

# STARTUP TIMES

Volume 01, Issue 02  
December 2023

A Quarterly E-Magazine from Kerala Startup Mission



Kerala has around 4800+ startups working in various sectors spread across its 14 districts. Our startups work in wide range of sectors including Artificial Intelligence, Hardware, Healthcare, Fin tech, Bio Technology etc.



**K E R A L A**  
**STARTUP MISSION®**

# **WORLD CLASS INFRASTRUCTURE TO ACCELERATE YOUR GROWTH**

10 Lakh+ Sq. ft across the  
state to handhold the  
startups in their  
entrepreneurial journey

**4800+**  
STARTUPS

**04**  
ACCELERATORS

**63**  
INCUBATORS

**450+**  
MINI INCUBATORS

**5500CR**  
VC & ANGEL FUNDING

**40CR+**  
EARLY STAGE FUNDING

**50K+**  
EMPLOYMENT GENERATED

**61CR**  
FUND OF FUND



***THE SCALE IS IMPORTANT  
FOR A STARTUP. THINK BIG,  
BUT TAKE ONE DAY AT A  
TIME.***

**KUNAL BAHL  
FOUNDER, SNAPDEAL**

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# KERALA STARTUP MISSION: LAYING THE FOUNDATION FOR THE FUTURE

**Shri Pinarayi Vijayan**  
Hon'ble Chief Minister of Kerala



Kerala is in the forefront of the Startup ecosystem in India. For three consecutive years, the Startup India Ranking has placed Kerala as one of the top Indian States which has built a robust Startup ecosystem. Various State Government initiatives such as IEDC (Innovation and Entrepreneurship Development Centres for Colleges), YIP (Young Innovators Programme), programmes for incubation and acceleration, corporate innovation, and so on, have made Kerala the best place in the country for Startups.



We will be connecting the tourism industry and the Startup ecosystem, which could create Startup Work Pads across the tourism destinations in Kerala.



Around the world, Startups are making a big impact on industries like IT, BT, pharmaceuticals, food processing, services and so on which have been identified as most suitable to Kerala. Therefore, we have accorded a pride of place for Startups in our initiatives to transition into a knowledge economy and innovation society. Accordingly, the Kerala Startup Mission has taken up several initiatives to further develop our Startup ecosystem.

We have identified three key areas where Startups often requires support on the road to profitable and sustainable entrepreneurship; infrastructure, investment, and business development. Kerala is making substantial investments in the Startup infrastructure. We have established Fablabs, Technology Business Incubators, and an upcoming Emerging Technology Startup Hub in Thiruvananthapuram. These world class facilities provide Startups with access to cutting edge resources, including office spaces, labs, and advanced technologies. KSUM has initiated LEAP Co-works all across the State to create a community of Startups, offering events, workshops, and networking opportunities. Membership plans cater to different Startup needs, from hot desks to private office spaces

Access to funding or inflow of investment, is vital for the sustainability and growth of Startups. To facilitate this, we have launched various initiatives, including government backed funds, venture capital networks, and the IGNITE - an Angel Investment Workshop, which brings High Net Worth Individuals (HNIs) into the Startup ecosystem to provide financial support.

To ensure business development we have introduced innovative policies, such as 'Government as a Marketplace,' which simplify the participation of Startups in government projects, replacing traditional tendering complexities.

Innovative technology based facilities, such as the Future Technology labs, IOT, and Super Fab Labs, are integral components of KSUM's offerings. These state of the art resources are provided to Startups across various industries. We are not merely creating jobs. We are also enabling our youngsters to become job creators. Therefore, we have introduced a revamped curriculum that places emphasis on talent conversion and retention. Initiatives like IEDC and the YIP play a crucial role in this strategic shift

We recognize the changing aspirations of the new generation, who prioritise diverse experiences and financial independence beyond traditional employment. We will be connecting the tourism industry and the Startup ecosystem, which could create Startup Work Pads across the tourism destinations in Kerala. These Work Pads will be linked using the K-FON project, which connects every nook and corner of our State with the global information highway, through an optical fiber network. It will enable the launch of Startups in every part of the State.



Kerala Chief Minister Pinarayi Vijayan launching the first Infinity Centre of Kerala Startup Mission in Dubai

Anyone from anywhere in the world with an innovative idea can come to Kerala and work in our beautiful tourist spots. We will help you, and you will help Kerala to emerge as one of the top Startup destinations in the world. Startups from across the globe can innovate successfully from Kerala, through platforms like 'Huddle Global'. It has become an event

of profound significance and has emerged as a beacon of innovation, entrepreneurship, and collaboration on the global stage.

The Government of Kerala strives to utilise technology in such a way that it transforms society and enables human progress. The idea is to re-invent various sectors like education, health, business, services and so on, using technology tools like Artificial Intelligence and machine learning. It is not just the physical infrastructure that we are focusing on; we are preparing the much required digital infrastructure as well.

We are promoting Startups like never before by providing both technical and financial support. We are also investing in skill development platforms, apart from ensuring last mile connectivity. The 'Top 100 Series Challenge,' aimed at identifying, rewarding, and engaging programming and product design talents with the potential to create globally competitive technology products has been launched. As an initial installment to the series KSUM and 'Mulearn' are embarking on a new journey to identify and acclaim the top 100 coders in the state.

India is the world's third largest Startup ecosystem with more than 77,000 Startups. Each State has a significant role to play in the overall development of our national Startup ecosystem. As far as Kerala is concerned, we are poised to play our role to perfection by setting up 15,000 additional Startups and creating 2,00,000 more jobs in new and emerging technologies, during the tenure of this Government. To all entrepreneurs, I extend my heartfelt wishes. Your entrepreneurial spirit and innovative ideas will drive Kerala's progress. Continue pursuing your dreams, creating opportunities, and contributing to the growth of our vibrant Startup ecosystem. Together, we can chart a brighter future for our Startups, our economy, and our nation.

# HUDDLE GLOBAL 2023

## A CONFLUENCE OF INNOVATION, COLLABORATION, AND INSPIRATION

Kerala Startup Mission (KSUM) recently hosted the Huddle Global 2023, a grand event that brought together startups, industry leaders, and thought influencers on the picturesque shores of Adimalathura near Vizhinjam, Trivandrum in Kerala. The three-day extravaganza saw an incredible lineup of speakers, groundbreaking discussions, and impactful initiatives that marked the event as a pivotal moment in the global startup ecosystem.

The Inaugural Ceremony set the stage for an enriching event, witnessing the exchange of Memoranda of Understanding (MoUs) between KSUM and notable entities like Belgium and the State Bank of India (SBI). Kerala Chief Minister Pinarayi Vijayan inaugurated the event, highlighting Kerala's ambition to become a digital hub and a premier startup destination.

Eminent personalities including Dr. Shashi Tharoor, Member of Parliament; representatives from global embassies; and corporate leaders like Didier Vanderhasselt and Catherine Gallagher addressed the inaugural session, emphasizing the rise of Indian startups, especially in advanced technology domains like IoT and data analytics.

The event served as a showcase for innovation, presenting products from diverse sectors such as robotics, AI, life sciences, space tech, fintech, and more. Over 100 nascent companies displayed their innovations, with an array of experts guiding them on investment opportunities.

In addition to the main sessions, the event hosted an array of sessions, keynotes, and panel discussions. Industry stalwarts engaged with startups, offering mentorship and insights, elevating the understanding of business nuances.

The partnership with Startup India, Headstart, TiE Kerala, and other esteemed organizations underscored the event's collaborative spirit, facilitating networking and knowledge exchange among 5,000 startups, investors, corporates, mentors, and speakers.

A highlight of the event was the exchange of MoUs, signalling KSUM's plans to establish Startup Infinity Centres in Belgium, presenting an avenue for Kerala's enterprises to expand their operations globally.

The event culminated in a riveting keynote by South African cricket legend Jonty Rhodes. Sharing his journey and strategies from the cricket field, Rhodes inspired entrepreneurs to embrace innovation, resilience, and unconventional thinking for success.

In summary, Huddle Global 2023 showcased Kerala's vision of becoming a global startup powerhouse, emphasizing the importance of startups in India's economic narrative. The event reinforced the significance of startups in India's economic narrative, spotlighting their role as catalysts for innovation, growth, and transformation.





STARTUP IN FOCUS

# INTERVAL: A KERALA EDTECH STARTUP'S GLOBAL TRIUMPH

In the heart of Kerala's picturesque Malappuram district lies Areekode, a remote village that might seem an unlikely birthplace for a groundbreaking edtech startup. However, Interval, founded in 2021, has not only defied geographical expectations but has also made waves in the global education landscape. This innovative company has recently achieved international recognition that sets it apart in the world of education technology.

Interval's journey began with a simple yet revolutionary idea – personalized, one-to-one live tutoring. In a world where traditional education often struggles to accommodate the unique needs of individual learners, Interval's founders saw an opportunity to bridge the gap. Headed by Ramees

Ali, a graduate of Government Law College, Kozhikode, and an alumnus of IIM Indore, the team set out to redefine education.

What makes Interval stand out is its commitment to offering a tailored educational experience. With over 4,000 dedicated teachers and a workforce of 218 individuals, the platform serves more than 25,000 students across 30 countries. The remarkable aspect is that it accomplishes all of this from its headquarters in Areekode, a place that represents just 0.3% of the Indian Edtech Market. Interval's unique approach has not gone unnoticed. The startup was selected as the sole Indian participant in Finland's 'Talent Boost' project, an initiative by the Ministry of Economic Affairs of



Finland to attract talent and investors across sectors. Ramees Ali, Interval's CEO, expressed his gratitude for the support received, saying, "The support we received has been truly exceptional. Moreover, we are grateful for the backing extended by the Finnish government to facilitate our expansion into Europe."

The recent 'Experience Tampere' conference in Finland, hosted in Tampere, Europe's leading startup ecosystem, provided Interval with a platform to engage with global mentors and accelerators. This international recognition and exposure further solidify Interval's position as a pioneering edtech solution with global potential.

Interval's rapid success is evident in its impressive revenue generation of 15 crores within just two years of inception. The company is now strategically eyeing expansion into the European market, considering Finland as its potential European headquarters. This ambitious move highlights how startups from remote corners of India, like Areekode in Malappuram, can make a significant impact on the international stage.

Interval's journey serves as a testament to the transformative potential of innovative edtech solutions. As it continues to grow, it exemplifies how determination and a commitment to personalized education can transcend geographical boundaries and reshape the future of learning. As Ramees Ali aptly summarizes, "Finland has emerged as a strong advocate for edtech platforms, which play a pivotal role in advancing the education sector. This presents an array of lucrative opportunities for international entrepreneurs."

In a world where education knows no borders, Interval is proving that innovation knows no boundaries either.



# KERALA STARTUPS SHINE BRIGHT IN GERMANY: A TALE OF INNOVATION AND COLLABORATION

In a remarkable stride towards fostering global partnerships, Kerala Startup Mission (KSUM) achieved a significant milestone on 13th-18th August 2023 through its collaboration with NRW.Global Business, GINSEP (German Indian Startup Exchange Program), and The Office of Economic Development Düsseldorf. This alliance opened the doors for six high-potential startups from Kerala, TutAR by Infusory, PlaySpots, SKEWBIRD Technologies Pvt Ltd, Fuselage Innovations, Tranquility IoT & Big Data Solutions, TOSIL Systems Private Limited paving the way for an inspiring journey of innovation and collaboration in North Rhine-Westphalia (NRW), Germany.

The collaboration was nothing short of a game-changer for these pioneering startups, as they embarked on a transformative visit to NRW, Germany. The delegation included some of Kerala's most innovative companies, each bringing their unique vision to the international stage.

During their visit, these startups took centre stage at the prestigious Indian Pavilion during the Digital Demo Day, engaging with key figures from NRW and the wider European landscape. This event not only provided a platform for showcasing their

innovation but also fostered meaningful partnerships that have the potential to reshape industries.

The collaboration between KSUM and its German counterparts not only highlighted the immense talent and creativity emerging from Kerala's startup ecosystem but also showcased the boundless possibilities that arise when India and Germany unite forces. This fruitful partnership has set the stage for a future where cross-border collaborations and innovative solutions flourish.

As the startups returned home, they carried with them a wealth of experience, invaluable connections, and a renewed sense of purpose. Their journey serves as a testament to the power of collaboration, innovation, and the unwavering support provided by KSUM.

In the heart of this international exchange lies a promise – a promise of a future where boundaries dissolve, ideas soar, and collaborations know no limits. With each such venture, Kerala's startup ecosystem strengthens its position on the global map, contributing to a world where innovation knows no borders.



# KERALA STARTUPS SHINE AT GITEX GLOBAL FUTURE STARS



As many as 50 start-ups supported by the Kerala Startup Mission (KSUM) took part in the five-day GITEX Global 2023, held in Dubai World Trade Centre. The companies explored business and investment opportunities with start-ups from across the world besides showcasing their products, technology skills, and sustainable ideas.

The Kerala start-ups attended the start-up-focused event 'Expand North Star', being held at Dubai Harbour, one of the two major venues of the tech show. This edition of GITEX Global featured the largest contingent of start-ups from sectors including IT, Robotics, AR/VR (Augmented Reality/Virtual Reality), IoT (Internet of Things), software, and Electric Vehicle domains.

Apart from bagging business and investment opportunities, the seventh delegation led by KSUM at GITEX Global found ways to scale up their business. Besides displaying their products and solutions, these ventures also explored greater expansion and investor connections to the Middle East.

K.P. Hussain, chairman and managing director of Fathima Healthcare Group, UAE, inaugurated the pavilion of KSUM at the GITEX Global. Lauding the efforts of KSUM, Dr Hussain stated that the Middle East offered immense opportunities for the growth of start-ups with credible products.

Meanwhile, eight Kerala start-ups made it to the semi-finals of the Supernova Challenge, the biggest pitch competition in the Middle East, Africa, and South Asia. This challenge featured alongside the 'Expand North Star', a much-anticipated pitch competition for entrepreneurs willing to display ground-breaking innovations and highlight their value in front of the world.

The start-ups that made it to the semi-finals from thousands of entries included Genrobotics, Brainwired, HyperQuotient, Acutro Technologies Pvt Ltd, EyeRov, Noval Sustainability Solutions Private Limited, Tuttifrutti, and Estro Tech Robotics. More than 1,800 global start-up exhibitors, 900-plus investors, and 100-plus countries attended the Expand North Star event.

## GROWTH FABLES

# Zappyhire

*Co-Founders of Zappyhire*  
**Deepu Xavier, Jyothis K S**



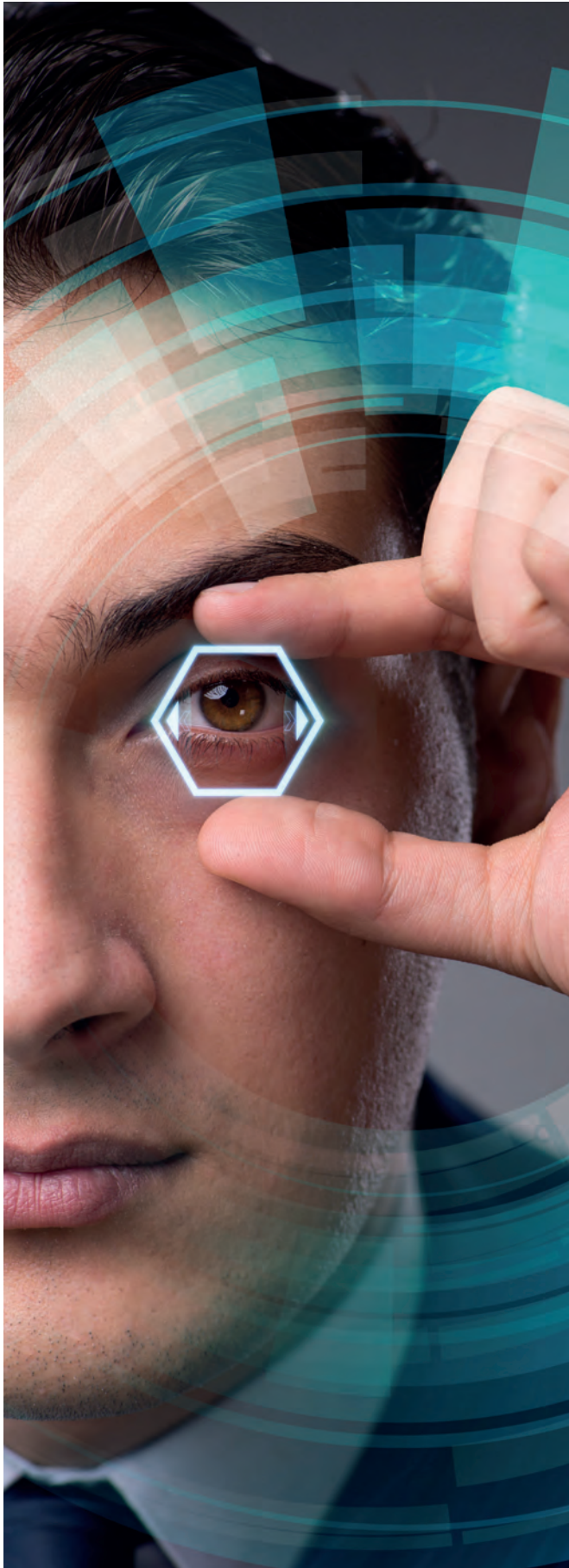
Founded in late 2018 with a small team of three members, Zappyhire embarked on a journey that has redefined recruitment automation for the better. In just four years, Zappyhire has accomplished remarkable feats, earning prestigious accolades like the Digital India Platinum Award 2022 from the President of India. Their recruitment automation platform, powered by augmented intelligence, end-to-end automation, and an unwavering focus on the candidate experience, is nothing short of groundbreaking. In the past year alone, it facilitated the screening of over 1.6 million

candidates and conducted more than one lakh interviews. Zappyhire's multifaceted platform boasts advanced features, from a cutting-edge Applicant Tracking System to a Multilingual Recruiting Chatbot and Robotic Video Interviews enriched with AI assessments. It's not just about technology; it's about revolutionizing recruitment. As one of the top 5 HR tech startups and among the 101 Most Innovative AI Companies in India, they're making waves globally, serving over 4200+ recruiters in Southeast Asia, MENA, France, and the United States.

But beyond its disruptive technology, Zappyhire is about people. Their vision is to simplify hiring for mid-sized companies to enterprises globally, reducing hiring timelines and elevating candidate experience. Their diverse clientele includes illustrious names like Shaadi.com, Walkaroo, Federal Bank, VantageCircle, ESAF, Nest Digital and many more. Zappyhire also forms the cornerstone for the Kerala Government's Knowledge Economy Mission, which aims to create 20 lakh jobs in 5 years.

In essence, Zappyhire is more than just a company, it embodies a force of innovation, setting new standards in talent acquisition. Leveraging AI, Zappyhire is crafting a narrative where hiring transcends mere numbers, envisioning a landscape where every hire becomes both a nexus of endless possibilities and a testament to transformative technology.





*WHAT'S NEW?*

## **STARTUP ECOSYSTEM TRENDS**

In today's ever-evolving landscape, startups have emerged as beacons of innovation, reshaping industries and driving economic metamorphosis. Their ability to swiftly adapt, disrupt, and find innovative solutions has captured the imagination of entrepreneurs, investors, and policymakers around the globe. Let's explore how startups are shaping the future and discuss the remarkable growth of the startup ecosystem in India.

Startups are catalyzing transformation across diverse sectors, from healthcare to finance and beyond. With disruptive technologies and novel business models, they are outpacing conventional giants, redefining norms, and catering to unmet needs. Fintech marvels like Paytm, PhonePe, and Razorpay have revolutionized financial services, democratizing access and inclusivity for millions. In healthcare, trailblazers such as Practo and PharmEasy are reshaping the delivery of medical services, enhancing efficiency and accessibility.

## CONTRIBUTION TO JOB CREATION AND ECONOMIC GROWTH

Startups play a pivotal role in job creation and economic development. India, in particular, has experienced a significant surge in startup activity. Record-breaking funding in 2021 and the entry of 22 Indian startups into the unicorn club in 2022 have underscored the country's startup prowess. These startups have generated millions of jobs, reducing unemployment rates and attracting substantial foreign investments, propelling economic growth and bolstering India's stature in the global entrepreneurial arena.

## GOVERNMENT SUPPORT AND INITIATIVES

The Indian government, recognizing the pivotal role of startups in fostering innovation and economic growth, has introduced groundbreaking initiatives like 'Startup India' and 'Digital India.' These measures offer incentives, tax benefits, and streamlined regulatory frameworks, nurturing a culture of innovation and entrepreneurship across the nation.

Furthermore, state-specific programs like Kerala Startup Mission (KSUM) are instrumental in fostering a conducive ecosystem for technology-based entrepreneurship, providing crucial support to budding startups. These initiatives, coupled with government-endorsed incubators and accelerators, have provided mentorship and infrastructure, fueling the entrepreneurial fire across the country.

## FUTURE OUTLOOK: STARTUPS SHAPING INDIA'S DESTINY

As we gaze into the horizon, startups continue to steer India's economic trajectory. Their ability to innovate, adapt swiftly, and offer solutions to complex problems positions them as pioneers of change. They aren't just shaping the future; they are actively constructing it, transforming industries, creating opportunities, and pushing the boundaries of innovation.



It's imperative for all stakeholders – governments, investors, and society – to sustain their support for startups. With this unified backing, these entrepreneurial trailblazers will have the resources and encouragement needed to navigate challenges and drive India towards a future fueled by innovation and progress.

In conclusion, startups stand as pillars of innovation, influencing economies and societies on a global scale. Their ability to innovate, adapt swiftly, and solve complex problems positions them as key drivers of change. The burgeoning Indian startup ecosystem, characterized by rapid growth and government backing, is a testament to this phenomenon. It's imperative for stakeholders to sustain their support for startups, ensuring an environment that fosters growth and development and ultimately shapes a future defined by innovative solutions and advancements.





*MONTH OUTREACH*

## **A VISUAL ROUND-UP**

A visual round-up of all the outreach programs initiated by KSUM from June to November 2023.

1ST JUNE 2023

## RINK VISIT TO ICAR- SBIRC, KANNUR



18 JUNE 2023

## STARTUP INFINITY INAUGURATION AT DUBAI



22 JUNE 2023

## LAUNCH OF LEAP COWORKS, KASARAGOD



## 10TH JULY 2023 JETRO TEAM VISIT



## 22 JULY 2023 FOUNDERS MEET 12.0



## 26TH JULY 2023 STARTUP 360 AT LEAP PALAKKAD



## 29TH JULY 2023 LAUNCH OF FINANCIAL SERVICES CENTER OF EXCELLENCE AND LEAP COWORKS KOLLAM



01 AUGUST 2023

# LAUNCH OF LEAP STATEWIDE MEMBERSHIP CARD AND INAUGURATION OF LEAP TRIVANDRUM



9 AUGUST 2023

# RINK EXPOSURE VISIT TO CIPET FOR STARTUPS & ENTREPRENEURS



10 AUGUST 2023

# VISIT OF SECRETARY, MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY



11 AUGUST 2023

# SHE LOVES TECH INDIA ROADSHOW



# 19 AUGUST 2023 FOUNDERS MEET 13.0

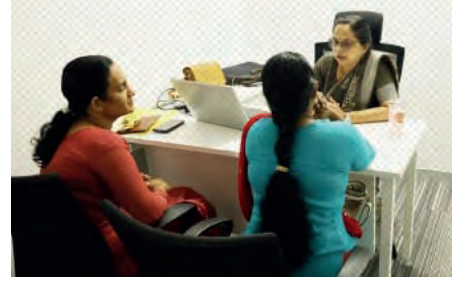


# 21 AUGUST 2023 MEET UP WITH THE HUB.BRUSSELS TEAM



26 AUGUST 2023

# STARTUP 360 AT LEAP TRIVANDRUM



# STARTUP ONAM



14 SEPTEMBER 2023

# WORKSHOP ON 'REGULATORY AFFAIRS FOR MEDICAL DEVICES'



23 SEPTEMBER 2023

# PHARMACONNECT



4 OCTOBER 2023

## LAUNCH OF TIE UNIVERSITY



6 OCTOBER 2023

## RINK EXPOSURE VISIT AT ICAR-CIFT, KOCHI



9 OCTOBER 2023

## GENZ FOR INDUSTRY 4.0



25 NOVEMBER 2023

## SIDBI SEED FUND PROGRAMME FOR STARTUPS



# OCTOBER 2023 IEDC SUMMIT



**4TH NOVEMBER 2023**  
**EXPLORE@KTIZ, KOCHI**



**7TH & 9TH NOVEMBER 2023**  
**GLOBAL ENTREPRENEURS PROGRAMME IN TRIVANDRUM AND KOCHI**



**9TH NOVEMBER 2023**  
**BRITISH DEPUTY HIGH COMMISSION VISIT**



**21ST NOVEMBER 2023**  
**CAPITAL CAFE**



# WOMEN STARTUP IN FOCUS

## BYLIN MEDTECH PVT LTD

Dr. Lini Basil, a skilled dentist with over 11 years of professional experience, embarked on a remarkable journey of innovation and entrepreneurship following a pivotal moment in her career. Her dedication to the field of dentistry took an unexpected turn in 2017 when she encountered an occupational hazard that left her with weakness in her right arm, a common challenge faced by many in her profession. Rather than accepting an early retirement, she chose the path of reinvention and societal contribution.

In 2018, Lini Basil joined the "Social Innovation Immersion Program" (SIIP) Fellowship, an initiative by BIRAC, DBT. This program, housed at TIMed, the business incubator of the prestigious Sree Chitra Thirunal Institute of Medical Science and Technology, aimed to create innovative medical devices catering to elderly health and addressing unmet needs in the ageing population. It was part of India's 'Make in India' campaign and intended to foster entrepreneurship in the country.

During her time in the SIIP Fellowship, Lini Basil travelled extensively throughout Kerala, engaging with elderly communities, tribal groups, nursing homes, and healthcare institutions. This hands-on approach allowed her to identify critical medical needs among the ageing population. Subsequently, she submitted ten unmet medical needs to the Department of Biotechnology (DBT). A panel of experts, including members from TISS Mumbai, BIRAC, and various IITs, selected a specific medical challenge - 'Dry Mouth in the elderly' - as the focal point of her entrepreneurial journey.

Xerostomia, commonly known as Dry Mouth, is a condition where the salivary glands degrade, leading to severe dryness, discomfort, and various oral health issues. The condition affects approximately 253 million people in India and is often a side effect of treatments like radiotherapy, chemotherapy, autoimmune diseases, severe diabetes, and even certain medications, including those taken by the elderly. The existing treatment options were either unaffordable or failed to provide adequate relief.

Lini Basil and Dr. Senthilkumar M, a Ramalingasamy fellow of DBT at SCTIMST, collaborated to develop a groundbreaking solution - a Hydrating Patch. This patch, affixed inside the mouth, gently adheres to the cheek, absorbing and gradually releasing moisture. It is not only biodegradable but also devoid of artificial chemicals and sugars, making it an affordable and safe choice. Importantly, it showed the potential to inhibit harmful microbial infections common in Dry Mouth patients.

After successfully creating a working prototype, Lini Basil had a clear vision. She wanted to establish a company, Bylin Medtech Pvt Ltd, which was founded on November 18, 2020, with a mission to develop more medical devices beneficial to the Indian population. With the addition of Mrs. Asha V Nath as the first project associate, they secured funding of Rs 1.5 Crore through grants from BIRAC BIG, BIRAC SBIRI, KSUM Productization, and KSIDC seed funding.

By 2021, they obtained an Indian patent, followed by a USA patent filing in 2022, marking a significant milestone for the company. Today, Bylin Medtech is an ISO 13485:2016 certified firm, with a well-established quality management system. They navigated the regulatory landscape, proving to the Drug Controller General of India (DCGI) that their Drizlin Oral Patches, as a Class A medical device, are both patient-safe and effective. Clinical trials involving 100 subjects in collaboration with renowned institutes like Tata Memorial Hospital, Mumbai, and Nairs Dental College, Mumbai, are underway under the guidance of the Hon. DCGI.

With a dedicated team of six members, including Lini Basil and Dr. Alexander K A as directors, Dr. Senthil as Chief Scientific Advisor, and other talented individuals, Bylin Medtech thrives under the mentorship of C. Balagopal IAS (Business), Dr. Balagopal Nair (Clinical Trials Mentor), and Mr Roy Varghese (Finance). As a testament to her remarkable journey, Lini Basil was honoured as one of the 75 women founders across India and felicitated by the Honorable Prime Minister of India during the 10th anniversary of BIRAC in New Delhi.

She represented TiE Kerala as a finalist in the global competition of the Global Women Pitch Fest and achieved second place in the startup pitching competition at Bio Connect, held in Kovalam in May 2023. Her achievements continue to shine as Drizlin Oral Patches gained recognition as one of

the best innovations at OHIC, conducted at AIIMS, New Delhi.

Lini Basil's incredible odyssey from dentistry to entrepreneurship stands as a testament to the power of resilience, innovation, and dedication in making a meaningful impact on healthcare in India.





*STARTUP SCHEMES*

## **SCHEMES FOR STARTUPS TO BUILD AND SCALE UP**

There are quite a few schemes which can be leveraged by startups to build and scale up their ventures. Some of these are offered by multinational giants while there is a pioneering innovation grants programme launched by the Government of Kerala. Following is a snapshot of some of the schemes:



## GOOGLE CLOUD

*The Google Cloud Startup Program is designed to help startups build and scale using Google Cloud. It provides two program tiers - Start tier and Scale tier to help startups build quickly, confidently, and thrive. While Start tier is designed for pre-seed startups that have not yet received equity funding, Scale tier is meant for Seed-Series A startups with verified equity funding.*

### BENEFITS

- \$3,000 in credit for 1 year. Credit can be applied to all Google Cloud Platform and Firebase products.
- G Suite benefits
- New Subscriptions: Up to 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. Valid for 12 months.
- \$500 in Qwiklabs credits per company
- Get invitations to Code Labs, classroom-style and online training courses to learn everything you need to scale your vision.
- Streamlined application process to next tiers based on approvals by Google team
- Get access to startup experts, Cloud cost coverage (up to \$100,000 for each of the first two years), technical training, business support, and Google-wide offers.

**\*To receive benefits, you must have an active Google Cloud account.**

### ELIGIBILITY

#### Start tier

- Technology startup not yet funded by an institutional investor
- Founded within the last 5 years
- Not yet received Google Cloud credits (beyond the free trial)

#### Scale tier

- Received startup equity funding from pre-seed to Series A (if Series A, raised within the last 12 months) or common Web3 funding sources
- Founded within the last 10 years
- Not yet received more than \$4,000 in Google Cloud credits



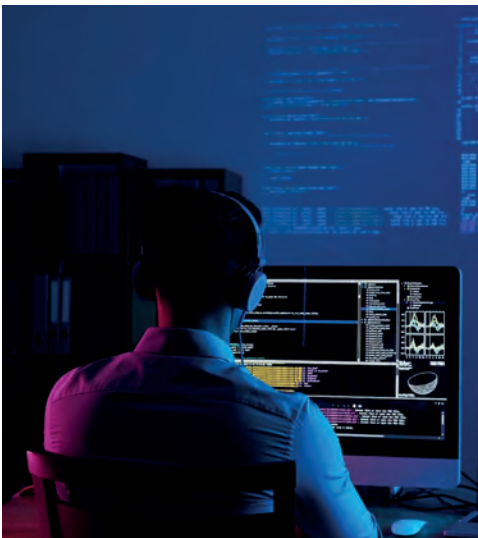
## AMAZON WEB SERVICES

*Amazon Web Services is a subsidiary of Amazon that provides on-demand cloud computing platforms to individuals, companies, and governments, on a metered pay-as-you-go basis.*

### BENEFITS

- USD 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), plus 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.

**\*This is a one-time offer and extension of credits beyond the specified time is not provided.**



## MICROSOFT FOR STARTUPS

*Microsoft for Startups is a digital ecosystem removing barriers to building a company with free access to technology, mentoring and support for founders in any stage of development*

### FOR STARTUPS THAT

- B2B sales model
- Found product market fit and some customer traction
- Externally funded at Seed, Series A, B, or C stage or validated equivalent

### BENEFITS

- Enterprise-level, unlimited 24x7 technical support
- Go-to-Market Resources, Azure Marketplace Onboarding support
- WW Microsoft sellers paid to sell your solution into their enterprise accounts\* (For qualified startups)
- Up to \$120K of free Azure Cloud Credits
- Visual Studio Enterprise Cloud Monthly Subscription
- Dynamics 365 for Sales (CRM) & Dynamics 365 for Talent\* (For qualified startups)
- GitHub Enterprise, Power Platform, Microsoft 365 Business Standard
- Early access to digital events, trainings and product sessions



## HUBSPOT FOR STARTUPS

*Startups using the HubSpot Growth Platform acquire and retain more customers with HubSpot's software, educational resources, and robust integrations. All at startup-friendly pricing up to 90% off.*

### BENEFITS

- Educational Resources and Tailored Training
- Professional Software, Startup Pricing
- 90% Discount on the first year, 50% on the second year and 25% on the third year

### STARTUPS ELIGIBLE FOR UP TO 90% DISCOUNT (FIRST YEAR)

- Raised funding up to \$2 million
- Associated with one of our approved VC, Incubator, or Accelerator partners.
- Get 50% off in the second year and 25% off ongoing

### STARTUPS ELIGIBLE FOR UP TO 50% DISCOUNT (FIRST YEAR)

- Raised funding over \$2 million
- Have not raised Series B or beyond
- Associated with one of our approved partner organizations
- Get 25% off ongoing

### STARTUPS ELIGIBLE FOR UP TO 30% DISCOUNT (FIRST YEAR)

- Associated with one of our approved entrepreneurial organizations
- Get 15% off ongoing

## ZOHO ONE

*Zoho One gives you one suite of more than 40 integrated business and productivity applications for your entire organization. Simply turn on an app to improve a process. Then connect multiple apps so different teams can work together to delight customers, manage finances, and work productively.*

\*Valid only for newly registered accounts

For further details and to apply for above cited schemes, visit:

[www.startupmission.kerala.gov.in/pages/servicepartners](http://www.startupmission.kerala.gov.in/pages/servicepartners)



## INNOVATION GRANTS

*The Kerala Government has introduced Innovation Grant scheme to provide financial assistance to startups, entrepreneurs and students thereby helping them to convert their innovative ideas into full-fledged ventures. This scheme is implemented through Kerala Startup Mission (KSUM), which is the nodal agency of Government of Kerala for startup related activities and schemes.*

### THIS YEAR KSUM IS INVITING APPLICATIONS FOR FOLLOWING GRANTS:

- Idea Grant (up to Rs 3 lakh)
- Productisation Grant for Women/Transgender (up to Rs 12 lakh)
- Scale Up Grant (up to Rs 15 lakh)
- Productisation Grant (up to Rs 7 lakh)
- Market Acceleration Grant (up to Rs 10 lakh)
- R & D Grant (up to Rs 30 lakh)

### ELIGIBILITY

- An innovator based in and out of Kerala can apply for Idea grant without KSUM Unique ID.
- Company incorporation (PVT/LLP/OPC) and KSUM unique ID are mandatory for the fund disbursement process.
- A startup legally registered with KSUM unique ID certification in Kerala can apply for Idea/Productisation/Market Acceleration/Scaleup Grant).
- Women/Transgender having 51% share can apply for Productisation Grant for Women/Transgender.

### SELECTION

- The applications received will be scrutinized by KSUM.
- Then the applications will be shortlisted by a panel of experts. (If the number of applications is large.)
- The completion of online application form is mandatory for shortlisting and further selection process.
- Shortlisted startups will be called for a presentation before the expert committee.
- The final selection will be based on the recommendation from the expert committee and approvals from the authorities.

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**To apply, visit: [www.grants.startupmission.in](http://www.grants.startupmission.in)**

# STARTUP DPIIT RECOGNITION APPLICATION ON NATIONAL SINGLE WINDOW SYSTEM

उद्योग संवर्धन और आंतरिक व्यापार विभाग  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE

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National Single Window System

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Issued by Ministries of Govt. of India

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Access over [610 Central Approvals](#) and [3879 State Approvals](#)

## Explore, Apply and Get all the approvals required to start your business in India

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Don't know which approvals are required? [Click Here & Know Your Approvals](#)

*"We are laying a red carpet for all global companies to come and establish their presence in India. Very few countries will offer the kind of opportunities India does today."*

Hon'ble Prime Minister Narendra Modi

### BENEFITS

## How does NSWS help you?

The National Single Window System (NSWS) is a digital platform to guide you in identifying and applying for approvals according to your business requirements. The Know Your Approvals (KYA) module includes guidance for 32 Central Departments and 32 States. You are advised to check the relevant Government portals for any other required approvals. The portal hosts applications for approvals from 28 Central Departments and 20 State Governments. These approvals can be applied through NSWS.

- All approvals in one place**  
Get everything you need in one place without having to go to individual Ministries, Departments or States
- Secure document repository**  
Upload documents once and use them in all your applications
- Fast query management**  
Get quick resolution to your queries from our dedicated team
- Real-time status tracking**  
Get real-time updates on the status of your applications and plan your next steps with ease
- Easy renewal**  
Renew your approvals easily through a seamless interface
- Know your approvals**  
Use the intelligent questionnaire to easily find out which approvals you might need for your business

[PLAY VIDEO TO KNOW MORE](#)

Connect with us from 3pm to 4pm, Monday- Friday for grievance/query redressal. Hear directly from National Single Window System technical team. [Click here to connect](#)

## REGISTRATION AS A STARTUP

[www.nsws.gov.in](http://www.nsws.gov.in)

## FILL THE APPLICATION FORM

Click on > Apply Now > Common Registration Form > Startup Recognition by DPIIT

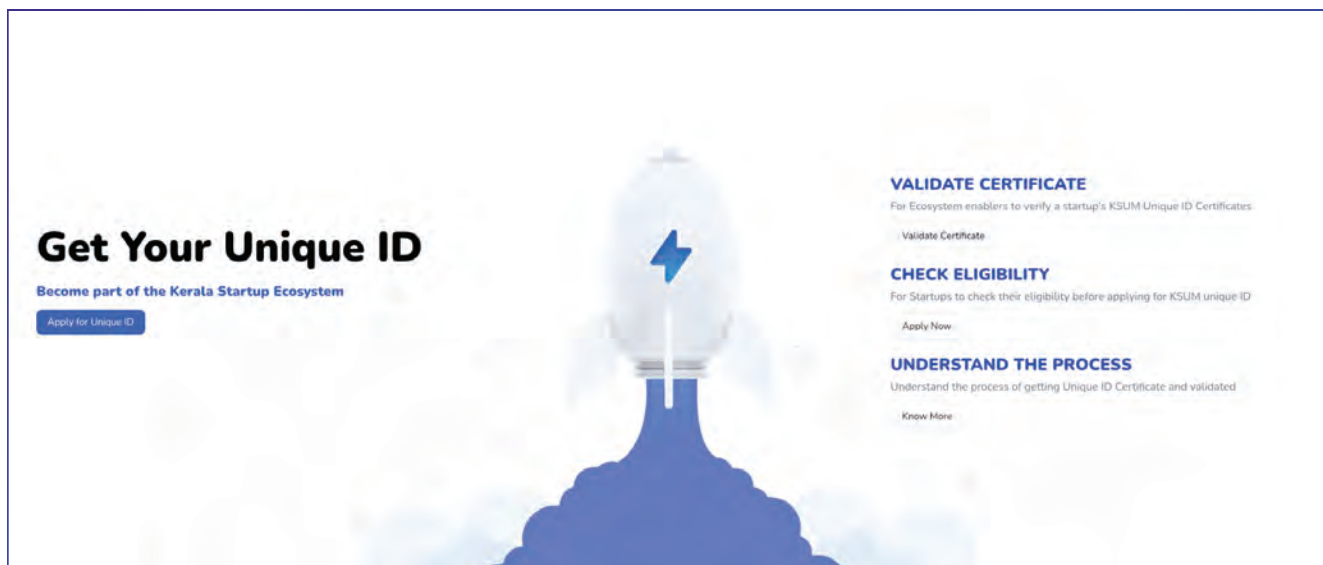
## REGISTER ON STARTUP INDIA

[www.startupindia.gov.in](http://www.startupindia.gov.in)

## DOWNLOAD THE CERTIFICATE

[www.nsws.gov.in](http://www.nsws.gov.in) / [www.startupindia.gov.in](http://www.startupindia.gov.in)

# KSUM UNIQUE ID REGISTRATION



## FOR REGISTRATION

Visit [www.startups.startupmission.in](http://www.startups.startupmission.in) and click on the 'GET YOUR UNIQUE ID HERE' button.

## APPLICATION FORM

Use your Startup India Credentials (credentials used to generate your DIPP Certificate)

## REGISTRATION PROCESS

After login you will be redirected to the Unique ID application form. Fill in the required details and click the Submit button.

## ID APPROVAL

After registration is successful it will take a maximum of three days for the approval by KSUM.

## CERTIFICATE FROM KSUM

Companies should generate a certificate from their profile page to complete the registration process.

## VERIFICATION OF DETAILS

Once the certificate is generated, Companies should visit [www.startups.startupmission.in/web/certified\\_startups](http://www.startups.startupmission.in/web/certified_startups) and search with their 'company' name to check whether the company is listed here.

Kerala has around 4800 + startups working in various sectors spread across its 14 districts. Our startups work in wide range of sectors including Artificial Intelligence, Hardware, Healthcare, Fin tech, Bio Technology etc.

## Have a thought, comment or suggestion to share with us?

We'd love to hear from you.  
Write to us at



[info@startupmission.in](mailto:info@startupmission.in)



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