

IIMT BUSINESS INCUBATOR

FOUNDATION NEWSLETTER

JUNE

2026

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SUSTAINABILITY
Building a Better
Tomorrow

THE STARTUP GENOME

BUILDING BLOCKS OF AI DRIVEN ENTREPRENEURSHIP

DEAR READERS

Welcome to the June 2026 edition of The Startup Genome, the official newsletter of the IIMT Business Incubator Foundation (IIMT-BIF).

This edition celebrates innovation, entrepreneurship, and the inspiring journey of startups that are shaping the future. Through these pages, we share ideas, achievements, opportunities, and success stories that reflect the spirit of our entrepreneurial ecosystem.

At IIMT-BIF, we remain committed to supporting innovators through mentorship, industry collaborations, and access to valuable resources that transform ideas into impactful ventures.

I sincerely thank our founders, mentors, partners, and contributors for being part of this journey.

Warm regards,
Sankalp Agrawal
Editor
IIMT Business Incubator Foundation

ABOUT US

The IIMT Business Incubator Foundation (IIMT-BIF) is a government-recognized incubation centre dedicated to fostering innovation, entrepreneurship, and startup growth.

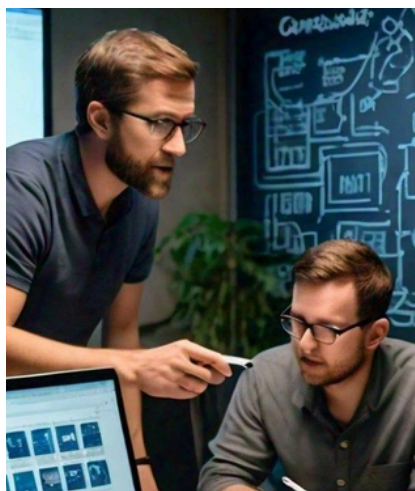
Located within IIMT University, Meerut, the foundation provides entrepreneurs with expert mentorship, funding opportunities, networking support, industry exposure, and modern infrastructure to help transform ideas into successful enterprises.

Through collaboration, innovation, and continuous support, IIMT-BIF is building a stronger and more vibrant entrepreneurial ecosystem.

ENABLING INNOVATION
EMPOWERING IDEAS
BUILDING THE FUTURE



How Machine Learning is Rewriting Startup Business Models



HOW MACHINE LEARNING IS REWRITING STARTUP BUSINESS MODELS



Ask any founder from ten years ago how a startup gets built, and you'll hear roughly the same story. You spot a problem, build something to fix it, find a few customers willing to pay, and then spend years tweaking the product based on what they tell you. It's a slow, hands-on process, and it depends a lot on gut feeling. That old formula is changing fast. AI isn't just speeding up this process, it's letting founders build things that simply weren't possible to build before. That's really what "The Startup Genome" is about this year: understanding what's actually different at the core of how AI-first companies are put together.

Take a logistics startup as an example. It used to sell "software to track your shipments." Now it might sell something closer to a prediction engine, one that watches weather patterns, vendor delays, and traffic to shave real hours off delivery times. And because the model keeps learning, the product itself is never quite finished. It's a little different every week. This changes how founders think about their first version of a product. Instead of asking "what's the smallest set of features I need to solve this problem,

" AI-first founders are more likely to ask "what's the smallest amount of data I need to get the model learning." The early product becomes less about showing off features and more about starting that feedback loop as early as possible.

Personalized pricing isn't just for the big guys anymore

There was a time when only huge companies, airlines, big e-commerce platforms, could afford to build pricing systems that adjust in real time. That's no longer true. A two- or three-person startup can plug into off-the-shelf machine learning tools and build pricing that shifts based on demand, what competitors are doing, and even what an individual customer seems willing to pay.

This shows up in how founders pitch investors, too. Rather than presenting one fixed price and a plan to acquire customers, many AI-first founders now pitch a pricing engine that gets smarter, and more profitable, on its own as it collects more data. The growth mechanism is baked right into the business model.

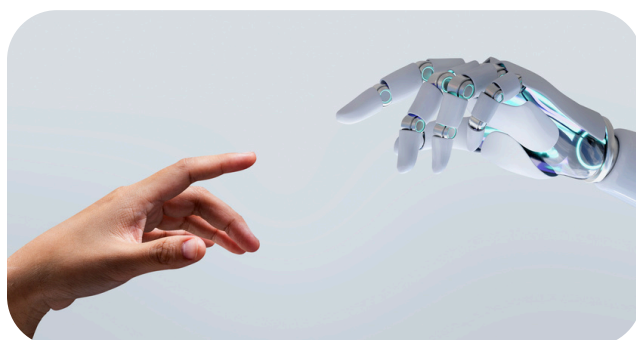


Roadmaps are becoming less about features and more about learning

Maybe the biggest shift is in how startups plan ahead. A traditional company writes a roadmap: here's what we're shipping over the next year, mostly decided by the founders and whatever the competition is doing. AI-native companies are starting to write a different kind of roadmap, one focused on which data to start collecting next and which feedback loops need closing. This also changes what "finding product-market fit" looks like. It used to be a single moment, the point where your product finally clicked with customers. Now it's more of a moving target. As the model improves, it can unlock uses nobody originally planned for.

Advantages that compound instead of just sitting there

This also changes how startups think about competition. In the past, a moat was something you built once, a strong brand, a distribution deal, a patent, and then defended. AI-driven startups build moats differently: the more people use the product, the better the model gets, which brings in more users, which generates more data. It's a flywheel. It's powerful, but it also raises real questions about consent and how much of a customer's data a company should be allowed to use to build that advantage. This matters for founders here in India too. Take an incubator like IIMT BIF, which supports startups across agriculture, healthcare, and IoT. A founder building an AI tool for irrigation advice isn't just building an app for farmers, they're building a dataset that gets more valuable with every acre monitored, every season observed, every yield recorded.



What founders and mentors should take from this

For founders, the practical lesson is simple: treat your data strategy as a core business decision, not something to figure out later. Decide early what you're collecting, how the feedback loop works, and how the model gets retrained, and make that part of your actual business plan, right alongside pricing and customer segments.

For mentors and incubators, it means asking different questions during evaluation. Market size and customer acquisition cost still matter, of course. But now it's worth also asking: how defensible is this data advantage, and how sustainable is the learning loop behind it? A startup with a smaller market today but a real data moat might be a better long-term bet than one with flashy early revenue and nothing stopping a competitor from copying it.





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The Funding Genome of AI First Startups



From Idea to IPO

Every startup's journey to raising money follows a kind of pattern, milestones, pitches, and a string of decisions about capital that decide whether an idea survives its first hard winter or actually grows into something lasting. AI is changing that pattern in ways that go well beyond just making pitch decks look nicer. It's changing how founders build their first pitch, how investors judge risk, and even what counts as good traction. The whole funding journey for an AI-first startup now looks pretty different from what came before.

The first stage of raising money, the pitch deck, has already changed a lot. Founders now lean on AI tools to help draft their story, size their market, and pressure-test their financial projections before they ever sit down with an investor. This has raised the average quality of pitch decks across the board. But it's also created a new problem for investors: how do you tell the difference between a founder who genuinely understands their business and one who just had a tool polish their slides?



Sharper investors have responded by caring less about how polished the deck looks and more about the live, unscripted conversation that follows, pushing founders on the assumptions behind their numbers rather than the numbers themselves. The lesson for founders is to use AI tools to sharpen their own thinking, not replace it. A founder who can actually explain why their customer acquisition cost holds up under tough questions will always beat one who can only repeat what a tool spat out.



Finding the right investor got a lot easier

Beyond the deck itself, AI is also changing how founders find investors in the first place. Matching platforms can now scan a startup's sector, stage, and traction against a huge database of investor interests, past deals, and typical check sizes, which cuts down dramatically on the list of investors a small founding team actually needs to reach out to. This matters a lot for founders outside the usual startup hubs, where getting a warm introduction to the right investor used to be genuinely hard.

Investors are asking different questions now

Once a founder actually gets the meeting, what investors are looking for has shifted too. The old checklist, market size, unit economics, whether the founder understands their market, still matters. But investors evaluating AI-native startups are now weighing a few extra things as well.

First is the data moat. Does the startup have access to data nobody else has, something that keeps making the model better over time? Or is it just building on the same public datasets and foundation models as every other competitor? A startup with exclusive access to something valuable, sensor data from a specific farming region, say, or years of patient outcomes from a specific hospital network, gets valued very differently than one whose data advantage could be copied by a well-funded rival within a few months.

Second is compute cost. Traditional software companies have fairly predictable margins once the product is built. AI startups carry ongoing costs for training and running their models, costs that scale with usage in ways that can quietly eat into margins if nobody's watching closely. Investors are increasingly asking founders to break down their economics per model call, not just per customer, because a startup that grows its user base while its margins shrink is a very different bet than one that gets more efficient as it scales.

Third is whether the AI itself is actually defensible. With foundation models now available through simple APIs, it's gotten much easier to bolt AI features onto a product, which also means investors are more skeptical of startups whose whole pitch could be copied by a competitor wrapping the same underlying model. Real defensibility tends to come from deep fine-tuning, how well the product fits into a customer's existing workflow, or that compounding data advantage mentioned earlier, not from having access to AI in the first place.



What this means for incubators and mentors

For incubators and university-linked venture programs, all this means evolving how they mentor and evaluate startups. Founders need help not just with financial modeling and pitch construction, but with learning to talk clearly about data strategy, compute costs, and how they plan to maintain their model over time, in language that lands well with increasingly sharp investors. Programs that build this into their mentoring give their founders a real edge when it's time to raise.

The bottom line

The path from a first idea to a public listing has always meant turning a compelling story into numbers that hold up under scrutiny at every stage. AI hasn't removed that requirement, it's just added a few new dimensions to it. The funding journey for an AI-first startup now includes data strategy, compute economics, and model upkeep alongside the usual questions about market size and team strength. Founders, and the people helping them along the way, who understand this early will be in a much stronger position as the funding landscape keeps changing just as fast as the technology behind it.



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When Machines Begin to Think Like Us

The instant when algorithms start to understand us

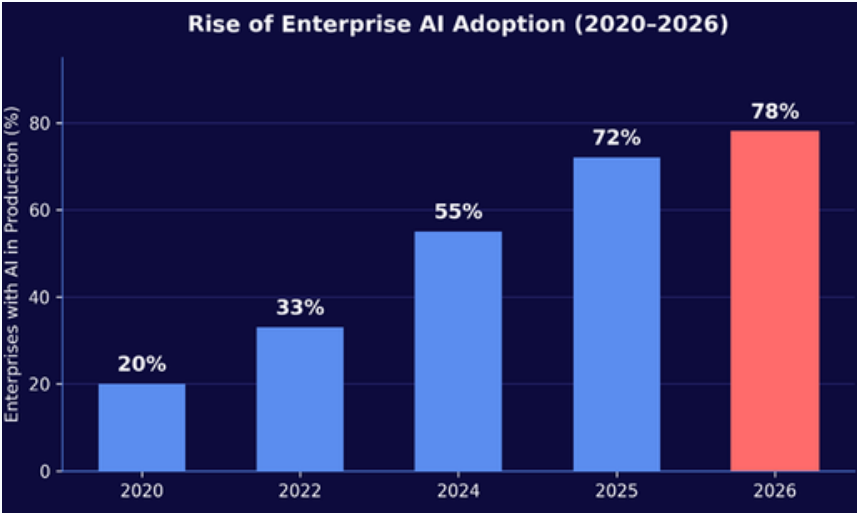
So far, computing has been the era of machines executing commands. They used to execute the orders given by humans precisely and sequentially, without any room for misinterpretations whatsoever. In the modern day and age, however, this divide starts to blur away into oblivion. Instead of merely analyzing the data, artificial intelligence systems learn to comprehend the meaning of the data, decipher men's behavior, anticipate their needs, and respond to them as if they have comprehended them.

It is no longer science-fiction but a fact that starts to redefine the way new businesses launch their products, the way companies make decisions, and the way entrepreneurs run their businesses. From an entrepreneur's point of view and for all of those who subscribe to this newsletter, the question is not if the AI revolution will take place in the business sphere, but when and who will initiate it. From Automation to Cognition



The traditional process of automation would require automation of physical and administrative activities. Yet in case of machine learning and generative AI, there are other factors because they automate cognitive activities such as writing, analysis, designing, coding, and even strategizing. Owing to large language models that have been trained based on vast human knowledge, business plans can be written, analysis of financial statements can be made, and even conversation can take place via AI models that think like humans. It is the reason for which AI adoption has taken place at a pace that has surpassed any technological revolution before. This is depicted in the graph below.

THE RAPID RISE OF ENTERPRISE AI ADOPTION



The following is one key difference that gives start-ups a unique advantage in this context. Whereas the legacy systems pose a challenge for large firms, the young firms can take advantage of the ability to incorporate artificial intelligence into their systems right from the get go, which includes customer service, product development, marketing and decision making. The entrepreneurs that are employing artificial intelligence in their processes are already seeing the positive results in the form of increased efficiency in their operations. But then again, implementation alone cannot be seen as a strategy. There lies a large gap between trying out the artificial intelligence technology and incorporating it into your business processes at scale.

Importance to Start-Ups

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Key Statistics Highlighting the Global Growth of Artificial Intelligence		
Metric	Figure	Source / Year
 Enterprises with AI in production	72%	McKinsey Global AI Survey, Q1 2026
 Businesses using AI in at least one capacity	91%	Azumo / McKinsey, 2026
 SMBs using AI in a business process	42%	SMB Group, 2026
 Organizations scaling agentic AI systems	23%	McKinsey State of AI, 2025
 Global generative AI market size	\$161B	Fortune Business Insights, 2026
 New AI/ML-related roles growth (YoY)	143.2%	Industry hiring data, 2025
 Employees using AI at work at least weekly	30%	Gallup Workforce Study, Q2 2026

The Human Aspect

Since there are more tasks performed by machines, the role of human beings is not replaced by the role of machines but transformed. It has been discovered that the majority of individuals perceive that the use of artificial intelligence makes their jobs better if the organization is ready to invest in training programs. The most successful companies are those that have not automated everything, but instead have integrated the speed of artificial intelligence with the human perspective and compassion. It is all about machines beginning to think like human beings but without replacing human intelligence and rather complementing it. For entrepreneurs, this is a chance. It is the entrepreneurs who know what artificial intelligence can and cannot do, and when to use algorithms and when humans that will create the future category leaders.

The convergence of human and artificial intelligence is yet to be scripted. As the models get smarter in thinking, planning, and collaboration with work, the line separating the two will continue to blur. This is the time to take the lead for IIMT-BIF companies to innovate, create solutions through AI.

Did You Know?

Small Facts.
Big Ideas.
A Smarter
Tomorrow.

1



Did you know?

One of the contemporary smartphones has **more computing power** than those that NASA used in the Apollo 11 Moon Landing in 1969.

2



Did you know?

Over 95 percent of all internet traffic in the world is not via satellites, it passes through **underwater fiber-optic cables**, which are deposited in the ocean floor.

3



Did you know?

The SpaceX satellite network **Starlink** already has thousands of satellites, thus becoming one of the largest satellite constellations to date.

4



Did you know?

Scientists can now use **artificial intelligence systems** to discover new medicines faster by examining millions of chemical compounds in a fraction of the time it would take using the traditional methods.

5



Did you know?

In 1947, a math literally got stuck in a computer relay and became the **first bug** in the history of computers.

6



Did you know?

Each minute, people all over the world send over **640 million messages** each day using messaging services and post hundreds of hours of video on-line each day.

7



Did you know?

The number of moving parts is also less in electric cars as compared to traditional cars hence making them more energy efficient and **less demanding** in terms of maintenance.





THE TASTE ECONOMY

Why human creativity is becoming the scarcest resource in the age of generative AI

Marcus Chen deletes more than he keeps. In a single afternoon, his design studio generates two hundred logo concepts, four hundred taglines, and a dozen full brand identities, all produced by AI tools in minutes rather than the weeks such work once demanded. Then Marcus does the part no machine can do. He looks at all two hundred logos and throws away one hundred and ninety-six of them.

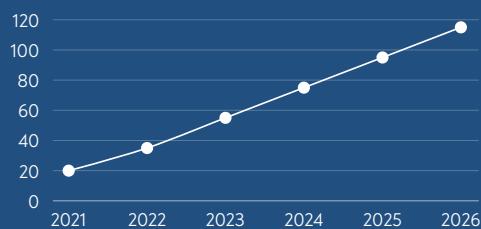
The four that remain are not the four an algorithm would have chosen. They are the four that feel true, and that instinct, cultivated over fifteen years of paying attention to what moves people, is the only reason his studio still exists.

This is the paradox sitting at the center of the creative economy today. Generative AI has made the production of ideas nearly free. Text, images, music, code, and video can now be generated at a volume no human creative team could match, and the cost of a first draft has collapsed toward zero. Yet the value of genuinely good judgment about which idea deserves to survive has never been higher.

THE RISE OF THE TASTE ECONOMY

When everyone has access to the same generative engines, the deciding factor is no longer who can produce content, but who can recognize which content is worth producing at all. Executives have started calling this shift the taste economy, and it is reshaping how companies hire, how brands compete, and how young creatives build careers.

THE SHIFT FROM CREATION TO CURATION



As AI makes content faster, cheaper, and more abundant, the scarce resource shifts from production to human judgment. The value increasingly lies in knowing what to choose, refine, recommend, and stand behind.



As generative tools collapse the cost of a first draft toward zero, companies increasingly report that the bottleneck to great work has shifted entirely from production speed to human judgment and editorial discernment.

The shift is visible across industries. In advertising, agencies that once billed clients for weeks of concept development now compress that phase into days, freeing senior creative directors to spend their time on the harder problem of discernment rather than generation. In music, artists use AI to sketch dozens of melodic ideas in an afternoon, then rely entirely on human ears to decide which fragment carries an emotional truth worth building into a full song.

In software, engineering teams report that writing code has become the easy part, while deciding what to build, for whom, and why has become the work that actually determines whether a product succeeds.

THE FRICTION BENEATH THE SHIFT

This transition is not without real difficulty. Junior creatives describe a shrinking runway for building the very taste that senior professionals now rely on, since the entry-level tasks that once taught pattern recognition through repetition, such as drafting a hundred mediocre headlines before finding a good one, are increasingly handled by machines.

There is also a growing anxiety about authenticity, as audiences grow more skeptical of content that feels optimized rather than felt, and brands struggle to prove that a human perspective still shapes what they release. And the sheer volume of AI-generated content flooding every channel has made genuine discovery harder, burying distinctive work under an avalanche of competent sameness.

THE TECHNOLOGY ACCELERATES PRODUCTION. HUMAN JUDGMENT DETERMINES VALUE.

Consider the trajectory of companies like Midjourney and Runway, which built enormously popular generative tools yet still depend on small teams of human curators and designers to shape which features ship and how the product feels to use. Or look at the streaming platforms that use algorithms to generate thousands of possible thumbnail images for a single show, then hand the final decision to a human editor who understands, in a way no model yet does, what makes a stranger pause mid-scroll.



KEY CHALLENGES FACING CREATIVE TEAMS

- **VANISHING APPRENTICESHIP** — ENTRY-LEVEL REPETITION THAT ONCE BUILT TASTE IS NOW AUTOMATED AWAY.
- **AUTHENTICITY ANXIETY** — AUDIENCES GROW WARY OF CONTENT THAT FEELS OPTIMIZED RATHER THAN FELT.
- **DISCOVERY FATIGUE** — DISTINCTIVE WORK GETS BURIED UNDER COMPETENT AI SAMENESS.
- **MEASUREMENT GAP** — VOLUME IS EASY TO TRACK; RESONANCE IS NOT.

WHAT ADAPTS, AND WHAT DOESN'T

The creatives and companies adapting successfully share a few instincts. They treat AI output as raw material rather than a finished product, always inserting a deliberate human editing pass before anything reaches an audience. They invest deliberately in exposing junior talent to real audiences and real feedback, rebuilding the apprenticeship that automation quietly erased.

They develop and protect a specific point of view rather than chasing every trend the algorithm can imitate, since a distinctive voice cannot be prompted into existence by a competitor. And they measure success not by how much content they produce, but by how much of it actually resonates, a much harder and more honest metric.



INDUSTRY OUTLOOK

Looking forward, the organizations that will lead their industries over the next decade are unlikely to be the ones with the most powerful generative tools, since those tools are rapidly becoming commodities available to anyone with a subscription. They will be the ones that cultivate the rarest asset left standing: people whose judgment about what matters has been sharpened by genuine experience, curiosity, and the willingness to throw away one hundred and ninety-six good ideas in search of the four that are actually great.

Marcus Chen still remembers the first logo he threw away that an algorithm insisted was perfect. It was technically flawless and utterly forgettable. He kept the memory instead, and it taught him more about his craft than any tool ever has.

“In a world where anyone can generate the average, the only thing worth protecting is the eye that knows the difference.”

UPITS - 2024

**HOW A NEW GENERATION OF
FOUNDERS IS BUILDING COMPANIES
ALONGSIDE MACHINES THAT THINK
AND WHAT IT MEANS FOR THE FUTURE
OF ENTREPRENEURSHIP**

It is two in the morning in Bengaluru, and Ananya Rao is not asleep. She is watching her laptop scroll through a first draft of investor terms, a churn analysis, and three variations of a product roadmap, none of which she wrote. Her cofounder is an algorithm. Her company has four human employees. Eighteen months ago, that sentence would have sounded like science fiction. Today, it is simply Tuesday.

Across the world, a quiet redefinition of what it means to start a company is underway, and it has little to do with garages, whiteboards, or the mythology of the lone genius founder. It has everything to do with a new kind of collaborator: artificial intelligence systems capable of writing code, drafting contracts, modeling financials, and holding a conversation about strategy at three in the morning without complaint. Entrepreneurs are no longer just using AI as a tool. Increasingly, they are building with it as a partner, and that shift is rewriting the economics, the timelines, and the very definition of what a startup team looks like.

A NEW EQUATION FOR BUILDING

For decades, launching a company meant assembling a team before you could build a product. A founder needed an engineer to write the software, a designer to shape the experience, an analyst to model the numbers, and a lawyer to review the paperwork. Capital was the bottleneck, and headcount was the proxy for progress. That equation has cracked open. A solo founder with a sharp idea and the right AI tools can now prototype an app in a weekend, generate a pitch deck by lunchtime, and run customer interviews with an assistant summarizing the insights before dinner. The barrier to entry has not just lowered. In many categories, it has nearly disappeared.

BY THE NUMBERS

Lean, AI-augmented teams are increasingly building products that once required departments while investors report founding teams shrinking even as the ambitions those teams pursue keep growing.

Consider the trajectory of Cursor, the AI-powered coding tool built by a small team of engineers who leaned on their own AI systems to accelerate development. In under two years, the company rocketed from a scrappy project to a valuation north of nine billion dollars, with a compact core team supported by AI at nearly every stage of building. Or look at Potoroom, the Paris-based photo editing company that used generative AI to help a lean staff serve tens of millions of users worldwide, proving that ambitious global products no longer require armies of employees.

DIFFERENTIATION IS NO LONGER ABOUT WHO CAN BUILD SOMETHING. IT IS ABOUT WHO CAN BUILD SOMETHING THAT MATTERS.

These are not isolated anomalies. They are early signals of a pattern spreading through venture portfolios worldwide, where investors increasingly ask not how many people a startup has, but how much leverage each person commands. That leverage is showing up in the funding numbers, too. Capital flowing into AI-native startups has continued to command a disproportionate share of global venture activity, with investors betting that the tools reshaping software development will also reshape which companies ultimately win their markets.

THE FRICTION BENEATH THE SPEED

Yet this transformation is not without friction. The same AI systems that let a solo founder build in weeks what once took a team months can also produce shallow, look-alike products, since anyone with access to the same tools can spin up a similar prototype just as fast. Differentiation is no longer about who can build something. It is about who can build something that matters, with judgment, taste, and domain insight that a model cannot manufacture on its own.

There is also the challenge of trust. Investors, customers, and regulators are still learning how to evaluate a company whose core intellectual property might be a clever combination of prompts and workflows rather than a proprietary algorithm. And founders themselves describe a new kind of loneliness: the strange isolation of running a fast-growing company with almost no one to talk to in the next room. The camaraderie of a shared office, the late-night debugging session with a cofounder who understands the stakes without explanation these rituals of early-stage building are quietly disappearing for some, even as their companies grow faster than ever.

INDUSTRY OUTLOOK

Looking ahead, the founders of the next decade may not measure success by headcount at all, but by the ratio of ambition to team size — a metric with no name yet, but one that venture capitalists are already starting to ask about in due diligence meetings. Accelerators are reshaping their programs around this reality, coaching one and two-person teams to think like organizations ten times their size. Business schools are quietly rewriting entrepreneurship curricula to teach AI collaboration as a core leadership skill, alongside negotiation and financial modeling.

The startups that thrive will likely be the ones that treat AI not as a department to manage but as a colleague to think alongside, blending the tireless iteration of a machine with the irreplaceable judgment of a human who has walked the market, felt the customer's frustration firsthand, and knows precisely which problem is worth solving. That combination — relentless machine execution paired with human conviction — may prove to be the defining competitive advantage of this decade.



Ananya Rao is not worried about being replaced by her algorithmic cofounder. She built the company to prove a different point entirely: that the future belongs not to humans or machines working alone, but to the strange, powerful partnership forming between them, one late-night product sprint at a time.

“The best founders of this era will not be the ones who compete with the machine. They will be the ones who learn to think alongside it.”



KEY CHALLENGES FACING AI-NATIVE FOUNDERS

SAMENESS RISK — SHARED TOOLS CAN PRODUCE SHALLOW, LOOK-ALIKE PRODUCTS WITHOUT DISTINCT JUDGMENT.

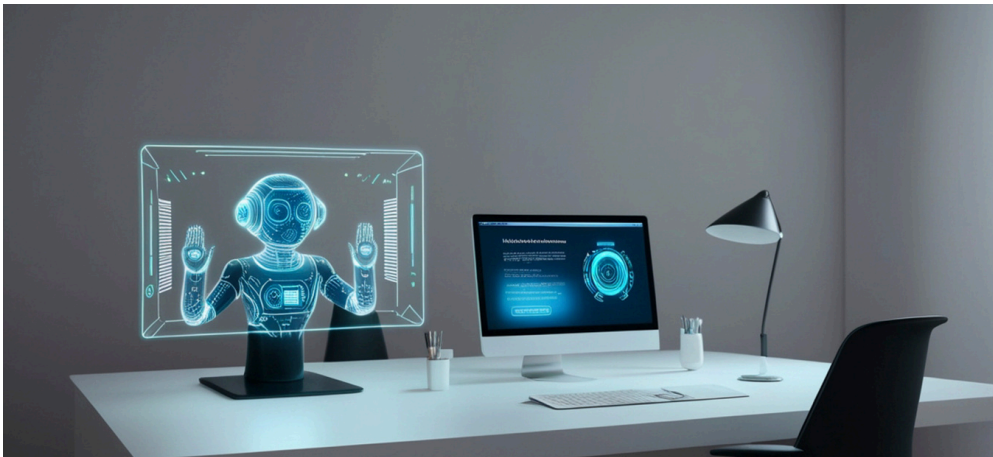
TRUST AND IP — INVESTORS ARE STILL LEARNING HOW TO VALUE PROMPT-AND-WORKFLOW-BASED PRODUCTS.

FOUNDER ISOLATION — SMALLER TEAMS MEAN FEWER PEOPLE TO THINK ALONGSIDE IN REAL TIME.

TALENT REDEFINITION — HIRING SHIFTS FROM EXECUTION SKILL TOWARD TASTE AND JUDGMENT.

WHAT THE BEST FOUNDERS DO DIFFERENTLY

The founders navigating this best are not the ones treating AI as a shortcut, but the ones treating it as a genuine collaborator one they interrogate, correct, and push back against. They pair machine speed with human discernment, letting the AI draft the first version of nearly everything while reserving judgment, storytelling, and relationship-building for themselves. They invest early in a distinct point of view, since taste has become the scarcest resource in a world where execution is abundant. And they build in public, sharing their process, because customers increasingly want to know there is a human being behind the product making thoughtful choices, not just a system executing prompts.



BUILDING BLOCKS OF AI-DRIVEN ENTREPRENEURSHIP

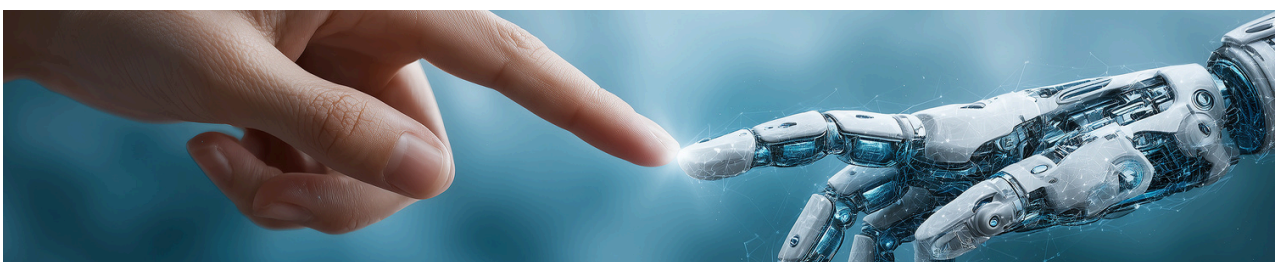
WHEN HUMANS AND AI COLLABORATE

There was a time, not long ago, when starting a company meant assembling a team of specialists before you could ship anything real: a developer to build, a designer to make it usable, an analyst to make sense of the numbers, a marketer to tell the world. That model isn't gone, but it's no longer the only path. Today, a single founder with a clear idea and the right AI tools can prototype, test, and launch in weeks what used to take a full team months to build. This shift is quietly rewriting the DNA of entrepreneurship: the startup genome itself.



THE NEW FOUNDER TOOLKIT

The modern founder's stack looks radically different from even five years ago. Large language models draft code and debug it. AI copilots generate pitch decks, financial models, and go-to-market plans. Design tools turn rough sketches into polished interfaces in minutes. Customer research that once took weeks of interviews can now be simulated, summarized, and stress-tested with AI-assisted analysis before a single real customer is contacted.



COLLABORATION, NOT REPLACEMENT

The most successful founders using AI today aren't treating it as an autopilot. They're treating it as a genuinely capable collaborator one that's fast, tireless, and occasionally wrong. The winning pattern looks less like "AI did it" and more like a tight loop: the founder sets direction and judgment, the AI executes and iterates at speed, and the founder reviews, corrects, and redirects.

This changes what "founder skills" even means. Technical fluency still matters, but increasingly what separates strong founders is their ability to ask sharp questions, spot when an AI-generated answer is subtly wrong, and know which decisions are too important to delegate. Judgment, taste, and domain expertise are becoming more valuable, not less — because they're the parts AI still can't reliably supply.



What This Means for Incubators

For institutions like ours, this shift changes what early-stage support should look like. The scarce resource is no longer just capital or technical mentorship it's help developing the judgment to use these tools well: knowing when to trust AI output and when to question it, how to keep customer contact central even when it would be easier not to, and how to build genuine differentiation in a landscape where the tools themselves are increasingly commoditized.

“

WHERE THIS IS RESHAPING STARTUPS

Product development. MVPs that once took a technical co-founder and months of runway can now be built by non-technical founders using AI-assisted development tools, cutting time-to-market dramatically and letting ideas get real user feedback earlier.

Market research and validation. AI tools can synthesize market signals, competitor positioning, and customer sentiment far faster than manual research, though founders still need to sanity-check these outputs against real conversations with real customers.

Operations and scaling. Finance, hiring, customer support, and compliance traditionally the unglamorous work that slows early-stage teams down are increasingly handled by AI-augmented workflows, freeing founders to focus on strategy and growth.

Fundraising. Investors are seeing sharper, faster-iterated pitch materials, and some are using AI themselves to screen and evaluate deal flow, which means founders need to think about how their story holds up not just to a human reader, but to an AI-assisted one too.

– Abhishek Khandelwal
Incubator Associate

IIMT-BIF Incubation Foundation

Nodal Incubator of IIMT University | Non-profit Sec. 8 Company (Est. 2021)



IIMT
UNIVERSITY
MEERUT

Transforming Education System, Transforming Lives



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IIMT Business Incubator fosters innovation by supporting startups with mentorship, resources, and funding, turning ideas into successful ventures.

Our work in Numbers



Talen



ACHARYA CHARAK
AYURVEDA
PRIVATE LIMITED

CANE CONCERNS &
SOLUTIONS
PRIVATE LIMITED

Startups : 60
Early-stage Ideas Nurtured : 120+
Startup Survival Rate (1 Year) : 70
Total Funding Facilitated : ₹ 1.85 Cr+
Mentorship Hours Delivered : 1,000+ hrs
Patents / IPR Filed : 300+
Jobs Created by Startups : 1000+

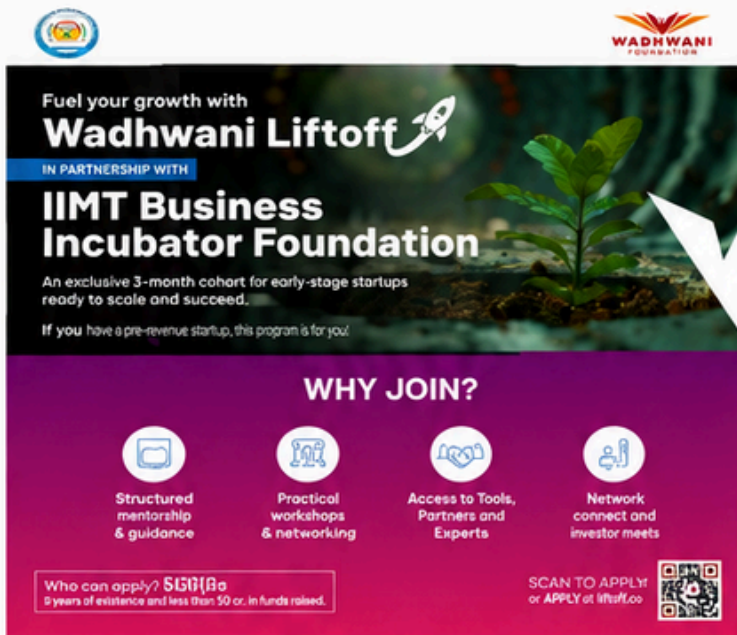
Sector Classification

- Mobility
- Agriculture
- Technology
- Food
- HR
- Waste Segregation
- Edtech & Others

Value - Added Support to Incubates

- Business Support & Consulting
- Co-working spaces
- Mentoring Support
- Funding Assistance
- Training & Workforce Development
- IPR Support

Past Startup Program



Fuel your growth with
Wadhvani Liftoff

IN PARTNERSHIP WITH
IIMT Business Incubator Foundation

An exclusive 3-month cohort for early-stage startups ready to scale and succeed.
If you have a pre-revenue startup, this program is for you!

WHY JOIN?

- Structured mentorship & guidance
- Practical workshops & networking
- Access to Tools, Partners and Experts
- Network connect and investor meets

Who can apply? **SISIBs**
5 years of existence and less than \$0 cr. in funds raised.

SCAN TO APPLY or APPLY at liftoff.co

3 Months Cohort



F6S network partner

Logo of the Government of India, Ministry of Skill Development and Entrepreneurship, F6S (Future Foundry for Startups) program, Meerut.

Illustration of two hands shaking.

Global Access to Startups

Ecosystem Partners



Mahatma Jyotiba Phule Rohilkhand University, Bareilly
महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली
A State University – Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified



artehayuan



Anveshan Foundation
Indira Gandhi Delhi Technical University For Women

HIGHLIGHTS



AI Builder Day



Google Cloud Study James



STARTUP CONCLAVE



GFC VISIT



IPR Facilitation

The Startup Genome

The Building Blocks of AI-Driven Entrepreneurship

Just like DNA carries the code for life, the startup genome carries the blueprint for success — with AI as the new genetic edge.



WHAT IS THE STARTUP GENOME?

The startup genome refers to the combination of key elements — like idea, team, technology, market, funding and growth — that together form the foundation of a successful startup.



WHY AI MATTERS?

AI is like a powerful gene in the startup genome. It helps founders make smarter decisions, understand customers better, automate processes and create solutions faster.



HOW AI REWRITES THE BUSINESS MODEL?

With AI, startups can move from product-led to data-led growth. It enables personalization, predictive insights, and new value propositions — reshaping how businesses create, deliver and capture value.



THE KEY INGREDIENTS

A strong startup genome combines innovation, execution, adaptability and the right use of AI. When these elements work together, startups become more resilient, scalable and future-ready.



KEY FACTS



70%

of startups are using AI in at least one function (2024).



3x

faster growth for AI-powered startups compared to traditional ones.



AI can reduce operational costs by

20–40%



The most successful startups align their team, tech, market and funding — the real genome of growth.

*Better insights.
Bigger possibilities.*



“

The future belongs to startups that can read their genome and use AI to evolve.

”





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