Sustainability Report

Chitkara Innovation Incubator Foundation


CHITKARA UNIVERSITY
CHITKARA INNOVATION INCUBATOR FOUNDATION
Tracking Innovation: The CIIF Story
FROM VISION TO VENTURE
1000+
STARTUPS MENTORED
280+
STARTUPS INCUBATED
140+
STARTUPS CONNECTED WITH INVESTORS AND INDUSTRY
100+
STARTUPS ACCELERATED
₹ 17 CRORE+
FUND INVESTED
Nurturing Ideas. Accelerating Growth. Shaping the Future


CHITKARA UNIVERSITY
CHITKARA INNOVATION INCUBATOR FOUNDATION
The Impact Story
IMPACT THAT MATTERS
₹50+ Crore
FUNDING RAISED
₹500+ Crore
COMBINED VALUATION
₹70+ Crore
REVENUE GENERATED
2500+
JOBS CREATED
50+
AWARDS & ACCOLADES
CIIF STARTUPS ARE NOT JUST BUILDING BUSINESSES
THEY'RE BUILDING INDIA'S INNOVATION ECONOMY.


CHITKARA UNIVERSITY
CHITKARA INNOVATION INCUBATOR FOUNDATION
From India to Bharat
OUR STARTUPS ARE EVERYWHERE
TIER I CITIES
20%
STARTUPS
TIER II CITIES
55%
STARTUPS
TIER III CITIES
25%
STARTUPS
CIIF – CATALYZING INCLUSIVE INNOVATION ACROSS URBAN & RURAL INDIA.

Events Report

July 2025-June 26

NextLeap: Building Ideas, Creating Futures

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised an expert session titled **“NextLeap: Building Ideas, Creating Futures”** on **20th August 2025**. The session focused on **“The Art of Creating a Pitch Deck”**, along with a **Mock Pitching Review by the Arthayan Team**, with the objective of strengthening startups’ pitching capabilities and preparing them for investor interactions.

The session was led by **Mr. Malhar Potnis, Co-Founder, Arthayan**, who shared practical insights on how startups can craft compelling pitch decks and effectively communicate their business vision to investors. The session was highly interactive and provided real-world perspectives drawn from startup fundraising and investment evaluation experiences.

Session Highlights

The session focused on the following key areas:

- **The Art of Creating a Pitch Deck**, where participants learned how to structure a clear, concise, and investor-ready pitch deck covering problem identification, solution, market opportunity, traction, business model, and financial projections.
- **Mock Pitching and Review**, during which startup pitches were reviewed by the Arthayan team, followed by constructive feedback on storytelling, clarity, data presentation, and overall pitch effectiveness.

Mr. Malhar Potnis emphasized the importance of clarity, simplicity, and credibility in pitch decks. He highlighted common mistakes made by startups while pitching and shared best practices to improve narrative flow, visual design, and investor engagement. The mock pitching session enabled participants to understand investor expectations and refine their presentation approach.

Outcome and Impact

The session enabled participants to gain practical knowledge of building strong pitch decks and delivering confident, investor-focused pitches. Startups benefited from direct feedback on their presentations, helping them identify gaps and areas for improvement, while students gained exposure to real-world pitching dynamics and startup evaluation criteria. Overall, the session significantly enhanced participants’ readiness for fundraising and stakeholder presentations.


CHITKARA UNIVERSITY
arthayan
Enterprise
NEXTLEAP
Building Ideas | Creating Futures
Cohort is being
Officially Launched
on
20th August, 2025

CHITKARA UNIVERSITY

MeitY Startup Hub

CHITKARA INNOVATION INCUBATOR FOUNDATION

NextLeap: Building Ideas Creating Futures

- *The Art of Creating a Pitch Deck*
- *Mock Pitching Reviewed by Arthayan Team*

Malhar Potnis
Co-Founder
Arthayan

20th August, 2025
11:00 AM-1:00 PM

Venue: Pulitzer Hall

Pitch Perfect I

Chitkara Innovation Incubator Foundation (CIIF), Chitkara University, successfully organised **“PitchPerfect I”**, a Progress Review Session for CIIF-incubated startups, on **22nd August 2025** at Chitkara University. The session was designed as a structured evaluation and mentoring platform to review the performance, growth trajectory, and execution readiness of startups supported under the CIIF incubation programme. “PitchPerfect I” forms a key part of CIIF’s continuous monitoring framework, ensuring that incubated startups remain aligned with their milestones, market needs, and long-term sustainability objectives.

The primary aim of “PitchPerfect I” was to evaluate the progress achieved by portfolio startups across multiple dimensions, including product development, market validation, revenue models, and operational execution. The session also focused on identifying challenges, gaps, and risks faced by the startups while providing constructive and expert-driven feedback. Through this initiative, CIIF sought to guide founders on the next steps required for scaling their ventures, improving execution efficiency, and enhancing preparedness for funding and market expansion.

The progress review session was evaluated by a distinguished jury panel comprising **Mr. Deepak Kumar, Founder of DNA Expert India**, and **Mr. KD Pathak from Valuebridge Capital**. The jury brought extensive expertise in entrepreneurship, investment evaluation, business strategy, and startup scaling. Their insights helped founders gain a realistic understanding of investor expectations, business viability, and strategic priorities required to build scalable and sustainable ventures. The interactive nature of the session encouraged open dialogue, allowing startups to receive tailored guidance relevant to their stage of growth.

During the session, CIIF-incubated startups presented structured updates outlining their business models, product or technology development status, market traction, financial planning, challenges faced, and future roadmap. One of the participating startups, **Voltworks Technologies Pvt. Ltd.**, founded by Himanshu Sahu, presented its progress in developing indigenous motors, controllers, and integrated drivetrain solutions for electric two-wheelers, three-wheelers, and light electric vehicles.

Codeflixlabs Pvt. Ltd., founded by Deepak Thakur, showcased its student-centric digital platforms designed to enhance learning experiences and streamline university operations. The startup demonstrated how its solutions improve engagement and efficiency through automated systems such as attendance tracking and academic workflow management.

Another participating startup, **Influenzo Technologies LLP**, founded by Swarit Bhardwaj, presented its AI-powered content automation platform aimed at transforming video production for content creators. The startup explained how automation of editing, formatting, and optimisation significantly reduces production time and enables creators to scale content creation efficiently.

Nirvighna Services Pvt. Ltd., founded by Hitesh Jain, presented its AI-driven retail technology solutions targeting the hyperlocal commerce and small retailer segment. The startup outlined its dual-platform approach, comprising a hyperlocal marketplace app offering quick deliveries and live discounts, and a SaaS platform empowering small retailers with AI-enabled tools to compete with large e-commerce players.

The session also featured **Syntara Tech Pvt. Ltd.**, founded by Gaurav, which is developing an advanced multi-purpose drone system for rescue and medical logistics. The startup highlighted its AI-powered detection capabilities for locating bodies under rubble and its integrated organ transport box with controlled temperature and humidity for safe medical logistics.

Throughout the session, the jury engaged founders in interactive discussions, offering practical and actionable recommendations related to business model refinement, product-market fit, go-to-market strategies, financial discipline, and investor readiness. The feedback enabled startups to critically assess their execution plans and identify priority action areas for short-term improvement and long-term growth.

“PitchPerfect I” served as an important reflection and mentoring platform, allowing startups to benchmark their progress against incubation objectives and industry expectations. The session helped founders gain clarity on execution gaps, strategic alignment, and growth opportunities while reinforcing accountability within the incubation programme. The insights shared during the session will play a vital role in shaping the next phase of development for the participating startups.

In conclusion, the “PitchPerfect I” Progress Review Session reaffirmed CIIF’s commitment to nurturing a disciplined, growth-oriented, and impact-driven startup ecosystem. Through continuous evaluation, expert mentorship, and structured feedback mechanisms, Chitkara

Innovation Incubator Foundation continues to empower startups to strengthen execution, enhance scalability, and move closer to achieving sustainable market success.

Introduction to Entrepreneurship & Building Your Startup Team

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised an insightful session titled **“Introduction to Entrepreneurship & Building Your Startup Team”** on **1st September 2025**. The session aimed to introduce aspiring entrepreneurs and early-stage founders to the fundamentals of entrepreneurship, with a special focus on building and managing effective startup teams.

The session was delivered by **Mr. Vignesh Waran, Co-Founder & CEO, Plusifics Global Education**, who brought rich entrepreneurial experience and practical perspectives to the discussion. The talk was highly interactive and grounded in real-world startup scenarios.

Session Highlights

The session covered the following key topics:

- **Introduction to Entrepreneurship & Building Your Startup Team**, where participants were introduced to the entrepreneurial mindset, opportunity identification, and the importance of having the right founding and execution team.
- **Team Building & Management**, focusing on roles and responsibilities, leadership styles, team alignment, and managing challenges within growing startups.

Mr. Vignesh Waran emphasised the significance of complementary skill sets, shared vision, and strong communication within startup teams. He also shared practical examples from his entrepreneurial journey, helping participants understand common challenges faced by founders and effective ways to address them.

Outcome and Impact

The session provided participants with a clear understanding of the entrepreneurial journey and the critical role of team dynamics in startup success. Students and aspiring founders gained actionable insights into team formation, leadership, and management, making the session highly relevant and impactful.

Through this initiative, CIIF continued its efforts to foster an entrepreneurial culture at Chitkara University by providing industry-led learning experiences and practical exposure to startup building.


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CHITKARA INNOVATION INCUBATOR FOUNDATION
Introduction to Entrepreneurship & Building Your Startup Team
Introduction to Entrepreneurship + Building your Startup Team
Team Building & Management
Vignesh Waran
Co-Founder & CEO
Plusifics Global Education
1st September, 2025
11:00 AM-2:00 PM
Venue: Le Corbusier Block


Explore
Your
Potentia

Chitkara Innovation Incubator Foundation (CIIF) successfully organised an insightful entrepreneurial session titled **"Foundations of Entrepreneurship: From Vision to Validation"** on **4th September 2025**. The event was designed to guide aspiring entrepreneurs, students, and early-stage innovators on how to transform their startup ideas into validated and market-ready ventures. The session aligned with CIIF's ongoing efforts to promote innovation, entrepreneurship, and startup readiness by exposing participants to practical knowledge and real-world entrepreneurial experiences.

The keynote speaker for the event was **Mr. Aman Chugh**, Founder of **Aman Chugh Ventures**, who shared valuable insights drawn from his entrepreneurial journey and professional expertise. He emphasised the importance of having a clear vision and a strong understanding of the problem being addressed. Mr. Chugh highlighted that successful entrepreneurship begins with identifying genuine market pain points and building solutions that offer real value to customers rather than relying solely on assumptions or theoretical ideas.

During the session, Mr. Chugh elaborated on the critical transition from vision to validation, stressing the need for early customer discovery and continuous feedback. He discussed practical approaches such as interacting directly with potential users, testing assumptions through minimum viable products (MVPs), and refining business ideas based on real-time market responses. The speaker underlined that validation is essential to minimise risk, improve product-market fit, and enhance the credibility of a startup in the eyes of investors and stakeholders.

The session also covered the fundamentals of building sustainable business models and compelling value propositions. Participants were encouraged to think strategically about revenue generation, scalability, and competitive positioning. Mr. Chugh explained how structured planning and data-driven decision-making play a crucial role in shaping long-term startup success. His discussion provided participants with clarity on aligning innovation with market feasibility and business viability.

An interactive question-and-answer segment allowed participants to engage directly with the speaker and seek guidance on common entrepreneurial challenges, including pivoting strategies, validation failures, and early-stage fundraising. The open interaction enriched the learning experience and offered personalised insights to attendees, making the session highly engaging and impactful.

Overall, the event proved to be a valuable learning opportunity, equipping participants with a strong foundational understanding of entrepreneurship. The session reinforced the idea that while vision is the starting point, systematic validation is the key to building successful and sustainable ventures. The event concluded on a positive note, reaffirming **CIIF's commitment to nurturing entrepreneurial talent and fostering a robust startup ecosystem** through expert-led knowledge-sharing initiatives.

Market Research & Competitor Analysis

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised an expert-led session titled **“Market Research & Competitor Analysis”** on **9th September 2025**. The session was designed to help startups and aspiring entrepreneurs understand the importance of market validation, competitive intelligence, and effective go-to-market planning for building scalable ventures.

The session was conducted by **Mr. Vishal Wahul, Founder & CEO, Saventh**, who shared valuable insights drawn from his entrepreneurial experience and industry exposure. The session was interactive and focused on practical approaches rather than purely theoretical concepts.

Session Highlights

The session covered the following key areas:

- **Market Research and Competitor Analysis**, focusing on identifying target customers, understanding market needs, mapping competitors, and analysing differentiation opportunities.
- **GTM Strategy Review**, where participants were introduced to key elements of go-to-market planning, including customer acquisition channels, pricing considerations, and market entry strategies.
- **Scaling Operations, Sales, and Customer Acquisition**, highlighting how validated market insights can support scalable operations and sustainable growth.

Mr. Vishal Wahul emphasised data-driven decision-making, customer-centric product development, and the importance of aligning sales and marketing efforts with market realities. Real-life examples and practical frameworks were shared to help participants apply these concepts to their own startup ideas.

Outcome and Impact

The session enabled participants to gain clarity on validating market assumptions, assessing competitive landscapes, and building effective GTM strategies. Startups benefited from actionable insights that can support informed decision-making, improved customer acquisition, and long-term scalability.

Through this session, CIIF continued its mission of strengthening the startup ecosystem at Chitkara University by offering structured, industry-relevant learning experiences led by experienced founders.

Building Blocks of Startups: Business Model Canvas Workshop

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised an expert workshop titled **"Building Blocks of Startups: Business Model Canvas Workshop"** on **12th September 2025**. The session focused on the **Business Model Canvas (BMC)** and was designed to help startups and students understand how to structure, analyse, and refine their business models in a clear and systematic manner.

The session was delivered by **Mr. Umesh Kumar Baveja, Founder, SADI Trust & Director General, i2we and SAHEE-G**, who shared deep insights into startup business modelling, drawing from his experience in entrepreneurship development and institutional leadership. The workshop was highly interactive and application oriented.

Session Highlights

The session focused on the following key areas:

• **Understanding the Business Model Canvas**, where participants were introduced to the nine


building blocks of BMC, including value proposition, customer segments, channels, customer


relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

Mr. Baveja emphasized how startups can use the Business Model Canvas as a strategic tool to visualize their entire business on a single page. He highlighted the importance of aligning customer value with sustainable revenue models and encouraged participants to continuously validate and iterate their business assumptions based on market feedback.

Outcome and Impact

The session enabled participants to gain a structured understanding of business model design and validation. Startups benefited from practical guidance on mapping and refining their business ideas, while students developed clarity on how different components of a startup ecosystem interconnect. Overall, the workshop strengthened participants' ability to build scalable, sustainable, and investor-ready business models.

Startup Development: Crafting Models and Strategies

On **17 September 2025**, the **Chitkara Innovation Incubator Foundation (CIIF)** organised an engaging and highly informative session titled **“Startup Development: Crafting Models and Strategies”**, aimed at equipping aspiring founders and early-stage entrepreneurs with the core tools needed to build effective business models and strategic frameworks for startup success. The event featured **Mr. Adarsh Kachappilly**, Founder of **Ayu Devices Pvt. Ltd.**, a pioneering health-tech company known for its innovative digital auscultation solutions such as the AyuSynk device, which enhances traditional medical diagnostics by transforming stethoscopes into digital, Bluetooth-enabled tools for amplified sound, recording, and remote analysis. Drawing from his own entrepreneurial journey, Mr. Kachappilly provided attendees with deep insights into how startups can conceptualise, design, and validate viable business models that resonate with market needs and stakeholder expectations.

During the session, Mr. Kachappilly emphasised the importance of aligning product innovation with customer value and strategic market positioning. Highlighting lessons from his experience at Ayu Devices, he discussed how founders should focus not only on technological differentiation but also on understanding customer pain points, crafting compelling value propositions, and iterating business models based on user feedback and competitive landscape analysis. This practical approach helped participants appreciate how thoughtful model crafting—grounded in real-world testing and strategic adaptation—can significantly improve a startup’s chances of scalability and investor appeal. As a health tech innovator whose products are addressing critical needs in rural and urban healthcare settings alike, Mr. Kachappilly’s narrative underscored the intersection of **innovation, strategy, and impact**, encouraging attendees to think critically about long-term sustainability and strategic execution rather than just ideation.

The interactive nature of the event allowed participants to engage directly with Mr. Kachappilly during the Q&A segment, where queries ranged from customer discovery methods to strategies for pivoting business models when initial assumptions fail. His thoughtful responses provided tangible guidance on overcoming early-stage challenges, fostering a mindset of resilience and adaptability among the audience. Overall, the **“Startup Development: Crafting Models and Strategies”** session was a valuable addition to CIIF’s entrepreneurship programming, reinforcing that successful venture building hinges on robust strategy, validated assumptions, and purposeful model design—insights that will undoubtedly inspire and guide many budding entrepreneurs on their journey from concept to sustainable execution.

Go-to-Market Excellence: Execution & Customer Acquisition

On **25 September 2025**, the **Chitkara Innovation Incubator Foundation (CIIF)** organised an enlightening entrepreneurship session titled **“Go-to-Market Excellence: Execution & Customer Acquisition”** aimed at helping aspiring founders and early-stage entrepreneurs understand the critical steps involved in successfully launching products and acquiring customers in competitive markets. The event featured **Mr. Puneet Sakhuja**, Founder & Creative Director of **Tequila**, a boutique branding, design, and digital strategy agency based in Dubai with over two decades of experience in brand building, creative execution, and strategic marketing. Mr. Sakhuja shared his deep insights on how startups can move beyond ideation and strategy to actual market execution by creating effective go-to-market plans that drive awareness, engagement, and customer adoption. During the session, Mr. Sakhuja emphasised that go-to-market excellence starts with a clear understanding of the target audience and a strong value proposition that resonates with customer needs. He explained that execution requires not only creative storytelling and branding but also an integrated approach to digital marketing, customer engagement, and performance measurement. Drawing from his professional journey in leading creative agencies and working with diverse brands, Mr. Sakhuja illustrated how startups can craft compelling brand identities, devise action-oriented launch plans, and optimise customer acquisition channels to build early momentum.

Mr. Sakhuja also highlighted the importance of aligning go-to-market strategies with customer insights and market feedback, noting that adaptability and responsiveness are key to refining campaigns and achieving sustainable growth. The session made it clear that execution excellence is not just about having a great product, but also about ensuring that messaging, positioning, and outreach are tightly coordinated with the behaviours and preferences of potential customers. An interactive Q&A segment allowed participants to raise queries on practical challenges such as choosing the right customer acquisition channels, balancing creative expression with measurable outcomes, and adjusting strategies based on real-world performance. Mr. Sakhuja’s answers offered actionable advice, underscoring the need for experimentation, careful tracking of metrics, and iterative optimisation in go-to-market efforts.

Overall, the **“Go-to-Market Excellence: Execution & Customer Acquisition”** event provided attendees with valuable frameworks and real-world perspectives on launching and scaling offerings in today’s dynamic business environment. The session reinforced that a successful go-to-market strategy combines strategic clarity, effective execution, and a relentless focus on customer-centricity — insights that will prove invaluable to CIIF's community of innovators and entrepreneurs.

Cracking the Customer Code with Design Thinking: Building a Minimum Viable Product

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised an expert session titled **“Cracking the Customer Code with Design Thinking”** on **19th September 2025**. The session was conducted as part of the initiative on **Building a Minimum Viable Product (MVP)** and aimed to help startups and students understand the importance of customer-centric innovation and structured problem-solving in the early stages of product development.

The session was delivered by **Mr. Satish M. Bhavankar, CEO, Tumkuru Innovation Incubation & Entrepreneurship Council, Tumkur University**, who shared valuable insights on applying Design Thinking principles to decode customer needs and translate them into viable startup solutions. The session was interactive, practical, and strongly rooted in real-world startup and incubation experiences.

Session Highlights

The session focused on the following key areas:

• **Understanding the Customer through Design Thinking**, where participants learned how to empathize with users, identify genuine pain points, and avoid assumption-driven product development.

Mr. Bhavankar elaborated on the five stages of Design Thinking—Empathize, Define, Ideate, Prototype, and Test—and explained how startups can use this framework to build MVPs that are aligned with validated customer needs. He emphasized the importance of early customer feedback, iterative learning, and continuous refinement to reduce market risk and improve product-market fit.

Outcome and Impact

The session enabled participants to gain a clear understanding of customer discovery and its role in building effective MVPs. Startups benefited from practical guidance on applying Design Thinking to their ideas, while students developed a structured mindset toward innovation and

problem-solving. Overall, the session strengthened participants' ability to design customer-focused, scalable, and market-ready solutions using Design Thinking principles.

Leadership for Growth: Scaling Startups Strategically

On **3 October 2025**, the **Chitkara Innovation Incubator Foundation (CIIF)** hosted an impactful entrepreneurial development session titled **"Leadership for Growth: Scaling Startups Strategically"**, aimed at empowering founders and early-stage entrepreneurs with the leadership mindset and strategic frameworks needed to navigate the critical phase of scaling their ventures. The session featured **Professor Mihir Mankad**, a distinguished faculty member at the **Indian School of Business (ISB)** with extensive expertise in strategy, leadership, and entrepreneurial ecosystems. Professor Mankad provided deep insights into how effective leadership drives sustainable growth, influences organisational culture, and enables startups to transition from early traction to scalable enterprises.

Throughout the event, Professor Mankad emphasised that scaling a startup requires more than operational excellence; it demands a shift in leadership approach, clarity of vision, and strategic agility. He discussed how founders must evolve from doing everything themselves to building high-performing teams, delegating responsibilities, and fostering a culture of collaboration and accountability. He highlighted that strategic leadership involves making informed decisions under uncertainty, prioritising resources effectively, and aligning the organisation around key growth objectives.

A key theme of the session was the importance of developing a growth mindset that embraces change, learns quickly from failures, and continually adapts strategies based on market realities. Professor Mankad also spoke about defining and communicating a compelling vision that inspires team members and stakeholders, reinforcing that clarity of purpose becomes increasingly crucial as startups scale. Participants gained exposure to practical tools for assessing organisational readiness, diagnosing leadership gaps, and instituting governance mechanisms that balance entrepreneurial freedom with discipline. During the interactive Q&A segment, attendees posed questions on challenges such as team building, decision-making frameworks, and managing the transition from founder-led execution to distributed leadership models.

Overall, the **"Leadership for Growth: Scaling Startups Strategically"** session was a valuable addition to CIIF's series of entrepreneurship events, equipping participants with critical leadership insights and strategic lenses necessary for navigating the complexities of growth.

Decoding Branding & Digital Marketing

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University successfully organised a three-day knowledge-intensive event titled **“Decoding Branding & Digital Marketing”** from **6th to 8th October 2025**. The objective of the event was to equip startups, entrepreneurs, and students with practical insights into branding, digital marketing strategies, and business communication in today’s competitive ecosystem.

The session was led by **Mr. Carol Goyal, Director, Rediffusion**, a seasoned industry professional with extensive experience in branding, advertising, and strategic marketing. His sessions combined real-world case studies, actionable frameworks, and interactive discussions, making the program highly engaging and impactful.

Day-wise Highlights

Day 1 – 6 October 2025
The first day focused on building a strong foundation in branding and digital marketing.
Topics included:

- **Branding and Digital Marketing Essentials**, covering the fundamentals of brand identity, brand value, and digital touchpoints.
- **Branding and Positioning Review**, where participants learned how to define and refine their brand positioning in crowded markets.

Day 2 – 7 October 2025
The second day emphasised evaluating and improving digital presence:

- **Digital Presence Audit**, helping participants assess their online visibility, messaging consistency, and customer engagement.
- **Website / Web App / Physical Product Review**, where practical feedback was provided on design, usability, and brand alignment across digital and physical products.

Day 3 – 8 October 2025
The final day focused on storytelling and business readiness:

- **The Art of Creating a Pitch Deck**, guiding participants on structuring compelling pitch narratives for investors and stakeholders.

- **Business Communications and Negotiations**, highlighting effective communication strategies, negotiation skills, and professional conduct in business environments.

Outcome and Impact

The event received positive feedback from participants, who found the sessions highly relevant, practical, and industry aligned. Startups and early-stage founders gained clarity on brand positioning, digital strategy, and investor communication, while students benefited from exposure to real-world marketing practices.

Through this initiative, CIIF reaffirmed its commitment to nurturing entrepreneurial talent by bridging the gap between theory and industry practice. The event significantly contributed to enhancing branding awareness and digital marketing capabilities within the Chitkara University innovation ecosystem.





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MeitY Startup Hub

CHITKARA INNOVATION INCUBATOR FOUNDATION

Decoding Branding & Digital Marketing

- *Branding and Digital Marketing Essentials*
- *Branding and Positioning review*

Carol Goyal
Director, Rediffusion

6th October, 2025
10:00 AM-2:00 PM

Venue: Le Corbusier Block

CHITKARA UNIVERSITY

MeitY Startup Hub

CHITKARA INNOVATION INCUBATOR FOUNDATION

Decoding Branding & Digital Marketing

- *Digital Presence Audit*
- *Website/Webapp/Physical product review*

Carol Goyal
Director, Rediffusion

7th October, 2025
10:00 AM-2:00 PM

Venue: Le Corbusier Block

Entrepreneurial Leadership & High-Growth Startup Strategies Summit

On **13 October 2025**, the **Chitkara Innovation Incubator Foundation (CIIF)** organised an impactful summit titled **“Entrepreneurial Leadership & High-Growth Startup Strategies Summit”** under the banner *Genesis*, aimed at providing founders, innovators and early-stage entrepreneurs with critical leadership insights and high-growth strategic frameworks essential for scaling ventures in today’s dynamic business landscape. The event featured **Nelson Jaffery**, Vice President and Head of Design at **Birla Cellulose**, a prominent sustainability-focused fibre business of the **Aditya Birla Group**, known for its innovative and eco-conscious approach to man-made cellulosic fibres used in global fashion and textile value chains. Drawing from his extensive experience in design leadership within the fashion and textile industry, Jaffery delivered an expert talk that bridged creative strategy with entrepreneurial leadership, emphasising how strong leadership underpins strategic growth and sustainable innovation in high-growth environments.

During his session, Mr. Jaffery highlighted the evolving role of leaders in fostering innovation that aligns with market needs, sustainability imperatives, and scalable business models. He underscored that entrepreneurial leadership is not just about vision, but about nurturing a culture of creativity, customer-centric design, and strategic agility — particularly relevant for startups aspiring to make an impact in competitive sectors such as fashion, design and sustainable products. His talk also illuminated how design thinking can be leveraged as a strategic tool to differentiate offerings, strengthen brand positioning, and drive customer engagement — skills crucial for high-growth startups aiming to scale. Given Birla Cellulose’s commitment to sustainable materials and industry partnerships that foster innovation and circular economy practices, his insights provided attendees with practical perspectives on integrating sustainability into business strategies.

The summit fostered interactive exchanges, enabling participants to engage with Jaffery on challenges related to leadership transitions, cross-functional team collaboration, and embedding design-led innovation within entrepreneurial ventures. His thoughtful responses and real-world examples helped attendees grasp how leaders can effectively balance creative exploration with disciplined execution — a balance that often distinguishes high-growth startups from the rest. Overall, the **“Entrepreneurial Leadership & High-Growth Startup Strategies Summit”** was lauded for offering a nuanced blend of design expertise and entrepreneurial strategy, reinforcing CIIF's commitment to equipping the startup community with diverse leadership perspectives and actionable growth frameworks.

Fundability Matrix – How to Make Your Startup Investment Ready

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, successfully conducted a session on *"Fundability Matrix – How to Make Your Startup Investment Ready"* on 30th October 2025 in online mode. The session was delivered by Mr. Sameer Shaikh, Co-Founder of FundEnable, who brought extensive expertise in startup funding and investment readiness. The objective of the session was to equip participating startups with a structured understanding of how investors evaluate ventures and what key factors contribute to making a startup fundable.

During the session, Mr. Shaikh elaborated on the concept of a fundability matrix, explaining how startups can assess their readiness across multiple dimensions such as market opportunity, business model scalability, traction, financial discipline, team strength, and governance. He emphasized the importance of aligning startup strategies with investor expectations and highlighted common gaps that often hinder funding opportunities. Practical insights were shared on refining pitch decks, demonstrating traction effectively, and building a compelling value proposition that resonates with investors. The session also covered key financial indicators and due diligence parameters that startups must prepare for before approaching investors.

The interactive nature of the session enabled participants to engage in discussions, seek clarifications, and gain personalized insights into their startup challenges. Real-world examples and case references helped in simplifying complex investment concepts, making the session highly relevant and actionable. Overall, the session proved to be highly informative and impactful, enhancing the participants' understanding of investment readiness and providing them with clear direction on strengthening their startups for future funding opportunities. It contributed significantly to the broader objective of the accelerator program in preparing startups for sustainable growth and successful fundraising.

From Idea to Execution: Full-Spectrum Lean Canvas Innovation Bootcamp

On **6 November 2025**, the **Chitkara Innovation Incubator Foundation (CIIF)** organised a dynamic and immersive session titled **"From Idea to Execution: Full-Spectrum Lean Canvas Innovation Bootcamp"**, aimed at empowering early-stage founders and aspiring entrepreneurs with practical innovation frameworks to move their concepts from ideation to execution. The bootcamp was led by **Mr. Aditya Chhabra**, Founder of **CreateBytes**, a pioneering AI-product engineering and digital transformation company known for bridging advanced technology with human-centric design and real-world impact. Drawing on his extensive experience in product development, strategy, and lean innovation, Mr. Chhabra guided participants through methodologies that help streamline startup thinking and reduce risk by validating business assumptions early.

Throughout the bootcamp, Mr. Chhabra emphasised the importance of the **Lean Canvas** as a full-spectrum innovation tool — one that helps founders articulate key elements such as problem statements, customer segments, unique value propositions, revenue streams, and cost structures systematically. He encouraged participants to treat the Lean Canvas not just as a planning document but as a **living blueprint** that evolves with continuous customer feedback, rapid prototyping, and iterative testing. This approach, he explained, enables startups to focus on customer-centric solutions while conserving resources and accelerating time to market.

Participants were introduced to step-by-step techniques to identify critical hypotheses underlying their business ideas, prioritise assumptions for testing, and design minimum viable experiments to gather actionable insights. Mr. Chhabra shared real-life examples from his work at CreateBytes — where integrated AI/ML solutions and user-centric engineering have been core to product strategy — to illustrate how disciplined innovation thinking enhances clarity and execution confidence.

An interactive segment allowed attendees to work through their own Lean Canvas drafts and receive feedback from Mr. Chhabra, fostering a collaborative environment of peer learning and expert mentoring. Discussions focused on refining value propositions, pinpointing high-impact customer segments, and shaping testable assumptions that lay the groundwork for product-market fit. Overall, the **"From Idea to Execution: Full-Spectrum Lean Canvas Innovation Bootcamp"** served as a practical and inspiring forum that equipped participants with structured strategic tools and actionable insights, affirming CIIF's commitment to nurturing entrepreneurial talent and enabling founders to navigate the early stages of startup development with clarity and purpose.

The Future of Retail: Speed, Strategy & the Startup Mindset

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised an expert session titled **"The Future of Retail: Speed, Strategy & the Startup Mindset"** on **7th November 2025**. The session aimed to provide startups and students with insights into the rapidly evolving retail landscape, with a focus on speed, execution, and strategic thinking in high-growth consumer businesses.

The session was delivered by **Mr. Swapnil Mhsake, City CEO, Blinkit**, who shared first-hand industry perspectives from India's fast-paced quick-commerce and retail ecosystem. The session was highly engaging and grounded in real-world operational and strategic experiences.

Session Highlights

The session focused on the following key area:

- **Content Strategy Review**, where participants learned how retail and consumer brands can craft clear, impactful content strategies aligned with speed, customer expectations, and business objectives.

Mr. Swapnil Mhsake discussed how modern retail startups must balance rapid execution with strong strategic foundations. He highlighted the importance of customer-centric thinking, operational agility, and data-driven decision-making in building scalable retail businesses. Practical examples from the quick-commerce sector were shared to illustrate how strategy, content, and execution come together in competitive markets.

Outcome and Impact

The session enabled participants to gain a deeper understanding of emerging retail trends and the startup mindset required to succeed in fast-moving consumer ecosystems. Startups benefited from actionable insights into content strategy, brand communication, and operational speed, while students gained exposure to real-world retail leadership perspectives.






CHITKARA UNIVERSITY
MeitY Startup Hub
CHITKARA INNOVATION INCUBATOR FOUNDATION
The Future Of Retail
Speed, Strategy &
The Startup Mindset
Content strategy review
Swapnil Mhsake
City CEO
Blinkit
7th November, 2025
10:00 AM-12:00 PM
Venue: Martin Luther Block

Business Model Innovation, Market Assessment & Strategy Design Program

On **13 November 2025**, the **Chitkara Innovation Incubator Foundation (CIIF)** organised an advanced entrepreneurship session titled **"Business Model Innovation, Market Assessment & Strategy Design Program"**, designed to equip early-stage founders and aspiring entrepreneurs with the strategic tools and analytical frameworks necessary to build resilient business models, conduct effective market assessments, and craft sound growth strategies. The session was led by **Mr. Aditya Arora**, Founder and CEO of **Faad Network**, a leading early-stage investor network and startup ecosystem catalyst known for supporting hundreds of startups by connecting them with angel investors, venture capitalists, and growth opportunities across sectors. Mr. Arora shared his extensive experience in startup evaluation, investment strategy, and founder support — emphasising that innovative business models must be backed by deep market insight and strategic clarity to thrive in competitive environments. His address focused on the critical interplay between **business model innovation** — which helps founders articulate value creation, capture, and delivery — and **market assessment**, which enables startups to identify real customer needs, evaluate competitors, and gauge market potential before committing resources to execution. Drawing from his work at Faad Network, where he has championed founder-friendly strategies to help startups refine their propositions and secure funding, Mr. Arora underscored that strategy design is not a one-time exercise but a continuous process of iteration, learning, and alignment with evolving market realities. He provided participants with actionable frameworks to map key model components, prioritise strategic initiatives, and integrate customer feedback into business design — empowering them to make data-informed decisions and strengthen investor confidence. The interactive segment of the program allowed attendees to apply these concepts to their own ventures, ask targeted questions, and receive expert guidance on common challenges such as identifying market segments, validating revenue assumptions, and adapting strategy in the face of uncertainty. Overall, the **"Business Model Innovation, Market Assessment & Strategy Design Program"** offered a practical and strategic lens on venture building, reinforcing CIIF's commitment to nurturing entrepreneurial talent with the skills necessary to transition from ideation to sustainable execution.


AISING 101
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Financial Basics for Founders & Fundraising 101

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised a three-day intensive program titled **"Financial Basics for Founders & Fundraising 101"** from **13th to 15th November 2025**. The program was designed to strengthen the financial, legal, and fundraising readiness of early-stage startups and aspiring entrepreneurs.

The sessions were led by **Mr. Aditya Arora, CEO, Faad Capital**, a seasoned investment professional with deep expertise in startup finance, fundraising, and compliance. The program provided founders with practical insights into financial planning, investor expectations, and regulatory requirements essential for building investor-ready startups.

Day-wise Highlights

Day 1 – 13 November 2025
The first day focused on financial and legal fundamentals essential for startup founders:

- **Financial Basics for Founders & Fundraising 101**, covering core financial concepts, financial discipline, and founder responsibilities.
- **Startup Legal 101**, introducing participants to legal structures, compliance requirements, and common legal pitfalls.
- **Fundamentals of Fundraising**, explaining fundraising stages, investor types, and preparation strategies.

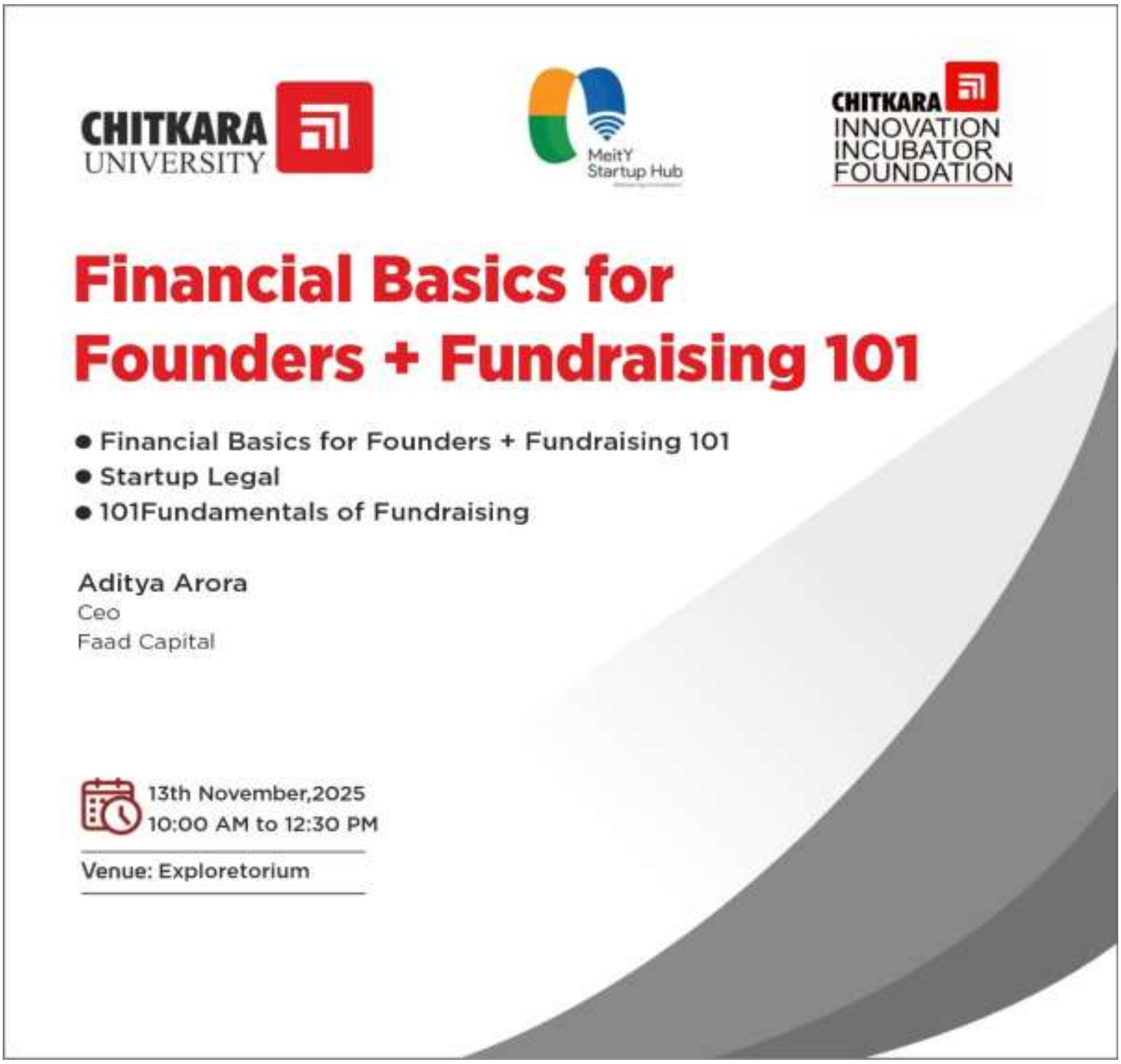
Day 2 – 14 November 2025
The second day emphasised funding opportunities and valuation:

- **Access to Initiatives and Funds from Government and Non-Government Sources**, providing insights into grants, schemes, and alternative funding avenues.
- **Valuation of a Startup**, focusing on valuation methods, key metrics, and how investors assess startup worth.

Day 3 – 15 November 2025
The final day addressed financial governance and investor readiness:

- **Accounting & Compliance**, highlighting financial reporting, statutory compliance, and best practices.

- **Due Diligence (Dos and Don’ts)**, guiding founders on preparing for investor due diligence and avoiding common mistakes.



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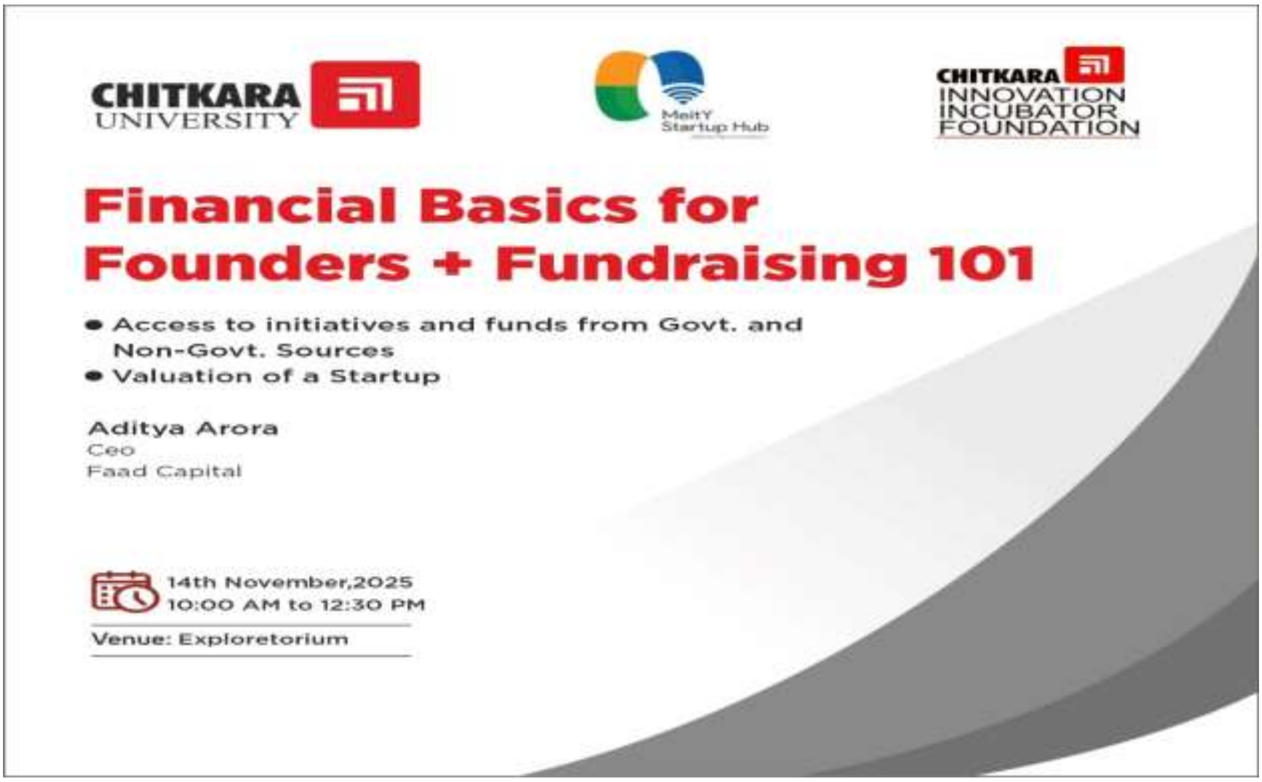

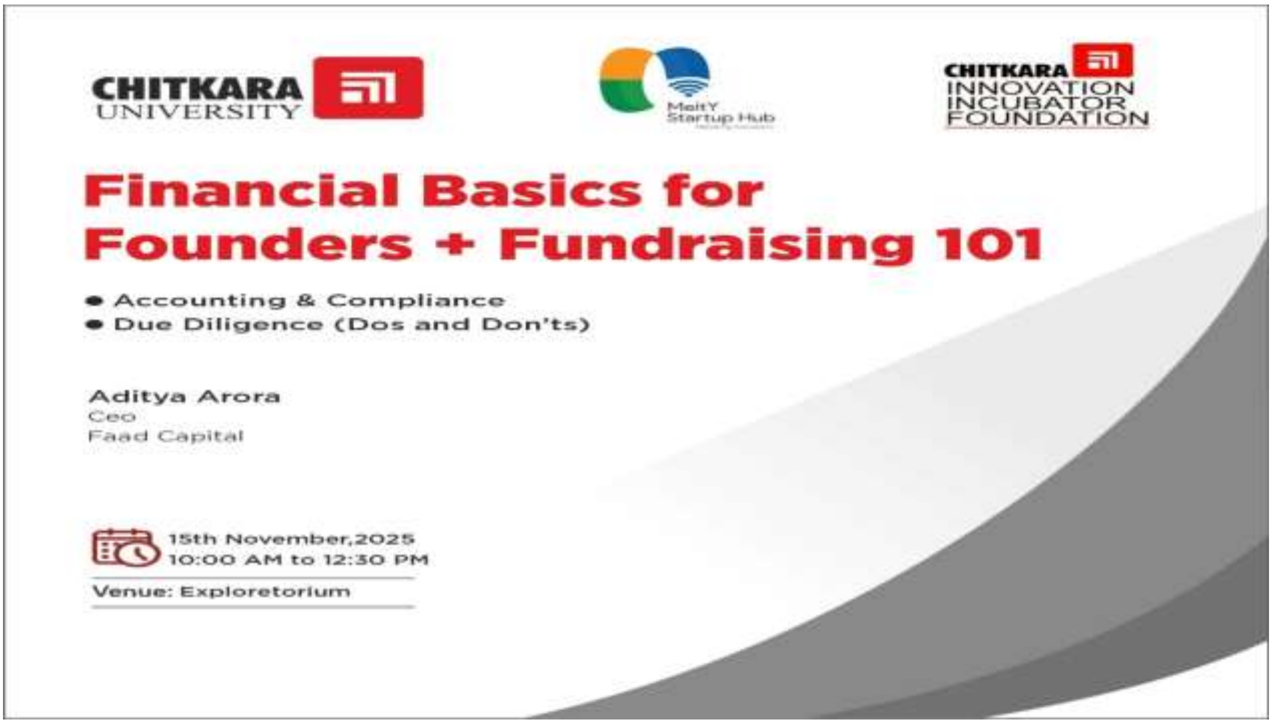

Outcome and Impact

The program received strong participation and positive feedback from startup founders and students. Participants gained clarity on managing startup finances, navigating legal and compliance frameworks, and preparing effectively for fundraising and investor interactions.

Through this initiative, CIIF reinforced its commitment to building financially sound and investment-ready startups by delivering structured, expert-led capacity-building programs within the Chitkara University innovation ecosystem.

Pitch Perfect & Demo Day

Pitch Perfect & Demo Day

The Chitkara Innovation Incubator Foundation (CIIF), Chitkara University organised **"Pitch Perfect & Demo Day"** on **17th November 2025**. The event was designed to provide startups with a platform to present their refined business ideas and product demos, while enhancing their pitching skills and overall investor readiness.

The session was led by **Mr. Yash Lahoti, Consultant, Chitale Media Fund & Ex-Founder, Women's CricZone**, who shared valuable insights from both an investor advisory and founder's perspective. The session offered a balanced view of what investors look for and how founders should position their startups during pitches.

Session Highlights

The session focused on the following key areas:

• **Startup Pitching and Live Demos**, where startups showcased their business models, products, and market potential through structured pitches and demonstrations.

Mr. Yash Lahoti provided detailed feedback on pitch clarity, strength of value proposition, market opportunity, traction, and scalability. He emphasized the importance of storytelling, clear problem-solution fit, and realistic growth narratives, while also sharing lessons from his entrepreneurial journey and consulting experience.

Outcome and Impact

The event enabled startups to gain practical exposure to investor expectations and receive actionable feedback on their pitches and demos. Participants enhanced their presentation skills, confidence, and strategic articulation of their startup vision. Overall, *Pitch Perfect & Demo Day* significantly strengthened startups' preparedness for fundraising, partnerships, and next-stage growth.


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CHITKARA
INNOVATION
INCUBATOR
FOUNDATION
Pitch Perfect
& Demo Day
Yash Lahoti
Consultant
Chitale Media Fund &
Ex-Founder, Women's CricZone
17th November, 2025
10:00 AM-4:00 PM
Venue: Sun Hall

Design Thinking for Impact-Driven Startups

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Design Thinking for Impact-Driven Startups"* on 24th November 2025 in online mode. The session was delivered by Mr. Sagar Chandni from the Virtual Global Leadership Ecosystem, who brought valuable expertise in innovation, leadership, and human-centred design methodologies. The primary objective of the session was to introduce startups to the principles of design thinking and its application in building impactful and sustainable solutions.

During the session, Mr. Chandni elaborated on the design thinking framework, emphasizing its core stages—empathizing with users, defining problems, ideating solutions, prototyping, and testing. He highlighted the importance of understanding user needs deeply, especially for startups working in impact-driven sectors such as agriculture, healthcare, and social innovation. The session underscored how a user-centric approach can lead to more effective problem-solving and innovative product development. Practical examples and real-life case studies were shared to demonstrate how design thinking can help startups create meaningful and scalable solutions.

The session was interactive, encouraging participants to rethink their problem statements and refine their approach towards innovation. Startups gained insights into developing solutions that are not only technically viable but also socially relevant and user-friendly. Overall, the session proved to be highly engaging and insightful, enabling participants to adopt a structured and empathetic approach to innovation. It significantly contributed to strengthening the problem-solving capabilities of startups and aligned well with the accelerator program's objective of fostering impactful and sustainable entrepreneurial ventures.

Legal Compliance for Agri Startups

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Legal Compliance for Agri Startups"* on 10th December 2025 in online mode. The session was delivered by Ms. Ankita Singh, Co-Founding Partner at A&P Partners, who brought significant expertise in legal advisory and regulatory compliance for startups. The objective of the session was to create awareness among Agri-startups regarding the legal and regulatory requirements essential for establishing and scaling their ventures in a compliant manner.

During the session, Ms. Singh provided a comprehensive overview of the legal framework applicable to Agri startups, covering key aspects such as business incorporation, licensing requirements, FSSAI regulations, contract management, intellectual property rights, and environmental compliances. She highlighted common legal pitfalls faced by startups and emphasized the importance of maintaining proper documentation and adhering to statutory requirements from the early stages of the business. The session also touched upon compliance considerations during funding rounds, including due diligence and investor agreements.

The session was highly informative and practical, enabling participants to understand the legal landscape and associated risks in the Agri sector. Startups were encouraged to proactively address compliance issues to avoid future legal complications and ensure smooth business operations. Overall, the session added significant value by equipping participants with essential legal knowledge and reinforcing the importance of compliance as a foundation for sustainable growth and investor readiness.

Pitch Perfect II

Chitkara Innovation Incubator Foundation (CIIF), Chitkara University successfully organised **"PitchPerfect II"**, a structured Progress Review Session for its incubated startups, on **19th December 2025**. The initiative focused on assessing startup performance, identifying growth opportunities, and providing strategic direction to strengthen their entrepreneurial journey.

Objective of the Event

The key objectives of PitchPerfect were to:

- Review the **progress and milestones** achieved by CIIF-incubated startups
- Offer **constructive, expert-led feedback**
- Identify **gaps, risks, and scalability challenges**
- Guide startups on **next steps for growth, market expansion, and investment readiness**

Jury Panel

The session was evaluated by an experienced jury panel comprising:

- **Mr. Naresh Thakur**
  Engineering Leader & AI Architect | Startup Advisor | Driving Execution, Productivity & Innovation in Tech

- **Mr. Gourav M.**
  Director, Chitkara Enterprise Lab
  Chitkara University (Punjab & Himachal Pradesh)

The jury brought strong expertise in **technology leadership, AI-driven innovation, enterprise incubation, and startup advisory**, enabling deep, practical, and growth-oriented evaluations.

Event Highlights

Participating startups presented structured updates covering:

- Product development and innovation progress
- Market traction and customer validation
- Revenue model and financial health

- Operational challenges and future roadmap

The jury engaged with founders through **interactive discussions**, offering targeted insights on:

- Product-market fit and technology scalability
- Execution efficiency and operational planning
- Go-to-market strategies and customer acquisition
- Funding preparedness and compliance readiness

Outcomes & Impact

The Pitch Perfect session provided startups with **clear, actionable feedback** and realistic benchmarks to refine their business strategies. Founders gained valuable clarity on:

- Immediate improvement areas
- Medium- to long-term growth priorities
- Alignment with CIIF's incubation milestones and support ecosystem

Conclusion

PitchPerfect reaffirmed CIIF's commitment to fostering a **high-performance startup ecosystem** through continuous evaluation, mentorship, and expert guidance. The session played a crucial role in strengthening founder accountability and accelerating the growth of CIIF's incubated startups.

Chitkara Innovation Incubator Foundation remains dedicated to empowering entrepreneurs through structured review mechanisms and industry-driven mentorship.

The Role of Agri-startups in Helping Farmers Organized into Farmer Producer Organisations (FPOs)

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"The Role of Agri-startups in Helping Farmers Organized into Farmer Producer Organisations (FPOs)"* on 17th December 2025 in online mode. The session was delivered by Mr. M.V. Ashok, Retired Chief General Manager (NABARD), who brought extensive experience and deep insights into the agricultural and rural development ecosystem. The objective of the session was to highlight the critical role that agri-startups can play in strengthening FPOs and enhancing the overall agricultural value chain.

During the session, Mr. Ashok elaborated on the concept and importance of Farmer Producer Organisations (FPOs) as collective institutions that empower small and marginal farmers by improving their access to inputs, technology, credit, and markets. He emphasized how agri-startups can collaborate with FPOs to provide innovative solutions such as digital platforms for aggregation, supply chain optimization, farm advisory services, and market linkages. The session also highlighted the role of startups in improving price realization for farmers, reducing inefficiencies in the value chain, and enabling financial inclusion through tailored agri-fintech solutions.

The session provided valuable insights into government initiatives, NABARD support mechanisms, and opportunities for startups to engage with FPOs in a meaningful and scalable manner. Participants gained a clear understanding of how integrating technology with grassroots-level institutions can drive inclusive growth and rural development. Overall, the session was highly informative and impactful, encouraging startups to explore collaborative models with FPOs and contribute towards building a more resilient and farmer-centric agricultural ecosystem.

ESOPs that Motivate and Retain Rockstars

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"ESOPs that Motivate and Retain Rockstars"* on 19th December 2025 in online mode. The session was delivered by Ms. Esha Sukthankar, Advisory Partner at Proficere Consulting, who shared her expertise in human capital strategy and compensation structuring. The objective of the session was to help startups understand how Employee Stock Ownership Plans (ESOPs) can be effectively used as a strategic tool for attracting, motivating, and retaining top talent.

During the session, Ms. Sukthankar provided a comprehensive overview of ESOP structures, explaining key components such as grant allocation, vesting schedules, cliff periods, and exercise mechanisms. She emphasized the importance of aligning employee incentives with long-term organizational growth and highlighted how ESOPs can foster a sense of ownership and commitment among team members. The session also covered regulatory and taxation aspects, along with best practices for designing ESOP policies that are both attractive to employees and sustainable for startups.

Through practical examples and real-world scenarios, participants gained clarity on how to structure ESOPs in a way that balances founder equity, investor expectations, and employee motivation. The session was interactive and addressed common concerns related to dilution, valuation impact, and communication of ESOP benefits to employees. Overall, the session was highly insightful and valuable, enabling startups to leverage ESOPs as a powerful tool for building strong, committed teams and supporting long-term business growth.

Building Distribution in Rural India: The Hardest GTM Problem in Agritech

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Building Distribution in Rural India: The Hardest GTM Problem in Agritech"* on 24th December 2025 in online mode. The session was delivered by Ms. Sana Afreen, Founder & CEO of BeyondTheLoop, who shared her deep expertise in rural markets and agri-focused business models. The objective of the session was to help startups understand the complexities of go-to-market (GTM) strategies in rural India and equip them with practical approaches to overcome distribution challenges in the agritech sector.

During the session, Ms. Afreen highlighted the unique characteristics of rural markets, including fragmented demand, limited infrastructure, and trust deficits, which make distribution particularly challenging. She emphasized the importance of building strong local networks, leveraging community-based channels, and partnering with on-ground stakeholders such as FPOs, local entrepreneurs, and cooperatives. The session also covered strategies for last-mile delivery, demand aggregation, and the role of digital tools in improving accessibility and efficiency.

Through real-world examples and case studies, participants gained insights into scalable and sustainable distribution models tailored for rural contexts. The session encouraged startups to adopt a hyper-local approach, focus on relationship-building, and design solutions that are both affordable and easy to use for rural consumers. Overall, the session was highly practical and insightful, enabling participants to better understand the nuances of rural GTM strategies and equipping them with actionable knowledge to expand their reach in underserved markets.

Creating a Storyline for Your Startup

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Creating a Storyline for Your Startup"* on 08th January 2026 in online mode. The session was delivered by Mr. Sameer Shaikh, Co-Founder of FundEnable. The objective of the session was to help startups understand the importance of storytelling in building a strong brand narrative and effectively communicating their value proposition to investors, customers, and stakeholders.

During the session, Mr. Shaikh emphasized that a well-crafted storyline is a critical component of successful pitching and fundraising. He guided participants on how to structure their startup narrative by clearly defining the problem statement, presenting a compelling solution, highlighting the target market, and demonstrating traction and impact. The session also covered techniques for creating engaging pitch decks and maintaining clarity and consistency in communication. Participants were encouraged to focus on authenticity, simplicity, and emotional connect while presenting their ideas.

Through practical examples and interactive discussions, startups gained valuable insights into transforming complex business ideas into clear and compelling stories. The session enabled participants to refine their pitch delivery and enhance their ability to engage with investors and stakeholders effectively. Overall, the session was highly informative and impactful, contributing significantly to improving the communication and presentation skills of the participating startups.

Various Support Services of NABARD for Startups & Overview of NABARD

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Various Support Services of NABARD for Startups & Overview of NABARD"* on 13th January 2026 in online mode. The session was delivered by Mr. M.V. Ashok, Retired Chief General Manager (NABARD), who shared his extensive experience and insights into the rural and agricultural financing ecosystem. The objective of the session was to familiarize startups with the role of NABARD and the various support mechanisms available for startups, particularly in the agri and rural sectors.

During the session, Mr. Ashok provided a comprehensive overview of NABARD's mandate in promoting sustainable rural development and strengthening the agricultural ecosystem. He elaborated on various schemes, funding opportunities, and capacity-building initiatives designed to support startups and agripreneurs. The session also highlighted the role of NABARD in facilitating access to credit, supporting Farmer Producer Organizations (FPOs), and enabling infrastructure development in rural areas. Participants were guided on how to align their business models with NABARD's initiatives and leverage institutional support for scaling their ventures.

The session was highly informative and provided participants with a deeper understanding of the opportunities available within the NABARD ecosystem. It encouraged startups to explore collaborations, utilize government-backed schemes, and contribute towards inclusive growth and rural development. Overall, the session added significant value by enhancing awareness about institutional support systems and empowering startups to leverage these opportunities effectively.

Legal Compliances & Legalities for Agritech Startups – From Farm to Funding

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Legal Compliances & Legalities for Agritech Startups – From Farm to Funding"* on 23rd January 2026 in online mode. The session was delivered by Ms. Palak Devpura, Founder of Spinach Lawz, who shared her expertise in startup legal advisory and regulatory frameworks. The objective of the session was to educate agritech startups on the critical legal requirements and compliances necessary throughout their business lifecycle, from incorporation to fundraising.

During the session, Ms. Devpura provided a detailed overview of key legal aspects including company formation, regulatory registrations, contract management, and intellectual property protection. She emphasized the importance of maintaining proper legal documentation and adhering to statutory compliances to ensure smooth operations and avoid potential legal risks. The session also covered investor-related legalities such as due diligence, term sheets, and shareholder agreements, highlighting their significance in securing funding and building investor confidence.

The session was highly informative and practical, enabling participants to understand the legal landscape associated with agritech ventures. Startups were encouraged to proactively address compliance requirements and adopt best practices to strengthen their legal preparedness. Overall, the session contributed significantly to enhancing the awareness and readiness of startups in managing legal and regulatory challenges, aligning with the broader objective of building sustainable and investment-ready enterprises.

Designing a Cap Table for Your Startup & Calculating Valuation of Your Startup and Deal Structures

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Designing a Cap Table for Your Startup & Calculating Valuation of Your Startup and Deal Structures"* on 30th January 2026. The session was delivered by Mr. Sameer Shaikh, Co-Founder of FundEnable, who shared his expertise in startup finance, valuation, and investment structuring. The objective of the session was to equip startups with a clear understanding of equity management, valuation methodologies, and structuring investment deals effectively.

During the session, Mr. Shaikh explained the fundamentals of capitalization tables (cap tables), highlighting how equity is distributed among founders, investors, and employees. He emphasized the importance of maintaining a well-structured cap table to ensure transparency, avoid excessive dilution, and retain founder control while attracting investors. The session also covered key aspects such as equity allocation, dilution across funding rounds, and ESOP pool structuring.

In addition, the session provided insights into various startup valuation methods, including comparable analysis, venture capital method, and discounted cash flow approaches. Mr. Shaikh also discussed different deal structures, term sheets, and negotiation strategies, helping startups understand how investment agreements are structured in real scenarios. Practical examples were used to simplify complex financial concepts and provide clarity on how valuation impacts fundraising outcomes.

Overall, the session was highly informative and valuable, enabling participants to develop a strong foundation in financial planning and investment structuring. It significantly enhanced the startups' ability to manage equity efficiently, approach investors with confidence, and make informed decisions during fundraising processes.

Understanding Unit Economics

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Understanding Unit Economics"* on 30th January 2026. The session was delivered by Mr. Sameer Shaikh, Co-Founder of FundEnable, who shared his expertise in startup finance and business sustainability. The objective of the session was to help startups understand the importance of unit economics in evaluating the financial viability and scalability of their business models.

During the session, Mr. Shaikh explained key concepts of unit economics, focusing on metrics such as Customer Acquisition Cost (CAC), Lifetime Value (LTV), contribution margin, and breakeven analysis. He emphasized that strong unit economics is essential for building a sustainable and profitable business, especially in the context of attracting investors. The session also highlighted how startups can optimize costs, improve revenue streams, and ensure that each unit of their product or service generates value.

Through practical examples and real-world scenarios, participants gained clarity on how to calculate and interpret these metrics effectively. The session encouraged startups to regularly monitor their financial performance and make data-driven decisions to improve efficiency and profitability. Overall, the session was highly insightful and valuable, enabling participants to strengthen their financial understanding and build scalable, investment-ready business models.

From Ground to Growth: Content, LinkedIn & AI Strategies for AgriTech Startups

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"From Ground to Growth: Content, LinkedIn & AI Strategies for AgriTech Startups"* on 31st January 2026. The session was delivered by Mr. Sourabh Goyal, Founder & CEO of SuccessBrew, who shared his expertise in digital marketing, branding, and AI-driven growth strategies. The objective of the session was to equip agri-tech startups with effective tools and techniques to build a strong digital presence and scale their outreach using modern platforms and technologies.

During the session, Mr. Goyal emphasized the importance of content-driven growth and how startups can leverage platforms like LinkedIn to build credibility, attract investors, and generate business opportunities. He provided practical insights on creating impactful content, personal branding for founders, and consistency in communication to build trust within the ecosystem. The session also explored the role of AI tools in content creation, lead generation, and marketing automation, enabling startups to optimize their efforts and scale efficiently.

Through real-world examples and actionable strategies, participants gained a clear understanding of how to use digital platforms effectively for growth. The session encouraged startups to adopt a structured approach towards content marketing and leverage AI to enhance productivity and reach. Overall, the session was highly engaging and informative, helping participants strengthen their marketing strategies and accelerate their growth journey in a competitive ecosystem.

Embedded Finance as a GTM Weapon (Not a Feature) & Loyalty, Repeat Usage and 'Stickiness' in Agritech

Chitkara Innovation Incubator Foundation, under the Chitkara Accelerator Program 2025, conducted a session on *"Embedded Finance as a GTM Weapon (Not a Feature) & Loyalty, Repeat Usage and 'Stickiness' in Agritech"* on 31st January 2026. The session was delivered by Mr. Anuj Kanwar, Fintech & Treasury Expert, who shared his deep insights into financial innovation and customer engagement strategies in the agritech ecosystem. The objective of the session was to help startups understand how financial integration and customer retention strategies can be leveraged to drive growth and long-term sustainability.

During the session, Mr. Kanwar emphasized that embedded finance should not be viewed merely as an add-on feature, but as a powerful go-to-market (GTM) strategy. He explained how integrating financial services such as payments, credit, insurance, and lending into agri platforms can enhance user experience, improve accessibility, and create additional revenue streams. The session highlighted how such integrations can strengthen value propositions and enable startups to differentiate themselves in competitive markets.

The second part of the session focused on building customer loyalty, ensuring repeat usage, and creating product "stickiness" in agritech solutions. Mr. Kanwar discussed key strategies such as designing user-centric products, offering incentives, leveraging data for personalization, and maintaining consistent engagement with users. He emphasized that retaining customers is often more cost-effective than acquiring new ones and is critical for long-term success.

Through practical examples and real-world insights, participants gained a comprehensive understanding of how to combine financial innovation with strong customer engagement strategies. Overall, the session was highly insightful and impactful, equipping startups with actionable strategies to enhance their go-to-market approach, improve customer retention, and build scalable and sustainable business models.

Startups Achievements

Nisha Niranjan, Founder of Mycovia, honoured with the Mushroom Icon Recognition 2026 at the CropIcon Platform.

Aumsat Technologies LLP, incubated and funded by Chitkara Innovation Incubator Foundation (CIIF), Chitkara University, has won the prestigious AABI Award 2025 by the Asian Association of Business Incubation (AABI)!

Rajat Soni, Founder of Fusionverse Autos Private Limited—an incubated startup supported by Chitkara Innovation Incubator Foundation—has been honored with the prestigious *Punjab Innovation Leadership Award* for developing **ResqTag**, a breakthrough solution redefining vehicle safety and connectivity.

Influenzo Technologies LLP, an incubated and funded startup at Chitkara Innovation Incubator Foundation (CIIF), Chitkara University, has secured the 2nd Runner-Up position at the TiE U Global Pitch Competition 2025