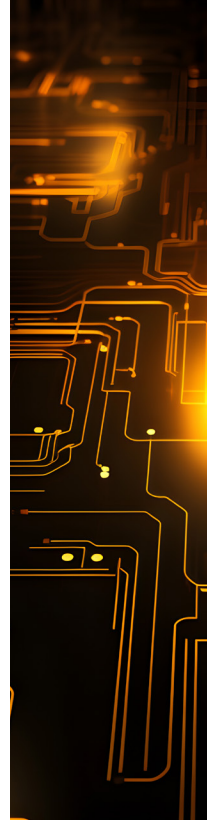
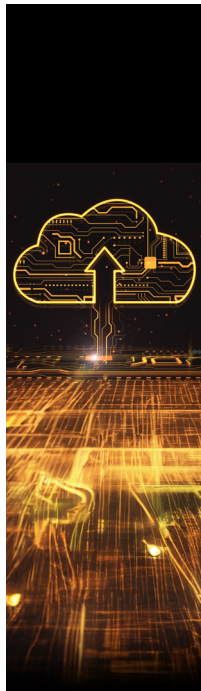
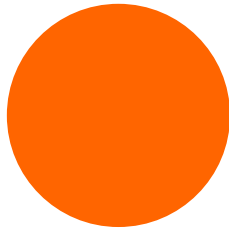


# iTNT Hub Monthly Digest

An e-Newsletter from  
Tamil Nadu Technology Hub

Edition 3, May 2024



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# Foreword



Wishing everyone a wonderful June!

The latest edition of our newsletter serves as a platform to explore exciting updates and progress marked by growth, collaboration, and innovation unfolding at the Tamil Nadu Technology (iTNT) Hub. I extend my gratitude to our valued stakeholders, iTNT ecosystem startups, esteemed partners from Industry and Academia, my dedicated team, and every member of our dynamic community for their support.

The iTNT Hub's journey so far is a testament to the power of collaboration and innovation. As we forge ahead, we continue to spearhead various programs and initiatives to nurture and encourage startups in their relentless journey to make innovative ideas into successful ventures.

Looking ahead, the vision is to nurture and develop a thriving deeptech ecosystem in the state, pushing the boundaries to champion innovation, establish new partnerships, and empower entrepreneurs with a supportive ecosystem to reach new heights of success.

Let's continue to Inspire and Innovate!

**Best Wishes,**  
**Vanitha Venugopal**  
**Chief Executive Officer**  
**Tamil Nadu Technology Hub**  
**(iTNT)**

# Startup Showcase

## Chimertech Pvt Ltd secures Rs. 50 lacs investment



Chimertech Private Limited, an iTNT-supported startup, has secured an investment commitment of ₹50 lakhs as CCD Investment from **Mr. Sriram Sankaran**, NATIVELEAD. This significant development unfolded during the Chennai Edition of the MSH Investor Connect Program organized by MeitY Startup Hub and Forge Innovation & Ventures.



Additionally, Chimertech has recently joined forces with Milky Mist Dairy, leveraging their product 'Quadmastest' - a pioneering solution launched by the Honorable Minister for IT & DS, **Dr. Palanivel Thiaga Rajan**, at the UmagineTN 2024 Innovation Arena facilitated by iTNT Hub.



## Scrapify test runs new-gen product 'Ecofloater'

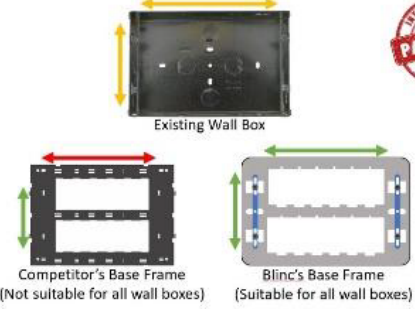
iTNT ecosystem startup, Scrapify Ecotech Pvt Ltd successfully carried out the first trial run of their autonomous water drone 'Ecofloater' designed to revitalize water bodies and ensure clean and sustainable water bodies.



## Blinc granted a patent for groundbreaking smart switch technology

**INNOVATION IN INSTALLATION AND CUSTOMIZATION** **BLINC**

World's first bi-directional adjustable base-frame for touch switches




Existing Wall Box

Competitor's Base Frame (Not suitable for all wall boxes)


Blinc's Base Frame (Suitable for all wall boxes)

Other Touch Switches



Existing Glass Panel (Non customizable after purchase)

Blinc Touch Switches



Blinc's Glass Panel (Choose, customize, replace / rearrange even after purchase)

Customers can easily migrate to smart switches without replacing the wall boxes thereby saving huge amount of customers money

## Global Engagements



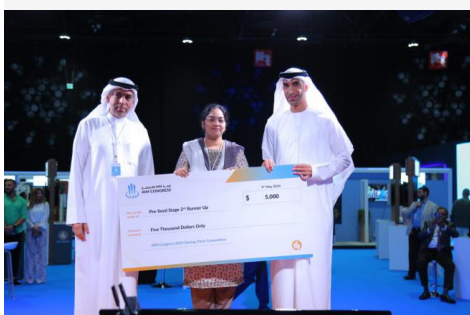
### British High Commission in India delegation visits iTNT Hub

A delegation from the British High Commission in India, led by **Mr. Joshua Bamford**, Head of Tech & Innovation along with **Ms. Tabinda Bashir**, Energy and Climate Change Advisor, and **Ms. Christi Thomas**, Senior Tech & Innovation Advisor visited the iTNT Hub. The productive discussions centered on the strategic partnership to facilitate global market access, technology transfer and cross-border collaboration of startups to drive innovation in the deeptech sector.



Blinc Smart Homes Pvt Ltd, iTNT ecosystem startup's innovative smart switch technology product launched in UagineTN 2024, has been granted a patent for their innovation in the installation and customization of smart switches and groundbreaking customizable invisible touch switches.

### Kratu Scientific Solutions at AIM Congress event in Abu Dhabi



Kratu Scientific Solutions, a startup developing sustainable, environmentally friendly, and reusable medical apparel, showcased their products at the Annual Investment Meeting Congress 2024 in Abu Dhabi, an initiative by the AIM Global Foundation and bagged 2nd runner-up prize award.



# What's Brewing at iTNT Hub?

## "Break The Loop" Innovation Challenge



iTNT Hub, in collaboration with Rolls-Royce India, launches the ongoing 'Break the Loop' Innovation Challenge 2024. The on-going innovation challenge invites applications from innovative startups, researchers, and students in Sustainability, Energy Generation, and Climate Tech to present their cutting-edge solutions. Participants with promising ideas will pitch to Rolls-Royce's leadership, gaining visibility in the energy and sustainability ecosystem. Selected startups will receive mentorship from Rolls-Royce experts and incubation support at iTNT Hub to develop their solutions further.

## Launch of iTNT hub's "BEACON"



iTNT Hub launches the second cohort of idea validation bootcamp, rebranded as BEACON, in the deeptech and emerging tech domain. Following a forceful competition and a stringent evaluation, 11 teams have been selected for our second cohort. Congratulations to the chosen innovators as we are geared up to elevate your innovative research and startup to the next level!

## What's New In BEACON?

### Complete freedom to work on your startup idea

Embrace the opportunity to sharpen and validate your startup ideas into clear, viable visions ready for the marketplace. From onboarding to investor readiness, the program is packed with insights into design thinking, product development, branding, market validation, business modeling, IP rights, and investor pitching. Our program schedule is designed to make the innovators, the entrepreneurs of tomorrow.

### Intensive mentoring

Leverage our intensive mentoring and top-notch in-house facilities to refine your startup journey. Benefit from targeted workshops and pitch confidently. Connect with mentors, peers, investors, and partners to explore collaborations and funding avenues. Gain exclusive access to our IoT Lab, FabLab, and rapid prototyping resources for concept validation and refinement. This comprehensive support accelerates their startup's growth, ensuring readiness for success in the competitive landscape.

### Opportunity to get selected to iTNT Hub's Incubation program

Exceptional participants from the bootcamp will have a chance to get incubated in TNT Hub's Incubation Program offering a pathway to support further through resources, and guidance within our deep tech startup incubation program. 6 teams from our inaugural cohort are now being incubated into iTNT's Incubation Program.

# Events from May

## MeitY Startup Hub officials visited iTNT Hub



We hosted our MeitY Partner, **Mr. Jeet Vijay**, CEO, MeitY Startup Hub and his team for a productive meeting on collaborating and exploring potential synergies to boost the deeptech entrepreneurship in the country. The team also interacted with iTNT hub ecosystem startups and engaged in fruitful discussions.

## Webinar on 'Empower your startup with Computing'

iTNT Hub's online webinar series featured **Mr. Thillaikumar Sivakami Sundaram**, a Cloud Computing Professional, discussing "Empower Your Startup with Cloud Computing." The webinar educated participants on Cloud Computing basics, Pay-as-you-go model for startups implementing cloud solutions, and remote deployment of cloud solutions. Mr. Thillaikumar emphasized leveraging open-source tools to reduce costs and enhance remote-first approaches. The session concluded with an interactive Q&A, addressing startup queries in adopting cloud solutions for innovation.

## Government of Rajasthan delegation visit to iTNT Hub



iTNT Hub hosted a delegation from the Government of Rajasthan, including **Mr. Amit Kakkar**, Chief Engineer, Dept of IT & Communications, **Mr. Tapan Kumar**, Additional Director, and **Mr. Amit Purohit**, Program Manager, iStart Rajasthan. The visit aimed to exchange best practices between Tamil Nadu and Rajasthan, featuring insightful interactions with startups on new-gen disruptive solutions.



## DeepTech Sensitization Drive : Trichy Edition



iTNT Hub, in collaboration with Anna University, EDII-Anna Business Incubation Research Foundation, and FICCI FLO, organized the 'DeepTech Sensitization Drive - Trichy Edition' at Anna University Regional Engineering College, Tiruchirappalli. The event aimed to nurture DeepTech capabilities in Tier 2 and Tier 3 cities, attracting 140 participants from 66 institutions across 7 districts. Chief Guests **Dr. M. Selvam**, Vice-Chancellor of BDU, and **Ms. A. Santhakumari**, Additional GM at BHEL Trichy, highlighted academia's role in DeepTech. A panel discussion on "Democratizing DeepTech" featuring **Ms. Vanitha Venugopal**, CEO, iTNT Hub, and **Mr. A J Balasubramanian "AJB"**, Director, Aigilx Health & Startup Mentor, moderated by **Ms. Arasi Arul**, Founder & CEO, 60PlusIndia and showcased successful startups like **ONEOMICS** and **HILIFE.AI**.

We extend our heartfelt gratitude to **Dr. T. Senthilkumar**, Professor and Dean, University College of Engineering BIT Campus, Anna University, Trichy, **Mr. Vinoth Malaikani**, CEO, EDII-Anna Business Incubation Research Foundation, **Mr. Mukunthan Elangovan**, Incubation Scientist, EDII-Anna Business Incubation Research Foundation and **Mr. Vignesh** for their relentless support in making this event a massive success!





## Masterclass on 'Impact of Emerging Technologies on IP Law for Startups'



The recent masterclass at iTNT Hub on "Impact of Emerging Technologies on IP Law for Startups," conducted by **Ms. Subathra Mysamy**, Managing Partner at **A K Mysamy & Associates**, provided invaluable insights into Intellectual Property Rights (IPR) for innovators and startup founders. The session shed light on IPR basics and classifications and highlighted the importance and impact of IP on emerging technologies for startups and innovators.

The session explored the crucial role of IP in emerging technologies such as Blockchain, AI, IoT, and 3D Printing. **Ms. Mysamy** emphasized the importance of protecting trade secrets for startups and MSMEs and discussed technology transfer and intellectual asset protection in a competitive environment.

## Founder Talks with The ePlane Company



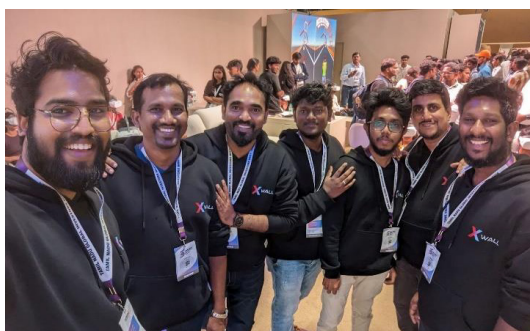
iTNT Hub hosted **Mr. Vishnu Ramakrishnan**, Founder's Office - Business, The ePlane Company, for the 'Founder Talks' session. Based out of Chennai and incubated at IIT-Madras, The ePlane Company, co-founded by **Prof. Satya Chakravarthy** and **Mr. Pranjal Mehta**, is pioneering the world's first and most compact electric aircraft. **Mr. Vishnu** discussed the significant potential impact of innovation on urban mobility, the challenges and opportunities in electric aircraft development, and his entrepreneurial journey. The session served as an invaluable opportunity for attendees from academia, deep tech entrepreneurs, and technology enthusiasts to gain a comprehensive understanding of the future of urban mobility and sustainable aviation.



# Founder Stories ft. Arun Prasath, FocuzAR

## From Tech Visionary to EdTech Innovator: The Journey of FocuzAR and Xwall

The journey from Information technology service provider to pioneering Augmented Reality to create a groundbreaking education tool, Xwall by blending learning experience with innovation through phygital (Physical + Digital) experience, **Arun and his team at FocuzAR** are redefining education with a revolutionary approach.



The story of FocuzAR began in 2006 when **Arun** took his first entrepreneurial steps straight out of college by founding Calydon Tech. Over the next 17 years, the company emerged as a leading IT services firm, partnering with industry giants like IBM, Accenture, and Cognizant. In 2015, FocuzAR was co-founded along with **Sankar**, who is currently serving as CTO with a clear goal: to become pioneers in XR (Extended Reality) by creating innovative products that offer real and measurable benefits to businesses and individuals.

## Journey of FocusAR and Xwall

FocuzAR's journey began with a strong focus on augmented reality (AR), making it one of the first in Asia to develop an AR engine, even before ARCore and ARKit. Collaborating with Fortune 500 companies like Asian Paints, Larsen & Toubro, and Nokia, crafting cutting-edge AR experiences. Recognizing the need for a broader XR ecosystem, the team expanded its vision to include XR, AI, and IoT, evolving the mission to create smarter, safer, and more efficient solutions across industries.



Inspired by the children's preference for gaming over traditional learning along with their personal experience of the founder's children's gaming preference during the pandemic, FocuzAR developed small educational games that blended fun with learning. This success led to Xwall - a phygital gaming platform for edutainment and fitness. Xwall aims to transform classrooms by making learning interactive and enjoyable.

Developing Xwall was challenging. Developing the hardware and refining the software to build an interactive Phygital console with an AI camera and body tracking capabilities required extensive research and development. This three-year journey of dedicated effort and innovation led to the creation of a standalone platform with precise sensors, overcoming numerous obstacles along the way.

## Addressing Education Challenges with Xwall and Phygital Experience

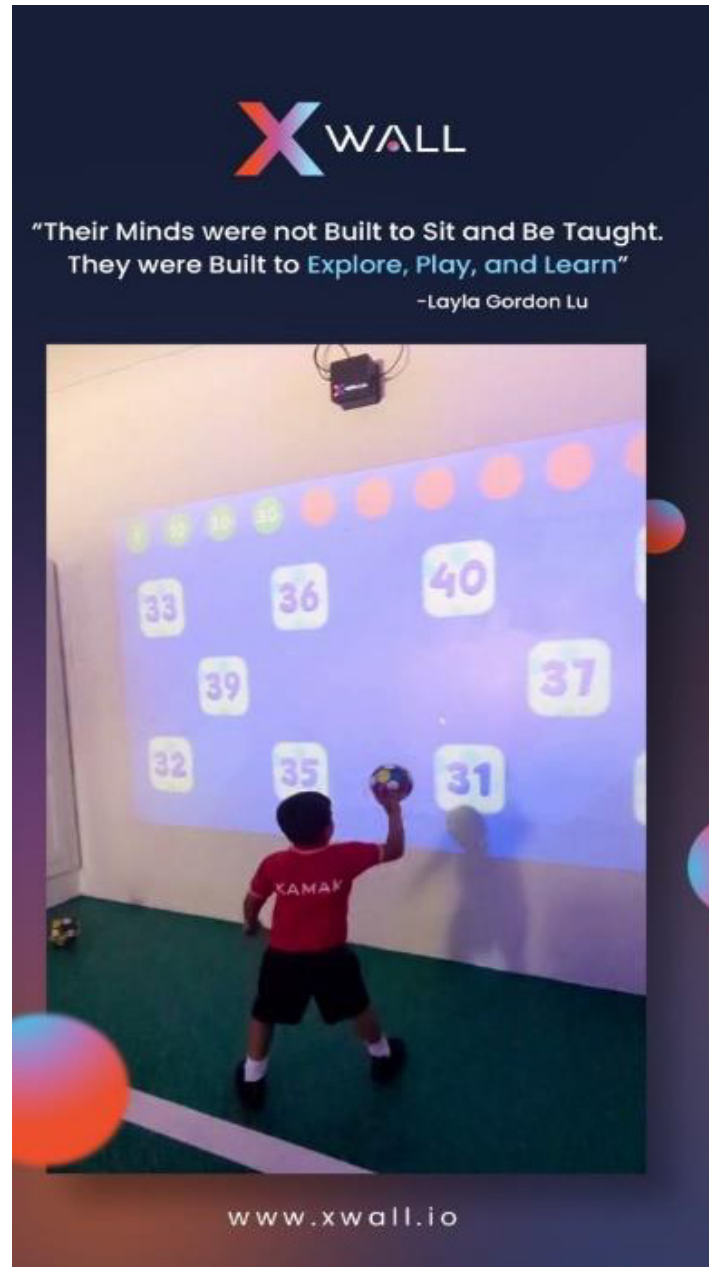
Xwall tackles three major issues in education: lack of motivation, engagement, and physical inactivity among students. By introducing a phygital (physical + digital) experience and gamification, Xwall transforms academic subjects into interactive activities that significantly enhance students' focus and motivation. The platform also promotes physical activity through engaging games, effectively combating the sedentary lifestyle associated with excessive screen time. Xwall's innovative approach has garnered significant attention and was well received at the Global Investor Meet in Chennai and UmagineTN 2024, where it became a crowd-puller, highlighting its impact and potential in reshaping the educational landscape.

Xwall operates on a subscription-based model, similar to Netflix, allowing schools to access a diverse library of educational games without substantial upfront hardware investments. Schools subscribe to Xwall and receive regular updates with new games and features, ensuring continuous engagement and learning opportunities for students. This model has driven substantial revenue growth and demonstrated the growing demand for our innovative educational approach.

## Scaling New Heights: Innovation and Global Expansion

Looking ahead, FocuzAR plans to introduce features such as customizable avatars, NFT-based rewards redeemable with partnered brands, and immersive mixed reality experiences. We aim to expand globally, starting with the US, Canada, the Middle East, and Europe, and are actively seeking like-minded investors to support our growth.

Xwall represents the culmination of years of innovation and dedication to improving education. As we continue to grow and evolve, the focus remains on delivering impactful, engaging, and effective learning experiences for students worldwide.



“The driving force has always been a passion for solving real-world problems with technology. My advice to aspiring entrepreneurs is simple: focus on real challenges in your sector and develop effective solutions.”

(Arun, Co-Founder, FocuzAR)

## Final Thoughts

The journey of FocuzAR's transition from IT services to Extended Reality reveals the importance of passion, perseverance, and impactful innovation, continuing to grow and evolve with focus on delivering engaging and effective learning experiences for students worldwide.

# Blog

## Intellectual Property Boom in Tamil Nadu: Role of Tamil Nadu DeepTech Startups

~Vanitha Venugopal, CEO, iTNT Hub

In a landmark achievement, Tamil Nadu has surged ahead of all other states to become a leader in Intellectual Property (IP) filings in India, as revealed by the latest NASSCOM report on Patenting Trends in India 2024. This remarkable accomplishment is a beacon of the state's thriving innovation ecosystem, powered significantly by DeepTech startups.

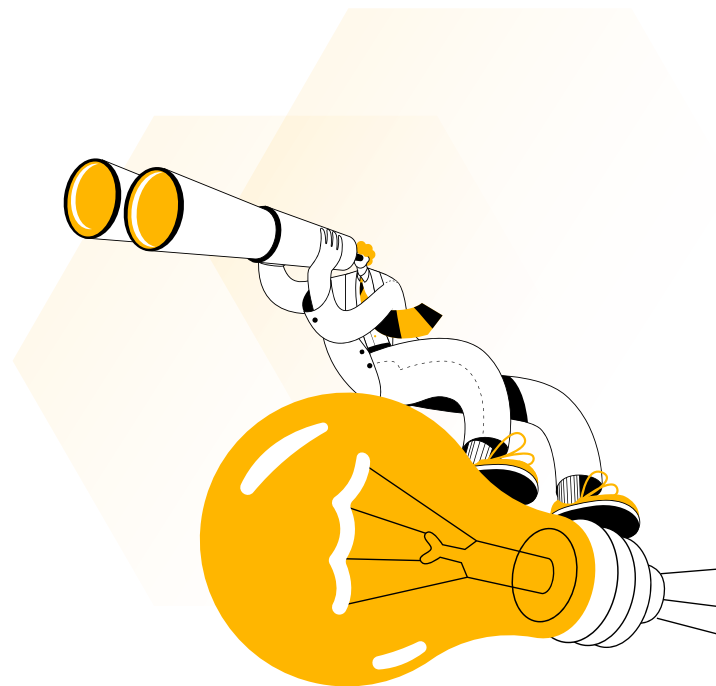
### The Intellectual Property Surge

Tamil Nadu's leadership in IP filings is not just a statistic but a compelling narrative of strategic vision and collaboration. The NASSCOM report highlights that Tamil Nadu has recorded a 20% increase in IP filings year-on-year, contributing to 9.3% of the total IP filings in India during FY23. The state's diverse innovation landscape includes significant contributions from sectors such as Information Technology, Biotechnology, Manufacturing, Healthcare, and other emerging technology domains. Educational and scientific institutions have emerged as key drivers of innovation, with institutions like the Indian Institute of Technology,

Madras (IIT Madras), with more than 1300 IP's registered. Government policies like National Intellectual Property Awareness Mission (NIPAM) and centers like the Tamil Nadu State Council for Science and Technology (TNSCST) along with Intellectual Property Facilitation Centres (IPFC) are creating awareness and specialized training programs on Intellectual Property Rights (IPR). These initiatives are raising awareness about Intellectual Property Rights (IPR) and streamlining the patent filing process for innovators.

## DeepTech Startups: The Catalysts of Innovation

DeepTech startups are the driving force behind Tamil Nadu's Intellectual Property boom. These startups, focusing on advanced technologies like Artificial Intelligence, IOT, Blockchain, and Neurotechnology, are generating groundbreaking innovations and registering more patents. Factors contributing to their success include access to top-tier talent from prestigious institutions, robust government support, high-end technical infrastructure that enables startups to develop and test their innovations effectively, accelerating the journey from concept to market-ready product. These elements together create a thriving ecosystem for DeepTech startups in Tamil Nadu, positioning them as key players in the global innovation arena and significantly boosting the region's Intellectual Property assets.

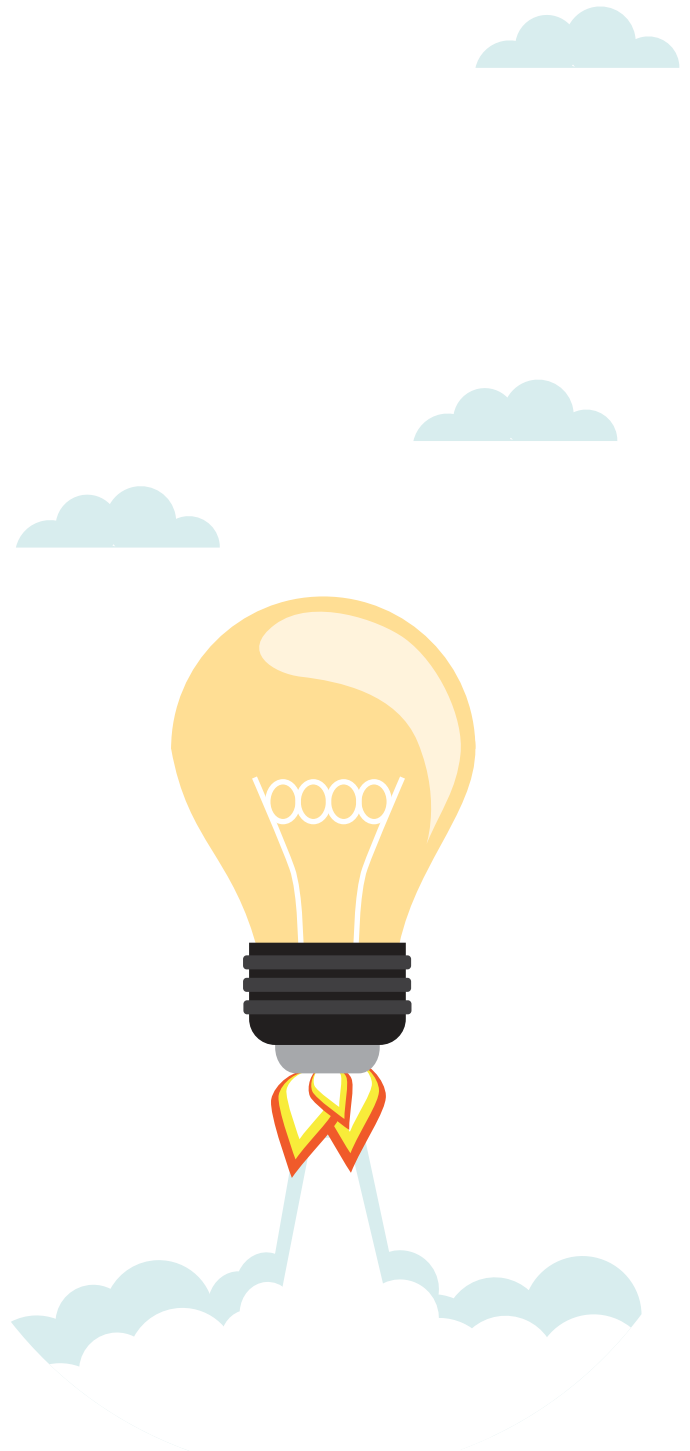


## The Path Forward: Collaboration and Innovation for Continued IP Growth

Tamil Nadu's impressive leadership in intellectual property filings is largely due to its robust educational ecosystem. The state ranks first in PhD enrollments and leads in Gross Enrollment Ratio (GER) in higher education at 47%, nearly twice the national average of 28.4%, according to the All India Survey on Higher Education by the Ministry of Education. This commitment to advanced learning and research has created a strong talent pool driving innovative research.

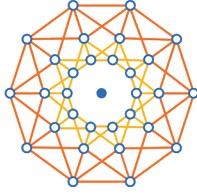
To capitalize on leadership in IP filings, Tamil Nadu must translate groundbreaking ideas into tangible technologies, enhance technology transfer mechanisms, and improve collaboration with industries and government. Innovation hubs like the Tamil Nadu Technology (iTNT) Hub are enablers, facilitating enhanced industry-academia collaboration, improving research output, narrowing the industry-research gap, and safeguarding IP.

As India rises as a global startup hotspot, protecting and promoting intellectual property will be key to sustaining growth. Tamil Nadu's top position in patent filings reflects its vibrant innovation ecosystem, supported by DeepTech startups and strong government initiatives. By prioritizing IP-driven growth, incentivizing research, streamlining IP processes, and enhancing collaboration through hubs like iTNT, Tamil Nadu's DeepTech startups will attract increased investment and drive the state towards its vision of becoming a \$1 trillion economy by 2030.



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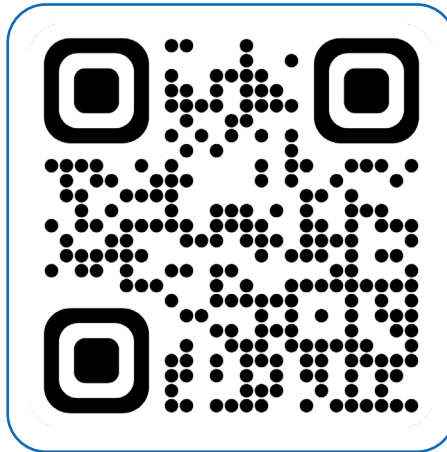


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