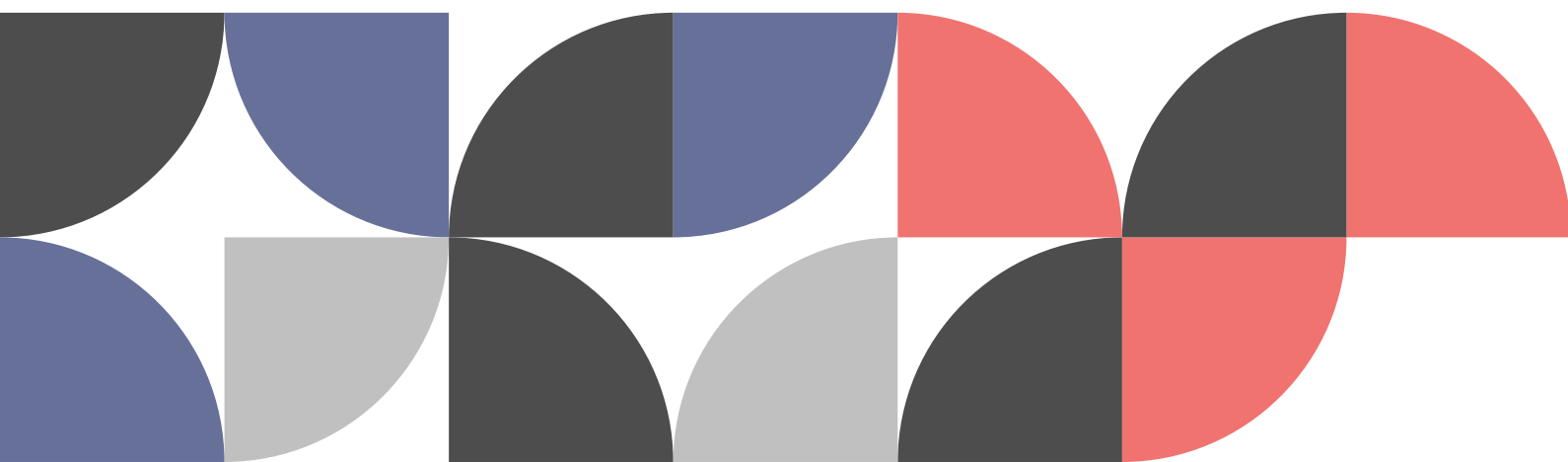




विज्ञान एवं प्रौद्योगिकी विभाग  
DEPARTMENT OF  
**SCIENCE & TECHNOLOGY**

# RISEUP BHARAT CHALLENGE

A startup challenge aimed at emerging startups from Bharat dedicated to Dr APJ Abdul Kalam





# CATALYZE THE ENTREPRENEURIAL ECOSYSTEM AND SCOUT FOR BEST IDEAS SOLVING FOR MARKET FAILURE

## RISE Startup Challenge

### CALL FOR APPLICATION

Scouting startups from **tier-2 and tier-3** cities

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**2000+** ideas sourced

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In the first year, the initiative shall dig deeper in a few states that have underdeveloped startup ecosystems but high in potential and carry out scouting activities.

States where deeper engagement, semideveloped ecosystem and a good potential are **Gujarat, Rajasthan, Uttar Pradesh, Madhya Pradesh, Punjab/Haryana and Assam, Orissa, West Bengal, Chhattisgarh** and Kerala.

### ECOSYSTEM DEVELOPMENT

Angel & Mentor Network

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**20+** Angel Meetups

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Organizing and bringing together the local ecosystem by organizing angel-investing and VC-investing workshops with HNIs, creating a startup support mentor network with local business professionals.

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**250+** Startups mentored and received investment support from local mentors and angels

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“Shark-tank” - like local pitching competition, to engage startups with mentors and local angels

### TRAINING

Plug key knowledge gaps

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**One Week training @ IIMA**

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Top winners startups and innovators from the tier 2 and tier 3 cities to receive training at IIMA on topics like business modelling, financial modelling, unit economics, pitch presentation etc.

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**50+**Startups trained @ IIMA

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**One-on-one** mentoring through **diagnostics panels** and **clinics**.

### INVESTMENTS

Network capital

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**100+** Angels activated

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Angel investors that would invest in a local startup, would get portfolio **oversight and management services** from IIMA-CIIE, so that they are kept abreast of the developments and the growth of the startups. Additionally, IIMA-CIIE shall partner with other funds and angel investors to consider providing investments to the top applicants across states.

# ACTIVITIES

## CALL FOR APPLICATION

### **Building Ecosystems - Startups, Angel Investors and Mentors**

Filling gaps of interaction and transactions between the local innovators and entrepreneurs and the local HNIs / angel networks (both may end up meeting each other in a metro through a metro-based established angel network!)

### **Incubation / Acceleration**

Supporting startups through lean interventions to make them ready for pitching. This is one of the biggest gaps and weaknesses of Tier 2 / 3 city startups

### **Startup Scouting and Showcase**

Increase visibility; product pilot and funding opportunities.

## ECOSYSTEM DEVELOPMENT

Early involvement of ecosystem players especially current and potential investors in ecosystems activities

Raising awareness about startups in the local geographies and ensure early involvement

A lean tech enabled and scalable regional incubation programs designed for the local ecosystem :  
To support Entrepreneurs with mentorship, pilot opportunities & funding

To develop Network Capital with Government Bodies, Investors, Founders, Local Angels, Investors, Industrialists

Stakeholder Showcase for supports / scouted startups

## TRAINING

Create a space and environment for interactions among innovators, entrepreneurs, local angels and HNI's.

Angel workshops and meet-ups for sensitisation

Mentoring sessions with startups scouted through meet-ups, Boosters and Pitches to help accelerate their investability through lean interventions of diagnostic & mentoring clinics

Pitch Reviews to ensure that all startups that pitch are upto international standards in terms of the presentation.

Offline / in-person Pitches conducted across the five states where local investors would be invited with the option of IIMA-CIIE participating as a co-investor

## INVESTMENTS

•Enhance capacity of five incubation centers / teams across 5 states to develop and nurture the local entrepreneurship ecosystem through meet-ups, mentoring sessions etc.

25 Meetups and Boosters

20 Angel Meet-ups and Workshops

100 Diagnostic, Mentoring Clinics, Knowledge Sessions and Pitch Review Sessions

17 pitching sessions across 5 states to develop the critical linkage between the regional startups and local mentors/investors.

# THE PROGRAM WILL BE EXECUTED BY PARTNERS BRINGING IN EXPERTISE AND NETWORK FOR MAXIMUM SCALE AND IMPACT

## ANCHOR SPONSORS

### DST

Government of India's Department of Science and Technology will be the Government partner for the initiative and provide funding and knowledge support

## CORPORATE SPONSORS

### CORPORATES

Few select corporate sponsors will play a pivotal role as the driving force and strategic contributor. Resources contributed will help align seamlessly with the overall strategic direction

## PROGRAM LEAD

### IIMA - CIIE

Lead implementation partner and carry out all the tasks related to the program, bring other partners to complement their expertise and help in execution

### GIS Foundation

Tapping local vernacular media like Gujarat Samachar, Rajasthan Patrika, Dainik Bhaskar, Punjab Kesari etc to reach across the states to innovators, startups, entrepreneurs and high networth individuals (HNIs) across the states

## PROGRAM SPONSORS

### VC Funds

Venture capital fund focused on investing and growing technology innovation led startups. VC Fund will contribute to this effort by lending its support in mentoring, curating, and finally investing in the top investable companies from the program.

### National Media Partners

Providing national media coverage from partner such as NDTV, Zee Newsetc to the programme across their Television and electronic media properties. Committing to an in-kind support.

### Local Media Partners

Providing coverage over media channels such as GTPL, Punjab Kesari, Dainik Bhaskar etc to reach entrepreneurs and innovators across India

### Digital Partner

Digital partners such as Bharat Nirman Platform will provide technical assistance and contribute to the program's success by leveraging cutting-edge digital solutions to enhance its reach, engagement, and efficiency.

# PROGRAM OUTPUT DETAILS

## ACTIVITIES

# Boosters /  
Meetups

**25**

# Angel  
Meetups

**20**

# Bootcamps  
@ IIMA

**2**

# Startup  
Mentoring  
(DPs / MCs)

**100**

# Pitch Event

**17**

## OUTPUT

# Ideas  
sourced

**2000+**

# Innovators /  
Startups  
Mentored

**250**

# Startups  
trained  
@ IIMA

**50**

# Startup Pitch  
to Angels

**100+**

# Angel  
Investors  
Activated

**100+**

# Innovators/  
startups funded  
through syndication

**25**



# WE HAVE A CAPABLE TEAM AND A VAST GEOGRAPHICAL FOOTPRINT TO DELIVER ON OUR VISION



**Kunal Upadhyay**  
Chief Executive Officer  
Raising Institutional Capital



**Priyanka Chopra**  
Chief Operating Officer  
Inclusive Fintechs & Bharat Market



**Chintan Bakshi**  
Partner - Incubation  
Founders' capacity building



**Supriya Sharma**  
Partner - Insights  
Bharat Customer, Inclusive Finance & Insurtech



**Vipul Patel**  
Partner - Seed Investing  
Agtech & Agfintech



**J Salim Vali**  
Partner – Capital Development  
Corporate Investing and Partnerships

# WE HAVE A CAPABLE TEAM AND A VAST GEOGRAPHICAL FOOTPRINT TO DELIVER ON OUR VISION



**Sunil Shah**  
National Chairman  
GIS



**Bharat Patel**  
National Vice Chariman  
GIS



**R A Mhashelkar**  
Chief Mentor Rise Up Bharat  
GIS



**Durgesh Agarwal**  
Director  
GIS

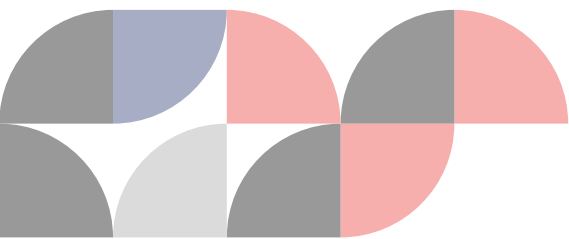


**Bhavin Parikh**  
Director  
GIS



**Suhas Tuljapurkar**  
Key Advisor  
GIS





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