

# NEWSLETTER

APRIL 2024



**MESSAGE FROM THE PRESIDENT**

**DR. SHEENU JHAWAR**  
President  
TIE Rajasthan

A brand new year is upon us. As President, it inspires me to think differently, I want to reimagine, reenergize, and refocus on the 5 pillars that define us. Networking, Education, Mentoring, Funding, and Incubation.

What is it that we can do to take this moment forward. Who is at the end of this choice. What do we collectively do, that circles back to the World we live in, and creates an impact none of us could have made just on our own. For TIE is more than just an organization; it's a community—a family.

We are fortunate to be part of this community that celebrates innovation and fosters creativity and collaboration. Innovation is not merely about thinking outside the box; it's about realizing that there is no box at all. It's about pushing boundaries, challenging conventions, and daring to imagine a future that is limited only by our creativity and ambition. But innovation is not just about ideas; it's about action. It's about rolling up our sleeves and doing the hard work necessary to turn our vision into reality. Startups are the lifeblood of this innovation and supporting them is embracing innovation in all its forms. TIE has always been committed to fostering an ecosystem where startups can thrive, and this commitment remains steadfast as we embark on our 5th Financial year.

We understand that startups face unique challenges, especially in today's dynamic and rapidly evolving landscape. That's why we will be rolling out a series of initiatives tailored specifically to address the needs of startups in our ecosystem. The "Start up Market Showcase", a digital initiative built for TIE by our associate Mr Prateek Jain, and hosted on the TIE website, is one such activity that has already been launched. Winners of Smash up 2023 are doing very well, and a few of them have recently also been funded at Shark Tank. In the year ahead, we will redouble our efforts to support startups at every stage of their journey.

In closing, I want to express my deepest gratitude to each and every one of you for your continued support and dedication to TIE. In the year ahead, let's challenge ourselves to think differently, to question assumptions, and to explore new possibilities. Let's not be content with merely following trends; let's set them. Let's not settle for incremental progress; let's strive for breakthroughs that reshape industries and change lives. Together, we have accomplished so much, and I have no doubt that the year ahead will be filled with even greater achievements and successes.

## EDITORIAL NOTE

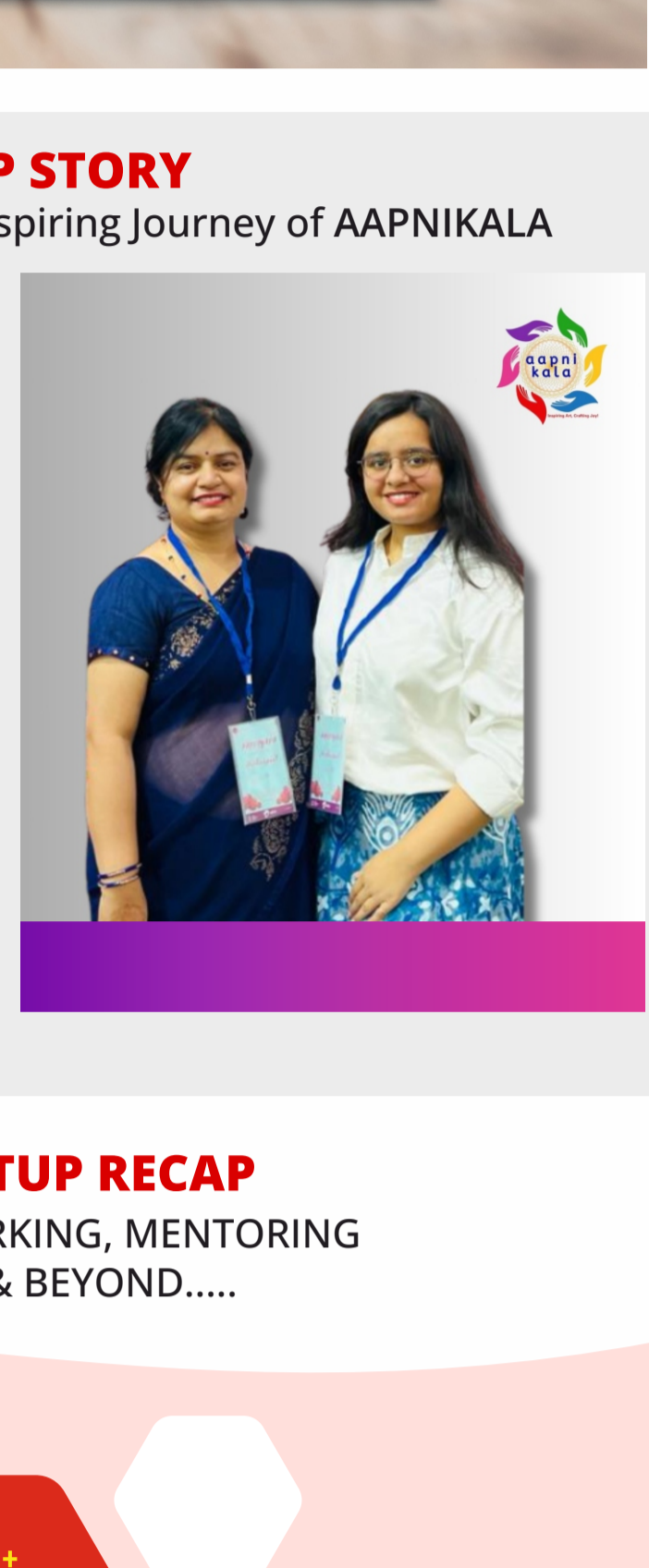
**VIKRAM AHUJA**

Editor- ConnectiE | TIE Charter Member

With the turn of the financial year, as our chapter grows, we decided it was time to go back to basics and enumerate what we do and what we stand for, so that our new members may make the best out of our platform.

At TIE we help entrepreneurs realize their dreams by giving them a platform that not only gives opportunities for networking with like-minded people but also getting guidance from industry experts from all fields and mentors with years of experience and a plethora of successful startups already under their belt. But most of all we help them by giving them the opportunity to pitch and get funding through our network of angel investors who are always on the lookout for deserving startups and young-blooded go getters who want to bring about a change in the industry scene.

For this we organize a variety of events every year ranging from TIECon, Smashup, Pitch Off @TIE Rajasthan, TIE Sprint to more niche events like TYE for schools in order to promote the entrepreneurial spirit in children and special events to promote women in business. Apart from these there are also more recreational events like member retreats where participants and let their hair down and touch grass. Most importantly TIE is a space for everyone to learn, grow and help others do the same. So come, join the huddle!



## STARTUP MARKET SHOWCASE

**is LIVE NOW**

Startups can now leverage the platform to showcase to a global audience

[www.startupshowcase.tierajasthan.org/](http://www.startupshowcase.tierajasthan.org/)

**LIST YOUR STARTUP NOW**



## STARTUP STORY

**From Passion to Enterprise: Inspiring Journey of AAPNIKALA**

**Sudha Vyas**, the founder of Aapnikala, initially pursued her passion for art and craft as a hobby driven by a mother's love. However, the true potential of her endeavor emerged when it combined with the business acumen of her daughter, Ishita Vyas, who serves as the co-founder of Aapnikala.

Aapnikala empowers rural artisans by providing them with a platform to sell their products and improve their livelihoods. The initiative not only emphasizes and mentors with years of experience and a plethora of successful startups already under their belt. But most of all we help them by giving them the opportunity to pitch and get funding through our network of angel investors who are always on the lookout for deserving startups and young-blooded go getters who want to bring about a change in the industry scene.

"We are immensely grateful for the invaluable mentorship sessions provided through TIE Rajasthan, particularly the TIE mixer held at the TIE office. Another noteworthy opportunity extended by TIE Rajasthan was through TIE Smashup, which allowed us to delve into the intricacies of pitching startups through insightful sessions and pitch presentations. These experiences, along with several other opportunities, especially the Startup Market Showcase facilitated by TIE Rajasthan, have proven instrumental in advancing our journey and enhancing our business profile," says Ishita.



## 2023 STARTUP RECAP

LEARNING, NETWORKING, MENTORING  
EDUCATION & BEYOND.....



## OUR WEBSITE IS LIVE NOW

"After exploring the TIE Rajasthan website, several standout features caught my attention. Firstly, the website prominently articulates TIE Rajasthan's mission to nurture entrepreneurship in the region, providing clarity on its purpose. Additionally, it offers comprehensive details on the initiatives, programs, and events, enabling visitors to stay informed about upcoming opportunities. The inclusion of testimonials and success stories from members underscores TIE Rajasthan's impactful contributions to entrepreneurial success. Moreover, the website is user-friendly design and navigation reflect TIE Rajasthan's commitment to providing an accessible and engaging experience for visitors and startups by Charter Member connect. Overall, the website effectively conveys the mission, values, and offerings, serving as a valuable resource hub for entrepreneurs and aspiring business leaders in Rajasthan", says Latika Chandwani.



[www.tierajasthan.org](http://www.tierajasthan.org)

**VISIT NOW**

## UPCOMING EVENTS

- STARTUP OPEN MIC** - April 13, 2024
- STARTUP SESSION** - April 26, 2024
- TYE - REGIONAL COMPETITION** - May 29, 2024
- ANNUAL GLOBAL RETREAT** - June 29 - July 02, 2024 (Kyoto, Japan)
- NETWORKING BREAKFAST** - TBD, 2024
- TIE BINDS** - April 23, 2024 (7:30pm onwards)
- TIECON SILICON VALLEY** - May 1 - 3, 2024
- TYE - GLOBAL COMPETITION** - June 20 - 22, 2024
- TIE RAJASTHAN RETREAT** - August 02-04, 2024

## NextGen MEMBER EXPERIENCE

Meet Prateek Khaitan, who has recently joined TIE as a NextGen Member. He is the son of our Charter Member, Mr. Prasad Khaitan. Prateek completed his education at Arizona State University, USA, with a degree in Supply Chain Management. After completing his study, he joined his family business as an Executive Director, spearheading the digital transformation of the company and overseeing its operations.

Khaitan Logistics is a B2B logistics company engaged in transportation of automobile, steel and other bulk items from manufacturers to their dealers / customers. The company has a fleet of 2000 trucks and trailers with Pan-India operation.

As an active NextGen Member of TIE Rajasthan, Prateek took the opportunity to cultivate connections and collaborations within the entrepreneurial landscape. His recent participation in the prestigious SMASHUP Event organized by TIE is noteworthy. Prateek is an active participant with TIE Global too. Through collaboration with Colleagues, his contribution in



fostering knowledge exchange and facilitating growth initiative at a global scale is laudable. He remains steadfast in driving innovation and fostering excellence both within the organization and across the broader entrepreneurial community.

## MEET THE CHAPTER WINNERS



## SHINING YOUNG STARS

**Sightsense** is dedicated to enhancing the lives of visually impaired individuals through affordable and innovative assistive technology. Their SightSense glasses are 15 times less expensive than competitors, offering a revolutionary solution that combines industry-leading computer vision technologies with AI, making it as affordable and accurate as possible. They focus on addressing everyday challenges that the visually impaired face, from education to mobility. They are committed to providing accessible solutions for the 3.9 billion visually impaired individuals worldwide, targeting students initially. Positive feedback has been received from blind students using the prototype, and Sightsense boasts a 124% average return rate on investment.

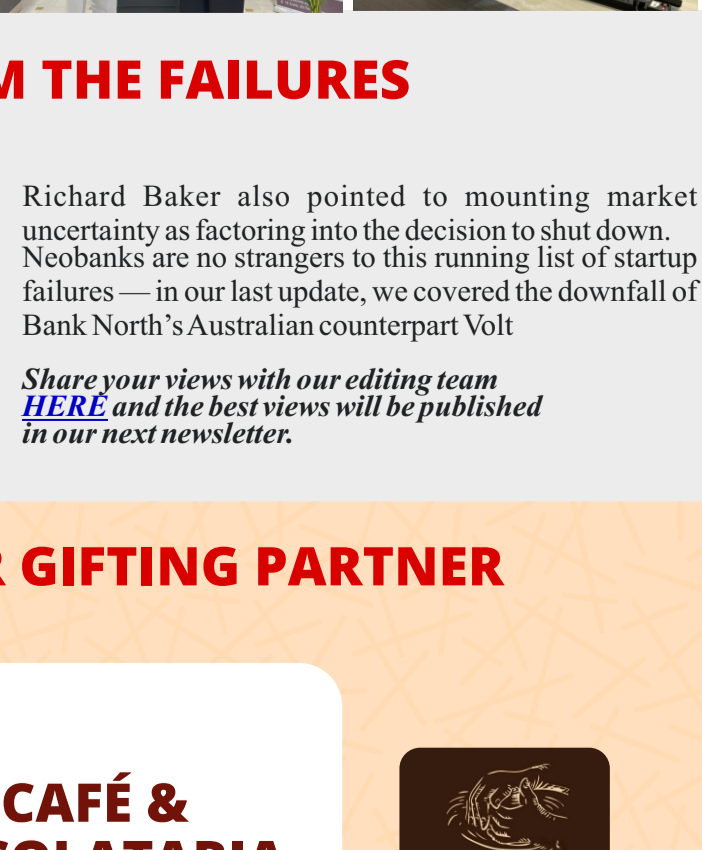


"Our mentors assigned to us in the TYE Programme, Sheenu Jhawar Ma'am and Arvind Thani sir have guided us in getting customer feedback and improving our business plan", says team Sightsense.

## INTRODUCING A NEW FEATURE IN TIE RAJASTHAN'S NEWSLETTER

Showcasing Charter Members' Spouses' new endeavours

**Sumeceti Mittal**, the dynamic spouse of our Charter Member, Puneet Mittal. With a background in Civil Engineering and an MBA, Sumeceti co-founded Pratham Software Pvt Ltd. Her remarkable contributions to education earned her national recognition from the President of India in 2016 and the prestigious Bharat Gaurav award at the British Parliament in 2017. Beyond her entrepreneurial pursuits, Sumeceti is an accomplished author, sharing her spiritual journey in her book "Shiv Shakti", which delves into the creation stories of the universe and her firsthand experiences at sacred sites. Sumeceti Mittal's multifaceted talents and achievements are a true asset to our TIE Rajasthan community.



## JURY MEMBERS OF THE MONTH

- Hemant Chauhan
- Shekhar Gattani

## UNICORN OF THE MONTH



**Databricks operates as a data and artificial intelligence (AI) company. It specializes in unifying and democratizing data, analytics, and artificial intelligence. It offers a data intelligence platform that integrates with generative AI to enhance business operations and decision-making. Databricks provides solutions for data governance, warehouse, extract transform and load (ETL), orchestration, real-time analytics, and machine learning deployment, catering to a variety of industries and use cases. It was founded in 2013 and is based in San Francisco, California.**

Share your views with our editing team **HERE** and the best views will be published in our next newsletter.

## TIE IN MEDIA



## TIE WOMEN GLOBAL PITCH COMPETITION 2024 RAJASTHAN COHORT

**ELIGIBILITY CRITERIA**

- Female Co-founder must have minimum 33% equity in the company
- Female-founded or co-founded startup ONLY
- Preference to startups raising funds
- Idea Stage Startups do not qualify for screening
- Companies in Business for less than seven years only at the time of application (Company registration after Jun 1, 2017)

**Last date to apply 15 JUNE**

Scan the QR Code to Register

## TIE MEMBER PODCAST EXPERIENCE

TIE RAJASTHAN'S NEW INITIATIVE

"The EM-Podcast series introduced by TIE Rajasthan is a commendable initiative aimed at disseminating the knowledge and experiences of its Emerging Entrepreneur Members (EMs). It was an honor for me to be featured as the inaugural guest on the podcast hosted by seasoned entrepreneur and author Ashutosh Garg of The Brand Called You (TBCY). This marked my second appearance on his podcast, and both of us were astounded by the evolution evident over the past five years – from discussing my entrepreneurial journey at Tinkery in the 2019 episode to delving into my latest initiative, Armpit Ventures, an early-stage tech-focused VC fund, in 2024. I firmly believe that this podcast series by TIE Rajasthan will serve as a valuable repository showcasing the



remarkable endeavors of our chapter members. Moreover, it is poised to inspire other TIE chapters worldwide to embrace similar initiatives. I eagerly anticipate listening to forthcoming episodes featuring my fellow EMs, confident that they will catalyze impactful collaborations within the broader TIE community", says Shikhar.

I extend my heartfelt gratitude and commendation to the President Dr. Sheenu for her unwavering support of the EM cohort, associated initiatives, and their advocacy on global platforms. Kudos to her for fostering such an environment of innovation and collaboration within TIE Rajasthan.

## PHOTO GALLERY



## LEARNING FROM THE FAILURES

**Bank North**  
Bank North North was forced to close at the beginning of October. The announcement came on the heels of its failure to raise the funding that it needed to obtain a full banking license from the Bank of England. Bank North had been faced with a number of obstacles over the course of its 4-year lifespan. In addition to its past challenges, Bank North co-founder

Richard Baker also pointed to mounting market uncertainty as factoring into the decision to shut down. Neobanks are no strangers to this running list of startup failures – in our last update, we covered the downfall of Bank North's Australian counterpart Volt

## ANNOUNCING OUR GIFTING PARTNER



## CONNECT WITH US

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