

NASSCOM 10,000 STARTUPS COLLABORATES WITH IVYCAMP TO BUILD AN IOT CENTERED ENTREPRENEURSHIP ECOSYSTEM

New Delhi, 27 June 2016: NASSCOM 10000 StartUps along with IvyCamp, an initiative of IvyCap Ventures have announced a strategic alliance to connect startups, investors, mentors and industry bodies to converge and explore ways of working together to make the right kind of impact and come up with solutions that change the way people live and industries work. The alliance will look at developing strategies and initiatives to bolster the IOT movement in Indian StartUp Ecosystem.

NASSCOM 10000 StartUps has revolutionized the startup ecosystem by bringing together valuable insights from Industry leaders, best in class StartUps providing a window of opportunity to explore what the investors are looking at in a startup before funding. The IvyCamp Platform will connect the industry participants to entrepreneurs for providing guidance on formulating & driving the IOT business. Activities through the year will focus on seeking out, supporting and growing IOT innovations and ventures.

Speaking on the collaboration, Rajat Tandon, Vice President, NASSCOM 10,000 startups said, *“India’s digital revolution is at the tip of transformation right now. NASSCOM 10K has been consistent in creating a sustainable ecosystem for the technology led products. The potential scope of disruptive technologies in India is vast, as they can have a massive economic impact. IOT is one such sector which is gradually gaining popularity. With this collaboration with IvyCamp, we aim to promote an IoT ecosystem, which is vibrant & at the same time innovative, which will help our country attain a leadership role in this field.”*

One of the key activities under this partnership will be to host an annual event R-IOT, Rendezvous for the IOT Ecosystem. The first event will be held in Mumbai on the 1st of July 2016 at the NASSCOM 10K StartUp Warehouse, Navi Mumbai to bring together innovators, mentors, investors and corporates in the IOT space to educate the community on the latest innovations in IOT, challenges that the innovators face today and what is needed from the mentor and investor community. The event will provide an opportunity to the IoT StartUps to demo their products to investors, mentors and corporate partners. Ivycamp will also be hosting an investor education program on financing IOT startups.

Speaking on the occasion, Dr. Anju Gupta, Co-founder and President of IvyCamp said, *“We are very happy to partner with NASSCOM 10000 StartUps in the IOT space as we believe the synergies between our organizations can create a much needed and unique environment where India can become a leader in IOT innovation and application. The timing is right and the value add opportunity is huge.*

About NASSCOM 10,000 Startups

10,000 Start-ups is an ambitious attempt by NASSCOM to scale up the start-up ecosystem in India by 10x. 10,000 Start-ups aims to enable incubation, funding and support for 10,000 technology start-ups in India over the next ten years. The program’s vision is to foster entrepreneurship, build entrepreneurial capabilities at scale and strengthen early stage support for tech start-ups. The initiative brings together key stakeholders of the ecosystem including start-up incubators, accelerators, angel investors, venture capitalists, start-up support groups, mentors, and technology corporations. Since its launch in April 2013, we’ve done about 600 events in 25 cities of the country which were attended by a whopping 30,000

attendees and received 11,000 Applicants, 1100 Start-ups Shortlists, and 150 Impacts. The program is supported by Google for Entrepreneurs, Microsoft Ventures, Kotak, Amazon Web Services and IBM.



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