

Entrepreneurship in Asian High- tech Industries

*India Entrepreneurship Update: Unicorns,
Space Tech and Venture Investing*

Startup and Early Stage Investing Landscape in India 2021-22

Paula Mariwala

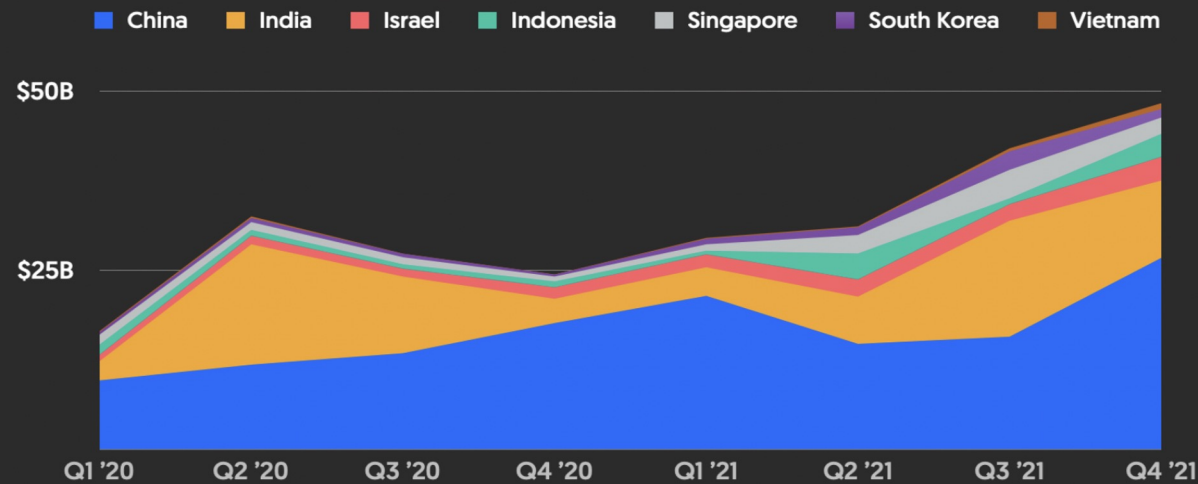
Founding Partner, Aureolis Ventures
Co-Founder, Chair, SAE India



India is now the 3rd largest VC-funded country in the World and 2nd largest in Asia

Venture Dollar Volume By Country In Asia, Through Q4 2021

Includes seed, venture and private equity to venture-backed companies



crunchbase news

3rd Largest Startup Hub in the World



\$330bn



\$131bn



\$38.5bn

We saw an unprecedented entrepreneurial and investment boom in 2021

STARTUP INVESTMENTS



- **\$30bn** in startup funding in 2021, growing by over 30% YoY

COMPANY PERFORMANCE



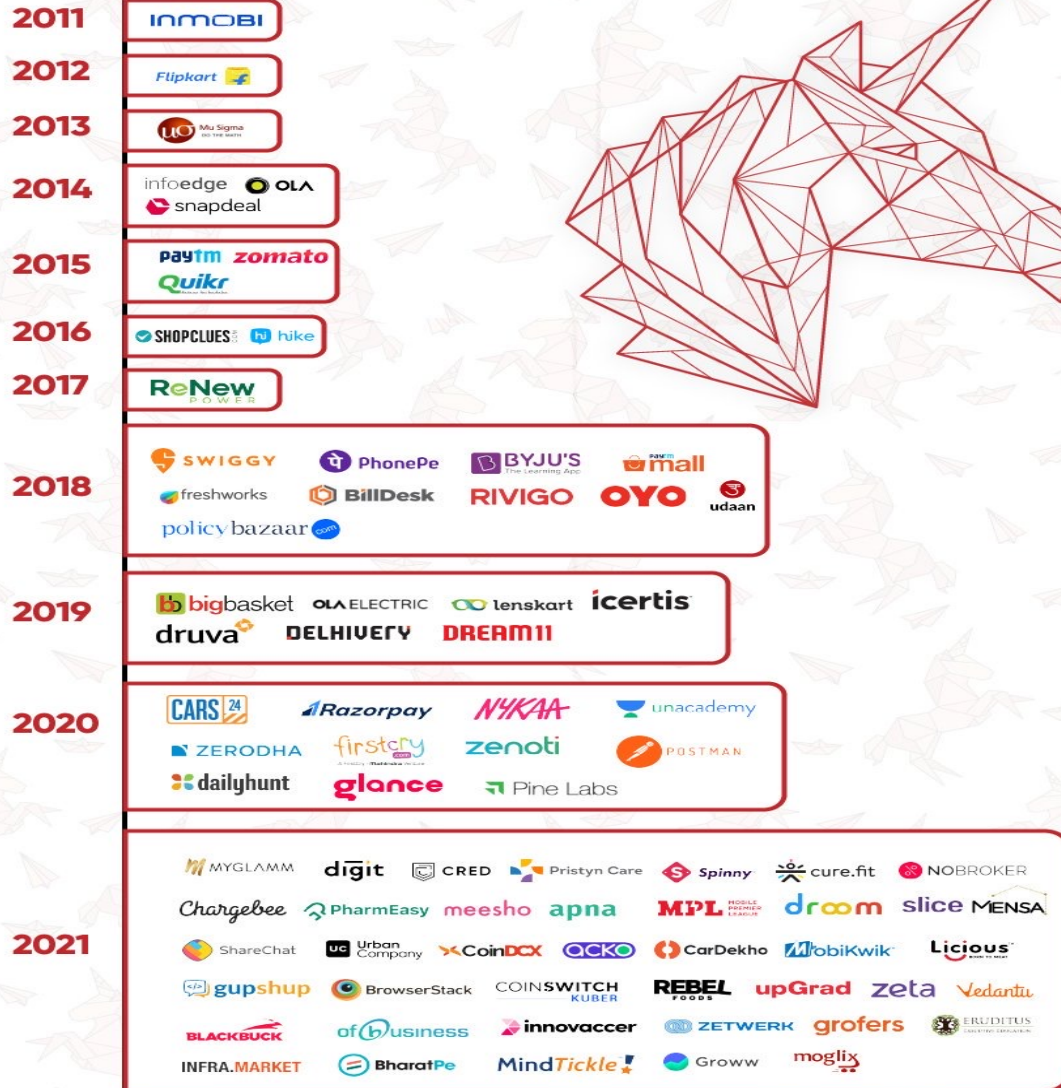
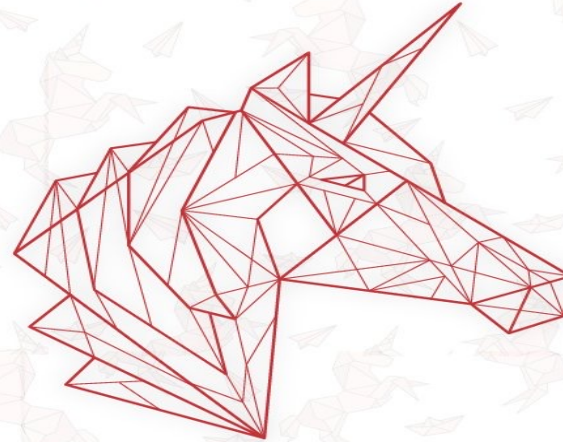
- 46 unicorns in 2021, up by 3.5x vs 2020
- 65 IPOs in 2021 with an **average return of ~54%**

EXIT OPTIONS ABOUND



- 2021 culminated in **exits worth \$43.2bn**

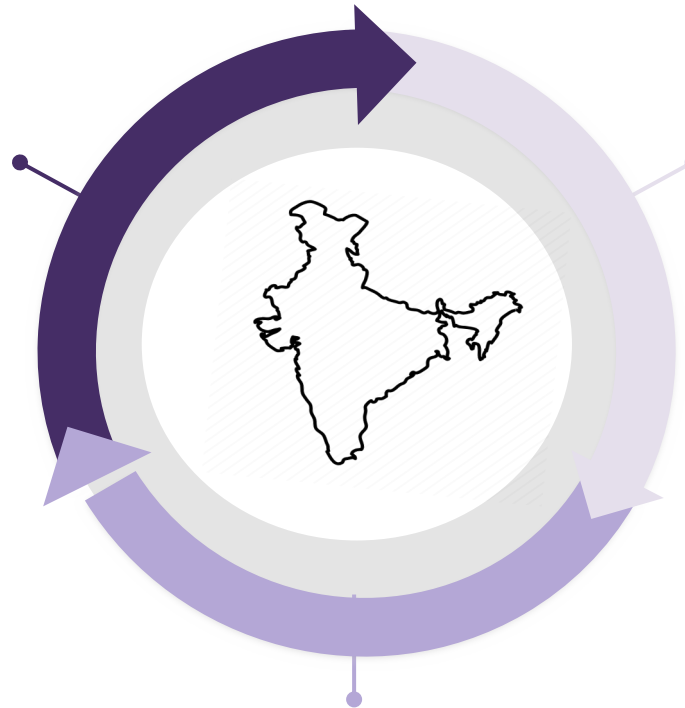
India's Unicorn Club



Changes in both local and global ecosystems have propelled innovation in technology and business models

Supportive Regulatory Environment:

- Startup India - tax benefits and increased investor connects
- WB Ease of Doing Business: 164 (2014) to 63 (2020)



Digital Acceleration:

- Cheap smartphones and data
- UPI infrastructure
- COVID : speeding up transformation in industries like edtech


Changing Market Dynamics:

- Rise of affluent Indian consumer in tier 1 and 2 cities
- Alternative to the Chinese market due to geopolitical risk and low yields in the country

New technologies have shaped investment opportunities across a diversity of sectors

E-commerce


\$15B



ZETWERK
INFRA.MARKET
moglix
NYKAA

Fintech


\$5B



CRED
Groww
Pine Labs
ofBusiness
Razorpay

Edtech


\$4.7B



unacademy
BYJU'S
ERUDITUS
EXECUTIVE EDUCATION
upGrad
Vedantu
LIVE ONLINE TUTORING

Healthcare


\$2.2B



innovaccer
Pristyn Care
cure.fit
PharmEasy

Agriculture


\$2.1B



AgroStar
DeHaat
Seeds to Market
INTELLO LABS
Fasa

Deeptech

\$1.4B



GNIKUL
OLA ELECTRIC
PIXXEL
BLU
SMART MOBILITY

With global successes such as Tesla, deeptech has emerged as a growing local investment opportunity

Growing Categories in Deeptech

Mobility

\$368M

CHALO

OLA ELECTRIC



Climate Tech

\$76M



oedgegrid

**ReNew
POWER**

Space Tech

\$67M



PIXCEL

G N I K U L

SKYROOT

AEROSPACE

**DHRUVA
SPACE**



Investments in Deep Tech doubled in 2021: \$1.4B, 116 companies

- Led by key policy changes, investment in the Space tech sector saw an increase of almost 200%.
- 47 new space tech start ups being launched in 2021.

Indian startups are increasingly drawing interest from the most promising investment firms around the world

Healthcare

Cipla

 MUBADALA

SEQUOIA 

Edtech

 Global

TIGERGLOBAL

TEMASEK

8th EIGHT ROADS™

Agriculture

prosus
ventures

ALPHA WAVE

 **Lightspeed**

E-commerce

SoftBank Vision Fund

Morgan Stanley



ADG

Fintech

BLACKROCK

VALAR **al6z**

PremjiInvest

GENERAL  **CATALYST**

Deeptech


FALCON EDGE CAPITAL

ADB

 **bp ventures**

Startups have the potential to enhance the quality of life and choices for consumers and businesses

| | | |
|----|----------------|--|
| 01 | Climate Change | <ul style="list-style-type: none">• Using data for =building climate resilience• Emergence of sustainable brands - alt proteins, fashion, personal and homecare products• Potential to leapfrog in e-mobility, proptech |
| 02 | Agriculture | <ul style="list-style-type: none">• From farmer platform to precision agriculture and rural fintech. Eg: Fasal, Jai Kisan• Transition from B2B2F to B2F due to deep penetration of 4G |
| 03 | Healthcare | <ul style="list-style-type: none">• More integrated healthcare. Eg: Clinikk, Even.in• Personalization of healthcare through vertical solutions such as Proactive for Her, Boldcare• Preventive healthcare. Eg: Sova Health, Ultrahuman |
| 04 | Education | <ul style="list-style-type: none">• Focus beyond content - improved LOs and infra for K-12 and test prep Eg: Astra, Unacademy• Continuum in learning and improved career outcomes. Eg: Whiz League, ISA model startups |
| 05 | Consumer | <ul style="list-style-type: none">• Consumer brands catering to previously unaddressed problems such as women's health/finance. Eg: SALT• Brands serving new consumers (tier2/3). Eg: Dailyhunt |

We want to play our part in shaping the future...



Stanford Angels and Entrepreneurs India (SAE India) is a group of Stanford affiliates that seeks to strengthen Stanford's startup community by fostering relationships among entrepreneurs and alumni investors

- Co-founded and chaired by Paula Mariwala, SAE India has made 30+ investments since its conceptualization in 2015
- Focus Areas: Across Sectors - Focus on Tech, Impact
- Investment Stages: Pre-seed, Seed
- Select Investments: Unacademy, Pixxel, Terra.do



Aureolis Ventures is an early-stage investment firm that is supported by an experienced and global network of investors, entrepreneurs and professionals who share the common goal of building enduring and innovative companies for impact at scale

- Focus Areas: Climate Change and Sustainability, Education, DeepTech, and Consumer Brands
- Investment Stages: Pre-seed to Series A
- Select Investments: mCaffeine, Chalo, DrinkPrime, Karkhana.io

