DataLabs
by Inc42

The
State Of
Kerala
Startup
Ecosystem

2019

Message

Shri Pinarayi Vijayan

Honourable Chief Minister
of Kerala Chief Minister

I am extremely delighted that the state of Kerala is at the forefront of an eminent startup ecosystem. Kerala is the first state in the country to formulate a Startup policy for the development of Technology Startups way back in 2014 — today, it has over 2200 startups which are developing innovative products and services leveraging on Industry 4.0.

Many aspirant entrepreneurs have exceptional startup ideas with the potential to constructively disrupt any established industry structure. However, to convert these brilliant ideas into products with exponential growth potential, continuous nurturing and support is a prerequisite. Through a host of measures, right from colleges to accelerator spaces, the state provides multiple resources to foster disruptive technology ideas into sustainable business ventures. This ecosystem report will be a guide to all stakeholders in the startup ecosystem to avail of the support extended by the state government to any startups coming to Kerala.

I invite all technology startups across the country to be part of the Vibrant Kerala Startup Ecosystem and get the best support to progress as world-class ventures.

I wish you all great success.

Pinarayi Vijayan

Foreword

Shri. M Sivasankar IAS

*Secretary, Electronics and
Information Technology*

Kerala accounts for only 2.8% of India's population, but its economy contributes nearly 4% to the Indian economy, making the state's per capita income 60% higher than India's average. The substantial investment made by Kerala in health and education sectors has resulted in State achieving highest Human Development Index in India, almost at par with developed nations. Leveraging on this strong social and intellectual infrastructure, over the last few years, the State has been able to build a vibrant startup ecosystem, allowing technology entrepreneurs to pursue their dreams and create more jobs in the process.

What has made this transformation possible is the high level of education in the State and a focus on nurturing local talent to produce top-notch innovators and techies. On this foundation and a culture which encourages risk-taking and entrepreneurship, Kerala Startup Mission, the anointed State nodal agency for providing support to startups, has designed and executed a set of programs and schemes as per the revised Kerala Startup Policy (Technology Innovation and Entrepreneurship Policy) to identify and support technology startups in the State. In the last 6 months alone, Kerala Startup Mission has incubated and/or funded over 200 startups.

This commendable level of support and a refined approach to develop the ecosystem as a whole, backed by a series of innovative policy interventions by the State Government has earned Kerala the recognition of Top Startup State from Department for Promotion of Industry and Internal Trade. Many of the key policy interventions formulated by Kerala Government to support startups and measures to ensure inclusivity in innovation are now being adopted by other State Governments as well.

Armed with all these pioneering efforts, Kerala should continue to set a national example for promoting innovators and technical entrepreneurs to create wealth and jobs in the society.

Preface

Dr. Saji Gopinath

CEO Kerala Startup Mission

From its very early years, Kerala has followed a policy of uniform development across the State. Following a similar philosophy, the incubation and technical infrastructure development of Kerala has not been focused on one city alone. Under Kerala Startup Mission and its sector specific partner organisations, 2200+ registered startups, 3 Lakh + square feet of incubation space, 30+ incubators and 200+ innovation cells etc. are distributed across different cities and districts. Many of these facilities also house advanced labs for hardware, biotechnology, electronics, advanced computing etc.

While the early stage funding is being provided by Kerala Startup Mission through Grants and Seed Loans, external investments are very much essential for scaling up the ventures faster. To ensure investment opportunities for such non linear growth Startups from the State, Kerala Startup Mission came out with an innovative Fund of Fund scheme to invest in Alternative Investment Funds (AIFs). A combined corpus in excess of 1000 Crore INR of investment capital has been made available for startups through this scheme by committing less than 10% of this amount into various AIFs. Investments worth more than double the deployed amount has already happened into Kerala based startups in the last one year. It is heartening to note that this early stage fund has enabled some startups to grow substantially during last one year.

As a core philosophy, Kerala Startup Mission has also been encouraging startups to focus on revenue and not just external investments. Government's Startup Procurement Policy, which allows Govt. Departments to procure technology solutions from startups through a simplified procurement process has seen widespread adoption. Such policies allow government departments to improve their services and has created an internal market for solutions developed by startups in the State.

These innovative policies have now started attracting seasoned entrepreneurs, who had previously moved to other cities, to migrate back and set up their new ventures in Kerala. This has been a big validation for the efforts of the Government emerge as a leading player in the fourth industrial revolution. We believe that Kerala Startup Mission has a significant role to play in helping Kerala leverage this technology-led wave of change and bring about economic and social development of the State.

This ecosystem report captures some of these interventions and provides a glimpse of current State of Kerala Startup ecosystem. I am sure this will provide as a valuable guide to all stakeholders and prospective entrepreneurs who have an interest in Kerala.

Message From TiE Kerala

MSA Kumar

President, TiE Kerala

Founded in 1992, The Indus Entrepreneurs (TiE) is the largest not for profit organization working towards a mission to foster entrepreneurship through the Five Pillars of Mentoring, Networking, Education, Funding and Incubation. The dream of TiE that was started in Silicon Valley has resonated with successful people all over the world, who have collectively built TiE to what it is today. TiE has 63 chapters in 17 countries, with 2,500+ Charter Members, 13,000 Associate Members supporting around 10,000 Startups from around the world.

Due to its universal message of "fostering entrepreneurship" and leaders who believe in championing startups, TiE has created a powerful global network of Chapters, supported by Charter Members or Mentors who believe in championing the startup community and investing in the next generation of entrepreneurs. With a focus of giving back to the community, TiE's focus is on generating and nurturing the next generation of entrepreneurs. It is our firm conviction that by assisting entrepreneurs, we believe we can empower individuals and create wealth in communities.

TiE continues to develop many innovative programs that assist entrepreneurs in their evolution. TiE is known for mentoring and networking to help entrepreneurs in their startup growth cycle. Besides creating wealth, the organisation also works to alleviate poverty and unemployment by fostering entrepreneurship worldwide. TiE signature programs include: TiE Young Entrepreneurs (TYE), which fosters entrepreneurship and education to high school level students; TiE International Startup Competition (TISC), which aims to nurture college level students and

young startups; TiE Women's Forum, which empowers women entrepreneurs throughout their networking, along with organising numerous large-scale conferences such as TiEcon and TiE Global Summit. Another promising initiative this year has been the launch of the TiE India Angels (TIA), which will be one of the largest and most active angel groups in the country. TiE India Angels brings together promising early stage companies and exposes them to serial entrepreneurs, high tech executives, and other professional investors.

TiE Kerala which was established in 2003, is one of the most active chapters in the TiE Global network with more than 75 Charter Members and 700+ Members who are CEOs of SMEs/Professionals representing diversified industries like IT & ITeS, Hospitality/Tourism, Healthcare and Wellness, Food Processing, Agri-tech, Financial Services, Pharmaceuticals, Consultancy, Automobiles, Manufacturing, Retail, Human Resource Development, Education, Social Entrepreneurship, Women Entrepreneurship, etc. Recipient of TiE Global's Best Chapter Award in 2018 TiE Kerala collaborates with other agencies with same Mission of "fostering entrepreneurship" like Kerala Industrial Development Corporation, Kerala Startup Mission (KSUM), various IT Parks in the State, incubators and innovation cells right across Kerala State.

TiE Kerala has been closely associated with KSUM in promoting the startup ecosystem in the state with many of its Charter members offering voluntary mentoring and strategic support to nurture early-stage entrepreneurs. Jointly KSUM and TiE Kerala have initiated many successful models of monthly programs such as Mentoring Master Classes, Startup showcases, Failure labs, Meetup Café, etc. An important catalyst in the growth of any venture is funding. Kerala Angel Network (KAN)- formed by charter members of TiE, aims at nurturing scalable businesses with the required capital.

We at TiE Kerala are happy to collaborate with KSUM and INC42 in bringing the "Kerala Startup Ecosystem Report 2019" and takes pride in releasing the report during our flagship event TiEcon Kerala 2019 at Kochi on 4/5 October 2019.

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Executive *Summary*

33 *Mn*

Population (2011 Census)

48%

Urban Population

13

Startups Funded In 2019

2,200

Total Number Of Startups

230

Innovation & Entrepreneurship Development Centres

$44 *Mn*

Funding Raised By Startups In 2019

36%

Startups in Kochi

Top Performer

DPIIT Ranked Kerala In State Startup Ranking, 2018

40+

Incubators & Accelerators In The State

1.80 *Lakh Sq Ft*

Integrated Start-up Complex In Kochi

23%

Startups in Trivandrum

28%

Startups Offers IT & Consulting Services

Scope
Of The Report

Startups in Kerala are developing solutions in newer and better ways as they experiment with futuristic technologies like never before. Going beyond the conventional software and IT sectors, entrepreneurs from Kerala are being recognised in both national and international forums as they explore new horizons.

In 2015, Kerala Startup Mission (KSUM), which is the nodal agency of the Kerala government for entrepreneurship development and incubation activities, in its Kerala Vibrant Startup Ecosystem Report, charted the growth of the state's startup sector for the first time. Subsequently, startups became an area of increased focus as reflected in the new State IT Policy of 2017 and the Kerala Technology Startup Policy of 2014 was expanded and implemented more comprehensively.

In order to gain a thorough understanding of where the startup ecosystem currently stands and what is the way forward, it is essential to appraise the effectiveness of the different startup-related schemes, activities and summits that have been put forth so far by the government of Kerala through the mission.

Kerala has always stood out as one of the most literate and skilled states in India. In no other states have schools, colleges, incubators, government institutes and startups been so efficiently interlinked. This has created an excellent opportunity for the growth of innovation, investment and entrepreneurship.

In order to understand how each stakeholder in the startup ecosystem is affected, it has also become essential to showcase the advancements being made.

In this report, we will study the overall impact of all the initiatives, state's economy and socio-economic factors, which are behind the Kerala's vibrant startup ecosystem.

The Report's Objective Is To:

- *Evaluate the growth of Kerala startup economy*
- *Analyse the existing state policies/schemes and their effectiveness*
- *Study the existing incubators and accelerators and the impact on incubated startups*
- *Review the role of the state as a facilitator in the organic growth of Kerala's startup ecosystem*
- *Review infrastructure, exemptions and incentives available to startups, including tax breaks, exemptions/facilitation, and the ability to participate in government tenders*

Introduction
To The Report

The Indian startup ecosystem is growing faster than ever before. In 2019, the Indian startup ecosystem recorded 553 funding deals, which together crossed the $9 Bn funding mark. Also, interestingly, it is Kerala which has emerged as one of the top startup destinations of the country.

In January 2019, KSUM launched the Integrated Startup Complex in Kochi — a sprawling complex, spread over 1.80 lakh sq ft with dedicated facilities for startups across sectors. Not only did the Kerala government create such an infrastructural backbone, but it also committed to investment more than INR 1,000 Cr in the state startups over the next four years.

Today, Kerala is witnessing a multitude of innovative and entrepreneurial advances that have equipped the startup ecosystem to make the next quantum leap. Apart from a unique model that connects academicians, industries, R&D institutes and startups in a manner unequalled by any other state, Kerala is focussing on development from the grassroots by fostering a DIY (do-it-yourself) culture in schools and mentoring from mini FAB Labs and IEDCs (Innovation & Entrepreneurship Development Centres) in colleges.

These initiatives aim at developing an entrepreneurial mindset among the youth and making them ready to take on the challenges of building a new venture.

This report envisions to demonstrate the robust development initiatives taken by the Kerala government to provide a sustainable platform for startups and help the same to prosper and grow.

Kerala
An Overview

Population

		Kerala 2011		All India 2011	
Total population (mn)			33		1211
Urban share (%)			48		31
Share of adults (% age 15+)			77		70
Child sex ratio (age 0-6)			964		919

Poverty & Inequality

		Kerala 2012		All India 2012	
Poor (million)			3		270
Poverty rate (%)	All		8		22
	Rural		9		25
	Urban		5		14
Gini coefficient	All		0.38		0.32

Income & Growth

		Kerala 2012		All India 2012	
Real GSDP per capita (2005 rupees)			59,868		42,647
By sector (%)	Agriculture		10		14
	Industry		22		28
	Services		68		57
Annual growth rate of real			2005 to 2012		2005 to 2012
GSDP per capita (%)			7.2		6.7

Jobs

		Kerala 2012	All India 2012
Labor force participation rate (%)	All	53	56
	Male	77	80
	Female	32	31
Workers by sector (%)	Agriculture	26	49
	Industry	32	24
	Services	43	27
Workers by wage-type (%)	Self-Employed	38	52
	Salaried	22	18
	Casual Wage	40	30

Health

	Kerala 2013	All India 2013
Maternal mortality ratio (per 100,000 live births)	61	167
Infant mortality rate (per 1,000 live births)	12	40
Stunting (% age 0-5)	19~	39~

Education

	Kerala 2012	All India 2012
Literate (% adults)	94	70
Secondary education and above (% adults)	43	32

Infrastructure & Amenities

		Kerala 2012	All India 2012
Electrification (% households)	All	96	80
	Rural	96	73
	Urban	97	96
Drinking water on premises	All	76	56
(% households)	Rural	73	46
	Urban	82	77
Open defecation (% households)	All	2	44
	Rural	3	60
	Urban	1	9
Road density - km. per million people		6,423	3,231
Road density - km. per 1,000 sq. km.		5,544	1,206

Recent Growth And Fiscal Performance

	Kerala 2014	All India 2014
Debt to GSDP ratio (%)	22	51
Fiscal Deficit (% of GSDP)	3.3	4.4
Real GSDP growth rate (%)	6.3	6.9

Source: World Bank, NFHS III, ~ RSOC, Census India 2011

Since 3000 BC, Kerala, previously known as Chera Nadu, was well known to traders across the world, especially for its spice trade. According to historians, ports in Kerala were the busiest among all trade and travel routes in the world. Till today, the spice trade between Kerala and most parts of the world is one of the key drivers of the state's economy.

Kerala, with its beautiful beaches, backwaters, mountain ranges and wildlife sanctuaries was rightly called 'The God's Own Country'. However, in the 21st century, Kerala is aspiring to add newer dimensions to itself as it eyes to become the leading startup ecosystem in India.

In January 2019, Kerala Chief Minister Pinarayi Vijayan inaugurated a 1.8-lakh-square-feet facility, housing incubation set-ups across a string of segments in modern technology. After the completion of three more projects, Kerala will have the country's largest startup and incubation space, spread over five lakh square foot.

Kerala's infrastructure, with a dominant service sector and excellent connectivity by road (4.62 KM per thousand population as compared to the national average of 2.59 KM), is deemed ideal for the development of a thriving business ecosystem. Moreover, the state has been successful in building a model that identifies, nurtures and promotes innovation and talent within itself.

Another aspect in which Kerala's startup ecosystem differs from other states' is that unlike Bengaluru, Delhi and Mumbai, Kerala's growth as a startup hub has been spearheaded by the state government.

With 2,200 startups (35% increase compared to 2018) already in existence, more and more entrepreneurs are flocking to Kerala to start their ventures. Other aspects that have been proven immensely beneficial for starting a new business in the state are the relatively low cost of operations, skilled manpower, modern technology, and the available resources and schemes of the state government.

The first step towards fostering the startup ecosystem was taken in April 2006 with the establishment of DST (Department of Science & Technology) approved Technology Business Incubator (now taken over by KSUM). KSUM is not only the nodal government agency launched in a bid to promote technology startups in the state but it is an incubation centre based on a PPP (Private Public Partnership) model that works to foster an entrepreneurial spirit among the youth.

KSUM runs several Innovation and Entrepreneurship Development Centres (IEDCs), which, in turn, nurture 10,000 aspiring entrepreneurs across 230 technical colleges. This initiative, along with several others, has helped the state in amplifying the number of startups coming up with viable and scalable products, those working on problem-specific solutions and those trying to tackle various societal problems.

Kerala
Startup
Economy
Key Highlights,
2019

- *KSUM has tied up with international institutes, accelerators and tech conferences to take Indian startups global*

- *As many as 130 startups from Kerala have gone global under various schemes of the Kerala government*

- *The Kerala Government has earmarked investments of over INR 1,000 Cr in the state startups over the next four years*

- *In January 2019, KSUM launched the Integrated Startup Complex in Kochi, a sprawling complex, spread over 1.80 lakh sq ft with dedicated facilities for various tech sectors. It also hosts:*

  - *Maker Village — India's largest electronic hardware incubator and ESDM facility*

  - *Bionest: State of the art biotechnology instrumentation platform to promote and develop new entrepreneurs*

  - *BRINC — India's first international accelerator for hardware startups*

  - *BRIC — an incubator dedicated to developing solutions for cancer diagnosis and care*

  - *Centres of Excellence set up by industry majors like UNITY, IBM, Cera and many more*

- *The STADE (Space Technology Application Development Ecosystem) was established in Trivandrum and startups from across the world are coming in to be part of this initiative.*

- *Launch of FOSS Incubator aimed at making Free and Open Source Software more accessible and to ensure that society benefits from FOSS innovations by fostering their socio-economic development and commercialisation. It aims at promoting innovation and entrepreneurship, facilitating the market entry and Fostering Free Software Business (FSB) that are socially and ethically rooted.*

Kerala Startup Economy
An Analysis

2,200

Startups In The State

47

Funded Startups In The State

$89 *Mn*

Funding Raised By Startups To Date

13

Startups Funded In 2019

$44 *Mn*

Funding Secured In 2019

80+

Investors In The State

10+

Active Venture Capital Firms

230

Innovation & Entrepreneurship Development Centres
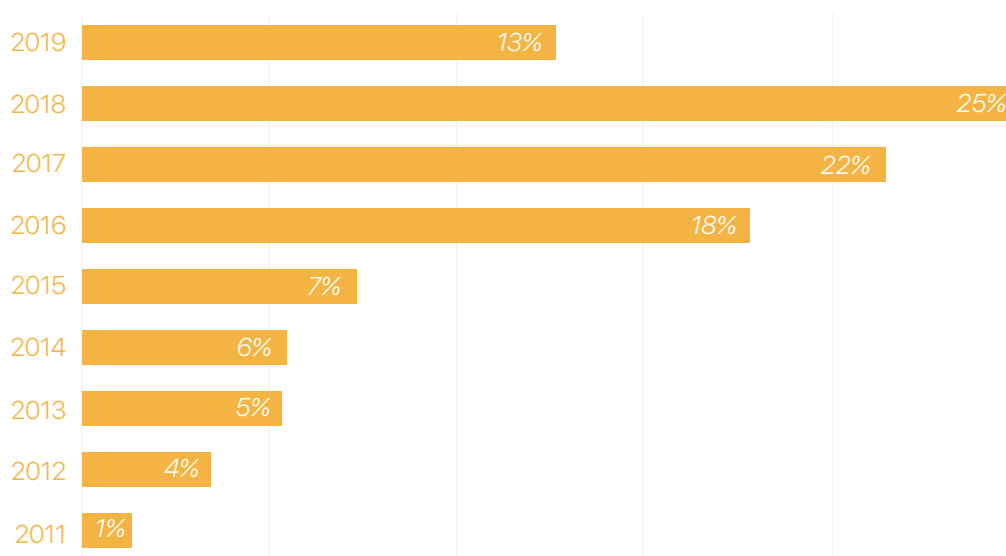
40+

Incubators In The State

4+

Accelerators In The State

11+

Coworking Spaces In The State

Startup Launches: Growth Over The Years

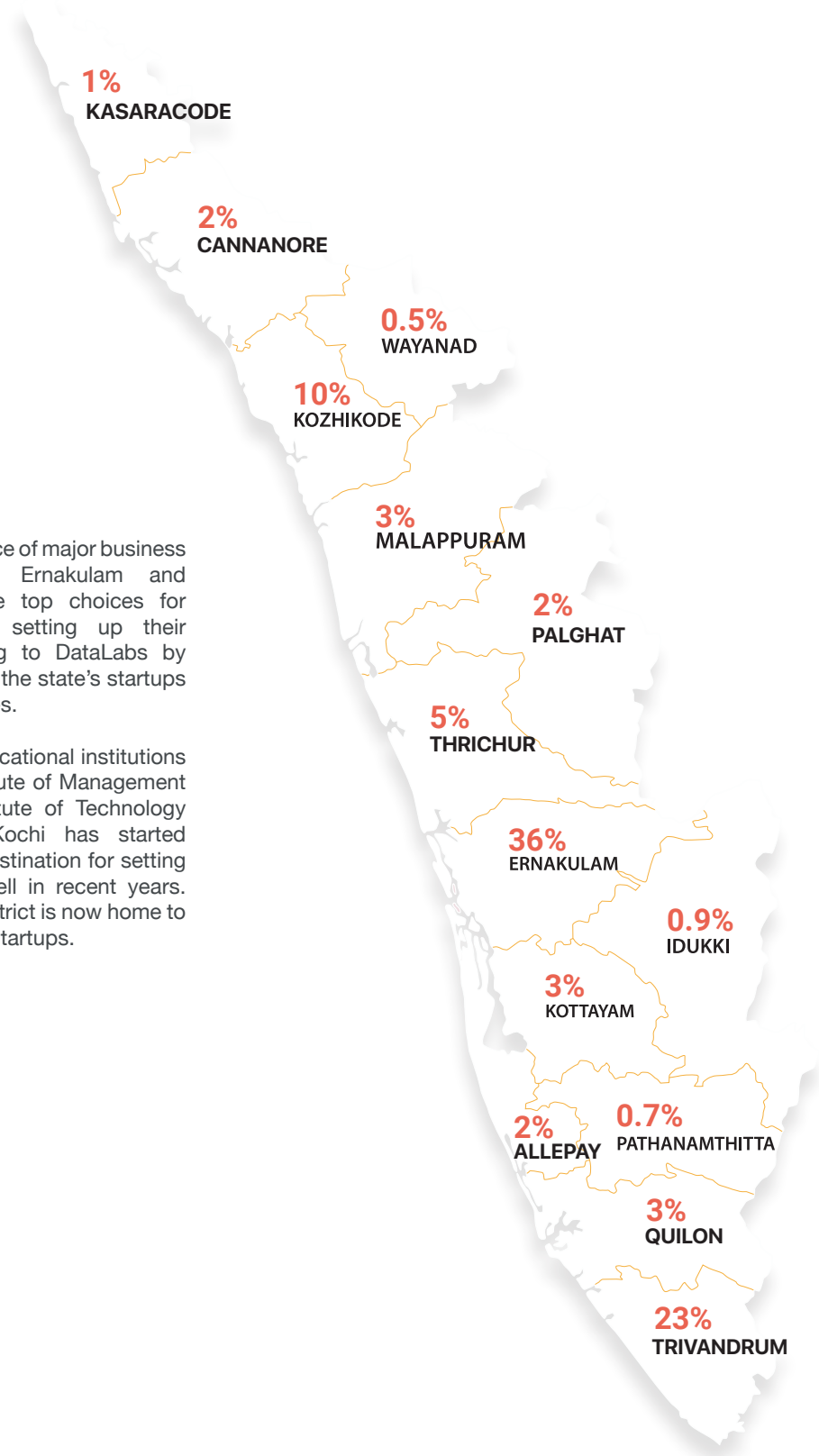| Year	
2019	13%
2018	25%
2017	22%
2016	18%
2015	7%
2014	6%
2013	5%
2012	4%
2011	1%

In terms of new startups launched, Kerala has witnessed a considerable growth over the past eight years. According to the analysis by DataLabs by Inc42, startup launches are growing at 17% (CAGR) since 2012. Of the 2,200 startups based in Kerala, 13% were registered in the first three quarters in 2019 alone.

Demographic Analysis

1%
KASARACODE

2%
CANNANORE

0.5%
WAYANAD

10%
KOZHIKODE

3%
MALAPPURAM

**2%**
PALGHAT

5%
THRICHUR

Facilitated by the presence of major business hubs of Kerala i.e. Ernakulam and Thiruvananthapuram are top choices for startups in terms of setting up their headquarters. According to DataLabs by Inc42's analysis, 59% of the state's startups located in these two cities.

Home to prestigious educational institutions such as the Indian Institute of Management (IIM) and National Institute of Technology (NIT), Kozhikode or Kochi has started becoming a preferred destination for setting base for startups as well in recent years. From 6% in 2018, the district is now home to over 10% of the state's startups.

36%
ERNAKULAM

0.9%
IDUKKI

3%
KOTTAYAM

2%
ALLEPAY

0.7%
PATHANAMTHITTA

3%
QUILON

23%
TRIVANDRUM

Business Model Overview

Interestingly, unlike other states, a considerable chunk of the state-based startups i.e. **16%** have business models around serving the government **(B2G)** needs and contacts. **B2B/B2B2C** models are the most preferred ones **(32%)** overall, followed by **27%** for **B2C** models among startups.

27% B2C, B2G

24% B2B

B2C **27%**

B2B, B2G **5%**

B2B, B2C, B2G **11%**

32% B2B,B2C
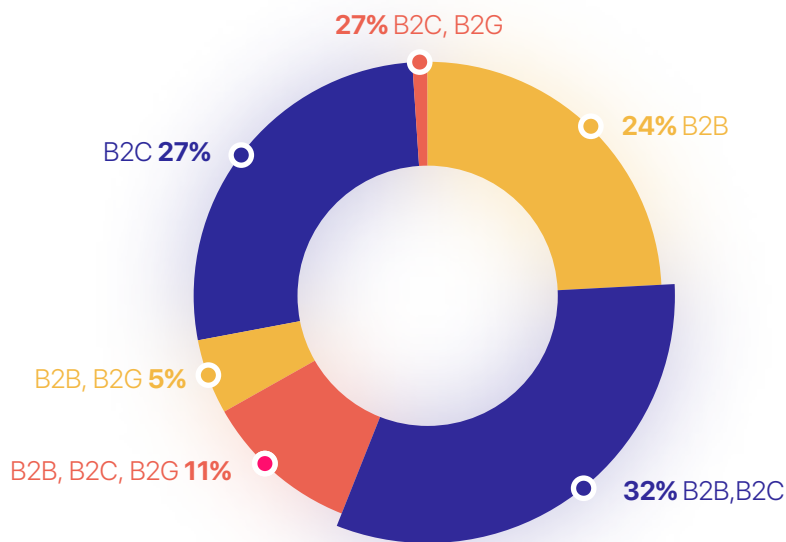
Product vs Services Focus

As per DataLabs analysis, **75%** of the Kerala-based startups are product-driven companies and just **25%** are service-driven. This highlights the efforts of the Kerala government to nurture innovation and supporting the development of sustainable and scalable products.

Services **25%**

37% Product

Product and Services **38%**
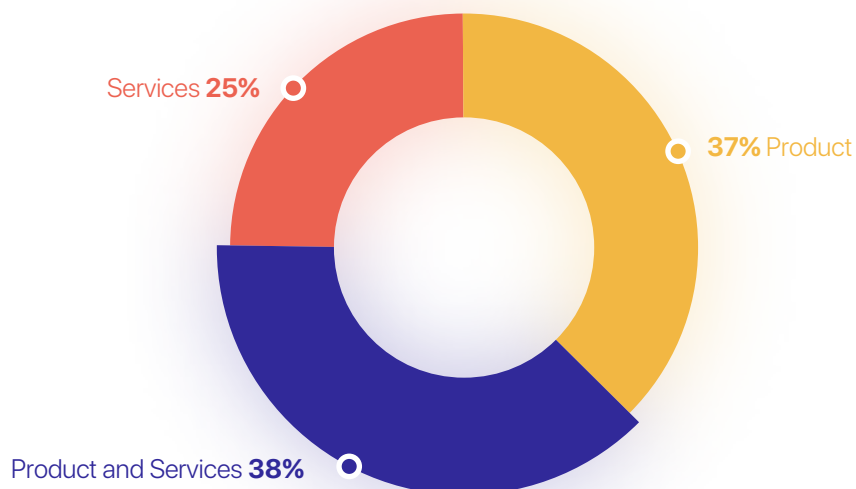
Sector Analysis

A considerable chunk of Kerala-based startups offer IT and consulting services i.e. 28% followed by healthtech and edtech with 8% and 7%.

Top Sector
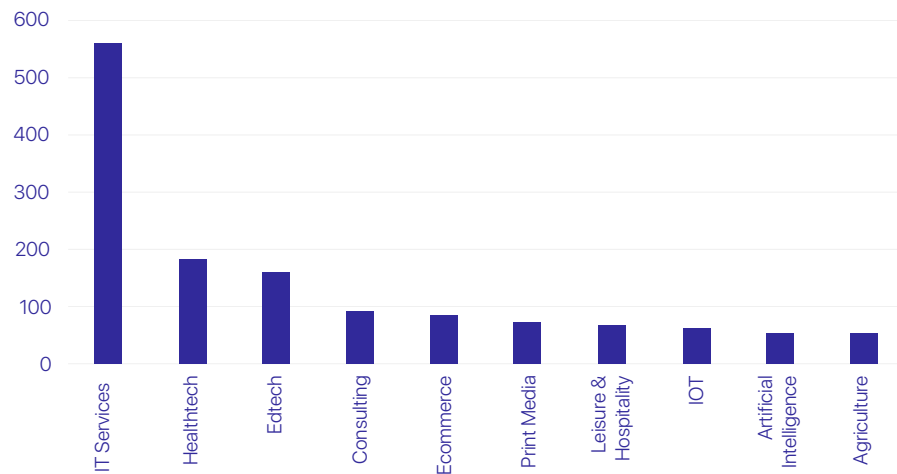
Interestingly, each sector has significant number of startups with government contracts, particularly in manufacturing and IoT (27%), artificial intelligence (21%) and agriculture (20%).

This once again showcases the Kerala government's holistic approach to startups — it has not only been able to create an ecosystem for startups to succeed, but has created a market for the innovations, services and products, and in this way it's also addressing the problems at the ground level with technology. By offering government contracts to startups, the state government has boosted the existing infrastructure across sectors such as education, healthcare, manufacturing and agriculture.

Others Startup   *Sub-Set Working with Gov*
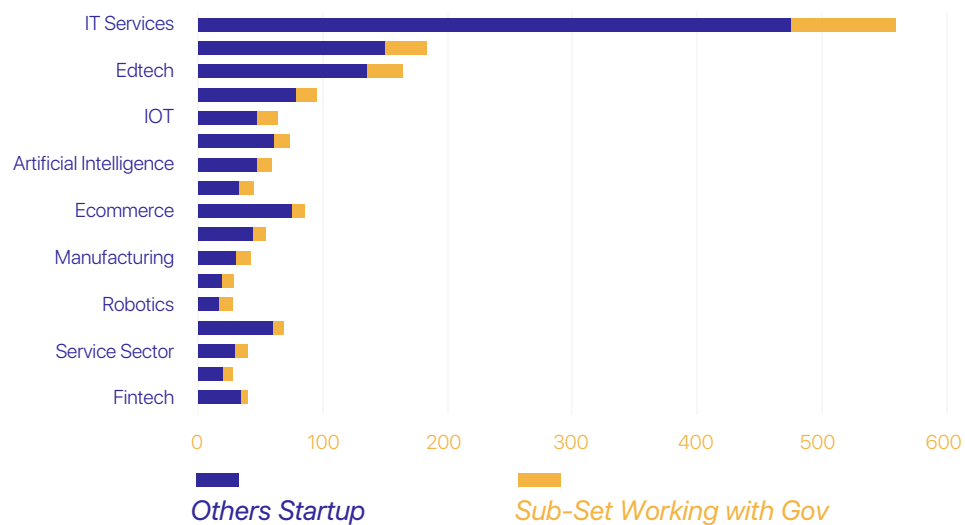
The State Of Incubation

According to DataLabs by Inc42, out of the 2,100 startups operating in the state, roughly 40% have gone through incubation in some form or the other — either through private or government-run incubators

Yes **40%**

60% No
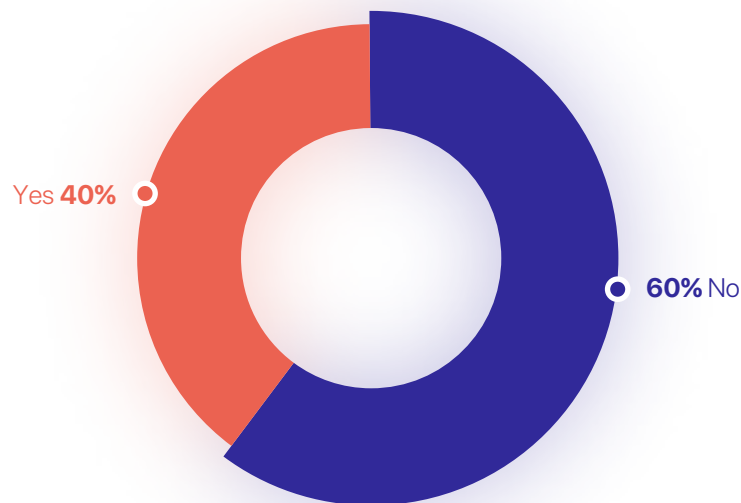
Office Spaces

41% of the startups in Kerala have office space under 101 — 500 sq ft in area

Male **5%**

7% | 101 to 500

1000 to 2500 | **95%**

41% | 101 to 500

500 to 1000 | **95%**
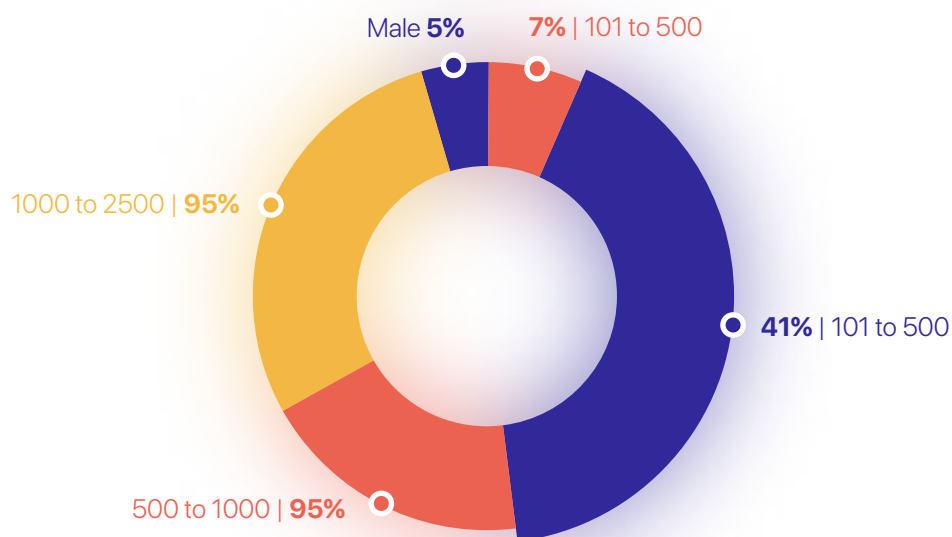
Founder Profiling

Number of Founders

41%

of the startups have two founders

39%

of the startups have single founder

4+ | **40%**

4 | **4%**

3 | **9%**

39% | 1

2 | **42%**
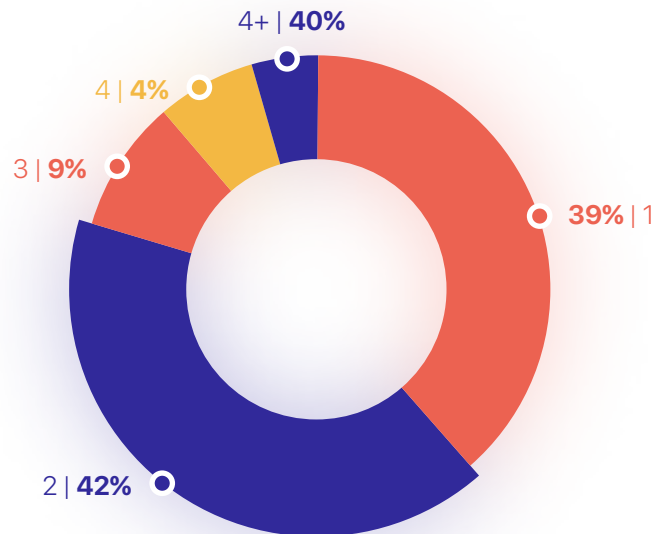
Founder's Educational Background

50%

of startup founders are post graduates

42%

are only graduates

Diploma **40%**

Doctorate **4%**

39% Postgraduation

Graduation **42%**
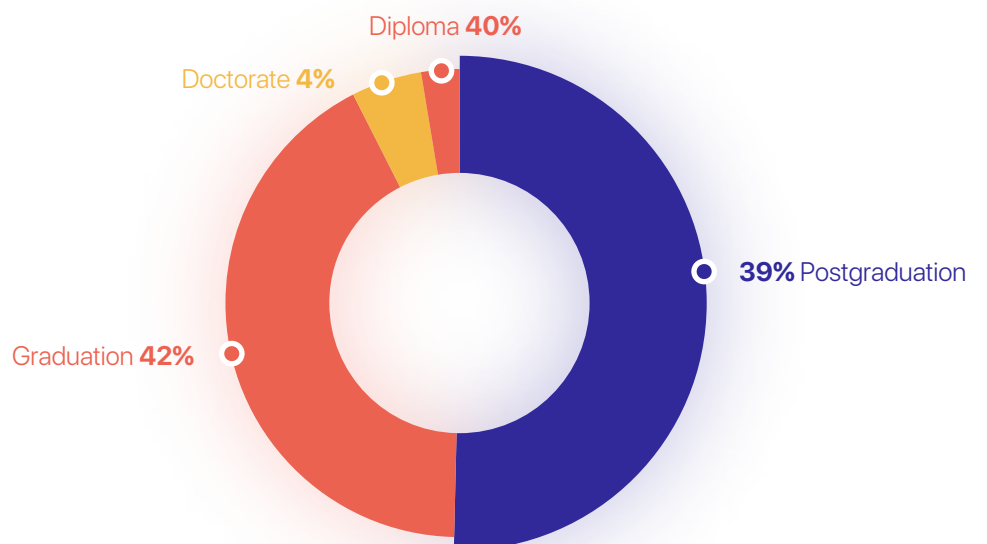
51%

of the founders are engineers

30%

come from a business administration background

Share

Field	
0%	

Engineering
Business Administration
General Science
Medicine
Arts
Others
Journalisim
Research
Economics
Finance
History
Law

0% 10% 20% 30% 40% 50% 60%
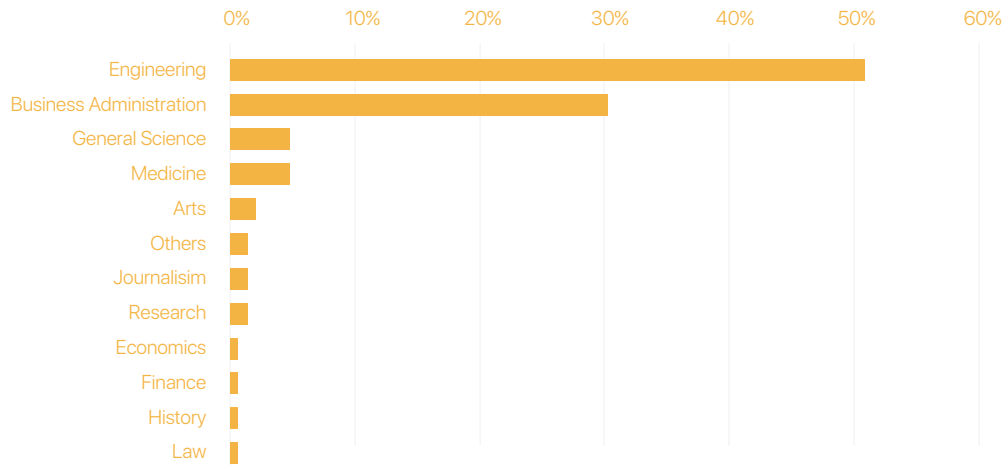
Gender Breakdown

5%

of the startups have female founders

5% Female

Male **95%**
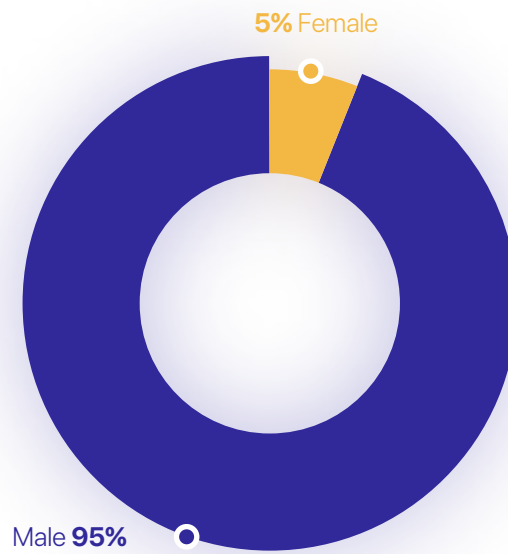
Male Vs Female: Startup Employee Ratio

14%

of startups have parity in number of male and female employees

| | 0% | 5% | 10% | 15% | 20% | 25% |

Categories (top to bottom): No F, 4 to 1, 3 to 2, 1 to 2, 6 to 4, 7 to 2, 8 to 1, 6 to 1, 9 to 4, 7 to 8, 6 to 9, 2 to 3, 11 to 3, 1 to 4
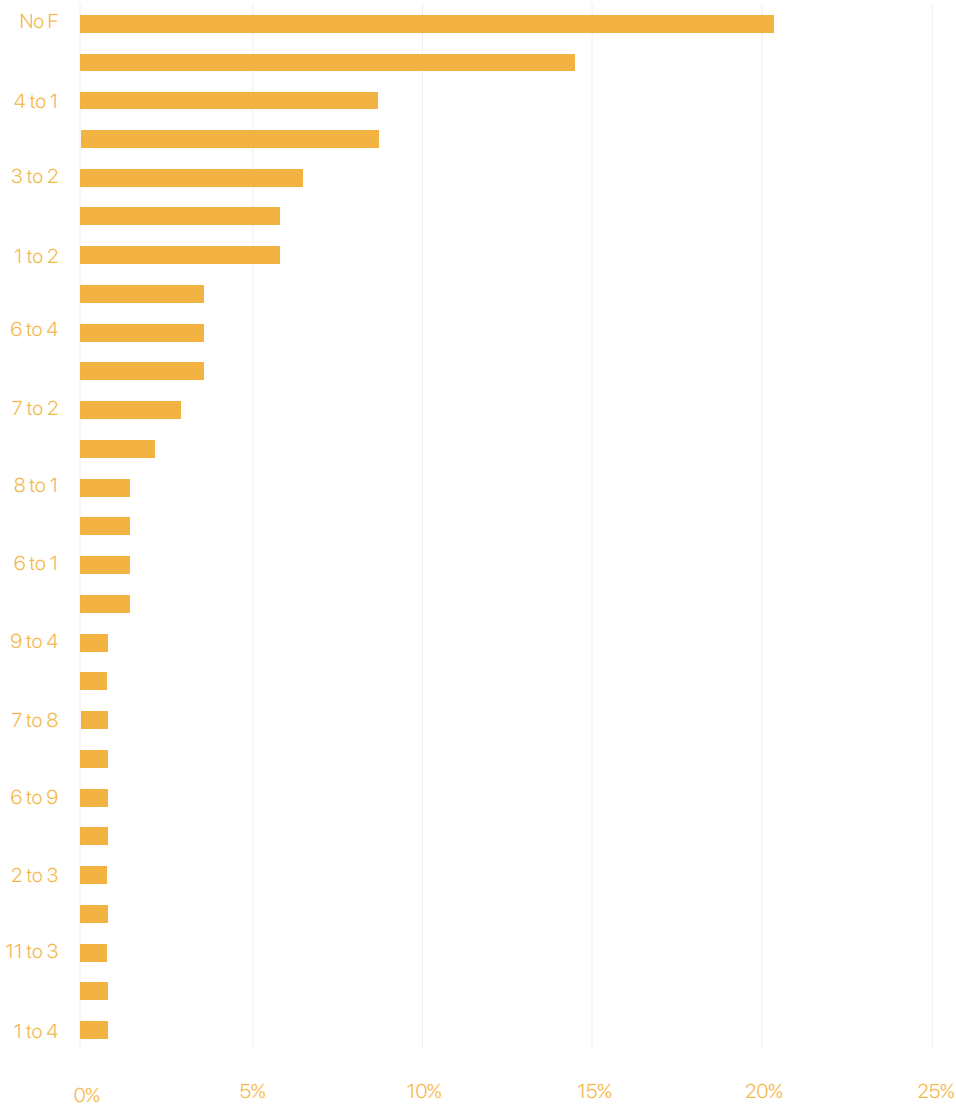
Funding Overview

In comparison to 2018, in 2019 (till September) startups in Kerala witnessed an 18% uptick in funding secured. In 2019, startups have so far secured $44 Mn funding spread across 13 deals.

Legend: Total Funding ($) — No of Deals
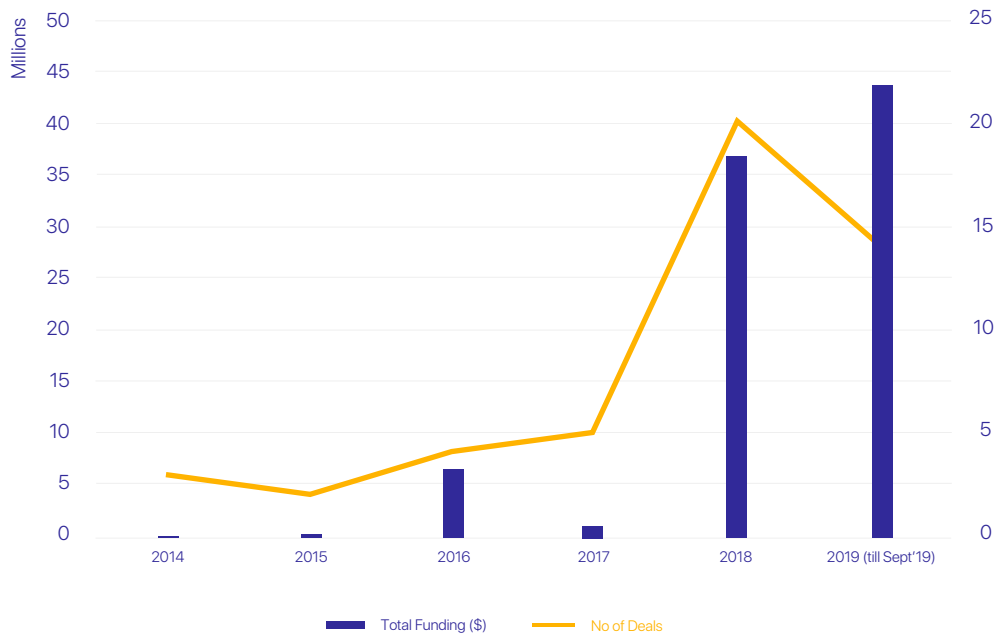
Top Investors

8
Unicorn India Ventures

3
Indian Angel Network Fund

2
Jose Pattara

3
Malabar Angels

3
SEA Fund

2
Flat6Labs Bahrain

Ecosystem Enablers

Maker Spaces

FabLabs

FabLab Name	Location
Fablab Trivandrum	IIITMK Building, Technopark, Trivandrum
Fablab Kochi	Kerala Technology Innovation Zone, Kalamassery, Cochin

IOT Labs In Kerala

Name of the College	Location
College of Engineering Kallooppara, Pathanamthitta.	Kadamankulam, Pathanamthitta District, Puthussery, Madathumbhagom North, Kerala 689603
Lourdes Matha College of Science and Technology, Trivandrum	Kuttichal P O, Lourdes Hills, Thiruvananthapuram, Kerala 695574
Heera College of Engineering and Technology, Trivandrum	Panavoor P.O., Nedumangadu, Thiruvananthapuram, Kerala 695568
Younus College of Engineering & Technology, Kollam	Pallimukku,Vadakkevila P.O, Kollam 691010
Sarabhai Institute of Science and Technology, Trivandrum	P B No: 2,Uriyacode,Vellanad, Trivandrum, Kerala 695543
Rajadhani Institute of Engineering and Technology, Trivandrum	Chathamapara-Nedumparambu Road, Nagaroor, Attingal, Kerala 695102
Sree Narayana Gurukulam College of Engineering, Ernakulam	Engineering College Road, Kolenchery, Kadayirippu, Kerala 682311
St. Joseph's College of Engineering and Technology, Kottayam	Bharananganam Pravithanam Road, Choondacherry P.O, Choondacherry, Kerala 686579
Jyothy Engineering College, Thrissur.	Engineering College Road, Cheruthuruthy, Kerala 679531

Name of the College	Location
Rajagiri School of Engineering and Technology, Ernakulam	Rajagiri Valley Rd, Rajagiri Valley, Chittethukara, Kochi, Kerala 682039
Marian College, Kuttikanam, Idukki	kuttikkanam, Idukki District, Peermade, Kerala 685531
Sree Narayana Institute of Technology, Kollam	Vadakkevila P.O, Kollam, Kerala 691010
College of Engineering , Pathanapuram, Kollam	Pathanapuram, Elikkattoor, Kollam, Kerala 689696
ACE College of Engineering, Trivandrum	ACE College Road, Karinkadamugal, Thiruvallam P.O., Thiruvananthapuram, Kerala 695027
Marian Engineering College , Trivandrum	Kazhakuttom, Thiruvananthapuram, Kerala 695582
Jawaharlal College of Engineering & Technology	Jawahar Gardens,Lakkidi, Mangalam, Palakkad District, Ottapalam, Kerala 679301
College of Applied Science, Vadakkencherry Palakkad	Erassankulam, National Highway 47, Vadakkencherry, Kerala 678683
MES Institute of Technology and Management Chathannoor, Kollam	Chathannoor PO, Kollam, Kerala 691572
St. Thomas Institute of Science & Technology, Trivandrum	Mar Chrysostam Nagar, Kazhakoottam Thycadu Road, Kattaikonam, Thiruvananthapuram, Kerala 695584
Govt. Women's Polytechnic Kottakkal, Malappuram	Puthuparambu-Parappur Rd, Kottakkal

IOT Labs In Kerala

Name of the College	Location
Govt College of Engineering	CET Campus PO, Trivandrum, Kerala 965016
Sree Chitra Thirunal College of Engineering	appanamcode, Trivandrum, Kerala 695018
Heera College Of Engineering And Technology	Panavoor,Trivandrum, Trivandrum 695568
TKM College of Engineering	Karicode, kollam, Kerala 691005
College Of Engineering Chengannur	College of Engineering, Chengannur 689121

Name of the College	Location
Saintgits College Of Engineering	Kottukulam Hills, Pathamuttom P O, Kottayam 686532
Rajiv Gandhi Institute of Technology	Velloor P.O, Kottayam, Kerala 686501
Mar Athanasius College of Engineering	M A College P.O. Kothamangalam, Kerala 686666
Federal Institute of Science & Technology	Hormis Nagar Mookkannoor P O Angamaly 683577, Ernakulam
Model Engineering College	Thrikkakara P.O., Kochi 682021
Viswajyothi College Of Engineering & Technology	Vazhakulam P.O., Muvattupuzha 686670
Rajagiri School Of Engineering & Technology	Rajagiri Valley P.O. Kakkanad Ernakulam, Kochi 682039
SCMS School Of Engineering And Technology	Vidya Nagar, Palissery, Cochin, Ernakulam District 683582
Sree Narayana Gurukulam College Of Engineering	Kadayiruppu, P.O Kolenchery, Ernakulam 682311
Adi Shankara Institute Of Engineering And Technology	Sankar Nagar, Kalady, Ernakulam District 683574
Sree Narayana Gurukulam College Of Engineering	Kadayiruppu, P.O Kolenchery, Ernakulam 682311
Govt Engineering College	Ramavarmapuram, Thrissur, Kerala 680009
Jyothi Engineering College	Jyothi Hills, Panjal, Road, Cheruthuruthy 679531, Kerala
MES College of Engineering, Kuttippuram	Thrikkanapuram PO Kuttippuram 679573
Govt Engineering College	Parassinikadavu P.O, Kannur, Kerala 670563
LBS College of Engineering	Povval P.O. Muliyar, Kasaracode, Kerala 671542

Maker Spaces

Name of the Maker Space	Location
Foxlab Maker Space	FoxLab Makerspace, 2nd Floor TBS Tower, Near Govt.Polytechnic College, Perinthalmanna, Malappuram Dt, Kerala 679321
CITTIC, Cusat Maker Space	CUSAT, Cochin
Kabani Tech	Mayilvahanam Travels Building, Behind Vikas Auditorium Main Road, Shoranur Palakkad District, Kerala 679121
Maker Village	Kerala Technology Innovation Zone, Kalamassery, Kochi

Future Sparks

'Future Sparks' is an initiative designed by KSUM Future Technologies Lab for bringing students into the world of technology and innovations from a young age. The sole purpose of Future Sparks is to identify and motivate the innovative minds among school students of age groups 13-17. To find this talent, Future Sparks conducts easily-accessible workshops and seminars to introduce students to emerging technologies such as artificial intelligence, machine learning, robotics, augmented reality and virtual reality and more.
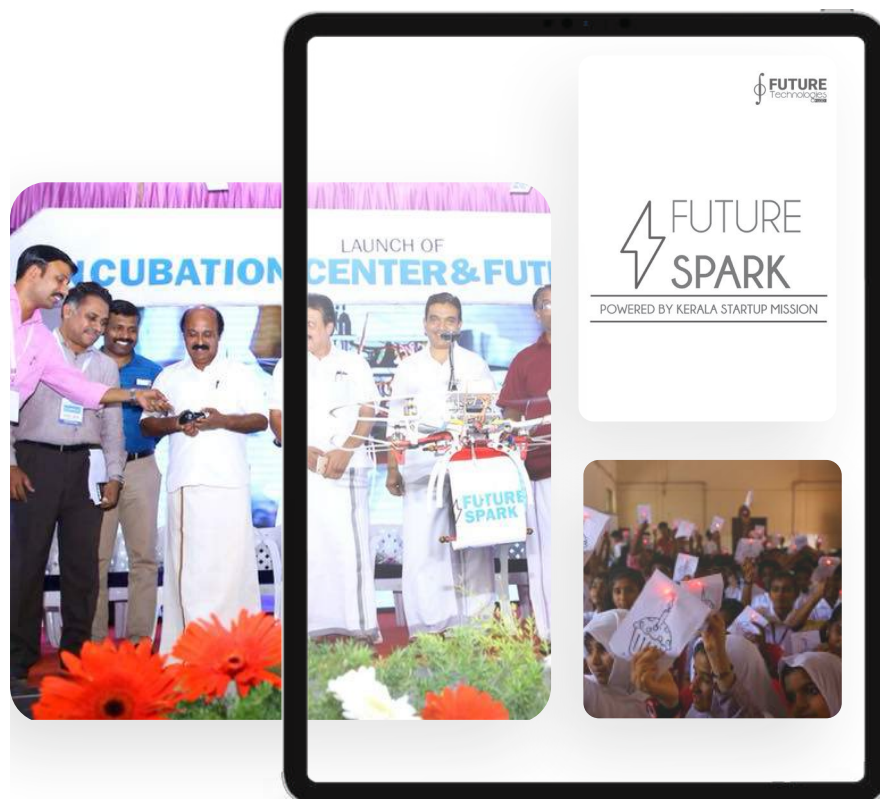
Innovation & Entrepreneurship Development Centres

The pipeline of aspiring entrepreneurs in Kerala go through a network of IEDC Centres in professional colleges, where mini incubators enable students to work on prototypes while studying.

230
IEDCs In Kerala

316
Startups Build Through IEDCs

1321
Events Organised In IEDCs

458
Technology

449
Entrepreneurship

131
Leadership

283
Others

Workshops & Seminars Conducted For Students On:

- *Foundation Skills In Entrepreneurship*
- *Design Thinking Workshop*
- *Product Design Workshop*
- *Internet Of Things*
- *Java*
- *Python*
- *Mobile App Building*
- *Angular, NodeJS, Express, MongoDB & More*
- *Software Testing*
- *Building Business Plan, Product Presentation & More*

Idea Fest

The Kerala Startup Mission is on a mission to promote innovation among youth through several of its initiatives, including Idea Fest. The Idea Fest is aimed at exclusively promoting the culture of innovation and entrepreneurship state-based colleges and other educational institutions.

The first edition of the Idea Fest was held in April 2019 and was attended by the industry giants EY, National Institute of Speech & Hearing, as well as startups such as Finastra, Resnova and Reap Benefit. During the fest, the students were asked to work with the problem statements in cybersecurity, clean energy and software domain. EY rolled out internship opportunities to the brightest students, while Resnova awarded select students with cash prizes. And every student involved was given mentorship and feedback on their ideas.

The finalists could showcase their prototype to a panel of experts, and from among these, jury recommended some ideas which were provided an innovation grant depending on the stage of their idea or product. Student innovators were also provided lab support and time with mentor for developing their ideas into ventures. The IEDCs play a role here by certifying the ideas at the college.

INSPIRE'19 – IEDC Zonal Meetup

Another event that saw great participation from students was the INSPIRE'19 Zonal one-day immersive learning programme, where IEDC student coordinators leading the IEDC activities are brought together for brainstorming, discussions and creating awareness on IEDC, Idea Fest and the Importance of entrepreneurship. It also gives students the opportunity to share their experiences around the IEDC in their colleges.

Accreditation Bonus Report

The Kerala Startup Mission in collaboration with ICT Academy of Kerala also undertook a study to evaluate the efficacy and performance of the IEDCs, which play a crucial role in promoting startup ecosystem at the college level. Based on this study, colleges were identified as top performers. A performance grant of INR 1 Lakh each is given to the top performing 50 IEDCs, and an additional grant of INR 4 Lakh is being given to the top 10 IEDCs in the state.

IEDC Fellowship

In addition to providing a support system through IEDCs, the government of Kerala also offers year-long fellowships to experienced professionals and motivated youngsters interested in contributing to the startup mission, and thus the government has managed to nurture talent skilled in emerging technologies. Selected fellows work with the Kerala Startup Mission, government bodies, industry leaders, associations, startups and other stakeholders to achieve the goals of the fellowship. Each fellow is also assigned a mentor or a host institute that provide can them with the necessary guidance and connections.

This allows the selected fellows to work closely with KSUM, ICT Academy of Kerala, IEDCs and other organisations working towards promoting talent, innovation and entrepreneurship in colleges.

MIT FabLabs

FabLabs or Fabrication Laboratories began as an outreach program from MIT's Center for Bits and Atoms (CBA). They are a technical prototyping platform, where people can design and build their own technology. FabLabs are designed in a way that people with minimal training can come and work on developing their own technology for personal or commercial use. They comprise of roughly fifty thousand dollars in equipment and materials that can be used to make almost anything. They share core capabilities so that people and projects can be shared across them. This currently includes,

- *A computer-controlled laser cutter, for press-fit assembly from 2D parts*
- *A larger (4'x8') numerically-controlled milling machine, for making furniture,*
  and large parts
- *A sign cutter, to produce printing masks, flexible circuits, and antennas*
- *A precision (micron resolution) milling machine to make three-dimensional*
  molds and surface-mount circuit boards
- *Programming tools for low-cost high-speed embedded processors*
- *The FabLab comprises of off-the-shelf, industrial-grade fabrication and*
  electronics tools wrapped in open source software and programmes written
  by researchers at the MIT.

More than just a prototyping platform, a FabLab connects to a global community of learners, educators, researchers, makers, and innovators – a knowledge sharing network that spans 30 countries and 24 time zones. And because all FabLabs share common tools and processes, the program is building a global network, a distributed laboratory for research and innovation.

The FabLab programme in Kerala involves setting up state-of-the-art Fabrication laboratories in the state to encourage startups in the technology sector. With the support of Government of Kerala, KSUM has started two Fabrication labs each at Technopark, Trivandrum and Kerala Technology Innovation Zone (KTIZ), Kochi. The FabLab in Technopark, Trivandrum is established inside the campus of Indian Institute of:

- *Technology and Management- Kerala (IIITM-K). Fab lab Trivandrum, IIITMK,*
- *Technopark, Kazhakuttom Fab lab Kochi, KTIZ, Kinfra Hi-Tech Park, Kalamassery*

Accessing FabLab

Both labs under FabLab Kerala are open to the ecosystem, they can be thought of as a library, but with machines instead of books. Each machine is charged per hour of use and costs for each machine is based on nominal operation costs. Both the machine and consumables can be booked online. The user gets to learn how to use the machines, so that in the future they themselves can design and make the part they require. Here are the steps for accessing the lab facility:

- *Make a profile on fablabkerala.in: The profile is required to verify your identity and book the machines online. Once you create a profile, it will be approved within a few days. After approval you can book the machines and consumables.*

- *Send design files to get estimates: To get an estimate of the time and the consumables required, send the design files via email to Fab lab Manager, who will return the estimates for the design. The manager will verify the designs and suggest the appropriate machines and materials to use.*

- *Book the machines and use in the time slot: Now book the machines according to the estimates. Once booked online, you can work on the machines in the allotted time slot.*

Workshops

The one-day workshops are conducted every weekend and are designed to provide a basic understanding of the procedure and technology, enabling him/her to develop further on their own.

Fab Academy

FabLab Kerala is part of the global network of FabLabs which hosts the Fab Academy every year. Fab Academy is one of the world's largest distributed universities and offers a six- month intensive course on Digital Fabrication. In this immersive course, participants get to work on all the machines and learn to create their own technology from scratch. The program covers everything from mechanical design, electronics production, embedded programming, and computer controlled cutting.

Towards the end of the course the participants must develop a final project, one that will encompass all the skills they have learned in the previous weeks. The project will be evaluated based on the application of the technical skills of the participants. There are no standardized tests in fab academy, the evaluation of the students are based on their work and documentation that they put on the Fab Academy archive.

Fab Lab Kerala being the node Lab since 2016 has hosted four Fab Academy program and 53 participants have successfully graduated Fab Academy from various parts of the country.

K-Accelerator Program

It is a 3-month virtual accelerator program with a one-week residential program in Mumbai, designed specifically to give national-level exposure to startups who have started generating traction. KSUM has joined hands with Zone Startups India to roll out this program to help startups get market validation for products, meet with relevant customer and industry leaders, and connect with potential investors.

The third cohort of the programme had received 57 applications from B2B early revenue stage startups. 9 startups were selected to be part of the cohort.

WittyPen is a content creation platform helping businesses create quality content at scale from vetted freelance writers in their respective domains

Founder
Anshul Motwani

Website
https://wittypen.com

COMP, the featured product of Steerforth, is a scalable process management platform currently serving Field Service Management industry with a focus on small to medium companies

Founder
Krishnanunni Ayyapan

Website
www.steerforth.in

Tartl is a membership platform for creators where they can earn a sustainable living out of their content and expertise by setting up memberships and engage with their fans, followers and supporters

Founder
Vignesh Ramaswamy

Website
https://tartl.net

ZappyHire brings disruption to the conventional enterprise hiring process through their sophisticated cloud platform which is powered by ingenious AI and data science algorithms.

Founder
Jyothis Ks

Website
www.zappyhire.com

Dripo is a handy flow monitor for the infusion therapy that improves patient safety and experience. The smart device also optimizes the clinical process with its infusion management software.

Founder
Vishnu M

Website
http://www.evelabs.com/

Robo Inventions optimize the work done by manual labourers/workers to reduce their fatigue levels and to increase throughput using robots along with an AI Backbone, in the Hospitality/Service Industry.

Director
Arun Joy

Website
http://www.roboinventions.com/

farefirst

FareFirst is a next-generation travel metasearch engine which aims to give a complete native booking experience in the metasearch engine domain.

Founder
Yajnesh T

Website
https://www.farefirst.com

documint.ai

Documinit.ai fully automates data entry process of human-made documents with deep learning based API services.

Founder
Sobin George

Website
https://documint.ai

Articbot

Articbot is an AI driven virtual assistant for automated customer support in multiple languages

Founder
Rahul VP

Website
https://www.articbot.com/

Summer Batch interaction session with the alumni of K-Accelerator Program during the launch of K-Accelerator Summer Batch

Kerala Startup Mission

The Kerala Startup Mission (KSUM) is the nodal agency of the government of Kerala for promoting entrepreneurship in the state. It is also the implementing body for the Kerala Technology Startup Policy that supports the state's startup ecosystem through:

- *Infrastructure*
- *Incubators*
- *Accelerators*
- *Human Capital Development*
- *Funding*
- *State Support*
- *Governance*
- *Public Private Partnership*
- *Scaling Existing*
- *Startup-Boot Up-Scale Up Model*

KSUM acts as a springboard for budding entrepreneurs who wish to launch themselves into the world of technology-based careers and has helped develop several innovative new products and solutions over the years.

The highly innovative and productive environment of KSUM provides entrepreneurs with the right ambience to scale-up technology ventures and meet international standards. KSUM is restricted to high-tech startups with technology products and innovations and encourages entrepreneurs to complete their work in a limited time frame, so as to promote efficiency and help meet the timing criteria in product-market fit.

The interventions made by KSUM in Kerala have brought about a cultural change among the youth of Kerala, as well as in how government goes about its work. Young minds who come up with innovative solutions now have the support of various incubators and government schemes as highlighted earlier, which not only help bring in funding but also provide mentorship and expansion opportunities at different stages. The government's approach to startups means entrepreneurs get ample opportunities to collaborate with the support infrastructure to develop impactful technology solutions.

KSUM Achievements: 2019

- *Kerala ranked as the top performing state in DPIIT's state startup ranking*
- *Home to one of India's largest innovation hub of 1.80 lakh sq ft — the Integrated Startup Complex*
- *Established centers of excellence in AR/VR with global tech giant Unity*
- *Established the BRINC Hardware Accelerator*
- *Established XR Accelerator in collaboration with Unity*
- *Incubation infrastructure for niche sectors such such as cancer research, spacetech, biotech*

Incubation Programme

As seen earlier, a number of new startups in Kerala have come through the incubator programme. The Kerala Startup Mission offers incubation programmes for the state-based startups through facilities spread across Thiruvananthapuram, Kochi and Kozhikode. It offers an 18-month incubation programme for startups that have developed a minimum viable prototype or proof of concept. This gives those startups that have already grown through the system, a better shot at entering the market.

Programme Highlights

- *An 18-month structured cohort programme*
- *Startup storyboards and milestone settings*
- *Monthly updates and quarterly reviews*
- *Mentor speed-dating and investor connects*
- *Customised startup sessions*
- *Workshops*
- *Demodays*

Services Offered To Startups

- *24x7 plug-and-play desk or cabin spaces*
- *Google Cloud Services: $3K in credit for a year*
- *Amazon Web Services: $5K worth credits for a year*
- *Microsoft Azure: $1500 credits per month*
- *Digital Ocean: $3K in credit for a year*
- *Zoho: An year-long startup package*
- *SMS package for OTPs and service messages*
- *Payment gateway access at discounted rate*
- *Startup Box Scheme: Equipment support such as laptops, tablets, smartphones etc.*

State Startup Events

Startup India Yatra — Kerala

Inaugurated by Chief Minister of the State, Pinarayi Vijayan, on November 1, 2018, at Cliff House, Trivandrum, the Startup India Yatra was successfully completed on November 27, 2018. It covered 22 institutions across various districts of Kerala through bootcamps and more. During the yatra, thousands of students took part and pitched their startup idea. After a tough competition, 82 finalists were chosen and 20 ideas (under technology, social, sustainability & women partnership category) were selected for the cash prize of INR 10 Lakh. Moreover, eight ideas 8 were selected for the 'Hero of the Bootcamp' awards.

Data Innovation Challenge

In March, 17 teams took part in the 48-hour Data Innovation Challenge organised by Kochi Metro, WRI & KSUM with an aim to use data to revolutionise commuting in Kochi. Mohammed Hanish, IAS (MD-Kochi Metro Rail Ltd.) also visited the contestants at Indian School of Commerce (ISC), Kochi.

Startup Weekend Women, Kochi Edition

The event saw the participation of 30 participants in the 54-hours TechStars Startup Weekend Women at ISC, Kochi. To make Kochi more women-startup friendly, seven mentors helped the contestants to come up with solutions. An esteemed panel evaluated the participants.

Marketing Bootcamp

Kerala Startup Mission, in association with TiE Kerala, organised a half-day startup bootcamp and mentoring sessions on marketing. The extremely informative workshop was led by Vedanarayanan Vedantham, vice president marketing, HealthifyMe. The event was very well received by the 40+ participants.

Delegation To Mobile World Congress, Spain

Eleven teams from Kerala participated in the Mobile World Congress—the largest mobile event in the world. The teams presented their innovative products at the four-day event in Barcelona. KSUM sponsored seven out of the eleven teams.

Unbound Bahrain

Ten startups from Kerala attended the global startup conference — Unbound Bahrain. The startups not only got an opportunity to showcase their innovative products at an international venue but also got a chance to interact with the finest minds in AI, fintech, blockchain, etc.

Meetup Cafe

Meetup Cafe is a platform aiming to bring innovators, industry leaders, investors, academicians, and government officials together. Meetup Cafe was conducted in the Integrated Startup Complex, Kochi and was attended by more than 100 participants.

Seeding Kerala, 2019

Kerala Startup Mission, along with LetsVenture, organised the fourth edition of Seeding Kerala in Kochi to bring together the HNI network of Kerala and provide them opportunities to invest in some of the best startups from Kerala and other parts of India. Kerala State Industrial Development Corporation (KSIDC) was associated with KSUM as a partner in organising the summit. The conference saw the participation of marquee investors from the Indian startup ecosystem and senior government officials from the state and central government.

Kasaracode Hackathon

To support the rural innovation in the state, Kasaracode Hackathon-Hack was organised by KSUM. The 50 hours hackathon witnessed the participation of 24 teams, 75 participants, 15+ mentors.

Malabar Business Summit

Malabar Business Summit and Expo 2K19 organised by Blue Management, in association with Kerala Startup Mission, was inaugurated by Dr. KP Hussain, chairman, MD, Fathima Healthcare group. Anvar Sadath, director, Landmark Builders; Maharoof Manalodi, MD, G-Tech group of institutions; and Nishad K, MD, Cosmos Sports also participated in the summit.

Hardtech 2019

The second edition of National Deeptech Startup Conclave, Hardtech 2019 was organised at Maker Village in Kochi. The two-day event was attended by speakers from global tech firms, entrepreneurs, business leaders, and academicians from IIM Bengaluru, University of Texas, and ISB Hyderabad. The discussions were themed around innovation, technology, and entrepreneurship.

KSUM-ISBA MoU

KSUM and ISBA signed an MoU for scaling up incubators and startups by bringing together the stakeholders in the system, thereby nurturing the startup ecosystem.

MSME Udyam Samagaam 2019

Shri Tom Jose, IAS officially inaugurated the two-day conclave organised by the Ministry of MSME, Govt of India, KSUM and MSME Development Institute.

GITEX Future Stars 2019

GITEX Future Stars 2019 will be organised on October 2019. It is one of the biggest and fastest-growing startup show with 850+ startups from 75+ countries, across 19 sectors, showcasing their inventions. Kerala Pavilion will showcase the state-based startups, in turn, providing the startups an opportunity for global exposure.

'Next Big Idea 2018

The program by Zone Startups gave startups access to local mentors, corporations, investors and govt representatives in Canada. Kerala startups — Appmaker.xyz, Bitryt Solutions & PerfectFitSystems got selected for the Canada market access program in 2018. The contest provided startups an opportunity to tap into the North American market through a soft landing in Canada.

Incubator Yatra

KSUM 'Incubator Yatra' organised in association with Bank of India was flagged off from KSUM, Technopark. KSUM CEO Dr Saji Gopinath flagged off the 'Incubator Yatra'. The path-breaking initiative brought together all the stakeholders in the startup ecosystem under one umbrella. During the journey, the van travelled through 40 incubators and co-working spaces.

Kasaracode Startup Summit

Kasaracode Startup Summit held at Kasaracode in October'18 witnessed the participation of 30+ startup founders and cofounders participated in the event. The Kasaracode community is working towards fostering the development of a Startup friendly ecosystem in Kasaracode and creating about 1,000 coders from Kasaragod by 2020.

Aerospace Innovation Centre

Aerospace Innovation Centre in Kerala at Trivandrum has been set in an MoU with Airbus BizLab, a global aerospace accelerator part of the Airbus group.

Semester Sea Experience Learning Program

35 students from different International Universities visited the Integrated Startup Complex as part of 'Semester at Sea Program'. KSUM made a presentation on the entrepreneurial environment in Kerala & the operations of the ISC.

Startup Weekend - Calicut

Startup Weekend Kozhikode was held from February 15 to17, 2019 at IIM Kozhikode. The event was led by three lead startup weekend organisers, one startup weekend facilitator, 50+ attendees, eight mentors/coaches, and three judges. The 54-hour event witnessed pitches of 38 ideas, out of which three were declared winners.

Kerala Startup Mission received "Top Performer" certificate from Ramesh Abhishek, (Former Secretary, DPIIT) in States Startup Ranking 2018 in Delhi for the efforts the state has taken to empower the startup ecosystem.

Launch of Integrated Startup Complex on January 13th, 2019 in Kochi

States Startup Ranking 2018

#Design Kerala Summit 2018

The #Design Kerala Summit, Bolgatty Palace, Kochi was held on December 11, 2018.

Sanitation Design Challenge

Kerala Startup Mission in association with Paytm, Kerala Suchitwa mission and IEEE conducted Sanitation Design Challenge, the finals of which was conducted on December 1, 2018, at KSUM, Kochi. The event was meant to find solutions for the problematic segments, including railway toilets, sanitation during natural disasters, safe drinking water, sewage, garbage disposal, toilets in long-distance buses, more number of public toilets, and proper toilet facilities during big events.

ISBACON 2019

The Pre-Conference of ISBACON 2019 at ISC, the 13th Annual Conference of Indian STEPs and Business Incubators Association were recently held in Kochi. Delegates from more than 100 incubators participated during the event, which brought together startup facilitators from across the country to discuss best practices that have the potential for pan-India replication. The ISBACON 2019 was supported by the National Science & Technology Entrepreneurship Development Board (NSTEDB); BIRAC, Government of India; and KSUM.

Women Startup Summit

The summit looks into how tech-oriented startup mission ecosystem can become more gender-sensitive. The summit discussed how the ecosystem can be made more approachable for women, by infusing more technology into the necessity-based entrepreneurship and also by encouraging socially innovative startups.

She Loves Tech 2019

Ten finalists of the She Loves Tech National Grand Challenge pitched at Women Startup Summit 2019.
The winner got an opportunity to participate in a high-level bootcamp, attend the She Loves Tech 2019 International Conference in Beijing, China and showcase their businesses in an international arena.

Corporate Hackathon in Kochi

Hackathon, the flagship event of RapidValue Solutions in partnership with KSUM, NASSCOM 10,000 Startups & Kotak Mahindra Bank Ltd, saw participation from 80+ individuals. Team 'Spot' emerged as the winner of Hackathon'19 for coming up with a revolutionary idea of using machine learning to detect unfavourable events in forests.

India Innovation Series: Kochi

As many as 18 teams took part in the InQ Innovation hackathon jointly organised by IncubateIND and KSUM at ISC, Kochi. The teams designed solutions on themes ranging from healthcare to women security issues.

RISECON 2019

Representing Kerala in the international startup spectrum, eight startups under KSUM took part in the recently concluded RISE in Hong Kong. The 2019 edition of RISE, one of the largest tech conferences in Asia, hosted over 350 speakers, 16K+ attendees from over 100 countries.

London Tech Week

Startups from Kerala attended Europe's largest technology festival, London Tech Week 2019. Tech Week connects international communities from across the spectrum to address how access to technology for all can have a positive impact on society.

Innovfest 2019

Kerala startups showcased their innovations in full force at InnovFest Unbound, Southeast Asia's largest innovation festival, which took place in Singapore from June 27 to 28, 2019. Startups from Kerala also visited the High Commission of India in Singapore. Entrepreneurs had fruitful discussions with the Deputy High Commissioner, Ninad S Deshpande IFS and other important delegates.

BIGShift By Inc42

BIGShift, which is a six-city event, is an Inc42 initiative aimed at enabling, engaging and empowering local startups in India's Tier 2 and 3 cities to connect with each other and set the agenda for the next wave of tier startups in the country. Inc42 along with DigitalOcean hosted Kochi edition of the event in August 2019 which saw participation of over 50+ startups and ecosystem stakeholders including Anil Joshi, founder, Unicorn India Ventures and Sijo Kuruvilla George, founder, Rethink Foundation, Dr Saji Gopinath, CEO, Kerala Startup Mission, among others. During BIGShift Pitch Yuva Pay emerged as the winner in Kochi and five participating startups for pitch bagged a direct entry into DigitalOcean's Hatch Program which offers infrastructure credits, priority support, training and access to the startup community.

Tech Communities

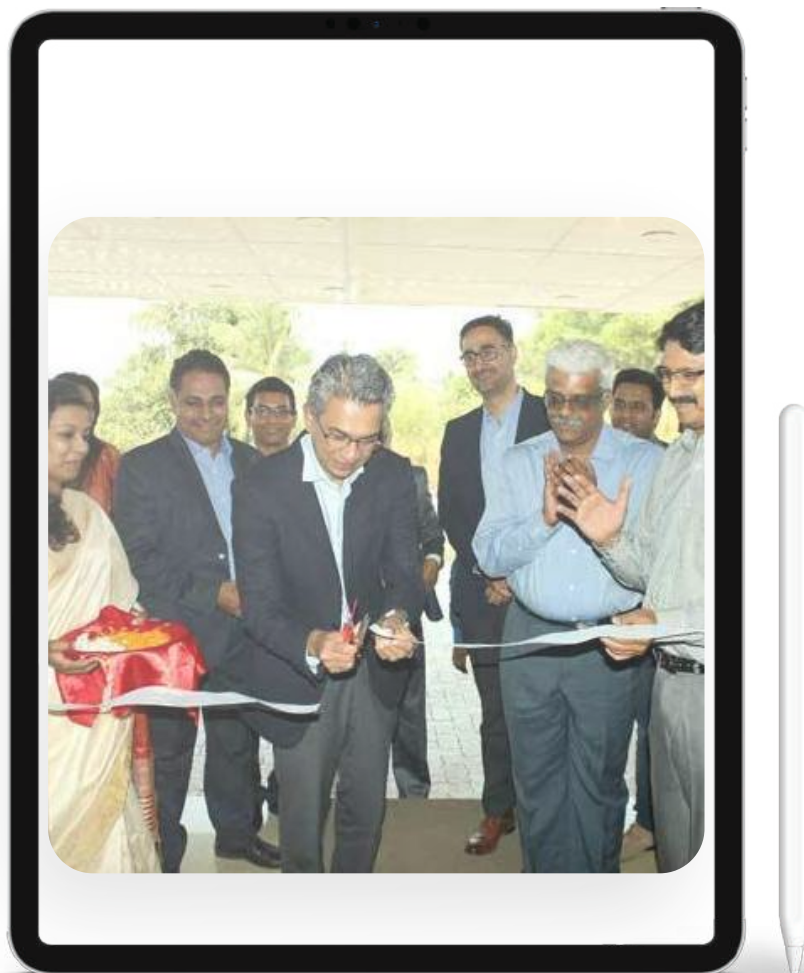| Community Name	Community Manager	Email ID	About The Community
Calicut Forum For IT-CAFIT	Abdul Gafoor K V	secretary@ cafit.org.in	The aim is to promote the city as a viable destination for IT and IT enabled services. The members consist of established software houses from the city and malabar region, Kinfra IT park, Technology Business Incubator (NITC),Govt Cyberpark and UL Cyberpark.
Calicut Management Association	K A Ajayan, President	ajayancma@ gmail.com	It is a Local Management Association affiliated to All India Management Association(AIMA).
Catalyst	N/A	N/A	N/A
Creativiti Council	James TJ	james.tj6@ gmail.com	Addressing neglected and emerging societal needs through innovation and entrepreneurship
Foxlab Makerspace	Nadeem Ahmed	nadeempalliyalil@ gmail.com	It's state's first Makerspace
Hackster Kerala	Rashid Thattayil	tmohammedrashid@ gmail.com	It is a Hardware community for makers
Kitchen Consulting	Andrine Mendez	Andrine.mendez@ gmail.com	Kitchen is a platform created to foster the business ecosystem of Kerala.
Malabar Innovation Entrepreneurship Zone	Subhash Babu K	subhash@inexoft. com	The sole objective is to create successful entrepreneurs having astonishing business proposals with a focus on applying disruptive advances in information technology to enable new business opportunities preferably relevant to the Indian context thereby creating employment leading to economic and social development of Malabar.
MOBConf	Safil Sunny	safilsunny@gmail. com	It is a community of passionate technology specialists keenly observing the new trends in the Tech domain.

Community Name	Community Manager	Email ID	About The Community
NITCAA Kochi	Jijo G John	JIJOJOHN@ gmail.com	Promote entrepreneurship, expose people to challenges and opportunities and provide people access to Venture funds, Networking.
Pehia Foundation	Sreeepriya Radhakrishnan	sreepriya@ pehia.org	It empower, encourage, train and support gender minorities to pursue their dream careers in Information Technology Sector.
Prayaana Labs	Chandra Vadhana R	chandra@ 4tunefactory.in	A unique employability, entrepreneurship and innovation ecosystem for girls and women
Rethink	Arya Murali	hello@ aryamurali. com	Rethink is a non-profit organisation that works with students and early career professionals by providing exposure & guidance, thereby furthering their capacity building and long professional outcomes.
Sahridhaya	Akhil SG	sg@sahridhaya.org	The is aim is — Talent Promotion, Community Sensitisation, Social Innovation, and Youth Engagement
TinkerHub Foundation	Moosa Mehar	meharmp@gmail. com, mehar@ tinkerhub.org	The TinkerHub Foundation is a non-profit organisation which promotes the creation of tech-talent focussed among youth, through equipping individuals with emerging technology skill sets, which would accelerate innovation within one's learning path, and make them future ready.
Villgro Innovations foundation	Binu Mathews	binu@villgro.org	It is India's oldest and foremost social enterprise incubator.

IAMAI Mobile 10X

After the smartphone boom has paved the way for the mobile revolution, India became home to 450 Mn monthly active Internet users, out of which 420 Mn users access it on a mobile phone. This number is expected to shoot up to 700 Mn by 2020. However, despite being home to 3 Mn software developers, only 1% of Indian mobile apps feature in the top 1000 Global Apps and none in the top 100.

With a vision to provide an effective launchpad for the app developers, Internet And Mobile Association Of India (IAMAI) launched the 'Mobile 10X' initiative. Backed by the IAMAI members, the initiative is focused on making India a 'Global App Superpower' via building a large pool of quality app developers both locally and globally. The initiative aims to boost the quality, quantity and revenue of the mobile app ecosystem by ten folds within three years.

Mobile10X- run hubs will be equipped with a testing lab, a design lab and coworking spaces to help app developers flourish in the ecosystem. The developers will also be allowed to work for free and the costs will be borne by the founding members. Mobile 10X Kerala will be operating at UL Cyberpark Kozhikode. The labs there are of international standards, which will give ample opportunity to Kerala startups to showcase their products worldwide.

R&D Institutes

Name	Location	Area of research	Contect Person	Email ID
BOSCH			Amrita Sukrity	Amrita.Sukrity@in.bosch.com
Center for Development Studies	Trivandrum	Kerala Economy and Society, Population, Development, Industry, Technology, Trade and Agrarian Economic Institutions	Prof. Amit Shovon Ray	asray@cds.ac.in
Center for Earth Science Studies	Trivandrum	Natural Hazards Management, Earth Science Studies	Dr. T. N. Prakash	prakash.thirumali@ncess.gov.in
Center for Water Resources Development and Management	Kunnamangalam, Kozhikode		Dr. N B Narasimha Prasad	npnb@cwrdm.org
Central Coir Research Institute	Kalavoor, Alappuzha		Dr. Anita Das Ravindranath	anitadas30@gmail.com
Central Institute of Fisheries Technology	Ernakulam		Dr Ravisankar C N	aris.cift@gmail.com
Central Marine Fisheries Research Institute	Ernakulam		Dr. A. Gopalakrishnan	agopalkochi@gmail.com
Central Plantation Crops Research Institute	Kasaracode		Dr. P.Chowdappa	pallem22@gmail.com
Central Tuber Crops Research Institute	Trivandrum		Dr James George	ctcritvm@yahoo.com
Cochin University of Science and Technology, Kalamassery	Ernakulam	CUSAT has a lot of research centers although I am not very aware of the amoung of research in their agenda.	Dr. A. Mujeeb	mujeebpoovar@gmail.com
Tropical Botanical Garden and Research Institute	Trivandrum		Dr. S. Sreekumar	drsreekumar@rediffmail.com
Vikram Sarabhai Space Center	Trivandrum		Dr K Sivan	N/A

Name	Location	Area of research	Contact Person	Email ID
CSIR – National Institute for Interdisciplinary Science and Technology (NIIST), Council of Scientific & Industrial Research (CSIR), Govt.Of India	Trivandrum	Agroprocessing and Natural Products, Biotechnology, Chemical Sciences and Technologies, Materials and Minerals, Process Engineering and Environmental Technology	Dr. A. Ajaya Ghosh	director@niist.res.in
EY			Rajesh Nair	rajesh.nair@in.ey.com
Indian Cardamom Research Institute	Myladumpara, Idukki	Seems like this institute does not have a web presence	N/A	N/A
Indian Institute of Information Technology and Management - Kerala	Trivandrum	Mainly ICT for Development	Prof. Rajasree M.S.	rajasree.ms@iiitmk.ac.in
Indian Institute of Science Education and Research (IISER)	Trivandrum		Prof. V.Ramakrishnan	director@iisertvm.ac.in
Indian Institute of Space Science and Technology (IIST)	Trivandrum		Vinay Kumar Dadhwal	vkdadhwal@iist.ac.in
Indian Institute of Spices Research	Kozhikode		Dr. Kantipudi Nirmal Babu	director@spices.res.in
Indian Space Research Organisation			M. V. Dhekane	mv_dhekane@vssc.gov.in
Innovation Incubator Inc.			Antony Satyadas	antony@innovationincubator.com
Kerala Agricultural University	Vellayani		Prof. Rajendran P.	vc@kau.in
Kerala Forest Research Institute	Peechi		Dr. T. K Dhamodaran	tkd@kfri.res.in
Kerala Research Programme on Local Level Development	Trivandrum	At the local level for sustained development, with active participation of local administrators, social activists, non-governmental organizations and concerned individuals.	N/A	krp@cds.ac.in

Name	Location	Area of research	Contect Person	Email ID
Kerala State Innovation Council			L. Radhakrishnan IAS (R)	ksincchairman @gmail.com
Kerala State Innovation Council			L. Radhakrishnan IAS (R)	secy2cm@kerala. gov.in
National Research Center for Oil Palm (Regional Center)	Palode, Trivandrum		Dr P Murugesan	doprrspalode@ gmail.com
Rajeev Gandhi Center for Biotechnology	Trivandrum	Animal Biotechnology, Cancer Biology, Environmental Biotechnology, Human Molecular Genetics, Molecular Endocrinology, Molecular Ethnopharmacology, Molecular Reproduction, Mycobacterial Research, Neurobiology, Plant Molecular Biology, Protein Chemistry, Viral Hepatitis Laboratory, Stem Cell Biology	Prof. M. Radhakrishna Pillai	webmaster@ rgcb.res.in
Regional Cancer Center	Trivandrum		Dr. Paul Sebastian	director@rcctvm. org
Research Board			Subrato Basu	subrato.basu@ researchboard. com
Rubber Research Institute of India	Kottayam		A. Ajith Kumar (IAS)	chairman@ rubberboard. org.in
Sophisticated Test and Instrumentation Center			N/A	N/A
Sree Chithra Thirunal Institute for Medical Sciences and Technology	Trivandrum	Cardiology, Neurosciences, Biochemistry, Pathology and Radiology	Dr. Asha Kishore	N/A
Sree Chithra Thirunal Institute for Medical Sciences and Technology			Dr. P. R. Harikrishna Varma	varma@sctimst. ac.in
Sree Chithra Thirunal Institute for Medical Sciences and Technology	Trivandrum		Dr. Asha Kishore	director@sctimst. ac.in

Incubators And Accelerators

Incubator Name	Representative	Contact Number	Email Address
NIT TBI	Preethi M	9995421341	preethi@nitc.ac.in
Startups Valley - Amal Jyothi	Sherin Sam jose	9496805712	Sherinsamjose@amaljyothi.ac.in
SCTIMST-TIMed (DBT approved)	Balram	N/A	timed@sctimst.ac.in
BIONEST (DBT approved)	Saji George, CEO	8309196271	director@rgcb.res.in
Maker Village(Meity approved)	Rohan Kalani	9567090250	rohan.kalani@iiitmk.ac.in
Amrita TBI (DST approved)	Rajasree	N/A	info@amritatbi.com
CET TBI	Dr A.Samson	N/A	tbi@cet.ac.in, asamson64@gmail.com
Technolodge Piravom	Renjini	8547924303	contact@technolodge.in, technolodgepiravom@gmail.com
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Technolodge Muvattupuzha	Rohini	N/A	ceo@technolodge.net
Technolodge Thiruvananthapuram	N/A	N/A	trivandrumtechnolodge@gmail.com
Kerala Agriculture Value Product Research & Development	Baiju	N/A	kavprad@gmail.com
IIMK Live	Lijo P Jose	9895233311	lijo@iimklive.org
KSIDC BIC	Emil	9447782989	emil@ksidcmail.org
NRI TBI	Arun Balachandran	N/A	info@nritbi.in
Kerala University Technology and Business Start-up Centre (KU-TBSC)	Prof. Achuthsankar S Nair	N/A	team.iqac@gmail.com

Incubator Name	Representative	Contact Number	Email Address
NASSCOM Startup Warehouse	Arun	8138946622	arun@nasscom.in
KSIDC BIC	R Prasanth, DGM	9847340444	arung@ksidcmail.org
IAMAI Mobile 10x	Ajay	9447371902	ajay@iamai.in
Startup Dreams	N/A	N/A	startupdreams@ startupmission.in
GECBH TBI	N/A	N/A	principal@gecbh.ac.in
Women Business Incubator	N/A	N/A	contact@wbip.in
BIC Kannur	N/A	N/A	bicknruty@gmail.com
B-Hub	Abhilash	N/A	abhilash@bloombloom.in
CIITIC - CUSAT	Abdulla P	N/A	abdulla@cusat.ac.in
CTCRI Incubator	N/A	N/A	ctcritvm@yahoo.com
CPCRI Incubator	N/A	N/A	director.cpcri@icar.gov.in
InQ	N/A	7356350111	connect@inqinnovation. com
Care keralam	N/A	7356350111	info@carekeralam.com
Central Institute of Fisheries Technology (CIFT)	N/A	7356350111	aris.cift@gmail.com, cift@ciftmail.org
IISR	P. V. Sali	7356350111	sali@spices.res.in
Sahrdaya TBI	N/A	99469 83296	N/A

Incubator Name	Representative	Contact Number	Email Address
CUSAT	Dr. KK Saju	9895593988	kksaju1970@gmail.com
ICAR - CIFT	Dr. George Ninan	9447414041	george66jiji@gmail.com
KSUM Tvm	Arun	9526656669	arun@startupmission.in
KSUM Kochi	Jinesh Mathew	9400251031	jinesh@startupmission.in
KSUM Kozhikode	Vignesh	8089777242	vignesh@startupmission.in
KSUM Kasaracode	Swad	7736495689	swad@startupmission.in
MI ZONE	Subhash	9846113263	subash@inexoft.in
Hatchspaces	Shibu RR	9873855544	shibu@startupmission.in

Accelerators

Accelerator Name	Sector Focus	In Partnership With	No of Startups Accelerated till date
K-Accelerator	B2B	Zone / BSE	32

No of Startups Accelerated till date

A 3 month virtual program with a one week residential program in Bengaluru or Mumbai, designed specifically to give national level exposure to startups who have started generating traction. Kerala Startup Mission has joined hands with Zone Startups India to roll out this program to help startups get market validation for products, meet with relevant customer and industry leaders, and connect with potential investors.

Accelerator Name	Sector Focus	In Partnership With	No of Startups Accelerated till date
Hardware Accelerator	IoT and Connected Devices	BRINC	0

No of Startups Accelerated till date

A 3 months Accelerator Program, designed in such a way that startups who have an engineered prototype will be supported for Mass manufacturing. This is the first Accelerator Program by BRINC launched in India. The Brinc program will provide comprehensive support to mid-stage startups that already have a working prototype and are ready to move to their design for manufacturing (DFM) phase.

Accelerator Name	Sector Focus	In Partnership With	No of Startups Accelerated till date
Logistics Accelerator	Transport and Logistics	DP World	0

No of Startups Accelerated till date

A 6 months physical acceleration program in partnership with a Corporate. While there are many acceleration and incubation programs for start-ups currently ongoing within the country and across the world, very few have been focused on the logistics industry with priority given to emerging new technologies. The thematic area / Sector of this Accelerator program will be "Transport and Logistics Tech' and have outlined specific focus areas and technologies in which the start-ups will be developing solutions.

Accelerator Name	Sector Focus	In Partnership With	No of Startups Accelerated till date
XR Accelerator	AR VR Gaming	Unity	12

No of Startups Accelerated till date

A 6 months Accelerator programs run in partnership with Unity to support enterprise development in the AR, VR, MR and gaming sector. The milestone based program will have one Unity Mentor assigned to each startups and would work on improving the Technical aspects of the startup. Also Unity will introduce the startups to its larger partner network.

Investors

Angel Network	Representative	Designation	Email Address	Location
Gods Own Angels	Afsal Salu	Member	afsal.salu@gmail.com	Kochi
KAN - Kerala Angels	Rajesh Nair	President	rajesh.nair@in.ey.com	Kochi
KAN - Kerala Angels	C. Balagopal	Member	cbalagopal@gmail.com	Kochi
KAN - Kerala Angels	John K Paul	Member	johnnykpaul@gmail.com	Kochi
KAN - Kerala Angels	George C J	Member	cjgeorge@geojit.com	Kochi
KAN - Kerala Angels	A. V. George	Member	avgeorge@avggroup.net	Kochi
KAN - Kerala Angels	George Paul	Member	georgepaul@synthite.com	Calicut
KAN - Kerala Angels	Hari Krishnan Nair	Member	hari@wenders.com	Kochi
KAN - Kerala Angels	John Chacko Neroth	Member	ncj@vsnl.com,jhncko@gmail.com	Kochi
KAN - Kerala Angels	V. K. Mathews	Member	vkm@ibsplc.com	Trivandrum
KAN - Kerala Angels	NandaKumar.K	Member	nk@suntecgroup.com	Trivandrum
KAN - Kerala Angels	Raghulal T R	Member	raghulal@eliteindia.com	Alappuzha
KAN - Kerala Angels	Navas M Meeran	Member	navas@eastern.in	Ernakulam
KAN - Kerala Angels	N R Panicker	Member	nrpanicker@accel-india.com	Ernakulam
KAN - Kerala Angels	Ravi D C	Member	ceo@dcbooks.com	Kottayam
KAN - Kerala Angels	Roy I Varghese	Member	rv@rva.in	Trivandrum
KAN - Kerala Angels	Matthew Andrews	Member	integralitsolutions@gmail.com, matthew.andrews@integral.org.in	Ernakulam
KAN - Kerala Angels	Umang Patodia	Member	upatodia@gtntextiles.com	Mumbai
KAN - Kerala Angels	Sam Santhosh	Member	info@medgenome.com,sams@medgenome.com	Bay Area
KAN - Kerala Angels	Ajith Moopan	Member	aa.moopan@gmail.com	Ernakulam
KAN - Kerala Angels	Veluthedath Noushad	Member	vnoushad@vkcgroup.com	Calicut
KAN - Kerala Angels	Jacob Matthew	Member	jacob@mapegroup.com,chinnu.george@mapegroup.com	Mumbai
KAN - Kerala Angels	George M Thomas	Member	gmtoman@gmail.com	Trivandrum
Malabar Angels	Shilen Sugunan	Founder	Shilen@ssconsult.in	Kannur
SPARC - The Kozhikode Angle	Vinay Kynadi	Member	vjk@herbzmail.com	Kozhikode

Investor Name	Representative	Designation	Email ID	Location
Federal Bank	Shyam Sreenivasan	MD	shyamsrinivasan@federalbank.co.in	Kochi

About The Investor

"Federal Bank has created a Corpus exclusively for investment in Startups. The primary objective is to provide long term capital to Startup companies with innovative ideas, potential for high growth and ability to bring socio-economic impact. The fund will be used for supporting small ticket projects in diverse sectors like Digital Financial Services, Biotechnology, Hi-Tech Farming, Healthcare, Logistics, E-Commerce/E-Markets etc."

Investor Name	Representative	Designation	Email ID	Location
Individual Investor	Raveendranath Kamath		ravindran kamathr@nexteducation.in	Kochi

About The Investor

Individual Investor

Investor Name	Representative	Designation	Email ID	Location
Individual Investor	Namith		namithc@gmail.com	Kozhikode

About The Investor

Individual Investor

Investor Name	Representative	Designation	Email ID	Location
Jose Pattara	Namith		josepattara@gmail.com	Alapuzha

About The Investor

Individual Investor

Investor Name	Representative	Designation	Email ID	Location
Konglo Ventures	Vinod Jose	Partner	vj@kongloventures.com	Dubai

About The Investor

Konglo Ventures LLP is a seed funding firm with its registered office in Cochin, India and with partner offices in Dubai and New York. Our focus is to invest in early stage startups with high growth and scale potential. Our team consists of professionals with experience in various sectors who can provide guidance and hand hold young companies as per their need.

Investor Name	Representative	Designation	Email ID	Location
Konglo Ventures	Robin Alex Paniker	Partner	robin@7tiles.com	Trivandrum

About The Investor

Konglo ventures is the one of the oldest and largest angel group in terms of no of investments done.

Investor Name	Representative	Designation	Email ID	Location
Pirate Fund	Deepak Ravindran	Partner	d@pirate.fund	Kochi

About The Investor

Pirate fund is a angel fund created by the succesful founders outside India.

Investor Name	Representative	Designation	Email ID	Location
SEA Fund	Manoj Aggarwal	Co Founder	manoj.agarwal@ seafund.in	Mumbai

About The Investor

"Salamander Excubator Angel Fund (Sea Fund) is a collaboration between Salamander Advisors LLP and Excubator.
Salamander Advisors LLP, set up by a team of Start-up and Corporate Professionals with complementary skills and expertise in identifying, incubating and scaling start-ups"

Investor Name	Representative	Designation	Email ID	Location
SEA Fund	Mayuresh Raut	Co Founder	Mayuresh.raut@ seafund.in	Mumbai

About The Investor

"Salamander Excubator Angel Fund (Sea Fund) is a collaboration between Salamander Advisors LLP and Excubator.
Salamander Advisors LLP, set up by a team of Start-up and Corporate Professionals with complementary skills and expertise in identifying, incubating and scaling start-ups"

Investor Name	Representative	Designation	Email ID	Location
Unicorn Ventures	Anil Joshi	Founder and Managing Partner	anil@unicornivc.com	Mumbai

About The Investor

Unicorn Ventures is an early stage technology focused Indian registered venture fund. Investing in and partner with dedicated entrepreneurs that are looking to build world-class market-leading companies by disrupting traditional sectors or solving real life problems for end-users or enterprises using innovative technology-led products or services.

Coworking Spaces

Name Of The Coworking

B hub

Website Link

bhubglobal.com

About The Space

B Hub is a provider of coworking spaces to businesses, investors, students, freelancers and other professionals. Located in Thiruvananthapuram, it offers 24x7 access to fully furnished open spaces as well as conference rooms, a private phone area, projectors and high-speed Internet. It also hosts workshops and business meetups. Interested users can opt for a variety of plans ranging from hourly to monthly usage. Payments are made on a pay-as-you-go basis starting from INR 150/hour.

Name Of The Coworking

Centre A

Website Link

www.centre-a.com

About The Space

Centre A is a world-class business centre located on MG Road in Kochi's main business district. It provides fully equipped private offices, meeting rooms, coworking spaces and virtual office solutions to suit the needs of different businesses. It enables organisations to set up new offices without any capital investment, and provides features like a reception area, a lounge, a cafeteria, business concierge services, high-speed Internet connectivity, call forwarding services and car parking area for users and their guests. Virtual offices can be hired from INR 1500 per month, while coworking spaces can be hired from INR 3000 per month.

Name Of The Coworking

Creative Coworking Cube

Website Link

www.ccube.space

About The Space

Creative Coworking Cube is a modern coworking space that welcomes startups from multiple fields like art, music, fashion, entertainment and every innovation connected with media. Located in Kochi, it provides both startups and freelancers with a creative working space featuring high-speed internet, access to meeting rooms, coffee and printing/scanning facilities. Users can also connect with business experts for personal mentoring sessions, while events like community lunches, film screenings and peer-to-peer sessions enable better collaboration. The rates for freelancers start at INR 3,500 per month, while the rates for entrepreneurs start at INR 6800 per month.

Name Of The Coworking

Space bar

Website Link

getspacebar.in

About The Space

Spacebar is the first coworking space in Calicut, and provides modern workspaces with facilities like meeting rooms, high-speed Internet connectivity, printing/scanning services, power backup and IT services to enable new entrepreneurs to set up their businesses more quickly. With a monthly charge of INR 3500, Spacebar is an affordable option that does not call for any capital investment on the part of its customers. A daily package at INR 300 per day is also available.

Name Of The Coworking

Dot Space

Website Link

www.inamaste.space

About The Space

DotSpace is a provider of managed co-working spaces operating in India. The company offers fully furnished, plug and play offices with amenities such as access to the internet, lockers, cafeteria and more to its registered members. It also provides virtual office services at its locations. Businesses, amenities such as access to the internet, lockers, cafeteria and more to its registered members. It also provides virtual office services at its locations. Businesses, entrepreneurs and freelance professionals interested in availing the company's services can do so by registering online and opting for monthly membership packages that are available onwards of INR 4,000/month. As of August 2017, the company operates two facilities (in Kowdiar and Kuravankonam) in Kerala, India.

Name Of The Coworking

Flewhub

Website Link

www.flewhub.com

About The Space

Flewhub offers open, inspiring and collaborative coworking spaces where individuals and businesses can connect and work creatively at affordable rates. The ergonomically designed workspaces are fully air-conditioned and feature high-speed internet connectivity, scanners and printers, a gaming area and a cafeteria. Events and networking sessions are frequently organised to bring together like-minded enthusiasts and encourage collaboration. Prices start from INR 400 per day to INR 6,000 per month.

Name Of The Coworking

The Office kochi

Website Link

theofficekochi.com

About The Space

The Office Kochi provides stylishly designed office spaces ranging from coworking spaces to serviced office suites to suit different needs. Located on MG Road in Kochi, The Office features fully furnished spaces with all amenities including meeting rooms, internet connectivity, tech support and reception services. Customers opt for simple monthly plans that do not require huge capital expenditure and involve a simple, automatic billing process. Memberships are of three types - Gold, Diamond and Platinum.

Name Of The Coworking

Women's Business Incubator

Website Link

Wbip.in

About The Space

Women's Business Incubation Programme enables women entrepreneurs to make their digital business ideas a reality. Located in Thiruvananthapuram, it invites applications online and selects entrepreneurs on the basis of their startup ideas. Selected candidates can choose from different workshops and incubation processes and are provided access to office space, internet connectivity, networking events and business mentoring. Funding is also provided through collateral-free loans from private and public sector banks.

Kerala Startup Mission *Initiatives*

Arguably the backbone of the state's efforts to support startups, the Kerala Startup Mission is the nodal agency of Government of Kerala for promoting entrepreneurship in the state and the implementing body for the Kerala Technology Startup Policy. It supports the startup ecosystem by means of different components such as infrastructure, incubators and accelerators, human capital development, funding, state support, governance, public private partnerships, scaling existing and establishing new incubators and Startup-Boot Up-Scale up model for moving fast from ideas to IPO.

KSUM provides a springboard to budding entrepreneurs who wish to enter the world of technology and entrepreneurship by developing innovative new products and solutions. It also provides entrepreneurs with the right ambience to build up technology ventures at international standards. KSUM encourages entrepreneurs to work efficiently and come up with a market viable prototype, within a limited time frame, so as to keep a high pace of innovation.

The interventions made by KSUM in Kerala have brought about a cultural change in the minds of Kerala's youth as well as the government's attitude towards technology. Young minds who come up with innovative solutions now have the support of various incubators and government schemes that fund them at different intervals. Various government departments approach startups to collaborate on developing technology solutions and to provide a market for startup services and products.

Officially registered as Technopark Technology Business Incubator (T-TBI), Kerala Startup Mission is the brand name of the state-run incubator. This rebranding was done when Technopark Technology Business Incubator was elevated as the nodal agency in 2015. Since its inception, the incubator has offered services to startups based in Technopark, Thiruvananthapuram, one of the largest IT parks in the country and later expanded to the Kerala Technology Innovation Zone, Kochi and UL Cyberpark, Calicut.

Currently, KSUM houses more than 200 startups in all its facilities and has more than 2.5 Lakh sq ft space, exclusively for startups in the state.

Incubation Programmes Offered

- *Pre-Incubation Stage: 3-6 months*
- *Incubation Stage: 6-12 months*
- *Accelerator Stage: 3-6 months*

The entire process of application, selection, review and on-boarding is conducted by KSUM online, making it easy for startups to register from across the state.

Programme Highlights

- *Startup Induction Programme*
- *Milestone Setting With Startups*
- *Mentor-Speed Dating, Mentor Reviews*
- *KSUM Reviews And Quarterly Expert Reviews*
- *Workshops, Sessions And Events*
- *Pitching Workshops And Investor Connects*
- *Demo Days*
- *Graduation Day*

Entrepreneurs who are part of the KSUM incubation programme are supported with various types of funding including grants, equity, loans and more throughout the incubation process. Funds are being distributed either directly by KSUM, or through its member incubators, college-level IEDCs or through funds in which KSUM has invested.

Different Types Of Funding Offered

Seed Funding

Seed funding is provided to innovative startups up to a maximum of INR 10 Lakh. Selection for seed funding is carried out monthly by a panel of tech/sector experts. Funding is distributed directly through KSUM as well as through its member incubators and startups. Seed funding can be used for product development, testing and trials, marketing campaigns, professional consultancy and hiring.

Early Stage Equity Funding

KSUM has partnered with SEBI-accredited venture capital funds to provide early-stage startups with funding ranging from INR 25 Lakh to INR 2 Cr. Startups registered in Kerala or ready to re-register in Kerala, at an early stage of product development for technology-based products are eligible for this type of funding.

Idea/Productisation/Scale Up Grant

Startups can apply for idea grants at the idea, product and scale-up stages. Startups will be selected at Idea Days organised monthly and Idea Fests for colleges, and can obtain funding of upto INR 2 Lakh. For those at the product prototyping stage, productisation grants are provided upto INR 7 Lakh — providing the startup has not already availed of the idea grant at the idea stage. And for those at the scale-up stage, grants can be provided up to INR 12 Lakh if the startup has not taken either of the two previous grants.

Patent Support Scheme

KSUM supports student entrepreneurs obtain patents for their products, with funding given in three stages during filing, prosecution and award. Each year, support is given to up to 50 student entrepreneurs, as well as educational assistance of up to INR 3 Lakh per year to continue post-graduate education, and interest subsidy for up to five years on loans taken for product implementation based on the patent.

International Entrepreneurial Exchange Programme

Targeted at mature startups, this is a combination of schemes aimed at exposing startups to the world's biggest tech ecosystems such as Silicon Valley, London, Tokyo, Tel Aviv and others, and fostering interaction with entrepreneurs and industry stalwarts from around the world. Startups are reimbursed by upto INR 1 lakh per programme.

R&D Grant

This is given to hardware startups with a significant R&D component. Up to INR 30 Lakh can be given to each startup, and recommendations for nominees will be made during the quarterly reviews. In order to qualify for the grant, startups need to have a working prototype of their product and be a member of at least one approved incubator in the state. Applicants must submit a clear business plan stating how they plan to use the money — at least 50% of the grant must be spent on hardware, with not more than 20% on marketing expenses. R&D grants cannot be used for covering manpower or hiring costs. Preference is given to startups that have secured patents or those that are scaling up their product.

Marketing Support

Startups are given market exposure for their products through opportunities to showcase them at national and international conference. KSUM also providers support for advertisements to promote startup products, social media marketing tools, product launch campaigns and more.

Women Entrepreneurs Support Programme

■ Pre-Incubation Support

Pre-incubation process is a validation for startups on their ideas. Most ideas at a pre incubation stage may not take off, but there are good ideas which can be taken to the next level, which often get neglected. KSUM has proposed an exclusive pre-incubation programme for women-led startups at early stages. The programme is run for a period of 3 months and is free of charge with incubation, mentorship and technical support. Two cohorts of 10 eligible startups shall be accepted under the pre-incubation programme, under the approved Youth Entrepreneurship incubation schemes without the need for further spending.

■ Business Support

KSUM proposes to support women founders with valid startup products through the following:

■ Product Showcasing

Support for exhibiting products in national and international events where KSUM bears the registration cost.

■ Travel Support

Travel tickets to national and international business meets for one founder. The above scheme can be availed four times in the startup lifecycle and is further subject to review of the startup by KSUM.

■ Marketing Support

Aid for marketing activities up to a ceiling of INR 5 Lakh per startup per year, with a validity of two years.

Seed Funding Support

This is offered to extend the moratorium period of KSUM seed funds to two years from one year. It also:

- *Fast tracks soft loans against purchase order*

- *Fast tracks soft loans as advance for projects received from government departments*

- *Technology transfer support for women-led startups with a ceiling of INR 10 Lakh*

- *10% seats earmarked for women in International Exposure Programmes*

Startup Support Services

KSUM supports student entrepreneurs obtain patents for their products, with funding given in three stages during filing, prosecution and award. Each year, support is given to up to 50 student entrepreneurs, as well as educational assistance of up to INR 3 Lakh per year to continue post-graduate education, and interest subsidy for up to five years on loans taken for product implementation based on the patent.

- *Credits from Google Cloud, AWS and Digital Ocean*

- *Access to Zoho One*

- *Software licenses: Solidworks, Catia, Adobe Creative Cloud*

- *Hardware access: High-end computers and systems in the Future Technologies Lab*

- *Branding support through Inc42 and Yourstory*

- *Messaging and chatbot support: Collect.chat, MSG91*

Government As A Marketplace

As mandated in the Kerala IT Policy 2017, the state government acts as an early adopter for promising technology startups emerging from Kerala. This resulted in the government introducing a pioneering initiative to provide direct procurement option for government departments from startups — the first time any state government in India has enabled such a marketplace. Departments are encouraged to interact with the startup ecosystem through various means and this is facilitated by KSUM. The facilitation mechanism includes:

- *Direct procurement from startups*

- *Department facilitation*

- *Demand Day*

- *Demo Day*

- *Innovation Zone*

Startup Box

Another extension of the government's efforts to develop the entrepreneurial spirit among the youth of the state is the Startup Box Initiative, implemented through KSUM. It aims to encourage young people to get into entrepreneurship by removing the entry barriers. Offers to 50 startups chosen through KSUM Incubation programme, Startup Box is a toolkit equipped with essential items like a computer, a smartphone, a hotspot device, an ebook reader to help them set up a digital age startup. The kit remains the property of KSUM is to be returned once the programme is complete. So far, 150 Startup Boxes have been distributed across various incubators through KSUM.

Future Technologies Lab

This vital initiative by KSUM provides the necessary tools, equipment and infrastructure for Research & Development in emerging technologies. It serves as a platform to introduce new technologies to startups and students such as :

- *Virtual reality (VR) and augmented reality (AR)*

- *Artificial intelligence (AI)*

- *Robotics*

- *Brain computer interface (BCI)*

- *Blockchain*

Impact Created

60K+
Aspiring Entrepreneurs

6K+
Ideas Generated

2,200+
Technology Startups

700+
Community Events

₹ 600 Cr+
Released For Startups
From Private Funding
Agencies

500+
Startups/Ideas Validated

152+
Student Ideas Funded

Incubation

36
Startups Graduated
(In 2018)

136
Startups Graduated
(since inception)

226
Startup Considered For
Incubation

152+
Startups Incubated
Currently

Idea And Productisation Grant

Innovators and startups from Kerala
Target Audience

14 rounds of Idea Days have been conducted across Kerala
Programmes Conducted

7K+
Programmes Conducted

181
Idea Supported

₹ 5.51 Cr
Total Fund Sanctioned

Scaleup Grant

Startups from Kerala
Target Audience

2 *rounds of* **scaleup grant** *have been conducted across* **Kerala**
Programmes Conducted

300
Programmes Conducted

65
Idea Supported

₹ 7.3 *Cr*
Total Fund Sanctioned

Early Stage Equity Fund

Kerala-based startups
selected through nomination from Investor **Cafe & Seeding Kerala**
Target Audience

200+
Application received

5 *(Unicorn India Ventures, SEA fund, Indian Angel Network, Speciale Invest, Startup Xceed)*
AIFs Onboarded

10
Startups Supported

₹ 25 *Cr*
Total Fund Sanctioned

Incubation Infrastructure

Kerala Startup Mission now has one of the largest incubation centres in the country called the Integrated Startup Complex (ISC) in Kochi. The space accommodates more than 200 startups at various stages and stretches over 1.5 Lakh sq ft space. Besides startups, it is also home to Maker Village, an electronics hardware incubator, the KSUM Unity centre of excellence and the FabLab.

Seed Funding

Startups from Kerala
Target Audience

Once every month
Programmes Conducted

400+
Programmes Conducted

136
Idea Supported

₹ 7 *Cr*
Total Fund Sanctioned

Patent Support Scheme

Startups from Kerala
Target Audience

20
Patents Facilitated

15
Startups Supported

₹ 23 *Lakh*
Total Fund sanctioned

International Entrepreneur Exchange Program

Startups from Kerala
Target Audience

28
*International Events
Delegated*

112
Startups Benefitted

Startup Support Services

Startups from Kerala
Target Audience

15

Partners Onboarded

150+
Startups Benefitted

Government As A Marketplace

Direct Procurement from Startups

46
Direct Purchases Made

34
*No. Of Government Organisations
Benefited*

28
No Of Startups Benefitted

₹ 2.45 *Cr*
Total Value Of Work Awarded

Direct Procurement from Startups

17
Direct Purchases Made

14
*No. Of Government Organisations
Benefited*

13
No Of Startups Benefitted

₹ 0.79 *Cr*
Total Value Of Work Awarded

Startup Box

150
Startups Benefitted

KSUM's efforts have helped Kerala ranked as the Top Performer in the State Startup Ranking 2018 by the Department for Promotion of Industry and Internal Trade. It also received the Chief Minister's Award for Innovation in Public Policy in 2016.

MoU Exchange & Event Launch At Huddle Kerala 2019

The most coveted event in the Tech Startup Ecosystem in India, the 2019 edition of Huddle witnessed renowned startup founders, serial entrepreneurs, investors, academia, government officials and the industry bigwigs from across the Globe.

Hon'ble Kerala Chief Minister Shri Pinarayi Vijayan calls upon startups wishing to work in India and other emerging markets to see Kerala as a piloting opportunity

Anil Agrawal, Joint Secretary, DPIIT lauds Kerala government's approach for procurement from startups and mentioned that other states are learning from Kerala

Dr Saji Gopinath, CEO, KSUM during the launch said, "Huddle Kerala aims to present the offerings of the Kerala ecosystem to the world, help remove barriers in an informal setting besides knowledge transfer from experts."

The event also witnessed the MoU exchange between KSUM and eminent startup ecosystem enablers across globe. These include

Startup Wings

Statistically female-led companies have performed better than male-led companies in terms of return on investments in the last 10 years. However, even today, women constitute only 13.76% of the total entrepreneurs in India. To solve this problem, Invest India has rolled out a unique Capacity Development Program for women led startups. This program called Startup Wings will identify and support both aspiring and established women entrepreneurs in their startup journeys. KSUM will be running this program in all the southern states — Andhra Pradesh, Karnataka, Tamil Nadu, Telangana and, of course, in our God's own country Kerala.

Hon'ble Chief Minister Shri Pinarayi Vijayan launching the Invest India's capacity development programme for women called Startup Wings, which is to be implemented in South India by KSUM in association with Let'sVenture, and Adobe Hackathon at the inaugural session of Huddle Kerala.

MoU signing with OPPO Mobile India Pvt. Ltd

MoU exchange With Wadhwani Foundation

As per the MoU, both the parties shall work towards supporting the startups and creating an ecosystem that is mutually rewarding for all the parties involved. The major areas of synergies are as follows are around — Acceleration Programme for SMEs, Acceleration Programme for Startups, Entrepreneurship Education, Women Startups

MoU Between SpacePark, Government of Kerala and Orbital Micro Systems Ltd

As per the MoU, a "Global Earth Observation Centre-of -Excellence" at Thiruvananthapuram will be build. The MoU establishes a framework for a strategic partnership between SPK and OMSUK, designed towards building a world-class, Space Tech-focused Global Earth Observation Centre-Of-Excellence (GECOE) in Kerala.

Adobe Creative Jam Hackathon

It will provide participants a golden opportunity to showcase their talent. The hackathon will engage the design teams in a proactive manner and award them attractive prizes. This partnership has created a unique system which allows participants to engage creatively in an 'Adobe' virtual Bootcamp and come out with excellent presentations.

MoU With OPPO Mobiles India Private Limited

As per the agreed terms of the MoU both parties shall work towards supporting the startups and creating an ecosystem that is mutually rewarding for all the parties involved. OPPO intends to run an incubation program and offer support in Incubation to the selected startups that fit into the radar of OPPO. OPPO will also provide market access to startups as deemed fit by and under the OPPO incubation program with technical and business expertise to the startups. The MoU also agrees to host the startups at OPPO R&D Centre for workshops and training.

MoU Exchange With Future Group

KSUM will shortlist a curated list of 20 companies in a year which will be prospective clients for the future group. It will also provide a platform twice every year to provide Market Access Partner with a platform to speak about their business at the events organised and/or promoted by KSUM. The future group will provide mentorship with both business and technology guidance for relevant startups participating in the program and collaborate with relevant startups participating KSUM's scaling programs.

The startup ecosystem in Kerala strengthens as MoUs gets exchanged with OPPO, Wadhwani Group and Orbital Microsystems, at the inaugural session of Huddle Kerala.

Industry Collaborations

KSUM has collaborations with government, PSUs and corporates to enable and empower startups and youth with opportunities in the tech industry and the digital economy.

KSUM has formally associated with IAMAI and conducts the annual startup conclave named Huddle Kerala. It also offers international delegation to various startup ecosystems for startups in Kerala.

Project Ankur Scheme was launched after KSUM signed an MoU with BPCL in May 2017 with an objective to provide aid and investments in startups from various technology domains.

KSUM is supporting the NASSCOM 10K Warehouse in Kochi and it's the state partner for the National Product Conclave. Every year KSUM sponsors five startups each for the NASSCOM Innotrek programme.

CDAC has associated with KSUM in providing mentorship support to various startups in the ecosystem.

KSUM conducts an international delegation programme to Silicon Valley every year in association with FICCI to give startups exposure to international markets.

Support through mentorship for tech startups across Kerala and as the industry partner for "ELEVATE - Investor Education Programme" conducted by KSUM for startups in the deeptech sector.

KSUM established a centre of excellence in computer-aided engineering at Integrated Startup Complex, Kochi, in association with Altair

The global graphics development platform established a centre of excellence in AR/VR and gaming in KSUM's Integrated Startup Complex, Kochi

AIRBUS

Signed MoU with Airbus for Biz Lab focussed on spacetech applications

TEJAS NETWORKS

Established centre of excellence to innovate in next-generation telecommunications in Integrated Startup Complex, Kochi

Incubation Partners

Maker Village

The hardware-focussed Maker Village is an electronics incubator established in Kalamassery, near Kochi. It supports startups working in hardware and electronics through facilities and equipment as well as testing labs.

TIMed

Promoted by the Sree Chitra Tirunal Institute for Medical Sciences and Technology, and supported by Kerala State Industrial Development Corporation and central government's Department of Science and Technology, TIMed encourages and supports big idea in medical tech. KSUM has associated with Sree Chitra to bring in talent and innovation to solve clinical needs in medicine.

KSIDC

The KSIDC offers incubation and funding support to startups

IIM KOZHIKODE LIVE — LABORATORY FOR INNOVATION VENTURING AND ENTREPRENEURSHIP

KSUM acts as an ecosystem partner for IIMK Live, by running the incubation centre and providing startup schemes

MOBILE10X — Catalyzing the app Economy

Runs an exclusive mobile application incubator for startups in Kerala.

Media & Print Partners

For branding promotions requirements of the startups

Ecosystem Partners

Let's Venture is the official partner offering asset class for HNIs and potential investors, conducting fundraising workshops, and training.

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Academic/Training Partners

THE CENTER FOR BITS AND ATOMS
Massachusetts Institute of Technology

This MIT centre has an agreement for setting up digital fabrication labs across Kerala since 2016.

ICT ACADEMY KERALA

Kerala Startup Mission and ICT Academy of Kerala support the Business Excellence and Competency Development Programme under the state's IEDCs in colleges. It also assists KSUM in the accreditation process, third-party partnerships for competency development and in setting up centres of excellence, training and identification of best-performing IEDCs and students.

INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

Offers various training programs for startups facilitated through KSUM. So far IIMK has offered management development programmes for more than 100 CXOs from Kerala.

IIM AHMEDABAD CIIE

Offers various training programmes for startups and incubators

CIID COPENHAGEN INSTITUTE OF INTERACTION DESIGN

KSUM hosted the Summer School programme across ten key topics for startups, individuals and policymakers

ILLINOIS UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Signed an MoU with KSUM for research collaboration with startups

Service Partners

Google Cloud

Offers $3K cloud credits are given to product startups

MathWorks

Offers one-year free license on the entire Mathworks software

Razorpay

- *Zero Transaction Fees for 6 months (For 1 Lakh maximum transaction volume per month)*
- *Zero Setup Cost*
- *Zero Annual Maintenance Cost*

cleartax

- *15% discount on services*
- *Free CRM, payroll and GST software for 1 year*

amazon web services

Offers $5K cloud credits for startups

ZOHO

Offers one year free usage of the Zoho One platform.

DigitalOcean

Offers $3K free cloud credits

Events By KSUM

KSUM has collaborations with government, PSUs and corporates to enable and empower startups and youth with opportunities in the tech industry and the digital economy.

Huddle Kerala

Huddle India is the focal point for startups and tech talent as well as top-tier investors, executives and media. The conference features stage programmes, side-events such as networking sessions, roundtable discussions and facilitated workshops to help startups connect with the right investors and corporates.

Past speakers have included successful founders, serial entrepreneurs and investors. The philosophy behind Huddle India is to help the next-generation world-conquering startups come forward and succeed. Huddle primarily focuses on emerging sectors such as blockchain, cryptocurrency, IoT, gaming and esports, cybersecurity, digital entertainment, AR/VR, AI, UI/UX and egovernance.
Website: https://huddle.net.in/

Seeding Kerala

It's a two-day investor-focussed event. On the first day, the general track meant for all registered startups and another track for investors are held. The HNI network as well as investors from across the country are invited to witness the promising startups from the state

Elevate: The Investor Education Program

Elevate is a thematic workshop organised as part of Seeding Kerala event. These workshops are conducted in each identified sectors like Healthcare, Deeptech, Rural & Social Enterprises and Hardware & Electronics. These are designed to help startups gain visibility among the investor community. On the other side, the potential investors from professional communities gain deeper insights into the efforts of startups.

Meetup Cafe

Meetup Café is the place for startups, industries, institutions and investors to come together, share their knowledge and develop a community whose focus is the overall development of the ecosystem. The café is developed as a mentorship and investment centre for startups across the state, as well as a one-stop center for all technology awareness. Meetup Cafe is hosted every month in the three cities of Kerala namely Trivandrum , Kochi and Calicut.
Website: http://www.startupmission.in/meetupcafe/

Management Development Program for Startups @ IIMK

 KSUM in association with Indian Institute of Management - Kozhikode (IIM-K), organises a 5-day residential Management Development Programme on the theme of 'Aspire, Change and Transform' (ACT) for startup entrepreneurs at IIM Kozhikode. This programme addresses some of the significant competency gaps of the startup entrepreneurs and enables them to resolve the challenges they may face while scaling up their businesses. The objective of the MDP is to equip the participants to transform their startup enterprise into a viable business model, and also overcome any competency or skill gaps in this context. The programme fee is borne by KSUM and covers the cost of attending, required reading material, board and lodging and a certificate of participation.

IEDC Summit

IEDC Summit is an annual event hosted by Kerala Startup Mission that brings together young minds from various IEDCs across Kerala to share their thoughts and gain knowledge about the startup ecosystem. Highly motivated entrepreneurs from across the country are invited to be a part of the keynote sessions, where they share their stories to inspire the attendees and also take part in panel discussions where they talk of how they overcame different challenges. Simultaneously, learning stations are set up near the main stage where student projects are exhibited and knowledge sharing takes place through interaction with tech communities, capacity development programmes and KSUM officers. Several workshops are also conducted on topics like design thinking, social entrepreneurship and developing problem-specific solutions. The first IEDC Summit was organised on August 23, 2016 at Girideepam Convention Centre. Website: https://iedcsummit.in/

Women Startup Summit

Women Startup Summit is an KSUM initiative to encourage aspiring women professionals to take up the entrepreneurial journey and develop an inclusive entrepreneurship ecosystem in Kerala. The summit brings together successful women leaders, Startup founders, policy makers and aspiring women entrepreneurs at a common platform to share their experiences, aspirations and celebrate success stories. The summit has designed in such a way that aspiring women entrepreneurs and startup founders will gain amazingly new insights through knowledge-based sessions, inspiring stories and one-on-one interaction. Website: https://startupmission.in/womensummit/

Investor Cafe

 Investor café is an opportunity for startups looking for funds to connect with investors and get funded. Last Wednesdays of every month @ Integrated Startup Complex, Cochin. It offers one to one speed dating for startups to raise funds. Angel networks and VCs from across India. It's being hosted in Kochi last Wednesday of each month. Startups who are looking to raise funds for scaling up can apply before 10th of every month.

155
Number of Incubatees
(in past 3 years)

500 since 2015
Number of Professional Resource
Persons (Mentors, industry
Experts, Market Access Partners,
Faculty, etc.)

₹ 15 *Cr+*
Quantum of Funds Invested/
Granted To Incubatee Enterprises

Services Provided

Connects

- *Technical & Business Mentorships: Online mentor connects, live chats, one-on-one mentor*
- *connects, on demand mentoring, mentor speed dating, mentor chats, mentor clinics etc.*
- *Investor cafes, investor connects, fundraising workshops, pitching workshops, coaching, investor clinics*
- *Connects with academic & research institutes in national & international*
- *Entry to business accelerators*
- *Access to other sectoral incubators and incubator networks in Kerala*
- *Easy access to government bodies, agencies and ecosystem celebrities*
- *Easy connect to Startup India*
- *Access to industry bodies like NASSCOM, TiE, ISBA, FICCI, CII, KMA etc.*

Business Support

- *Business facilitation services like digital marketing, branding, financial advisory (business valuation, term*
- *sheet preparation, investor negotiation), statutory compliances, company registrations, legal advisory, intellectual property rights etc.*
- *Registration Supports: DPIIT (Startup India), Udyog Aadhaar, KSUM unique id*
- *Incubation support services including AWS, Razorpay, Hubspot, Mgs91, Collect Chat etc.*
- *International Exposure: KSUM hosts international delegation trips twice a month to leading startup*
- *Ecosystem across the globe like Israel, USA, Barcelona, Singapore, Bahrain etc exclusively for startups.*

In the last three years

- *15 KSUM incubatee have filed IPRs & Trademarks*
- *20 KSUM incubatees became entrepreneurs*

Facilities

- *Brand name of Kerala Startup Mission*
- *Beautiful & collaborative workspaces crafted for startups with easy check-in*
- *Plug & play facilities with workstations & high speed internet at government subsidised rates*
- *State of the art office spaces with avant-garde facilities, management and services*
- *Superlative infrastructure, reception service, conference & discussion rooms and other basic amenities*
- *Easy access to FabLabs & Future Labs*

Coaching

- *Structured cohort programmes, storyboard preparations, milestone settings and expert reviews*
- *Startup education programmes with premier business schools in India & abroad in various startup themes*
- *Various workshops, sessions & connect programmes for startups (Technical, business, operational, funding etc)*
- *Extensive mentoring & coaching for startup fundraising*

Culture

- *Learning how to build successful startup and adopting a startup culture*
- *Networking with corporates, renowned entrepreneurs, internal delegations, government authorities etc*
- *Peer learning, knowledge sharing, collaborations & cross selling between startups*
- *Informal meetups (weekly founders meet), active social networking etc*
- *Easy access and updating of startup events, startup schemes, government projects and other KSUM benefits*
- *Startups introduction to international & national delegations, ministry officials & ecosystem influencers*

Funding

- *Direct connect to angel investors & venture capitalists like LetsVenture, Unicorn India Ventures, Indian Angel Network, Malabar Angels, SEA Fund, Speciale Invest Fund etc*
- *Access to funds (grants, seed loans, equity, venture capitalists), financial institutions, banks*
- *Fundraising workshops, investor café, pitch clinics*
- *Investor education through 'Seeding Kerala' events*
- *Get networked with investors and fundraised startups*

Funding

Incubatee	Startup	Sector	Operational Since	Website (if any)
Alvin George	VST Travel Solutions Private Limited	Auto, Mobile, AdTech, Technology	4	http://www.vehiclest.com
Arun R S Chandran	Neonicz Software Solutions Pvt Ltd	Gaming, AdTech	3	http://www.neonicz.com/neonicz/
Arun Satyan	ThoughtsArena Solutions Pvt Ltd	Enterprise Applications	6	https://hyreo.com
Deepak Cherry	Thoughtripples Technologies Pvt Ltd	5	5	https://thoughtripples.com/
Eobin George	Perfectfit Systems Private Limited	Hardware & Manufacturing	3	www.perfitfashion.com
Girish Prabhu	Instio Experiences Private Limited	Hardware	3	www.instio.co
Gopikrishnan V	Buildnext	Construction	4	https://buildnext.in
Hafeez Abdul Hashim	Netroxe IT Solutions Pvt Ltd	EdTech, Enterprise Applications	7	http://www.netroxe.com/
Jayakrishnan T	Asimov Robotics	Robotics	7	www.asimovrobotics.com
Jithin Sreedhar	UnityLiving Softwares Pvt Ltd	Real estate	3	http://www.unityliving.net/
Joseph Ephrem	CarePact	Healthcare	3	https://www.carepact.co/
Nibu Alias	Sectorqube Technolabs Private Limited	Electronics/ Hardware	7	https://sectorqube.com/
Nikhil D	Agrima	IT service	7	https://www.agrimainfotech.com/
Pradeep	Inovace Digital Media LLP	PaaS	5	http://www.inovace.in/
Prathap Chandran	Appfabs Pvt Ltd	Cybersecurity	3	https://www.appfabs.com/
Sanju Mathew	CodeofDuty Innovations Pvt. Ltd.	Analytics System	1	www.askerbot.com
Savio Victor	Neuroplex Pvt Ltd	Security	1	https://neuroplex.in/
Shameel Abdulla	Clootrak	Big Data	1	https://www.clootrack.com
Sijo Joseph	Ronds Technologies Private Limited	Internet of Things	3	http://rondstech.com
Suresh, Balasubramanian	EXPRESSbase Systems Pvt Ltd	Developer Tools (aPaaS)	3	https://expressbase.com

Service Partners

Google Cloud

The Google Cloud Startup Program is designed to help startups build and scale using Google Cloud.

Benefits

- *$3,000 in credit for 1 year which can be applied to all Google Cloud Platform and Firebase products*
- *G Suite benefits*
- *New Subscriptions: Upto 5 free users on the basic edition for 12 months*
- *Existing Subscriptions: Upgrade to Business edition at a 25% discount, or to enterprise edition at a 30% discount. It's valid for 12 months.*
- *$500 in Qwiklabs credits per startup*
- *Training*
- *Invitations to code labs, classroom-style and online training courses to learn everything needed to scale vision*
- *Streamlined application process to next tiers based on approvals by Google team*

Amazon Web Services

Amazon Web Services offers on-demand cloud computing platforms to individuals, companies, and governments, on a metered pay-as-you-go basis.

Benefits

- *$1000 in AWS credits valid for a year from the date of their incubation*
- *One month of premium AWS Business Support*
- *Free access to the AWS Essentials 1 day web-based or instructor-led training (normally ~$600/course), and 8 tokens for self-paced labs (normally ~$30/lab)*
- *Free access to 1:1 virtual office hours with AWS solutions architects*
- *Special offers from other companies that help startups, including Chef, Bitnami, Amazon Payments, SOASTA, Podio, CopperEgg and more.*

DigitalOcean Cloud Services

It provides $3,000 credit for any startup that is part of the programme.
The credits have a one-year life-span, expiring beyond that point.

- *Individuals/Companies are only eligible for one credit, and cannot utilise multiple credits even if the individual/company uses multiple accounts.*
- *These credits are valid only for those individuals/companies who have not availed DigitalOcean credits earlier*
- *The startups also receive free access to virtual office hours with DO team for consultation on platform & architecture queries*

Collect.chat

Collect.chat helps is building interactive chatbots for websites. It doesn't require any coding, AI or ML skills. One can simply design the conversational interface and add the chatbot to the website. The chatbot automates conversations on the website and collect leads and feedbacks using this conversational interface.

- *Acts as a perfect visitor engagement and lead collection tool*
- *Can be shared using a unique URL and helps in feedback collection, social campaigns, email campaigns, SMS campaigns.*
- *It can be embedded on the website making certain parts of the website more appealing like blogs, event promotions, etc.*
- *The tool can coexist with live chat tools so it can use the bot during their offline hours*
- *In-depth insights and conversion analytics are provided via the dashboard*
- *Average time to make the bot is 30 minutes*
- *Over 50+ readymade templates available for different industries/use cases.*

The startups under KSUM can use the Standard Plan for 3 months as a trial. If a startup wants to continue using it, s/he can choose any of the above plans and get 30% lifetime discount on any of them. Annual billing takes away 3 months of billing.

ClearTax

ClearTax offers taxation & financial solutions to individuals, businesses & organisations in India. It helps startups in managing its end to end compliance and legal matters. It offers following services:

- *Filling*
- *Legal and tax compliance services*
- *Incorporation*
- *Payroll services*

Promo code: CTKSUM15

Razorpay

Razorpay allows online businesses to accept and process digital payments through payment modes like debit cards, credit cards, net banking, UPI and prepaid digital wallets. Razorpay payment solutions can be integrated into both web and mobile applications.

Benefits

- *Zero transaction fees for 6 months (For 1 Lakh Maximum Transaction Volume/month)*
- *Zero setup cost*
- *Zero annual maintenance cost*

MTalkz

It's an SMS service provider which provides:

Benefits

- *25,000 promotional SMS, 25,000 transactional SMS + 25,000 transaction emails for INR 2,990 + GST (18%)*
- *The same can be availed within six months of account creation*
- *Can be renewed upto 6 times over 6 months*

MSG91

MSG91 will provide:

Benefits

- *Startup policy for all the startups referred by KSUM*
- *Can be refilled with up to 25k free SMS credits/month for 6 months for the incubates*

HubSpot

Startups using the HubSpot Growth Platform acquire and retain more customers with HubSpot's software, educational resources, and robust integrations. It offers services at 90% off to startups, these include:

Benefits

- *Educational resources, tailored training and a professional software*
- *90% discount for the first year, 50% for the second year and 25% for the 3rd year*

Rakuten RapidAPI

It is the world's largest API marketplace, home to over 10,000 APIs as well as a 1 Mn+ developer community. It can significantly shorten the product development journey.

Benefits
- *API Credits: $30/month for 12 months (monthly credit, non-cumulative)*
- *Dedicated Slack support*
- *Co-marketing support through webinars, blogs, social media*

Zoho One

Zoho One provides 40 integrated business and productivity applications for the entire organisation.

Testvox

It offers software testing solutions to software companies helping them generate mobile app performance test report. It offers:

Benefits
- *Load testing*
- *Volume testing*
- *Quality Analysis*
- *Performance Testing*
- *Scalability Testing*
- *Stress Testing*

Promo code: KSUMQC

Presentation Monk

It helps startups with impressive and impactful presentations that can make the difference in any successful business order, a product launch or a valuable investment. It can be used for:

Benefits
- *Investors pitch, marketing and sales, product launch, events & seminars, portfolio, corporate profile,*
- *ideastory board, treatment notes, keynote address, company profile etc.*
- *Collateral designing-brochures, flyers, leaflets, executive summaries, social media posters etc.*
- *Content writing for presentations, collateral, websites etc.*
- *Video production*
- *Special benefit: 25% discount for all the projects under KSUM*

For More Details: https://startupmission.kerala.gov.in/pages/servicepartners

Government As
A Marketplace

In order to promote the startups and their products, Government of Kerala has positioned KSUM as a facilitator between the startups and the Government. KSUM plays the role of connecting innovative technology products to various government departments and also in finding solutions for these department with the help of startups in Kerala.

The Mechanisms

Direct Procurement from startups

Government of Kerala has approved the direct purchase of startup products from startups registered with KSUM with a financial limit of upto INR 20 Lakhs. This order allows the government departments to purchase startup product directly from the startup without any tendering process. A department may receive a proposal or may identify a product from a startup that is relevant for its use and would be interested in purchasing the same. Once the department shows interest in a particular solution/services offered by the startup, a detailed product demo is being arranged (ideally by forming a committee) and it's being ensured that the requirements are all met and the product is of complete use to the department. The committee evaluates the technical and financial proposal shared by the startup and recommends for the same. Once the work order has been issued, the department & the startup enters into an agreement with the startup for successful implementation of the system.

Department Facilitation

KSUM help the state-run government departments in identifying a startup capable of development of the requirements presented by them. This is done through a limited EOI (Expression of Interest) being called among startups that are registered with KSUM. Recently, Government of Kerala recently announced that Government Departments, Public Sector Undertakings, Autonomous Bodies, Boards, Corporations, Local Self Government institutions etc shall call for a limited tender among the startups registered with KSUM for design, development and implementation of projects upto INR 1 Cr.

Demand Day

Demand Day is a program facilitated by KSUM for government departments. It provides an exclusive opportunity to Kerala registered startups to solve existing problems faced by various government departments. For the same, problem statements are collected from various Departments are consolidated and are vetted by KSUM and KSITM and later, shortlisted problem statements are thrown across startups registered with KSUM.

Demo Day

In order to showcase potential startup products for usage within the government departments, KSUM calls for Demo Day. The participants for the Demo Day includes startups and various stakeholders of each department. KSUM showcases selected startup to each department in order to help departments identify products that are of potential use to them.

Innovation Zone

Government of Kerala (GoK) in its IT Policy 2017 outlined the government's intent to help startups by becoming an early adopter of their innovative products and services. Taking inspiration from the objectives and broad frameworks set forth in the Startup Policy, KSUM evolved the program to set up innovation centre with the objective of exploring new ideas and technologies which can be effectively developed and deployed by technology startups in the state within a department. KSUM acts as a partner with government departments to setup and operate the innovation centre.

- *Key Stakeholders: Government Department & KSUM*

- *Focus Areas: The innovation center brings together experts from various technology domains from a wide range of startups, experts, research and corporates and will be majorly focusing on the major verticals under the Department. KSUM develop, own and execute the program plan for Innovation Zone. This will define the core objectives of Department Innovation Zone and put together various activities that will facilitate in achieving them. Department acts as an integral partner to the program by providing technical, non-technical and financial support to startups working in the innovation zone. KSUM would provide adequate publicity for the innovation centre to source the right startups to work on the innovation centre.*

- *Objectives of Innovation Zone*
  - *Compile an indicative list of problem statements and identify the problems which can be addressed by using technology.*
  - *To source or scout for ideas and solutions for solving the listed problems and to facilitate the adoption of useful ideas and technologies after due testing.*
  - *Providing a platform for researchers and innovators in different technologies to converge and develop a cost effective, timely and efficient solutions to support law enforcement.*
  - *To come up with mechanisms and draft regulations for testing and adopting new technologies.*
  - *To support aspiring entrepreneurs engaging in this field with a platform to showcase their ideas and pitch for funding further development/scale.*
  - *To strengthen the innovation culture within the department by providing the opportunity to work with startups to co-develop tech solutions for existing problems.*

  Other Stakeholders Of The Innovation Center

  - *Academia Institutes like IIITMK, NIT Calicut, IIT Palakkad etc has strength in technical knowledge and capacity for research. Opportunities can be given to students to become part as a helping hand to build various projects. Certain problems which require long term research can be taken up by these Academic organisations.*

  - *Tech Communities /NGOs An innovation center is an opportunity to also connect with the existing network and specialised experience of tech communities and NGOs, who can be a valuable volunteer for testing and implementation of new products and services. A partnership of this kind can lead to Kerala Police focusing on its strategic strengths while the partner provides its own distinct value and connects the center to specific communities and issues.*

  - *Corporates Established companies can partner with the center and help in R&D of various projects. Manufacturers can produce physical products that are implemented in the field. They can offer space or equipment and additionally the corporates can share their professional know-how and host various hands on skill enhancing workshops.*

Government As A Marketplace: *Impact*

Direct Procurement From Startups

46	**34**	**28**	**₹ 2.45** *Cr+*
Direct Purchases Made	Government Organisations Benefited	Startups Benefitted	Total Value Of Work Awarded

Department Facilitation

17	**14**	**13**	**₹ 79** *Lakh*
Direct Purchases Made	Government Organisations Benefited	Startups Benefitted	Total Value Of Work Awarded

Innovation Zone

Water Innovation Zone

Water Innovation Zone was set up in partnership with Kerala Water Authority (KWA) to explore new and innovative ideas in the field of Water Supply & Sewage. The goal was to encourage research on innovative ideas in water supply and sewerage sector which will be beneficial to improving the services and operations of KWA. One of the startups which came out of the program was GenRobotics Innovations. With the inputs from KWA engineers and funding support from KSUM, the startup was able to launch the first prototype within a couple of months. The startup went on to raise funds from Unicorn Ventures and BPCL. The latest version of its product Bandicoot was launched by Hon. Prime Minister, Narendra Modi and UN Secretary General Antonio Guterres at the Mahatma Gandhi International Sanitation Convention.

Energy Innovation Zone

The KSEB Energy Open Innovation Zone (EOIZ) was established to explore new ideas and technology to be effectively absorbed and deployed in the power sector. The EOIZ came into being subsequent to an MoU signed on 16.03.2016 between Chief Engineer, Renewable Energy & Energy Savings, KSEB; and Chief Executive Officer, Kerala Startup Mission. KSEBL is supporting the EOIZ by providing technical, non technical and financial support for the execution of selected innovative/meritorious ideas. The Innovation Fund received from Government of Kerala was used to meet the financial needs of EOIZ.

Project Name	Status
Eco Solar Boat	Completed
Smart Energy Monitoring	Completed
Wind turbines at rooftops	Completed
Drive and Rack System for Ocean	Closed
Energy Harvesting Project	Closed
Solar Pumping System	Completed
Residential Energy Efficiency using Behavioral Science	Completed
Super Capacitor Powered UPS	Completed
Vydyuth mitra – a Safety Helmet	Completed

Police Innovation Zone

KSUM has setup an innovation zone in association with the Kerala State Police Department as an in-house Innovation Center exclusively for developing innovative technology products for Police Department. The products that are relevant to the department has been identified are now being used by the department.

Startup Name	Product Description
Qkopy	Public Information Dissemination Platform
Asimov Robotics	Interactive Robot for Police Station
Technorip	Handcuff with GPS
MissingKart	An online platform to find out lost/found items
Neuroplex	AI based Video Content Analysis

*Neuroplex has gone on to raise $100K from IOCL for running their pilot.

International Exchange Programme Key Highlights: *2018-2019*

GITEX Future Stars

14th to 17th of October 2018
Event Date

World Trade Center, Dubai
Location

The GITEX Future Stars is one of the largest events happening in Dubai and startups who get a chance to showcase their product will get global exposure which includes client connect, investor connects, industry connects, distributors connect and much more. KSUM put up an exclusive pavilion for startups from Kerala to the event.

Name of the startup	Participant
Instio Experiences Pvt Ltd	Girish
CLAP Research Private Ltd	Anoop
Inforich Technology Solutions Pvt Ltd	Nishanth
Embright Infotech Pvt Ltd	Satyanarayanan
Qkopy Online Services Pvt Ltd	Rajiv
Tresreis Technologies Private Ltd	
Perfectfit Systems	Eobin
Sastra Robotics India Pvt Ltd	Aronin P
Agrima Infotech India Private Limited	Nikhil
Iboson Innovations Pvt Ltd	Vishnu J P
Ignitarium Technology Solutions	
Westghats Technologies Pvt. Ltd.	Jyothis
Smacon Technologies Pvt. Ltd.	
Cowostash	Salman
Travel Spoc	Krishnakumar
Clootrack	Shameel Abdulla

Consumer Electronics Show (CES)

7th-13th January, 2019
Event Date

Las Vegas
Location

CES is an annual trade show organised by the Consumer Technology Association (CTA). The event typically hosts presentations of new products and technologies in the consumer electronics industry.

Name of the startup	Participant
Instio Experiences Pvt Ltd	Girish
CLAP Research Private Ltd	Anoop
Inforich Technology Solutions Pvt Ltd	Nishanth

Mobile World Congress

25-28th February, 2018
Event Date

Barcelona, Spain
Location

It is the world's largest gathering for mobile industry organised by GSMA and is the greatest platform for Technology giants and smartphone makers to showcase their latest products and innovations to a worldwide audience. Participants saw potential opportunities in the mobile app development space for smaller companies and Kerala-based IoT startups.

Name of the startup	Participant
iBoson Innovations Pvt Ltd	Vishnu J P
ViewFi Interactive Pvt Ltd	Athul Thazhe Kandy
ACELR Tech Labs	Thomson Skariah
Articbot Pvt Ltd	Rahul V P
Tee Bus Marketing Pvt Ltd	Muhammed Firdouz
Nayasale Retail Pvt Ltd	Subash Sasidhara
Neovibe Innovative Technologies Pvt Ltd	Kurup
Elvicto Technologies Pvt Ltd	Surendar Parasuraman
Maker Village	Ajaya Jose
	Rohan Kalani

DLD, Tel Aviv

2nd-7th September, 2018
Event Date

Tel Aviv, Israel
Location

DLD Tel Aviv, one of Israel's largest annual startup conferences celebrating local tech and innovation with a two-day digital conference and four-day innovation festival that features scores of events, company/investor meetups, demos, pitches, panel discussions, lectures, roundtables, and much more.

Name of the startup	Participant
Ingen Robotics	Rejin Narayanan
iBoson Innovations Pvt Ltd	VIshnu Jayachandran
Sastra Robotics India Pvt Ltd	Prameela
	Aronin Ponnappan
Ignitarium Technology Solutions	

Unbound Baharin

6th-9th March, 2019
Event Date

Bahrain
Location

Unbound, in partnership with the Bahrain Economic Development Board (EDB) and supported by StartUp Bahrain, brought its globally established, award-winning innovation festival back to Bahrain as the anchor event of StartUp Bahrain week. The festival celebrated The Kingdom's commitment to fuelling a digital future for the MENA region.

RISE, Hongkong

8th-11th July, 2019
Event Date

HongKong
Location

RISE is an international 4-day event on emerging and cutting edge tech congregating digital leaders, business executives and country delegates from all over the globe. As one of the most open and welcoming markets, HK is positioned to lead the global conversation in designing and scaling tech, with talents at its heart, every year RISE conference is attended by more than 16,000+ visitors.

Partnerships With National & International Agencies

Government of Kerala has signed Memorandum of Understanding with various agencies in the year 2018-19 to foster startups in the state and opening doors for collaborations.

University of Illinois

The University will support the Centre for Biomedical Research, Innovation and Commercialization (BRIC) being set up jointly by KSUM and the Cochin Cancer Research Center as the country's first focused incubator for developing digital products for #cancer diagnosis prevention and care. The MoU will also enable Kerala startups to associate with the University of Illinois' Discovery Institute — one of the world's largest entrepreneurial ecosystem being set up in the USA. University of Illinois has signed a MoU to help BRiC and its incubates in cutting edge Cancer Research. The scope of MoU include clinician guided research with the support of academia and also sharing of resources.

" Dr Saji Gopinath, CEO, KSUM and Mr Tim Killeen, President, University of Illinois at Chicago in the presence of Hon'ble Chief Minister of Kerala Shri Pinarayi Vijayan, exchanged MoUs that will enable startups in Kerala to get access to facilities and mentorship from one of the world leaders in innovation. "

Airbus

Under the MoU, an Innovation Centre will be set up in Thiruvananthapuram, which will be the nodal body for planning and executing all the activities to help startups. Airbus BizLab will also provide support and mentoring for startups in Kerala and conduct regular workshops and discussions with experts from aerospace and defence sectors, a press release said. Further, the France-headquartered company will also create a global network of business accelerators, is to run training programmes to acquaint participants with aerospace technologies. Also, the company will identify opportunities for Kerala to adapt aerospace technologies across sectors and bring all the relevant Airbus teams and startups to demonstrate technologies.

" *Memorandum of Understanding (MoU) with Airbus BizLab, a global aerospace accelerator, part of the Airbus group.* "

Centre National d'Etudes Spatiales (CNES)

The LoI formalises the collaboration between KSUM and CNES through 'Connect by CNES' initiative on development of both Indian and French ecosystems. It will facilitate access to the services at the STADE and CNES's partners (suppliers or users) for the development of products or services. The agreement also opens up an opportunity to showcase products and services developed locally at the STADE on CNES's platforms such as space technology exhibitions, investor meets or customer events. There will be sharing of knowledge and expertise between the companies operating within the STADE and the Nano Space Park (NSP).

As per the LoI, startups and small and medium companies operating within the STADE will get market access to potential customers and investors in France, provided they do not directly compete with French entities working on similar products or services. KSUM will feature CNES as one of its global knowledge partners and share information pertaining to the facilities and engagement opportunities for the international space industry. To encourage collaborations with innovative French and Indian entrepreneurs/startups, CNES will connect them to the network of experts, clusters, incubators and startups. It will also facilitate the entry of Indian entrepreneurs to the French space ecosystem.

" Dr Saji Gopinath, CEO, KSUM and Mr Tim Killeen, President, University of Illinois at Chicago in the presence of Hon'ble Chief Minister of Kerala Shri Pinarayi Vijayan, exchanged MoUs that will enable startups in Kerala to get access to facilities and mentorship from one of the world leaders in innovation. "

Future Group

KSUM curate a list of the 20 companies in a year which will be prospective clients for the Future Group. The Future Group provide mentorship with both business and technology guidance for relevant startups participating in the program and collaborate with relevant startups participating in KSUM's scaling programs POC's for internal Market Access Partner's use cases.

" (From Left) Mr Saravana Mani , Head open Innovations , Future Group / Mr Shiva sanker IAS , IT Secretary Govt of Kerala , Dr Saji Gopinath CEO Kerala startup Mission (Govt Nodal Agency) "

OPPO

As per the agreed terms of the MoU both parties shall work towards supporting the startups and creating an ecosystem that is mutually rewarding for all the parties involved. OPPO intends to run an incubation program and offer support in Incubation to the selected startups that fit into the radar of OPPO. OPPO will also provide market access to startups as deemed fit by and under the OPPO incubation program with technical and business expertise to the startups. The MoU also agrees to host the startups at OPPO R&D Centre for workshops and training. The KSUM may, at its sole discretion, and further subject to internal approvals, make reasonable efforts to support incubation activity in accordance with the available resources and policies. OPPO will Provide physical infrastructure for the Incubation process executed with OPPO support. The agreed synergies are Artificial Intelligence/ Battery / Camera and Image Processing Gaming /Networks (5G) / Payments /System Performance. The agreement was signed during Huddle Kerala 2019.

Wadhwani Foundation

Wadhwani Foundation's primary mission is accelerating economic development in emerging economies by driving large-scale job creation through entrepreneurship, innovation and skills development. Founded in 2000 by Silicon Valley entrepreneur, Dr Romesh Wadhwani, today the Foundation is scaling impact in 25 countries across Asia, Africa, and Latin America through the following Initiatives. As per the MoU, both the parties shall work towards supporting the startups and creating an ecosystem that is mutually rewarding for all the parties involved. The major areas of synergies are as follows.

- *Acceleration Programme for SMEs*
- *Acceleration Programme for Startups*
- *Entrepreneurship Education*
- *Women Startups*

Orbital Micro Systems Ltd

Memorandum of Understanding (MoU) Between SpacePark, Government of Kerala and Orbital Micro Systems Ltd (OMSUK) for Cooperation in Building a "Global Earth Observation Centre- of -Excellence" at Thiruvananthapuram. This MoU is executed with the understanding that Orbital Micro Systems Ltd. (OMS UK) is in the process of incorporating a fully operational entity in India. The Memorandum of Understanding (MOU) establishes the framework for a strategic partnership between SPK and OMSUK, designed towards building a world-class, Space Tech- focused Global Earth Observation Centre-Of-Excellence (GECOE) in Kerala.

Unity Technologies

KSUM has partnered with Unity Technologies to launch a Centre of Excellence for AR/VR and gaming. Through this Centre of Excellence, Unity extends support to startups developing products, services, and games on platforms including mobile, PC, and various AR/VR hardware. This Centre of Excellence also has a special focus on providing different levels of training on AR/VR developer tools to students and professionals in the State. The partnership is a significant step forward for developing an AR/VR ecosystem in Kerala.

" *Inked a significant partnership that will give an impetus to developing an augmented reality (AR)/virtual reality (VR) ecosystem in the state, the Kerala Startup Mission (KSUM) has joined hands with US-based Unity Technologies to launch a centre of excellence for AR/VR and gaming.* **"**

Center of Excellences in Kerala

CoE For Next Generation Communications With Tejas Networks

It includes a training and certification program on industry oriented telecommunication networking program for engineering graduates and a mentorship program for high technology electronic startups in the domain. Tejas Networks will set up an advanced networking test-bed for cutting-edge technologies such as terabit-scale optical communications, gigabit-scale broadband access, 5G and software- defined networking.

CoE For AR/VR & Gaming with Unity Technologies

KSUM has partnered with Unity Technologies has launched a Centre of Excellence for AR/VR and gaming. Through this Centre of Excellence, Unity extends support to startups developing products, services, and games on platforms including mobile, PC, and various AR/VR hardware. This Centre of Excellence also have a special focus on providing different levels of training on AR/VR developer tools to students and professionals in the State.

CoE for Computer Aided Engineering with Altair Engineering

Maker Village and Altair are developing the country's first centre of excellence at Kerala Technology Innovation Zone to support startups and innovators design world-class products using the best of computer-aided simulation and engineering. Altair is a world leader in simulation-driven innovation which reduces cost and lead time for product development and is of paramount importance in this technology-driven market. The facility would be a great enabler for hardware startups which can use the manufacturing facility at Maker Village in conjunction with the software of Altair to optimise and transform design and decision making by applying simulation, machine learning and optimization throughout product life cycles.

Ongoing Partnerships With International Agencies

Massachusetts Institute of Technology

For setting up Super fablabs in the state of Kerala , Kerala Startup Mission has extended partnership with Massachusetts Institute of Technology (MIT). Super fablab is an initiative by Kerala Startup Mission in association with Massachusetts Institute of Technology , Boston, USA. The Super Fab Lab includes testing, design and fabrication equipment and materials that cover length scales spanning from microns to meters in fabrication size. The creation of a Super Fab Lab in Kerala will enable the State to take a lead in advanced manufacturing capabilities, and support the development of new technology-based SMEs, while also bolstering the existing engineering educational pipeline.

Singularity University

Kerala one of the first state in the country to host a Singularity University Chapter and that was in Trivandrum. The chapter has been performing well and has hosted the first SingularityU Global Impact Challenge in July 2018. This is the only one of the chapters with more than 300 members. SingularityU Trivandrum offers a meeting place for alumni, speakers, and the curious to discuss exponential technologies and research how these can be leveraged to address issues locally. It is also for Empowering the Startups and communities to adopt Future Technologies in developing their products/forums and gradually developing a pool of professionals from multiple sectors, who share common thoughts which are unique/innovative and can create solutions for identified problems with the implementation of Future Technologies.

Startup Community Partner Development Programme

The SCPDP is aimed towards creating an inclusive startup ecosystem in Kerala. In order to do so, KSUM has set up an interlinked network of entrepreneurs, innovators, maker communities, investors, students, industry professionals, government officials and academicians who share their experience and create an environment that fosters and supports innovation in the state. By linking with community partners, capacity-building can be fostered from the grassroot level by means of student workshops, seminars, leadership camps, discussions and mentoring sessions - KSUM provide community partners with the necessary financial support and technical know-how to organise these events.

- *To foster inclusive growth in the startup ecosystem*
- *To channelise and distribute the activities of KSUM across the state*
- *To connect students, professionals and entrepreneurs across the state*
- *To impart technical skills to students by means of hands-on training, workshops, seminars, mentorship sessions, leadership camps etc.*
- *To instil confidence and an entrepreneurial spirit in the youth of Kerala*
- *To connect students around the world and thus facilitate international knowledge transfer*
- *To bring in successful entrepreneurs to mentor students*

16
Diverse Communities

Technology Innovation Fellowship Programme

The programme is focussed towards young graduates keen to work with technology startups and student entrepreneurs. This is a flagship programme of the government implemented under the KSUM's Youth Entrepreneurship Programme. Applications are invited every 6 months from interested candidates. Those who are selected for this 12 month fellowship programme receive a fellowship of INR 25000 each month, and be an active campaigner for technology startup activities and also organise events like entrepreneurship awareness camps, maker sessions, hackathons and ideathons in academic institutions. Applicants should possess expertise in technology as well as experience in conducting programmes. Selection will be carried out through an open invitation/screening and interview of the shortlisted applicants.

Management Development Programme At IIM Bangalore

KSUM. in association with Indian Institute of Management - Kozhikode (IIM-K) and NSRCEL conducted 5 day program Entrepreneurship Development Program and 1 Day Mentorship specifically designed for scaling up stage startup entrepreneurs from Kerala to help them have a better understanding of business environment and to have the right strategies, marketing and sales, fundraising in order to help them to become successful entrepreneurs.

13 Startup founders and 2 KSUM staff attended the intensive 6 Days programme. The programme was specially designed in such a way that will be helpful for scaling stage startups. The programme was fully residential hosted in IIM Bangalore campus from 17 June 2019 to 22nd June 2019.

Selection Process & Payment Required

The applications for the programme are run online and are jointly shortlisted by KSUM team and members from NSRCEL IIM Bengaluru.
KSUM offers scholarship of 80% on the programme fee — INR 1.2 Lakhs worth 5-day program inclusive of classroom instruction, training material, board (welcome kit, breakfast, lunch, dinner, tea/ refreshments) and on lodging in IIM Bangalore campus occupancy.

Participated Startup Founders

Company	Name
NavAlt Solar & Electric Boats	Syam Krishnan
Messengerify Labs Private Limited	Arun Augustine
Neovibe Innovative Technologies Pvt Ltd	Anish John
CLAP Research	Anoop P Ambika
Raintels Technologies Pvt Ltd	Sreekanth S
Extravelmoney Technosol Pvt Ltd	Nisanth V Issac
ClusterDev Technologies Private Ltd	Saneem Perinkadakkat
CADMATE SOFTWARE LLP	STANLEY SUNNY
WebNamaste Consulting Pvt Ltd	Radhakrishnan KG
Sastra Robotics India Pvt Ltd	Akhil A
ThoughtsArena Solutions Pvt Ltd	Arun Satyan
iBoson Innovations Private Limited	Vineetha A
Servntire Global Private Limited	Georgey P Jacob
KSUM	Sawad Sayyid
KSUM	Muhammed Fasil

Exclusive Mentoring Session for Participants

KSUM organises an exclusive mentoring session with experienced mentors ore NSRCEL on the 6th day of the programme with Prof. Saras Saraswathy (Handled Effectuation) and Sathish Pathakota (NSRCEL Mentor). This year's edition was attended by:

- Radhakrishnan KG, WebNamaste Consulting Pvt Ltd
- Saneem Perinkadakkat, ClusterDev Technologies Private Ltd
- Vineetha A, iBoson Innovations Private Limited
- Arun Augustine, Messengerify Labs Private Limited

Industrial Connects

In the growth stage startups often face difficulties when it comes to keeping abreast of industry requirements and conditions. Simultaneously, large corporations need startups who can help them develop and execute new technologies. Industrial connects bridge this gap by enabling startups to find corporates with whom they can work to develop new solutions. KSUM facilitates these connects through various meetups and programmes.

BPCL

Public sector oil refiner Bharat Petroleum Corporation Ltd (BPCL) signed an MoU with Kerala Startup Mission to provide aid and investments in start-ups across various technology domains. It will also provide exclusive access for selected start-ups to its R&D facilities, technical expertise and industry network. BPCL will utilise selected products designed by these startups in its business verticals on a chargeable basis. It will also conduct workshops to promote startup culture in Kerala.

HPCL

The startup scheme of Hindustan Petroleum Corporation Limited (HPCL) is a programme to enable innovators and entrepreneurs to pursue a promising idea, establish and validate proof of concept (POC) and kick off commercialisation. HPCL aims to assist innovators and entrepreneurs with this process.

GTECH

GTech Innovation Focus Group, an initiative by the Group of Technology Companies (G-Tech) to promote innovation and entrepreneurship in Kerala has initiated the Adopt A Young Idea (AAYI) programme to identify and adopt potential ideas and nurture them towards maturity. The key objective of the programme is to create socially relevant projects that can be commercialised and made viable.

The
Torchbearers &
Changemakers

The Top 50 Startups

Company	Domain	Website Link	Founder	E-mail Id	Mobile
Accubits	Artificial Intelligence	www.accubits.com	Jithin	mahadevan@accubits.com	9746227322
Agrima Infotech Pvt. Ltd.	Foodtech	www.agrimainfotech.com	Arun Ravl	nikhil@agrimainfotech.com	9447376521
BestDoc Technology Pvt. Ltd.	Health Tech	www.bestdocapp.com	Afsal Salu	afsal@bestdocapp.com	9686185858
Buildnext Construction Solutions Pvt. Ltd.	Construction	www.buildnext.in	Gopikrishnan V	gk@buildnext.in	7506033510
CLAP Research Private Ltd	Enterprise Solution	www.clapresearch.com	Anoop Ambika	anoop.ambika@clapresearch.com	9447168522
Clootrack	IT Solution	www.clootrack.com	Shameel Abdulla	shameel@clootrack.com	9886809638
Corporate360	IT Solution	www.corporate360.com	Varun Chandran	varun@corporate360.us	6584449824
Curvelogics	IT Solution	www.curvelogics.com	Brijesh	brijesh@curvelogics.com	9880103691
Edulanche Services Pvt. Ltd.	Edutech	www.edulanche.com	Dr. Nishanth B. Singh	N/A	9995227733
Exponential Digital solutions	Automation	www.10xds.com	Binu Koshy	binukkoshy@gmail.com	N/A
Extravelmoney Technosol Pvt. Ltd.	Travel Tech	www.extravelmoney.com	George Zachariah	geo@extravelmoney.com	N/A
Eyerov	Hardware	www.eyerov.com	Johns Mathew	johns@eyerov.com	9496366763
VST TRAVEL SOLUTIONS PVT LTD	Hardware	www.vehiclest.com	Alvin George	alvin@vehiclest.com	9645099984
Iboson Innovations Pvt Ltd	AR/VR	www.ibosoninnov.com	Vishnu	vishnu@ibosoninnov.com	9176168620
Farmers Fresh Zone	Agritech	www.farmersfz.com	Shajan Babu P S	pradeep@farmersfz.com	7293943993
GENROBOTIC INNOVATIONS PVT LTD	Hardware	www.genrobotics.org	Vimal Kumar	vimalg@genrobotics.org	7012133360
God's Own Food solutions Pvt.Ltd. (Jackfruit Studio)	FMCG	www.jackfruit365.com	James Joseph	jamesjoseph@hotmail.com	9740877566

Company	Domain	Website Link	Founder	E-mail Id	Mobile
Good Methods Global / CareStack	IT Solution	www.carestack.com	Abhilash Krishna	arjun@carestack.com	4714000669
Hyreo	HR Tech	hyreo.com	Arun Sathyan	arun@hyreo.com	N/A
I Love 9 Months Fitness Solutions Private Limited	Health Tech	www.ilove9months.com	Anjali Raj	anjali@ilove9months.com	N/A
Ignitarium Technology Solutions	Hardware	www.ignitarium.com	Pradeep	pradeep.sukumaran@ignitarium.com	8861836454
Inforich Technology Solutions Pvt Ltd	Health Tech	www.inforichplc.com	Nishant Nambiar	nn@inforichplc.com	9744615635
Inntot Technologies Pvt Ltd	Hardware	www.inntot.com	Rajith Raman Pillai Indusekharan Nair	rajith.ri.nair@gmail.com	9995883612
Instio	Hospitality	www.instio.co	Girish Prabhu	girish@instio.co	9037001485
Logidots Technologies Pvt Ltd	Analytics	www.logidots.com	Anand	anand@logidots.com	9048514599
Menerva Software Pvt. Ltd.	IT Solution	www.menervasoftware.com	Sony Gabriel	sgabriel@menervasoftware.com	9448466968
MITSOGO Technologies Pvt. Ltd	MDM solution	www.mitsogo.com	Apu Pavithran	admin@mitsogo.com	9847086321
NavAlt Solar & Electric Boats Pvt. Ltd.	Hardware	www.navaltboats.com	Sandith Thandasherry	sandith@navaltboats.com	9895343637
Open bank	Fintech	www.bankopen.co	Deena Jacob	deena@openbank.co	9740209438
UnityLiving	IT Solution	www.unityliving.net	Jithin Sreedhar	jithin@unityliving.com	9895981814
Verteil Technologies Pvt.Ltd.	Travel Tech	www.verteil.com	Satheesh S.	satheeshs.tvm@gmail.com	9846705700
Visual IQ	Analytics	www.visualiq.com	Manu Mathew	www.visualiq.com	N/A
Paysack	Fintech	www.paysack.com	Ricky Jacob	ricky@paysack.com	9497672721
Payspoon	Fintech	www.payspoon.com	Kurian George	kg@payspoon.com	9995809712
Performant systems private limited	IT Solution	https://perfosys.in/	derrick sebastian	derrick@perfosys.in	8590806030

Company	Domain	Website Link	Founder	E-mail Id	Mobile
Profoundis accured by fullcontacts	Analytics	www.fullcontact.com	Arjun	arjun@fullcontact.com	17208555077
Progno Financial Planning Systems Pvt Ltd	Fintech	www.prognoadvisor.com	Sanjeev Kumar.G	sanjeev@progno.co.in	9020606162
Resonova Technologies	IOT	https://www.resnova.in/	Jijo Paul	jijo.paul@gmail.com	9740209438
Riafy	Entertainement	riafy.me	Joseph	josephbabu@live.com	9496089578
RUBY Software	IT Solution	http://www.ruby-software.com/	Joyce John	joyce.john@rubyians.com	9446472021
Sastra Robotics India Pvt. Ltd.	Robotics	www.sastrarobotics.com	Aronin P	Aronin@sastrarobotics.com	9447709894
Servntire Global Pvt. Ltd accured by Netobjex	IT Solution	www.servntire.com	Mahesh	mohan@servntire.com	7994355599
Soothika Ayurveda Mother & Baby Care Pvt.Ltd.	Health Tech	www.soothika.com	Rekha Babu	rekhha.soothika@gmail.com	9895935555
Strava Technologies	Cyber Security	www.stravatechnologies.in	Jancy Jose	hello@stravatechnologies.in	8589804929
Student of Fortune E-learning Services Private Limited	IT Solution	www.solutionasap.com	Subash	info@solutionasap.com	8547232812
Subdine	IT Solution	subdine.com	Nithin	info@subdine.com	9074149739
Sukino Healthcare Solutions Pvt. Ltd.	Health Tech	www.sukino.com	Rajinish Menon	ceo@sukhino.com	9902357575
Survey Sparrow	Analytics	surveysparrow.com	Shihab Muhammed	shihab@surveysparrow.com	N/A
Transight	Hardware	www.transight.in	Firoze Rahman	sales@transight.in	N/A
Westghats Technologies Pvt. Ltd.	Hardware	www.westghats.com	Jyothis	jyothis.is@westghats.com	8129385444

The Top Innovations

Idea	Product Description	Representative	Company/IEDC
Accident Preventive Vehicle System	The project is aimed towards reducing accidents offering solutions such as intelligent braking system, alcohol detecting engine off unit, seat belt based ignition system, eye blink sensors based automatic braking and more.	Adarsh K	SSM Polytechnic
Assistive Bed Frame For Sanitation Of Paralysed Patients	It is developing a low cost product for aiding paralysed patients that could be fixed on a existing cot in home providing all critical facilities required for bed ridden patients.	Jasmine	Sahrdaya College Of Engineering Technology
Assistive Bot For Children With Autism	It is building a robotic companion for children with Autism Spectrum Disorders to aid in their education and social skill development, by being a constant part of their lives.	Roshan	Amal Jyothi College of Engineering
Autoclean	It offers automated reprocessing system for dialysis filters. It offers three stage process which includes rinsing the filter with water followed by hydrogen peroxide and finally filling the filter with formalin and storing it.	Aswini	Sahrdaya College Of Engineering & Technology
Automated Portable Rubber Smoke House	It is working towards improving the grade of the RSS Sheet made by the farmer using scientific flow control mechanisms. It would reduce the time required to 18 hrs from 4-5 days currently.	Jeevan Joji	Rajagiri School Of Engineering & Technology
Baltern Gyrate	It is a smart spoon with features that help people who are suffering from parkinsson disease and also shivering of hands to have their food more effectively.	Abhinav	Adi Shankara College Of Engineering
Beeswax And Beevenom	Its primary objective is to extract maximum honey from the bee boxes.	Adhithya	VIdya Academy
BIOME	The product utilises the phototropic nature of microorganisms like Algae and Bacteria to fix ambient carbon dioxide. It is a glass box which includes water inoculated with Algae and an air pump is used to intake air.	Anna Jelson	Sahrdaya College Of Engineering & Tech
Brown Filler	Brown filler is the waste obtained from a glass manufacturing company and its a thermal filler waste. The Brownfiller paving tile is of high strentgh and highly economical and environment friendly with features such as thermal insulation and colour sustenance.	Anju	Sahrdaya College Of Engineering & Technology

Idea	Product Description	Representative	Company/IEDC
Accident Preventive Vehicle System	The project is aimed towards reducing accidents offering solutions such as intelligent braking system, alcohol detecting engine off unit, seat belt based ignition system, eye blink sensors based automatic braking and more.	Adarsh K	SSM Polytechnic
Cooling Blanket For Neonatal Therapeutic Hypothermia	Its aim is to design a cooling blanket which can reduce the internal body temperature of the neonates which is the solution for Hypothermic disorders in new born babies.The body temperature has to be reduced to 33.5 degrees and to maintain it for 72 hours.	Josna	Federal Institute Of Science And Technology
CrankPhone	A type of phone which can be used only for calling. Mainly focused on phone addicts, who can use this as a primary phone. Others can use this as a secondary phone.	Nikhil	Toc-H Institute Of Science & Technology
Cypher	Stormpad is a tool used to sieve the right individuals for any job. It maintains a database of their education, achievements, and projects like a resume, but in an extensive manner.	Mathew Varghese	Mar Athanasius College of Engineering, Kothamangalam
E-stick (An Electronic Multi-handicap Aid)	It offers electronic multi-handicap walking stick which helps to find obstacles. By using distance measuring ultrasonic sensors, the distance is calculated and realised to the user with the help of mini coin-type vibration motors.	Saheer	NSS College Of Engineering & Technology
el-KANE Cognitive Assistant For The Visually Impaired	It builds cognitve software and hardware solutions for visually impaired.	Amjad N	Elkanio Research Labs Llp
Extra Home Security System	It's building home security system. The system clicks photograph of the person intruding into a house, or LPG leakage. The same can be accessed on smartphone.	Sooraj	Jyothi Engineering College
Extraction Of Silica From Rice Husk & Building Commercial Product	It is using rice husk as the raw material which can reduce the burning of it in the field and can also reduce the usage of sand.	Gokul Kesav	Mohandas College Of Engineering
Helios	It's a multipurpose, high performance, easy to use multi-copter drone with increased flight capabilities which is designed to assist police and armed forces for surveillance and disaster management.	Ani Sam Varghese	Mar Baselious College
HotFoot Ticket Mechanism	It offers a solution which helps in managing students concession in public transportation systems.	Harikrishna M.S.	Gurudeva Institute Of Science And Technology
Kineamch Landpro	It is a multipurpose agricultural land preparation machine which replicates the human hand action of working on soil.	Ashwanth	Kinemach Engineering & Machines Pvt Ltd

Idea	Product Description	Representative	Company/ IEDC
Accident Preventive Vehicle System	The project is aimed towards reducing accidents offering solutions such as intelligent braking system, alcohol detecting engine off unit, seat belt based ignition system, eye blink sensors based automatic braking and more.	Adarsh K	SSM Polytechnic
Latinno – Latex Carry Backpack	Latinno - Latex carry backpack is a device invented to provide collection, storage and transportation of latex (natural rubber) in an easier, safer and comfortable manner.	Ajin Omanakuttan	Amal Jyothi College Of Engineering
Machines For Separating Mace From Nutmeg	It provides a machine to separate mace from nutmeg which is a herculean task for humans.	Ajith P Jose	St Joseph College Engineering & Technology
Marijuana & Alcohol Detector (Hybrid)	It offers a handy device for the detection of Marijuana and alcohol consumed by people. For using, the person is asked to split on a small strip, and the amount of marijuana consumed is detected using simple colorimetric property of THC.	Manu	Sahrdaya College Of Engineering & Technology
Matrix	Matrix is an IoT based security system which offers authentication service with better security than biometric and simple as password in a low cost, which verifies the response of user in real time to a random event.	Sajith Surendran	GEC Thrissur
Neurobuds	It has build wave maping smart earphones.	Nithin Vasanth	NT Labs Pvt Ltd
Parkin	Parkin uses LAN and internet to monitor and parking inside a city. parkin will increase the probability of finding parking space around their destination by creating a new parkin network structure.	Sujith S	SCT College Of Engineering
Pepper Plucker Cum Seperator	Pepper plucker cum separator comprises of two guiding vanes that direct the pepper spikes to the conical drum in which the separation of the pepper grains from the spikes takes place by the rolling action and friction.	Sreerag V	Amal Jyothi College Of Engineering
Railbot-Automating USFD	It offers Ultrasonic Flaw Detection System that can increase the efficiency of track testing with an average coverable length of 10 km per hour. It can detect both the external cracks and the internal one that are unseen, measure its depth and intensity.	Naseef	MES College
Roadway Mapper (Auto Survey)	It aims to reduce vehicles falling into potholes, sudden drops etc. by collecting data to determine the condition of roads and traffic. A sensor array to be attached to a vehicle that detects variations in level, sudden drops and lifts, and other related equilibrium shifts, and processes.	Athul Ram	Rajagiri School Of Engineering & Technology
Robotic Mobilisation Aid For Partially Paralyzed Individuals	It offers robotic mobilisation aid for paraplegic persons, who needs mobility and that cannot be achieved with normal wheelchair.	LEESON JOSE	Sahrdaya College Of Engineering & Technology, Kodakara

Idea	Product Description	Representative	Company/ IEDC
Semi-Autonomous Electric Vehicle	It aims to eliminate tthe pollution by converting an I.C. engine car to a fully functional electric car.	Aby	Rajagiri School Of Engineering & Technology
Sentyment	Its an AI based cybersecurity product.	Adarsh D	TKM Engineering College, Kollam
Smart Healthcare Solutions	It acts as a central hub that supports an array of connected devices enabling nurses to manage and monitor clinical practices efficiently.	Vishnu, Sanjai and Sruthi	Evelabs
Smart Hybrid Power Drive For Agriculture Motor	The proposed system mainly deals with power sharing and combining the solar and KSEB supply and sharing them depend on the load requirements.	Vaishnav	Sahrdaya College Of Engineering
Solutions Squad	It is working towards building land surveying technology which will disrupt current manual land surveying method	Christo Jose	IEDC Sahrdaya
Swasthi Smart Furniture Series	Smart Furniture implements the idea of foldable or self-assembly type furniture which is suitable for populated cities and smart homes in affordable budget. Its first smart furniture series was Swasthi Smart Furniture.	Athira K	Vidya Academy Of Science & Technology
TagDrive	Low power bluetooth solution to track valuables.	Vishnu Nagaraj	Nehru College of Engineering
Tripbuz	It is a common portal for tourist buses and packages that creates an equal opportunity for registered operators.	Subin	Vidhya Academy
Virtual deck	It allows users to create, scan and share digital business cards. A user can create a unique card or scan and use existing cards, that can shared to people using almost all kinds of online and offline media of transfer.	Ajay Zachariah	Model Engineering College, Thrikkakara
YOU CAN: Automatic Bed-Chair System	It is developing an assistive system for bedridden patients which is automated using brain signal mapping.	Anjana Sunil	Sahrdaya College Of Engineering And Technology

Global Award Winning Startups

Startup Name	Award
Agrima Inftotech	Received best incubatee award by ISBA in 2018.T he company has also rated as the top most wanted apps by Google. Selected for Google Launchpad Accelerator Programme, USA
Appmaker	The Next Big Idea contest is organised by Zone Startups India
Bitryt Solutions	The Next Big Idea contest is organised by Zone Startups India
Brew.com	Selected Ycombinator 2018 winter batch
Buildnext	Received best graduating startup award by ISBA in 2019
Buymeacoffee	Received Golden Kitty Award by ProductHunt for best in fintech product
CynBer Infotech Pvt Ltd	Signed a Letter of Intent with Naval Armament Inspectorate
Genrobotic	IIGP 2.0 Open Innovation Challenge, 2018
Genrobotics	Selected in Top 50 Startups emerging startup by IIT Mumbai. Its product 'Bandicoot' was unveiled by Prime Minister Narendra Modi
PerfectFit Systems	The Next Big Idea contest is organised by Zone Startups India
Profoundis Labs	Got Acquired By Fullcontact
Qkopy	Received CNN- IBN award 2018 and had taken commendable works during Kerala Floods and Nipah Breakouts
Qkopy	Received Kairali Innotech Best Startup Award 2018
Qucentis	Got selected for the Gethikathon
Riafy Technologies	Featured at Google I/O 2019 for app compression technology
Ronds Innotech	Nominated to the finals of Red Herring's Top 100 Asia Award 2015
Sastra Robotics India Pvt Ltd	Won The TiE50 Award
Servntire Global	Got India's first blockchain acquisition
Signnext	Received prizes in Huddle Kerala

Kerala
Startup Policy
An Overview

Directorate Of Industries And Commerce

Entrepreneur Support Scheme (ESS)

Eligibility
All MSMEs engaged in manufacturing activities are eligible for assistance.

Overview
The programme extends support to micro, small and medium enterprises by helping them operate flexibly and utilise funds optimally

Sanctioning Authority
All assistances under the ESS shall be sanctioned by The General Manager (District Industries Centre) For Startup Support

- District Level Committee - For Fixed Capital Investment below INR 200 lakhs
- State Level Committee - For Fixed Capital Investment above INR 200 lakhs

Fiscal Incentives
- Investment in land, buildings, plant & machinery, electricity, essential office equipment, pollution control devices and other fixed assets are eligible
- For General Category, assistance is 15% up to a limit of INR 20 lakhs
- For Young (18 to 45 years), Women and SC/ST entrepreneurs, the assistance is 20% up to INR 30 lakhs
- Enterprises in priority sectors are eligible for an additional assistance of 10% up to INR 10 lakhs
- MSMEs started in the districts of Idukki, Wayanad, Kasaracodee and Pathanamthitta are eligible for an additional support of 10% up to INR 10 lakhs
- Industries set up after acquiring new technology from approved research institutions are eligible for an additional support of 10% up to INR 10 lakhs
- The total assistance an enterprise is eligible for is limited to INR 30 lakhs

Stages in Entrepreneur Support Scheme
- *1st Stage:* The Startup support is provided for enterprises before they commence commercial production. The assistance is limited to 50% of the total eligible support up to INR 3 lakhs on sanctioning the term loan from the bank.
- *2nd Stage:* The Investment Support is provided after the commencement of commercial production. The entrepreneurs shall apply within one year from the date when production begins. Enterprises undertaking expansion, diversification and modernisation are also eligible for investment support.
- *3rd Stage:* The Technology Support is provided after commencing production upon the acquisition of new technology. Startups can apply for technology support within 6 months from the date of commencement after installing the new technology from authorised agencies.

Website
Website: http://industry.kerala.gov.in/index.php/schemes/ess

Assistance Scheme for Handicrafts Artisans (ASHA)

Eligibility

The applicant should be enrolled as an artisan/craftsman under the office of the Development Commissioner (Handicrafts) or Surabhi, HDCK Ltd., KELPALM, KSBC, KADCO. The artisan has to apply in the prescribed format with copies of bills/ vouchers/ invoice/ assessments in support of the investments claimed as FCI. There is no fee charged for applying for assistance.

Overview

The Assistance Scheme for Handicrafts Artisans(ASHA) replaced the previous scheme "Entrepreneur Assistance Scheme in Handicrafts" and aims to bring artisans in the handicrafts sector under the ambit of a single scheme for availing financial assistance in the form of grant assistance for setting up handicrafts businesses. For eligible applicants, support is also provided as back-end assistance in the form of grants once the enterprise has been commissioned and after filing EM Part II/ Udyog Adhar.

Sanctioning Authority

The General Manager, District Industries Centre will be the sanctioning authority. The assistance amount will be disbursed through bank.

Fiscal Incentives

- *40% of the expenditure on Fixed Capital Investments (FCI) subject to a ceiling of INR 2 lakhs and 50% of the expenditure on fixed capital investment for women, SC/ST and young artisans subject to a ceiling of INR 3 lakhs will be given as assistance.*
- *The principal elements of Fixed Capital Investment include the cost of constructing work shed/workshop, essential tools, equipment, machinery, accessories and electricity.*
- *Technology transfer fees, consultancy charges and product/design development charges will also be considered for financial assistance.*

Website

http://industry.kerala.gov.in/index.php/schemes/asha

PM's Employment Generation Programme

Eligibility

Assistance under the Scheme is available only to new units yet to be established, and per capita investment should not exceed INR 1 lakh in plain areas and INR 1.50 lakhs in hilly areas.

Overview

PMEGP is a credit linked scheme of the government of India by merging the erstwhile REGP and PMRY schemes. During 2015-16, 734 units were assisted with Rs1081.61 lakh creating employment to 3902 persons.

Sanctioning Authority

The Scheme is implemented through KVIC and State/UT Khadi & V.I. Boards in Rural areas and through District Industries Centres in urban and rural areas in a ratio of 30:30:40 between KVIC / KVIB / DIC respectively.

Fiscal Incentives

The rate of subsidy is 15% - 35% of project cost which will be paid into the loan account. The margin to be brought in by the promoter is 5% of the project cost for Special category (SC/ST, OBC, Minority, Women, PH and Ex-Service men) and 10% of the project cost for General category. The maximum project cost can be INR 25 lakhs in manufacturing sector and INR 10 lakhs in Service Sector.

Particulars	General Category		Special Category (Sc/St/Obc/Women/Ph/Ex Service)	
	Urban	*Rural*	*Urban*	*Rural*
Margin Money Grant	15 %	25%	25%	35%
Promoter Contribution	10%	10%	5%	5%

Website   *http://industry.kerala.gov.in/index.php/schemes/pmegp*

Kerala Financial Corporation (KFC)

KFC endeavours to provide comprehensive services such as term loan, working capital and special schemes that may be required for the benefit of the SME sector. The interest and principal are to be paid in monthly instalments for all schemes. The extent of financing provided is based on the type of the project and credit rating. Interest rates, extent of financing and maximum period of loans are given below:

Website   *http://www.kfc.org/loan-schemes.php*

Kerala State Council for Science Technology and Environment (KSCSTE)

Scheme For Promoting Young Talents In Science (SPYTIS)

Eligibility

Students from schools, polytechnic colleges and those admitted to undergraduate level courses in colleges.

Sanctioning Authority

Kerala State Council for Science, Technology and Environment has launched a special programme called Scheme for Promoting Young Talents in Science (SPYTiS).

Fiscal Incentives

- *SPYTiS- I: Under the scheme, a group consisting of 2 or more students of Class VIII-XII from a school will be selected for the award (INR 5,000) for carrying out a science project. The duration of the project is one year.*
- *SPYTiS-II: Under the scheme, students who have innovative ideas in science & technology and are enrolled in polytechnic colleges and undergraduate courses in colleges will be provided financial assistance of INR 10,000 for conducting projects. The support will be project-based and will be given for a period of one year.*

Features

Under both schemes, grants will be sanctioned to the host institution and the student has to work under the guidance/supervision of a faculty member. The awardees shall be requested to participate in a Science Talent Fair, Children Science Congress or Kerala Science Congress organized by KSCSTE for presenting their projects/findings.

Duration

One year for both schemes (SPYTiS- I &I I).

Rural Technology Programme (RTP)

Overview

The Kerala State Council for Science, Technology & Environment (KSCSTE) is an apex body that promotes R&D programmes in the rural technology sector by providing financial support for the implementation of project proposals. Rural Technology Programme (RTP) is designed to encourage and promote grassroot innovators and individuals by helping them perfect their ideas in the rural technology space.

Eligibility

- *Faculty of research organisations/ academic institutions/ non-governmental organisations in this field*
- *Grassroot innovators*
- *Individuals*

Sanctioning Authority

Ten copies of the project proposal in the prescribed format are to be submitted to the Joint Director, KSCSTE. The Technical Committee for Rural Technology Programmes (TC-RTP) will evaluate the project proposals. The proposals may be submitted throughout the year.

Fiscal Incentives

A financial grant up to INR 4 Lakhs is awarded based on the recommendations of TC-RTP to the tie-up institution where the innovator/principal investigator intends to implement the project. In addition, the tie-up institution will be eligible for an overhead at 10% of the total project cost.
Time Period: 2 years

Duration

Period: 2 years

Website

http://www.kscste.kerala.gov.in/

Kerala Startup Mission

Since 2015, KSUM has been providing seed funding to startups by means of an online portal through which applications are collected. Taking the process online has increased the speed and frequency of seed funding. Startups can receive amounts of up to INR 10 lakh. They need to register on the KSUM website.

The startup who are registered in the website can directly send the requirement of seed fund to surya@startupmission.in .The application is verified in the portal on the credibility of the particular startup and then conveyed to the expert panel, following which there is a review meeting for releasing the seed fund.

- *Online company registration on KSUM website*
- *Online validation of the startup asking for seed funding*
- *After validation the request will be put forward to an expert committee that comprises technical experts, financial experts and marketing experts*
- *The startup will then pitch their product to the committee along with the timeline for execution and utilisation of the funds*
- *Upon approval by the committee KSUM shall release the fund in two or three instalments*
- *The full process happens in three weeks. The selected startups will be given a cheque at the end of the third week from the date of application.*

Total of **27** **Companies** *with an* *amount of* **131 lakh**

A total of 35 companies have applied for the seed funding of which 27 companies have been granted the fund. Other companies were requested to iterate their business model or refine the product.

Kerala State Industrial Development Corporation (KSIDC)

Kerala State Industrial Development Corporation (KSIDC) is the premier agency of the Government of Kerala, overseeing industrial and investment promotion in Kerala. Formed in 1961, KSIDC's primary objective was to promote, facilitate and finance large- and medium-scale industries and catalyse the development of the physical and social infrastructure necessary for industrial growth in the state.

Over the years, KSIDC has become the one-stop solution for any investment in Kerala and the single point of contact for investors setting up shop in the state. KSIDC offers a comprehensive set of services including support in developing business ideas and viable projects, assistance in conducting feasibility studies, providing various financial products tailor-made for different types of investments, handholding and facilitation from project conceptualisation to commissioning, and providing developed infrastructure facilities and guidance for implementation.

A nodal agency for foreign and domestic investments in Kerala, KSIDC facilitates clearances and approvals, and processes various incentive schemes for starting new business ventures. KSIDC acts as a spokesperson of the state for spreading awareness about the startup ecosystem, and also acts as a link between industry and the government. The KSIDC team includes a core group of skilled professionals from various fields like engineering, management, finance and law.

KSIDC has over five decades of proven experience in attracting large volumes of investment in the state. The corporation has so far promoted over 750 projects in the State and has played a vital role in the setting up of pioneering organisations.

Criteria for Seed Funding

- *Seed Funding shall be provided to innovative ventures/potential start-ups promoted by Young Entrepreneurs, subject to a maximum of INR 25 lakhs per venture or 90% of the initial cost of the project, whichever is lower.*
- *Seed Funding shall be made available to promoters who have incorporated or intend to incorporate Limited Companies for implementation of the venture.*
- *All the Seed Funding proposals have to be accompanied by a proper business plan.*
- *The promoters have to furnish details as per the Know Your Customer (KYC) norms.*
- *Promoters' Credit Report shall be submitted from Banks/Financial Institution.*
- *Project evaluation shall be done by KSIDC along with entrepreneur assessment.*
- *The seed fund assistance, if sanctioned, shall be treated as Soft Loan to the company for a period of one year.*
- *The Company shall take necessary steps to convert the soft loan into Equity Capital at face value within one year from the date of disbursement, subject to the condition that the shareholding of KSIDC shall not exceed 49%. If the Company fails to comply with this condition within one year, the Soft Loan shall be recalled and would become repayable, together with applicable interest, worked out at the bank rate (presently @ 6.50% per annum) as on the date of sanction of financial assistance.*
- *After conversion of the Soft Loan into Equity, if other investors are identified for major capital infusion for scaling up or commercialisation of the project, KSIDC shall have the option to exit from the venture either by sale of investment to the intended buyers or buy-back of shares by promoter-directors, which shall be based on independent investment valuation. If the book value or face value of shares is more than the price offered by the investors, then the shares would be sold at whichever between the two is higher.*

- *In case of wilful abandonment of the project or company by promoter-directors, soft loan shall be demanded at funds disbursed plus simple interest from the date of release, worked out at the bank rate (presently @ 6.50% per annum) as on the date of sanction of financial assistance.*
- *The Promoter-Directors shall not sell or transfer or alienate their equity holding in the company without prior written consent of KSIDC, which shall be subject to standard conditions on right of first refusal for Co-Sale and Tag-Along Rights.*
- *All proprietary rights, patents, trademarks, logos, copyrights, licences etc., and all revenue streams of the project approved by KSIDC for which the seed fund assistance has been sanctioned, shall be in the name/favour of the company.*
- *The company shall not undertake any new project or expansion or diversification without the prior sanction of the Corporation, so long as the Corporation holds shares/soft loan in the company.*
  KSIDC shall have the right to appoint a Nominee Director or an Observer on the Company's Board as long as KSIDC holds shares /soft loans in the company.
- *There shall not be any change in the share holding pattern of the company in the company without prior written consent of KSIDC*

Total **43 Companies** *supported with* **seed funds**

Website *http://www.ksidc.org/startups.php*

Why
#StartupKerala

KSUM plays a significant role in channelising funds where they are most needed and bringing startups and industry leaders together to learn and grow from each other. KSUM has tied up with international institutes, accelerators and tech conferences to take Indian startups global. As many as 130 startups from Kerala have gone global under the Kerala government's various schemes. This progress of the state is majorly because of the various measures that the government has taken to promote the entrepreneurship culture in the state. Apart from adding over 3 lakh sq ft floor space for startups and providing 63 startups with international attention in 1,000 days, it also set up a nodal agency to help and promote startups, Kerala Startup Mission (KSUM).

Such initiatives by the government speaks volumes on how actively Kerala government is striving to create a lasting and sustaining ecosystem for startups prosper in the state. The Kerala Government has declared to investments of over INR 1,000 Cr in the state startups over the next four years. Such seed support to upcoming startups would go a long way not just to creating more home grown startups, but also, to attract startups to open shop in Kerala. The government understands the importance of a sustainable business ecosystem in the state would definitely boost the socio-economic factors like household income, employment, literacy in the state.

New schemes included in the year 2018-19

Following are the new initiatives and schemes that KSUM has implemented in the year 2018-19:

Establishing Super FabLab

Super fablab is an initiative by KSUM in association with Massachusetts Institute of Technology, Boston, USA. The Super Fab Lab includes testing, design and fabrication equipment and materials that cover length scales spanning from microns to meters in fabrication size. The creation of a Super Fab Lab in Kerala will enable the State to take a lead in advanced manufacturing capabilities, and support the development of new technology-based SMEs, while also bolstering the existing engineering educational pipeline.

This Super Fab Lab is the next natural step for KSUM in the incubation and support of grassroots technology innovation in the State.

The Super Fab Lab and related work will provide a platform for:

- *Research into new technologies and pathways for advanced manufacturing.*
- *New business startups around digital fabrication and manufacturing machines*
- *Expanded capabilities and higher resolution for existing fab labs that are ready for more advanced fabrication*
- *Producing digital fabrication machines for expanding educational FabLab infrastructure in the 150 engineering colleges across Kerala*
- *Small batch manufacturing of existing digital fabrication machines and for designing new, customized fabrication/manufacturing machines.*

Preference for Startups in Government Procurement

Further to the existing scheme direct procurement of startup products upto Rs 5 Lakhs by Departments, Government of Kerala has enhanced this limit upto Rs 20 Lakhs and also has brought in provision for Departments to purchase startup IT Products upto Rs 1 Crore through a tender process limited to startups registered with Kerala.

Regulatory Support To Startups For Self Certification

In line with the scheme of Government of India, Government of Kerala introduced the provision of self-certification for startups to minimize the cost of regulatory inspection and to avoid impediments in the execution of the work. As per this, Startups are allowed to provide self-certification / third party certification under all the following 6 laws:

- *The Building and Other Constructions Workers' (Regulation of Employment & Conditions of Service) Act, 1996.*
- *The Inter-State Migrant Workmen (Regulation of Employment & Conditions of Service) Act, 1979.*
- *The Payment of Gratuity Act, 1972*
- *The Contract Labour (Regulation and Abolition) Act, 1970*
- *The Employees' Provident Funds and Miscellaneous Provisions Act, 1952.*
- *The Employees' State Insurance Act, 1948.*

The regulatory support provision is for:

- *All startups who have successfully registered in 'Shram Suvidha Portal' shall be allowed the provision of self-certification with respect to all regulations as applicable to a Micro, Small and Medium Enterprises (MSME).*
- *Each Startup company will have a unique ID number and the same shall be used to track the profile of the startup.*

Unique ID For Startups

KSUM has introduced mechanism for recognising startups in Kerala. Startups having valid startup registration with DPIIT and registered in Kerala.

Kerala High Achiever Startup (KHAS) Fellowship Scheme

- *Kerala High Achiever Startup (KHAS) Fellowship will be granted to the top ten percentile of students from various*
- *Engineering Colleges in the State including National Institutions and Deemed Universities operating In Kerala who is engaged full time on a Startup as a founder/ co-founder.*
- *KHAS Fellowship will be for INR 15,000 per month and will be limited to a maximum of 24 months*
- *KHAS fellows will also be eligible for 3 seats free of cost in any of the State accredited incubators in the State for setting up their Startup facility. Rent waiver in case of already operating units*
- *KHAS fellows also will get preference for International Immersion Visits*
- *Fellowship will be given only during the time the High Achiever involves himself/ herself full time in the Startup activity*
- *KHAS fellows will be eligible for placement holiday of a maximum 3 years and accordingly will be eligible to appear for campus placements in their respective colleges within three years of their graduation in case their Startup venture fails to take off.*

Enhanced Scheme For International Exposure Program

Assistance to Startups attending International Programs & Conferences

First Travel

- *90% support for one member from the startup, which includes to and fro travel and visa charges.*
- *If two founders are traveling 50% of travel and visa support.*

Second Travel

- *70% travel support for one member from the startup, which includes to and fro travel and visa charges.*
- *If two founders are travelling 40% of travel and visa support.*

Third Travel

- *50% travel support for one member from the startup, which includes to and fro travel and visa charges.*
- *If two founders are travelling 30% of travel and visa support*

Fourth Travel

- *25% travel support for one member from the startup, which includes to and fro travel and visa charges.*
- *The startup who have availed the first and second travel in the first year, will only be eligible for the third and fourth travel support from the second year onwards.*

Eligibility

Applicable to startups as defined by the Department for Promotion of Industry and Internal Trade (DPIIT). Startups will be eligible only for 2 travels in a year under this scheme

Assistance To Startups Attending National Programs / Conferences

First & Second Travel

- *100% support for two members maximum from the startup, which includes to and fro travel.*

Third Travel

- *100% travel support for one member from the startup, which includes to and fro travel. OR*
- *If two founders are travelling 50% of travel support.*

Fourth Travel and For Further Travels

- *50% travel support for one member from the startup, which includes to and fro travel.*

Eligibility   *Applicable to startups as defined by the Department for Promotion of Industry and Internal Trade (DPIIT).*

Support To Women Entrepreneurs Pre-Incubation Support: It Includes

- *The Pre-Incubation Support will be given to the startups led by women at the early stages.*
- *The Pre-Incubation Support will be for a period of 3 months and will be free with incubation, mentorship and technical support.*
- *Two cohorts of 10 startups exclusively for women shall be taken as part of this scheme.*
- *The pre incubation activity will be implemented within the component 'Incubation' under Youth Entrepreneurship Development Programme.*

Business Support   *KSUM provide support to women founders who have a valid startup product with 100% on the following scenarios:*

Product Showcasing   *Support to exhibit products in national and International events where registration cost shall be taken by KSUM.*

Travel   *National and International business meets travel tickets for one founder and the same can be availed four times in the startup lifecycle and further subject to review of the startup.*

Marketing Support   *Support marketing activities up to a ceiling of Rs. 5 lakh per startup per year, with a validity of two year.*

Seed Funding Support   *This scheme is to extend the moratorium period of seed funds given from KSUM to two years from one year. The features are:*

- *Fast Track Soft loan against purchase order.*
- *Fast Track Soft Loan as advance for projects received from Government Departments.*
- *Technology Transfer Support for women lead startups with a ceiling of 10 lakh.*
- *Tech enthusiast 10% seats earmarked for women in International Exposure Programmes.*

Incubation Infrastructure Development Fund

With an intention of supporting niche sector startups Government of Kerala has accorded sanction for setting up incubators in niche sector. Based on this KSUM has setup the following incubators:

- *Space Technology Application Development Ecosystem (STADE) : In Space Technologies*
- *Biomedical Research, Innovation and Commercialisation in Cancer (BRIC): In Oncology*
- *FOSS Incubator: Free and Open Source Technology Startups*
- *Design Incubator.*

Rent Subsidy Scheme For Startup In Scaleup Space

- *KSUM introduced the rent subsidy for startups who are the in the scale up stage*
- *The company should be registered as a startup and should have DIPP startup registration to avail this benefit*
- *The company should be operational in Kerala and shall have at least 70 percentage of employees with Kerala domicile*
- *The company should have an annual revenue of at least INR 50 Lakhs or should have received equity funding of at least INR 150 Lakhs from external sources*
- *The maximum area of subsidy for company will be 10,000 square feet or 70 square feet per employee whichever is less*
- *The maximum period of assistance will be for 3 years the subsidy will be given to companies which shows a year on year growth in revenue at least 50 percentage*
- *The assistants will be given only during the period in which company continue as a startup and meet all regulatory compliances*
- *The companies who have dues pending against them from any of the government agencies will not be eligible for the subsidy. the company should submit an affidavit to the sextant while applying for the subsidy*
- *The subsidy is being given only as reimbursement to the company after making actual payment of rent to the government park concerned*
- *The rent subsidy will be available for companies operating in government on parks or any other location on released by government agencies*

Building For
India

While the Kerala startup ecosystem has undoubtedly made great improvements in governance and tech adoption by nurturing skills, ideas and innovation from the college level till the startup products or services reach the local market — and through the help of government contracts and other support.

Tier 1 cities such as Mumbai, Delhi and Bengaluru are considered startup hubs and magnets in the country, but cities like Kochi in Kerala are marking their presence felt thanks to these efforts.

With its rich background in tourism, ayurveda, reservoirs and cottage industry, Kerala has relied on natural resources for decades. But beyond these traditional revenue generators, a huge scope lies ahead of the entrepreneurs of Kerala to build on the base created by the government.

While tourism contributes close to 12% to Kerala's GDP, by 2021, the government projects it to rise to 20%. But the government has also recognised the significance of improving the technology and IT services infrastructure. And now startups can build on this foundation to engage with the Indian market at-large and customise innovations for various states and regions.

KSUM also brought Brinc, a Hong Kong-based hardware accelerator, to India to address the challenges faced by product and hardware development startups in the country. India's first international accelerator, Brinc supports startups in understanding the global hardware market and develop products accordingly.

Unlike in Delhi or Bengaluru, where the involvement of the government has been limited so far, the Kerala government has led with complete focus on startups since 2006. KSUM has been working closely with several government departments to address their needs through startups. The opportunity is not just limited to the state-based startups, but any startup in India can pitch its products or services to government departments if they are registered in Kerala.

Kerala's startups have been brought up on a DIY (do-it-yourself) culture in schools and mentoring from Fab Labs and IEDCs in colleges. This means the entrepreneurial mindset has been inculcated from a young age and this makes students from Kerala ready to take on the challenges of the Indian market. Thanks to the state's focus on hardware development through the Maker Village and Fab Labs, Kerala's startups have a headstart in the arena of IoT and robotics, both of which are hardware dependent. With automation and Industry 4.0 taking centre-stage in manufacturing and supply chain sectors, IoT and robotics are big growth areas and also the fulcrum of the central government's digitisation efforts for those sectors.

Thanks to its traditional strengths of utilising natural resources to create industries such as fragrances, spices, ayurveda and wellness, Kerala is also well-placed to bring in change in the field of cleantech and social impact. Kerala's startups such as GenRobotics has worked to create robots to help end manual scavenging, while others have built solutions for clean energy and green mobility.

Take the example of Kerala-based startup Greenturn — supported by Maker Village — which developed Greeniee, an IoT hardware device combined with an AI and machine learning algorithm that helps in understanding energy consumption in businesses. With the central government slowly working to build smart cities, and coworking spaces on the rise in the Indian market, such solutions will redefine India's energy landscape in the years to come, especially as the government pushes for more renewable energy and more conservation.

Supported by the Kerala Startup Mission, Kochi-based NavAlt, which is also a member of World Alliance for Efficient Solutions by Solar Impulse Foundation, Switzerland, has developed solar and electric boats commercial boats at one-third the price of similar ferries in Europe. This solution can also help solve the problem of pollution in other states such as Goa, Maharashtra, and states in North East India which rely on waterways for transport.

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