MESSAGE

Startup Odisha has been a flagship initiative of the Government of Odisha with an objective to build a world class "Startup Hub" to facilitate and support Startups. The Government through Odisha Startup Policy-2016 has been working on creating an enabling environment to encourage Startups, Incubators and other ecosystem players in the State, fueling economic growth across the state resulting in large employment opportunities.

I am happy that Startup Odisha has already registered 200 Startups and is well on its way to achieve the goal of facilitating 1000 Startups by 2020. It gives me an immense pleasure to present this booklet profiling Startups assisted so far and incubators recognised under the Startup Odisha Initiative.

(NAVEEN PATNAIK)
ଫୁରେଶ୍ୱର୍ତ୍ତ୍ରାନ୍ତ୍ରକ୍ଷା ରାଜକୀୟ ସମୟରେ ପ୍ରତିଷ୍ଠିତ କରାଇବା ପୂର୍ବକ ଏବଂ ରାଜକୀୟ ପ୍ରତିଷ୍ଠାନରେ ଦାବି କରାଇବା ପୂର୍ବକ ମୂଲ୍ୟାକ୍ରମର ସକ୍ରିଯ୍ୟରେ ତାରୁକୁ ବାଲାଲ ଦହିଯା ଗଢାରା କରାଇପରନ୍ତ ପ୍ରାତିକ୍ଷୀଳନାତ୍ରି "ଫୁରେଶ୍ୱର୍ତ୍ତ୍ରା ରହିବା ହରରେ ୨୦୦୨" ରାଖାଇବା କରିବାକୁ ଯାଦତିଲେବା। ଫୁରେଶ୍ୱର୍ତ୍ରା ଦାବିକରାଟେ ଅନ୍ତର୍ଦମାନର ବିଭିନ୍ନ ରାଜକୀୟ ସମୟର ଦିକ୍ଷାକୁ କରି ନାହିଁ ପାଇଁ ସେନ୍ତରାତ୍ରି ପୂର୍ବକ ନୁଁକୀବାକୁ କରାଇବା।

ଫୁରେଶ୍ୱର୍ତ୍ରା ରବାରକୁ ପ୍ରତିକ୍ଷା ବାରେ ପ୍ରତିବର୍ତ୍ତ୍ତ୍ରାନ୍ତ୍ରକ୍ଷା ପ୍ରତିବର୍ତ୍ତ୍ରକ୍ଷା ରହିବା ପ୍ରଚଲିତ ହେବାକୁ ପ୍ରପ୍ରକାର କରାଇବା। ଫୁରେଶ୍ୱର୍ତ୍ରା ରବାର ପ୍ରତିରୋଧ ଅନ୍ତର୍ଦମାନର ତାରକୟରେ ଅପେକ୍ଷିତ କରାଇବା। ଫୁରେଶ୍ୱର୍ତ୍ରା ରବାର ପ୍ରତିକ୍ଷା ସମୟର ସକ୍ରିଯ୍ୟରେ ଅପେକ୍ଷିତ କରାଇବା। ଫୁରେଶ୍ୱର୍ତ୍ରା ରବାର ପ୍ରତିରୋଧ "ଫୁରେଶ୍ୱର୍ତ୍ରା ଅପଚାରରେ ୨୦୦୨-୦୩" ପ୍ରକାର ସମୟରେ ଅପଚାର କରାଇବା। ଫୁରେଶ୍ୱର୍ତ୍ରା ରବାର ପ୍ରତିରୋଧ ସମୟରେ ଅପଚାର କରାଇବା।

(ଉପକାରୀ ଦାମି)
MESSAGE

I am glad to know that Micro, Small & Medium Enterprise department is bringing out the first booklet about Startups in Odisha on the occasion of the Grand Finale of the Startup India-Odisha Yatra being organized on 13th April, 2018.

Sponsorship of Startups is crucial for promotion of entrepreneurship in the State. In realization of this, Government of Odisha has also launched the Odisha Startup Policy-2016. Recently, the Startup Van during its sojourn throughout the State could impact nearly 10,000 youths across 50 academic institutions and 125 innovative ideas have been shortlisted for the Accelerator Programme.

I am sure the Startup Odisha is on its way to achieve the State’s vision of supporting at least 1000 startups by 2020 and I wish the publication all success.

(A. P. Padhi)
MESSAGE

Odisha Startup Policy-2016 has been working as a catalyst in nurturing the culture of entrepreneurship and innovation in the state. Startup Odisha Initiative is committed to encourage Startups, Incubators and building a strong ecosystem in the state in order to achieve the vision of supporting at least 1000 Startups by 2020.

More than 200 startups and 05 incubators have already been recognised under the Startup Odisha Initiative. We are making all out efforts to support innovators and enterprising youths with a view to spur growth and employment in the state.

It gives me immense pleasure to present this first Startup Odisha Profile Booklet. I wish all the Startups of the State a grand success in their ventures.

(L.N. Gupta)
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About

Startup Odisha is a flagship initiative of the Government of Odisha, intended to build a strong eco-system for nurturing innovation, Startups and Entrepreneurship.

Objective

- Develop a world class “Startup Hub” in Odisha by 2020.
- Encourage incubators including sector specific ones aligning with the State’s strengths and requirements.
- Create enabling environment and supporting eco-system that facilitates at least 1,000 Startups in next five years in the state.
- Create a strong institutional framework for effective implementation, monitoring and evaluation of this initiatives.

Vision

To emerge amongst the top 3 “Startup Hubs” in India by 2020 through strategic partnerships, conducive ecosystem, investment and policy intervention.

To unleash the potential of women entrepreneurship in Odisha by encouraging at least 33% of the Startups with Founders/Co-Founders as women.

Mission

Build a holistic Startup ecosystem in Odisha to enable the State to become one of the top three Startup destinations in the country.

Implement a supportive regulatory framework and robust governance structure that enables hassle-free, time bound statutory clearances and monitoring.
Benefits for Startups

- Monthly allowance grant of Rs. 20,000 per month for one year - Highest in the country
- Product development & Marketing assistance up to Rs 15 Lakhs - Highest in the country
- Need based assistance for equipment/raw material.
- Subsidized incubation space
- Financial support to participate in national and international events of repute.
- Mentor network support to recognised Startups.
- Incremental benefits to women led Startups and Startups led by transgenders
- Incremental benefits to Startups led by social groups such as SC/ST/SEBC/PH

Benefits for Incubators

- One-time Capital Grant up to Rs 1 crore.
- Matching Grant up to Rs. 5 crores.
- Performance Capital Grant of Rs. 5 Lakhs per incubatee.
- Reimbursement of Utility expenses of Rs. 1 Lakh per annum for 3 years.
Milestones Achieved

- 200+ Recognised Startups
- 23 Startups received seed grants
- 5 Recognised Incubators
- 9 Nodal Agencies
- 50+ Entrepreneurship Cells
- 33% Women led Startups
- 387 Employment generated by 24 assisted Startups
Maiestas Technologies Pvt. Ltd.
Electronic & Mechanical Manufacturing & Design Service

About
The main motive of Maiestas Technologies is all-round sustainable development and growth in the manufacturing segment of various industries. Company is driven by a team of technocrats and industrial researchers supported by professionals and experts in various fields. The company is driving towards constant innovation and trying to make the technology more economic and user friendly.

Sruti Kanta Mishra
Nirmala Mishra

Product/ Service
Making the LED lighting affordable and long lasting using the innovation in product designing and manufacturing process.

Target Market

Number of Employees
81

Annual Budget/ Revenue
Rs. 50,00,000

Type of support from Startup Odisha
Monthly Allowance Grant
Milestones achieved
(Including awards/recognitions)

- 6th April 2016 The Electronic Fabrication facility with 8 Working stations become functional to cater the Electronic and mechanical manufacturing need of the company
- 14th June 2017 Maiestas Technologies was recognised as a Start-up under the Start-up Odisha Policy, Govt. Of Odisha
- 12th July 2017 Maiestas Technologies was recognised as a Startup Under the Startup India Policy by DIPP, Govt. Of India
- 29th September-2017 First Consignment was exported to Democratic Republic of Congo
- 5th January 2018 Prof. Hiroshi Amano (Nobel Laureate 2014 for Blue LED) graced us by visiting our LED Manufacturing Facility during his visit to Odisha
- 6th March 2018 First Deployment of Maiestas Made product was introduces in a Oil Industry, i.e Bharat Petroleum Limited.

Investment/Grant/Loan raised

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<thead>
<tr>
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<tbody>
<tr>
<td>Grant</td>
<td>Rs. 24.40 Lakhs</td>
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<tr>
<td>Debt</td>
<td>Rs. 25 Lakhs</td>
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Registered Address:
CELL NO 203J OF INCUBATION CELL OF KIIT-TBI, KIIT UNIVERSITY, BHUBANESWAR - 751024, Orissa, INDIA
Email: corporate.mtpl@maiestas.in
Phone: 9778538778
Website: www.maiestas.in
Facebook: https://www.facebook.com/MajesticTechnologies/
Twitter: https://twitter.com/MaiestasGroup/media
Phoenix Robotix Pvt Ltd. is a start-up founded by Alumni of NIT Rourkela and incubated in the institute since inception. The Startup aspire to be the pioneer in providing IoT solutions to eliminate real-world problems by connecting billions of devices and creating impact in thousands of industries and cities across the globe.

**About**

Phoenix Robotix Pvt Ltd. is a start-up founded by Alumni of NIT Rourkela and incubated in the institute since inception. The Startup aspire to be the pioneer in providing IoT solutions to eliminate real-world problems by connecting billions of devices and creating impact in thousands of industries and cities across the globe.

**Product/Service**

The company has three product line which includes Aurassure- a smart environment solution for smart cities Datoms offers various solution for conditional monitoring, predictive maintenance, energy consumption monitoring etc. TraDe Network: A group of IoT enabled devices which capture the data from various sensors.

**Target Market**

The company caters to specifically two sectors i.e. manufacturing industries and city municipalities.

**Number of Employees**

41

**Annual Budget/Revenue**

Rs. 1.7 crore
Milestones achieved (Including awards/recognitions)

- The company has been recognised by start-up India by DIPP as well as star start-up Odisha.
- The company has already received seed funding from angels in Odisha in 2016.

Customer Testimonial:
Datoms for pollution monitoring has helped us reduce the coal consumption in our DRI process. ED, Suraj Products. Datoms has lot of potential in varieties of applications and helping us improving transparency with real-time monitoring. Environment Head, OCL.

Investment/Grant/Loan raised
Grant 17 Lakhs
Debt 18 Lakhs
Equity 52 Lakhs
Flashdeal Ecommerce Pvt. Ltd.
Internet of Robotics/ AI

About

Flashdeal Ecommerce is creating bridge between online and offline shopping experience for consumer and boosting sales of retailer who do not have online presence. FlashDeal specializes in providing best offers in different products and services across all hyperlocal platforms.

N.R. Choudhury (CEO)

Product/ Service

Hyperloca

Target Market

Though we target to all the age groups but majorly we focus on the age group between 17 -35.

Number of Employees

33

Annual Budget/ Revenue

1 Crore

Type of support from Startup Odisha

Monthly Allowance Grant
Customer Testimonial:
“Best app for hyper local and easy use and kindly install it” – Jyoti Ranjan Rautray.

Milestones achieved
(Including awards/recognitions)
- Covered 100 retailer and 500 consumers

Investment/Grant
Loan raised
- Grant Rs. 2,40,000
Medtel Healthcare Private Limited
Healthcare / Healthcare Technology & Supply chain of Services & Products

About
Providing unique solution of connecting patients with specialist doctors digitally through phone, local visit and referral. Completing the cycle of patient for primary, secondary & tertiary care with live data capture, reporting, disease mapping and screening with cloud-based point of care diagnostics & reporting through digital health centre.

Target Market
Global mHealth market expect to reach $59.12 Billion by 2020 MedTel beneficiary are all developing & developed countries population looking for a specialist doctor, drug and diagnostic

<table>
<thead>
<tr>
<th>Type of support from Startup Odisha</th>
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<tbody>
<tr>
<td>Monthly Allowance Grant</td>
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</table>

Annual Budget/ Revenue 30
Number of Employees Rs. 80,00,000

Product / Service
Digitizing the largest distribution channel of healthcare products & services like doctors, drugs & diagnostics through AI & ML Technology

Shashank Singhal  Ajit Choudhury  Lalit Ranjan Manik

OSP/SP/00025
Investment/Grant/Loan raised
Grant Rs. 15 Lakhs
Equity Rs. 50 Lakhs

Customer Testimonial:
Took consultation for my son skin problem & now running my own MedTel centre for all villagers. Very easy to use, paying through digital wallet.

Milestones achieved (Including awards/recognitions)
• 80,000+ consultations completed with revenue around 8 Lakhs in 12 months, engaged 410+ doctors & 120+ active centres with 30+ point of care diagnostic tests and 450+ high end diagnostic facility
• Tied up with 4 multispecialty hospitals at Odisha and Andhra
• Launched our model in Andhra Pradesh, India in Smart Village
• Launched B2C model in Arabic countries in partnership with Qualitas International
• Shortlisted for NASSCOM Social Innovation Award
• Startup India Recognition
• Startup Odisha Recognition
• Raised Pre-Series A round from DFID UK & TDB INDIA Equity
• Strategic Partnership with BPCL for Digital Health Centres at Petrol Pumps
• Covered by multiple newspaper, publications & news channel as VC Circle, INC 42, Big Scope Video & News 7.
KREA Food & Beverages is an Indian manufacturer & marketer of value added flour-based products striving to consolidate a noticeable lead even as it initiated its business operations this 2017 starting from the capital city of Bhubaneshwar, Odisha. KREA Food & Beverages’ focus is entirely about creating healthy products with all the natural goodness of wholesome indigenous grains fortified with added nutrients.

**About**

| Dr. Vishakha Raina | Rahul Chatterjee | Mr. Joydeep Biswas |

**Target Market**

B2B Segment including schools, hospitals, universities, educational institutions, corporate offices etc.

**Number of Employees**

23

**Annual Budget/ Revenue**

1.2 cr - 2 cr

**Type of support from Startup Odisha**

Monthly Allowance Grant & Product Development and Marketing Assistance

**Product/ Service**

The company aims to create a food system where conventional foods and beverages are linked to natural indigenous raw material-based fortification. The foods hence created would be naturally enhanced, free of harmful chemicals and preservatives present in the system and would meet the nutritional balance of the human system.
Investment/Grant/Loan raised

Grant    Rs. 7.40 Lakhs
Equity  Rs. 25 Lakhs

Milestones achieved (Including awards/recognitions)

- DIPP Start up Recognition Certificate,
- Startup Odisha Recognition Certificate,
- OTV Citizen's Award for Best Young Innovative Start-up, 2017
Vasitars Private Limited

In-Situ Composite Pipe Repair Solutions for Oil/Gas (all hydrocarbons), Water, Fertilizers, Chemical, metal slurry etc. industries.

About

Vasitars Private Limited founded by alumni of IIT Bhubaneswar is the first Indian Company to provide “Complete in-situ Composite Repair Solutions” to all kind of damage scenarios in transmission pipelines by using their Patent Registered innovation “Nano Filler Reinforced Polymer Composite Wrap to Repair Corroded Pipelines”. Vasitars’s products are designed to provide best possible interfacial bonding and strength to damaged transmission pipeline.

Product/ Service

Nano fillers reinforced polymer composites wrap to repair damaged steel pipelines (patent no: 201731007916)

Vishwas Chandra Khan

Target Market

Oil/Gas (all hydrocarbons), Water, Fertilizers, Chemical, metal slurry etc. industries.

Number of Employees

20

Annual Budget/ Revenue

Rs. 30,00,000

Type of support from Startup Odisha

Monthly Allowance
Grant
Need Based Assistance
**Investment/Grant/Loan raised**

Grant 70.68 Lakhs

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**Customer Testimonial:**

IOCL Paradeep, IOCL R&D, Faridabad, Tata Steel Jamshedpur and many other clients appreciated our quick, efficient & cost effective methodology and promised for Annual Maintenance Contract.

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**Milestones achieved (Including awards/recognitions)**

- Grant for Proof of Concept by IOCL under Start-up Scheme.
- Executes over 10 live projects with various oil/gas & water industries.
- Patent is registered and innovation is published in leading journals like ASME & Elsevier and in media.
- Appreciated by Shri. Dharmendra Pradhan, Hon. Minister of State for Petroleum & Natural Gas.
- Won prestigious B. K. De Memorial Award (IIT Bhubaneswar best project award)
- Nominated by Institute for INAE and IEI awards.
- Selected for Festival of Innovation-2017 at Rashtrapati Bhavan.
- Won Innovation and B-plan Competition at IIT Kanpur, IIT Kharagpur, IIT Madras, XIMB Bhubaneswar & Investor’s Drive at E-Summit’17, IIT Bhubaneswar.
- Participated in IIGP 2.0, Kalam Innovation and reached to top 30 teams across nation.
Innocule Materials & Additives Pvt. Ltd.
Speciality Chemicals for Mineral Industries.

About
A major driver of the economy, the mineral industry in India faces major challenges today with the depletion of high-grade raw materials. The industry is now dependent on low quality ores, but this dramatically affects their cost and efficiency. Backed by intensive research and development, Innocule has developed a range of speciality chemicals that make processing of low grade Indian ores more efficient and cost-effective.

Product/ Service
INNOCULE develops novel speciality chemicals to address existing bottlenecks due to use of low grade iron ore in steel industries.

Gyan Ranjan Das

Target Market
All Mineral Industries (B2B).

Number of Employees
19

Annual Budget/ Revenue
3 crore

Type of support from Startup Odisha
Monthly Allowance
Grant & Product Development and Marketing Assistance
Our revenue touched Rs. 3 crores in 2017-18 after 1 year of launch of our products. In FY 2016-17, our turnover was Rs. 65 Lakhs.

Investment/Grant
Loan raised
- Grant Rs. 20.90 Lakhs
- Equity Rs. 35 Lakhs

Milestones achieved
Bookingjini Private Limited

- Information Technology
- Hospitality
- Blockchain

About

Divergent and unique solutions for Hotels to revolutionize their working experience. Bookingjini aims on providing the Hoteliers an app based platform, helping hotels to manage their daily operations under a single platform.

Sibasish Mishra  Amrit Acharya

Type of support from Startup Odisha

Monthly Allowance
Grant

Target Market
IT, Hospitality

Number of Employees
9

Annual Budget/ Revenue
85 Lakhs

Product/ Service

Blockchain based travel distribution focused on the Hospitality industry. Helping hotels treat inventory as 'intellectual property', rather than a commodity.
Investment/Grant/Loan raised

- Grant  4.40 Lakhs
- Equity  25.35 Lakhs
- Debt 9 Lakhs

Milestones achieved
(Including awards/recognitions)

- Present in More than 120 Cities of India
- Total client – 800+
- Among the NASSCOM Top 30 Startup
- Got the Grant from Odisha Government
- Grant from MSME India
- Recognized by FICCI

Customer Testimonial:
Great Team helped us to grow our business 4x, a very passionate team lead by good leadership and founders. wish them all the best!

Registered Address - N2/24, IRC Village, Nayapalli, Bhubaneswar.
Website - https://bookingjini.com
Facebook - https://www.facebook.com/bookingjini
Twitter - https://twitter.com/booking_jini
Ajatus was founded in 2014 based in Bhubaneswar. Through its cutting-edge applications and an ever-growing employee base, Ajatus focusses on Business Innovation to ensure customer success.

Janmejay Mohapatra  
Girish Prasad Sahu  
Bikram Keshari Sahu

Product/ Service

Our products includes LUCID RESUME- an online resume writing software, OSPREY- An employee tracking GPS Software and SPRING-BOK- A SaaS based HR Management Software. We also provide services for software development, Web Designing and Business Consultancy services.

Target Market  
Both Domestic and Foreign Markets

Number of Employees  
16

Annual Budget/ Revenue  
Rs. 12,489,037/-
Milestones achieved

- Nominated as the top 10 hottest Startups in Eastern India by CNN-IBN.
- Ajatus Software Pvt. Ltd. is one of the 20 Most Promising Open Source Solution Provider in India by CIO Reviews for 2015-16.
- Ajatus nominated by NASSCOM for most promising start-ups for 2016.

Investment/Grant Loan raised

- Grant 2,40,000
Orduino Labs is a Bhubaneswar based IoT and SaaS company primarily manufactures Vehicle Diagnostics and Tracking Devices along with software-based tracking solutions in the brand name of “Lokate”. It helps its clients in making profits by improving their OpEx and CapEx and providing business intelligence through its range of smart products.

Customer Testimonial: “Thank you team Lokate for your timely support. I got back my stolen Innova in just 7 hours of being it stolen due to your VTS device.” -Chinmay Rout, Fleet Operator, Bhubaneswar.
Milestones achieved
(Including awards/recognitions)

- 2015: Got soft loan from NSTEDB for pilot testing
- 2016: Represented T-hub and Govt. Of Telengana in World Geospatial Forum
- 2017: Won 3rd prize at Odisha MSME Trade Fair, 2017
- 2017: Selected by NASSCOM for Thrive30
- 2018: Raised funding of 2.5 million INR from Ambuja Neotia group
- Awarded as the “Company of the year” in IoT category for the year 2017 by CIO Review magazine.
- Awarded as the top 10 VTS provider for the year 2017 by Silicon India magazine.
- Awarded by NASSCOM as one of the Thrive 30 Company.
- Won the 3rd prize at Odisha MSME trade fare.
- Won the 3rd prize at IIA, Hyderabad.
- Selected by “T-hub” to represent Telengana Govt. in world Geospatial Forum.
- Selected by Startup Nexus, an incubation centre run by ic2 institute in association with US Embassy at American Centre, New Delhi.
- One of the 10 finalists for the BOSCH DNA Accelerator Program.

Investment/Grant Loan raised

- Grant Rs. 8.65 Lakhs
- Equity Rs. 25 Lakhs
- Debt Rs. 4000000

Registered Address: A/315, Saheed Nagar, Bhubaneswar, 751007
Email: chandrasekhar.rout@orduinolabs.com, Phone: 8018086069
www.lokate.in, Facebook: https://www.facebook.com/orduinolabs/
Twitter: https://twitter.com/LabsOrduiino
SlickAccount Private Limited
Information Technology.

About

SlickAccount, is a profitability as well as accounting dashboard for Small Businesses, Startups, Freelancers. Where they will be able to focus more on to understand their business while in back end complexity of accounting will be taken care-of. The start-up started by people who ran small businesses for 7 years now and served small businesses in 20 countries.

Target Market

Small tech companies, Start-ups, Small service companies, Freelancers, Marketing & other Consulting companies, Interior design companies, E-com companies, Micro finance & Banks, Payment companies & Payment gateway companies, etc..

Product/Service

SlickAccount aims to simplify financial management & planning and bring real-time profitability & decision-making tool to small businesses worldwide.

Type of support from Startup Odisha

Monthly Allowance Grant & Product Development and Marketing Assistance

Target Market

Small tech companies, Start-ups, Small service companies, Freelancers, Marketing & other Consulting companies, Interior design companies, E-com companies, Micro finance & Banks, Payment companies & Payment gateway companies, etc..

Number of Employees

12

Annual Budget/Revenue

Rs. 40,00,000
Milestones achieved
(Including awards/recognitions)

- 500+ customers in 35 cities world wide
- Product development for three major segments; Small Business, E-commerce & payment companies, Financing & Banking organizations.
- “Startup Recognition” by DIPP, Ministry of Commerce & Industry, Govt of India.
- MSME grant, Govt of India.
- “Startup Recognition” & Fund Support by Startup Odisha, Govt of Odisha.
- Seed fund support from KIIT TBI.
- First batch alumni of PNGROWTH in 2016.
- Alumni of START-UP SCHOOL by Y-Combinator in 2017
- Selected for NASSCOM Virtual Program 2nd batch, 2017
- Published in CIO REVIEW magazine “10 most promising Enterprise software start-up companies 2014”.
- Published in Silicon-India magazine “Start Up of the year 2017”.

Customer Testimonial:
“SlickAccount is cool. It helps me to understand & figure out the project wise profitability of my business with ease.” - By, Nadine N Bone, Nadine N. Bone International, LLC

Investment/Grant/Loan raised
Grant  21.25 Lakhs
Equity  25 Lakhs

Plot No-1, PKRIT Square, Puri-752002, Odisha, India
Email: bibhu@slickaccount.com, Phone: 8596804888, Website: https://www.slickaccount.com/
Facebook: https://www.facebook.com/SlickAccount, Twitter: https://twitter.com/slickaccount
Etrix Technologies is using AR-ML to convert the conventional audio tech support into more intuitive and efficient visual support. Experts can connect to customers or local technicians using just a SMS link (No App Installation). Experts sees through mobile camera, allowing them to visually inspect equipment’s or error messages and help them solve using augmented hand gesture instructions and screen annotation tools.

Target Market
Any business who needs to provide technical customer support.

Number of Employees
12

Annual Budget/ Revenue
Rs. 28,84,749/-

Type of support from Startup Odisha
Monthly Allowance Grant & Product Development and Marketing Assistance

Product/ Service
Smart and Intuitive visual technical support for industries, (manufacturing, consumer durables, etc) anytime anywhere.
Milestones achieved
(Including awards/recognition)

• Nidhi Prayas - Our product “IndiFix” was awarded under NIDHI PRAYAS and received funding from NSTEDB.

• IndiFix was NASSCOM- Our product “IndiFix” was selected at the NASSCOM startup competition from eastern India region.

• Odisha Startup Conclave 2017- Our pitch deck was selected and got a chance there for showcase of our product.

• Recognized as the 55th Startup in Odisha.

• Funded from DST for “IndiFix”. II IndiFix was awarded bronze medal at the International Innovation Fair, 2017, Vizag.

• Won the award for highest growth potential Startup from 9th DST-CII-AICTE India Innovation Initiative- i3 2017.

• IndiFix - Etrix Technologies was selected at Global Entrepreneurship Summit 2017 for exhibition by Department of Industrial Policy and Promotion.

Customer Testimonial:
It was pleasure going through the live demo at our premises by Etrix Team and are excited with its use case with our industry. – Mehta CAD CAM Systems.

Investment/Grant/Loan raised

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<thead>
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<td>Rs. 23.40 Lakhs</td>
</tr>
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<td>Equity</td>
<td>Rs. 35 Lakhs</td>
</tr>
<tr>
<td>Debt</td>
<td>Rs. 5 Lakhs</td>
</tr>
</tbody>
</table>

Registered Address: E-51, Infocity-751021, Bhubaneswar
Email: info@etrixtech.com, Phone: 9894118749, www.indifix.com
Facebook: https://www.facebook.com/IndiFix-AR-360382667632293/
Twitter: https://twitter.com/etrixtech | https://twitter.com/indifixar
Arrelic Reliability Private Limited

Our competency is integrating among IoT, reliability with real-time machine condition monitoring by leveraging AI and Machine learning.

About

Arrelic is a deep technology firm aiming to bring the next level of IoT based sensor technology to transform the mode of manufacturing operation and maintenance practice of various industries with extensive expertise in Reliability Engineering, Predictive Maintenance, Industrial Internet of Things based (IoT) Sensors, Machine Learning and Artificial Intelligence.

Deepak Kumar Sahoo

Product/ Service

Our competency is integrating among IoT, reliability with real-time machine condition monitoring by leveraging AI and Machine learning.

Target Market

IoT, Predictive Maintenance, Maintenance Analytics.

Number of Employees

12

Annual Budget/ Revenue

Rs. 70,00,000
Investment/Grant/Loan raised
Grant Rs.19 Lakhs

Customer Testimonial:
“Arrelic brings nice value and vast amount of technical insights to GAIL India Limited.”
- Praveen Kumar, DGM, GAIL India Limited.

Milestones achieved (Including awards/recognitions)
- Top 5 Startups in Thieve 30 by NASSCOM
- Emerged as one of the top 50 startups from 15,000 applications in Smartfifty – A search for solutions to transform India
- Arrelic selected for top 24 startups by CNBC
- Selected for GES – 2017, Hyderabad and showcased among top 100 Start-ups from India.
- Selected for Web summit -Lisbon, Hello tomorrow - Paris, NPC – Bangalore and NPC – Kolkata for Product showcase
- Arrelic signs MoU to set up Arrelic IoT Innovation Lab

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Email: info@arrelic.com, Phone: +91 99372 65750, Website: www.arrelic.com
Facebook: www.facebook.com/arrelic, Twitter: www.twitter.com/arrelic_
Softcad Infotech Solutions LLP

About
Completely a customer centric “Product as Service” Startup with an aim to become the top end to end recruitment solutions company in the next three years. Started with a niche segment of design industry, aspiring to reach every segment with total customer satisfaction.

Product/Service
Our CADnaukri.com is an end to end solutions provider for the design industry in human resources.

Target Market
Students, Technical Institutes, Product Development Companies & Experienced Design Professionals.

Number of Employees
11

Annual Budget/Revenue
Rs. 40,00,000
Milestones achieved
(Including awards/recognitions)

- Awarded as an “Unique Idea” with cash prize of Rs. 50,000/- by “Odisha Small Industries Corporation, Govt. of Odisha” under “Odisha Youth Innovation Fund” scheme. Dated: 5th March’2016.
- Recognised by “Startup India”. Govt of India. Dated: 12.02.2018

Customer Testimonial:
We are amongst the first few clients of CADnaukri.com, and we take pleasure working with them too. With 99% positive response from them with our design engineer requirements, I believe no one else can better understand the CAD/CAM/CAE industry than CADnaukri.com. - Ashish Satao, CEO, CAMTech
Dd Bio Solution Technology Pvt. ltd.
Biotechnology, Environment, bio-energy & Health

About
Startup is focusing on social innovation related to biotechnology, health, environment and energy. The Startup has got five projects funded by MSME, Govt. of India and currently focusing especially for people of bottom pyramid. DD Bio Solutions is focusing on developing cutting technology-based machines in food processing sector.

Product Service
The company developed an Innovative biomass stove for cooking with zero smoke and some food processing equipment and commercialised.

Target Market
B.O.P(Bottom of Pyramid)

Number of Employees
10

Annual Budget/ Revenue
Rs. 10,00,000

Type of support from Startup Odisha
- Monthly Allowance Grant
Milestones achieved
( Including awards/recognitions)

- Top 400 in India Innovation, by IIM, Kolkatta
- Five prototype products developed and two are commercialised.

Investment/Grant/
Loan raised

Grant   Rs. 30 Lakhs
Polosoft Technologies Pvt. Ltd.
IT and ITES

About
Polosoft technologies private limited is having services for gis mapping, survey mapping, mobile application development and hotel booking product.

Customer Testimonial: PoloSoft is excellent team and have done great job so far without any issue, will recommended anyone this team–Louie Jones Shopmeet.tv CEO.

Target Market
USA.

Number of Employees
23

Annual Budget/ Revenue
1.2 cr- 2 cr

Product/ Service

Type of support from Startup Odisha
Monthly Allowance Grant
Investment/Grant/Loan raised
Grant Rs. 2,40,000

Milestones achieved (Including awards/recognitions)
- Got one of largest survey company in Canada Mobile Application project and in middle of our own product for hotel booking management.
Prantae is a socially responsible enterprise that aims to create affordable-technologies to address the gap in early prognostics for life-threatening pregnancy-complications like Preeclampsia. It is a technology-enabled start-up that focuses on translating state-of-art interdisciplinary-research into medical-devices and interventions. Its innovative initiative has been recognized and financially supported by Start-up India, Start-up Odisha, Tata-trust Harvard-SAI-IIT-D, MSME, DST and DBT-BIRAC.

Dr Sumona Karjee Mishra

Product/ Service

Nanotechnology enabled bouquet of Products that care about maternal-health through education and awareness to micronutrient-fortified food along with prognostics and diagnostics for Pregnancy-complications.

Target Market

Global Market

Number of Employees

9

Annual Budget/ Revenue

Rs.10,00,000-15,00,000
Investment/Grant/Loan raised
Grant 68.25 Lakhs

**Milestones achieved**
*(Including awards/recognitions)*

- Developed Prototype for self-health monitoring device for Microalbumin (an important early marker for high risk pregnancy)
- Developed Gold-Nanoparticle based biosensor for genetic biomarker of Preeclampsia
- Simulated formulation of multi-micronutrient for Pregnant women.
- Obtained 5 trademarks
- Filled one Patent
- Selected for the Grand Challenges India Meeting 2017
- Selected as Action for India Fellow 2017
- Selected for participation in GES 2017

**Customer Testimonial:**
There are more than 20% cases of preeclampsia. Early diagnosis would certainly help the situation”-Dr. Arati Nayak (O&G Capital Hospital, Bhubaneswar). “Early diagnosis would enhance the hope for fetus health badly affected due to preeclampsia”- Dr. Saubhagya Kumar Jena (O&G AIIMS, Bhubaneswar).

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**PRANTAE SOLUTIONS**
Registered Address: N3/232, I.R.C Village, Bhubaneswar 751015
Email: prantaesolutions@gmail.com
Phone: +91-9873370686
Website: www.prantaesolutions.com
Facebook: https://www.facebook.com/prantaesolutions/
Twitter: https://twitter.com/prantae (@prantae)
Influidity Solutions Pvt. Ltd.
Business Consultancy/ Professional Services.

About

Influidity Solution is a business consulting firm that aims to assist the SME’s and Start-ups to help them overcome their managerial and operational hurdles through its diverse range of personalised one-stop solution services that improves their top line/bottom line figures.

Product/ Service

Adaptable and Personalised Service Model – Tailor made Solutions. Operating on low margins with minimal impact on working capital of clients. In-depth data driven outputs with research backed customised strategies. We believe that clients should not only reports from consultants but also be a part of execution.

Target Market

SMEs and Start-ups.

Number of Employees  9

Annual Budget/ Revenue  Rs.32 lakhs

Type of support from Startup Odisha

Monthly Allowance
Grant
Customer Testimonial:
“Influidity is a breath of fresh air and a sea of change for my business. Highly professional team with a go-getter attitude have helped me scale up my business and make a complete turnaround.” - RURI4- Ritika Halan (founder)

Milestones achieved
(Including awards/recognitions)

- DIPP/ Government of India Certificate.
- Start-up Odisha Certificate.
- Recognized among top 300 ideas of change by Economic times.

Investment/Grant/
Loan raised

Grant Rs. 2,40,000
Equity Rs. 6,00,000

OUR SERVICES

We focus on the most Critical Business issues

Marketing Advisory
Influidity's Marketing advisory services help enterprises drive desired financial and business operational outcomes.

Financial Advisory
We offer end-to-end customized financial solutions based on a solid analysis of customer needs, business culture, and business process.

Corporate HR Advisory
Influidity offers entire corporate HR services to maintain cost and create an engaged, positive, and productive work culture.

RPO Services
Our RPO services help you reduce operational costs, risk, and complexity to a significant extent to create a smart workspace with quality professionals.

Six Sigma Services
We implement six sigma services to increase business efficiencies, performance improvement, customer service, and profits.

Registered Address: E47 Infocity, Chandaka Industrial Estate, Patia, Bhubaneswar, Odisha-751024
Email: connect@influidity.com
Phone: 8114367900
Website: www.influidity.com
Facebook: https://www.facebook.com/Influidity-Solution130421224297288/
Swargadwara.com Private Limited
Death Care

About
The company is established with the aim of offering dignified farewell to the departed souls and provide a hassle-free service to the distress families in arranging funeral and subsequent rituals.

Plaban Mohapatra

Target Market
Bereaved families of all sectors of the pyramid.

Number of Employees
9

Annual Budget/ Revenue
85 Lakhs

Product/ Service
One stop solution for funeral & post death related rituals. Mobile Mortuary freezer, Hearse van, Priest, Barber, Ritual logistics, Prayer meet, Bramhin bhojan, Ashes immersion, Shraadh, Obituaries, food & catering etc.

Type of support from Startup
Odisha

Monthly Allowance Grant
Milestones achieved (Including awards/recognitions)

Nov 2016 – Company incorporation
Apr 2017 – Start-up India recognition
Jun 2017 – Start-up Odisha recognition
Aug 2017 – Served our 100th client
Mar 2018 – Served our 300th client

Customer Testimonial: “When we were totally shocked at our eldest brother’s demise and didn’t know what to do we came to know about swargadwara.com. The team did everything (funeral to subsequent rituals) with smile in their faces. Rather they took our pain and made this ceremony hassle free. Hats off to the team for this noble work.”

Investment/Grant/Loan raised
- Grant – Rs. 2,40,000
About

AETHER INNOVATIONS is working towards the development of automatic food vending machines which would instantly process and serve local street food such as Lassi, Biryani, Bhel puri, etc.

Satyabrata Jena

Abhisek Sharma

Product/ Service

World’s first automatic Lassi, Biryani and Bhel puri vending machine.

Target Market

We target the local unorganized street food market, the beneficiaries would be food vendors, small restaurants, fast food joints.

Number of Employees

7

Annual Budget/ Revenue

85 Lakhs

Type of support from Startup Odisha

Monthly Allowance Grant
Milestones achieved

- Aug 2016 - Development of Bhel puri maker prototype
- Oct 2016 - 3rd Prize at Haywards hauslay Ki Udaan, Startup reality show
- Mar 2017 - Odisha Youth Innovation Fund award.
- Sept 2017 - Incorporated.
- Sept 2017 - Startup India DIPP recognition.
- Nov 2017 - Development of Lassi maker prototype.
- Nov 2017 - Recognized by Startup Odisha.
- Feb 2018 - Sanction of monthly allowance by Startup Odisha.

Customer Testimonial:

“Serving food by machines is a brilliant idea, more and more flavours and customizations should be added “

Investment/Grant
Loan raised

- Grant    Rs.3,40,000
Coastkings Private Limited is the brainchild of 4 passion driven graduates working towards restructuring and reorganising the seafood sector.

Debasis Patra
Binayak Ranjan Jena

Type of support from Startup Odisha
- Monthly Allowance
- Grant

Target Market
Hotel Chains, Sea-Food Processors, Individual Customers

Number of Employees
5

Annual Budget/ Revenue
12 Lakhs

Product/ Service
**Customer Testimonial:**
Wooooow experience!!! I am truly satisfied with the product I received. Recently with all the news relating to chemicals been added to fish, daily fish provides us with safe seafood anytime. The delivery was on time, the fish was perfect and moreover at affordable rate. Hats off to Coastkings Team. – Narayan Sahoo.

**Milestones achieved**
(Including awards/recognitions)
- Recognised as a Startup under Startup India (DIPP-4193)
- Recognised as a Startup under Startup Odisha

**Investment/Grant**
 Loan raised
- Grant Rs. 2,90,000
### About

Udiyate Technologies work on solving problems related to climate change, food and beverage processing and agriculture. It works on technologies such as IoT, Robotics, AI and Mobile-Tech. Udiyate’s recent innovation is about tea taste creation and taste portability.

| Rashmi Rani Panda | Chinmayananda Padhy |

### Type of support from Startup Odisha
- Monthly Allowance
- Grant & Development and Marketing Assistance

### Target Market
For Tea taste creator, our market is common tea stalls and corporates.

### Number of Employees
4

### Annual Budget/ Revenue
20 Lakhs

### Product/ Service
First platform to capture your tea taste digitally and get it prepared wherever our Herbeu robot is present.
Milestones achieved
(Including awards/recognitions)

- Selected for MSME Innovation Grant in the year 2015.
- Got recognized as Startup by DIPP and Startup India.
- Filed patent in the year 2016.
- Got selected by nation-wide challenge IIT-Bombay, Intel, DST collaborated accelerator program plugin in the year 2016.
- Got investment of 10L from IIT - Bombay SINE against 2% stake in the year 2017.
- Selected for Startup Odisha product development and monthly sustenance allowance grant in 2018.

Investment/Grant
Loan raised

- Grant 13.89 Lakhs
- Equity 10 Lakhs
LRBN Medico Pvt. Ltd.

- Production Marketing in Medical Sector

About

LRBN Medico Pvt Ltd specializes in marketing and distribution of branded pharmaceuticals and medical products, many of which can be needed in their respective therapeutic area, including women's health, paediatrics, haematology, pain management and anaesthesia, neurology, dialysis and more.

Product/ Service

This invention relates to an apparatus for intravenous drip and, which the drip chamber contains a sensor ball. More particularly, this present invention relates a method for monitoring intravenous drips. Furthermore, this invention also relates to an apparatus for intravenous drip which has the beneficial effects of having saving manpower cost, reducing labour intensity, and having safety and reliability.
Investment/Grant/Loan raised

- Grant 13.89 Lakhs
- Equity 10 Lakhs

Milestones achieved (Including awards/recognitions)

- Product has been PATENTED & filed up.
- In the year of 2017, it has been PUBLISHED.
- Recognized under START-UP ODISHA on 2018.

Registered Address- Qtrs. B/1643, Nalco-nagar, Angul-759145, Odisha
Email: ssatyadarshi@yahoo.com
Phone: +91-7605926206 | +91-9040702245
IIT Bhubaneswar
Research and
Entrepreneurship Park
Artificial Intelligence, AR/VR, Robotics

No. of Incubatee: 10

Facilities Available

Incubation Area/Space Available:

Around 40,000 Sq. Ft. space is available, Incubation space is provided as per the requirement of the entity

Other facilities:

Internet, electricity and water facility, hostel facility, laboratory and workshop facilities, library facility, support for legal and financial advice by empaneled consultants, mentoring support by faculty members, lodging and food court facility close to the Incubation area.
Facilities Available

Fully furnished air-conditioned space to the incubatees. The centre has rooms of three sizes. The first room is 2500 sq. ft., the second is 1500 sq. ft. and the third is 1000 sq. ft. Besides, it also has Seminar/Conference Halls. Upon admission to incubation centre, the following facilities will be offered to the incubated companies on an individual basis:

- Office space.
- Computers - Up to two on rental basis. More than two can be availed at market rates.
- Printer.
- Internet connection.
- Phone connection - Each company will pay the rentals and bills.
- Standard Furniture as per requirement.

G-D2/B, Southend United Avenue, 7-1-29, Ameerpet, Hyderabad, 500016.
Email: anurag@cutm.ac.in, Phone: +91-8249000848
www.gramtarang.in, Facebook: www.facebook.com/Gram-Tarang-Employability-Training-Services
KIIT - Technology Business Incubator
Artificial Intelligence, AR/VR, Robotics

No. of Incubatee: 118

Sector/Thrust Area:
- Biotechnology,
- Agri & Food Technology
- Healthcare Diagnostics
- Engineering and Technology
- ICT & Embedded Systems
- Social Innovation
- Cleantech & Renewable Energy

Facilities Available
- Incubation Area/Space Available (120,000sq ft)
- Other facilities:
  - Individual Business office suites for Startups in enterprise stage
  - 24X7 High Speed Wireless Internet
  - Conference rooms, meeting rooms with A/V conferencing and library.
  - Startup Pack - array of services and products as special packages through our channel partners
  - One-o-One mentoring and handholding support by domain experts
  - Patenting of Technology
  - Networking and Linkages
  - Access to Technical Infrastructure
  - Laboratories for R&D and product development.
  - Access to digital Fabrication Facilities.
Foundation For Technology And Business Incubation, Nit Rourkela

AUTOMOTIVE

No. of Incubatee: 25

Sector/Thrust Area:
- Clean Tech
- Green Technology

Facilities Available

**Infrastructural Support for incubatee companies at FTBI**

Upon admission to FTBI, the following facilities are offered to the incubatee companies:

- Office space
- Manufacturing Space
- Computer & high-speed Internet
- Furniture
- Common Infrastructure
- Fax/ Photocopying/ Scanner machine
- Meeting/Conference room with projection equipment
- Auditorium: 400 seats
- Institute Infrastructure
- FTBI facilitates access to institute infrastructure as per laid down norms
- Soft Infrastructure and business services

National Institute of Technology Rourkela, Rourkela, Odisha, India, 769008
Email: registrar@nitrkl.ac.in, director@nitrkl.ac.in
Phone: 0661-246-2021 / 2001, www.nitrkl.ac.in
Software Technology Parks Of India

No. of Incubatee: 70+

Sector/Thrust Area:
IT, ITES, ESDM

Facilities Available

Infrastructural Support for incubatee companies at FTBI

Incubation Area/Space Available: 1,38,000 sqft.

Other facilities:
- Semi Furnished Space
- ESDM Lab
- Data Center & Co-location
- Convention Hall
- High Speed Data Communication Facility
- Central Air-conditioning facility
- Un-interrupted Power Supply with stand-by Gen. Set
- Bank & ATM
- Conference & Training Halls Finishing School / Language Lab
- IOT Lab
- Cafeteria / Canteen / Gym / Guest House
- Mentoring Support
- Promotional support
- STP / EHTP Scheme Regulatory support
- Incentives under India BPO Promotion Scheme
Startup Odisha

Startup Secretariat

Institute of Entrepreneurship and Development
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