

# NEWSLETTER

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***Sowing The Seeds of  
Entrepreneurship***

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September 2022  
Vol 1, Issue 2





# Introduction

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Sowing and nurturing the seeds of the entrepreneurship is a fundamental step towards developing entrepreneurs. The Center for Entrepreneurship and Innovation at Mahindra University aims to sow such seeds amongst the students through fostering entrepreneurial culture and conducting different entrepreneurial activities such as different competition, innovative teaching methods, games, events and guest talk by renowned faculty and entrepreneurs. This newsletter highlights the different activities and programs of the center towards creating effective entrepreneurial ecosystem for our students at the campus.

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## E-Cell Activities

Based on the idea that innovation and entrepreneurship go hand in hand, the E-cell's mission is to nurture an innovative and entrepreneurial mindset among the university's student body. Team members in charge of the cell hope to foster and support the entrepreneurial spirit by identifying ideas and developing them. A key responsibility is supporting students in pursuing careers in entrepreneurship. A constant focus of the cell is on supporting aspiring entrepreneurs and innovators as well as educate our student community about the latest happenings in the Startup Ecosystem. With EIC (Entrepreneurship and Innovation Cell) being one of the most loved and vibrant student communities at University, we look forward to hosting a variety of activities and workshops throughout the year.

This year's mission is to bring together like-minded students from across the different schools of Mahindra University and cater to their needs. In addition to providing aspiring students with the latest and best resources, we also look forward to connecting them with successful professionals across many industries.

### WIZ Personal Finance Workshop How to Invest in my 20s?



The WIZ personal finance workshop was conducted online in collaboration with the WIZ app on 15th March 2022. It makes learning personal finance more fun with personalized lessons, rewards and incentives. The workshop also taught students on how to invest

at an early stage & get started in this new age trend of more personal investments.



## Board Members of the E-Cell (2022-23)



**Geha Reddy N**  
**PRESIDENT**



**Dhruv Chaganti**  
**ASSOCIATE  
VICE-PRESIDENT,  
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**SECRETARY,  
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**TBA**  
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VICE-PRESIDENT,  
ECSOE**



**Varuni Vangaveti**  
**SECRETARY**



**Keerthana  
Yelchuru Venkata**  
**JOINT SECRETARY**

## Orientation of Entrepreneurship

An introductory session for the first years was held, where team members of E-cell had an open discussion with the students about their expectations from the E-cell. We held a modified version of the boat game for the students.



## E-Summit 2022



The E-Summit hosted by the Entrepreneurship and Innovation Cell took place on the 28th and 29th of April and was themed “Triumph over Turmoil”. The event aimed to explore and connect with businesses and individuals that displayed unwavering resilience and strength to adapt to circumstances of any sort. The occasion expected to interface with organizations and people that showed steady versatility and saw a huge number of famous industry specialists and persuasive speakers share their accounts and experiences. Students and participants also got an opportunity to attend keynote speeches, and panel discussions and interact with successful entrepreneurs, mentors and investors.

The event also hosted a variety of unique events such as panel discussions, the business ideation challenge, startup showcases, interaction with the alumni and various other talks that were given by experienced people in the field. Students and budding entrepreneurs were also eager to interact with the speakers and actively took part in the various events that were organized to showcase their business ideas and prototypes and were appreciated through prizes and support. The E-Summit '22 was an extremely productive, interactive and engaging event. In this summit, more than 300 students from MU and other institutions participated, more than 25 teams participated in Business Idea Challenge and more than 15 start-ups participated in start-up showcase. This summit also enriched and engaged by interesting talk of more than 15 speakers which include start-up founders, investors, mentors, eco-system partners and MU student entrepreneurs.

This summit was inaugurated in the presence of the Dr. Yajulu Medury, Prof. Ramakrishna Velamuri, Prof. Rajkumar Phatate and V. Krishnan. Dr. Yajulu Medury is the Vice Chancellor of Mahindra University. He is an acclaimed academican and a seasoned professional with more than three decades of op-



ulent Academic and Administrative experience. S. Ramakrishna Velamuri is a Dean and professor of the School of Management, Mahindra University. Prof. Rajkumar Phatate is the head of the Center for Entrepreneurship and Innovation. He has a vast experience in the area of the entrepreneurship. V. Krishnan was the chief guest of this e-summit 2022. He is the co-founder of just dial.





# Speakers

@ E-Summit 2022



## V. Krishnan

CO-FOUNDER - JUST DIAL

The inauguration session was conducted by Chief guest, V. Krishnan. He is the co-founder of just dial - India's leading local search engine based in Mumbai. Krishnan is also an angel investor and has invested in multiple companies. He believes in the power of good products and customer service and advises on the virtue of being patient and taking your time while building up a startup.



## Sandeep Mukherjee

CO-FOUNDER - B-LIVE



Sandeep Mukherjee is the co-founder and COO of 'b-live' India's first e-bike tourism initiative. He is passionate about future technologies, and consumer marketing and enthusiastic about building profitable businesses from scratch. During E-summit 2022, he gave an interesting talk on "How far the EVs will take us and how far they'll go - A take on the fate and future of EVs in India."



## Sid Chakravarthy

FOUNDER & CEO - StaTwig

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Sid Chakravarthy is the CEO and founder of StaTwig. He is a leader in emerging technologies such as the Internet of Things (IoT) and blockchain with a focus on leveraging these technologies to develop solutions that have large-scale social impact. StaTwig provides its customers with blockchain powered supply chain solutions for enhanced product visibility. He gave a talk on “Bold Chances - The boundless capacity of BlockChain” in the summit.

## Venkatesh Iyer

FOUNDER & CEO - Goli Vadapav Pvt Ltd.

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Goli Vadapav Co-founder Venkatesh Iyer (venky) noticed a significant opportunity in selling affordable, clean, ethnic fast food to lower-income customers in India. His ultimate aim is to see the “corporatization” of the humble Vadapav. Venkatesh Iyer shared his story of Goli Vadapav (Goli का Goli Vadapav: The story of Goli Vadapav) with the participants of the event.



## Chaitanya Sagar

FOUNDER & CEO - Perceptive Analytics

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Chaitanya Sagar is the CEO of perspective analytics, a Bi solutions company that helps organizations solve critical marketing and customer analytics problems. After graduating from the Indian School of Business, he worked as an analyst in several places before founding and evolving his own analytics empire. Chaitanya Sagar has shared his expertise and knowledge in examining perceptive analysis with all participants in the summit.





## Nilesh Jani

DIRECTOR - Phoenix Group

Nilesh is a director at Phoenix group, which is Hyderabad's leading corporate office real estate developer. Nilesh brings over 3 decades of experience working on some of the landmark projects in the country, starting from working at the Pipavav port project to setting up the first private sector special economic zone, to working with data access technologies, India's first international long-distance telephony company and later on working with catalyst samsara India opportunities fund as co-head investments. He gave an interesting talk on "Changing Face of Real Estate and its dynamics" in the summit.

## Rathnakar Samavedam

CEO - Hyderabad Angels



Rathnakara Samavedam is an investment Director and the CEO of Hyderabad Angels (ha) with 20+ years of experience in chartered accounting. He is an agile leader and maintains teams across the globe and has an innate ability to impact and influence stakeholders and maintain strong cross group collaboration. Rathnakara Samavedam shared his experience in entrepreneurship area in the summit.



### Stand-up Comedian Session

Vivek Muralidharan conducted a stand-up Comedian session in the summit.

# Panel Discussion

@ E-Summit 2022

A panel discussion on Startup Ecosystem of Hyderabad was conducted with the following experts:

**Rathnakar  
Samvedham**

CEO  
Hyderabad Angels

**Narayana  
Swaroop**

Venture Partner  
ah! Ventures

**SubbaRaju  
Pericherla**

Partner  
SPA Enterprise Services Ltd.  
Founder  
CrossBoarders



Mingle with Mahindra University's own rising entrepreneurs at a Fireside Chat with **Kartikeya Bhardwaj, Vineeth Mustalya, Mayur Gandhi, and Raval Rathnam.**





# Stalls

@ E-Summit 2022

11

Students and entrepreneurs got an opportunity to express their entrepreneurial and innovation potential by putting their stall during the E-summit 2022.









# Startup Pavillion

@ E-Summit 2022

The start-up pavilion is a fantastic opportunity for start-ups to show off their products, tools, and businesses. Startup Pavilion was held as a part of E-Summit for 2 days where 12 early-stage startups took part in it. Every startup has its unique product /solution that can solve recent problems. Hon. Mr. Krishnan, Mr. Venky Iyer, Mr. Niranjana Aggarwal, Mr. Subbaraju, Mr. Narayan Swaroop, and Mr. Niles Jani visited all the stalls and were very impressed with the developments all the startups made. All the speakers gave valuable feedback to all the startups which will help them to scale in later stages. After the tough competition given by all the startups, Startup Spiruliving won the competition, and Era by A and D stood in second place.

## WINNER

# Spirulivin

*Awarded Rs.20,000*



## RUNNER-UP

# ERA by A&D

*Awarded Rs.15,000*



# Pitch It, to Win It!

## BUSINESS IDEATION CHALLENGE

@ E-Summit 2022

The Business Idea Challenge is a sub-event of E-Summit '22, held on the second day of E-Summit '22 i.e. 29 April 2022. It happened in two rounds. Among the teams that participated in Round 1, eight teams qualified for the final round, wherein Mr Niranjan Aggarwal, Mr. Ambuj, Ms. Swetambari, and Mr. Manish Mathur have judged the final round of competition. After the tough competition given by all the teams, Team Pebble.life won the competition while Fitify got 2nd place and Team Spark Learning, and Team Swasthavritta shared the 3rd position.

**FIRST PRIZE**  
**Pebbl.life**  
*Awarded Rs.20,000*



**SECOND PRIZE**  
**Fitify**  
*Awarded Rs.15,000*



**THIRD PRIZE (SHARED)**  
**Spark Learning**  
*Awarded Rs.5,000*



**THIRD PRIZE (SHARED)**  
**SwasthVritta Health Solutions LLP**  
*Awarded Rs.5,000*





# Expediting Entrepreneurship

## Babson Collaboration Network Activities

Being a member of Babson Collaborative for Entrepreneurship Education, Mahindra University has access to different experts, resources for innovative teaching methods and new research opportunities. The faculties of CEI have attended 2022 Babson Collaborative Global Summit on March 14- 16, 2022. In this summit, our faculties got an opportunity to create network with experts and create collaboration with experts at the international level.

## Webinar on “Industrial revolution: First to Fourth”



Center for Entrepreneurship and Innovation has arranged a special guest talk by Mr. S. P. Shukla-Group President, (Defence, Aero & Agri Sector) & Managing Director-Mahindra Group on ‘Industrial Revolution-First to Fourth’ on December, 14 2021. SP Shukla is a Member of the Group Executive Board of Mahindra Group and as Group President, he is responsible for the Defence, Aero, Agri & Steel sectors. In this position, he is Chairman of boards of several companies engaged in designing and producing a diverse range of products including armoured vehicles, radars, naval systems,

aerostructures, micro-irrigation equipment & special alloy steel. Students from all the years and the different schools have participated in this online webinar. Mr. Shukla started off with the basic topics of industrial revolution and how it evolved over time. He also spoke about the role of India in all the four revolutions and how it impacted the country and how it helped the growth as a whole.

## Guest Talk by Prof Neil Tarallo

Prof Neil Tarallo conducted an interesting session on Entrepreneurship for our engineering students on 5th April 2022 at Mahindra University. Prof Neil Tarallo is a seasoned active innovator, entrepreneur, academic, and consultant with a proven track record of bringing real world experiences to students and organiza-



tions on a global stage through in-person and virtual deliveries. His research is in the execution and testing of elements within innovation and entrepreneurship in a real-world context. He brings together very specific data-driven concepts in innovation, design thinking and entrepreneurship creating easy to understand,

executable innovation programs. He has created a broad spectrum of innovation and entrepreneurship courses for delivery in the classroom and online with significant experience developing corporate and academic programs, including centers, institutes, and laboratories dating back to 1994.



## Entrepreneurship Practice Course

The Entrepreneurship Practice Course was designed to provide hands-on experience of entrepreneurship to the first-year engineering students. The course was successfully executed by Prof. Rajkumar Phatate and Dr. Sonal H. Singh. The primary objective of the course is to enable students to discover their resourcefulness and unleash their creativity with minimal direction. This course is all about learning by doing. Students either in teams of 10, create, develop, launch, and manage a new venture partly funded by the College. During the course of seven weeks, the students will be divided into teams of ten and will be seed-funded with 5000 INR. They are expected to work with a faculty mentor to discover their bird in hand (Who am I? What I know? And Whom I know?) and then ideate creative and original solutions to identified problems.

At the end of this course, all the teams (except two teams) have generated profit. The total profit from all teams was Rs. 2,13,513/-. Out of 59 teams, one team has made a marvelous remark by achieving a 359% return on investment. In addition to this, thirteen teams have achieved more than 100% (and less than 200%) return on investment, while thirty-seven teams have generated more than 10% (and less than 100%) return on investment.



## Faculty Achievements

### Prof. Abhinav Chaturvedi



Prof. Abhinav Chaturvedi was awarded with the Babson Collaborative scholarship to attend the Price-Babson Symposium for Entrepreneurship Educators at Babson's campus in Wellesley Massachusetts. He attended PRICE-BABSON SEE 47 symposium for Entrepreneurship Educators from 23rd May 2022 to 26th May 2022 at Babson College.

The focus of Price-Babson SEE was less on what we teach in entrepreneurship education programs/courses and more on how we teach. How do we create active learning environments where students practice entrepreneurship and take action in order to learn? This program covers the topics: 1. Practice Entrepreneurial Thought & Action. Babson's framework for teaching and learning entrepreneurship, 2. Experience a variety of practice-based teaching techniques and exercises, 3. Develop empathy for our students that are learning and practising entrepreneurship, 4. Co-create new ways of teaching and learning entrepreneurship, 5. Build a strong network of like-minded entrepreneurship educators and 6. Reflect on our personal teaching philosophy and how we, as educators, must continue to evolve and adapt.

Faculty Achievements

## Prof. S. Ramakrishna Velamuri



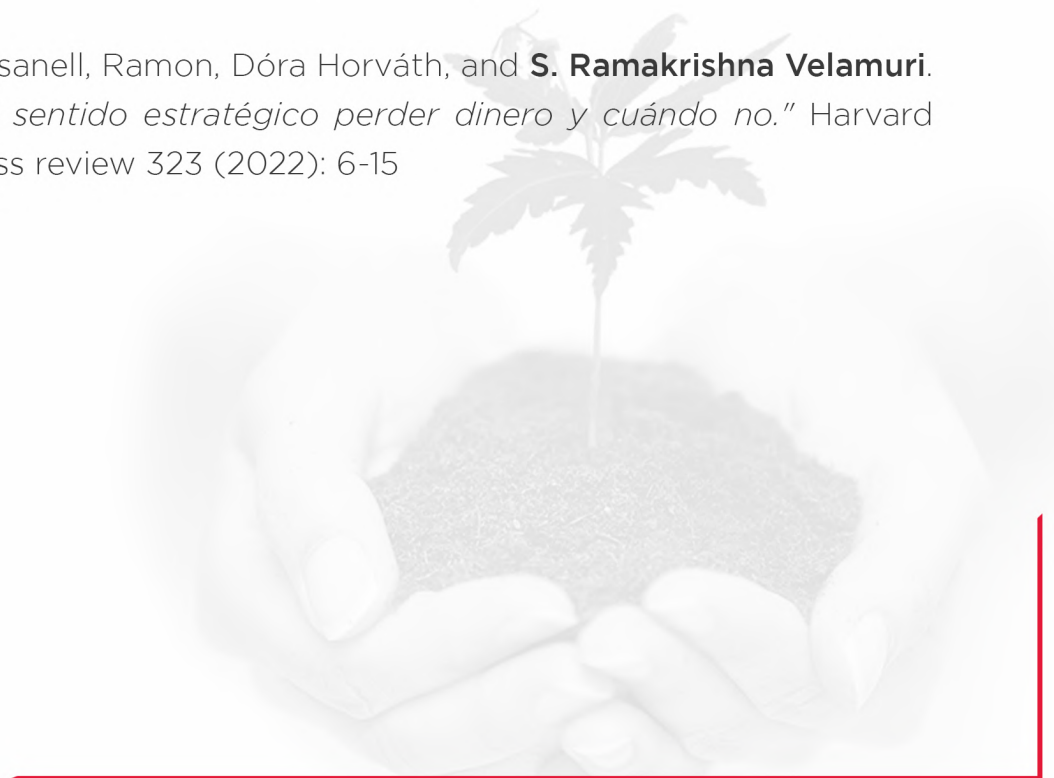
Prof. Ramakrishna Velamuri is Professor of Entrepreneurship and Dean at the School of Management, Mahindra University. He is an internationally recognized academican with over three and a half decades of experience in holding key academic, administrative and industry positions.

He has published his research in high quality international journals and his research is highly cited. His recent publication (in 2022) as follows:

Casadesus-Masanell, Ramon, Dóra Horváth, and **S. Ramakrishna Velamuri**. *"When Losing Money Is Strategic-and When It Isn't."* MIT Sloan Management Review 63.3 (2022): 49-55.

Liu, Yu, Haemin Dennis Park, and **S. Ramakrishna Velamuri**. *"Female CEOs and IPO Underpricing in China: The Moderating Effects of VC and State-Backing."* Academy of Management Proceedings. Vol. 2022. No. 1. Briarcliff Manor, NY 10510: Academy of Management, 2022.

Casadesus-Masanell, Ramon, Dóra Horváth, and **S. Ramakrishna Velamuri**. *"Cuándo tiene sentido estratégico perder dinero y cuándo no."* Harvard Deusto business review 323 (2022): 6-15





## Student Achievements

### Babson Build Entrepreneurship Program



Krishi Raju Vysyaraju got an opportunity to attend the Babson Build Entrepreneurship program at Babson College, USA from July 11 – 16, 2022. The course includes case studies, break-out sessions, videos, group presentations, and lectures, and is designed around complementary topics. The program strongly emphasizes on acquiring knowledge about the primary and secondary topic areas of entrepreneurship and the development of strong negotiation skills.

### Cornell Summer Immersion 2022 Program



Sanjeeva Reddy V attended Cornell Summer Immersion 2022 program at Cornell University's Ithaca campus from 13th June 2022 to 1st July 2022. The three-week program covers different topics such as Entrepreneurship, Innovation and Technology.





### **Sanjeeva's Experience at Cornell University**

Cornell was an insightful and wholesome experience for me. I never imagined I would go to Cornell in my first year, but when I had the opportunity, I had to grab it. It wasn't an easy ride; I did face my share of ups and downs but the experience of facing a new world was worth it. The Cornell Summer Immersion program really helped me to understand about Entrepreneurship, Innovation, and Technology. I realised that the world is full of opportunities where anything is possible and the competition you face in the real world should give you enough power to master at it.

It wasn't easy for me to move and settle there and get used to the schedule and the environment. But thanks to Professor Neil Tarallo, Catherine Perkins, James Comfort II, they made me feel at home, gave me a wonderful experience. I would like to extend my special thanks to Professor Pradeep Racherla and Professor Ayushi Tandon for being there with us at all times and making this whole experience memorable. I would like to extend my supreme gratitude to Mahindra university, Vice Chancellor Yajulu Medury, Professor Ramakrishna Velamuri and respected faculty members who helped me throughout this amazing journey which I never dreamt of. I would like to thank my parents for supporting me through this journey. One thing that stuck with me, which inspired me to pursue Entrepreneurship are the words of Professor Neil Tarallo, "We don't sell ideas, we sell solutions to problems". I had an enlightening experience with the Cornell summer immersion program and I would strongly encourage the upcoming batches to chase such opportunities and gain wonderful exposure



## HULT PRIZE

Entrepreneurship and Innovation Cell in partnership with the Hult Organization, organized the first round, the On-Campus round of the world renowned Hult Prize. Over the weeks we have organized several events to promote this, including:

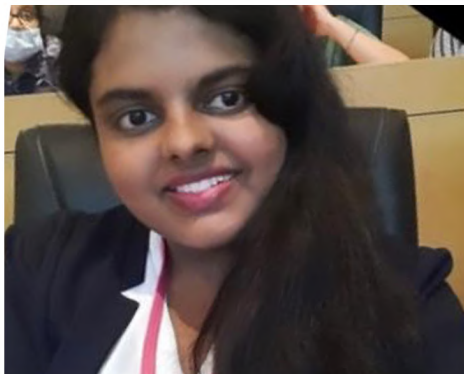
- Promotional online quiz to highlight economic happenings in the world: This event saw the optimal turnout of about 30 members, and was played over a duration of 2 and half hours with 3 rounds.

The winning and runner-up team of the Hult Prize as follows:

### WINNING TEAM **TERRA**



*Gayathri Reddy  
Konkeesa*



*Meheeka Pandey*



*Varshini  
Siddavatam*

TERRA schools which brings Tier -2 and Tier - 3 schools under one digital platform and assist schools and students in listing of school on Terra Website, uniform curriculum across all schools including basic life skills and extra curricular activities in bringing quality in education across tier-2 and tier -3 schools, digital interface between schools, students and parents for sharing progress, Terra Verified and/or certified Teachers and online Job exchange, online Market place platform for school supplies and connect financial institutions for any funding support to the schools for improving their infrastructure. All these services are provided with a small fee per student on an annual basis. Terra hope to create a relevant social impact.

FIRST RUNNER-UP TEAM  
**Intellivision+**



*Amritha Vemuri*



*K. Akanksha*



*Kuhu Gupta*

Women decide the future We are living in the 21st century where we achieved many volutionary things like blockchain, autonomous vehicles, capsule endoscopy and many more.

But yet millions of women are living under the shadow of poverty How can we change that?

This made us think about how would the society looks when they are all indepen-  
dent from the clutches of poverty. We propose a business idea to change the lives  
of these millions of women in a short span of time. We are breaking the stigma that  
women should only belong to housework. We take the help of various NGOs and  
MNCs to gather up these women from various places. Our idea Intellivision+ is to  
provide these women with the required training needed as well as provide them  
decent income jobs. Helping these women to become independent in all aspects  
of their lives is our main objectives.

***“Women Are the Real Architects of the Society”***



SECOND RUNNER-UP TEAM

**PureEnvi**



*Prajwal Jha*



*Shuvang Mishra*



*Dhhruv Gupta*



*Kanishk Singh*

India has some of the filthiest streets and localities in the world and while the municipalities do their jobs cleaning it, their resources are spread thin, and they come under political influence which impedes their functioning. We require a more unified, organised and professional system for larger and smaller scale cleaning services that could assist the municipalities in their duties and keep our cities clean. In the beginning we aim to provide professional cleaning services for private colonies/societies but our eventual goal is to clean and maintain areas under Municipal jurisdiction such as roads, on a contractual or per job basis. We believe that our project will be able to employ both skilled and unskilled workers, that too in good numbers. This year's theme of employing 2000 workers by 2024 thus seems achievable for us.

## Babson Student Challenge 2022

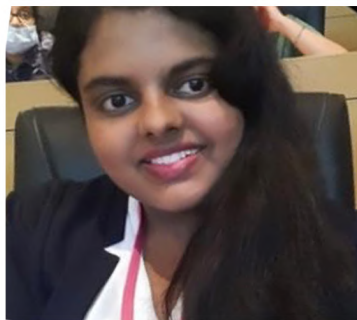
We have organized Babson Student Challenge 2022 in which our students have pitched their innovative ideas. After going through a great institutional round, the top three teams were selected for the final pitches for the global semi-final round.

The following two teams have pitched their ideas in the Babson Student Challenge globally:

### TEAM TERRA



*Gayathri Reddy  
Konkeesa*



*Meheeka Pandey*



*Varshini  
Siddavatam*

### TEAM MyHomeHelp



*Prathyusha Adhikam, Satwik Mekala, and Anirudh Madagundi*



## Alumni Achievements

### Favo Robotics



A team of three, Siri Chandana Vodela, Shiva Bhisne and Gaayatri Yarlagaadda, alumni of Mahindra École Centrale started up Favo Robotics in 2018. Favo Robotics is a robotics start-up based out of Hyderabad, India. It provides affordable automation solutions to the construction industry to increase productivity, thereby reducing the cost of construction. As a part of the

Global Housing Technology Challenge (GHTC)- Affordable Sustainable Housing Accelerators- India (ASHA-India) Initiative for 'Potential Future Technologies', the team of Favo Robotics has received an official sanction letter from the Ministry of Housing & Urban Affairs (MoHUA) for technical handholding from IIT Kharagpur and **a grant of 5.3 Crores to develop Swarm Robotic System and Hybrid Construction method to facilitate Concrete 3D Printing for Building Construction.**



***Many Congratulations to the team members of Favo Robotics!***

## D Concept



### Siddharth Dalmia

BATCH  
2015-19

BRANCH  
EEE

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STARTUP NAME  
D Concept

ADDRESS  
Shop no 7, Trident Arafath Arcade, Road no 10,  
Banjara Hills, Hyderabad - 500034

INSTAGRAM URL  
<https://www.instagram.com/dconcept.diamonds/>

FACEBOOK URL  
<https://www.facebook.com/dconcept.diamonds/>

#### Brief Description of Business Activities

D Concept is a high-jewellery brand specialising in designer diamond accessories. Based in city's most prolific and high-fashion street, Road no 10, Banjara Hills, we feature a one-of-kind luxury and jewellery retail experience for our high-profile clients. Our USP is our jewellery customisation on our signature designs. We proud ourselves in being able to exquisitely create and deliver luxury diamond goods tailored our specific client needs. Consequently, our targeted consumer is anyone who deeply appreciated handwork art and world-class finishing.

#### Major Achievements

GIA GRADUATE GEMOLOGIST - March 2020 Graduate Colored Stones, Graduate Diamonds, and Applied Jewellery Professional Made a few public appearances and exhibits and boasts a niche client base with the likes of Governor of Commercial Taxes ( IAS Neetu Kumar ), Mayor of GHMC, Telangana State ( Smt. Gadwal Vijayalakshmi ), Miss India and other high profile people Successfully completed the first year of working in Dec 2021.



## Telugu Foods



### Nikitha Muvva

BATCH  
2014-18

BRANCH  
CSE

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BUSINESS NAME  
Telugu Foods

ADDRESS  
Hyderabad, India.

URL  
<https://telugufoods.com/>

#### Brief Description of Business Activities

Telugu Foods is a leading manufacturer and exporters of Pickles, Snacks, Masalas, Rice, Flours and other Food Commodities. We export to over 24 countries. Additionally, we are also present in the Indian market in MT & GT stores of Andhra and Telangana.

#### Major Achievements

Implemented ERP system, Increased online presence of the brand.

#### My Role in Family Business

I work as a Business Analyst. My daily responsibilities range from bringing new business, monitoring sales, ensuring designs are market relevant, reviewing NPD and marketing the brand.



## Rajuri Steel



### Kaustubh Kailash Loya

BATCH  
2014-18

BRANCH  
ME

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BUSINESS NAME  
Rajuri Steel

ADDRESS  
F-16,F-17 MIDC PHASE II Jalna Maharashtra.

URL  
[www.rajuristeels.com](http://www.rajuristeels.com)

#### Brief Description of Business Activities

We manufacture corrosion resistant TMT Bars in various sizes and grades by using state of the art German Thermex Technology. We are a leading Steel Manufacturing company for the last 32 years with a strong presence across seven states namely Maharashtra, Karnataka, Gujarat, Madhya Pradesh, Rajasthan, Telangana and Andhra Pradesh.

#### My Role in Family Business

I take care of all operations, Sales and Marketing.

#### Major Achievements

MS Industrial Engineering from Georgia Tech (#1 Ranked University in the world for Industrial Engineering)





## Straton Electricals Pvt. Ltd



### Yalamanchi Varun

BATCH  
2016

BRANCH  
EEE

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BUSINESS NAME  
Straton Electricals Pvt. Ltd

URL  
<https://www.stratonelectricals.com>



#### Brief Description of Business Activities

Manufacturers of Instrument Transformers up to 220kV voltage level (Insulation Type - Oil Immersed) and up to 33kV voltage level (Insulation Type - Cast Resin)

#### Major Achievements

Type Tested our 132kV Current Transformers and Voltage Transformers as per latest IEC: 61869 standards.

#### My Role in Family Business

Design and Management.



# Inspiring Story

## OF STARTOON LABS

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Suresh Susurla is electronics engineer by passion and profession with an engineering degree from VTU, Karnataka. He later pursued his masters from IIT Madras and an executive business management degree from IIM Calcutta. He is a co-author of 8 international publications in reputed journals like IEEE and Springer, Co-inventor of four filed patents and an independent author of “Handbook of Electronics and Communication Engineering”, distributed by WILEY publishers. He is also an Honorary Professor at Balaji Medical College and Hospital – Chennai and a recognized Engineer by The Institution of Engineers (INDIA) incorporated by The Royal Charter 1935. He has 16 years work experience in MNC's and Startups in the field of manufacturing, automotive, medical devices, space (satellite /space and software sectors). Currently he is the CEO and Managing Director of Startoon Labs Private Limited.

Startoon Labs Private Limited was co-founded in Hyderabad along with his wife Mythreyi on 6th November 2017 with a motto to address gaps in the health ecosystem. Their vision is to build world class products and solu-

tions in India for the world in the field of health care.

The key driving force for him to become an entrepreneur was his strong determination and passion to build electronic systems indigenously and contribute to the technological growth of the Nation.

His inspiration and low time motivation during his journey where he faced challenging situations was his strong will and love towards technology and business wherein he believed his long term vision and goals would lead to development and betterment of the Nation and Medical sector across the world. Their innovative product – PHEEZEE® aims to monitor and track recovery of patients undergoing physiotherapy, post neurological and musculo-skeletal disorders. This product idea arose as a result of lack of intervention of medical devices for quantifying recovery of patients undergoing physiotherapy. The founder believes that it would be a revolutionary product in this healthcare sector in the future years with these innovative and useful products.



He also believes that the constant learning to acquire knowledge, persistence, determination and passion to your goals would itself motivate you to reach your goals and have a productive and focused day to day schedule.

The company received many awards like the MEDICALL GOLD Award 2019, Most innovative idea Award 2019 organized by IIT Kharagpur, TOP 5 by CAHOTTECH- IIT Madras and TOP 50 startup Award in the SMARTFIFTY organized by IIM Calcutta, Best potential Award by SAMSUNG etc. The Company is also a recognized by MSME, incubated by WE-hub, and accelerated by T-Hub, Govt. of Telangana.

They believe their biggest achievement over all these four years is development of PHEEZEE®, which is the contribution to the health care sector in the Nation where the devices researched, designed and manufactured in India. They believe that it is a selfless achievement which is playing a role in upliftment of the sector and wanted many more products to be available and affordable to the people for the development of health care sector across the world. BIGGER VISION, BIGGER GOALS.

The CEO and Co-founder believe that it is his responsibility to encourage

and help upcoming graduates for their journey by giving tips and advice from his experiences.

#### TIPS

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- Having passion and interest to become an entrepreneur or in any other field is not just required but acquiring the required knowledge by utilizing the time and sources and building up the experience by working in startups or industrial projects before directly entering into your own startup (have a hand full experience).
- Persistence in the work, acquiring knowledge from basic to core depth on a particular topic before entering into the other projects.
- Communication, Networking, Participation, Self-motivation and confidence are the most important things for the younger generation which helps them to reach a few steps towards their goals.
- Team work would lead to inter disciplinary work experience, associate with professors for the depth of knowledge and experience and industry work since we get to work with restrictions and build up a new perspective for the work.
- Choosing the idea for the develop-

ment and working on it for progress with determination and will for a long-time vision.

· Fundraising for a venture is the most faced problem by all the entrepreneurs. It is the credibility of the founders that attracts the initial investors into the startup ecosystem, and not just about the novel idea.

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## Editorial Board Committee

*Dr. Sonal Hukampal Singh and Prof. Rajkumar Phatate*

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