

CIIE's food & agri-business accelerator final cohort

in partnership with
NAARM



About CIIE (www.ciie.co)

Set up under the aegis of IIM Ahmedabad, Centre for Innovation Incubation and Entrepreneurship (CIIE) helps entrepreneurs turn ideas into viable businesses. In partnership with mentors, corporates, development agencies, IIMA community and investors, CIIE nurtures entrepreneurs by incubating, accelerating, mentoring and funding innovative startups. CIIE believes that entrepreneurship has an unmatched ability to bring about disruptive change in India and engages with ventures across technology and impact areas like energy, environment, agriculture, healthcare and affordable technology.

About NAARM (www.naarm.ernet.in)

a-IDEA, a technology business incubator is an initiative by ICAR-National Academy of Agricultural Research Management (ICAR-NAARM, GOI) with the support of Department of Science & Technology (DST,GOI) for fostering innovation and entrepreneurship in agriculture in India. The Centre for Agri-Innovation (CAI) is an initiative under the a-IDEA presently hosted at ICAR-NAARM , Hyderabad. ICAR-NAARM is the leading institute mandated with capacity building initiatives for all stakeholders engaged in agricultural sector.



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Auxin Crop Consultant

Farm data analytics and advisory services to farmers and agri stakeholders for better decision making



Business Summary:

Auxin creates decision making analytical tools for farmers and agri stakeholders by making farm data actionable. The company also provides farm advisory services to farmers through Auxin mobile app which will capture geo-tagged and crowd sourced data at the farm level.

Management:

- Suresh Sivasamy, Co - Founder & CEO: 4 years of work experience in agribusiness firm. Specialized in Food Safety Auditing, Protected Cultivation. B. Tech in Horticulture
- Ganesh Kumar Jagadeesh, Co - Founder: 3 years of work experience in agri sector. Specialized in Contract Farming, and Micro-Irrigation. B. Tech in Horticulture
- Govarthan: A landscaping horticulturist and an indoor gardening specialist. Also, has expertise in the mobile application development.

Product:

Auxin offers solutions to two target segments.
(a) Customized advisory services to farmers: Through Auxin mobile app, they will provide location and crop specific data to farmers.

A network of agri experts will provide customized advisory to the farmers' queries.

(b) Analytical tools for Agribusiness, Government and Research institutions: Auxin's algorithm will analyze millions of observations captured daily by farmer contributors and offer analytics as SaaS, that will help agri stakeholders take better decisions.

Sales/Marketing Strategy:

For the mobile app, they will conduct demonstrations and assist in mobile app usage for farmer groups and associations, targeting about 1 lakh farmers to be on-boarded during the first year. Based on the crowd sourced data, analytical tools for decision making will be launched for agribusinesses to be sold on subscription basis to generate recurring revenue. The company will target the farmers in Tamil Nadu, Karnataka and Andhra Pradesh.

Current Progress:

Auxin is engaged in providing technical and marketing services to agribusinesses and producer companies which has resulted into a network of 4000+ farmers in Tamil Nadu and Kerala. The team has already met over 20 agribusinesses for product scoping and market assessment.

Company Profile

Sector:
ICT for Agriculture

Founded:
June, 2014

Team:
Suresh Sivasamy, Co-Founder and CEO
Govarthan, Technology lead

Financial Information:
Self-funded, invested ~ INR 5 Lakhs till date

Company Profile

Sector:

Innovative Food Technology

Founded:

Dec, 2014

Team:

Amit Kasliwal, Cofounder
Sourav Borah, Cofounder

Financial Information:

Bootstrapped;
Received grant funding from
IIM Averaicks fellowship

CHEERMAP FOODS

*Makes a variety of authentic and tasteful Indian tea
(Chai) available outside homes in a convenient manner*

CHEERMAP FOODS

Business Summary:

Cheermap is a hardware product/service based startup which makes authentic Indian chai available outside home in a convenient manner. Cheermap provides an automated tea vending machine which brews tea with a taste similar to that of fresh, home brewed Chai. The tea vending machines will be sold with packages of tea leaves and spices with customised recipe to suit different tastes and variety.

Management:

- Amit Kasliwal (Cofounder): Aerospace engineer by background; holds an MBA degree from IIM Ahmedabad. With 7 years of experience in consulting, Amit has also run a tea-based café in Bangalore for 2 years
- Sourav Borah (Cofounder): 14+ years of experience in ecommerce industry. An early employee of Myntra (online fashion retail), Sourav currently runs a tea-based café in Bangalore and has family run tea estates in Assam.

Product/Services:

They are currently developing a one-touch Chai maker which brews fresh and diverse varieties of chai within 40 seconds.

Cheermap will also offer assorted tea packages with customized recipes that will be sold along with the vending machine. They plan to develop customized machines for different consumer segments.

Sales and Marketing Strategy:

Cheermap will adopt direct sales of Chai maker machine along with regular supply of customized tea packages providing them one-time revenue from sales of machines and recurring revenue from sale of consumables. Promotion for the product will be done through product demos and tea sampling at various offices and tech parks.

Current Progress:

The team has worked for the past 18 months to develop the working prototype of Chai vending machines. With several iterations, the prototype will be ready for pilot testing by Dec 2015.



FLYBIRD INNOVATIONS

Develops smart irrigation technologies for small farms to increase productivity

Business Summary:

Flybird's smart irrigation controllers help increase farm productivity by regulating precise water flow through sensing soil moisture, temperature, humidity and rainfall. For greenhouse cultivation, this technology can control heater, cooler/fan, climate & irrigation.

Management:

Satish K S, Founder: Has 15+ year industry experience in electronic product design, development and management. Previously worked with HCL Technologies for 13 years. Other core team members include a senior design engineer, irrigation engineers and a consultant for sales and marketing.

Product/Services:

FlyBird Innovations has developed low cost and innovative Smart Irrigation Controllers, which is fitted on drip irrigation systems. The controller can be programmed to regulate water and allow fertilizer injection for the farms using feedback from moisture, temperature and humidity sensors.

Sales/Marketing Strategy:

The target segment for Smart irrigation controllers will be

- (a) Drip irrigated small farmers
- (b) Greenhouse farmers
- (c) Large/Corporate farms.

Flybird will establish tie-ups with drip irrigation distributors, greenhouse dealers and OEMs for sales. Partnership with NGOs and farmer organizations will be set up for promotions and strategic demo plots in KVKs and agriculture universities.

Current Progress:

Flybird has already sold 25 smart irrigation systems in Karnataka, Tamil Nadu and Telangana. Clients include Indian Institute of Horticulture Research (IIHR) Bangalore, Noble Seeds, KVK Ramanagara and individual farmers. These systems have already demonstrated average saving of INR 3000/month.

Company Profile

URL:

www.flybirdinnovations.com

Sector:

IoT for Agriculture

Founded:

May, 2013

Team:

Satish KS, Founder & CEO

Financial Information:

Raised capital of INR 20 Lakhs till date from
- Equity Investment from Villgro Innovations
- Grant from MSME NID Design scheme

Company Profile

URL:

www.innerbeing.in

Sector:

Healthy/Innovative Food
Technology

Founded:

Aug, 2014

Team:

PavanKanugo, Managing
Director;
C.S.Jadhav, Director

Financial Information:

Self-funded

INNER BEING WELLNESS

*A food innovation company offering nutri-foods for a
healthier way of life*



Business Summary:

With increase in lifestyle diseases among the urban consumers, there is a need for highly nutritious, affordable and convenient food products that suits urban lifestyle. Inner Being Wellness offers value added products made of millets like quinoa, jowar, ragi and foxtail. These products are gluten free, low calorie and helps avoid the lifestyle disorders.

Management:

C. S. Jadhav, Director, has over 20 years experience in the field of advertising, public relations, product management, sales & distribution. He holds an MBA & a Diploma in Communication & Journalism.

Product:

The company offers new and innovative products like flour, flakes, noodles, vermicelli, pasta, and bread from millets which are high on nutrition, gluten free and low calorie. The products are available in different retail SKUs catering to the urban middle class customers looking for convenient and healthy food options. The company has also tied up with farmers in Telangana region to grow Quinoa locally and source directly from them.

Sales & Marketing Strategy:

Inner Wellness Being will sell its products through various healthcare channels, modern trade stores and e-commerce portals. The products will be marketed as nutri-foods which will be sold on dietician's recommendation and will be available at medical stores. The products will also be sold as health products in select modern retail stores.

Current Progress:

Inner Being has been incubated at NAARM, Hyderabad where they have successfully grown Quinoa, a South American native grain. They have also tied up with Millet Incubation centre to develop innovative food products from millets like jowar and ragi biscuits; rava, noodles, pasta and more.



**INNOVATION
AGRO**

INNOVATION IN COLLABORATION

INNOVATION AGRO

Community based hyper local information platform to enable smarter decision for improved farm yields

Business Summary:

Innovation Agro is developing a hyperlocal information platform which enables community-based precision farming through big data analytics for farmers. This platform helps farmers take right decisions to improve yield and market their produce for better prices.

Management:

- Taranjeet Singh Bhamra, CEO & Founder: Provides technology and strategy direction to the initiative. He is an Agriculture Engineer from IIT Kharagpur and MBA from IIM Calcutta.

- Deepak Jaiswal, Head of Research & Co-Founder: Responsible for deploying crop simulation and input analytics platform for Innovation Agro as a freelancer. He is a BTech graduate from IIT Kharagpur and also worked with University of Illinois (USA).

Product:

“Upajj” is a mobile platform which is an interface between farmers, sellers, buyers and advisors.

Upajj connects the farms and allows farmers to capture daily logs, provide precision farming insights, farm automation, FaaS services & reports by on-boarding different stakeholders (sellers, buyers & advisors).

Sales/Marketing Strategy:

In its initial phase, the company will approach farmers working with contract farms, greenhouses and orchards. In order to maximise its outreach for mobile platform, Innovation Agro will tap into the network of farmer producer organizations and channel partners. They are targeting farmers in Punjab & Haryana.

Current Progress:

Innovation Agro has partnered with Punjab Agriculture University (PAU) for reaching out to farmers, where PAU has been assisting in GPS-based data collection and analysis.

Company Profile

URL:

www.innovationagro.com

Sector:

Precision Farming

Founded:

Jan, 2014

Team:

Taranjeet Singh Bhamra:
CEO/Co-Founder
Deepak Jaiswal: Head of
Research/Co-Founder

Financial Information:

Bootstrapped

Company Profile

URL:

www.karnacandy.com

Sector:

Innovative Food Technology

Founded:

September, 2012.

Team:

Vinay Taylor, Founder
Rahul Jain, Supply Chain Associate

Financial Information:

Self-funded. Invested upto INR 50 Lakhs till date

KARNA CANDY

Karna Candy offers high-quality sugar confectionaries for the Indian market with a vision to become India's leading candy brand



Business Summary:

Karna has developed innovative, natural and completely vegetarian range of candies tailored to Indian consumer taste/palette. The candies will be sold under the brand named 'Nomba' which aims to build a strong connect with young adults, its primary customer segment.

Management:

Vinay Taylor, Founder: Responsible for product development, branding & marketing. Prior to founding Karna Candy, he had worked with Dalberg Global Development Services and Deloitte Consulting. Vinay is a Bachelor of Science (Economics) from Warwick University, UK.

Product:

Karna Candy has developed unique, patent-pending candy products in India. The candies will be launched in two SKUs available in three flavours.

Sales/Marketing Strategy:

Karna Candy will launch 'Nomba', the candies in SEC-A kirana and modern trade stores in major urban markets including Delhi NCR and Mumbai. The company will also focus on online distribution (via Amazon, and e-Grocery players). Karna will also explore direct B2B sales. They have recently tied up with a yoghurt chain to supply candies as toppings.

Current Progress:

The product development team has worked for the past 18 months to develop unique- gelatin free candies in 4 flavours. They have also worked extensively on branding and packaging of candies to create 'Nomba', which aims to become synonymous with candies. The pilot is planned to be launched in Ahmedabad in November to test proof the backend logistics after which commercial launch will be done in metros in India starting with Delhi NCR next year.



Kinetic Machines

KINETIC MACHINES

Offers farm mechanization solutions by introducing bio mimicking approach

Business Summary:

Kinetic Machines develops sustainable farm mechanization solutions by introducing bio-mimicking approach. They aim to develop and commercialize multiple farm mechanization tools in agro implements and agrobots.

Management:

Ashwanth M P, Co-founder: Handles product business development

Jerish John, Co-founder: Handles product design and prototyping.

Both the cofounders are mechanical Engineering from Cochin University

Product:

Kinetic Machines has currently developed the following product prototypes.

- Trenching machine (applied for patent): Can perform trenching of pits for plantation crops such as banana, and papaya.

- Multipurpose land preparation machine: Can perform multiple operation like ploughing, digging and weeding using single machine.

- Controlled spraying machine: Automatically detects arecanut and sprays controlled amount of pesticide to the arecanut bunches.

Sales & Marketing Strategy:

The company will sell to small & medium farmers through dealers and distributors. They will also target large contract farmers and farm equipment rental services through direct sales.

They are currently building machines suitable for high-value cash crops and plantation crops in South Indian states like Kerala, Tamil Nadu, Karnataka, Telangana and Rayalseema. The pilot for trenching machines will be conducted in December 2015 with 100 machines.

Current Progress:

Prototype of the trenching machine was validated by Kerala Agriculture university in Dec 2014 and will soon be commercially piloted.

Prototype design for the other two products is ready, and the team is currently working with farmers in Karnataka for customer validation.

Company Profile

Sector:

Farm Mechanization

Founded:

June 2014

Team:

Ashwanth M P, Co-founder

Jerish John, Co-founder

Financial Information:

Received total of INR 2.5 lakhs from

- Grant from DST through IEDC program
- TATA Best Project Award
- Winner, Unconventional Kochi by Villgro Innovations Foundation
- Incubated by Deshpande Foundation

Company Profile

URL:

www.thelivinggreens.com

Sector:

Urban farming

Founded:

March, 2013

Team:

Prateek Tiwari, Founder & CEO

Ashish Bharadwaj, CTO

Financial Information:

Raised funding of INR 10 Lakhs

from Angel Investor

LIVING GREENS ORGANICS

One of the first urban farming companies in India to make specialized rooftop organic farming solutions



Living Greens Organics Pvt. Ltd

Business Summary:

Living Greens Organic has developed products & services for rooftop farming to enable urban residents to grow fresh organic vegetables. The portable rooftop farms and organic input kits are easy to install and maintain. They have also developed a unique technology to grow live plants on indoor and outdoor vertical walls of buildings, called 'Living Green Walls'.

Management:

- Prateek Tiwari, CEO & Founder: Responsible for business development and expansion. He has previously worked with Reliance Fresh, ITC and Bharti Walmart. He holds B.E.(Agri) and MBA in International Business from IIFT (Delhi).

- Ashish Bhardwaj, CTO – He heads R&D, supply chain & maintenance at Living Greens. 7+ years of working experience with TATA Chemicals, ICICI & Agri Services International (ASI). He is a B.Sc. (Agri) graduate.

Product:

• Portable Rooftop Farm: Uses a unique lightweight & soilless medium which is about half the weight of soil.

The rooftop installations are supplemented with organic kits which consists of all the materials required for gardening.

• Living green walls: A unique technology for covering exposed walls of buildings with plants which can go upto a height of 35 feet, which is the tallest installation in India currently.

Sales & Marketing Strategy:

The Portable Rooftop Farms will cater to individual households having private rooftops, through city wise franchisees and tie-up with organic gardening centres by installing live demo farms. Living Greens will partner with builders and leading architects in multiple cities to promote vertical green walls for commercial buildings.

Current Progress:

Living Greens is one of the first players in the urban farming space in India. It started its operation in September 2011 and has installed 100+ rooftop gardens in Jaipur, Delhi and 15,000+ sq. ft. vertical walls. Going forward, the company is looking to expand its operations to other metros through city franchisee model.

