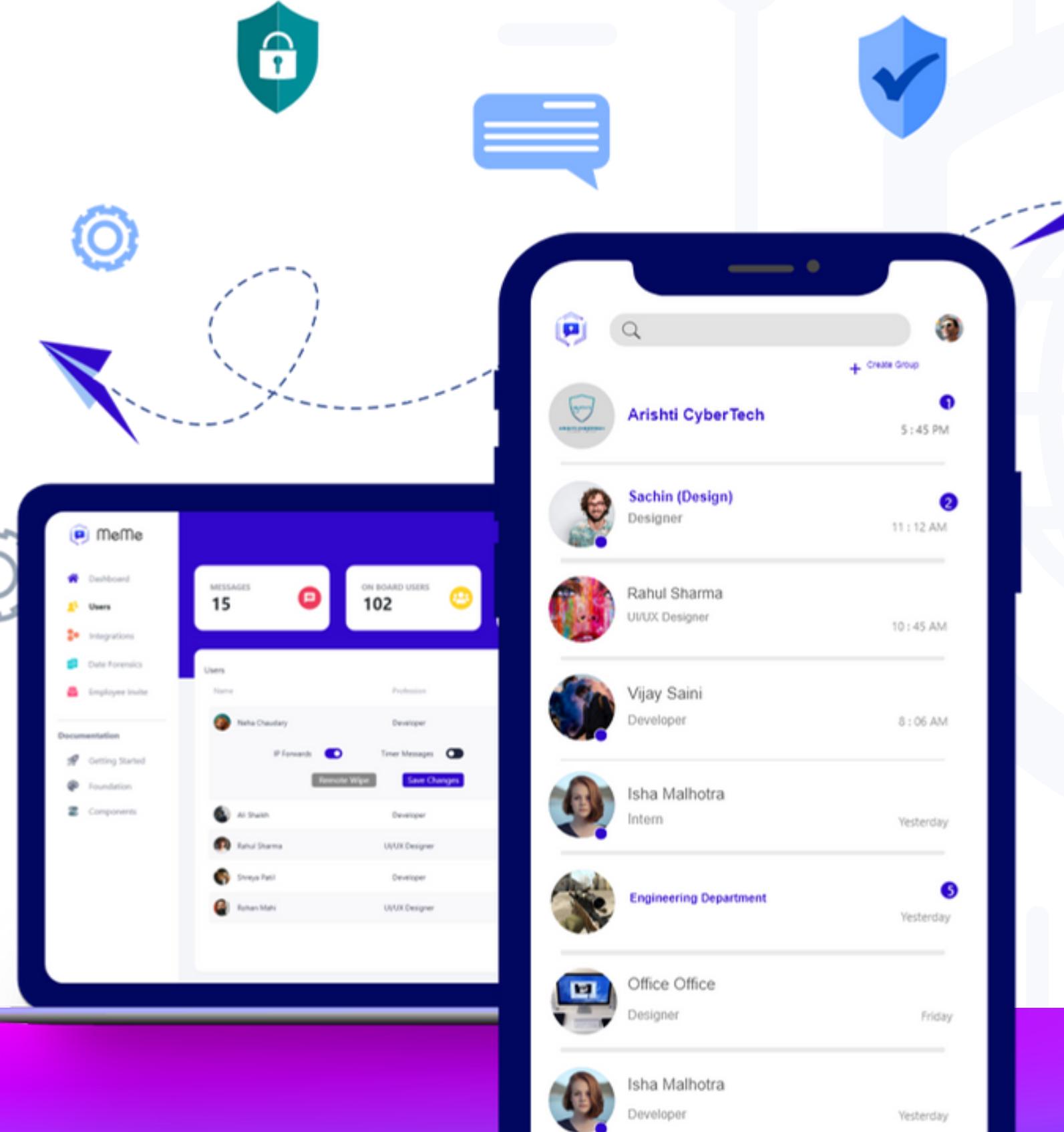
Arishti CyberTech Pvt. Ltd. is an Indian technology company that is building MessageMe™, a next-generation messaging platform for sensitive communications using quantum technology and AI.

It was founded by Mr. Kanak Kedarnath Kawadiwale in 2018.

The company is headquartered in Pune, Maharashtra, with an employee strength of 5-10.

Incubated in IITBombay.

Customer Acquisition Cost of 250 Rs.



MessageMe Features

End to End Quantum Encryption

Message Restriction / Tracking

Dynamic Timer Messaging

Admin Panel Control

Self Destructing Message

Remote Data Wipe

Consent File Sharing

Problems & Proposed Solution :



Problem 1

Hackers and cybercriminals continuously keep on evolving and make new techniques that can intercept messages and gain access to sensitive information .As development is going on in quantum technology , once it becomes available to hackers , our existing systems would become redundant if it's used for hacking purposes.

Solution

Use of quantum end to end encryption to prevent such attacks .



Problem 2

Breach of privacy .

Solution

Privacy features such as self destructing message , Remote data wipe etc. are implemented in the MessageMe app.

Industry Analysis

Growth Potential

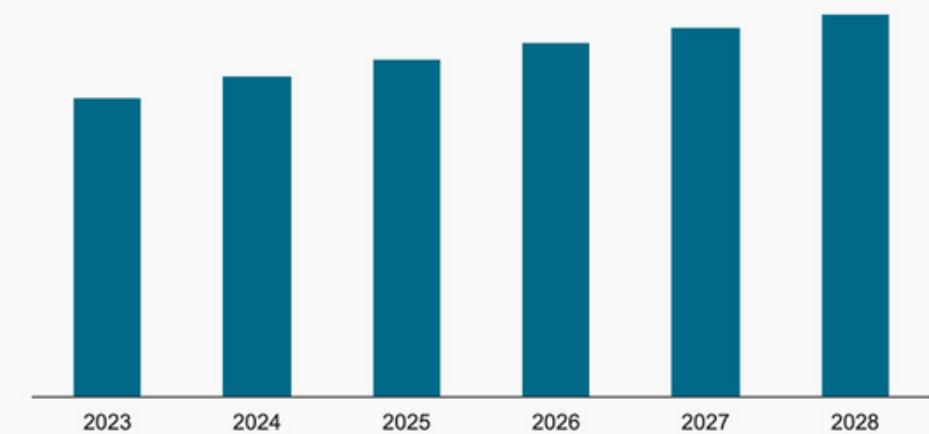
The secure messaging service industry is a rapidly growing market, driven by the increasing need for businesses and individuals to protect their communications from cyberattacks. The global messaging security market size reached US\$ 5.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 12.7 Billion by 2028, exhibiting a growth rate (CAGR) of 13.6% during 2023-2028.

The growth of the secure messaging service industry is being fueled by a number of factors, including:

The increasing prevalence of cyberattacks, such as phishing, malware, and ransomware attacks.

The growing use of mobile devices and cloud-based messaging platforms. The increasing demand for data privacy and security from businesses and individuals.

Global Messaging Security Market Size, 2023-2028 (in Billion US\$)



Why did we reject this company



Reason

Quantum Technology is in very early stages of development and its too early for entry in the market

Reason

Stiff competition in the space poses a great challenge and monopoly of big players like slack, whatsapp etc.



Industry: Agri-Tech

Founders: Sandeep Nagesh Kondaji, Anand Bellan Raman, Vishnu Prasada Bhat

Sandeep Nagesh Kondaji, Co-Founder & CEO

Anand Bellan Raman, Co-Founder & COO

Vishnu Prasada Bhat , Co-Founder & CTO

Number of employees: 11–50 (LinkedIn)

Headquarters: Udupi, Karnataka

Founded: 2017

Clients: Jio, Bayer, ITC Ltd, Dehaat, Coromandel, Ministry of Agriculture & Farmers Welfare, Mahindra Agri Solutions, IFFCO KISAN, Godrej Agrovert, Dehaat, Department of Agriculture (KSDA), Thai wah, Government of Telangana, etc.

Competitors: The top competitors of Krishitantra include Trace Genomics, ChrysaLabs, FarmLab, Solum, and Stenon. etc



Industry Analysis

India had around 450 agritech startups in 2022, with the number growing at 25% year-on-year. Further, a report estimates that agritech startups in India offer a \$24 billion opportunity, and the industry's potential is still largely untapped.

Agritech is redefining the status quo of the ecosystem to ensure the betterment of the community and all its stakeholders. The future indeed seems bright for the industry.

\$435.9B

Current Market
value

4.9%

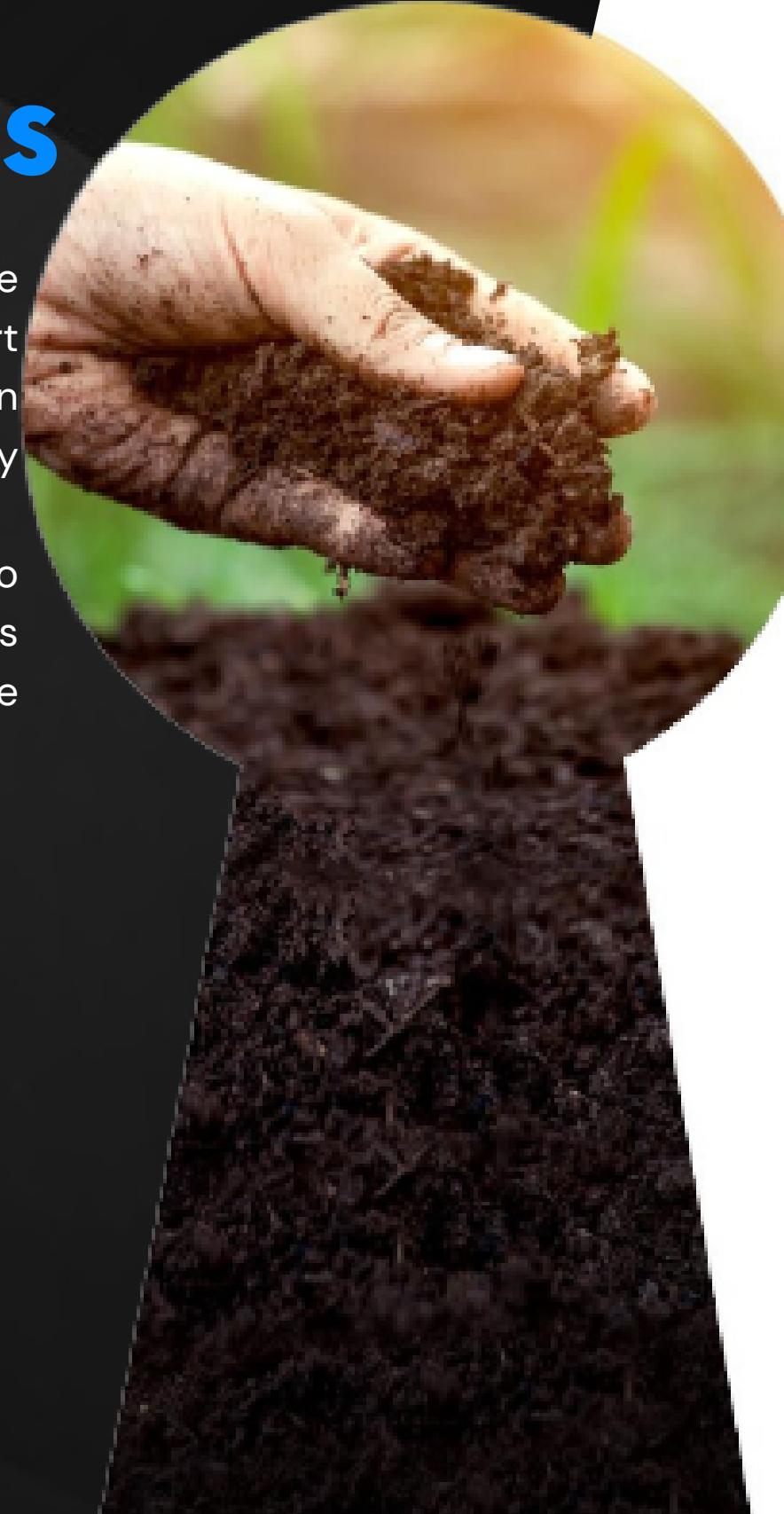
CAGR

\$580.8B

Estimated Market value by
2028

16.5%

Contribution to
India's GDP



**UNLOCK
THE
SECRET
OF THE
SOIL**

Harvesting Happiness

KRISHI RASTAA Soil Testing by

KRISHITANTRA
Harvesting Happiness



waycool[®]



Samunnati
Innovate your Growth



farmcare | farmweather

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Problems & Solution



Problems :

Low crop yield, due to unsuitable soil quality.
Unawarness about which manures and fertilizers to use.



Solution :

Krishi-Rasta provides accurate testing of soil which accurately is used to improve soil quality and in turn crop yield.



USP :

Automated Analysis | Mobile App Operation
Rapid Test in 30 mins | Soil Test report online
Low Cost Testing

Financials

\$ 145K

Revenue*

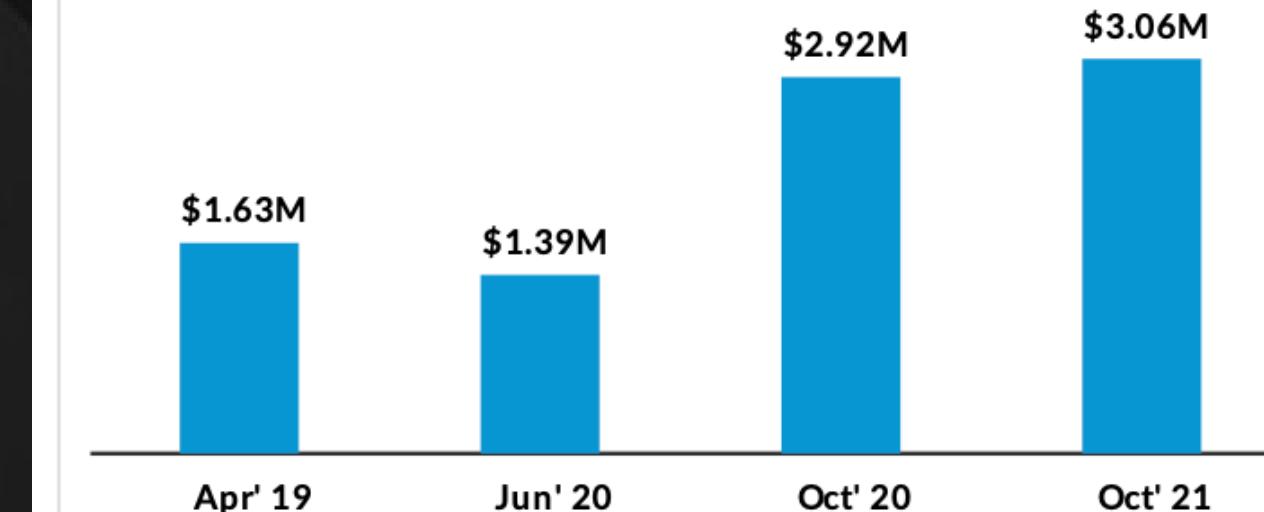
\$-358K

Net profit*

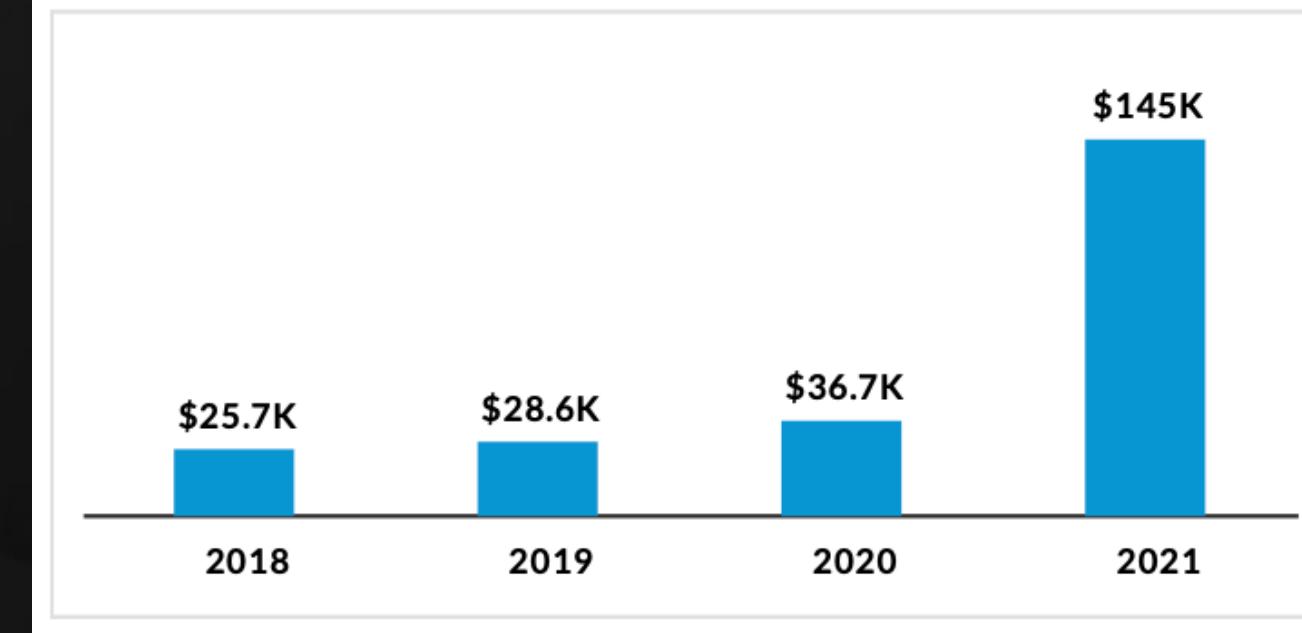
\$3.06M

Valuation*

Valuation Trends (USD)



Revenue Trends (USD)



*As per FY2021

Why did we reject this company



Reason

The industry is not as high as other
booming industry .

Reason

The company's net profit is in negative.
Farmers in India aren't so tech-fal

Quantsapp

- **Industry-** Finance, Trading sector

- **Founder-**

Shubham Agarwal (currently based in Toronto, Canada)

He has been a programmer himself in Tens of programming languages and has served for Motilal Oswal as Head of Quantitative, Technical, and derivatives Research and as a Technical Analyst at JM Financial

- **USP-**

- The application is the first of its kind which equips traders with algorithms to simplify Option Strategies and generate an optimised one within milliseconds
- App-based platform for technical analysis for options trading

- **Number of employees -** 80(Linkedin)

- **Founded -** 2017

- **Competitors-**

- Quadrant
- KayTrade
- Option samurai

Fintech Industry Analysis



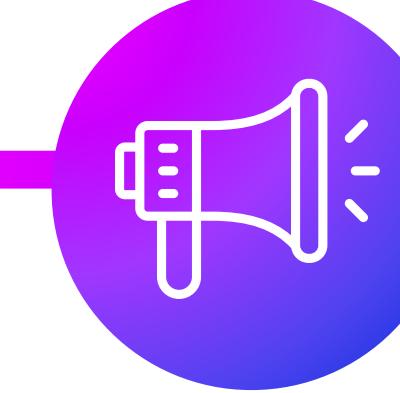
Revenue

As of 2022, the industry's revenues stood at \$17 billion. The industry is projected to reach \$70 billion in annual revenue by FY30.



Growth potential

Fintechs were the 2nd most funded startup sector in India in 2022. Fintech startups raised \$5.65 billion in 2022. The total number of unique institutional investors in Indian fintech raised from 535 to 1019 between 2021 and 2022.



Future Prospects

Indian fintech companies are projected to achieve substantial revenue growth, reaching \$70 billion by 2030, driven by the increasing demand for financial services as more people gain access to the formal financial system.



Government support

To enhance investment inflows within the fintech sector, the government has taken several strategic steps, such as the implementation of the Pradhan Mantri Jan Dhan Yojana (PMJDY).

Problems & Solutions



Solution

Problem

Quantsapp is a dedicated platform for the option traders and provides them with opportunities .

Solution

Problem

Many retail trading platforms prioritize stocks and cryptocurrencies, leaving options traders with fewer resources and tools, underscoring the need for specialized platforms to cater to their specific need

Quantsapp provides a proper solution for the new traders in the form of detailed documents and explanation lectures

The lack of proper knowledge and guidance in options trading is compounded by the absence of dedicated platforms tailored to options traders.



Why did we
reject this
company ?



Reason

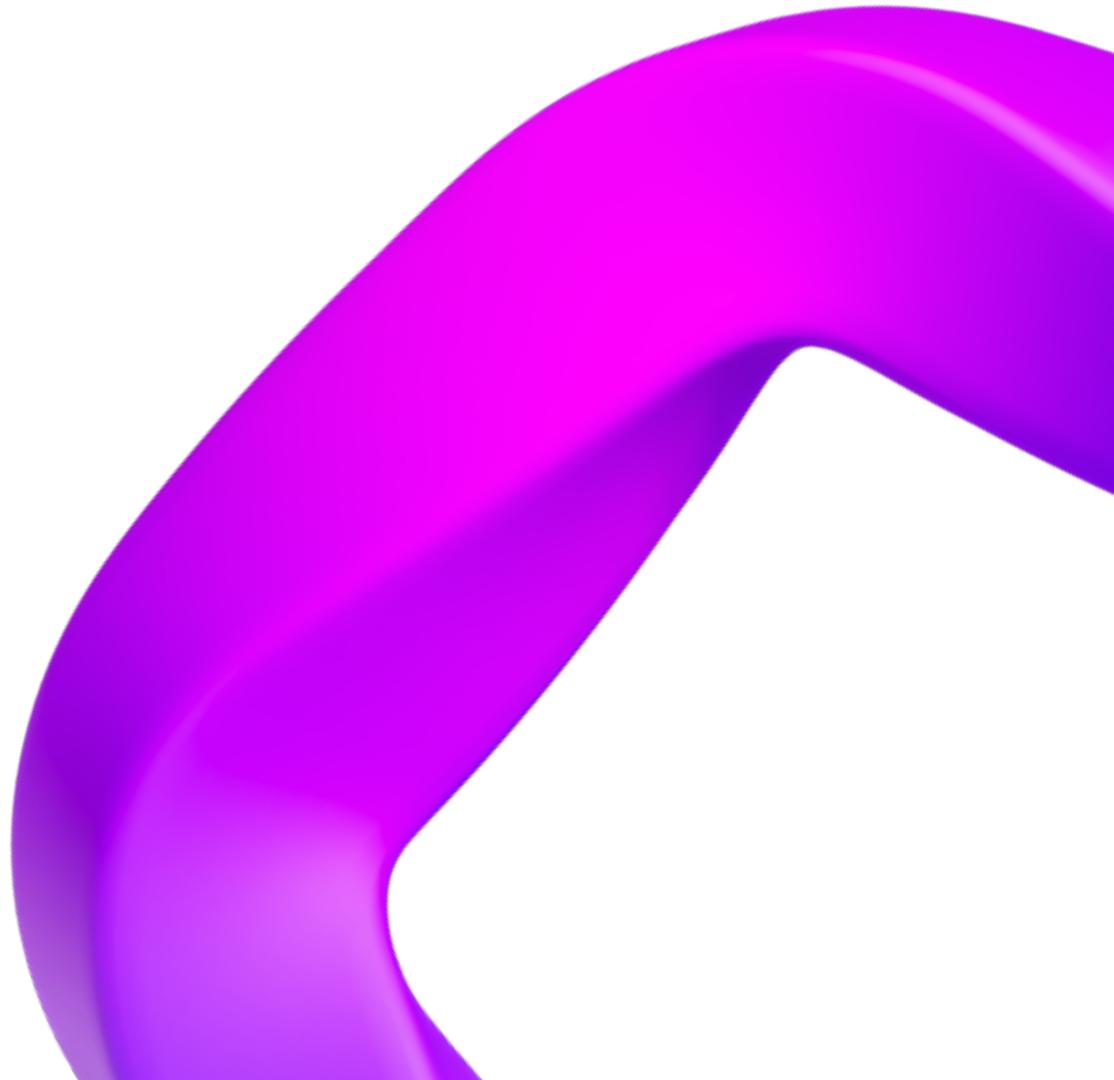
The trading industry is highly competitive with many established platforms, making it challenging for new trading companies to stand out and gain market share.

Reason

The trading sector has a good market share but a very low growth rate making the industry very stagnant.

About-

InnoDI – stands for Innovative Deionization. It's a private limited company established in 2016 as a joint venture between Idropan Dell'Orto Depuratori based in Milano, Italy, AquaSphere Greentech Solutions based out of Bangalore and led by IIT Madras through Prof. Pradeep lab.



USP-

The promoters of InnoDI have been working on CDI since 2007. Using this deep understanding on how CDI behaves and works, we have been able to develop many innovations around it that ensures the technology works efficiently and optimally for various applications.

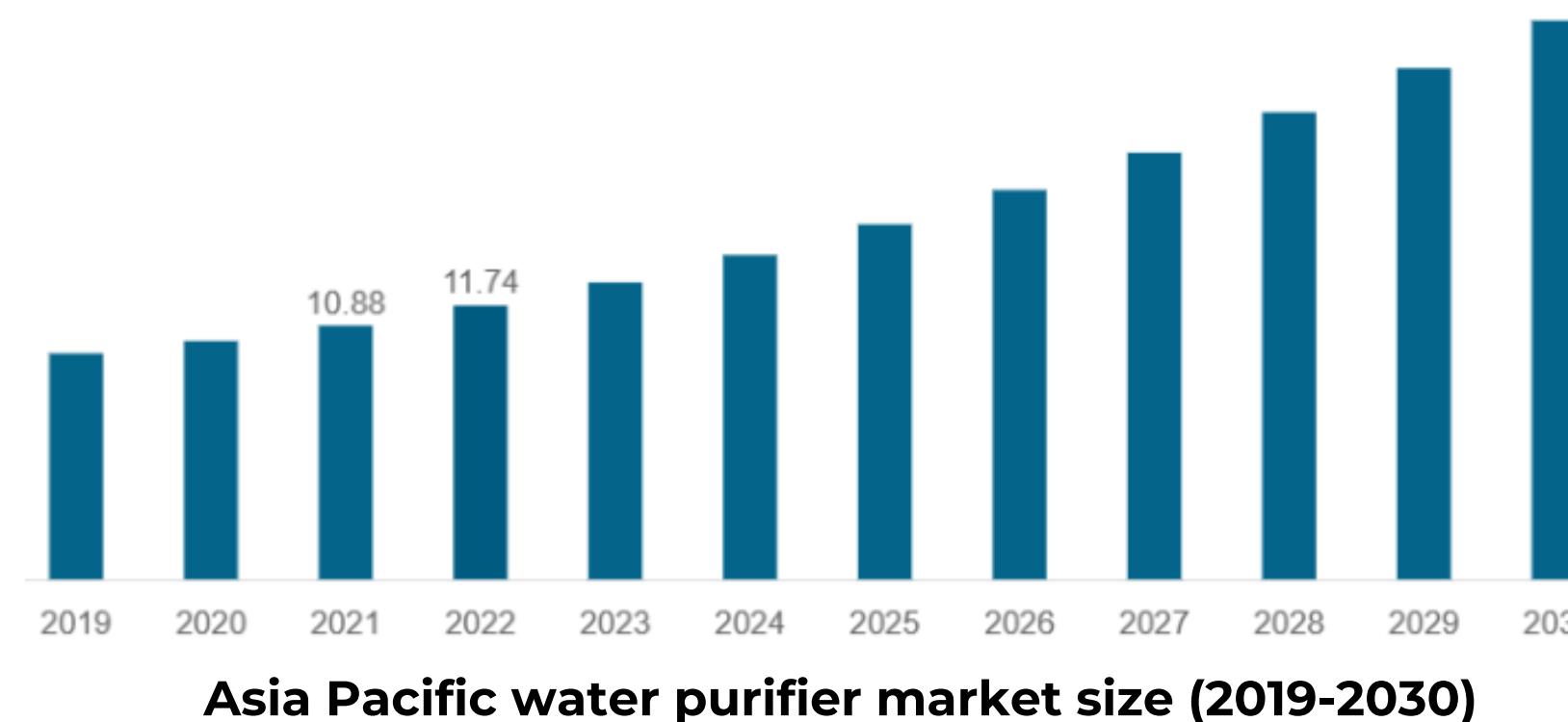
Industry Analysis

Growth rate:

According to the latest report by IMARC Group, the Indian water purifier market reached a value of US\$ 887.4 Million in 2020 and expects the market to grow at a CAGR of 10.6% during 2021-2026.

Demand:

The water purifier market is expected to experience medium level of growth owing to increase in customer education, declining prices, availability of more product variants, technological advancements and increase in rural presence.



Why did we reject this company



Reason

Very expensive solution for
Indian market.

Reason

New concept for Indian
customers and difficult
to adapt.

Reason

Stiff competition in this
sector

MEDISIM VR

A tech-tonic shift in medical training.

Services offered:

- 1.Skill training in VR
- 2.Clinical upskilling
- 3.Nursing VR
- 4.Education in VR
- 5.Therapy in VR
- 6.In the Pipeline

Company Overview:

MediSim VR marries the benefits of Virtual reality and Haptics, and elevates healthcare training to a new dimension. They are a Resident company of Johnson & Johnson Innovation labs, and work towards enhancing healthcare simulation to adapt to the future demands. They have dedicated teams working on surgical simulation, Haptic research, educational modules and procedural training.

Industry Analysis



Revenue

Total revenue in the Health & Fitness market is projected to reach US\$21.35m in 2022



Government support

To enhance investment inflows within the fintech sector, the government has taken several strategic steps, such as the implementation of the Pradhan Mantri Jan Dhan Yojana (PMJDY)



AI in Healthcare

AI in Healthcare Market is predicted to grow from \$14.6 billion in 2023 to \$102.7 billion by 2028. As per NASSCOM (National Association of Software and Service Companies), data and AI in healthcare have the potential to add about 25 billion dollars to India's GDP by 2025.

Problems & Proposed Solution :



Problem(s)

- Less no. of skilled medical professionals
- Less efficient medical facilities
- low quality and less no. of medical training institutes



Proposed Solution

- A simulation designed to upskill on various medical and surgical tasks
- Perfect patient care skills before stepping into the real world
- Training in VR simulation for nursing professionals and students

Future Prospect

Inter professional education in order to better prepare health professionals for future collaborative practice.

- 1.Longitudinal integrated clinical education that is more patient, community, and chronic disease oriented.
- 2.Education in the social determinants of health and the social and humanistic missions of the health professions.
- 3.More emphasis on the continuum of health professions education for the life-long learning and long-term well-being of health professionals.
- 4.A shift to competency-based, time variable health professions education to better fulfill our social contract and to produce the most competent practitioners most efficiently.
- 5.The integration of artificial intelligence and new educational and information technologies into the continuum of health professions education and practice.

Demand:

The application of AI in medical diagnostics is growing at a fast pace owing to factors such as rising government initiatives to drive the adoption of AI-based technologies, increasing adoption of AI solutions by radiologists to reduce work pressure, the influx of big data, availability of funding for AI-based startups, and the growing number of cross-industry partnerships & collaborations.

Industry Friendly Policies:

American Medical Association (AMA) adopted a new policy, H-480.940, “Augmented Intelligence in Health Care,”¹ to provide a broad framework for the evolution of artificial intelligence (AI) in health care that is designed to help ensure that AI realizes the benefits it promises for patients, physicians, and the health care community.

Why did we reject this company



Reason

Reason

Reason

Reason

Low future prospect , as advanced medical training can't be given on VR , as people's lives are at stake

Profession of high principals can't trust on VR for learning

Too good to be true...very early for Indian consumers.

No proper skill certification exists currently.

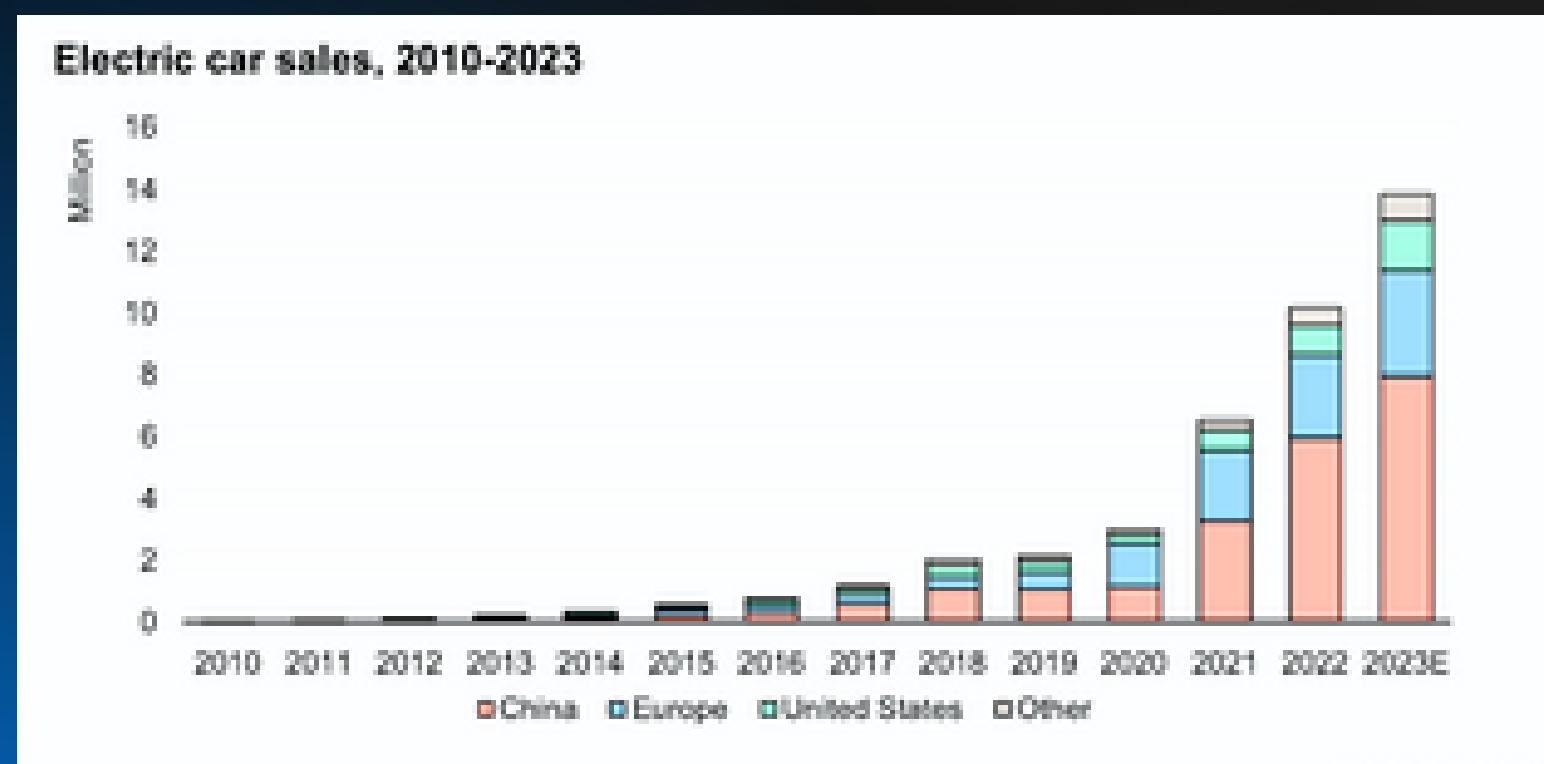
EVIFY

- Industry : Transportation, Logistics, Supply Chain and Storage
- Devrishi Arora: Masters in International Business & Emerging Markets – The University of Edinburgh Masters in Tech Entrepreneurship – University London. Pragya Mittal: Chartered Accountant – ICAI Vineet Mittal : Currently Co- founder - Director of 2 companies other than Evify
- Founders:
- Number of employees: 11–50 (linkedin) Headquarters : Gujrat Founded :2021
- Por
- Problem : Addresses the problem of increasing carbon footprint and increasing fuel prices
- Clients: Swiggy, Blue dart, Ecom Express, Flipkart, Zomato, Big basket
- USP : Carbon Offset Platform, 100% Trained Delivery Partners,Tech Platform to Track the Vehicles, API Integration
- Collaboration(s): Hero Electric (Hero Electric will deploy 1000 electric scooters to EVIFY in the next two years).
- Vehicle Fleet Size :350+
- Competitors: BLU Smart Mobility, Zypp Electric, Etrio etc

Industry Analysis

Growth Potential: The Economic Survey 2023 predicts that India's domestic electric vehicle market will see a 49 percent compound annual growth rate (CAGR) between 2022 and 2030, with 10 million annual sales by 2030. Additionally, the electric vehicle industry is projected to create around 50 million direct and indirect jobs by 2030.

Government Support: India is committed to the EV30@30 campaign, targeting 30% electric car sales by 2030. The "Panchamrit" plan, presented at COP26, outlines goals like half of energy from renewables and net-zero emissions by 2070. Government initiatives include revamped FAME II and Production-Linked Incentives to boost the electric vehicle ecosystem.



10M

Annual Sales by
2030

30%

Electric Car Sales
by 2030

49%

CAGR(projected)

50M

Direct & Indirect
Jobs

"The business industry largely sees a two-way incentive in making the shift to EV's, the first one being the lucrative incentives and tax-breaks offered by the government for production and procurement of EV's, while the other one being able to reduce their emissions and carbon footprint, in-line with the global ESG standards as well as their own initiative to reducing emissions to make the world a more greener place."

Problem:

1. High CO2 emission is a worldwide concern & governments are actively working to battle this situation.
2. High petrol costs

Proposed Solution:

1. Mass-scale adoption of EVs as a substitute to fossil fuel-based traditional vehicles is a relatively new phenomenon seeing exponential growth in both the personal and commercial market.
2. Implementing large-scale EV fleets, improving operations, and reducing **emissions**.

Unique Services Offered

Carbon Offset Platform | 100% Trained Delivery Partners | Economic Affordability | Tech Platform to Track the Vehicles
API Integration



Why did we select this company?



Reason

Reason

Reason

Phenomenal industry growth rates filled with opportunities for growth

Large incentives and grants from governments across the globe and the company has already got seed funding in multiple rounds.

The problem statement is relevant and it is the need of the current time

Company has already collaborated with big players and has shown tremendous growth in Gujrat and tie ups with companies like Hero is a huge advantage



Verdict

SCORE BOARD

	Problem Statement Validation	Solution Validation	Industry Growth	Entry Barrier	Position among competitors	Net Score
Arishti CyberTech	7	5	8	Very High	4	24
Krishitantra	7	6	5	Moderate	8	26
Quantsapp	4	4	6	High	5	19
Inodi	6	7	5	High	7	25
MedisimVR	6	4	8	High	6	26
Evify	8	8	9	Moderate-High	5	30

*All scores are
on a scale of 10

We would recommend:



Evify



Thank you