

THE COLLAB

Global Startup Navigator



Innovation for Impact: Global Climate Tech Startup Ecosystem



Dr. Neha Sharma,
Founder & Director,
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As the third-largest global emitter of greenhouse gases, India faces a severe threat from climate change, which could push over 132 million people globally into extreme poverty by 2030. Ranking seventh on the Global Climate Risk Index 2021, India will see at least 40% of its population living with water scarcity by 2050, and 35 million people could face annual coastal flooding. This underscores the urgent need for disruptive innovations and technologies to address climate change impacts across various sectors.

India ranks ninth globally for climate tech investment, with its startups receiving \$1 billion in venture capital funding between 2016 and 2021. Over the past five years, 120 climate tech startups have raised over 200 funding rounds from 272 unique investors. Sustainability is becoming a key priority for investors, with around 50% of companies expected to include Environmental, Social, and Governance (ESG) criteria among their top business priorities by 2025.

Key Sectors and Technologies

Agri-Tech: With 60% of India's population in agriculture, agri-tech shows potential for growth, expecting a 25% market increase by 2025. Startups like Poshn, Jai Kisan, and AgriGator are vital players.

Electric Vehicles: The Indian EV market is projected to reach \$15.4 billion by 2027, creating 120,000 jobs. Notable startups include Ather Energy, Yulu, and Ola Electric.

SaaS: AI and machine learning can model earth systems, pinpoint pollution, and report

sustainability metrics, playing a crucial role in climate action.

Investment Trends in Climate Tech

Over recent years, global investment in climate tech startups has undergone significant evolution. Despite a general slowdown in venture capital (VC) funding, climate tech continues to command considerable attention and resources. In 2023 alone, climate tech attracted \$26 billion across 1,312 deals according to PitchBook data, highlighting its importance even amid broader economic uncertainties. Notably, there has been a shift in investment focus, with decreased funding for mobility-related startups and increased investment in sectors such as building efficiency and industrial decarbonization.

The Crucial Role of Enablers

Enablers like Accelerate India can address these challenges by providing access to capital, grants, market access, and mentorship. By connecting startups with potential customers and industry leaders, Accelerate India can help them navigate market challenges and expand their reach, empowering them to develop and deploy innovative solutions.

Conclusion: A Sustainable Future

Climate tech startups are at the forefront of the fight against climate change. With substantial investments and growing government support, these startups are developing and deploying innovative solutions to address pressing environmental challenges.



Bringing Start-Ups to the **next Level with Standards**

A study of the German University Hohenheim published in Harvard Business Manager, Dec. 2016, revealed, that for many start-up clients it is appealing, when start-ups don't adhere to norms and standards. The clients perceive this as cool, rebellious and thinking out of the box. But this perception has limitations when the solutions of start-ups are implemented in existing frameworks on the market. Then the question of interoperability arises. So, start-ups have to be aware of standards and at the same time standards and the process of developing standards have a positive impact on the success of start-ups to scale up and to enter new, global markets.

Standards cover a broad range of domains: Management systems, quantum technologies, cybersecurity, circular economy, data-driven agri-food systems and intelligent manufacturing systems, artificial intelligence, etc.

There are numerous examples underpinning the benefit of standards and standardization for start-ups. According to Mr. Markus Raunig, CEO of Austrian Startups – an independent non-profit platform for innovative entrepreneurship in Austria –, start-ups are always about growth. For them, it's important to become the new normal. So why not just start right at the beginning? Create a new standard, get involved in the process of designing a whole new infrastructure for a new technology. Mr. Raunig emphasizes, that standardization enables interoperability, and it allows a certain framework and infrastructure within which the innovation can happen. That's very useful for start-ups, because once they have this initial ecosystem, and this initial framework, one can build applications for that. And that's something that usually allows innovation.

One of the best practices of start-ups taking benefit of standards and participating in the development of standards is Bitmovin. Bitmovin is one of the most famous Austrian start-ups, although by now they're a scale-up with headquarters in Austria and the USA. It is a multimedia technology company which provides



Dr. Karl Grün,
Director Standardization and Innovation,
Austrian Standards

services that transcode digital video and audio to streaming formats using cloud computing, and streaming media players. Bitmovin was involved early in the standardization process of a new video technology. . This started as a university research project. In this process of being involved and creating this new standard (ISO/IEC 23009, Dynamic adaptive streaming over HTTP (DASH)), they realized the business opportunity it represented. It was an essential part of their founding story, and it helped them a lot to be the creator of a whole ecosystem of innovation happening around that. Additionally, the MPEG-DASH standard initiated by Bitmovin was among the winners at the 73rd Annual Technology & Engineering Emmy® Awards.

Another best practice from Austria is Easelink, a company based in Graz/Styria, which developed Matrix Charging®, an innovative charging station for electric cars. The safety standard ISO 26262 formed the basis of the development process.

Standards are developed in an open, transparent, inclusive multi-stakeholder process to support interoperability, compatibility and safety as well as define the quality of products, systems and services. Standardization bodies like Austrian Standards, Bureau of Indian Standards, or the International Organization for Standardization, bring experts from industry, small and medium sized enterprises, public authorities, research organizations, consumer and environmental groups and from other stakeholders together to agree on the best way

of doing things. These communities of experts are broad, diverse networks and establish an ecosystem. This unique ecosystem, including potential customers of start-ups, fosters the market uptake of novel solutions and gives credibility over the development of an innovative technology, and start-ups to scale up and internationalize their business.

There is another advantage of the standardization ecosystem for start-ups. For venture capitalists that invest in risky innovative business, it is crucial to assess the scalability potential of the businesses they are funding. From their perspective, seeing innovative technologies that are developed with the support of standards can reduce the risk for the companies in which they invest.

Standardization Bodies like the European Committee for Standardization CEN and Austrian Standards support start-ups in recognizing their standardization-related activities through yearly awards. These programs such as the Living Standards Awards from Austrian Standards increase the visibility of start-ups. And there is more to support start-ups in order to bring them to market quickly. Austrian Standards helps actively start-ups to take their innovative business idea to the next level and to reduce time-to-market for their products and services. This because using existing standards and building on best-practice solutions avoids mistakes made by others before and this saves development time and, as a result, costs. Actively taking part in setting standards generates a first mover advantage for start-ups shaping the requirements of their market right from the start.

To be aware of such benefits Austrian Standards cooperate with accelerators, incubators and other start-up centers like weXelerate and Start-up Live for awareness raising events, workshops and other consulting services. As a conclusion, start-ups should be aware whether their business models are influenced by standards and how standards and standardization can benefit their business. Standards and standardization is more than “a bunch of paper” but enables networking with market representatives and opening up markets. Therefore, standards should be considered systematically in the development phase of new technologies, in the IP policy and in the go-to-market strategy.

Austrian Standards International A.S.I. is the recognized standardization body in Austria, a non-profit service organization founded in 1920. It is part of a national, European and international standardization network: the European Committee for Standardization (CEN), the European Telecommunications Standards Institute (ETSI) and the International Organization for Standardization (ISO). Building on its recognized expertise, A.S.I. is involved in standardization-related innovation projects, cooperating with academic and industrial partners, bringing together stakeholders from industry, R&D, public authorities and policy makers, producers, consumers.

A.S.I. bridges the gap between research, innovation and global market, enhances the economic value and impact of research and innovation projects. It serves as a channel for disseminating and valorizing knowledge and innovation.



Beyond Boundaries

Bridging Borders: AccelerateIndia at the Embassy of India in Vienna



In a dynamic gathering hosted by the Embassy of India, AccelerateIndia recently played a pivotal role in fostering international collaboration within the startup and innovation spheres. This exclusive event, graced by the esteemed presence of His Excellency Ambassador Shambhu S. Kumaran, marked a significant stride towards bolstering ties between Indian and Austrian entrepreneurs.

The networking session, emerged as a vibrant platform where key stakeholders from both nations converged to explore synergies and ignite new pathways for growth. Against the backdrop of Vienna's cultural richness, the event not only facilitated meaningful exchanges of ideas but also set the stage for promising partnerships poised to shape the future of global innovation.

Ambassador Kumaran's insightful contributions during the event were particularly lauded, enriching discussions with perspectives that resonated deeply within the entrepreneurial community. His presence underscored the commitment of both countries to nurturing an environment conducive to mutual learning and advancement.

"This gathering has been instrumental in laying the groundwork for robust collaborations between Indian and Austrian startups," remarked Dr. Neha Sharma, Founder, AccelerateIndia.

"It's inspiring to witness the energy and creativity that flows when diverse minds come together with a shared vision of innovation."

Indeed, the occasion served as more than a networking opportunity; it was a catalyst for fostering enduring relationships that transcend borders. Entrepreneurs and innovators from diverse sectors seized the chance to forge connections, exploring avenues for joint ventures and technological exchange. The atmosphere buzzed with anticipation as participants exchanged insights, strategies, and aspirations for the future.

Looking ahead, the impact of this gathering promises to resonate long after the final handshakes. As collaborations blossom and ideas take root, the seeds planted in Vienna are poised to yield innovations that could redefine industries on a global scale. AccelerateIndia remains committed to nurturing these newfound partnerships and supporting the vibrant startup ecosystems in both India and Austria.

As the curtains draw on this momentous event, one thing remains clear: the power of collaboration knows no boundaries. With visionaries like those gathered in Vienna, the future of global innovation looks brighter than ever.



Catalyzing Collaboration: Accelerate India at ViennaUP 2024

Accelerate India, a pioneering global entrepreneurship platform dedicated to accelerating the growth of startups, was recently recognized as one of the five standout enablers poised to catalyze innovation between India and Austria.

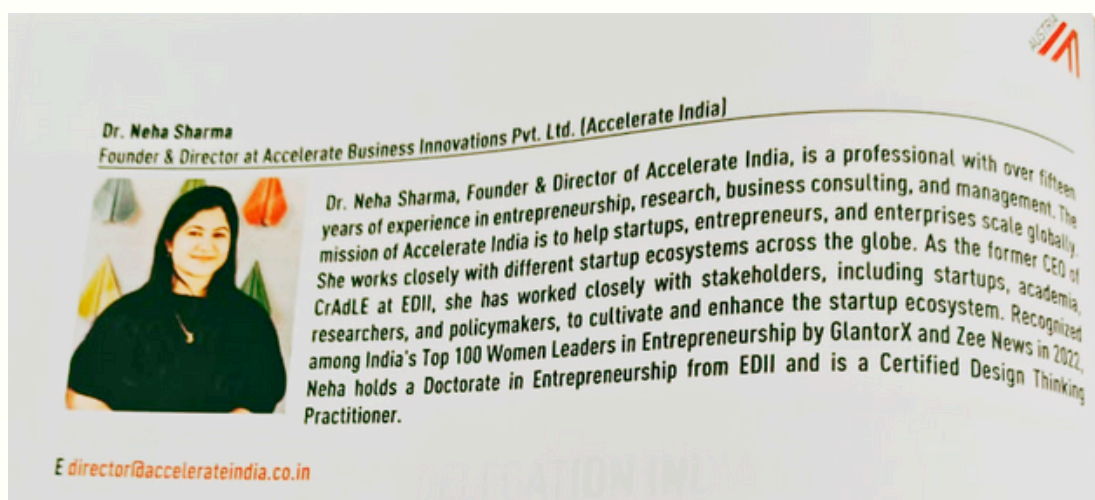
This initiative marked a significant step towards fostering collaboration and partnership between two vibrant startup ecosystems. As part of the prestigious lineup selected by DPIIT, Accelerate India showcased its commitment at ViennaUP 2024, where it joined four other Indian startups in demonstrating pioneering innovations and entrepreneurial spirit on an international stage. This recognition underscored Accelerate India's pivotal role in bridging global startup landscapes and driving forward the future of innovation through strategic collaborations and impactful initiatives.

ViennaUP 2024, Austria's premier Startup Festival, assumes particular significance this year as it hosts five DPIIT recognized startups from India. These startups will showcase groundbreaking innovations spanning technology and sustainability, presenting them on a global platform to attract investors and collaborators alike.

The festival serves as an ideal arena for startups to demonstrate their entrepreneurial prowess, engage with industry leaders, and cultivate strategic relationships that drive growth. Through workshops, panel discussions, and pitch sessions, ViennaUP 2024 fosters an environment conducive to learning, networking, and collaboration among global innovators.

Accelerate India plays a pivotal role in facilitating these connections, empowering startups to access international markets and enhancing their competitiveness globally. By bridging India and Austria's startup landscapes, the platform accelerates knowledge exchange and market access, furthering the growth and impact of participating startups.

In conclusion, Accelerate India's recognition at ViennaUP 2024 underscores its commitment to bridging global startup ecosystems and fostering innovation on a global scale. As startups prepare to converge in Vienna, the stage is set for a dynamic celebration of entrepreneurship that transcends borders and propels the future of innovation forward.



Bharat Ecosystem's Preparedness for Globalization

Empowering Innovators: Uniting Communities Through Entrepreneurship

In a vibrant display of entrepreneurial zeal, AccelerateIndia electrified the scene at Startup Conference #2024 hosted at iHub, Ahmedabad. As honored panel investors, we witnessed firsthand the convergence of visionary minds and boundless potential. Organized by the Jain Chartered Accountants Federation (JCAF), this event served as a pivotal junction for CAs seeking to chart new territories within the dynamic startup ecosystem.

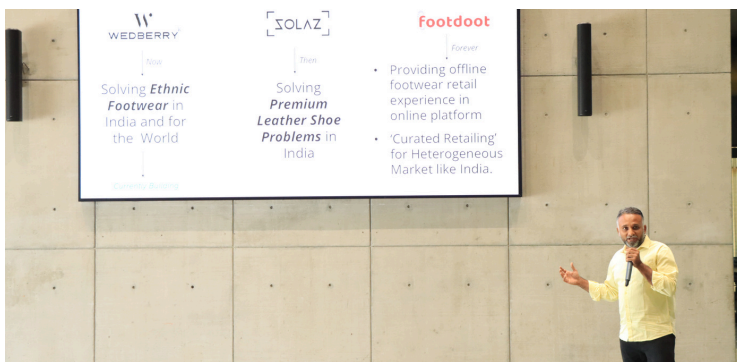
The JCAF exemplifies the essence of community-driven entrepreneurship, uniting a formidable network of Jain CAs poised to redefine success in innovative ways. Their unwavering dedication to exploring uncharted horizons and nurturing future leaders is both inspiring and transformative.

At AccelerateIndia, we take immense pride in our role as catalysts of this transformative journey. We are committed to forging lasting connections that empower and elevate such communities.



A poignant testament to the power of collective endeavor is found in "When Community Becomes Your Competitive Advantage," a seminal study by Busgang, J., & Bacon, J., featured in the esteemed Harvard Business Review (2020). This influential work underscores how collaborative entrepreneurship can catalyze profound social and economic advancements, shaping the landscape of innovation worldwide.

As we celebrate the achievements of Jain CAs and their pioneering spirit, let us continue to champion community-driven entrepreneurship as a force for enduring change. Together, we embark on a journey of innovation and empowerment, setting new benchmarks in the entrepreneurial sphere and beyond.



Empowering Startups: Key Takeaways on Global Expansion



Dr. Neha Sharma, Founder and Director of Accelerate India, recently participated as a jury member in a pitch session organized by Idea Roast at the Innovation and Incubation Centre, Pandit Deendayal Petroleum University. During the session, Dr. Sharma shared valuable insights on global expansion, technology upgradation, and the importance of scaling up businesses.

The discussion provided enlightening perspectives on global entrepreneurship for the participating startups. In response, Accelerate India is poised to assist startups through its global community engagement initiatives. These initiatives include webinars, expert meetings, round tables, and various other supportive activities.

Portfolio Startup Showcase

Startup Spotlight: QuantumEV Tech Pvt. Ltd.

Promoter : Arjun Bapodra, Bhupat Nasit, Harsh Dobariya, Harshil Dobariya, & Yogesh Karkar

Product Category: BLDC Motors

Sector : EV Drivetrains

Clients: Cap Electric Works LLP, Vahak Future Solutions LLP, TRB Mobility Pvt. Ltd., Innovmon Technologies Pvt. Ltd.

About us:

We are QuantumEV Tech, a team of visionary technology enthusiasts, driven by the mission to transform the electric vehicle industry in India and beyond. Our commitment to quality and innovation has led us to specialize in the design, development, and manufacture of top-of-the-line BLDC and PMSM motors that are custom-tailored for the Indian EV market.

As firm believers in the electric future, we are dedicated and aiming to provide exceptional powertrain systems that are at the forefront of the electric revolution.

As a dedicated and ambitious EV Powertrain company, we prioritise quality over cost in everything we do, it is our unwavering commitment and a cornerstone of our brand.

We understand the importance of delivering reliable and long-lasting solutions to our customers. Our dedicated team of experts meticulously scrutinises every aspect of our products, leaving no room for compromise. We adhere to strict quality control measures at every stage of the production process, ensuring that each unit leaving our facility meets our stringent quality standards.

Experience the difference of our unwavering commitment to quality – where durability meets innovation. Choose QuantumEV: Where Quality Prevails.



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India Soft @2025



INDIASOFT 2025 - International ICT Exhibition & Conference, a collaborative effort by Accelerate India and the Electronics and Computer Software Export Promotion Council of India (ESC).



Cross Boundaries & Raise Standards!!



For more details and to stay updated on our journey of innovation, please visit our website or join our Global Community

YOUR GATEWAY TO GLOBAL SUCCESS



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