

VIRTUAL PITCHING BY INDIAN STARTUPS 1st Session of the 3rd edition

Organized by: Startup India & Embassy of India, Tokyo

Supported by: JETRO (Japan External Trade Organization)

Date and Time: Friday, 31th March 2023 | 3:00 PM (JST) , 11:30 AM – IST

About the Event: The objective of the session is to provide Indian startups a platform to pitch their innovations to Japanese investors and business corporations to explore investment and strategic business and technical collaboration and place India as the preferred innovation and investment destination.

Medium: Cisco Webex

Agenda:

Time (JST)	Time (IST)	Agenda	Proposed Speaker
3:00 pm – 3:05 pm	11:30 am – 11:35 am	Introduction	Startup India
3:05 pm – 3:15 pm	11:35 am – 11:45 am	Opening Remarks	HE Mr Sibi George, Ambassador of India to Japan
3:15 pm – 3:25 pm	11:45 am – 11:55 am	Special Address	Mr. Atsushi SAKAI, Director JETRO New Delhi
3:25 pm – 3:35 pm	11:55 am – 12:05 pm	Overview of the Agriculture Sector	Industry Expert
3:35 pm – 4:55 pm	12:05 pm – 1:25 pm	Pitching by Startups Focus Sector: Agriculture	Startup Founders
4:55 pm – 5:00 pm	1:25 pm – 1:30 pm	Closing Remarks	Startup India

Registration Link: <https://forms.gle/RHQTHfcdhPPcRgjTA>

English-Japanese Simultaneous interpretation available.

S.No	Company	Sub Sector	Description
1	Fruvetch Private Limited	Agriculture	Fruvetch offers fruits and vegetable storage systems with brand new patented technology that guarantee you energy efficient, high-quality storage solutions, adjustable to your specific needs and conditions. The company designs and manufactures low cost storage systems for fruit storage, transport and retail outlets and to use systems in farmer fields. The patented shelf-life extension technology worldwide will be grown exponentially, offering produce solutions to the farmers, retailers, supermarkets, consumers hence can create employment and wealth generation.
2	Natura Crop Care	Agriculture	Natura Crop Care has been involving farmers to be the line partners by making the progressive farmers as value added resellers in different regions of the country. The company has been involving FPOs and SHGs in marketing the products and microfinance agencies.
3	Wolkus Technology Solutions Private Limited	Agriculture	Fasal an agri-tech platform, developed by Wolkus Technology Solutions, is an AI-powered IoT platform for Agriculture ecosystem that records a variety of growing conditions on the farm. It then uses artificial intelligence and data science to make on-farm predictions, before delivering the insights anywhere on any device including (iOS, Android, Tablet and web).
4	Hydrogreens Agri Solutions Private Limited	Animal Husbandry	The micro climate cell is designed to provide standardized humidity & temperature within its cell using simple technologies. Every time the water is sprayed there is a seven degree dip in the temperature, & humidity is maintained at about 60% due to the special textile used as covering of the cell. By feeding 20 kgs of fresh green fodder to about 4 cattle, dairy farmers will be able to improve their annual dairy income by 11%. The fodder can also be grown with 97% reduction in water usage. Overall This micro irrigation product installation at dairy farmers house will create opportunities for many, while also improving farmers income.
5	Farmore Agrotech Private Limited	Agriculture	To overcome the present soil drenching problems, the company has invented an automated soil drenching device. They have 3 models according to size and type of farm. product 1 : Auto soil drenching device for battery sprayer pumps. product 2 : Portable auto soil drenching device for medium farms. product 3 : tractor mounted auto soil drenching device for large farms
6	Rayush Natural	Agriculture	The start-up emphasizes on improving the quality

	Fiber Private Limited		of life by providing sustainable, aesthetically pleasing, natural cooling aid with antidepressant fragrance and mosquito repellent properties to make life better even without electricity. By this, the startup motivates the cultivation of Vetiver and other aromatic crops, Vetiver is a crop, which stops soil erosion and improves the fertility of the soil so indirectly it relieves from the dependency on fertilizers and other toxic aids and creates wealth for the farmer.
7	Vertical Farming Technologies Private Limited	Agriculture	The startup will solve this problem by bringing a high level of integration between agriculture and technology and also moving agriculture indoor or creating controlled environment by using green houses or poly houses or grow tents etc which can solve for temperature, rainfall etc. To solve for limited availability of arable land, crops can be grown in special structures anywhere like an abandoned warehouse, old shipping container, an industrial shed etc. Multiple vertical grow layers can be added to improve productivity. Let's say by having 5 vertical layers, same area of land can produce at least 500% more crops.
8	Pakshimitra Poultry Technologies Private Limited	Animal Husbandry	PakshiMitra is focusing on the #WELFAREENGINEERING in the broiler and breeder poultry farms i.e. improving animal welfare, productivity and standard of living of poultry farmer by the implementation of IoT and automation based technology solutions.
9	Aegipan Animal Biocare Private Limited	Animal Husbandry	Grading up of Bengal Goats & Employment Generation For Rural Youths By the Introduction of Artificial Insemination In Bengal Goats. By providing pure Black Bengal Frozen Semen within few years the startup can improve the inbreeding problem and simultaneously it also helps in generating income for the unemployed rural youth.
10	Athreya Global Solutions	Agriculture	The innovation that we propose addresses the two aspects of crop i.e., crop health and crop yield along with atmospheric air purification (reduction in atmospheric carbon dioxide). Technology implementation improves the water and fertilizers use efficiency along with minimum 35% and up to 65% increase in the yield (total biomass). 35% more carbon dioxide removal from atmosphere per unit area from technology implemented plot compare to control.
11	Stellapps Technologies Private Limited	Animal Husbandry	Stellapps is the first of its kind startup in India working towards the digitization of the dairy supply chain. We digitize & optimise Milk Production, Milk Procurement & Coldchain Management through SmartMoo™ platform (Full Stack IoT solution) which helps dairy farmers and cooperatives maximize profits while minimizing effort.