



StartupTN

NEWSLETTER



2023
JANUARY

Tamil Nadu Startup and Innovation Mission
MSME Department, Government of Tamil Nadu

Initiatives



Facilitating direct and hurdle free procurement of the novel products and services of Startups by Government Departments and PSUs



StartupTN
REGIONAL HUBS

Taking the Government's Startup initiatives and vibe from Metros to Tier II and Tier III regions through the Regional hubs in Madurai, Tirunelveli and Erode



Promoting Inclusive Mass Entrepreneurship by empowering women from economically weaker sections of the society to create micro enterprises in the non-metros



Propelling growth stage Startups to the next stages through systematic and rigorous mentoring, coupled with access to the right resources



Expertise and knowledge gap bridging platform by connecting Startups and Mentors from different sector and functional area



Community Circles

Micro Networking groups at the local level across Tamil Nadu to connect Startups and aspirants with investors and mentors and Startup Ecosystem experts



Startup community forum to build their brands with the mentorship of branding experts and showcase their novel ventures, products & services



Platform to help early stage Startups to launch their brands, novel products as well as services without having to spend heavily for a launch

Grants & Investments



Government's flagship Seed Grant fund of up to Rs. 10 Lakh per Startup to bridge the crucial gap in the fund requirements of early-stage Startups



TN SC/ST STARTUP FUND

Rs. 30 Crore special fund announced by the Government to make equity / debt investments in innovative and scalable Startups founded by SC/ST founders



TAMIL ANGELS NETWORK

Platform to connect High Networth individuals from the Global Tamil Diaspora with Startups in Tamil Nadu to increase investment in Startups



Emerging Sector Seed Fund

An initiative of the Government to identify and to invest in bankable Startups in the Emerging Sectors that are in need of funds



TheStartupTN



TheStartupTN



TheStartupTN



TheStartupTN

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StartupTN Impact

Tamil Nadu in Startup India

5,268



Total DPIIT Registered Startups in Tamil Nadu

264



DPIIT Registered Startups in January 2023

106



Incubation Centres in Tamil Nadu

StartupTN Outreach

31,377



Stakeholders reached through engagements

22,491



Startup Founders & Representatives reached

5,428



Startup Aspirants & Students reached

3,458



Enablers and others reached

StartupTN Investor Connect

11



Investor pitching sessions

97



Startups have pitched

13



Investor Awareness Sessions Organised

MentorTN

90



Mentors onboarded

165



Mentees onboarded

Branding

8



BrandLabs & LaunchPad events

89



Brands and Products launched

Hon'ble CM launches StartupTN Global Tamil Angels Platform



Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin launched the Global Tamil Angels platform (tamilangels.fund) of StartupTN for Investors from the Global Tamil Diaspora to make investments in Tamil Nadu based Startups. The platform was launched at the 'Global Startup Investors Summit' jointly organised by StartupTN and FeTNA International Tamil Entrepreneur Network (FiTEN) at The Leela Palace, Chennai, on January 9. The launch of the platform and other initiatives that were kickstarted on the occasion are part of the strides taken by the Government of Tamil Nadu to strengthen the Startup Ecosystem of the State and to make it a global Startup destination.

Global Tamil Angels will make fundraising easy for Startups and investing easy for Global Tamil Angel Investors. It aims to onboard Angel Investors from the Tamil Diaspora across countries. They could connect with Startups in the pipeline based on their sectors of interest among other criteria. Global Tamil Angels will also provide necessary support for the successful closure of deals. Investors can explore the basic details of the Startups including their problem statement, the solution they offer, their current stage, pitch deck and traction and directly connect with the founders for further discussions. Founders can explore Investors based on the Sectors where the latter would like to invest.

Another highlight of the event was the launch of the multi-crore American Tamil Fund (ATF) by investors from the Tamil Diaspora in the USA to make investments in Startups from Tamil Nadu. In the presence of the Hon'ble CM, ATF pledged investments to the tune of Rs. 16.5 crore (US \$ 2 Million) before December 2023. 14 ATF representatives gave letters of commitment ranging from US \$ 100k to 250k each to the Hon'ble Minister for Micro, Small and Medium Enterprises, Thiru. T.M. Anbarasan. ATF is keen to invest in Startups in the SAAS, Artificial Intelligence, Machine Learning and High Tech sectors. More Investors are evincing interest to pool in money for ATF.

The initiatives were launched in the presence of the Hon'ble Minister for Finance Dr. Palanivel Thiaga Rajan and Hon'ble Minister for Information Technology Thiru T. Mano Thangaraj. Secretary to Government, MSME Department, Thiru V. Arun Roy I.A.S.; the Mission Director and CEO of StartupTN, Thiru. Sivarajah Ramanathan; FeTNA President Mr. Bala Swaminathan and FiTEN Chair Mr. Ganapathy Murugesh were also present on the occasion.



தலைமைச்சர்

Palace, Chennai



Global Tamil Angels Summit



Thiru. T.M. Anbarasan

Hon'ble Minister for Micro, Small and Medium Enterprises



Dr. Palanivel Thiaga Rajan

Hon'ble Minister for Finance and Human Resources Management



Thiru. T. Mano Thangaraj

Hon'ble Minister for Information Technology and Digital Services

GLOBAL TAMIL STARTUP INVESTORS SUMMIT

FITEN CHENNAI 2023

Monday, 9th January 2023 | The Leela Palace, Chennai



Veeraghada Kumar K
Co-Founder,
Iconic Venture Capital LLC

Global Tamil Angels Summit

The following are the 14 Angel Investors from the U.S.A. who gave letters of interest to the Hon'ble Minister for Micro, Small and Medium Enterprises (MSME) Thiru. T.M. Anbarasan in the presence of the Hon'ble Chief Minister, assuring investments totaling to US \$ 2 Million in Tamil Nadu based Startups in 2023.

- Caldwell Velnambi
- Ravi Shankar Kathirvelu
- Veera Badra Kumar
- Kathirvelu Kumararaja
- Kutral Veerabadran
- Karthik Eshwaramoorthy
- Andi Giri
- Raghuram Ramadas
- Prabu Rangaraju
- Nambi Rajan
- Siva Nadarajah
- Gans Subramanian
- Ganapathy Muruges
- Bala Swaminathan



Investors Summit in Numbers

750+

Guests and Participants

100+

Delegates from the USA

40+

Guest Speakers and Panellists

14

Investors Committed Investment in 2023

7

Sessions & Panel Discussions by Experts

4

Keynote Talks by Ecosystem Experts

3

Special Addresses by Hon'ble Ministers

3

Fireside Chats with Veterans

2

Major Launches



Tamil Nadu Government makes Rs. 7.5 Crore Equity Investment in 5 SC/ST Startups



Hon'ble Chief Minister hands over Sanction Orders

Tamil Nadu has once again shown the way to the nation as the first State to make equity investments in Startups founded and managed by Entrepreneurs from the SC & ST communities. Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin handed over the sanction orders for equity investments to the tune of Rs. 7.5 Crore in five Startups under the Tamil Nadu SC/ST Startup Fund through StartupTN, at the Secretariat on January 27, 2023.

Through these investments, the government has become a shareholder in these companies to guide them on the growth path. This initiative is aimed at churning out inspirational stories that would spur the creation of more Startups by SC/ST entrepreneurs in the march towards Inclusive Mass Entrepreneurship across demographics and sectors. Tamil Nadu Government earmarked a sum of Rs. 30 Crore for this fund through StartupTN in Budget 2022-23.

The Tamil Nadu SC/ST Startup Fund is an equity investment and debt fund. The investment to the tune of Rs. 7.5 Crore in five Startups has been made in the form of Compulsorily Convertible Debentures (CCD). Equity investment from the Government in these Startups brings more credibility to the companies, thereby helping them acquire new clients, expand to more markets and sales spaces.

StartupTN will also provide mentoring and post- investment support that will help them achieve their goals and milestones more efficiently and effectively. Details of the five Startups that get equity investment from the Government under the Tamil Nadu SC/ST Startup Fund, their line of business, the size of investment to be made and how it would benefit them to scaleup are given below.



Unibose Technology Pvt. Ltd. Rs. 2.5 Crore

The Startup develops and builds robots for cleaning vessels that store hazardous materials in the oil and gas industry and sewer lines. Their solutions help in reducing human intervention in labour-intensive industries and in hazardous, perilous and inhumane environments.

Investment under TN SC/ST Startup Fund will help Unibose complete the development of its product lines and commercialise them in the market, comprising Government as well as private sector buyers.

Pack N Back Solutions Pvt. Ltd. Rs. 2 Crore

The Startup optimises and digitises logistics in the supply chain for automobile, agri and e-commerce industries. They make custom made returnable packaging solutions, such as crates, sleeves, pallets, containers and boxes, used across industry transportation. Their business models include outright sales, rentals and returnable rentals which are then reused after being cleaned up.

Investment under TN SC/ST Startup Fund will help PacknBack to create a Track and Trace logistics platform to track containers by embedding RFID tags. It will help transform the Startup into a Digital Supply Chain Management company.



Yve Auto Assist India Pvt. Ltd. (TowMan) Rs. 1 Crore

The Startup has a unique subscription-based roadside assistance for two-wheelers and four-wheelers. It provides roadside assistance that includes towing, jumpstart and other minor vehicular movement services such as pickup and drop of vehicles to and from dealers for repair or service.

Investment under TN SC/ST Startup Fund will help TowMan get access to provide its services to corporate clients. The funding also provides scope to expand its market operations across Tamil Nadu and scale.

EcoSoft Zolutions Pvt. Ltd. Rs. 1 Crore

This Startup delivers on-premise software services with good domain expertise in the automotive industry with a focus on reducing the usage of paper for different processes and enabling automation. They specialise in digitising, transmitting, receiving and managing invoices connecting OEM, suppliers across tiers, Government portals and third party logistics providers in realtime.

Investment TN SC/ST Startup Fund will help EcoSoft to pivot from a software services provider to an SaaS product provider in the automotive domain, eventually becoming a fintech solutions provider.



PEAS Automation Technologies Pvt. Ltd. Rs. 1 Crore

The Startup builds portable multi agro processing units in the primary processing segment for small and medium farmers by integrating Industry 4.0 concepts. Offering training and consultancy services in IOT, PLC, SCADA and VFD.

Investment under TN SC/ST Startup Fund will help PEAS move to development and sale of their range of multiprocessing units for foodgrains. The company gets a chance to pivot from being a services company to a product company and specialise in a particular domain.

18 Brands & Products Launched in Trichy BrandLabs



The Trichy edition of StartupTN BrandLabs and LaunchPad was held at Anna University in Trichy on January 31, 2023, with over 200 participants. Mr. M. Somasundaram, Managing Director of Amman Try Steels (P) Ltd, the Chief Guest, motivated the participants comprising more than 200 Startups, Aspirants and Students with his speech and also launched 18 Brands and Products in the LaunchPad. The event was presided over by Dr. T. Senthilkumar, Professor & Dean of Anna University, Trichy.



Times NIE Vista Ideathon



Special guests present at Ideathon finale.



Bhavan's Rajaji Vidyalayam, Kilpauk

Kalgi Ranganathan Montford, Perambur

Velammal Matriculation HSS, Ponneri

Maharishi Vidya Mandir, Mangadu



Students and teachers eagerly admiring the presentation of the Ideathon finale.

GUEST OF HONOUR



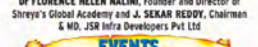
Dr. MOHAMED RELA, Chairman and Managing Director, Rela Hospital.



SIVARAJAH RAMANATHAN, Mission Director & CEO, StartupTN.



G.V. SELVAM, Chairman-VIS, Vice President-VIT University.



CK. KUNARAVEL, CEO and Co-founder Nataraj Salun & Spa Nataraj Salun.



L. to R. SUBHASHREE THIRUKACHALAM, Creative Head, Maximum Media, BHARATH SUDHAN, CEO, Yeranda Race, Dr. FLORENCE HELEN NALLINI, Founder and Director of Shree's Global Academy and J. SESHAR REDDY, Chairman & MD, JSR Infra Developers Pvt. Ltd.



L. to R. ANITHA, Partner, Redwood Partners, Mary Janet Daisy, Educationist & Refd Principal, Aaribi Ram, Head of Operations, MCC IRF Innovation Park and Gautham Palanisamy, Startup Ecosystem Enabler, Certified Chief Innovation Officer.



L. to R. ANITHA, Partner, Redwood Partners, Mary Janet Daisy, Educationist & Refd Principal, Aaribi Ram, Head of Operations, MCC IRF Innovation Park and Gautham Palanisamy, Startup Ecosystem Enabler, Certified Chief Innovation Officer.

Times NIE Vista Ideathon Finale



Winner's of Times NIE Vista Ideathon Event 2022-23 Bhavan's Rajaji Vidyalayam receives Trophy from Dr Mohamed Rela.

Times of India NIE, in association with VIS (Vellore International School), Chennai, and Knowledge Partner StartupTN, organised Times NIE Vista, an inter-school Ideathon event aimed at nurturing innovation and entrepreneurship in school students. The finale of the Times NIE Vista Ideathon 2022-23 was held on Tuesday at Hotel Raintree, Anna Salai. The event witnessed students of the top ten teams presenting their innovative ideas to solve everyday issues. Some ideas such as fixing water spillage by modifying the design of valves, creating a mini-generator from energy obtained from a ceiling fan, helmets with anti-reflective coating and using robots to end manual scavenging are worth taking forward for research. Among these, the jury selected the design to arrest the spillage of water from water tankers by students from Bhavan's Rajaji Vidyalayam as the winner of this year's Ideathon. Dr Mohamed Rela, Chairman and Managing Director, Rela Hospital, gave away the trophy to the winning team. VGN Chinmaya Vidyalaya Senior Secondary School in Aradi and Amrita Vidyalayam Senior Secondary School in Nesappakkam bagged the second and third prizes respectively for their ideas of mini-generator from rotating ceiling fan and helmet with anti-reflective coating. Chief Guest Anbil Mahesh Poyyamozhi, Minister of School Education, Government of Tamil Nadu, heaped praises on Times NIE Vista - Ideathon for creating a good platform for students for showcasing their knowledge to the outer world. "With the guidance of Chief Minister M K Stalin, we have conducted arts and culture programs in which around 28 lakh



Chief Guest Anbil Mahesh Poyyamozhi, Minister of School Education, Government of Tamil Nadu, addressing the audience at Ideathon event.

students participated with a great zeal," he said, adding, "We will take Ideathon's shortlisted ideas to all government schools to create awareness about innovation." Guest of Honour Sivarajah Ramanathan, Mission director & CEO, Tamil Nadu Startup, and Innovation Mission, MSME Department, Government of Tamil Nadu, said, "We are witnessing a lot of good initiatives from TN government like Ilam Thedi Kalvi, Nan Mudalvan, to name a few. "Now we have achieved information technology and artificial intelligence all over the world. Following these, governments all over the world are taking innovation driven eco startups for future development and all of them should start from schools," he remarked. G.V. Selvam, Chairman-Vellore International School, Chennai & Vice President-VIT University, praised education minister Anbil Mahesh Poyyamozhi for arriving 10 minutes earlier and climbing three floors, and becoming a role model for the youth. He said, "In India, Start-ups have achieved the third place in the world because of youngsters. Last year, the state government had reached the leadership position in eco startups. He said the Ideathon will transform knowledge into a product." "Students need to study societal issues and solve problems. Ola and Uber are the best examples of start-ups." Eminent personalities from different walks of life graced the occasion.

TOP 7 Special mention prizes



Fathima CSS School, Saidapet.



KRM Public School, Perambur.



GT Aloha Vidya Mandir, Neelankarai.



Kalgi Ranganathan Montford Matric HSS, Perambur.



The Vedanta Academy, Vanagaram.



Maharishi Vidya Mandir, Mangadu.



San Academy Group of Schools, Pallikarnal.



San Academy Group of Schools, Pallikarnal

Gateway the Complete School, Sholinganallur

Velammal Matric HSS, Ponneri

P. S. Temple Green Vidyalayam, Sripurambudur

D.A.V. Girls SSS, Mogappair

Zion Matric HSS, Sembakkam

Kalgi Ranganathan Montford Matric HSS, Aganvaram

The PSBB Millennium School, Gerugambakkam

Lalaji Memorial Omega International School, Gergumbakkam

Velammal Matric HSS, Ponneri

NSM Memorial Senior Secondary School, Chitalapakkam

D.A.V. Girls SSS, Gopalapuram

Maharishi Vidya Mandir, Mangadu

Sri Nataraj Vidyalaya Matric HSS, Mannivakkam

Union Christian Public School, Chetpet

Adarsh Matric HSS, Ponneri

S.B.O.A School and Junior College, Anna Nagar

Velammal Matric HSS, Ponneri

M. C. C. Matric HSS, Chetpet

Velammal Bothi Campus, Kollupakam

Deals & Investments

Chennai is India's fastest-growing startup hub, says report. Pune, Hyderabad closing in

Report by Inc42 platform predicts 2023 would be about mergers & acquisitions, smaller initial public offers, more unicorns than in 2022 & the continuation of the layoff trend.

KRITHIKA SHARMA, 4 January 2023 11:02 am IST

New Delhi: Chennai has emerged as the fastest-growing startup hub in India over a period of eight years, from 2014 to 2022, with a total deal count of over 300 in the period, a new report has highlighted.

Deal count refers to total deals closed with investors.

The report, titled 'Indian Tech Start-up Funding Report 2022', released by startup information platform Inc42 Monday, noted that total funding in Chennai-based startups came up to \$4 billion between 2014 and 2022. A three-year funding CAGR (compound annual growth rate) of 69 per cent was observed, while prominent investors in the startups were Tiger Global, Sequoia, Chiratae Ventures and Iron Pillar.

Other emerging startup hubs, according to the report, are Pune, Hyderabad, Ahmedabad and Jaipur, in that order.

In 2022, the top five startup hubs in India, according to the report, were Bengaluru, Delhi-NCR, Mumbai, Chennai and Hyderabad, with Chennai registering the highest year-on-year change in terms of total funding amount (182 per cent) and deal count (129 per cent).

The report further pointed out that startup funding deals dropped for all startup hubs in 2022. Compared to the previous year, the deal count across Bengaluru, Delhi-NCR and Mumbai plunged by 14 per cent, 12 per cent and 13 per cent, respectively.

Talking about the overall startup sector, the report said that 2022 recorded the lowest number of new tech startups, at 652. The highest number of startups registered in India was 8,000 in the year 2015, taking the total number of startup launches from 2014 to 2022-end to 58,000.



Happiest Minds to acquire Madurai-based IT firm SMI for Rs 111 crore

SMI (SRI MOOKAMBIKA INFOSOLUTIONS) IS A 100% OF MADURAI-BASED IT SERVICES FIRM SRI MOOKAMBIKA INFOSOLUTIONS (SMI)



Happiest Minds Technologies has signed definitive agreements to acquire 100% of Madurai-based IT services firm **Sri Mookambika Infosolutions** (SMI) through a combination of upfront and deferred equity consideration totalling Rs 111 crore.

With over 400 offshore-based employees, SMI has an annual run rate in revenues of \$9 million, according to an exchange filing. SMI provides product engineering services to its US customers around enterprise applications and integrations, digital data platform services, mobility services and DevSecOps. SMI delivers its engagements through agile delivery leveraging mature and industry-standard software engineering and development practices. The target company has over the years built deep domain expertise around the healthcare vertical, the filing added.

"SMI brings in deep domain capabilities, which add to our healthcare vertical strengths and align very well with our product engineering services business unit. Working together we seek to go deeper into the healthcare vertical," said Joseph Anantharaju, executive vice chairman & CEO-product engineering services, Happiest Minds Technologies.

Ed-Tech startup Bversity gets seed funding

Founded in 2022 by four friends, the startup aims to bridge the industry-academic gap

January 24, 2023 11:50 pm | Updated January 26, 2023 10:19 am IST - CHENNAI

SANGEETHA RAO



Chennai-based Ed-Tech startup Bversity has raised ₹1.5 crore in a seed round of funding from Nativelead, a firm that helps startups, especially in small towns of Tamil Nadu and Suresh Sambandam, founder and CEO of Kissflow. The other key investors, who participated in this round, include Nagaraja Prakasam, chairman of Nativelead; Andi Giri, CEO of Soft Square; Prabhat Vivekanandan, Director of Richmond Hospitals; Ashok Bakthavachalam who is the chairman of KG Group; Ranjith Chakkath, CEO of Ninja Media and Satish Kumar chairman of Milky Mist.

Founded in 2022 by four friends — Sudharsan V., founder and CEO; Raghu Jagannathan, co-founder and chief learning officer; Godwin Immanuel, co-founder and CMO and Saiganesh V., co-founder and Chief Financial Officer — the startup aims to bridge the industry-academic gap. They have designed courses that they claim will help students become industry ready and find jobs in the field of biotechnology.

Mr. Sudharsan said, "The Biotech industry is expected to grow to be \$150 billion by 2025, and we have seen 8X growth in the number of new companies and job opportunities in this space in the last 3 years. We want to build a global biotech education brand." He added that the startup is now looking to raise its next round of investment to further expand and scale. With the funds that it has raised currently, the startup will build its team and also strengthen its tech capabilities.

AI-Focused Startup Mad Street Den Bags \$30 Mn

By Malvika Maloo
18 Jan 2023

Twitter Facebook LinkedIn



Enterprise artificial intelligence (AI) startup Mad Street Den has raised \$30 million in its Series C round, led by Avatar Growth Capital, with participation from existing investors Sequoia Capital and Alpha Wave Global (formerly known as Falcon Edge Capital).

The company will use the capital to expand its offerings across industries, as it doubles down on scaling the business across verticals.

The company was founded in 2016 by Ashwini Asokan and Anand Chandrasekaran, with the launch of its artificial intelligence platform Vue.ai, focusing on the retail segment. Since then, the company has forayed into new verticals like that of finance, insurance, healthcare, pharma, and logistics through its AI stack Blox.

The automated platform helps in scale of operation, speed, accuracy, and significant cost savings, while improving return on investment of its customers by leveraging data.

"At Mad Street Den, we've gone step by step to build an AI platform, taking a vertical-first approach into retail and then scaling that horizontally across several industries and use cases," said Ashwini Asokan, chief executive and founder, Mad Street Den.

The company is headquartered in California with a presence in Chennai.

Investor Connect

StartupTN conducted two Investor Connect pitching sessions for shortlisted Startups, from those that applied when the applications were called for, before the Investors in January 2023. A total of 18 Startups pitched before the investors in these sessions. Four Startups pitched in the Investor Connect before the 'IppoPay' investor team on January 11. 14 Startups pitched in the 'StartupXseed' Investor Connect on January 23 & 24. The investors screened the Startups and have further shortlisted a few of them for the next round of dialogues. So far 97 Startups have pitched in 11 Investor Connect sessions organised since November 2022.



StartupTN Regional Hubs

4 Hubs **Covering** **38** Districts

Chennai Metro Hub ●

Chennai, Tiruvallur, Kancheepuram, Chengalpattu, Tiruvannamalai, Ranipet, Vellore, Tirupattur, Cuddalore, Villupuram & Kallakurichi

Erode Regional Hub ●

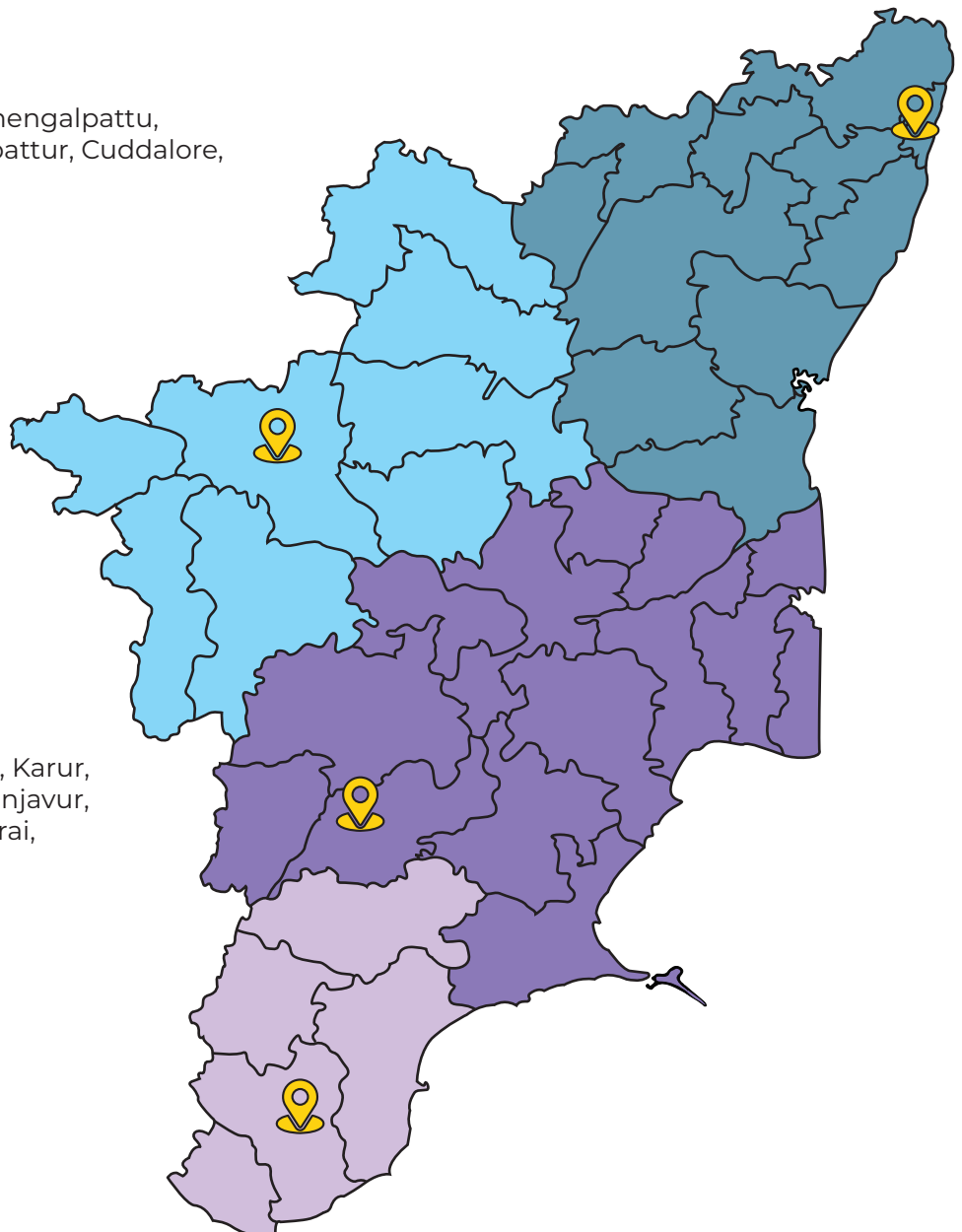
Erode, Coimbatore, The Nilgiris, Tiruppur, Namakkal, Salem, Dharmapuri & Krishnagiri

Madurai Regional Hub ●

Madurai, Theni, Dindigul, Tiruchirapalli, Karur, Perambalur, Ariyalur, Pudukkottai, Thanjavur, Nagapattinam, Tiruvarur, Mayiladuthurai, Sivagangai & Ramanathapuram

Tirunelveli Regional Hub ●

Tirunelveli, Virudhunagar, Tenkasi, Thoothukudi & Kanniyakumari



Regional Hub Activities

18,931

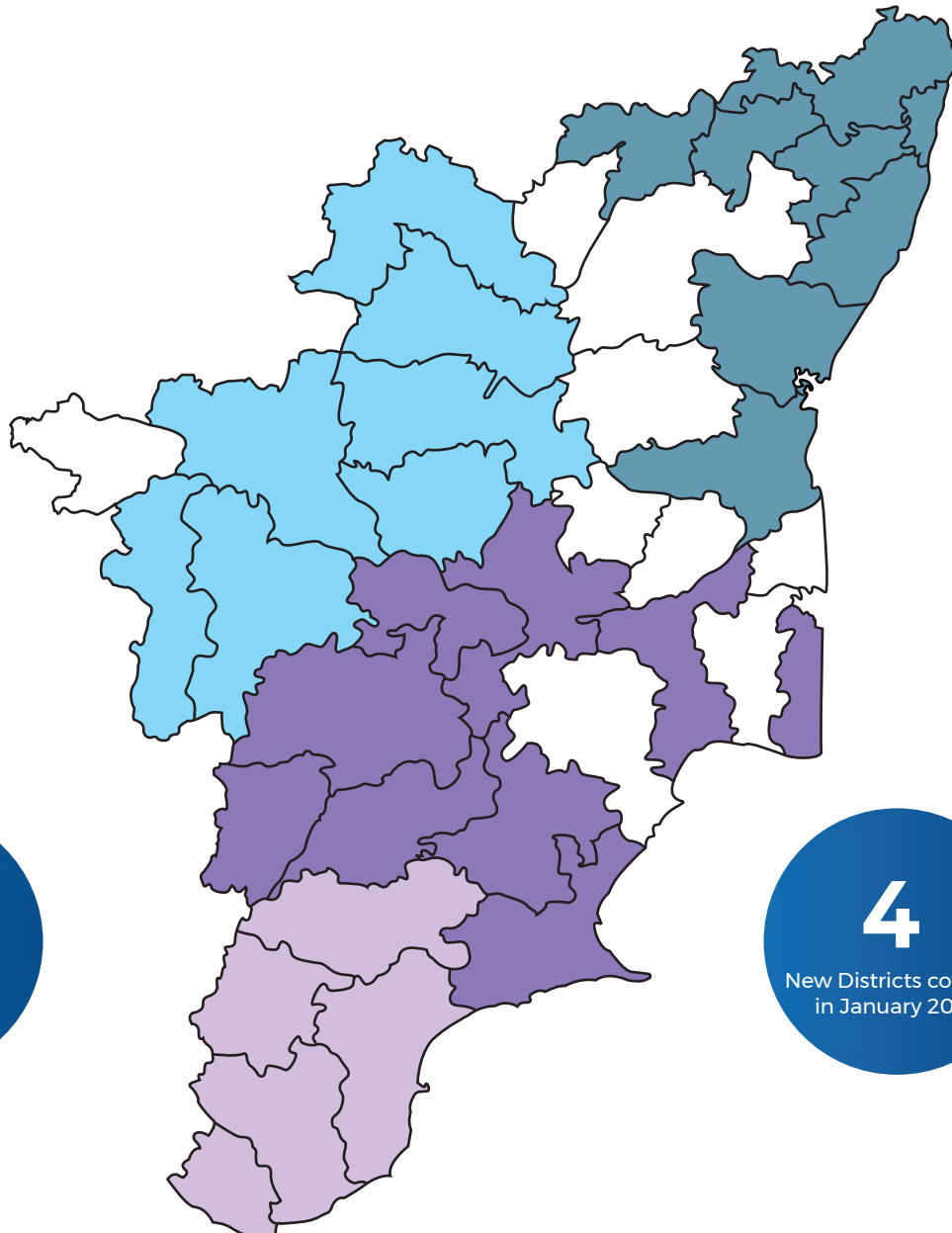
Students, Startups,
Aspirants and Stakeholders
reached so far

124
Events

2022

Students, Startups,
spirants and Stakeholders
reached in January

27
Events



29

Districts covered
so far

4

New Districts covered
in January 2023

Chennai Metro Hub

4,535

Students, Startups,
Aspirants and Stakeholders
reached so far

27

Events

291

Students, Startups,
Aspirants and Stakeholders
reached in January

4

Events



More than 100 persons including 25 ex servicemen participated in the Thadai Athai Udai entrepreneurship inspirational talk at Natesan Institute of Cooperative Management, Chennai, on January 23, 2023.



30 Startups participated while 8 Startups pitched in the Aadukalam pitching, validating and mentoring session organised at C. Abdul Hakeem College of Engineering, Ranipet District, on 24th January 2023. More than 100 participants including 57 Aspirants and Students and 18 enablers also witnessed the event.



8 Startups pitched in the Aadukalam pitching, validating and mentoring session organised at Annamalai Innovation and Incubation Research Foundation, Chidambaram, on 24th January 2023. The event was witnessed by Students, Aspirants and ecosystem enablers.



Around 60 Students and Aspirants participated in the Thadai Athai Udai entrepreneurship inspirational talk at SSN College of Engineering, Chennai, on January 31, 2023.

Erode Regional Hub

4,629

Students, Startups,
Aspirants and Stakeholders
reached so far

40

Events

830

Students, Startups,
Aspirants and Stakeholders
reached in January

13

Events



As many as 130 rural women from villages in Erode district participated in the Startup Sensitisation Workshop held at the Erode Regional Hub office on January 3, 2023.



19 officials from various Government departments participated in the Startup Sensitisation Programme that was organised at the Dharmapuri District Collectorate on January 4, 2023.



StartupTN organised The Pitch, a pitching, validation and mentoring programme as part of the 15th Edition of Kovai Vizha. More than 50 Startups pitched in the event and cash prizes to the tune of Rs. 1 Lakh was sponsored by StartupTN.



30 officials from various Government departments participated in the Startup Sensitisation Programme that was organised at the Dharmapuri District Collectorate on January 4, 2023.

Erode Regional Hub



As many as 118 Startups and teams participated in the "Texathon 2.0" a Textile Hackathon jointly organised by StartupTN and AIC-NIFT TEA Incubation for Textiles and Apparel on January 6 and 7, 2023.



10 Startups and 50 Aspirants participated in the Aadukalam pitching, validating and mentoring session organised in association with BUB Expo at Sri Varalskhmi Mahal, Salem, on January 07, 2023.



9 Startups and 30 Aspirants participated in the Aadukalam pitching, validating and mentoring session organised in association with Agri Sakthi in Krishnagiri, on January 7, 2023.



72 Students and Startups from Salem district participated in the SDG Hackathon organised in collaboration with Ganesan Incubation and Entrepreneurship Center at Vinayaka Missions Research Foundation-DU, Salem, on January 7, 2023.



A total of 132 MBA Students and Startup Aspirants benefited from the Thadai Athai Uday entrepreneurship inspirational talk at Sakthi Institute of Information and Management Studies in Pollachi, Coimbatore District, on January 31, 2023. It was followed by an Idea Validation session for the 2nd year students.



Startup Pongal was celebrated in Coimbatore as a networking event to celebrate Startups in the region, on January 16, 2023.

Erode Regional Hub



35 Startups and Startup Aspirants participated in the "Pitch Deck Preparation" awareness session at Cultiv8 (CIET - TBI) in Coimbatore, on January 27, 2023.



75 Students of Nirmala College for Women participated in the workshop on Idea Validation and Developing Business Model Canvas in Coimbatore, on January 31, 2023.



85 Students of Gobi Arts and Science College participated in the workshop on "Sustainable Development Goals", on January 27, 2023.



Madurai Regional Hub

5,725

Students, Startups,
Aspirants and Stakeholders
reached so far

30

Events

635

Students, Startups,
Aspirants and Stakeholders
reached in January

6

Events



More than 160 Students and Startup Aspirants participated in the Thadai Athai Udai entrepreneurship inspirational talk session at Puratchi Thalaivar Dr MGR Arts & Science College for Women, Ramanathapuram, on January 5, 2023.



90 Students of Nehru Memorial College, Trichy, participated in the Thadai Athai Udai entrepreneurship inspirational talk on January 10, 2023.



55 Students of M. Kumarasamy College of Engineering, Karur, participated in the Thadai Athai Udai entrepreneurship inspirational talk on January 12, 2023.



Madurai Regional Hub



42 Startups participated in the Aadukalam pitching, validating and mentoring session at Periyar Maniammai University, Thanjavur, on January 12, 2023.



65 Students of Pandian Saraswathi Yadhav College of Engineering, Sivagangai, took part in the Thadai Athai Udai entrepreneurship inspirational talk on January 13, 2023. 25 ideas including 15 by students and 10 by faculty were validated and they were connected with the right mentors for further support.



15 Startups and 172 Startup Aspirants participated in the 'StartupTN Devhack 2023 Hackathon' at Thiagarajar College of Engineering in Madurai, on January 27, 2023.



Tirunelveli Regional Hub

4,042

Students, Startups,
Aspirants and Stakeholders
reached so far

27
Events

266

Students, Startups,
Aspirants and Stakeholders
reached in January

4
Events



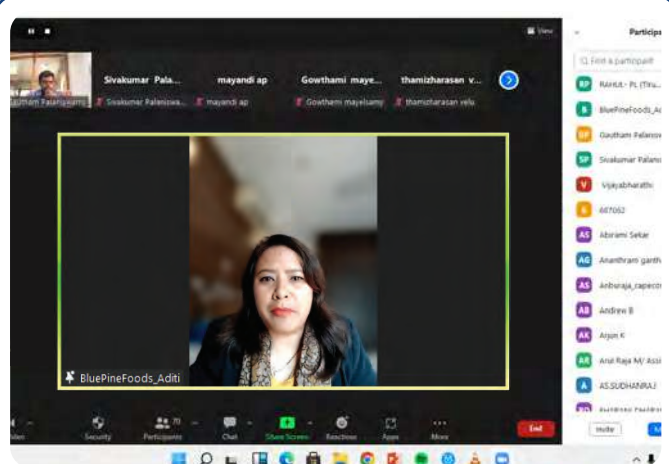
More than 100 participants including 33 Startups and 59 Startup Ecosystem Enablers participated in Nellai IT Conclave - 2023. Sevai a chatbot developed by Startup Iyali as part of GovTechthon was launched at the event.



41 Startups of Virudhunagar district participated in the first "Coffee with Collector", an interactive session for Startups with District Collector Mr. J. Meghanath Reddy I.A.S. to understand the requirements of Startups in the district, on January 12, 2023.



40 Students and Startup Aspirants got insights on design thinking in the 2-day Bootcamp on "Innovation and Design" organised at Kalasalingam Academy of Research and Education, Virudhunagar District, on January 24 & 25, 2023.



70 Startups participated in an online session on January 19, 2023, on "Innovation Intellect" that provided insights on pursuing entrepreneurship and preparing for investment.

Upcoming Events

**StartupTN**

The Next Biggest Opportunity to
Kickstart Your Startup

TANSEED 5.0

₹15 Lakh*
Seed Investment for Green Tech,
Rural Impact & Women-led Startups

₹10 Lakh*
Seed Investment for
other Startups

Launching Soon

*Up to Rs. 15 Lakh & Rs. 10 Lakh Visit www.StartupTN.in for more Information

**StartupTN**

INVESTMENT PITCH DECK PREPARATION FOR STARTUPS


Mr. Prem Ananth
Founder & CEO of Start Insights

February 9, 2023
4 p.m. to 5 p.m.

**Registration**

**StartupTN**

**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiatives)

DESIGN THINKING WORKSHOP

Creating User Experience Products

For Faculties and Students

 **10 & 11 Feb 2023**

 **Noorul Islam Centre for Higher Education
Thuckalay, Kumaracoil, Kanniyakumari District**

**For Registration**



**StartupTN**

**In association with**

LEAN STARTUP & INNOVATION DESIGN BOOTCAMP

For Faculties and college students

 **23.02.2023 & 24.02.2023**
 **From 10:00 Am**

 **Mepco School of Management Studies,
Mepco Schlenk Engineering College, Sivakasi**

For Registration 



STARTUP PLACEMENT DRIVE 2023

Grow your Startups with the right talents

Register for the upcoming Recruitment Drive in Chennai

LAST DATE TO APPLY: FEBRUARY 28

9789519317 / 9940898432

tnincubator@startuptn.in

Register Here



TECHNICAL PARTNER



Women
for Startups

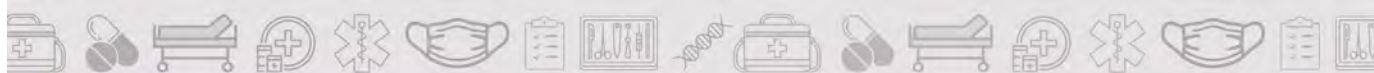
Startup India State Workshops for
Women Entrepreneurs

Tamil Nadu Edition

22nd & 23rd February 2023

APPLY NOW





StartupTN
ERODE Regional Hub

GIEC
GANESAN INCUBATION AND
ENTREPRENEURSHIP CENTER
(A Section 8 Company Under Companies Act 2013)



**SCHOOL OF ALLIED
HEALTH SCIENCES**
VMRF - DU



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**
(Deemed to be University under section 3 of the UGC Act 1956)



Healthcare Hackathon



LAST DAY FOR REGISTRATION: February 12, 2023

EVENT DATE: February 17 & 18, 2023



SAHS Auditorium, School of Allied Health Sciences, VIMS Hospital Campus
Vinayaka Missions Research Foundation-DU, Chinna Seraagapadi, Salem



RSVP 7402352221



PROBLEM STATEMENTS

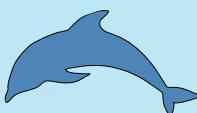
- Advancement of medical technology with Artificial Intelligence (AI), Augmented Reality (AR), Blockchain, Internet of Things (IoT)
- Hospital and diagnostics automation with daily operative processes & tasks
- Data processing for hospitals
- Virtual health assistant and Remote patient examination
- Health Technology in Rural Areas
- Improved Medical & Emergency Communication, wearable emergency devices
- Blockchain and Cryptocurrency in medical services.



SATHYABAMA
Technology Business Incubator
(Supported by NSTEDB-DST)



StartupTN



#HACKBLUE

A SUSTAINABLE BLUE ECONOMY HACKATHON

- Central & State Government Departments/ Agencies/ Institutes •
- Industries in the Thrust Areas • Corporates • SMEs • Other Ecosystem Enablers •

Can Register your problem Statements at
<https://linktr.ee/sathyabamatbi>

By February 24, 2023

RSVP: praveen.tbi@sathyabama.ac.in 9043148681

brabasuthan.tbi@sathyabama.ac.in 8754188243

senthamil@startuptn.in 8489831881



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development

NEXUS
Startup Hub @ AC'90



MCC-MRF
INNOVATION PARK



TABIF
RURAL BUSINESS EVALUATION



OLIVE WORKS
COMMUNITY



StartupTN



In Association with

**TAMILNADU CO-OPERATIVE MILK PRODUCERS'
FEDERATION LIMITED**

Exciting Opportunity for Startups working in Dairy

- Packaging
- Supply Chain & Logistics
- Storage
- Value Addition Products
- Dairy Automation
- Feed & Fodder
- Milk Adulteration and Quality Testing Kit
- Cattle Health



Last date to apply: February 28, 2023



Sivakumar: 9739850500

Hari Jayanth: 9884425557

Registration





StartupTN



UImagine Chennai
Leave the future behind

UMAGINE CATALYST '23

**Innovation Expo and Presentation for School & College
Students & Faculty**

“அருமை”

Pitching | Validating | Mentoring

- **Namakkal**

KSR Engineering College

- **Chennai**

Sathyabama University

- **Madurai**

TCE, Madurai

- **Chennai**

Veltech Institutions Avadi

- **Vellore**

VIT Vellore

- **Thoothukudi**

Thoothukudi

- **Trichy**

NIT, Trichy

- **Virudhunagar**

KARE, Virudhunagar

- **Coimbatore**

KPR Institution, Coimbatore

- **Thanjavur**

SASTRA, Tanjore

- **Salem**

Salem

- **Kanniyakumari**

St.Xaviers Catholic College

For more Updates visit: www.statuptn.in



February - March

Programme Partners



StartupTN

Tamil Nadu Startup and Innovation Mission (TANSIM), branded as StartupTN, functioning under the aegis of the Micro, Small and Medium Enterprises Department, Government of Tamil Nadu, is the Nodal Agency for Startups and Innovation in the State. StartupTN is striving towards nurturing and strengthening a benevolent Startup Ecosystem in Tamil Nadu and positioning the State as the top Startup Ecosystem in the country and among the top 20 Startups Ecosystems globally.

StartupTN is working towards creating 10,000 new Startups in the next four years while inculcating the culture of Inclusive Mass Entrepreneurship to play an active role in reaching Tamil Nadu's USD 1 Trillion economy vision by the year 2030. To achieve this goal and making the State the Knowledge Capital and Innovation Hub, StartupTN is taking strides to partner with Startups, entrepreneurs, innovators, incubators, investors, industry bodies, mentors, Government agencies and other Stakeholders in the State and the Tamil Diaspora.

Supported by the Government of Tamil Nadu, StartupTN is striving to promote innovation at the grassroot level to make Tamil Nadu an innovation driven economy. With the aim of ensuring a balanced spread and growth in the Tier II and Tier III cities and towns, the Honourable Chief Minister of Tamil Nadu Thiru. M.K. Stalin launched three StartupTN Regional Hubs in addition to the Chennai Metro Hub. Located in Madurai, Erode and Tirunelveli, these hubs are taking StartupTN's schemes and initiatives across the State.

The Government of Tamil Nadu through StartupTN has also launched flagship grants and schemes such as TANSEED for which Rs. 10 Crore has been earmarked for this financial year to benefit 100 Startups. Phase one for the same is under process and the second phase is soon to be launched. Rs. 30 Crore has been earmarked for the Tamil Nadu SC/ST Startup Fund and Emerging Tech Fund to make equity or debt investments in innovative and scalable Startups by founders from these communities.

StartupTN is also supporting early-stage Startups to brand their ventures and accelerate their Startups with the mentorship of experts who have established big brands. S2G Buy Day to facilitate direct Government procurement of products and services from Startups, Community Circles to connect Startups and aspirants with investors and mentors at the local level and Thozhilanangu to empower women from the economically weaker sections of the society to create micro enterprises in non-metros are among our key initiatives.

We are reaching out to the Tamil Diaspora for the recently launched Mentor Portal and for the soon to be launched Tamil Angels platform to directly connect them with Startups to ensure holistic growth by strengthening and moulding the Startup ecosystem of the State.

- Team StartupTN



StartupTN

Get in touch with StartupTN Regional Hubs

Chennai Metro Hub



EDII Campus, Parthasarathy St,
Hindustan Teleprinters Staff Quarters,
Sidco Industrial Estate, Guindy,
Chennai, Tamil Nadu - 600032



A. Senthamilarasan - (+91) 84898 31881

Erode Regional Hub



5th Floor, Erode Collector Office,
Opp. District Court,
Palayapalayam, Erode - 638011



K. Sakthivel - (+91) 91591 58739

Madurai Regional Hub



Pillar Hall, Ground Floor, Arignar Anna
Maligai, Corporation of Madurai,
Tallakulam,
Madurai - 625002



R. Vinoth - (+91) 84382 18319

Tirunelveli Regional Hub



Highground Road, Opposite Jayaraj
Annapackiam Hospital,
Palayamkottai,
Tirunelveli - 627002



N. Rahul - (+91) 95858 83512



TheStartupTN



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