



Report on TiE
Kerala activities
with special focus
on TiEcon



Introduction

TiE Global is the largest non-profit organisation across the world promoting and fostering entrepreneurship. It operates through 62 chapters. TiE Kerala chapter was launched in 2003. In addition to IT, which has been a large focus of TiE globally, TiE Kerala has important membership across sectors and is more diverse in terms of sectoral representation. TiE Kerala plays a pivotal role in spreading the spirit of entrepreneurship. The vision for TiE Kerala is to **'have an entrepreneur in every home in Kerala by 2020'**.

TiEcon is the most widely known global event that TiE hosts and is the largest professional networking conference of entrepreneurs. **TiEcon Kerala** is one of the largest convention of entrepreneurs in Kerala. 1000+ delegates from India and abroad consisting of a large number of Entrepreneurs, Industry leaders, Decision Makers, Startup Entrepreneurs, Student Entrepreneurs, etc participate in the event. More than 100 speakers from India and abroad address 40+ Business Sessions on **Tourism & Hospitality, Wellness & Healthcare, IT & Internet of Things, Women Entrepreneurship, Social Entrepreneurship, Innovation & Disruption, Agriculture and Food Processing, etc.** TiE Kerala has been conducting TiEcons annually since 2012.

Some headlines on TiE Kerala/TiEcon

- **Leading entrepreneurs across sectors in Kerala are part of the chapter, who have, together, a turnover of more than 50000 Cr and provide direct employment to more than 25000 people**
- **47 charter members, who are highly successful senior entrepreneurs and over 700 members – who are mostly CEOs of SMEs and professionals**
- **Regular interactions with existing and potential entrepreneurs - Monthly networking and mentoring sessions**
- **Spreading the message of entrepreneurship through TiEcons**
- **Partnering for various government initiatives on promotion of entrepreneurship and self employment**
- **Formal and informal funding of budding entrepreneurs of more than ` 3 Cr across the last three years**
- **Focus on different sectors through 10 Special Interest Group (SIG) programs – Manufacturing, women, retail, social entrepreneurship, agriculture etc.**

Mentoring

TiE was founded on the belief that nurturing entrepreneurs will lead to the virtuous cycle of wealth creation and encapsulates the true spirit of giving back to the community. Mentoring is one of the primary vehicles for assisting Entrepreneurs. Mentoring programs like Mentoring Clinics, Mentoring Partnership at Incubators like Startup Village Infopark, Technopark, NIT-C, KITCO & B-Schools Educational institutions and TiEcon adds tremendous value to startup entrepreneurs. Chapter has a separate committee on Mentoring which oversee all Mentoring activities.

During the last 3 TiEcons we had mentored about 150+ companies at the mentoring clinics held on the occasion. These sessions are followed up by the mentors at intervals on an as required basis.

Mentoring for Self Employment

The Task Force for Self-employment under the Mission of Employment Generation (MEGA) has formed a Sub Committee under TiE Past President John K Paul and prepared a document on Mentoring for Self Employment and TiE Kerala has been identified as one of the agencies for the implementation of this program. This again is a task given to TiE as a fall out of our successful Mentoring initiatives at various TiEcons.

Funding

Funding is the life line for Entrepreneurs. Seed Funding (at the seed/startup stage), Angel Investment (initial growth stage), VC/ Equity Funding & IPO are the major sources of funding for the enterprises. TiE Kerala operates a Sec 25 company FED-K (Foundation for Entrepreneurship Development Kerala) which provides "Seed Fund" for startups at the Seed Stage. We have initiated actions to set up an "Angel Funding" vehicle jointly with other Angels like Chennai/Mumbai Angels. We have been holding Pitch Festivals for VC funding at the last two TiEcons.

<u>Company Name</u>	<u>Sector/Domain</u>
1. Innoz Technologies Pvt. Ltd	IT
2. Amidray Technologies Pvt. Ltd	IT
3. Profoundis Labs Pvt. Ltd	IT
4. SprinR Technologies Pvt. Ltd	IT
5. Swad Bakers	Food Processing
6. Monk Vyasa.com	Ecommerce
7. Senate Legis	Socio Business Legal firm
8. Waves (Assumption College)	Cloth Manufacturing Unit
9. Sebas Apparels	Manufacturing
10. Technospan	Manufacturing
11. L R Farms	Dairy farm

All the above companies except Innoz were got introduced to TiE at various TiEcons. Few companies like Profoundis, Monk Vyasa, got further funding from Angels/Charter Members from TiE, etc. Some of these have been incubated at NIT-C and mentored by TiE Kerala Charter Members.

New Initiatives/Enterprises

TiE Kerala has been conducting Annual Business Plan Competition in association with IIM-Kozhikode for new/startup companies and awarding the rolling trophy/cash prizes. These companies are allowed to participate in the Pitch Fest at the TiEcon every year. The winners are mentored and sent for the final round to participate in the Global Competition at Rice University, USA organized by TiE Global. Few of the Kerala teams have made it to the final and after returning, they have set up their business in Kerala/outside Kerala. The names of the companies participated in this initiative and set up their companies are listed below. Many of these companies are in early startup stage and are being mentored:-

1. Amicitia Food Mart
2. Chilton Refrigeration
3. Woldbyme.com
4. RobAShop
5. Henry Fayol
6. iCue
7. Mastermind Solutions
8. Rainmakers
9. The Comic Express
10. e-nnovators Inc
11. Blitzkreig
12. EurekaMed
13. FitYou

Six of the above companies were got opportunity to be mentored by Ms. Sramana Mitra from USA, world renowned Mentor, at our TiEcon. These companies were selected for the global initiative 1million/1million Pitch Fest.

Agri Initiatives

1) Vivek Menon, Trivandrum – Ready to cook cut vegetables, packets supplied to working women.– As per the recommendation by our Charter Member Shivdas Menon, KFC have sanctioned Rs 18 Lakhs and first advance of Rs 9 Lakhs has been paid. He will be starting his operations in Cochin also soon.

2) Kiran Kumar, CEO, Lifetime Agro Foods, Palakkad has been a participant of all our TiEcon and has benefited from Mentoring by our Senior Vice President & Charter Member MSA Kumar. The company is in the process of launching in Kerala 100% tender coconut water under the brand name TREO

- 3) Digaul Thomas, Progressive Farmer - Project in Wayanad is being mentored by Shivdas Menon.
- 4) INKEL projects in Malappuram and Piravom and now they have plans to have a large Israeli joint venture in 'Safe to Eat' vegetable project in Palghat – Shivdas Menon personally guides them apart from the services extended by his team.
- 5) CISSIL (Ente Kada) retailing company – Expected to start around 200 retail outlets in November. Their program is to have 1000 outlets in a year. Our Past President & Charter Member Shivdas is mentoring them on 'Safe to Eat' products and quality check.
- 6) Large number of housewives, retired officials, business people have started vegetable cultivation and according to a recent press report there was a price drop for vegetables during last Onam and 30% more production in Kerala.
- 7) Kochouseph of V Guard, C J George of Geojit have started hobby greenhouse cultivation. Food processing can also play a key role in driving inclusive growth through increased farmer incomes, more entrepreneurial opportunities across the food value chain and crating of better infrastructure for agriculture industry to thrive.

The slow and steady change in the entrepreneurial outlook of the state

Kerala has always had a culture to chide entrepreneurs and the social response of ostracism of entrepreneurial failure has been very high. The emergence of TiE and TiEcon made a qualitative change in the entrepreneurship scene in Kerala. Earlier only Dhanam Business Magazine and a few selected institutions were there in the field of promoting entrepreneurship in Kerala. The TiEcon widened the base, entrepreneurial network and ensured the active involvement of a wide range of individuals and institutions across Kerala.

TiE Kerala has influenced entrepreneurs to believe that

1. Ordinary people with good ideas and hard work can become extra ordinary entrepreneurs.
2. Failure is a part of business but you can win if you are persistent.

The learnings from TiEcon inspired many entrepreneurs to think beyond Kerala and go national and global.

Inspired by TiE and TiEcon many organisations took up entrepreneurship promotion. They include:

- (1) Cochin Chamber of Commerce
- (2) Indian Chamber of Commerce
- (3) Kerala Management Association
- (4) KITCO
- (5) V Guard's entrepreneurship programme

In short, entrepreneurship movement is gathering momentum and soon it will become a wave and is all set to transform the business landscape of Kerala.

Programs on the anvil

Recently (on 9th Oct 2015) we had held discussion with Mr. Jayashankar Prasad of Kerala State Startup Mission which facilitates incubators across Kerala to associate with them in setting up a launch pad at Silicon Valley for our incubated companies jointly with TiE Silicon Valley. This is in progress. Kerala Startup Mission have also agreed to help us in organizing a Startup Pavilion for 60+incubates who will be allowed to display their products & services and exposed to seed funding/angel funding organizations at TiEcon 2015 free of charge.

Kerala Angels

We are in the process of setting up an Kerala Angels under the guidance of Chennai Angels. To start with 10 of Charter Members will form the nucleus of Kerala Angels. They will fund and mentor organisations on a structured basis.



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