

NEWSLETTER



WHO WE ARE?

 OUR VISION
  OUR APPROACH



WE ARE A DYNAMIC TEAM OF INNOVATORS, MENTORS, AND STRATEGISTS COMMITTED TO TURNING YOUR IDEAS INTO IMPACTFUL VENTURES

Empowering Visionaries, Building the Future



Welcome to the March edition of the IIMT Business Incubator Foundation (IIMT-BIF) newsletter. This month has been packed with exciting events, collaborations, and milestones that continue to strengthen our mission of fostering innovation and entrepreneurship.



IIMT BUSINESS INCUBATOR FOUNDATION

At IIMT Business Incubator Foundation, we are dedicated to nurturing innovation, fostering entrepreneurship, and empowering startups to create lasting impact.

Explore. Innovate. Achieve.
Let's shape the future—together!

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ABOUT US

IIMT Business Incubator Foundation (IIMT-BIF) is a leading incubator, recognized by Start-in-UP, Government of Uttar Pradesh, and MSME (Micro, Small & Medium Enterprises), dedicated to fostering innovation and entrepreneurship. Situated within IIMT University, we provide a nurturing ecosystem for startups and aspiring entrepreneurs to transform their ideas into successful ventures.

Our state-of-the-art facilities, coupled with mentorship programs, funding opportunities, and industry connections, empower innovators to navigate the challenges of building and scaling their businesses. We are committed to driving economic growth and creating a vibrant startup ecosystem in Uttar Pradesh.

We strive to provide comprehensive support, resources, and guidance to help startups thrive and contribute to the region's entrepreneurial landscape.

IIMT-BIF is more than an incubator; we are a community of visionaries, mentors, and partners working together to shape the future.

MESSAGE FROM THE CHANCELLOR



Dear Stakeholders,

It is with great pleasure that I address you through this newsletter of the IIMT Business Incubator Foundation. As Chancellor, I am immensely proud of the strides IIMT-BIF is making in fostering innovation and entrepreneurship. Our commitment to providing a nurturing ecosystem for startups is unwavering.

I encourage all our students and aspiring entrepreneurs to leverage the resources and mentorship available at IIMT-BIF. Together, we can drive economic growth and create a vibrant startup ecosystem in Uttar Pradesh.

Best wishes,

Sh. Yogesh Mohanji Gupta
Chancellor, IIMT University

MESSAGE FROM THE PRO CHANCELLOR



Dear Members of the IIMT Community,

It gives me great satisfaction to witness the growth and impact of the IIMT Business Incubator Foundation. As Pro-Chancellor, I am deeply committed to fostering a culture of innovation and entrepreneurship within our university.

IIMT-BIF's efforts in providing comprehensive support to startups and facilitating valuable networking opportunities are commendable. I urge all stakeholders to continue collaborating and contributing to the success of our startups and the broader entrepreneurial landscape in Uttar Pradesh.

Best regards,

Dr. Mayank Agarwal

Pro-Chancellor, IIMT University

MESSAGE FROM THE VICE CHANCELLOR



Dear Readers,

I am delighted to see the progress highlighted in this March newsletter of the IIMT Business Incubator Foundation. IIMT University is dedicated to supporting IIMT-BIF in its mission to empower visionary entrepreneurs.

The initiatives and activities undertaken by IIMT-BIF, such as the "Coding Beyond Boundaries" session and the sharing of Startup Mahakumbh opportunities, reflect our commitment to bridging academia and industry. I encourage our students to actively participate and contribute to the startup ecosystem.

Sincerely,

Dr. Deepa Sharma

Vice-Chancellor, IIMT University

OUR VISION & MISSION

Vision:

To be a leading incubator in Uttar Pradesh, recognized for nurturing successful startups that contribute to the state's economic growth. We aim to support 50+ startups by 2028, fostering a sustainable and impactful entrepreneurial ecosystem.

Mission:

- **Incubate** : Provide comprehensive support to 15-20 early-stage startups annually, focusing on mentorship, resource access, and strategic guidance.
- **Empower** : Offer targeted workshops and training programs, delivering 40+ hours of skill development sessions each year to equip entrepreneurs with essential business acumen.
- **Connect** : Facilitate meaningful networking opportunities with 25+ investors, industry experts, and potential partners to foster collaboration and growth.
- **Impact** : Support startups in generating a combined annual revenue of ₹20+ Crore, contributing to the economic development of Uttar Pradesh.

FROM THE DESK OF CEO

Dear Stakeholders,

As we conclude March 2025, I'm excited to share the progress and accomplishments at IIMT Business Incubator Foundation.



This month, we've furthered our commitment to nurturing startups and driving innovation in Uttar Pradesh.

Our dedicated team has worked tirelessly to empower visionary entrepreneurs, providing them with the resources, mentorship, and connections needed to succeed. We've seen significant advancements in several of our incubated startups, with many achieving key milestones in product development, market entry, and fundraising.

We actively participate in state / national events, providing valuable opportunities for our startups to showcase their potential and network with key stakeholders. These interactions have led to new collaborations, partnerships, and investment prospects.

Looking ahead, we are excited to expand our programs, support even more innovative ventures, and continue fostering a vibrant startup ecosystem that contributes to the economic growth of our state.

Sincerely,

*Vaibhav Sharma
CEO, IIMT Business Incubator Foundation*

FROM THE DESK OF EDITOR

*Welcome to the March edition of the
IIMT Business Incubator Foundation
Newsletter!*



This month, we're excited to bring you a curated selection of stories highlighting the vibrant innovation and entrepreneurial spirit within our incubator. Inside, you'll find insights into the accomplishments of our startups, updates on strategic partnerships, and coverage of key events that are shaping the future of business in Uttar Pradesh.

From the success of the Startup Mahakumbh 2025 to the impactful "Coding Beyond Boundaries" lecture, we aim to keep you informed and inspired. We hope this newsletter provides valuable insights into the exciting developments at IIMT-BIF and the broader startup ecosystem.

Thank you for being a part of our journey!

Sincerely,

Akshay Raj

Editor / Sr. Manager, IIMT Business Incubator Foundation

ACTIVITY HIGHLIGHTS - MARCH 2025



Picture - Shree Avneesh Bhatnagar, along with Prof. Dinesh Kumar, Dr. Deepa Sharma, Dr. V.P. Rakesh, and Dr. Neeraj Sharma, exploring the state-of-the-art facilities at IIMT Business Incubation Center during their landmark visit to foster innovation and entrepreneurship

Sh. Avneesh Bhatnagar (National General Secretary, Vidya Bharti, New Delhi) & Dignitaries Visit IIMT BIF

On March 18, 2025, the IIMT BIF proudly welcomed a delegation of esteemed dignitaries, including Sh. Avneesh Bhatnagar (National General Secretary, Vidya Bharti, New Delhi), Prof. Dinesh Kumar (H.O.D, CCSU, Meerut), Dr. Deepa Sharma (Vice Chancellor, IIMTU), Dr. V.P. Rakesh (Registrar, IIMTU), and Dr. Neeraj Sharma (DSW-IIMTU).

The dignitaries explored IIMTU's state-of-the-art facilities and engaged in insightful discussions on the incubation system, funding support mechanisms, and the significance of industry-academia collaborations. The dignitaries also discussed the future plans of the incubator and the startups working with us. They commended IIMTU's structured approach to fostering innovation and equipping young entrepreneurs with essential resources.

This visit reinforces IIMT University's position as a leading hub for startup incubation, driving technological advancement and economic development in the region. We are honored by the recognition and remain committed to empowering young minds and transforming ideas into sustainable businesses.



ACTIVITY HIGHLIGHTS - MARCH 2025



Piyush "Tricky Man" Sharma connects with the IIMT University audience, sparking engaging discussions and entrepreneurial inspiration during the "Coding Beyond Boundaries" session.

"Coding Beyond Boundaries": Tricky Man – Piyush Sharma Inspires IIMTU Students

On March 24, 2025, IIMT Business Incubator Foundation and E-Cell hosted "INNOVATE X," featuring Piyush Sharma, known as Tricky Man, a renowned educational content creator. Tricky Man shared his journey from tech enthusiast to successful entrepreneur, inspiring students to monetize their passions and explore tech-driven careers.

The session highlighted free certification and internship opportunities, the importance of hackathons, and the future of tech in AI, Blockchain, and IoT.

Students engaged in Q&A, gaining insights on career transitions and securing international tech internships.

This event underscores IIMTU's commitment to fostering innovation and bridging the gap between academic learning and industry expectations, ultimately supporting the creation of successful startups within our incubator.



ACTIVITY HIGHLIGHTS - MARCH 2025

STARTUP MAHAKUMBH 2025 - A GOLDEN OPPORTUNITY FOR STARTUPS

STARTUP
mahakumbh
BHARAT INNOVATES
April 3 - 5, 2025 | Bharat Mandapam, New Delhi

Join the Largest Startup Event in India

Unlocking Entrepreneurial Success at Startup Mahakumbh 2025: Your Gateway to Innovation and Growth

IIMT-Business Incubator Foundation Shares Startup Mahakumbh Opportunities with Startups and Students

IIMT Business Incubator Foundation empowered its startups and students by sharing valuable information and insights regarding Startup Mahakumbh 2025, held from April 3-5 in New Delhi.

Recognizing the event's potential as a platform for startups to showcase innovations, connect with investors, and secure growth opportunities, IIMT-BIF provided details on free exhibitor pods and registration opportunities.



As the Indian startup ecosystem continues to thrive, Startup Mahakumbh 2025 emerges as a flagship event for entrepreneurs to showcase their innovations, connect with industry leaders, and secure opportunities for growth. Scheduled to take place from April 3-5, 2025, at the Bharat Mandapam, New Delhi, this event is more than just a platform—it's a launchpad for startups aiming to make an impact.

This initiative aligns with IIMTU's commitment to nurturing entrepreneurial talent and fostering a vibrant startup ecosystem by connecting them with key industry events.

STARTUP NEWS & HIGHLIGHTS - MARCH 2025

Online Retail and Quick Commerce Trends in India

A recent report by Bain & Company and Flipkart projects India's online retail market to reach \$60 billion by 2025, driven significantly by quick commerce. The report highlights that Tier 2 and 3 cities are emerging as key growth areas, reflecting wider e-commerce adoption across different regions of India. The rise of quick commerce is attributed to increasing consumer demand for faster delivery and broader product availability. This trend aligns with IIMT-BIF's commitment to supporting startups that leverage technology to meet evolving market needs and drive economic growth in Uttar Pradesh.

(Source: YourStory, March 29, 2025)



Hyderabad-Based Startup Equal Simplifies Financial Data Sharing

Equal, a Hyderabad-based startup, is simplifying financial data sharing with its innovative platform. Founded in 2024, Equal aims to streamline financial data sharing between individuals and institutions, improving efficiency and accuracy in the lending and financial services sectors. The platform provides solutions for income verification, credit risk assessment, and fraud detection.

(Source: YourStory, March 27, 2025)

Gartner Identifies Key Trends for Startup CEOs in 2025

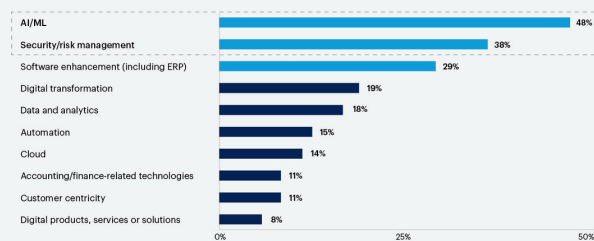
Gartner has outlined key trends that will shape the strategies of startup CEOs in 2025. Beyond traditional business concerns, CEOs must increasingly focus on sustainable and ethical practices, embedding these values into their business models to attract socially conscious consumer and investors. They also need to

prioritize leveraging AI for competitive advantage, exploring AI applications to enhance operational efficiency, personalize customer experiences, and develop innovative products. Finally, startups should be prepared to adapt to the evolving regulatory landscape, staying informed about new regulations related to data privacy, AI ethics, and environmental sustainability to ensure compliance and maintain stakeholder trust. The ability to build resilient and adaptable business models will be critical for navigating the complexities of the future market.

(Source: Gartner, "2025 Trends for Startup CEOs," March 2025)

Boards Discuss Top Technologies Leading With AI

Sum of top 3, coded multiple responses



n = 285, nonexecutive board of directors
Q: What are the top 3 technologies that have come up for discussion at the board level in the past year?
Source: Gartner
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Gartner.

OTHER HAPPENINGS IN THE INCUBATOR

Financial Year-End Internal Meetings

This action reflects the incubator's proactive approach in March to not only close the financial year on a strong note but also empower our incubated startups with the knowledge and tools necessary for future growth which can strengthen their operations and management.

Wrapping Up and Planning Ahead

In March 2025, IIMT Business Incubator Foundation conducted a series of focused internal meetings aimed at reviewing the progress of the current financial year and strategizing for the upcoming one. These sessions brought together incubator leadership, mentors, financial advisors, and startup founders to comprehensively assess financial performance, operational milestones, and resource utilization.



Key highlights from meetings included:

- Detailed analysis of startups' financial statements and cash flow management.
- Evaluation of funding utilization and identification of new investment opportunities.
- Discussions on optimizing operational efficiencies and scaling strategies.
- Setting clear financial goals aligned with market realities and growth ambitions for the next year.

Guidance for Startups Financial Planning and Growth Strategies

During the wrap-up meetings, the incubator team provided startups with practical advice and actionable insights to strengthen their financial health and business planning.

Budgeting and Cash Flow Management: Startups were advised to create realistic budgets that reflect both fixed and variable costs, ensuring disciplined cash flow monitoring to avoid liquidity crunches.

Setting Financial Milestones: Emphasis was placed on defining measurable financial targets for revenue, expenses, and profitability to track progress effectively.

Resource Allocation: Guidance was offered on prioritizing expenditures that directly contribute to product development, customer acquisition, and scaling operations.

Fundraising Readiness: Startups were encouraged to prepare clear financial reports and growth narratives to attract potential investors and partners.

Leveraging Incubator Support: Founders were reminded to utilize mentorship, training sessions, and networking opportunities provided by IIMT-BIF to enhance their financial acumen and business strategies.





STARTUP STORY

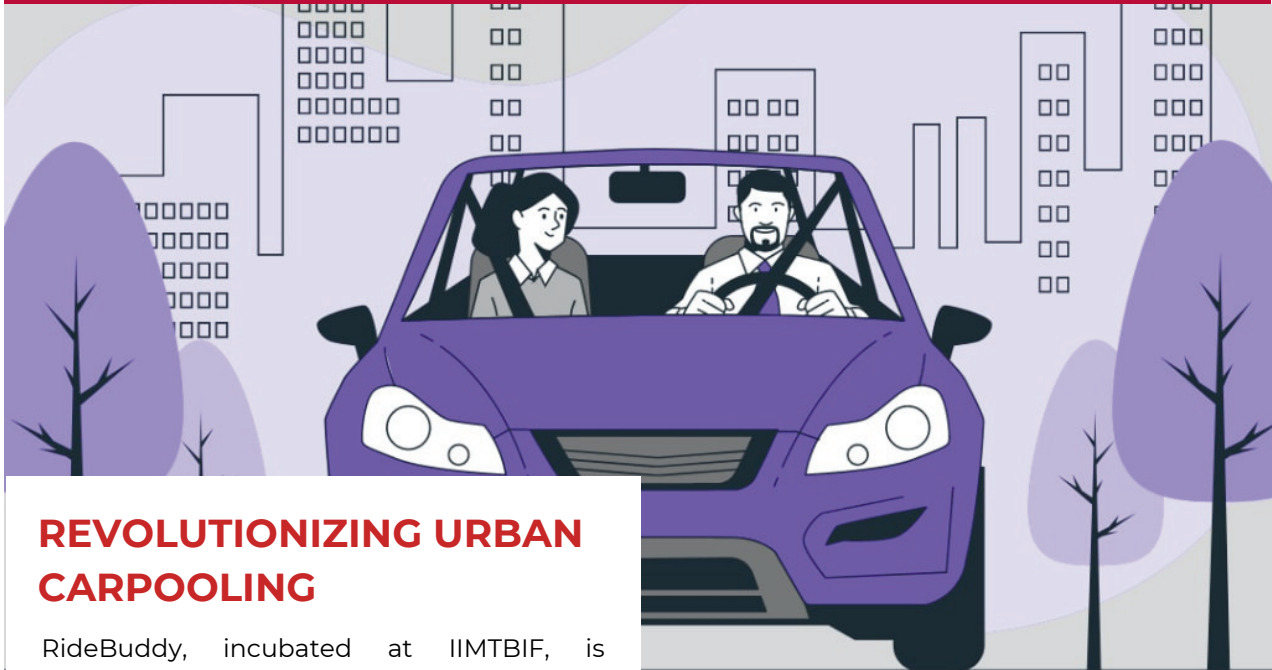
Showcasing Innovation at IIMT-BIF



Each month, this newsletter will spotlight one of the innovative startups incubated at IIMT Business Incubator Foundation, sharing their journey, challenges, and successes.

*This March, we are thrilled to feature **RideBuddy**, a startup revolutionizing urban carpooling.*

STARTUP STORIES - RIDEBUDDY

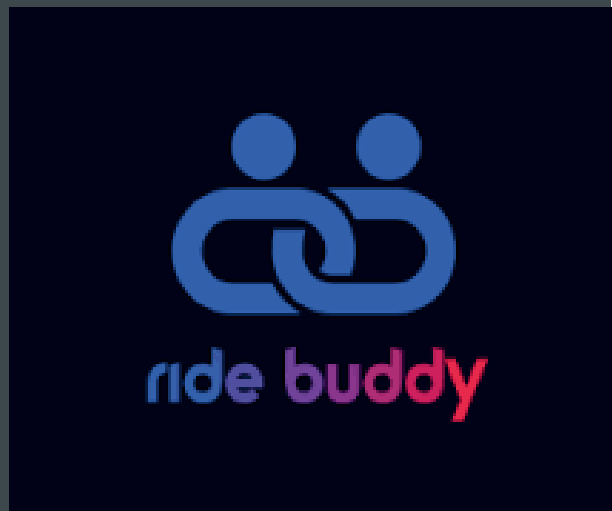


REVOLUTIONIZING URBAN CARPOOLING

RideBuddy, incubated at IIMTBIF, is transforming the way urban India commutes. Developed by **AP Mobility India Private Limited**, **RideBuddy** is a cutting-edge carpooling platform that connects drivers and passengers traveling along similar routes, offering a smarter, safer, and more sustainable alternative to traditional transportation methods.

WHAT MAKES RIDEBUDDY UNIQUE?

- **Advanced Safety Features:** RideBuddy prioritizes user safety with standout features such as Women-Only Travel Options, allowing female users to travel exclusively with other women. The platform also provides SOS Emergency Assistance for real-time support, 100% KYC-Verified Users for enhanced trust, and Live Tracking for real-time trip monitoring.
- **Community and Transparency:** Users can view social profiles and reviews of fellow carpoolers, fostering a transparent and accountable community.
- **AI-Driven Matching:** RideBuddy's intelligent algorithm efficiently pairs riders and drivers based on routes, schedules, and preferences, ensuring convenience and optimal occupancy.



IMPACT AND VISION

By optimizing vehicle occupancy, RideBuddy not only reduces commuting costs for individuals but also helps alleviate urban traffic congestion and significantly lowers carbon emissions, supporting global sustainability goals. The platform primarily serves urban professionals, students, and daily commuters, addressing their unique mobility needs with a scalable, commission-based business model.

UPCOMING EVENTS

Stay ahead with IIMT-BIF's curated selection of events designed to empower startups and foster innovation. Mark your calendars and join us to gain valuable insights, network with industry experts, and accelerate your entrepreneurial journey.

WE ENCOURAGE ALL STARTUPS AND ASPIRING ENTREPRENEURS TO ACTIVELY PARTICIPATE IN OUR UPCOMING EVENTS. TOGETHER, LET'S EXPLORE, INNOVATE, AND ACHIEVE!

WORKSHOP: "UNLOCKING OPPORTUNITIES WITH THE ONE DISTRICT ONE PRODUCT (ODOP) SCHEME"

Date: April 29, 2025

Time: 11 AM

Location: IIMT-BIF Innovation Lab

Description:

Empower your startup with insights into Uttar Pradesh's transformative One District One Product (ODOP) scheme. This workshop will provide a comprehensive policy briefing, guiding you through the scheme's objectives, benefits, and application process.

What You'll Learn:

- Understanding ODOP: Overview of the scheme's goals to promote specialized products and local crafts from each district.
- Identifying Opportunities: Discover how your startup can align with ODOP to leverage government support and access new markets.
- Navigating the Policy: Detailed briefing on eligibility criteria, application procedures, and available incentives.

Who Should Attend:

- Startups in Uttar Pradesh looking to expand their product reach.
- Anyone seeking to understand and leverage government policies for business growth.

CONTACT US

We're here to support your entrepreneurial journey. Whether you have questions, feedback, or partnership inquiries, we'd love to hear from you.

We are committed to responding to your inquiries promptly. Let's shape the future—together!

FOLLOW US



CONTACT US



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SCAN ME



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