

INTER IIT TECH CAMP

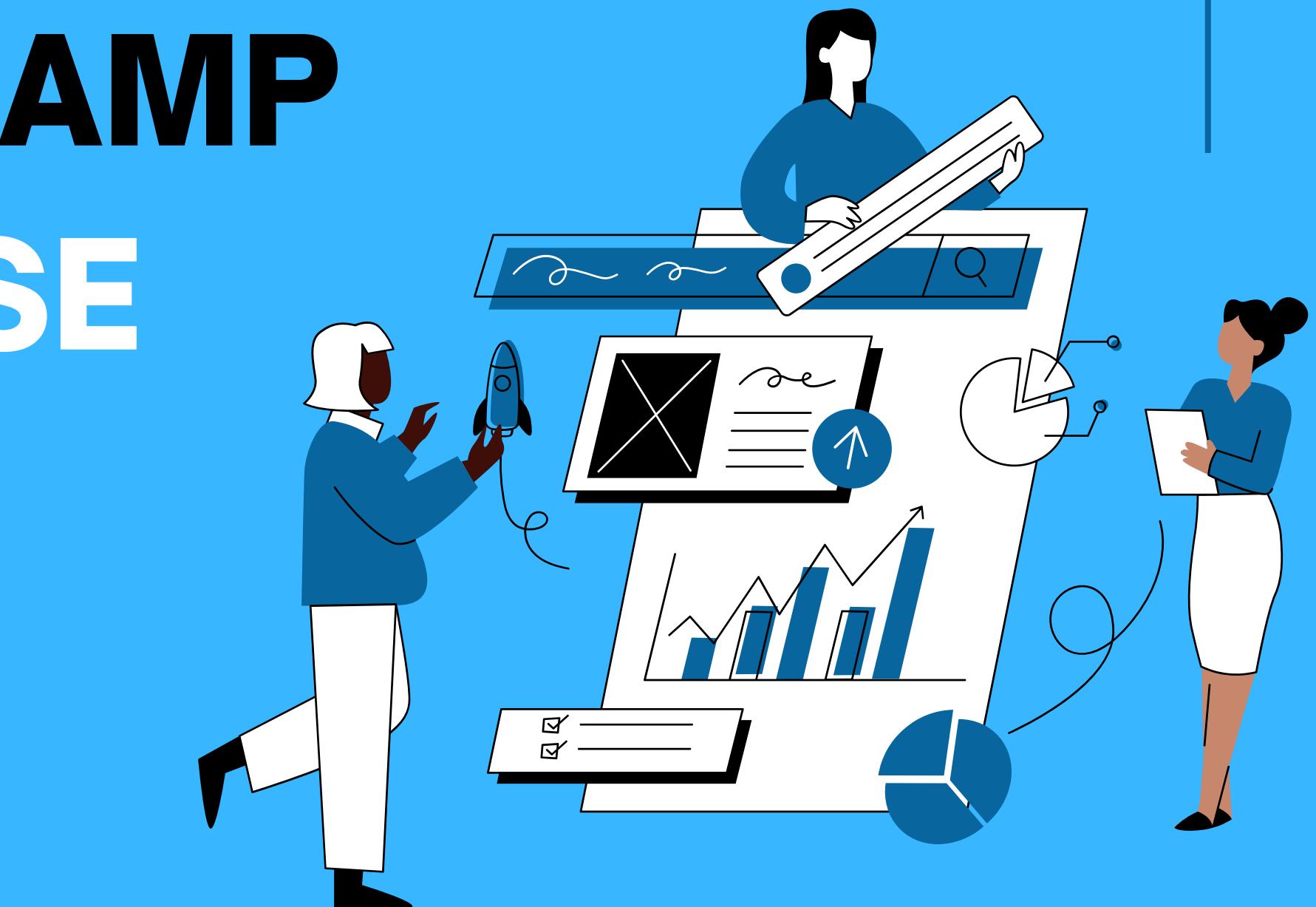
VENTUREVERSE

SITESH GOYAL

RAKESH BHUTRA

ANANYA SINGH

VIVEK PARLEY



ARISHTI CYBERTECH

INDUSTRY ANALYSIS

Arishti cybertech comes under the cybertech and security industry. It is a Communication Platform as a Service(CPaaS).

- The global cyber security market size is projected to grow from \$172.32 billion in 2023 to \$424.97 billion in 2030, at a CAGR of 13.8%.Market size of CPaaS was valued \$12.5 billion in 2022 and is project \$45 billion in coming 5 years.
- CPaaS APIs have given developers tools to integrate real-time communication but without strong security controls the companies are vulnerable to fraud attacks.
- But in todays date this industry is highly competent involving many major players who provide cybersecurity and data encryption along with easy networking features.



COMPANY ANALYSIS

- It is networking and messaging platform for enterprises for sensitive communications and data sharing with advanced controlling options.
- VISION: To use innovative Patent Pending technology solution to secure the organizational data from getting compromised.
- Its target audience includes business enterprises, professionals, government bodies etc.
- It also offers MeMe APIs & Plugins that can easily integrate with the existing enterprise infrastructure.
- The features that the company offers are really helpful but can be copied or acquired by the larger firms existing in this field

Messaging Security
Arishti CyberTech



KRISHITANTRA

INDUSTRY ANALYSIS

Krishitantra comes under the agritech industry. Agritech or agriculture technology is the term referring to the use of technological innovations in agriculture to increase its yield, efficiency, and profitability.

- The Global agritech Market Size is projected to exceed USD 75,872.5 million by 2032, growing at a CAGR of 13.1% from 2022 to 2032.
- In India, the agritech industry has witnessed unprecedented growth in the last four years, with rising interest from the VC investor community.
- As per a report by Inc42 Media, there are over 1000 agritech startups in India as of 2020, and the industry has a market potential of \$24.1 billion. However, the penetration of agritech in India is still low, reaching less than 20% of Indian farmers.



COMPANY ANALYSIS

- Krishitantra is a leading soil technology platform that addresses soil health management using cutting edge technologies.
- Company's main product is Krishi-RASTAA rapid automated soil testing and agronomy advisory, is a portable and reliable way to determine soil quality.
- VISION: To design and develop disruptive solutions for the agri eco system, which are robust, cost-effective, and easy to operate, that enables productivity and profitability of farmers.



KRISHITANTRA
Harvesting Happiness

- Krishi-RASTAA Features :
- soil sampling
- 12 Parameters- automated analysis
- operate through mobile app
- rapid test in 30 min
- soil test based nutrients recommendations.
- report on WhatsApp/SMS

MEDISIM VR

INDUSTRY ANALYSIS

Medisim VR is an ed tech company in healthcare

- The projected growth of the ed-tech in healthcare market from \$3.11 billion in 2023 to \$25.22 billion by 2030 at a CAGR of 34.9% is significant.
- This growth is likely driven by the increased demand for VR in healthcare following the COVID-19 pandemic, which emphasized the need for remote training, therapy, and patient care solutions.
- As of now in this field the major companies are US based and there are many technological developments going on in this industry but adopting it is going to be really difficult in India as it is not that cost effective.



COMPANY ANALYSIS

- This company is operating as B2B where it provides its own customised and fully equipped lab setups to the institutions to upskill medical undergraduates, nurses and professionals.
- They specialise in nursing and diagnosis through workshops, situational training.
- Their presence in the mental healthcare industry is significant, as therapeutic VR tools can be highly effective in helping individuals deal with distressing situations, anxiety, and phobias.
- Delivering VR solutions for medical education and mental healthcare is a promising and impactful way to harness technology for healthcare services but it is not economically feasible in India.



INDUSTRY ANALYSIS

Last-mile delivery refers to the final stage of the supply chain where goods are transported from a distribution center to the end consumer's location, addressing the final leg of the delivery journey.

- Global last mile delivery market is experiencing significant growth, driven by rising consumer expectations, on-demand services, and challenges related to urban congestion and sustainability. The market is valued at USD 132.71 billion in 2022, with expected CAGR of 8.8% from 2023 to 2030.
- In 2022, B2C commanded 70% of global revenue, C2C projected 11.4% CAGR. Autonomous tech grow at 17.6% CAGR; non-autonomous holds 98% market share.
- Indian EV logistics industry includes: BluSmart Mobility, Yulu Bikes, and OlaElectric.



COMPANY ANALYSIS

EVIFY®

- EVIFY offers green delivery services through an electric fleet of vehicles and a tech platform with integrated fleet and driver management, route optimization, telematics, and risk analysis solutions.
- The company targets B2B in Retail and Logistics Tech and aims to decarbonize the last-mile logistics market in India
- Evify, a tech-enabled startup based in Surat, has raised \$398K in two rounds. The company has rapidly expanded its fleet to 350+ vehicles in Surat and Ahmedabad.
- The EV market in India is still relatively new, and there is a lack of infrastructure, such as charging stations.
- There is a lot of competition in the Indian EV logistics industry. The Indian economy is facing some challenges, such as inflation and rising interest rates. This could impact the demand for EV logistics services.



QUANTSAPP

INDUSTRY ANALYSIS

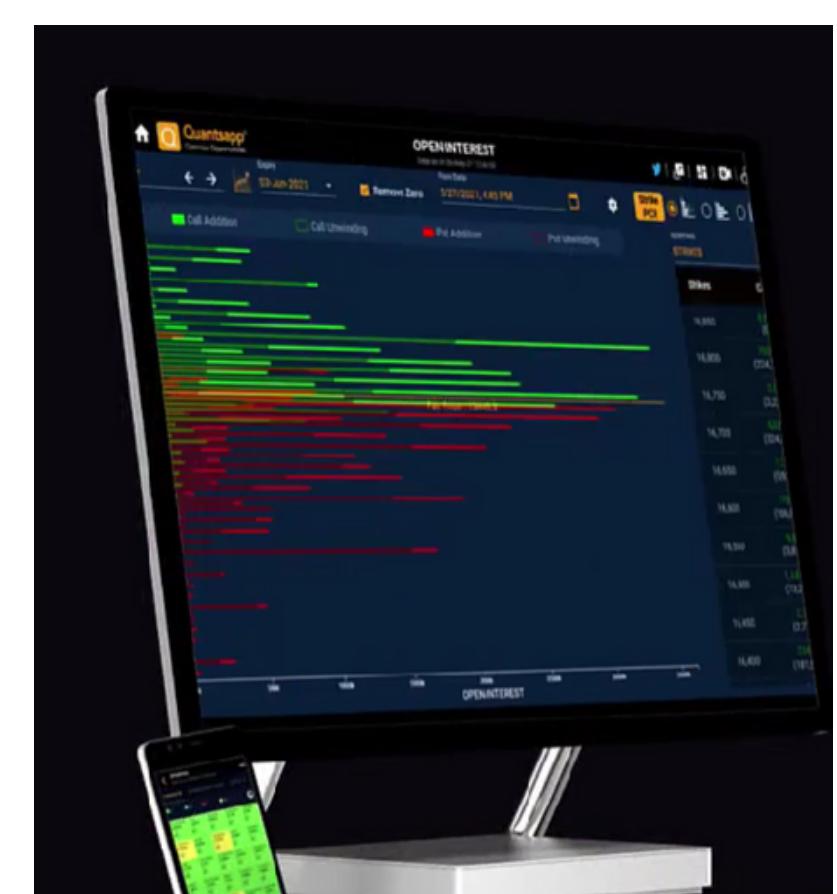
The analytics and trading platforms industry is a rapidly growing sector that provides traders with the tools and resources they need to make informed trading decisions.

- The industry includes a wide range of companies, from large, established firms to small startups. Some major players are TradingView and Kite.
- The global online trading platform market size was valued at USD 9.32 billion in 2022 and is projected to grow from USD 9.94 billion in 2023 to USD 15.34 billion by 2030.
- The Indian online trading platform market size was valued at USD 3.02 billion in 2022 and is projected to grow to USD 5.74 billion by 2027, exhibiting a CAGR of 14.2%.



COMPANY ANALYSIS

- Quantsapp (SAAS Company) is an options analytics platform that offers an array of intelligent trading tools at affordable costs to retail traders.
- The Indian Trading market is rapidly expanding due to the increasing popularity of online trading, the demand for advanced trading tools, and the rise of artificial intelligence and machine learning in trading.
- Quantsapp has faced technical challenges including slow loading times, server outages, and bugs, in addition to problems concerning customer service, expensive prices
- Some users have reported that the data and analytics provided by Quantsapp are not always accurate.



INNODI

INDUSTRY ANALYSIS

Innodi comes under the Water purification industry. Water purification is an industry that manufactures, produces, and supplies systems and models that remove undesirable substances from contaminated water.

- Global Market Size (2022): USD 26.42 billion
- Projected Market Size (2032): USD 63.99 billion
- Growth Rate (2023-2032): CAGR of 9.30%
- Key Market Share (2022): Asia Pacific with 11% CAGR.
- Dominant Product Type (2022): RO-based products accounting for 38.00% of revenue
- Major players are A.O. Smith Corporation ,Eureka Forbes, Panasonic ,Kent RO System Ltd



COMPANY ANALYSIS

InnoDI – stands for Innovative De-ionization.

- B2C and B2B Focus: innODI operates in both consumer and business segments.
- Technology: Capacitive Deionization (CDI) for salt and metal removal without resin or membrane filters.
- Products: Digital Water Kiosk (community use), Smart Dispenser (schools, hostels, hospitals), Point-of-Entry system based on CDI technology.
- CDI Technology Advantages

Low Water Wastage: Only 20% wastage compared to 70% in RO systems.

Innovative Treatment Stage: Unique Dealkalizer system eliminates scaling.

Scalable System: Modular concept allows scaling from 500 LPD to 25,000 LPD.

Low Operating Cost: CDI cells last 5-8 years with low power usage and consumables.



OVERALL ANALYSIS

	Arishti Messaging Security CyberTech	KRISHITANTRA Harvesting Happiness	Q	MEDISIMVR	EVIFY.	innODI Innovations for Water Sustenance
PATENT	?	✓	✗	✗	✗	✓
MARKET POTENTIAL	★★	★★★	★★★	★★★	★★	★★★★
TECHNOLOGICAL EDGE	✓	✓	?	✗	✗	✓
INTERNATIONAL SCOPE	✓	✓	✓	✓	?	✓
FUNDINGS	✗	✓	✗	✗	✓	✓
RISK V/S RETURNS	! ! ! ! \$ \$ \$! ! ! \$ \$ \$! ! \$ \$! ! ! ! \$ \$ \$! ! ! \$! ! ! \$ \$ \$

WHY INNODI OVER OTHERS !

- Innodi has patent over its products that makes it a promising company to invest and the company has 7+ years of experience
- It operates on a unique technology “CDI-Capacitive Deionization “ which has better profitability and less wastage of water.
- Innodi has a relatively better market potential as compared to other startups because water crisis has also been an issue in the world and might also be an issue for upcoming years too and with the help of Innodi it can be solved because RO water treatment has around 70% water wastage and CDI has 20%.
- Currently among the other startups Innodi has different variety of products and has also planned to launch other products in this field.
- It has a great market in international segment too, which makes it more expandable and promising to invest.
- As per our assessment on all startups using various parameters we found that the risk of investing in Innodi was minimum among all the startups and the returns on investments would higher as compared to others

COMPANY DESCRIPTION

InnoDI – stands for Innovative De-ionization. We are a private limited company established in 2016 as a joint venture between Idropan Dell'Orto Depuratori, and AquaSphere Greentech Solutions, led by IIT Madras through Prof. Pradeep Labs. **Innodi is a market leader in CDI technology.** Having pioneered the technology for over a decade the company has set up a state-of-art manufacturing plant near Bengaluru, India. With a plant's capacity to produce **over a million CDI cells a year, we are the only company in the world to develop CDI at these scales.** Our equipment and processes allow us to manufacture CDI cells of varying capacities based on customer's needs.



300 +
Installation

25 +
Clients

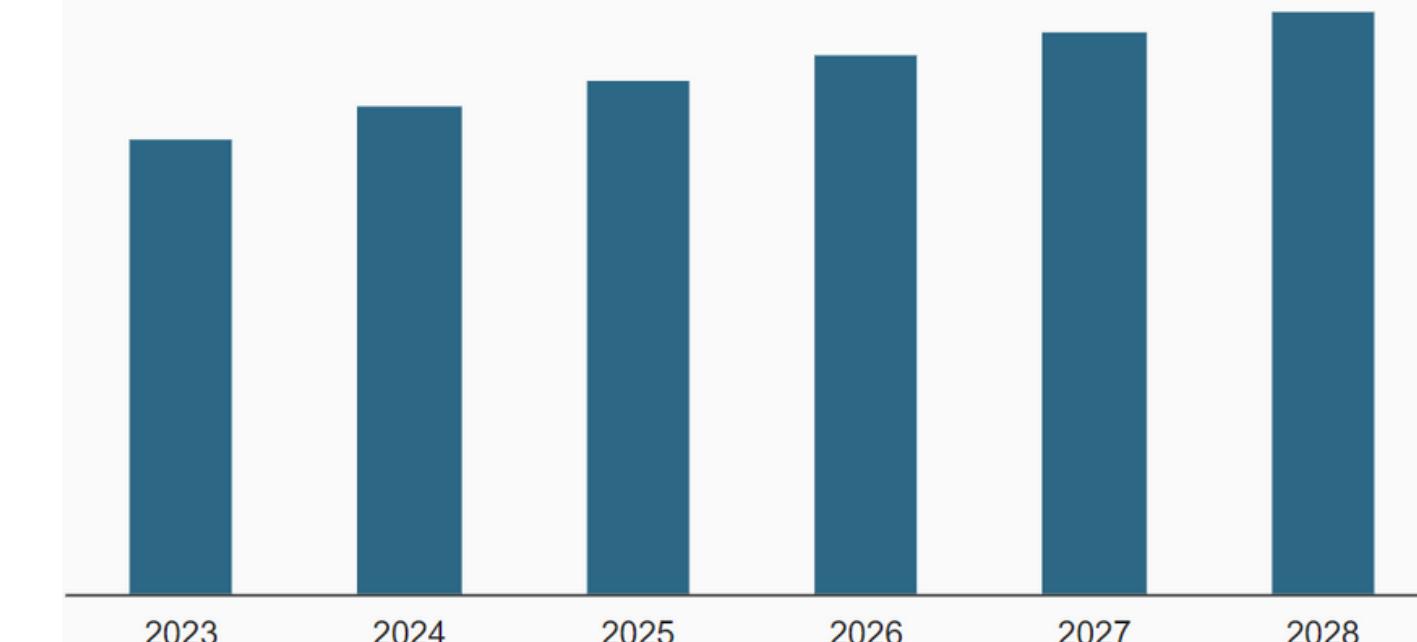


DRINK THE DIFFERENCE

Mission

Our Mission is to build products that meets this purpose with a Vision to enable healthy living

India Water Purifier Market Size, 2023-2028 (in Million US\$)



COMPETITOR ANALYSIS

KENT RO systems

- It makes water purifiers based on the process of reverse osmosis purification.
- Kent sells more than 225,000 reverse osmosis purifiers every year and holds around 40% market share in India
- In Aug 2020, Kent annual turnover in 2020 was 1200 crore, with 20% of growth rate
- 80% of its revenues are from its reverse osmosis purifiers
- holds around 40% market share in India

HUL

- Hindustan Unilever Limited (HUL) is a leading fast-moving consumer goods company in India with a heritage of over 80 years.
- The company's Pureit Water Purifier has provided over 89 billion litres of safe drinking water till date, which enabled protection from water-borne diseases.
- it has a market share of 15% in water purifiers industry

Luminous water tech.

- Luminous Water Technologies is a company that makes and markets water purifiers under the “Livpure” brand in India
- it has a market share of 15% in water purifiers industry
- has production capacity of 3 lakh units of RO, asnd 5 lakh units of non electric product Gravity per shift

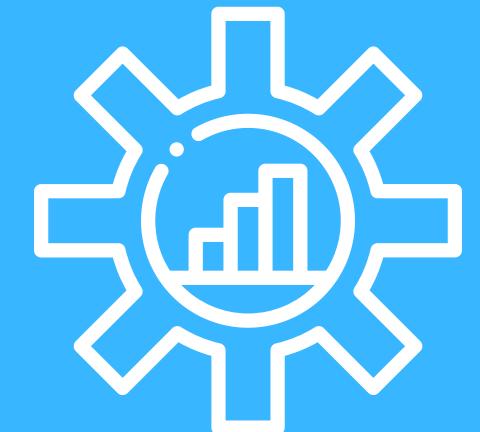
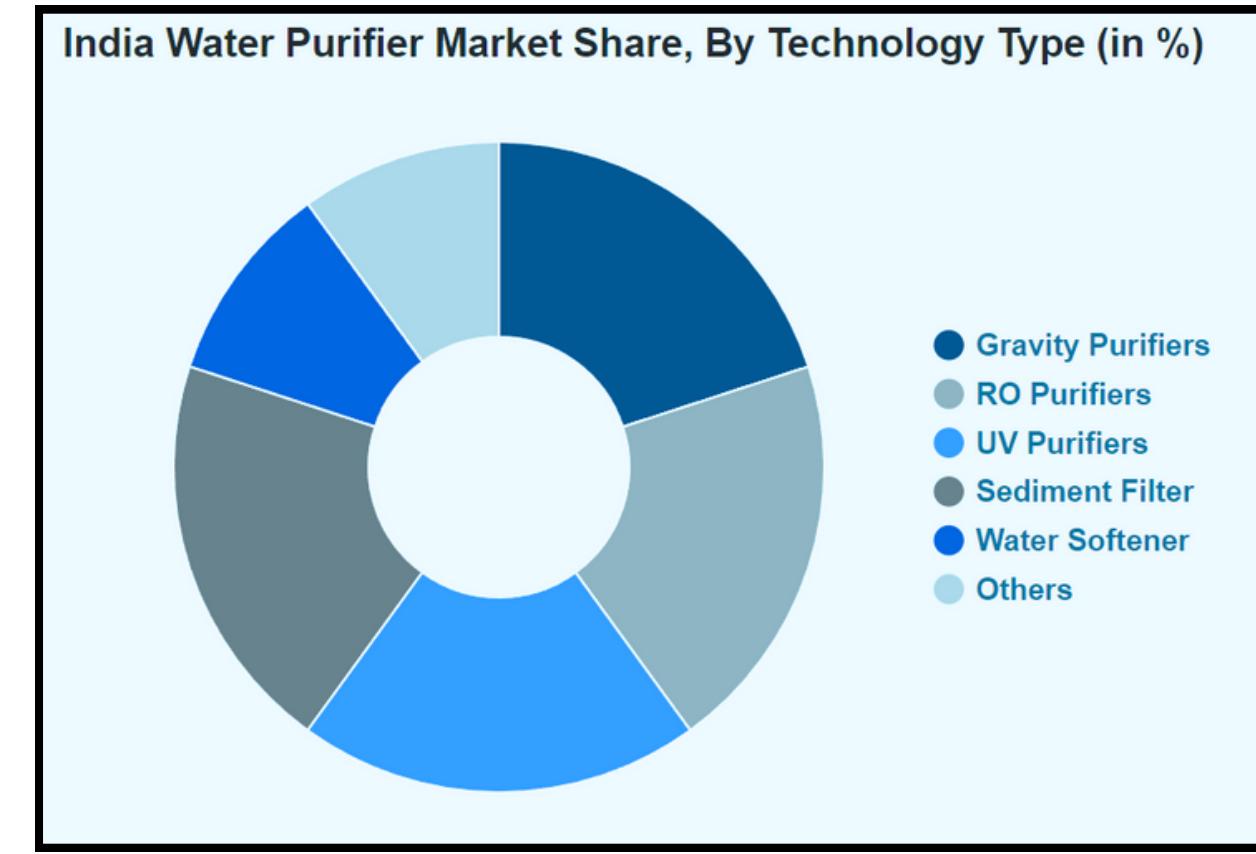
Eureka Forbes ltd.

- Eureka Forbes is a consumer goods company based in Mumbai, India. It was founded in 1982 and is a part of the Shapoorji Pallonji Group
- In FY 2020-21, the company reported a revenue of INR 3,000 crores (approximately USD 400 million) and a net profit of INR 200 crores (approximately USD 27 million).
- It has has market share of around 15% in water purifiers industry

KEY PERFORMANCE INDICATORS

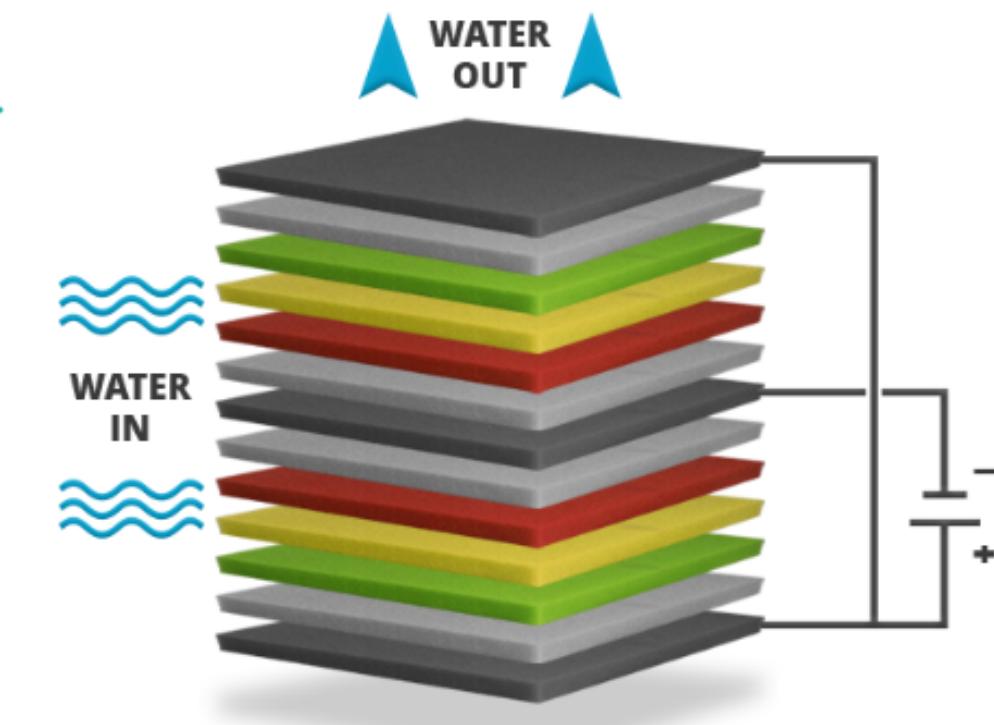
The major KPIs to be considered are:

1. Cost per Liter: The final cost of treating one liter of water, which includes operational costs, maintenance, chemicals, and energy expenses.
2. Water Loss Percentage: Measure the percentage of water lost during the treatment. It is less than 20% for InnoDI.
3. Energy Consumption: Monitor the energy used in water treatment processes, to identify areas for energy conservation and cost reduction.
4. Maintenance Cost: Water purification filters must be replaced on a regular basis in order to maintain water quality, while POU filters should be replaced every 6 to 12 months (not a problem with InnoDI).
5. Asset Management: Assess the condition of infrastructure and equipment, including the age of assets and their maintenance needs.
6. Scalability: Measure of increase in the capacity of these systems. Modular concept of InnoDI allows scaling from 500 LPD to 25,000 LPD.
7. Operating Cost: Cost for functioning . CDI cells last 5-8 years with low power usage and consumables.



TECHNOLOGICAL EDGE-CDI

- 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.
- Capacitive Deionization (CDI)** is a technology for removing salinity from water. This innovative technology is used to desalinate water without using resin or membrane filters. It does not require chemicals to treat water and uses very low power to separate salts in water



INNOVATIONS THAT MAKE CDI UNIQUE

- Smart electronics
- Maintenance solution injection
- Plug flow concept
- Innovative design of CDI cells & assembly process



Capacitive Deionization (CDI) an alternative to RO

Average Water Wastage
(During Treatment)
RO Technology
70%

Average Water Wastage
(During Treatment)
CDI Technology
20%



BENEFITS OF CDI



Retention of essential
Minerals in Water



Low Operating Cost



Low energy use



Low water wastage



Environmentally Friendly

PRODUCT PORTFOLIO



POINT OF ENTRY

It is a system devised on CDI based technology. Installed at the point of entry of the buildings or home to remove the impurities from the water. It can be scaled to support requirements like 500 LPD to 25000 LPD. The Maximum water wastage in this system is just 20%. It has low operating costs and last for 5-8 years.



SMART WATER DISPENSARY

A device that provides convenient and efficient access to purified or filtered water while offering additional features enabled by smart technology. Revenue generating self-sustainable model for School, Hotel, Resort. It is suitable for upto TDS < 2000ppm and has low operating Cost, minimal maintenance. Has a capacity of upto 1000 LPD

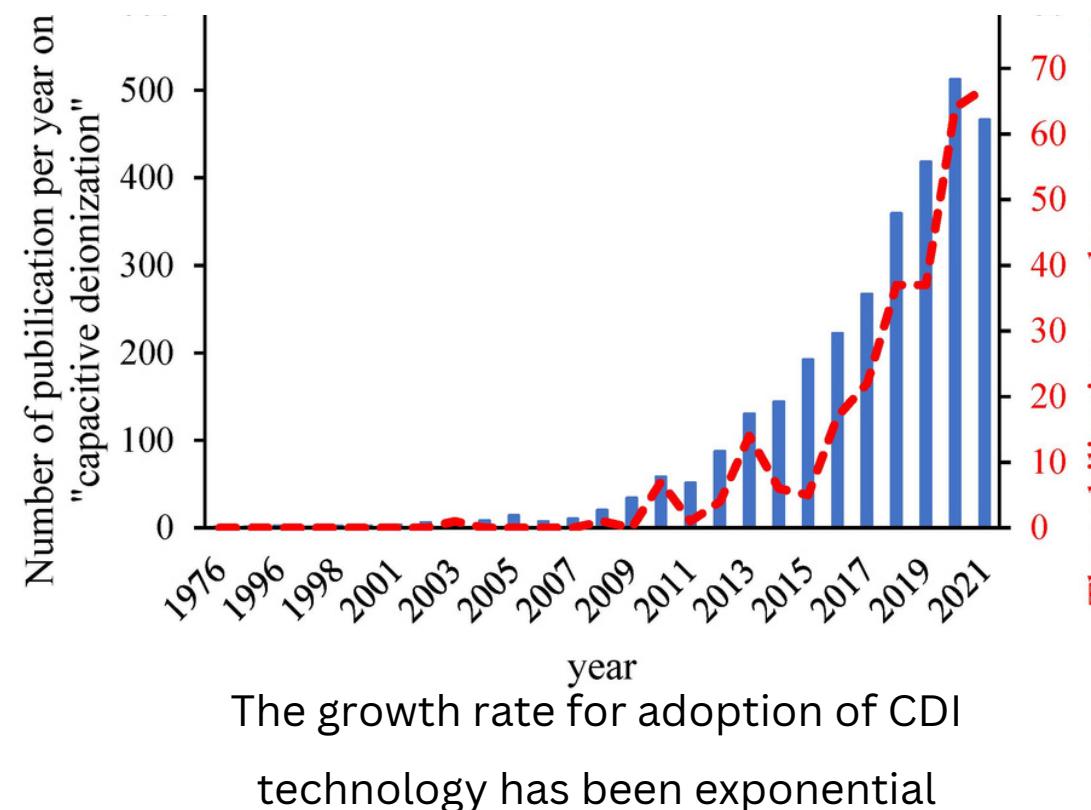


DIGITAL WATER KIOSK

A self-service system that provides access to clean drinking water in public places or communities. The primary function of a digital water kiosk is to dispense water. Revenue generating self-sustainable model for rural and urban area. Suitable for TDS < 2000ppm. Inbuilt storage capacity of 1000 liters and drinking water capacity of 8000LPD

FUTURE SCOPE

The company has over 300 installations of the new technology and these are growing at a steady rate. It is trying to reach the audience currently through partners and other sources like social media marketing. They are currently focusing on water treatment and water re-use, and are working on new innovations that can treat waste water and sea water treatment consistently.



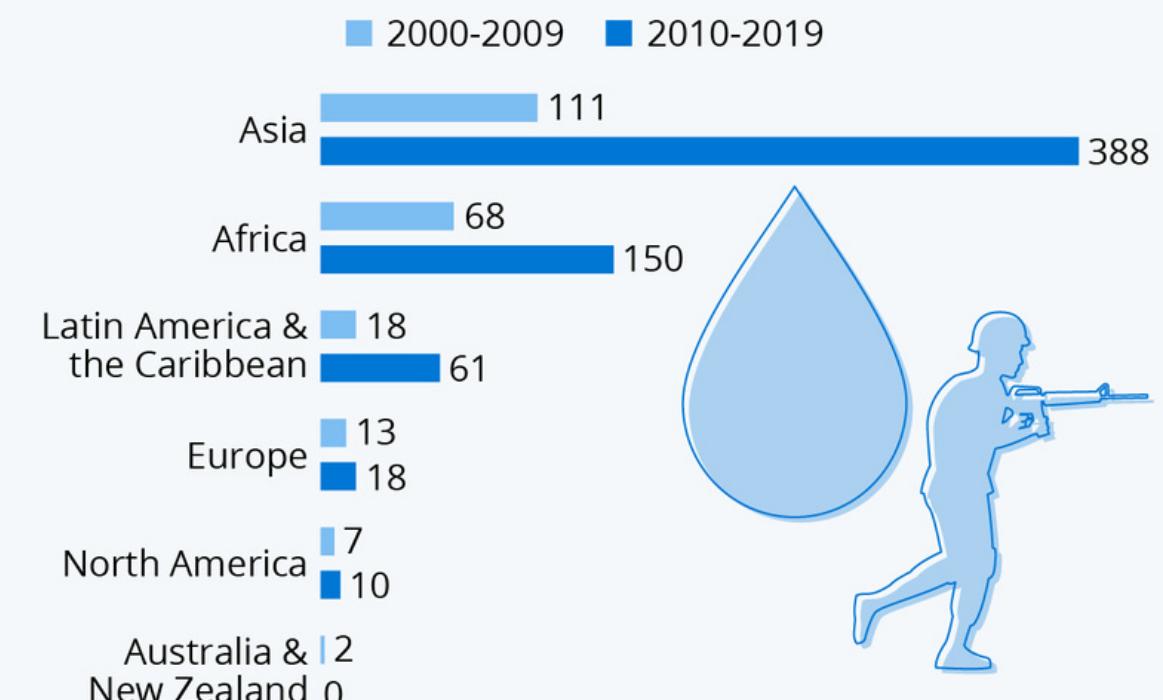
"We are looking at industrial solutions and trying to use CDI for producing water for ultra-pure purposes – for example during dialysis. We are also trying to make attachments for washing machines and dishwashers. From the technical point of view, we are aggressively working towards the next generation of CDI which will be more cost-effective, and also be able to purify water with very high levels of impurities".

Expanding Overseas:

- The company has a huge scope in middle east countries. These countries desalinate the sea water for meeting their regular needs and they face water scarcity.
- In today's world adoption of Water Management Techniques is a serious need for the society. **"Next World War might be over Water."** Hence we highly recommend the adoption of this new efficient water purification technique

Water Conflicts Are on the Rise

Number of water conflicts worldwide by region*



APPENDIX

- <https://www.bing.com/ck/a?!&&p=b27654e5baf194f1JmltdHM9MTY5NzI0MTYwMCZpZ3VpZD0xNTcwMDBkZS0yZTM1LTY2ZTAtMzYOYiOxMTcxMmZjZDY3YzQmaW5zaWQ9NTIzNQ&ptn=3&hsh=3&fclid=157000de-2e35-66e0-364b-1712fcd67c4&psq=gravity+water++purifiers+&u=a1aHROcHM6Ly93YXRlcRpZ2VzdC5pbi9iZXNOLWdyYXZpdHktYmFzZWQtd2FOZXItcHVyaWZpZXIv&ntb=1>
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THANK YOU !

