Rajasthan
Startup Ecosystem

Monthly
Progress
Report

2018
February Edition

iSTART

RAJASTHAN STACK

QRATE

CHALLENGE FOR CHANGE

iStart NEST
Rajasthan Incubation Center

BHAMASHAH TECHNOFUND

Overview:

iStart☐Rajasthan is a flagship initiative by the Government of Rajasthan intended to foster innovation, create jobs and facilitate investment. The program aims to nurture innovation and entrepreneurship which would further help in the economic growth and development of the state. Through this initiative, the State Government intends to build an environment where there would be an easy access to knowledge exchange and funding.

Since the iStart Nest centre opened in Jaipur in December, the next expansion is targeted in the cities of Kota and Udaipur for the incubation of startups. In the month of February, the team is now on ground and working to finalise the space and other formalities for developing world class incubation centres in the respective cities. With the consistent revamping of the iStart portal to provide as much information and support to startups and the formation of such incubation centres, it is likely the state would soon emerge as a preferred destination for incorporation and operations of young businesses as well

During the month, the Government of Rajasthan was involved in the event –'Open Source Incubator with Paytm where the start-ups from focus area of education, digital lifestyle, financial inclusion and new age technologies participated in the event. The participants also got benefited from the demo sessions by the open source team. There was also a workshop conducted by Frontier markets in Jaipur towards designing a roadmap that will help achieve 'Vision 2020' of empowering 3000 rural women to participate in and prosper from their communities' adoption of clean energy.

Traction

i) Sector - The portal provides multiple sectors under various categories. In the month of February, the portal received registration majorly from the various sectors like: Education, Food & Beverage , Healthcare & Lifesciences, Media & Entertainment, Renewable Energy, Internet of Things, Social Impact, IT Services , Travel & Tourism etc.

Business Updates:

Expansion Strategy: As per the announcements made to expand the footprint of iStart Nest in other cities in December 2017, the teams has been reached to Kota and Udaipur to do the ground work for the formation of world-class incubation centres. Currently, the incubation centres have been started in the Abhay Command Centre at both the locations respectively. Once the incubations centres are launched, they would provide all the physical infrastructure and support systems necessary for business incubation activities and promote and facilitate knowledge creation, innovation and entrepreneurship activities in the respective cities.

Key agenda for next month/upcoming events:

> Participation in the Rajasthan IT Week in the month of March 2018 to spread awareness about iStart and to facilitate participation of Startups registered on iStart platform to demonstrate their products/solutions to a larger audience in one of the most premier annual events to be held in Jaipur
> The key highlights for the 4-day mega IT carnival are TecRush, Hackathon 4.0, Green-a-Thon, EduHack , Rajasthan Job Fair and Seminars by industry experts
> Rajasthan IT week will also host the Rajasthan IT Expo, where the Government of Rajasthan will showcase the latest inventions that have bought a crucial impact in the state to the large group of people

Notable event:
A) Open Source Incubator – Paytm: Build for India
Key Outcomes:

> Start-ups from focus area of education, digital lifestyle, financial inclusion and new age technologies participated in the event
> Mentoring sessions in UX designing, product management, compliance and security were conducted for participants
> Participants also got benefited from the demo sessions by the open source team

B) Bootcamp on '2020 Vision for Scale' by Frontier Markets

A 2-day working session was conducted towards designing a roadmap that will help achieve 'Vision 2020' of empowering 3000 rural women to participate in and prosper from their communities' adoption of clean energy. The bootcamp was conducted at iStart Nest centre at Jaipur on 20th-21st February, 2018.

Salient points:

> The scale plan focused on 3 design pillars – Access to Markets, Finance and Technology

> The workshop agenda focused on designing solutions for The Access to Markets and Finance pillars, while the Technology pillar would be taken up at a later session

> The process for 'implementation at scale' followed the below cycle