

NEWSLETTER



**START
INUP**
A Government of UP Initiative



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



**IIMT
UNIVERSITY**
— MEERUT (U.P.) —
Continuum Education System, Transforming Lives



READY TO ELEVATE YOUR BRAND?

WE SEE EVERY NEW STARTUP AS A PARTNERSHIP. WE WORK CLOSELY WITH YOU TO UNDERSTAND YOUR VISION, PROVIDE INSIGHTS, AND DELIVER CREATIVE SUPPORT THAT ALIGN WITH YOUR GOALS.



MENTOR SUPPORT



INFRASTRUCTURE
SUPPORT



INVESTOR CONNECT

JULY 2025

Empowering Visionaries, Building the Future



Welcome to the July edition of the IIMT Business Incubator Foundation (IIMT-BIF) newsletter.



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

The IIMT Business Incubator Foundation (IIMT-BIF) is a government-recognized incubator under the Start-in-UP and MSME initiatives, dedicated to nurturing early-stage startups and student-led innovations.

Established within IIMT University, Meerut, IIMT-BIF serves as a dynamic launchpad for aspiring entrepreneurs, offering end-to-end support including modern infrastructure, expert mentorship, access to funding, and strong industry linkages.

With a focus on ideation, innovation, and growth, we empower founders to transform their ideas into impactful, scalable ventures.

As of July 2025, we have successfully incubated over 30 startups, facilitated funding, and contributed to the creation of more than 100 jobs across various sectors. Our deep-rooted commitment to fostering a vibrant entrepreneurial ecosystem in Uttar Pradesh drives our mission forward—we are not just building businesses, we are building futures.

Join us at IIMT-BIF and be part of a movement that's shaping the next generation of changemakers.

MESSAGE FROM THE CHANCELLOR



Dear Stakeholders,

I am pleased to share my thoughts with you in this July 2025 edition of the IIMT Business Incubator Foundation newsletter. Each passing month, IIMT-BIF continues to reaffirm its role as a catalyst for innovation, entrepreneurship, and transformative change. The energy and commitment shown by our incubated startups, mentors, and support teams are truly commendable.

At IIMT University, we remain steadfast in our mission to empower the next generation of changemakers. I encourage all students, researchers, and aspiring founders to leverage the vibrant ecosystem of IIMT-BIF—where ideas are nurtured, talent is guided, and dreams take flight.

Let us move forward with renewed purpose and passion to shape a future driven by creativity, technology, and enterprise.

Warm regards,

Sh. Yogesh Mohanji Gupta

Chancellor, IIMT University

MESSAGE FROM THE PRO CHANCELLOR



Dear Members of the IIMT Community,

As we reflect on the progress made in July 2025, I am inspired by the continued dedication and innovation emerging from the IIMT Business Incubator Foundation. IIMT-BIF is steadily becoming a cornerstone of entrepreneurial advancement—not only within our university but also across the broader landscape of Uttar Pradesh.

It is heartening to see our startups gaining momentum, securing support, and building solutions that address real-world challenges. This is a testament to the collaborative spirit and dynamic environment cultivated at IIMT-BIF. I encourage all students, faculty, and industry partners to remain actively involved in this journey of innovation and impact.

Together, let us continue to shape a future defined by bold ideas, meaningful ventures, and inclusive growth.

Best regards,

Dr. Mayank Agarwal

Pro-Chancellor, IIMT University

MESSAGE FROM THE VICE CHANCELLOR



Dear Readers,

It is a privilege to share my thoughts in this July 2025 edition of the IIMT Business Incubator Foundation newsletter. At IIMT University, we believe that innovation is the cornerstone of progress—and IIMT-BIF stands as a testament to this belief. The incubator's tireless efforts in empowering young entrepreneurs and translating ideas into viable businesses are both inspiring and impactful.

As Vice Chancellor, I take great pride in the role IIMT-BIF plays in shaping a vibrant startup ecosystem rooted in creativity, collaboration, and resilience. I encourage our students, researchers, and alumni to explore the wide range of opportunities the incubator offers—from mentorship and funding access to industry linkages and skill-building programs. Let us continue to foster a culture where knowledge meets enterprise, and vision turns into action. The future belongs to those who innovate—and IIMT-BIF is where that future begins.

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 Entrepreneurs, Partners, and
Supporters,*

*As CEO of the IIMT Business Incubator
Foundation, I am delighted to share*



our continued progress and achievements in this July 2025 edition. Over the past month, we have seen incredible energy, ideas, and ambition from our incubated startups. Their determination to innovate, solve real-world problems, and create impact is exactly what IIMT-BIF stands for.

Our team remains focused on building a supportive, resource-rich ecosystem that provides early-stage ventures with the mentorship, funding access, infrastructure, and networks they need to succeed. With strong backing from Start-in-UP, MSME, and IIMT University, we are proud to be part of a larger mission—to drive sustainable innovation and inclusive growth across Uttar Pradesh and India.

I encourage all aspiring founders, domain experts, and investors to join hands with us. At IIMT-BIF, we're not just accelerating startups—we're building a future powered by ideas and driven by purpose.

Warm regards,

Dr. Vaibhav Sharma

CEO, IIMT Business Incubator Foundation

FROM THE DESK OF EDITOR

Dear Readers,

Welcome to the July 2025 edition

of the IIMT Business Incubator

Foundation newsletter. Each month, we

have the privilege of showcasing the



incredible journey of startups, mentors, and ecosystem partners who are shaping the future through innovation and collaboration.

At IIMT-BIF, we remain committed to providing a platform where ideas are not only encouraged but empowered. This newsletter is a reflection of the momentum we are building—highlighting milestones, success stories, and the people behind them. It is also a reminder of the potential that lies within our student entrepreneurs, early-stage ventures, and academic collaborators.

I extend my sincere thanks to everyone contributing to this vibrant ecosystem—your passion and participation are the true driving forces behind our progress. Let us continue to engage, inspire, and innovate together.

Warm regards,

Dr. Akshay Raj

Editor / Sr. Manager

IIMT Business Incubator Foundation

PARTNERSHIP HIGHLIGHT - JULY 2025



We are excited to announce that IIMT Business Incubator Foundation is now an official ecosystem partner of Trustopay — a pioneering platform in payment gateway services and digital transaction solutions.

Joining hands with Trustopay Empowering Fintech Innovation at Every Stage

We are thrilled to announce that IIMT Business Incubator Foundation is now an official ecosystem partner of Trustopay – a leader in payment gateway solutions, fintech infrastructure, and digital transaction services. This partnership unlocks robust fintech capabilities for our startups, offering them access to cutting-edge APIs, secure payment tools, and expert mentorship.

Key Highlights:

- Access to Trustopay's secure and scalable payment gateway infrastructure
- Hands-on sessions with fintech experts from Trustopay
- Support for startups building in fintech, edtech, D2C, and digital services
- Opportunities to integrate and test real-time transaction flows

What's Next?

This collaboration goes beyond technology. We will roll out exclusive workshops, and mentorship tracks. Whether you're building a payment solution, marketplace, or financial platform — Trustopay's ecosystem can fast-track your growth.

"Strategic partnerships like this play a vital role in scaling meaningful innovation. With Trustopay's support, we are opening up a new frontier for our startups — one that's secure, scalable, and globally relevant."

— **Team IIMT Business Incubator Foundation**



MENTORS ONBOARDING IN THE INCUBATOR

Mentors Onboarded

In July 2025, IIMT BIF welcomed new mentors into its expert network to guide startup growth. Their insights will strengthen strategy, market readiness, and leadership among our incubatees.



Gaurav Parulkar

Startup Mentor

We're glad to have Gaurav Parulkar, a dedicated Startup Mentor, join us at IIMT BIF.

With 14+ years of experience, he has empowered startups and businesses by building investable ventures and driving digital value.

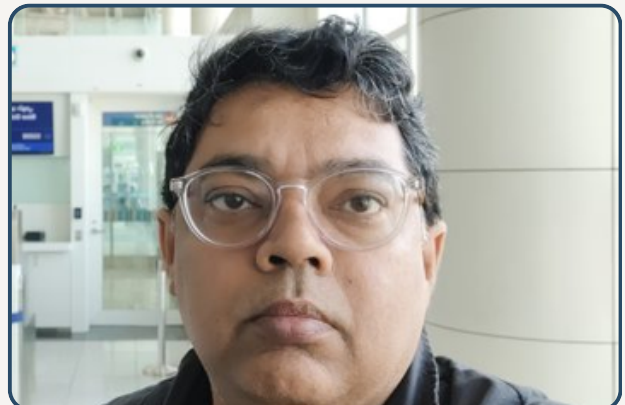
Skilled in training, mentoring, fundraising, strategy, and outreach, he brings hands-on expertise to support innovative entrepreneurs on their growth journey.

Abhay Mathur

Business Consultant

We're thrilled to have Abhay Mathur, a seasoned Business Consultant, join us as a mentor at IIMT BIF.

With 28+ years of experience in business research, market entry, growth strategy, and startup advisory, he has mentored startups and MSMEs through Startup India, SIIC IIT Kanpur, and the Atal Innovation Mission.



Aayush Sharma

Patent Attorney at S&A Law Offices LLP, New Delhi

We're delighted to onboard Aayush Sharma, an experienced Patent Attorney at S&A Law Offices LLP, New Delhi, as a mentor at IIMT BIF.

With 12 years of expertise in patent & design prosecution, filings, searches, oppositions, licensing, and technology transfer, he brings critical IP knowledge to help startups safeguard and scale their innovations.

STARTUP LEARNING CORNER – JULY 2025



Exploring knowledge, one page at a time — just like startups explore ideas. This cozy corner captures the spirit of continuous learning, reflection, and quiet innovation.

A thoughtful corner to unlock first-principle thinking, bold strategies, and unconventional wisdom for startup founders. Because true innovation begins when you stop copying and start creating!

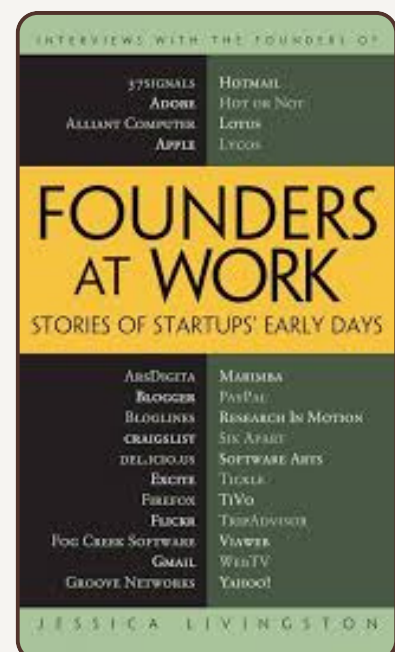
Top 3 Lessons for Startups

- success often comes after multiple failures.
- Ideas are often born from personal frustration or unmet needs.
- Staying flexible is a superpower.

Book of the Month: *Zero to One* by Peter Thiel

A fascinating collection of interviews with the creators of some of the most influential startups of our time.

- Candid stories reveal the behind-the-scenes struggles, breakthroughs, and mindset of early-stage founders.
- Features names like Steve Wozniak (Apple), Caterina Fake (Flickr), Max Levchin (PayPal), and more.



STARTUP NEWS & HIGHLIGHTS - JULY 2025



Make In India: How Key Sectors, Startups And FDI Are Powering Growth

The initiative targets multiple sectors like electronics, automotive, pharmaceuticals, textiles, food processing, aerospace, defence, and medical devices. It offers streamlined processes, relaxed compliance norms, and sector-specific incentives.

These efforts also align with opportunities for Indian manufacturers to access capital through business loans—for example, machinery financing up to Rs 80 lakh with flexible repayment options—helping local players scale up capacity or enter export markets.

Meanwhile, the key initiatives include:

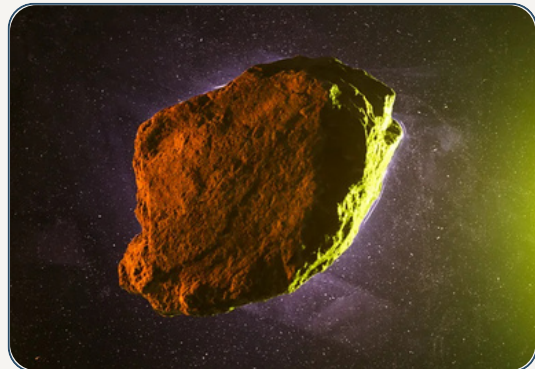
Finance support, Incubation support.

—News 18

Asteroid Mining: The Final Frontier or a Costly Fantasy?

Asteroid mining, once sci-fi, is inching toward reality as startups like AstroForge launch missions to assess asteroid resources. Despite setbacks, such as lost contact with its Odin spacecraft, AstroForge remains committed to extracting valuable metals like platinum and rhodium from space. While skeptics highlight technological and economic hurdles, supporters argue it's a sustainable alternative to Earth's environmentally damaging mining. Investors and space scientists see long-term potential, especially for in-space resource use. However, concerns remain over political implications, environmental impact, and space debris.

—BBC



Venture Capitalist Alleges Indian-origin Startup Founders Faked Ties With Tech Giants To Lure Investors

TUS-based venture capitalist Ash Arora has alleged serious misconduct by two Indian-origin startup founders, claiming they misrepresented their businesses to lure investors. These allegations have sparked both criticism and introspection across the startup community.

—News 18





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 July, we are thrilled to feature **PINKPEE**, a PORTABLE product for FEMALE URINATION DEVICE FOR HYGIENIC TRAVEL"*

STARTUP STORIES - PINKPEE



WHAT MAKES PINKPEE UNIQUE?

Developed by Hygiene Lifestyle Spirit, PinkPee is a smart, travel-friendly personal hygiene solution created specifically for women who face challenges accessing clean and safe restrooms.

Whether during long journeys, outdoor activities, or events where facilities are unhygienic or unavailable, PinkPee offers a leak-proof, odor-free, and hygienic pouch for comfortable use. Its discreet and user-friendly design ensures confidence, convenience, and cleanliness — anytime, anywhere.

By addressing a critical yet often ignored concern, PinkPee is enabling safer mobility and better health for women across all walks of life.

PinkPee, incubated at IIMT BIF, is a flagship product by Hygiene Lifestyle Spirit, designed to revolutionize women's hygiene during travel.

PORTABLE FEMALE URINATION DEVICE FOR HYGIENIC TRAVEL



IMPACT AND VISION

Hygiene Lifestyle Spirit envisions a world where every woman can travel freely without compromising on hygiene. With PinkPee, they are taking bold steps toward empowering women to navigate public and remote environments without hesitation.


Through innovation in design and a strong commitment to women's wellness, the company is building a brand that blends comfort, health, and dignity.


UPCOMING EVENTS

Stay ahead with IIMT-BIF's curated selection of events designed to empower startups and students 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 ENTREPRENEURS TO ACTIVELY PARTICIPATE IN OUR UPCOMING EVENTS. TOGETHER, LET'S EXPLORE, INNOVATE, AND ACHIEVE!

WADHWANI LIFTOFF – STARTUP ACCELERATION PROGRAM

 Date: 20th, August 2025(Tentative)

 Time: To be announced

 Mode: Online

Organized by IIMT BIF in partnership with Wadhwani Foundation

Accelerating Early-Stage Startups Through Expert-Led Learning and Mentorship


We're excited to announce that IIMT BIF, in collaboration with Wadhwani Foundation, is bringing the Wadhwani Liftoff Program—a high-impact acceleration initiative designed to support early-stage startups from Idea to MVP stage.

This isn't just another startup program—Wadhwani Liftoff is a 12-week, self-paced acceleration journey combining do-it-yourself discovery tools, real-time expert guidance, and a vibrant community of like-minded entrepreneurs.

 Key Highlights:

- Customized program journeys for each startup's unique stage
- Live online sessions with seasoned industry experts and founders
- Peer-to-peer Playbook Roundtables for collaborative learning
- 1:1 expert and mentor connects
- Access to curated startup resources, tools, and templates

Through this partnership, IIMT BIF aims to empower its 35 incubated startups and others by offering a structured journey to refine business models, achieve funding readiness, and scale efficiently.

 Mark your calendar: July 2025

 Registration and application details will be shared shortly.

Let's empower innovation—together, one startup at a time.

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



IIMT BUSINESS INCUBATOR FOUNDATION

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