ELEVATE
WINNER
PROFILES
Call 2
Meet the ELEVATE Call 2 Winners
Preface

Karnataka Startup Policy 2015-20 envisions to create a world class startup ecosystem in the state through strategic investment and policy interventions leveraging the robust innovation climate in Bangalore.

Government is working towards realizing these goals by taking up many different methods and schemes. Following are some of the ways in which the Government is trying to ensure a world class ecosystem in the State:

- New Age Incubation Network for professional and post graduate institutions in Tier II cities
- Commercialization of technologies through Technology Business Incubators
- Idea2PoC fund for idea stage funding
- PPP for Fund of Funds
- Social Innovation Grand Challenge
- Exposure visits for startups
- State support in the form of incentives and concessions

ELEVATE is an initiative of the Department of ITBT, Government of Karnataka to provide a comprehensive entrepreneurship platform for startups. The top technology based startups are chosen through a rigorous hunt across Karnataka State.

Elevate 100 was organized in August, 2017 and selected 111 Innovate Startups as winners from the State.

Elevate Call 2 was organized in December 2017 and selected 44 Startups from the State for Government Grants across 4 sectors namely Agriculture, AVGC, Tourism & Kannada and Culture. This Booklet gives an overview of these 44 Startups who are winners of Elevate Call 2.
Minister's Message

Bengaluru is the startup capital of India and we take immense pride in the fact that Bengaluru fosters the youngest entrepreneurs in the world and is also the world's fastest growing startup ecosystem. Perhaps, we are the only State Government who are nurturing the ecosystem with strong policies like the i4 Policy, BT Millennium Policy, ESDM Policy and the KAVGC Policy, giving the ecosystem a strong foundation to help entrepreneurs and the established industries to flourish. We are also the first in the country to launch a dedicated Start Up Policy for budding entrepreneurs and a dedicated Start Up Cell that will provide extensive services like legal and accounting advice, mentoring, incubator options, subsidized tariffs and also seed funding. The Government of Karnataka is committed to provide the most conducive environment for investments and acceleration across all verticals to ensure we remain the leaders in technology and innovation.

SHRI PRIYANK KHARGE
Hon'ble Minister for IT, BT and Tourism
Government of Karnataka
<table>
<thead>
<tr>
<th>SECTOR</th>
<th>PAGE NOS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. AGRITECH</td>
<td>7 - 15</td>
</tr>
<tr>
<td>2. ANIMATION, VISUAL EFFECTS, GAMING &amp; COMICS (AVGC)</td>
<td>17 - 21</td>
</tr>
<tr>
<td>3. KANNADA &amp; CULTURE</td>
<td>23 – 27</td>
</tr>
<tr>
<td>4. TOURISM</td>
<td>29 – 34</td>
</tr>
</tbody>
</table>
**AgriApp Technologies Pvt. Ltd.**
URL: http://www.agriapp.co.in
Sector: Agritech

**Project Title: AgriApp connecting Farmers with Technology**
AgriApp Technologies Pvt Ltd is an organization that brings in agriculture, farmers & technology on to a platform of digitized agricultural hub. It envisages to provide easy access to information, modern techniques & knowledge in the field of agriculture. As all sectors are moving towards latest technologies, AgriApp has taken step towards bridging the gap between agriculture & technology with the implementation of ICT, IOT, Big data, e-commerce & m-commerce. This innovative mobile app is unique due to its vast range of applications in agriculture ranging from healthy soil to better yield with better MRP for crops.

**Wide Mobility Mechatronics Pvt. Ltd.**
URL: http://widemobility.com
Sector: Agritech

**Project Title: X-ray based internal inspection for grading/infestation in nuts/vegetables/fruits**
Wide Mobility invention is a sorting machine that sorts nuts/vegetables/fruits based on its internal characteristics using information captured with electromagnetic radiation imaging techniques (X-rays). This information is processed by an artificial intelligence system that enables sorting based on the object characteristics. This invention integrates imaging, machine learning and mechanical systems to deliver a fully automated intelligent sorting machine. The machine also allows these edible items to be inspected for presence of early infection or any unexpected physicals change, especially when it is undetectable to the normal eye.
Project Title: Reusable Smart Antimicrobial Teat Covers for Prevention of Mastitis in Cattle
Reusable Smart Antimicrobial Teat covers are condom like thin covers (but reusable) and are applied every day (morning and evening after milking) to all four teats of cow. This prevents the entry of bacteria through milk canal to mammary gland. The concept of physically covering the teats of cow is very novel in the market place, no other product in the market can match the performance of sliver antimicrobial teat covers to delivery 24/7 disinfection on teat skin and kills all the mastitis causing bacteria (99.99%). The novel design can fit all teat size variants in the cows.

Project Title: High Crop Yield & Quality by Smart Irrigation using IoT & Artificial Intelligence
Smart irrigation system has been developed to address the need of improving the quantity and quality of the yield of agriculture and horticultural crops in India. CULTYVATE calculates the precise amount of water required for the crops based on static and dynamic data points collected at regular intervals. Static parameters such as crop type and soil type are collected at the beginning of the season. The dynamic parameters such as crop age, amount of water during earlier sessions, wind speed, intensity of sun and several others are collected every day, automatically, for precision calculation of water needs of plants.
Project Title: Farmsurge - Towards professional farming
Farmsurge connects farmers directly to Agri inputs, farm produce buyers & acts as a single point of contact for all farm needs through digital platform & village level service delivery centers. It offers end to end 360 degree service to farmers through dedicated dual delivery mode of digital platform & service delivery center. It also connects farmers to on-demand digital platform (ICT) which creates a convergence in agriculture value chain, and builds a win-win scenario for all the stakeholders.

Project Title: DNA Based Early Detection of Metritis in Cattle
An important principle of increasing the possibility of successfully treating a disease is early identification & correct intervention. Today, diagnosis depends on clinical symptoms that manifest at a later stage of the disease. Hence, there is an urgent need for alternatives to provide early diagnosis. DNA based detection of the pathogen onset is a critical innovation to curb the menace of Metritis in cattle. The solution is specific, robust & displays results in 2.5 hours. The micro-fluidic platform is sensitive, cost effective & reliable in resource poor settings.
**Project Title: Manufacturing of Phytosterol, Tocopherol, and Bio-Diesel**

Phytosterols market is surging with high growth rate due to its nutritional benefits as well as its increasing application in the manufacture of intermediates for almost all Hormones and Catricosteroids. KALPASTHANA supplies its products (Phytosterols, Tocopherols – Natural Vitamin-E and Biodiesel) in Indian market where at present no manufacturers are available and material is getting imported at very high price from China and USA. Very unique technology using resin adsorption of Phytosterols is developed in-house as value addition to the Tocopherol manufacturing technology which allows the Startup to manufacture three different products in single manufacturing set and equipment's.

---

**Happy Farmer Labs**

URL: http://www.happyfarmerlabs.com  
Sector: Agritech

**Project Title: Cattle Management**

Happy Farmer Labs is into digital record keeping of each farmer and their cattle. Stakeholders like government, NDDB, Milk Co-operatives, financial institutes, etc. would get real time data about milk collection, veterinary services & productivity of every farmer & cattle. Monthly pro-active visits by Herd Manager to conduct required laboratory investigation to identify the disease status early, test to detect sub-clinical Mastitis & sub-clinical endometritis, scheduled vaccination & deworming delivered at farmers doorsteps, systematic approach while conducting Artificial Insemination and continuous follow-ups post AI including early pregnancy detection till parturition are some of the features of this platform.
Project Title: Self sustained system for Waste to Bio-Fertilizer
Today converting wet waste to compost, while being the only working solution, is uneconomical. This is because the revenue from compost is much less than the cost of the collection, transportation and processing. Bioman’s solution uses a microbial powder and a novel waste management system to save cost/mess in the waste collection, preserve waste as a resource, regenerate the microbial powder to run the system, and generate high quality bio-fertilizer for agriculture. Bioman’s system pays for itself as the cost of running it is less than the money saved in collection and transportation.

Zazu Wildlife Technologies Pvt. Ltd.
URL: http://bio-man.in
Sector: Agritech
Project Title: Early Warning Systems to Reduce Losses from Human-Animal Conflict
The company works to create quality technology solutions to help reduce losses occurring due to Human-Elephant Conflict (HEC). It is designing hardware and software products to help farmers tackle HEC regularly. These products will give farmers early warning of approaching elephants so that they can save lives & capture frequency of HEC and record evidence of crop destruction resulting from these conflicts. Farmers could use this evidence to get crop loss compensation.
Project Title: Build self-sustainable rooftop farms and get fresh vegetables while cleaning
Cluster of Digital Rooftop Farms connected with people and trained Growers in a circular economy to make people self-sustainable for vegetables and herbs is the idea of this startup. Woolly Farms is building urban farming entrepreneurs by providing hydroponic farming as service and tools to manage farming. Woolly has products and services. Their products include digital rooftop farms and an open source block chain based deep learning Application which monitors farms using computer vision, hyper ledger saw tooth and IOT to guide urban growers for their day to day activities.

Redbot Innovations Pvt. Ltd.
URL: http://www.redbotinnovations.com/
Sector: Agritech

Project Title: Agricultural Seed Inspection using Machine Vision and Machine Learning
Good quality seed is an integral part of agriculture. In the present scenario, it is very difficult to inspect quality of all seeds by manual inspection. Redbot Innovations proposes a machine vision and machine learning technology to inspect all seeds based on their texture, color, moisture and size. Redbot technology can inspect at the rate of 50 seeds/second (3000 seeds/minute). The same technology system also provides quality inspection of seed package that checks labelling on the package like seed breed name.
Project Title: KisanSaathi - A Farmer's Companion with Borderless Marketplace
TradeDoot sources all farm input materials which are pre-verified for quality and reliability directly from manufacturers. It suggests farmers to take crops based on market demand and supply with regional limitations and can maintain continuous supply with market requirement. It also suggests the best market and buyers for their farm outputs well in advance for early placement without any loss in the supply chain. They have a unified and integrated business model which entails the supply of farm inputs directly farm manufacturers; suggesting crop based on market demand and supply and using IOT mobile application for demand and supply aggregation.

Project Title: AgroDS - Digital Knowledge Ecosystems for Agribusiness
Present Agro Sector market is highly volatile as it is speculative in nature with unbalanced demand and supply. AgroDS is a user interface and a mobile survey tool that will alleviate the crisis of unbalanced agro demand and supply. AgroDS generates context specific actionable information enabling various stakeholders (producers, input suppliers, Govt. Agencies, local processors and consumers) to know individual perspectives with respect to their needs and preferences in real-time. AgroDS uses predictive algorithm to estimate total production of a crop in a region and assists other producers to avoid overproduction. Consumer decisions are known through mobile surveys, marketing, advertising and promotion.
Project Title: FOODPRINT - Produce Aggregation and Traceability Platform
There is a gross mismatch in supply and demand of agricultural produce. While on one side, farmers are unable to find suitable markets for their produce on the other hand consumers are devoid of safe and affordable food. FOODPRINT – Jivabhumi’s platform is a produce aggregation and food traceability solution which aggregates the farm produce, provides market place services and implements traceability using technology such as block chain to capture information of the produce at various levels in the supply chain.

Project Title: GoFISH
The startup has been farming fish using IndigoFish Eco farms tested indoor Modular Recirculating Aquaculture Systems (RAS). The advantage of RAS technology is that it requires just 10% resources (land, water & power) of a conventional fish farm and reduces the crop risk significantly. This system will be bio-secured apart from being the best aquaculture procedure. IoT will provide consumers complete production traceability (like when, where and how the fishes were raised) thereby bringing transparency to the food chain production and distribution. Their E-Commerce platform will give consumer’s access to a variety of seafood producing progressive farmers.
Animation, Visual Effects, Gaming & Comics (AVGC)
Project Title: E-sports games for mobile in India
Goal is to build E-sports for mobile. E-sports are large Multiplayer Online Battle Arena (MOBA) games that get established as spectator sports. This category is a multi-billion dollar industry on PC. Hypernova is working on developing a game that is in this category for mobile in India. It is a cultural product aimed at establishing Indian grass-root level viewership with local events and local languages and then exporting it to the world. The objective is to build the product for Indian sensibilities & at 1/10th the cost compared to a US game.

Happy Adda Studios Private Limited
URL: http://www.happyadda.com
Sector: AVGC

Project Title: Gamifying content
Happy Adda is gamifying content to make it simple for students, house wives and elderly people to learn new ideas. Jalebi - A Desi Adda is a game center that was developed and published in Google Play Store. It has 6 games in 10 different languages of India. More than 3 lakh users are playing the games per day out of which around 1 lakh people play in Kannada language. Happy Adda is also developing a suite of games that can improve the learning capabilities of kids and students.
Project Title: EDGE
The aim is to bring in visual content into the textbook and make learning more understandable rather than assuming. The app EDGE - Education in Graphical Environment aims to bridge the gap between technology & education and to make education more fun where students are eager to learn new things. Focus is on Gamification of Education, solving the way of learning approach, creating interactive, 3D visualization to facilitate interaction and making learning more meaningful. Empowering students and teachers with real-time visualization and animation and making the study material fully interactive is their USP.

QtPi Pvt Ltd
URL: http://www.qtpi.in
Sector: AVGC

Project Title: Code 2 Play
Code2Play combines plug and play building blocks, electronics components and frag & drop programming. 6+ years old kids can use this platform to build their own toys and program it. Industry grade sensors allow them to do real automation and fosters computational thinking in kids. Software is built based on MIT App Inventor and hardware is based on Arduino. The kit is designed and manufactured in Bangalore. Kit allows kids to bring their creativity to life with the help of hardware and easy to use software.
Project Title: Jollies
Nirmita Entertainment aims to become a household name that is synonymous with quality entertainment for kids. Their goal is to produce entertainment that will transcend language and cultural barriers and connect with audiences at all levels. They intend to develop content to capitalize on the slapstick comedy with a blend of 3D animation, impish actions and universal appeal to cater to the world audience. Their current project, Jollies, is a series of the rollicking laugh-athons of three mischievous clowns that will shock and delight in equal measures.

Next Change Films
URL:http://www.rishistudios.com
Sector: AVGC

Project Title: Misadventures of OMI
Next Change Films intend to explore the 2d animation ecosystem and provide a platform for rich Indian content, while catering to the world audience. The project, Misadventures of Omi, is a series that showcases the swashbuckling adventures of a precocious kid investigator, Omi. The company will aim to provide quality IP content, a story with a universal approach and will ensure that they create recall based narration.
Brewed Digital Media Services Pvt. Ltd.
URL: http://www.brewedmedia.in
Sector: AVGC

Project Title: Social media activation for government departments

Brewed Media is a digital media marketing company that specializes in activation of social media for government departments to help them interact with the public and showcase their works. It is common for government initiatives to be categorized as boring and unrelated. Brewed Media tries to bridge that gap and increase communication with new age digital content in the form of memes, videos and pun-intended posts to engage citizens.
Kannada & Culture
Project Title: Ka-Naada, One patented USB keyboard for all Indic languages
Ka-NAADA is a patented USB keyboard facilitating multilingual typing for all Indic languages based on Brahmi Lipi. Ka-NAADA has a non-QWERTY character layout and designed to facilitate the phonetic arrangement of Swaras and Vyanjanas. The clusters of characters of Indic language units are organized in a natural language learning-usage order to avoid the overlay model organization adapted in QWERTY design layouts. Type as you say and read as the text flows- is the fundamental precis of Ka-NAADA keyboards for Indic languages.

Gnani Innovations Private Limited.
URL: http://gnani.ai
Sector: Kannada & Culture

Project Title: Empowering Karnataka through speech technology
Gnani.ai has developed a robust artificial intelligence deep learning based speech to text engine in Kannada. Their engine empowers every citizen of Karnataka to access machines through voice commands. The algorithms are robust and accurate in enabling voice command based support to all dialects present in Kannada. They have created technology which is patentable for accurate detection of Kannada words and for dictionary building in Kannada.
Project Title: **Karnataka development with Kannada language and culture**

Courseloka is developing an online platform to solve language and cultural problem with online courses to “Learn Kannada with Own Language”. The app would be customized for various customer segments and the mobile app synchronized is with the website. There is also an offline mobile app for learning 24x7, anytime, anywhere. The lessons are equipped with audio, images and text. There is also community engagement via social media platforms.

---

**Courseloka Learning Private Limited**
URL: http://www.courseloka.in  
Sector: Kannada & Culture

---

Project Title: **SHAMUDRA - CODE IN KANNADA**

Technology is moving faster than ever now and the key to creating outstanding innovations highly depends on our ability to communicate with machines. Java, Python, C++ are extensive in-demand programming languages augmenting humans to outsource their cognition into these machines. And all major inventions are coded in the English language. The plan is to introduce a novel programming language Shamudra which gives one the ability to code in Kannada. With Kannada dialect, not only will this transform coding capability in new languages but also opens the technology door to every Kannada student interested to implement ideas, eliminating language barriers.

---

**Suntree India Solutions Private Limited**
URL: http://shamudra.com  
Sector: Kannada & Culture
**Project Title: Guru.ai leveraging AI to retain the science & art of Indian Classical Music**

Learning classical music is about mastering the art, practicing to perfection & being guided by the teachers. While offline learning is challenged with availability of teachers & logistics. Pure online modules fail to help students master & practice to perfection. Gnani.ai is the first platform to use smart technology to bring the best of both the worlds. The mobile & web enabled solution brings learning from the best of the teachers. They leverage signal processing & deep learning systems to bring students closer to perfect practice sessions that are available only in offline setup.

**Bharathi Heritage Private Limited**
URL: http://www.kalasangama.com
Sector: Kannada & Culture

**Project Title: Kala Sangama**

Kalasangama is an initiative which will leverage the power of technology to preserve and nurture the cultural heritage of Karnataka. The startup is working on creating multiple digital platforms: ‘Kala Corps’ a unique comprehensive database of art forms, artists, craftsmen and scholars across the state focusing on rural model. This data will aid in easy discovery of artists, art forms and scholars. ‘Kala Sangama’ an excellent discovery and engagement platform. Through this, consumption of live and recorded events & masterpieces which shall lead to market access especially for the rural talents.
Project Title: Kannada samagra suddi
They are planning to create Comprehensive news website and development a special app to circulate and promote web content particularly for rural and urban, semi urban readers. Their aim is to create new online readers and float unbiased news content from the original data bank created by them which will contain news and information relevant to the State of Karnataka.

Mudskipper
URL: http://www.mudskipper.in
Sector: Kannada & Culture

Project Title: Karnataka - Many worlds
A state of the art, 4K HDR film about Karnataka covering landscapes, culture, people, heritage sites and wildlife filmed like never before with the latest in camera technology. They will be filming unseen places with innovation that was never available before. 4K HDR, VR are just a few of the technologies used.
Project Title: YAKSHAARUNYA
An android/ IOS application and series of video that imparts basic and significant aspects on one of the Karnataka's oldest & richest folk art form Yakshagana. This initiative will not only spread awareness but will also enable a common platform to uplift the art form in the right direction at domestic, national and international level.
Tourism
**Campmonk LLP**  
URL: http://campmonk.com  
Sector: Tourism

**Project Title: Online platform to promote camping led tourism**

An online platform to promote, aggregate camping grounds and campervan parks around the country. Over 600 campgrounds have been listed across South India, Maharashtra and Himachal Pradesh.

**Talking Street LLP**  
URL: http://www.talkingstreet.in  
Sector: Tourism

**Project Title: Discover the Best of Local Food Experiences on Your Travels**

Talking Street is a platform that curates and showcases the best of popular, local eateries, so that users can hyper-locally discover local food around their location. It maps the most authentic and famous eateries across cities and towns recommended and verified by a community of foodies, along with the stories of vendors and owners so that users can get a flavor of the food culture of the place. It also provides a platform for small eateries to get onto a digital platform.
Project Title: Travelspice

Travelspice is a platform that is helping hoteliers reduce revenue loss from unoccupied perishable room inventory. Currently Indian hotels on an average have 40% rooms unoccupied and they do not want to fill these rooms by publishing deeply discounted rates as that damages their brand equity. It allows customers, who are flexible to stay in any one of the quality assured star hotels in a particular area and star category, to get up to 70% discount compared to lowest available market price.

RepRecom Solutions Private Limited
URL: http://kepsla.com
Sector: Tourism

Project Title: KePSLA - Helping Enterprises Profit from Customer Experience

KePSLA is a system for the hospitality industry that has natural language processing technology i.e. ability to decipher English and 30 other languages into quantifiable data as relevant to the hospitality industry. It also has Machine Learning abilities which enables it to club the data into relevant hospitality related departments and KPIs. The system has built a hospitality word pool of over 50,000 words. Using Artificial Intelligence, these 50,000 words (which keep growing) are then analysed to help hotels understand their business better and grow direct customer base. This solution is domain agnostic.
Project Title: Branding Tourism places of Karnataka
Mankutimma’s idea is to promote and showcase a sense of pride and belonging to state of Karnataka. They have done extensive research in making logos and branding Bengaluru and Mysuru. They design and produce patriotic and nationalist products for which there is a huge demand currently from all over the world. The idea is to ensure proper branding of the historic places, such that the State attracts more tourists and significantly contribute to the revenue generation.

Project Title: Wicked Ride Motorcycle Tours and Rentals
Wicked Ride is a tech driven motorcycle Tourism Company which provides access to wide range of motorcycles through the website, app and API integration with various tourism partners. Advanced telematics to provide a safe and secure riding through GPS, Accelerometer and SOS feature has been provided. The tourists can check and book in advance and also book various tours which are guided or self-guided through predetermined routes and guided via technology. Tourism has been made accessible, affordable thus removing the isolation and dependence on public transportation services.
Project Title: Range of Displays

The company has developed a product to build a range of holographic displays. The product has a transparent glass display-box display to keep historical items with displaying details of the items, like Augmented Reality. 3D holographic with option of 180 or 270 or 360 degree view. It is suitable for antique pieces which are about to become obsolete. It also has a virtual presenter which greets visitors, presents a searchable history directory and also talks about the content of museum/historical facts and figures.

ReArk Digital Preservations Pvt Ltd
URL: http://www.reark.in
Sector: Tourism

Project Title: ReArk VR - Heritage Tourism Experience, Reimagined

A mobile app through which people can experience all the historical tourist places in 3D/VR/AR and connect to art and culture, through storytelling. ReArk VR App is a free app with demo content with option to download additional paid content. It will help various government departments, private institutions museums etc. to create and digitize their collections and make it available to general public.
Project Title: ROMR Caravan Aggregator

RomR is a caravan aggregator. RomR sells, leases back and rents out caravans to travellers. It proposes to import caravans from Jayco, USA. Buyers can give the caravan on lease to RomR for subletting to earn extra income instead of keeping it idle. ROMR plans to manage parking of caravans, periodic maintenance and source travelers. Caravan travelers can park the caravans at RomR’s network of homestays in Coorg, Chikkamagalore and Sakaleshpura.

Icycle Solutions Pvt. Ltd.
URL: http://www.icycle.in
Sector: Tourism

Project Title: CycloTour HUB

The use of bicycles as an eco-friendly and healthy means for touring should be prevalent. CycloTour Hub is a platform to encourage cycling as a fun and enjoyable touring option, even for infrequent cyclists and adventure travelers from across the globe. The goal is to have bicycle touring solutions across all tourism destinations in Karnataka. The first phase would cover Bengaluru and services will expand to other tourism places, especially in the Malnad region, like, Chikmagaluru, Shivamogga, Agumbe, etc. The next phase will involve replicating, albeit with customization, across all tourism places in the State. 4-5 years would be required to penetrate all locations in Karnataka.
Project Title: SKATOCROSS "India’s First Skatebike"

The Patented design, combining the best of each, Skateboard + Motorcycle is the innovation called Skatocross. The pros of both Skateboard and Motorcycle were considered and combined to make one single product. Skatocross is capable of reaching speeds up to 60kmph (Performance Model) and it can be used in any grade of terrain. The learning curve will be drastically reduced so that it suits all the age group.

Crest Consulting
URL: http://www.nammur.com
Sector: Tourism

Project Title: Nammur

Nammur has pioneered branding Bengaluru as a global city for both international and domestic tourists. Nammur’s branding idea was selected among 1000 entries that was crowd sourced from across the state by the Tourism Department as the logo for the city. This design and branding will be further used to tell stories of the city’s rich heritage, culture, cuisine, art etc. Technology will be used to augment the stories of the city through merchandise besides e-tail. This will greatly help in establishing Brand Bengaluru as a tourist destination as well.