

## The State of The Startup Ecosystem in Odisha



**Startup  
Odisha** 

**MAKE IN**  
 **DISHA** *Conclave*

BHUBANESWAR, 11-15 NOVEMBER, 2018





**" We propose to create a conducive environment for startups , empower them to grow through innovation and design , create a world-class scientific ecosystem and enable our youth to pursue their dream "**

**NAVEEN PATNAIK**  
**Chief Minister , Odisha**

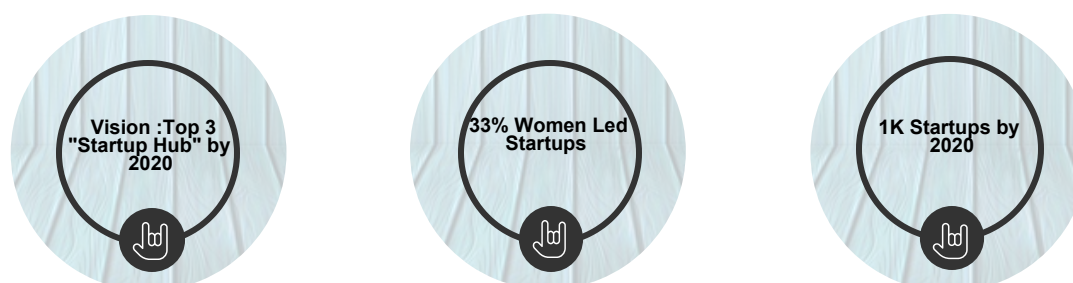
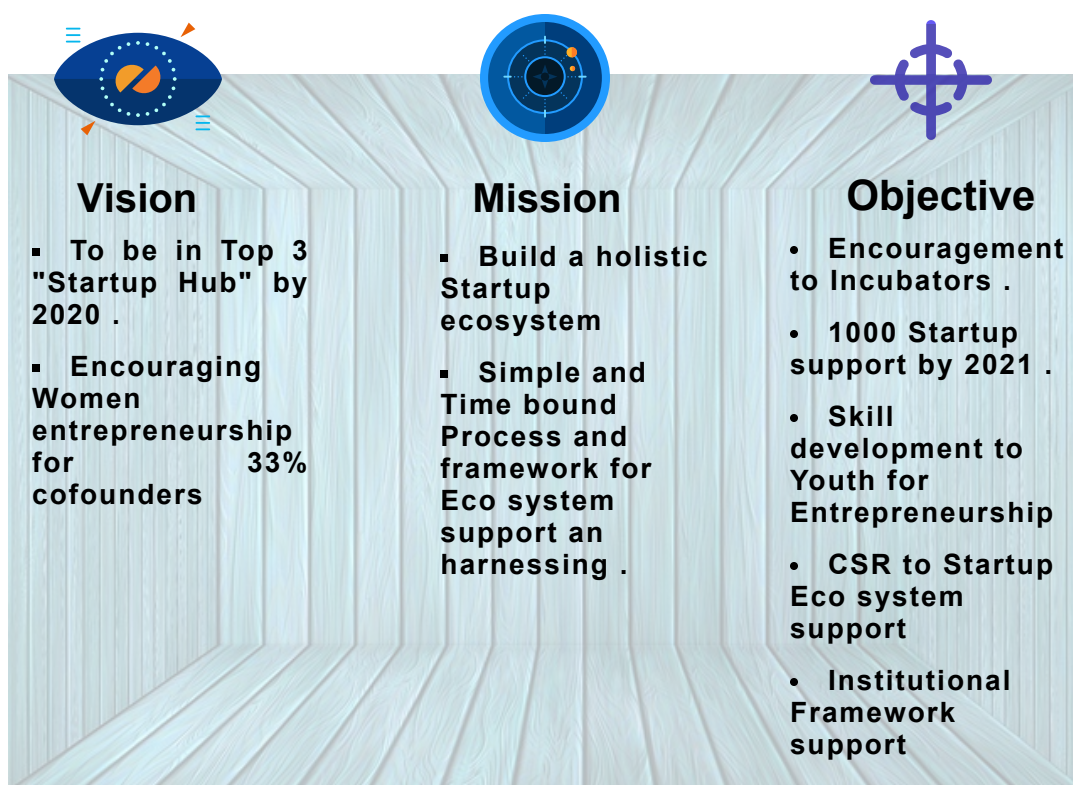


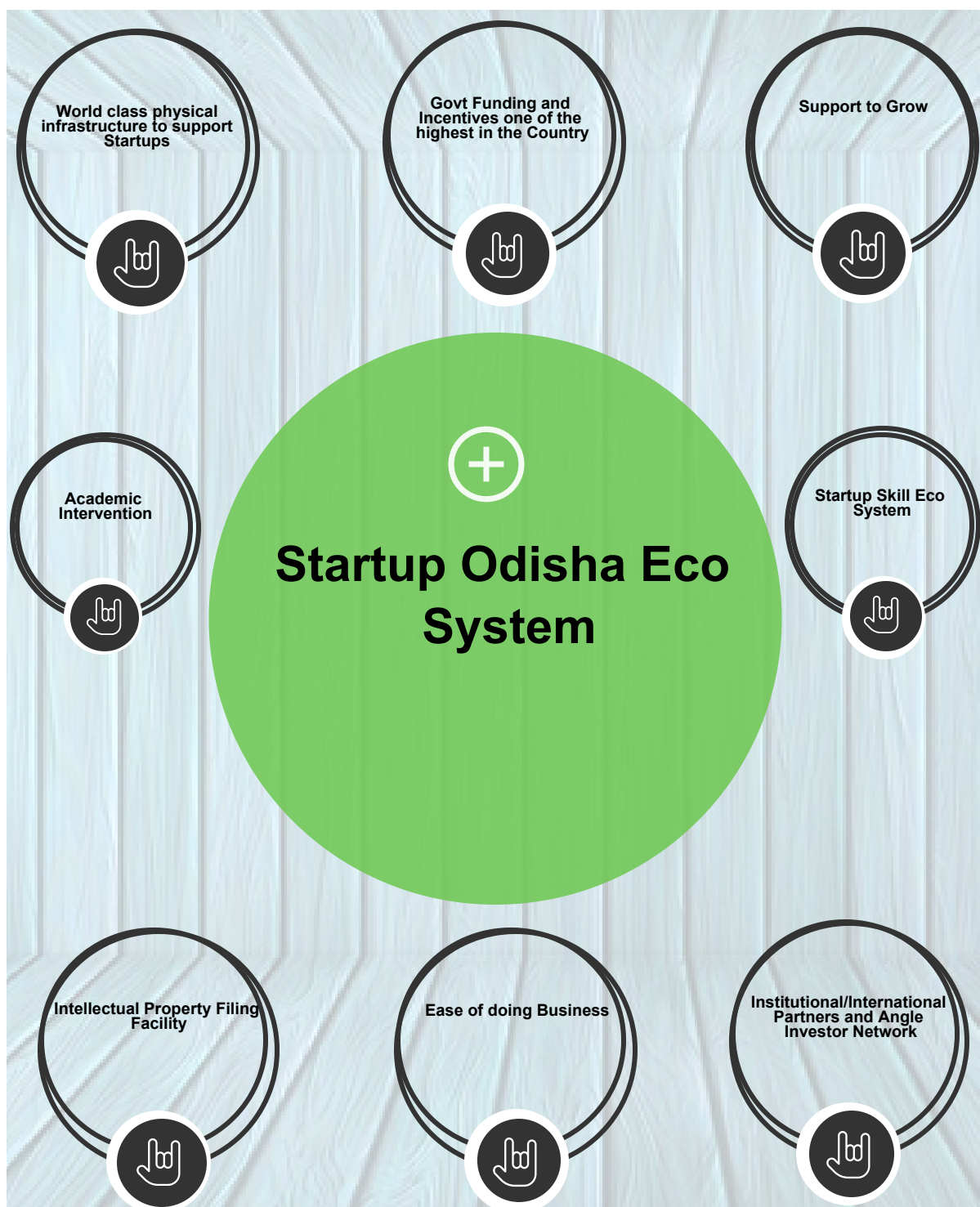






Startup Odisha initiative is one of the flagship programs of Government of Odisha to strengthen the entrepreneurial ecosystem in the state and create an enabling environment for Startups. Odisha Startup policy released in 2016 has been working as a catalyst in nurturing the culture of entrepreneurship and innovation in the state. Started with an objective to facilitate 1000 Startups in 5 years, Odisha has already registered 310 Startups in a short span of time and is emerging as one of the fastest growing Startup hub of India.







# Funding and Incentives

## Startup Capital Infrastructure Fund

A Startup Capital Infrastructure fund/ Seed Fund upto Rs. 25 crore is sourced as per requirement through budgetary provision of MSME Department to support development of hard and soft infrastructure for the Startup ecosystem in the State such as physical infrastructure for incubators including testing labs, design studio, tool rooms, virtual incubators etc.



## Startup Seed Fund

State Government to participate in the Private State specific funds for Startups to set up operations in the State, such as seed/venture capital funds, limited to 1/4th of the total size, only when there is firm commitment from the private State specific fund manager of bringing in 3/4th money to the State. The contribution would be released simultaneously when the private sector fund makes the contribution in the above ratio.

## Financial Benefits for Startups

Startup Odisha initiative offers various financial support system to recognised Startups. The major ones are monthly allowance, product development & marketing grant and need based assistance. These grants are designed to help Startups overcome challenges at various stages. It also helps them build confidence in their product and business model which comes handy while raising further capital from the market.



## Financial Benefits for Incubators

For recognized incubators : One time capital grant and in case, a university recognised under the Central/ State Act/ a reputed academic institution/ Centre of Excellence such as IIT, IIM, NISER, IISER etc. is able to raise funding for development of its incubation infrastructure, a matching grant is considered .

For subsidized incubators : Utility expense reimbursement provision upto 3 years is provisioned . Performance capital grant for creation of successful startup .



## Government Procurement

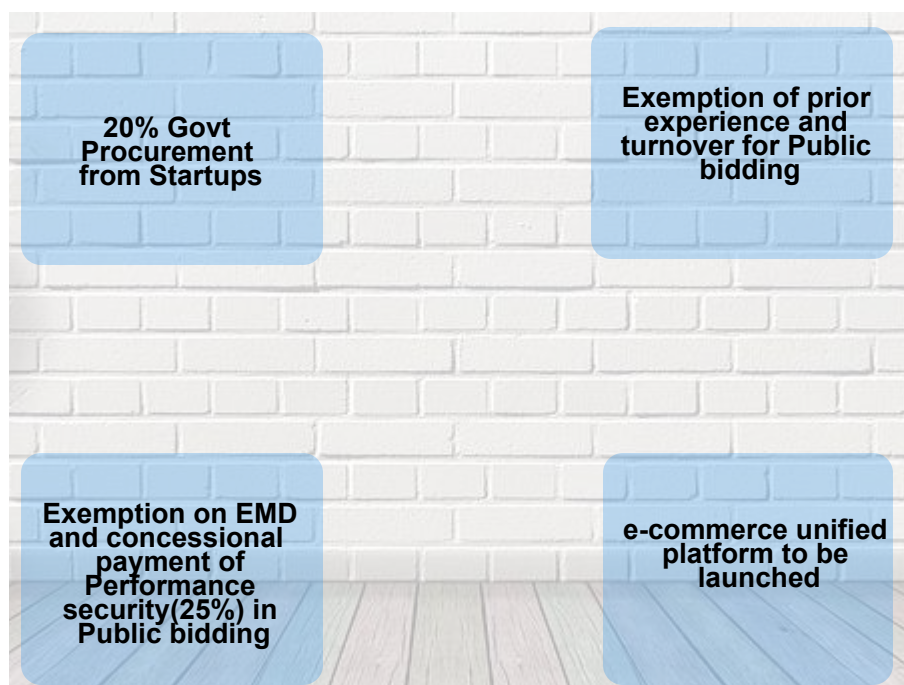
20% of the total procurement by State Ministries/Departments/State PSUs , mandatory from Startups.

No minimum turnover requirement for Micro and Small Enterprises in participating in public procurement process.

Additionally relax condition of prior experience with respect to Startups in all public procurement subject to meeting of quality and technical specifications.

## Market Access through unified e-commerce platform

The State Government working to make a formal tie-up with established e-commerce companies, both multi-product and sector-specific, to provide a marketing platform for the registered Startups in the State to showcase their respective products.

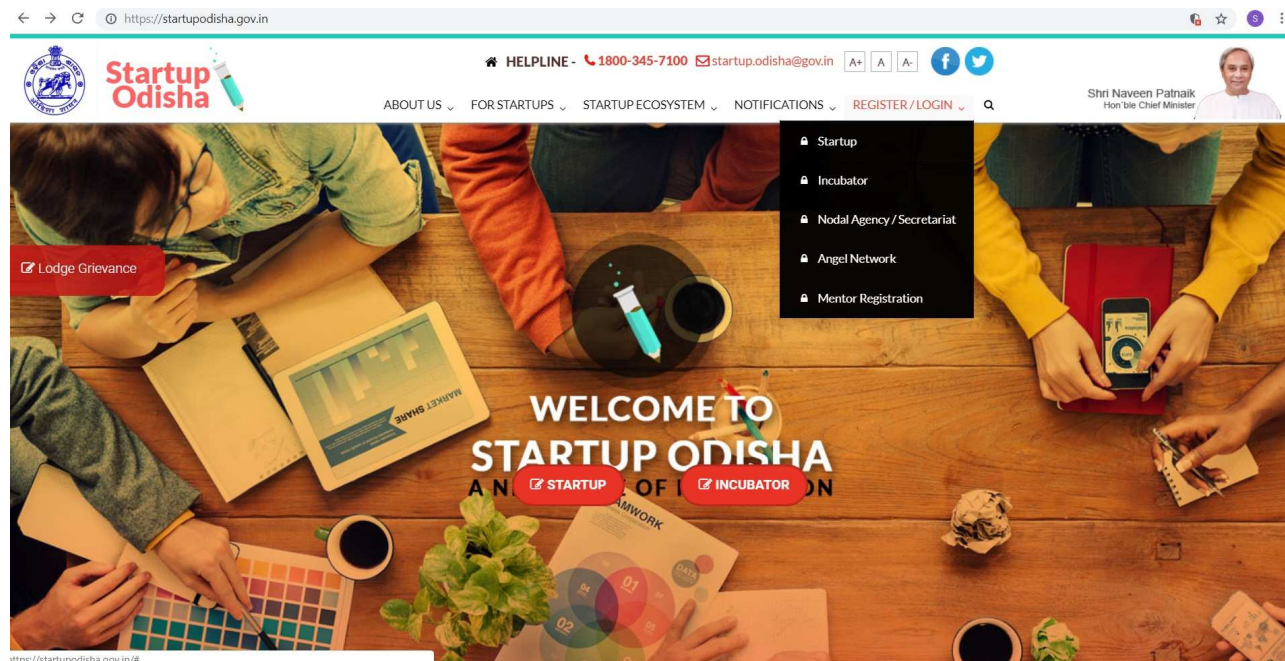






# Startup Odisha Portal

Startup Odisha Portal is the one stop platform for all eco-system associates (Startup , incubator , Nodal Agency , Mentor , Angle network etc) to apply for recognition, financial benefits, self certification etc. The same portal is used for evaluation of applications by nodal agencies and thereafter by other authorities.



## One pager simple Form and Paperless system

All applications for registration and grant approvals are processed online, through the portal. Paperless, hassle free and transparent. Startups can also submit grievance if any through the portal.

## Online Tracking

Registered user can track the application status by logging into the portal .

## Toll free No for Assistance

Toll Free line- 1800 345 7100  
Toll free no is actively handling queries in three languages.

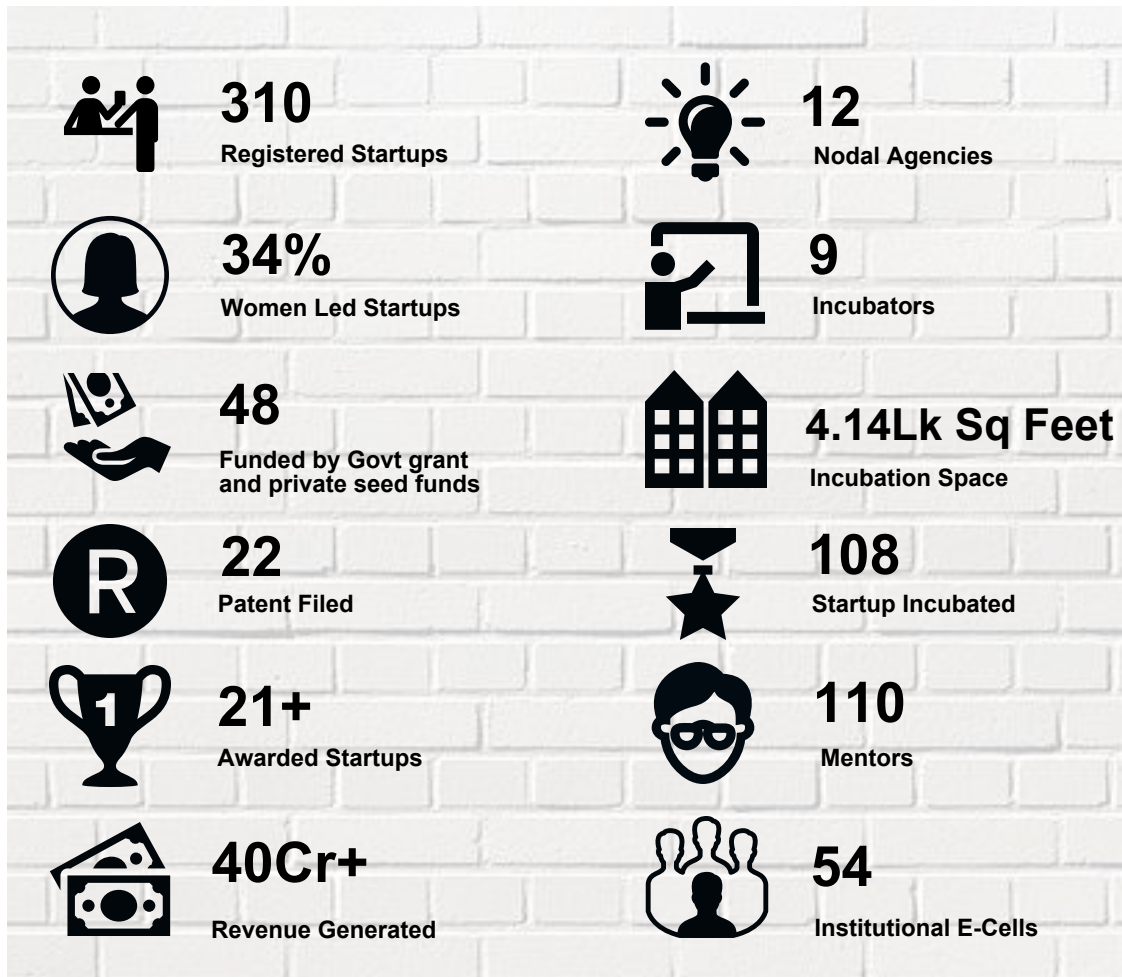


# Milestones





# Startup Odisha Landscape



Creation of world class physical infrastructure to support Startups

Institutionalizing the culture of entrepreneurship by providing training for the requisite Skills

Promoting the culture of innovation through Academic Interventions



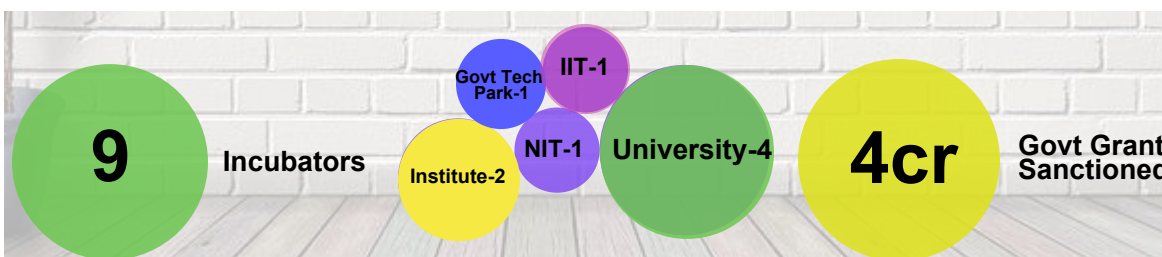
# Eco-System Insides

## Infrastructure

### Incubators

An organisation designed to support Startups during early stages to help develop a scalable business model through business support, resources and services such as physical working space, capital, coaching and mentoring, common services including corporate and legal services. Government of Odisha provides a strong financial support system for incubators set up both private and public institutions. Startup Odisha is also aiming to create incubation infrastructure in all regions of the state in partnership with state and central PSUs in order to provide a platform to innovators and entrepreneurs closer to their home.

Encouraging setting up of sector specific incubators in the areas of IT/ITES, ESDM, Healthcare Agribusiness, Tourism, petrochemicals etc is in the works by Startup Odisha initiative.



### Startup / Innovation Park

The Government would establish one or more Startup / Innovation Park in the State as one-stop-destination for Startups, either on its own or in partnership with private sector

### Institution - Incubator - Industry Partnership (3i)

A “Three-I” (3i) platform shall be created where institutions, incubators and industry shall be networked through an e-platform. This platform shall function as a “Virtual Incubator” to Startups connecting the research institutes, mentors, Startups and other stakeholders. The platform shall also provide access to Government empanelled service providers in areas such as Law, Finance, Accountancy, Marketing, etc.





# Eco-System Insides

## Academic Intervention

To foster a culture of entrepreneurship the State Government working with Startup Eco system Enablers for the framework to introduce Entrepreneurship in syllabus in Schools and Universities. So that a new segment of aspiring entrepreneurs can be created.

Support extended to universities to train the faculty for promotion of innovation and entrepreneurship as a part of "Faculty Up-gradation".

A "Sabbatical scheme" is introduced for College or University professors, who work along with students at an incubator or recognized Startups, to pursue entrepreneurship for a period of 3 years



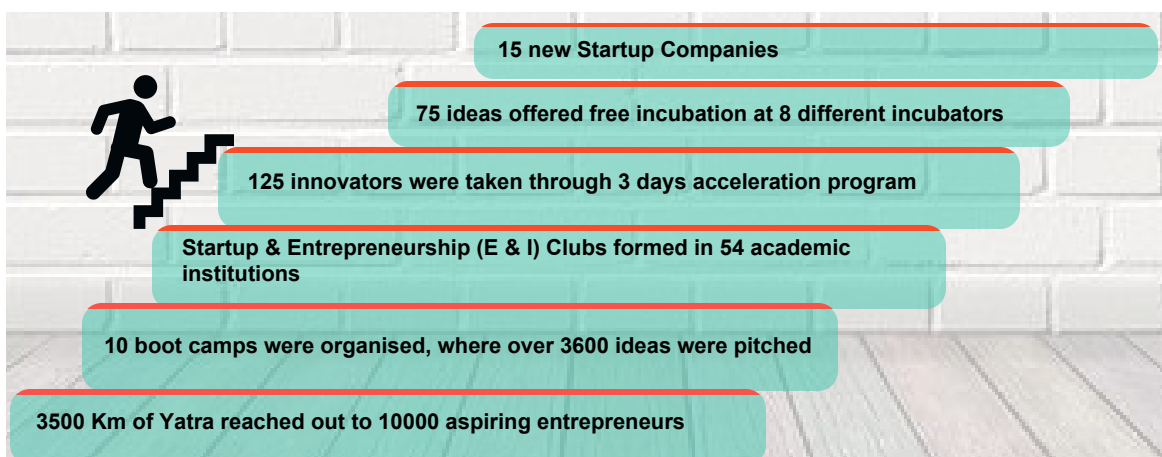
## Scouting Grassroots Innovations

### Startup Odisha Yatra

"Startup Odisha Yatra" is buzzed and impacted programme, which covered 3500 Kms in 16 districts of the state, impacting more than 10,000 students in 50 institutions in a month long intensive campaign.

"Startup Odisha Yatra" is an annual campaign that gives a platform to innovators, entrepreneurs and students from remote areas to realize their enterprising dream with the help of the support system created by the Government.

The first edition of the Yatra was hugely successful and more than 15 Startups have come out of it in less than six months. Startup Odisha is planning to organize such yatras in regular intervals





# Eco-System Insides

## Learning and Exposure

Startup Odisha has been putting constant emphasis on awareness and learning through E-Cells, boot camps and acceleration programs . It's also providing exposure to national and international events, as well as regularly organizing mentor interactions.



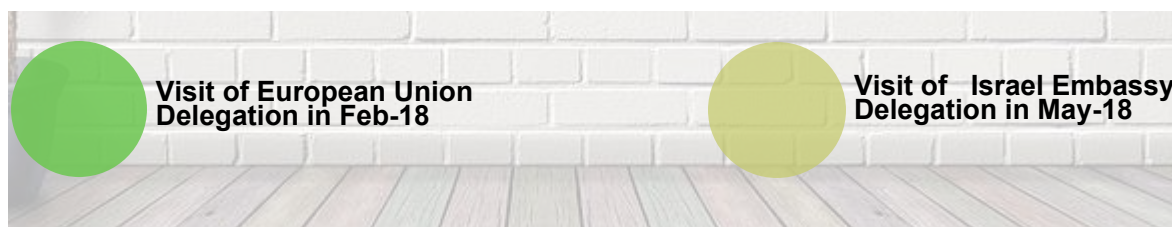
## Encouraging Innovation

The Government encourages innovation among the entrepreneurs and students which focus on innovative products that address societal problems. Under it's flagship "Odisha Youth Innovation Award" an amount of RS 50 thousand at idea stage , Rs 1 Lakh at prototype and Rs 3 Lakh at scale up stage is provided to a large number of innovators Startups every year .

## International Startup Culture and Exchange Program

An international Startup exchange program is being setup to garner knowledge and experience from global Startup destinations to enhance the Startup culture in the State.

On the other hand international delegates are visiting Odisha to get exposure to the local Startup ecosystem





# Spectrum of Startups





## Focus Area

Govt of Odisha has identified the following sectors as new/disruptive sectors and is in the process of creating special policy/regulation to promote startups working in these areas .



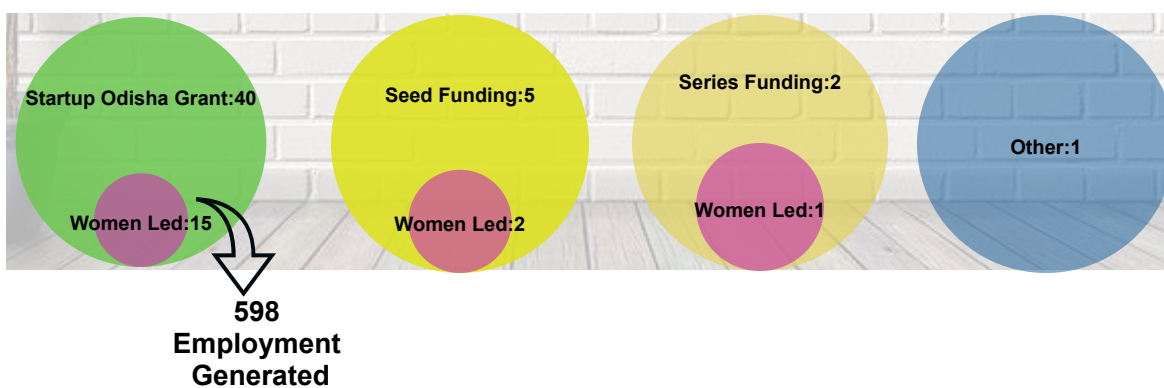




**48**

## Funded Startups

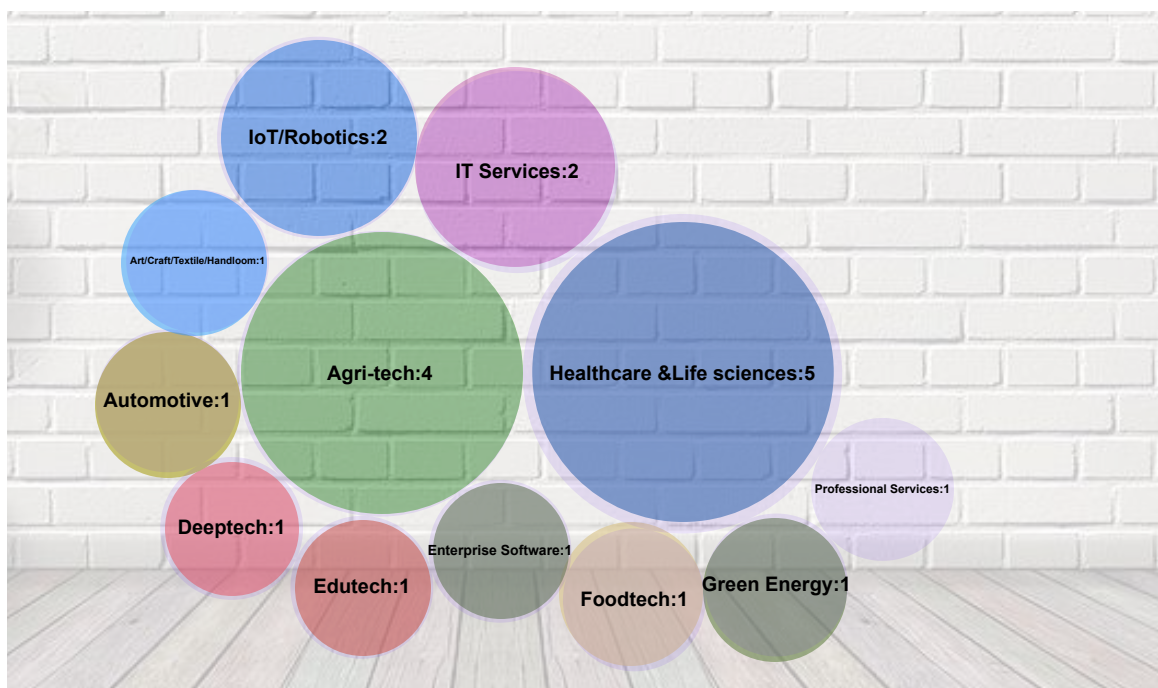
The power of Govt and Private Funding to scale the Startups



**21**

## Award Winning Startups

Innovation Recognition across sectors





# Benefits for Startups

Product development & Marketing assistance up to Rs 15 Lakhs and 16 Lk for Startups led by social groups such as SC/ST/SEBC/PH and women led or transgenders led Startups

13 recognised Startups have been sanctioned  
4 are Women Led Startups

36 recognised Startups have been sanctioned  
13 are Women Led Startups

Monthly allowance grant of Rs. 20,000 per month for one year and Rs 22000 per Month for 16 Lk for Startups led by social groups such as SC/ST/SEBC/PH and women led or transgenders led Startups

Need based assistance for equipment/raw material.

3 recognised Startups have been sanctioned

75 Startup offered free incubation during "Startup Odisha Yatra"

Subsidized incubation space(50% of Monthly rental up to Rs 5000 for 1 year)

Financial support to participate in national and international events of repute

13 Startup offered support to attend TiE Startup Expo 2018, New Delhi on 6th Oct 18  
20 Startups Allocated free exhibition space at "Make in Odisha Conclave 2018"

110 Mentors on board and happily nurturing aspirants  
12+ Mentor Interaction sessions have been conducted nourishing 1000 entrepreneurial minds  
Bhubaneswar Angels Network is active for investing

Mentor network support and Angle Investor to fund

Platform Enabled to Support

Govt of Odisha has partnered with reputed private players like FB , Google , ZOHO , Amazon Cloud Services etc to extend additional support services to recognised Startups



## Some Featured Startups

The conducive eco system is showing results and Odisha Startups are gaining accords in terms of bringing innovation in wide range of sectors and focus areas. Such product and services are not only helping Odisha specific problem solving but also getting implemented in other geographies. Startups with high degree of innovation, scalability and social impact are demonstrating holistic growth which shows Odisha has all the ingredients to create global Startups. Some of the Startups featured here out of the 310 recognised ones have been creating exceptional value and offering glimpse of the future.



### **CYCA ONCOSOLUTIONS**

**Healthcare & Life sciences**

**Series Funded**

**Women Led**

Developed bio molecular nano machines which can carry anticancer drugs to the affected cells and deliver with precision. This molecular device for 'on-demand' delivery of anticancer drugs based on membrane drilling technique that promises to reduce the side effect of chemotherapeutic drugs by at least 10 times. This will improve the quality of life of the cancer patients, advance the global fight against cancer and reduce the public health burden..

National Award for Technical Start-up of the Year – 2108 from President of India

CIT/Rubicon's prestigious New Frontiers 2018(Ireland) -- Best Innovative Product



### **MEDTEL HEALTHCARE PRIVATE LIMITED**

**Healthcare & Life sciences**

**Odisha Govt Assistance  
Funded/Seed Funded**

MedTel provides healthcare services for Tier 3 - Tier 6 centres through a business-to-business-to-consumer model (B2B2C) model. It runs an artificial intelligence and cloud-based web and mobile platform which brings together pharmacies, pathology labs, doctors and patients.

#40under40 The New Indian Express Edex award-2018



## Some Featured Startups



**VISARGHA AGRI  
SCIENCES PRIVATE  
LIMITED**

**Agritech**

**Odisha Govt Assistance  
Funded**

**Women Led**

Innovating Agriculture technology by speeding up gene transformation technology. The novel technique developed would significantly reduce the time required to develop transgenic crops.

Biotechnology Industry Research Assistance Council (BIRAC)  
Funded under Bharat Innovation Fund



**ZOOFRESH FOODS  
PRIVATE LIMITED**

**SEGMENT-Food  
Processing**

**Odisha Govt Assistance  
Funded/Seed Funded**

**WOMEN Led**

Revolutionizing fish & meat retail by providing an assured market for rural producers and ensuring hygienic, healthy supply of fish & meat products for consumers in Odisha. The company is piloting live fish sourcing and distribution in the state. It is a part of FSSAI's Food Innovators Network, and has a PPP with the Odisha Poultry Federation, Govt. of Odisha. It trains the rural people to grow healthy products thus adding more value for the local products contributing to their livelihood (enhanced incomes)

Selected by the Ministry of Food Processing Industries (MoFPI) as one of India's top 20 food startups at World Food India 2017.



**INNOCULE MATERIALS  
AND ADDITIVES  
PRIVATE LIMITED**

**Chemicals**

**Odisha Govt  
Assistance Funded**

**Women Led**

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.

Supplier to TATA Steel , OMC and many mining and raw material industries .

MoUs Signed with CSIR-Institute of Minerals and Materials Technology as Knowledge Alliance Partner for development of chemical additives to improve efficiency of filtration and de-slimming in mineral beneficiation process





## Some Featured Startups



### **TATVAGYAN THINKZONE PRIVATE LIMITED**

**EduTech**

**Odisha Govt Assistance  
Funded**

**Women Led**

It is a social impact venture that has made an educational toolkit for students in kindergartens and elementary schools for socio-economically underprivileged areas in India.

Selected among 20 Laureate Global Fellows for 2017 MassChallenge  
Israel names 10 exemplary startups-2018



### **MAIESTAS TECHNOLOGIES PRIVATE LIMITED**

**Green Energy**

**Odisha Govt Assistance  
Funded**

Making LED lighting affordable and long lasting especially for industrial sector, using innovation in product designing and manufacturing process. Maiestas Made product used by NALCO, BPCL, OPTCL Bharat Petroleum Limited.

Manufacturer Startup under the flagship of Make in Odisha initiative



### **KALINGA RENEWABLE ENERGY MANUFACTURERS PRIVATE LIMITED**

**Renewable Energy**

**Seed Funded**

**Women Led**

Solar Product are built on strong R&D, sensor embedded energy systems, and remote grid using cloud infrastructure. The company has tied up with National Bank for Agriculture and Rural Development (NABARD) to provide solar energy solutions for farming and horticulture in the state of Odisha. It is also actively engaged with various NGOs and SHGs towards electrification of rural areas.

Manufacturer Startup under the flagship of Make in Odisha initiative .



## Some Featured Startups



**ETRIX TECHNOLOGIES  
PRIVATE LIMITED**

**Deeptech**

**Odisha Govt Assistance  
Funded**

Its product BlinkIN is an AR and AI-based visual communications and assistive tool to help tech support and training. Etrix Technology helps startups and enterprises in building products. Etrix Technology team works closely with clients at software development stage to understand their needs and provides the best fit solution in graphic design, UX-UI, database management and backend integration, among others. The startup has so far worked for clients in domains like travel, online business and consultation, technology, and others .

India Innovation Growth Program Winner-2018(Industry Innovation)



**PHOENIX ROBOTIX  
PRIVATE LIMITED**

**IoT/Robotics**

**Seed Funded/Govt  
Assistance Funded**

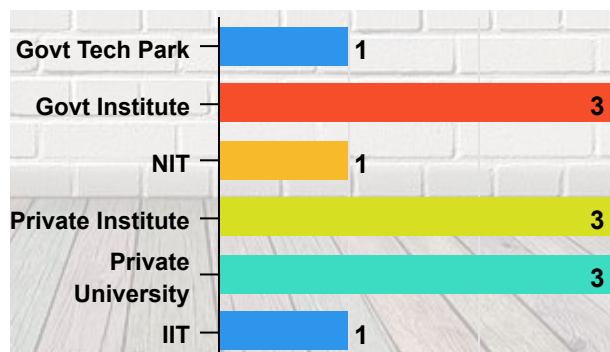
Enables cities and industries achieve sustainable development goals using IOT sensors nodes and data analytics. It's Air Quality Monitoring Device Aurassure To Check Pollution For Industries And Smart Cities

NALCO Green Awards for Engineering Excellence 2018  
Seed Funded/Govt Grant Assisted Fund



# Nodal Agency

## 12 Nodal Agencies



Nodal Agencies are institutions / organizations, which evaluate applications of Startups for recognition under Startup Odisha and for availing monetary incentives once recognized. Besides evaluation, Nodal agencies are playing a crucial role in development of entrepreneurial ecosystem by acting as mentors to Startups and providing feedback where necessary.

Startup Odisha has currently empanelled 12 highly reputed institutions of the state as nodal agencies with expertise in 39 different sectors. Nodal Agencies not only evaluate applications but also monitor progress of the assisted Startups in regular intervals .

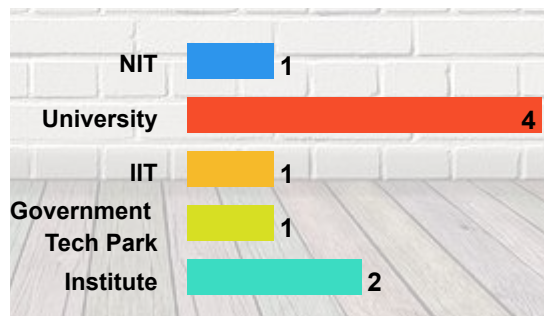
## Empaneled Nodal Agencies

<b>National Institute of Science Technology</b>	<b>Berhampur</b>
<b>KIIT Technology Business Incubator (KIIT-TBI)</b>	<b>Bhubaneswar</b>
<b>Software Tecnology Park of India</b>	<b>Bhubaneswar</b>
<b>Orissa University of Agriculture and Technology</b>	<b>Bhubaneswar</b>
<b>Institute of Minerals and Materials Technology</b>	<b>Bhubaneswar</b>
<b>National Institute of Fashion Technology</b>	<b>Bhubaneswar</b>
<b>Institute Of Hotel Management Catering Technology And Applied Nutrition</b>	<b>Bhubaneswar</b>
<b>Sri Sri University</b>	<b>Cuttack</b>
<b>Xavier University Bhubaneswar</b>	<b>Cuttack</b>
<b>Indian Institute of Technology</b>	<b>Bhubaneswar</b>
<b>Centurion University of Technology and Management</b>	<b>Khurdha</b>
<b>National Institute of Technology</b>	<b>Rourkela</b>



# Incubator

## 9 Incubators



Infra ready Incubators are support for Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections.

The prime contributor of this eco system are Odisha's Educational Institutions. With support of State Govt., these incubators are grooming aspiring next generation entrepreneurs and inculcating spirit of entrepreneurship among their students.

A total of 9 incubators are recognised by the Startup Odisha initiative who collectively offer over 4 Lakh Sq ft of co-working and incubation space among other support services, mentorship and access to research labs.

**FOUNDATION FOR TECHNOLOGY AND BUSINESS INCUBATION**

**NIT**

**KIIT TECHNOLOGY BUSINESS INCUBATOR**

**University**

**IIT BHUBANESWAR RESEARCH AND ENTREPRENEURSHIP PARK**

**IIT**

**SOFTWARE TECHNOLOGY PARKS OF INDIA**

**Government Tech Park**

**GRAM TARANG EMPLOYABILITY TRAINING SERVICES(CENTURION UNIVERSITY)**

**University**

**XAVIER COUNCIL OF INNOVATIONS**

**University**

**INSTITUTE OF HOTEL MANAGEMENT CATERING TECHNOLOGY AND APPLIED NUTRITION**

**Institute**

**SSUINNOVATION PRIVATE LIMITED**

**University**

**SRUSTI ACADEMY DEVELOPMENT FOUNDATION**

**Institute**





# Benefits to Incubators

**One-time Capital Grant up to Rs 1 crore**

2 Incubators have been sanctioned Rs.1.5 crores Capital Grant

**Matching Grant up to Rs. 5 crores (For Reputed Setups)**

IIT , Bhubaneswar has been sanctioned Rs 2.5 Cr to set up a Centre of Excellence in Augmented Reality and Virtual Reality (AR & VR)

**Reimbursement of Utility expenses of Rs. 1 Lakh per annum for 3 years**

4 Incubators have been availing this benefit

**Performance Capital Grant of Rs. 5 Lakhs per incubate (For Successful Startup creation)**

Incubators can claim performance grant for each successful Startup incubated by them.



# Featured Incubators

## KIIT TECHNOLOGY BUSINESS INCUBATOR



**Bhubaneswar**

**IT,Biotech,Agritech,Deeptech**

**Space-120000 Sq Feet**

KIIT – TBI has provided a vibrant ecosystem for promoting innovations and entrepreneurship development. Having established as a Deemed university based incubation centre, KIIT – TBI has expanded its verticals in health care, Life sciences, Agriculture, Biotechnology, Cleantech & Renewable Energy, Engineering & Technology, Food Technology , ICT & Embedded Systems and social incubation. It is also emerging as one of the leading social innovation hub in the country.

Bagged the National Award for Technology Business Incubation for the year 2017 for Science and Technology, Earth Sciences on 11th May 2018 at Vigyan Bhawan, Delhi on the occasion of National Technology Day.



## FOUNDATION FOR TECHNOLOGY AND BUSINESS INCUBATION



**Rourkela**

**Technology**

**Space-9573 Sq Feet**

Foundation for Technology & Business Incubation (FTBI) is a section 8 Not for Profit Company housed under Center for Technology Innovation and Industry Relations (TIIR) at National Institute Technology , Rourkela nurtures a platform where budding entrepreneurs incubate and create technologies for wealth and well being of the society. Known as Technology Innovator Hub of Odisha in applied technology of IoT , Robotics etc .

In less than 2 years of operation . Technology innovation startups are striding strongly in this incubator



## SSU INNOVATION PRIVATE LIMITED



**Cuttack**

**Food Processing Agritech,  
Social Innovation**

**Space-5700 Sq Feet**

SSU Innovation Pvt. Ltd., the incubation centre of Sri Sri University got registered as SSU Innovation Pvt. Ltd. in 2018. Startups in the areas of Agriculture, food processing and social enterprise are incubated here. Various kinds of Startup support services such as; ideation, idea evaluation, prototype development, MVP and product/service development, strategy development, market linkage, investor linkage, etc are provided to the incubates. The incubation centre have organized many mega events such as Startup week, Boot camps, Pitch Labs, Investors' meet in association with National Entrepreneurship Network, TiE Bhubaneswar, etc.

On 13th April 2018, SSU Innovation Pvt. Ltd. was awarded with 'Best Boot Camp Startup Award' by the Honorable CM of Odisha, Sri Naveen Patnaik, as a part of Start-up India Yatra, Odisha



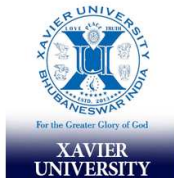


# Partnerships

## International & Corporate Partners

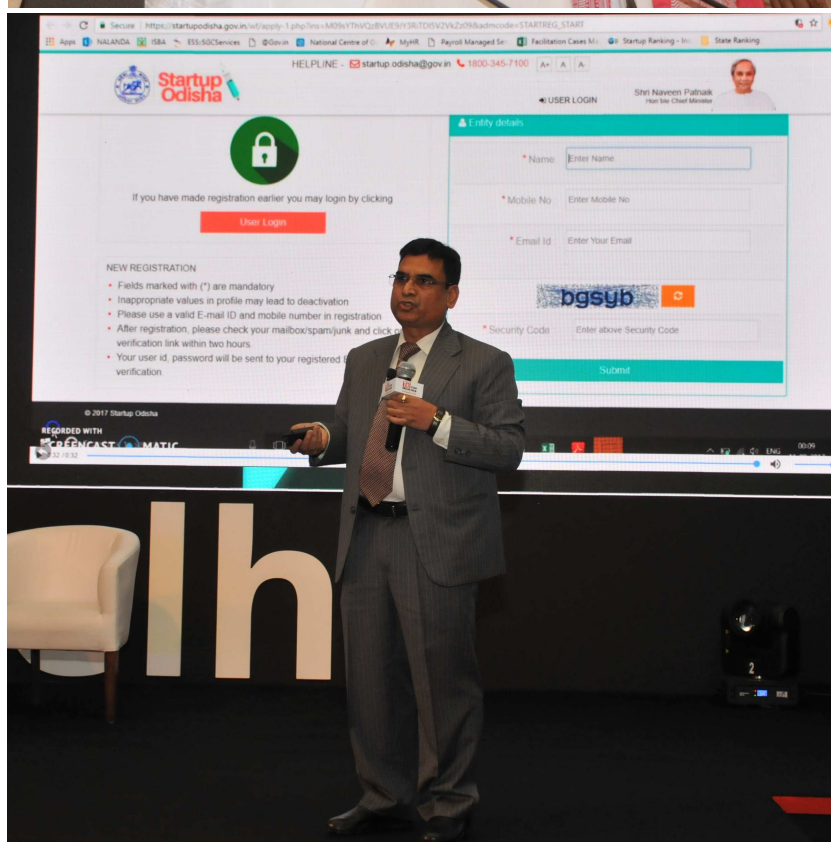


## Institutional Partners





# Image Gallery







# Image Gallery





# Image Gallery





**STARTUP ODISHA SECRETARIAT**

Institute of Entrepreneurship Development Odisha  
Plot No-123, Sector-A, Zone-A,  
Mancheswar Industrial Estate,  
Bhubaneswar- 751010,  
Odisha India  
Ph: 0674-2585609 | 2587176 | 2587286  
Fax : 0674-2587176  
Email : [startup.odisha@gov.in](mailto:startup.odisha@gov.in)  
Website: [www.startupodisha.gov.in](http://www.startupodisha.gov.in)

**MICRO SMALL & MEDIUM ENTERPRISE (MSME) DEPT.**

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