

January Edition of

# LaunchpadX

Trade Tower's Monthly Newsletter



WELCOME TO OUR

# Monthly Newsletter

HEY, HOW ARE YOU?

”Scaling New Horizons:

Unveiling the new Trade Tower Segments, Spotlight on Startup of the Month, and Exciting Member Recruitment Drive!”



**The Trade Tower is not just a building; it's a dynamic community of individuals committed to growth and success.**

**Dynamic Community:** An environment where cooperation and achievement are valued.

**Global Connectivity:** A centre that links us to companies around the globe.

**Legacy in the Making:** Creating success tales for the future while adding to a legacy.

**Commitment to Growth:** Our ongoing development keeps us at the forefront of developments in the sector.



We welcome growth, form connections, and work together to create something amazing at Trade Tower. It's more than just a place where we work.

# MONTHLY NEWSLETTER

**TRADE TOWER A START-UP INCUBATOR, ACCELERATOR WHICH PROVIDES OPPORTUNITY TO ASPIRING ENTREPRENEURS IN KICKSTARTING THEIR JOURNEY & DEVELOPING THEIR BUSINESS PLANS. WE AT TRADE TOWER ACCEPT VIABLE AND SUSTAINABLE BUSINESS IDEAS FROM STUDENTS OF WOXSSEN, GUIDE THEM IN THEIR JOURNEY TO BECOME A FEASIBLE, STABLE, AND A FUTURE UNICORN COMPANY.**



# A Heartly Message

-From



As the chancellor of Woxsen university, I am proud to introduce the Woxsen Trade Tower , a visionary initiative to foster entrepreneurial growth within our academic community. At Woxsen, we believe in creating a sustainable ecosystem where students driven by innovative ideas, Gain access to this remarkable facility.

~ Praveen K Pula

At Woxsen, we're not just an institute; we're a dynamic hub of innovation, collaboration, and entrepreneurial spirit. The Trade Tower stands as a testament to our commitment to nurturing the next generation of business leaders and visionaries

~ Dr. Raul Rodriguez



Trade Tower is a cradle of creativity, a hub where ideas are not just born but are nurtured, cultivated, and transformed into thriving businesses that shape the future. It's not just about providing office space; it's about fostering an environment where budding entrepreneurs can thrive.

~ Dr. Daya Shankar Tiwari

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STARTUP OF THE MONTH Winner (November-2023)

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UPCOMING EVENTS

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THE BULLPEN AT TRADE TOWER

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# Corporate Currents



Google has introduced AI-powered features of Google Maps in India, including address description, map lenses, quick navigation instructions and improved fuel efficiency. These features appeal to Indian users and provide a more user-friendly experience to the user manual. Google has also partnered with ONDC and Namma Yatri to integrate metro schedules and booking into Google Maps, starting with Kochi Metro, and plans to expand. The company has also extended the 'Where I Train' app for local trains in Mumbai and Kolkata for instant updates.

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Founded in 2022 by IIT Delhi graduates, 'Intract' has raised \$3 million in funding from Alpha Wave Global, BITKRAFT Ventures, Gumi Cryptos and others. The platform has the "functionality" of teaching users about Web3 technology and rewarding them with fair points for completing tasks such as cryptocurrencies, NFTs and content language, quizzes and business participation. The funds will be used to build two large groups of teams and scale the platform to one million users.



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SMBC provided a \$120 million loan to Tata Group's Air India for the purchase of Airbus A350-900s. The debt securities, backed by SMBC's Singapore subsidiary, are part of Tata's plan to buy 470 aircraft from Boeing and Airbus. The agreement, a first for SMBC, supports Air India in expanding its financial services through India's global financial services hub, GIFT City.



**Toshiba plans to hold a special meeting of shareholders on November 22 to approve the merger. Japan Industrial Partners will be delisted from the Tokyo Stock Exchange on December 20 after the company completes its 2 trillion yen (\$13.4 billion) IPO.**

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**M2P Fintech has acquired transaction behavioral intelligence firm Goals101 for ₹250 crore. This enhances M2P's data analytics for more personalized digital banking. Goals101's team will focus on global product personalization. Madhusudanan R, M2P Fintech CEO, views it as a key step for next-gen banking. Goals101 co-founder Visham Sikand is excited about global scalability through M2P collaboration.**



**Meta is collaborating with ONDC to improve the buyer-seller experience on WhatsApp for small businesses. ONDC helps service providers market applications as part of Meta's mission to empower 500,000 MSMEs. This partnership enables digital vision and supports India's digital transformation. Meta developed Sahayak, ONDC's WhatsApp chatbot, and launched "WhatsApp Se Wyapaar" to improve business intelligence.**



Over the holiday season, Myntra's Rising STARS program—which aims to support made-in-India direct-to-consumer (D2C) fashion brands—saw significant growth. On Myntra, some brands saw growth of up to five times. The initiative, which was introduced in July, helps Indian D2C firms with distinctive products. Brands that took part, such as Powerlook, demonstrated their dedication to excellence. The D2C category on Myntra

experienced a YoY rise of over 80%, drawing in over six lakh new users. Brands benefit from the initiative's visibility and marketing assistance. Senior Director at Myntra Maneesh Kumar Dubey highlighted his excitement about the program's accomplishments and dedication to helping modern D2C brands.

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A federal trade agency's import prohibition on Apple Watch Series 9 and Apple Watch Ultra 2 due to patent breaches against a competitor is the reason Apple is discontinuing their sales in the United States. Popular Christmas gift selections will be impacted by the halting of online sales on December 21 and the ending of in-store sales after December 24. Pre-purchased watches are unaffected, and sales of the Apple Watch SE, an older model not covered by the restriction, will continue.



Co-founder of EaseMyTrip.com Rikant Pittie has received a nomination to join the National Startup Advisory Council (NSAC) in an unofficial capacity. As the company stated, Pittie acknowledged his honour at the nomination.



# Monthly Newsletter

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January edition

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## All about Technology



Technology serves as the practical application of conceptual knowledge to achieve goals in a sensible manner. It surrounds both physical tools like machines and intangible elements such as software. Its impact is profound in science, engineering, and everyday life, bringing about revolutionary changes over the years. Technological advancements have not only transformed our world but have become an integral part of our daily lives, shaping the way we communicate, work, and entertain ourselves.

The global active web user count is staggering, with nearly 3.2 billion people connected online, representing almost half of the world's population. Smartphones alone, at a rate of 2 million sold every day

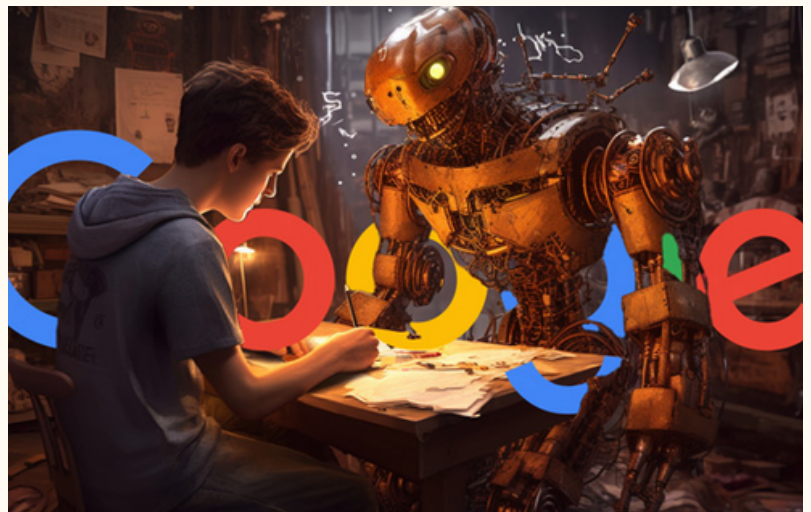


In the dynamic landscape of technological evolution, startups stand at the forefront, harnessing the power of transformative advancements to redefine industries and create innovative solutions. The Fourth Industrial Revolution beckons startups to capitalize on the fusion of Artificial Intelligence (AI), 5G, and blockchain, propelling them into uncharted territories of connectivity, innovation, and possibilities.

Startups, inspired by the pioneering spirit of Alan Turing, delve into the realm of sophisticated AI, leveraging machine learning to mirror human cognitive processes. This not only revolutionizes information access but also opens doors to groundbreaking applications across diverse sectors, from healthcare to finance.

The advent of 5G becomes a cornerstone for startups, offering unprecedented connectivity speeds and supporting a multitude of devices simultaneously. As the lifeblood of the Internet of Things (IoT), 5G becomes a catalyst for startups to pioneer smart solutions for cities, homes, and interconnected devices. Smart factories, streamlined automation, and seamless connectivity redefine manufacturing processes, offering startups opportunities to lead the charge in industrial innovation.

Blockchain, initially synonymous with cryptocurrencies, emerges as a decentralized, secure ledger with far-reaching implications. Startups embark on explorations beyond finance, integrating blockchain into supply chain management, healthcare, and more. The promise of transparent, tamper-proof systems drives startups to shape the future of decentralized technologies.



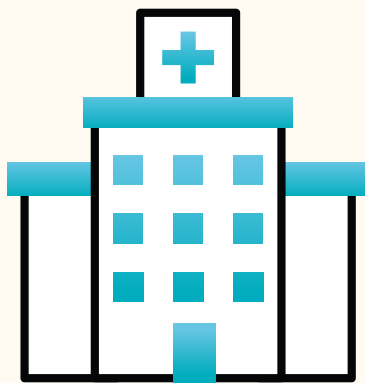
By- Aditya Verma  
BBA 2023-2026  
School Of Business

For startups, the transformative trajectory of technology is not just a paradigm shift but a canvas of possibilities. Embracing sustainable practices, startups address the environmental impact of electronic devices and pioneer eco-friendly tech designs. In the nexus of AI, 5G, and blockchain, startups carve out a niche, redefining work structures with collaborative tools and cloud platforms. As the technological evolution unfolds, startups navigate the intricate balance between innovation and responsibility, shaping a future where the once-fantastical realms of science fiction become the entrepreneurial playground of tomorrow.

# All about Healthcare



India's healthcare system, integral to the well-being of its vast population, faces significant challenges that impede its ability to cater to the diverse healthcare needs of the country. The definition of healthcare encompasses the provision and receipt of medical services aimed at diagnosis, treatment, prevention, and cure of diseases.



Despite the evolution of healthcare over centuries, India grapples with a myriad of issues, primarily marked by inadequate healthcare infrastructure and a severe shortage of trained medical professionals.



In the vibrant landscape of healthcare startups in India, a multitude of opportunities beckons to address the pressing challenges that the healthcare sector faces. Recognizing the pivotal role of a robust healthcare system in nurturing a healthy and productive workforce, startups can strategically position themselves to bridge the existing gaps in infrastructure, workforce, and accessibility.

The shortage of healthcare service centers and professionals, especially in rural areas, presents a fertile ground for innovative solutions. Startups can leverage technology to create virtual healthcare platforms, bringing quality medical services to remote regions. Telemedicine, remote diagnostics, and health monitoring apps can help overcome geographical barriers and ensure widespread access to healthcare services. The dearth of trained medical personnel, exacerbated during COVID-19 pandemic, opens avenues for startups in the education sector. Entrepreneurial ventures focusing on expanding



and enhancing the quality of medical education can play a transformative role. Online learning platforms, simulation technologies, and partnerships with existing institutions can contribute to a continuous supply of well-trained healthcare professionals. To tackle financial constraints, startups can introduce innovative models that alleviate the burden on the government.

Implementing technology-driven cost-effective solutions, such as point-of-care diagnostics and affordable healthcare devices, can ensure efficient resource utilization. Furthermore, startups advocating for and implementing stricter regulations on healthcare institutions can redirect funds toward improving services and addressing critical needs.

Investing in the intersection of healthcare and technology not only addresses immediate challenges but also aligns with the broader goal of fostering a healthier and more prosperous nation. By embracing a startup perspective and innovative approaches, the healthcare sector in India can evolve into a dynamic force for societal well-being and economic development.



**Malupally Ankith Reddy**  
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# Entrepreneurship



Entrepreneurship is the process of creating and managing a business venture with innovation, calculated risk-taking, and adaptability. Entrepreneurs develop business plans, exhibit passion, manage resources efficiently, and persist through challenges. Networking, customer focus, and scalability are key elements in building successful ventures that contribute to economic development and innovation.



## Characteristics of Entrepreneurship



**"Navigating the Startup Ecosystem: A Guide for First-Time Entrepreneurs"** offers a comprehensive roadmap for those embarking on the thrilling yet challenging journey of starting a business. The startup landscape can be daunting, filled with dynamic shifts and constant evolution, but with careful preparation and guidance, first-time entrepreneurs can chart a course toward success.



The guide begins by emphasizing the importance of ideation and validation, urging entrepreneurs to develop creative solutions that address real market needs. A robust business plan is identified as the foundational document, providing a strategic roadmap for a startup's long-term growth.

Assessing various funding options, leveraging incubators and accelerators, and building a strong team are highlighted as critical steps.

The guide emphasizes the significance of embracing technology and innovation, staying attuned to market trends, and integrating these advancements into business strategies. Marketing and branding strategies are explored to help startups stand out in a competitive market, and resilience and adaptability are underscored as crucial traits for overcoming challenges.

Legal and regulatory compliance, networking, and relationship-building are highlighted as essential elements, along with scaling strategies for long-term success. Sustainable business practices are introduced, emphasizing the growing importance of incorporating ethical and environmentally responsible methods.



In conclusion, the guide encourages first-time entrepreneurs to cultivate an entrepreneurial mindset, remain open to constant learning, and strategically plan their journey. It serves as a valuable resource, offering insights and lessons to empower entrepreneurs to seize opportunities and navigate the startup ecosystem with innovation, resilience, and strategic wisdom.

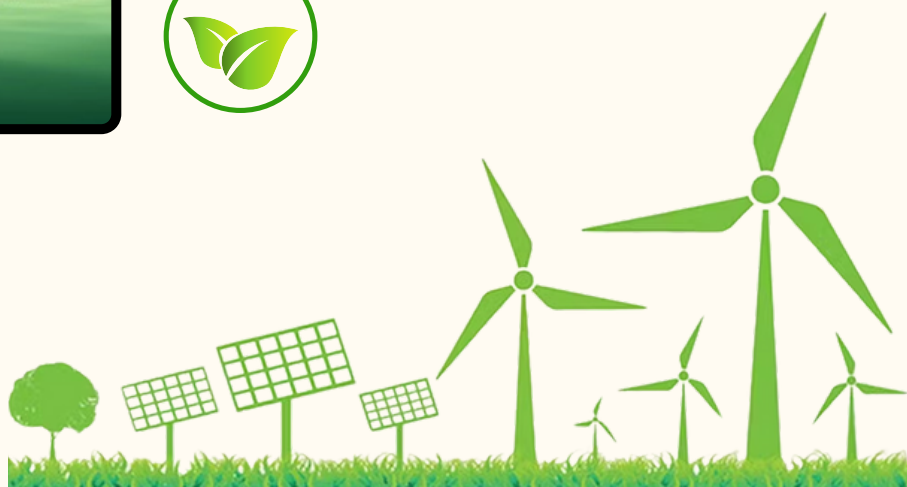
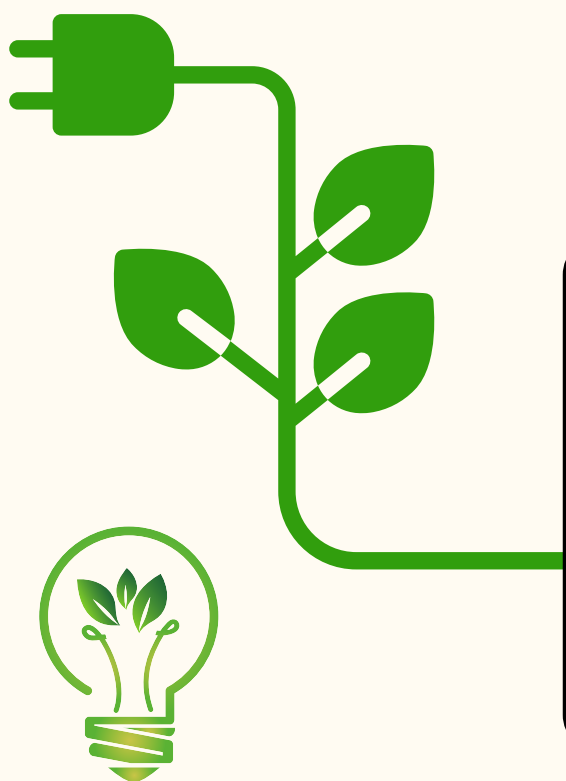
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# All About Green Energy



Green energy benefits the environment since the power comes from natural resources such as sunlight, wind, and water. Constantly replenished, these energy sources are the direct opposite of the unsustainable, carbon-emitting fossil fuels that have powered us for over a century. Green energy is eco-friendly, non-exhaustible, perpetual, and sustainable. These sources of energy do not produce toxic gases or other pollutants.



One wind turbine alone can generate enough electricity to power 1,400 homes. Google, Apple, and Facebook are creating a 'green internet'



From an entrepreneur's perspective, green energy presents a transformative opportunity in the global energy landscape. It is sourced from renewable sources such as solar radiation, wind, precipitation, tides, plants, algae, and geothermal heat, offering an environmentally friendly alternative to traditional energy sources. Pioneering initiatives like the Renewable Energy Standard Offer Program (RESOP) in Ontario, Canada, and legislative acts like the Green Energy and Green Economy Act of 2009 have laid the foundation for this shift, creating a conducive environment for entrepreneurial ventures in green energy. The advantages of green energy, including its minimal environmental impact and reduced reliance on fossil fuels, make it an attractive investment for entrepreneurs looking to align their businesses with sustainable practices and contribute to mitigating climate change effects. Its diverse applications, ranging



from solar panels and wind turbines to biomass, geothermal, and marine energy technologies, offer a wide array of opportunities for innovative business ventures. The rise of green entrepreneurship is driving this change, with entrepreneurs leading initiatives in environmental preservation, socio-economic development, and the development of cutting-edge technologies in the green energy sector. As the world embraces sustainable practices, entrepreneurs in green energy are uniquely positioned to drive innovation and shape a more sustainable future.



By- Sayed Ashar Azharuddin  
MBA 2023-2025  
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# Gaming's New Reality : VR Startups

In the ever-evolving realm of technology, Virtual Reality (VR) gaming startups are carving out a distinctive niche, propelling gaming experiences beyond traditional boundaries. Startups, armed with cutting-edge VR technology are crafting immersive universes that redefine the way players interact with and experience virtual worlds. By leveraging VR headsets, motion-sensing controllers, and realistic simulations, these startups are transporting gamers into unparalleled realms of engagement.





The rise of social VR platforms further underscores the collaborative and interactive nature of these experiences, as players connect with others in shared virtual spaces. The business models of VR gaming startups are evolving as well, with some embracing subscription-based services, microtransactions, and virtual marketplaces. This shift not only alters revenue streams but also enhances user engagement and fosters a sense of ownership within the virtual ecosystems. Moreover, VR gaming startups are pushing the boundaries of storytelling, game mechanics, and graphics, creating narratives that blur the lines between reality and virtuality. From simulating adrenaline-pumping

adventures to providing therapeutic applications, the versatility of VR gaming is expanding, appealing to diverse audiences beyond traditional gamers. Despite the promising trajectory, challenges such as hardware costs, technological constraints, and the need for compelling content persist. However, the resilience of VR gaming startups is evident as they continue to innovate and collaborate to overcome these hurdles.

In conclusion, the immersive innovation brought forth by VR gaming startups signifies a paradigm shift in the gaming industry. As these ventures push the boundaries of technology and creativity, they not only redefine the gaming experience but also lay the groundwork for a future where virtual reality seamlessly integrates into our daily lives, transforming entertainment and social interaction in unprecedented ways.



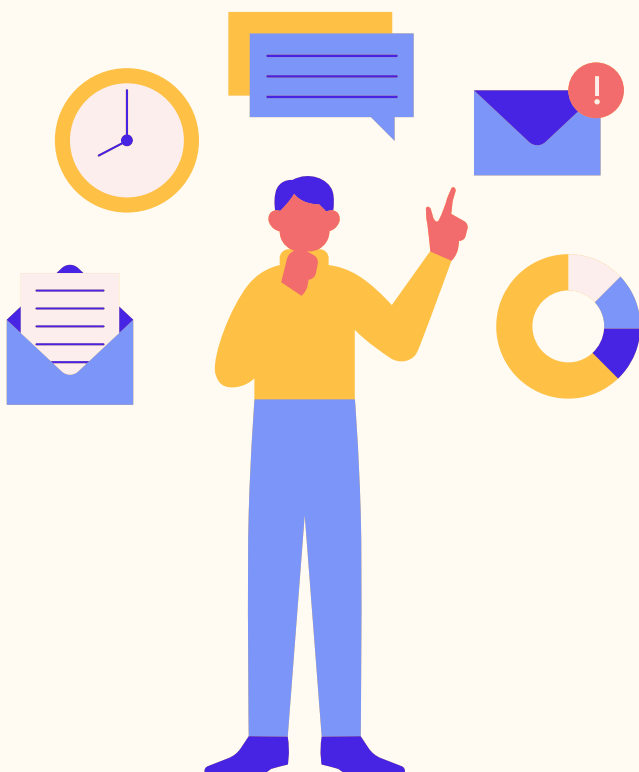
BY-  
DEEPAK DURGA PRASAD TIMANANI  
SAHYOG



Failures in the entrepreneurial process are not seen as a source of dejection but rather as strands that accentuate and enrich the story as it develops. Success in the Startup Wonderland is determined by factors other than money; these include the legacy left behind, the impact on the world, and the transformation of industries.

In the startup wonderland, leadership is a state of mind rather than a job title. Leaders are sensitive to the welfare of their groups, creating a climate in which innovation thrives and every individual is treated with respect. Resilience is not just a trait in the Startup Wonderland; it's a symphony that resonates through every venture.

The Startup Wonderland's support system is a web of interwoven aspirations, not just a safety net. As the symphony of resilience reaches its crescendo, the Startup Wonderland stands as a testament to the indomitable human spirit. Therefore, keep in mind that the Startup Wonderland is a state of mind rather than a destination as you navigate the waters of entrepreneurship.



BY - DIKSHITA GOLCHHA  
RESEARCH AND DEVELOPMENT CLUB

# Startup of the Month

Name of the Start Up



## Winner

**Bharath Reddy**

B.Tech 2020-2024,  
School of Technology,  
Woxsen University

Scan Here



Register Now

 [yukti.mic.gov.com](http://yukti.mic.gov.com)

# Upcoming Events

## Startup of the Month

Want to turn your Ideas into a successful business? You've come to the right place.

### Benefits:

- Featured as Startup of the Month
- Certificate of Recognition
- Immediate Upgradation and Access to Trade Tower
- Continuous Incubation Support
- Access to Global Mentors
- Opportunities to Connect and Compete for Funding
- Representation at Outside Events
- Become the Startup Ambassador of Campus

**Submission Deadline:** 20th of Each Month

**Pitching and Result :** 30th of Each Month



## Talks from the top

Join us to hear exclusive talks from industry leaders! Gain insights, communicate and unlock the keys to business success.

# Trade Tower Website Coming Soon!



Click Here

## Y u k t i

### National Innovation Challenge

Begin your journey of creativity and problem solving! To participate in the National Innovation Challenge, scan the QR code or click the link below. Your ideas can shape the future!

# Introducing the *Team*



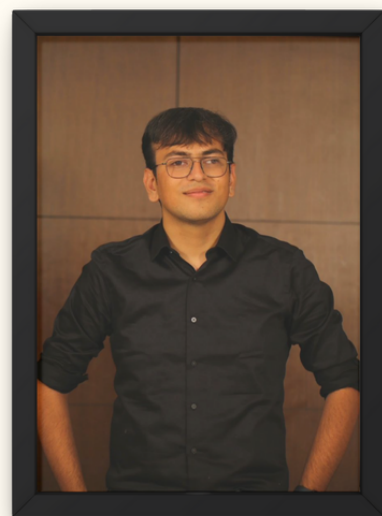
**Dr. Daya Shankar**  
TT Head



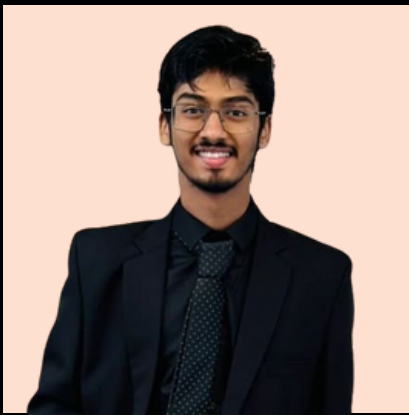
**Sai Karthik**  
TT Strategic Operations Lead



**Sawar lashkari**  
TT Coordinator



**Utsav Khodiar**  
TT Coordinator



**Aditya Amar Kumar Verma**  
BBA 2026



**Malupally Ankith Reddy**  
BBA 2026



**Varad Prashant Patil**  
B.Tech 2027



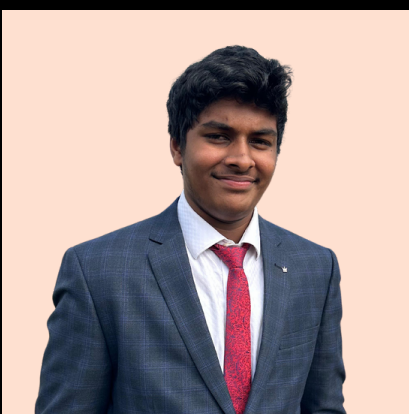
**Sonu Kumar Mahato**  
BBA 2026



**Vaibhavi Singh Bisht**  
BBA 2026



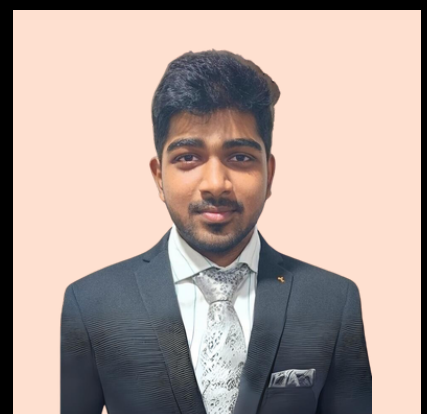
**Reddi Ruthvika Tanmayi Sri**  
BBA 2026



**Rishabh Gumdavelly**  
BBA 2026



**Sayed Ashar Azharuddin**  
MBA 2025



**Satya Sankeerth Thalikota**  
B.Tech 2027



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