



# SNDT Women's University

**APRIL  
2023**



## Women Innovation Startup Entrepreneurship

5th Floor, Usha Miital Institute of Technology,  
S.N.D.T Women's University  
Juhu Campus, Juhu Tara Road,  
Santacruz West 400 049

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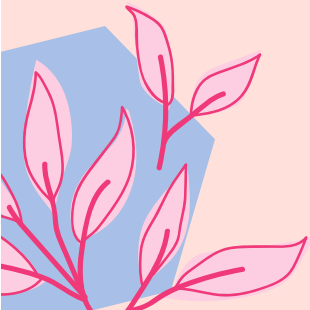
[sndt.ac.in](http://sndt.ac.in)



Maharashtra  
State Innovation  
Society



**WOMEN INNOVATION STARTUP ENTREPRENEURSHIP**



## Point of Contact



Dr. Laxmi Goritiyal

Educational Qualification:  
Ph.D, MFM (MU), M. Phil

Designation:  
Chief Executive Officer (CEO)

Email:  
[laxmi.goritiyal@wisesndtwu.org](mailto:laxmi.goritiyal@wisesndtwu.org)

Contact :  
9969977412

Address:  
5<sup>th</sup> Floor, Usha Mittal Institute of Technology, SNDTWU  
Juhu Campus, Juhu Tara road, Santacruz(W), Mumbai - 49



## ABOUT US

WISE SNDTWU INCUBATION CENTRE is a section 8 company and was established with the goal of providing women entrepreneurs with a platform to innovate and become a powerful positive force in the growth of the economy of the nation.

Encouraging women to take the initiative in entrepreneurship has always been a vision of the founders of SNTD Women's University. This directly correlates with increased opportunities and avenues of growth for many women.

### Objective

- To create, research and entrepreneurial opportunities for students, faculty, and researchers.
- To support technology entrepreneurship in emerging technologies by rationalizing the resources of SNDTWU.
- To promote and nurture technology and knowledge-based ventures through their start-up phase with the active support of a strong network of effective mentors.
- To assist in the commercialization of innovative ideas of students/ civilians through Special Purpose Vehicle (SPVS)

### Vision

To cherish synergy amongst academia, corporate, and civilians that invigorate the entrepreneurial spirit and inculcates innovative and ingenious bent of mind among young brains to be job creators, self-reliant and nation builders.



## **Mission**

Establish a state-of-the-art center of excellence and supporting ecosystem to instigate and identify inventive ideas and nurture them to proclaim fortune and engagement through promising startups.

## **Thrust Areas**

- Social Entrepreneurship
- Bio-Technology
- Edu-Tech
- Water Technology
- AI/ML/IOT/ICT/Robotics
- Health-Tech
- Agri-Business
- Fin-Tech
- Fashion Design
- Clean & Renewable Energy

## Service

We believe in providing as much support as possible to needful entrepreneurs. The benefits of incubation at WISE are:

- Business and Technical Assistance
- Affordable/Flexible Lease Space
- A Network of Relationships with other Business Owners
- Ability to Adjust Business Model to Market Conditions
- Financial Assistance and Advice
- Preservation of Working Capital
- R&D Lab, Fabrication Lab
- Regular Workshops, IPR Guidance
- Collaboration with other institutions
- Skill Development Training Programs
- CSR & NITI Aayog





# Infrastructure





## **Incorporation & Funding Journey**

- Jan 2021 – Applied to MSInS for Incubation Centre and its Grant
- Feb 2021 – Consent Received for Incubation Centre & Grants Sanctioned from MSInS
- 8th March 2021 – Virtual Inauguration of WISE  
SNDTWU INCUBATION CENTRE
- 12th March 2021 – Applied for Section 8 Company
- 24th March 2021 – Incorporated Section 8 Company
- June 2021 – Opened Current Account
- July 2021 – Grants Received from MSInS



## Directors



Dr. Ujwala Chakradeo

Dr. Ashish R. Panat



Mr. Ramanan Ramanathan

Mr. Vishram Bapat



Dr. Shikha Nema

Dr. Sachin Deore



Ms. Hanisha Vaswani

## Advisors

Name of Committee Member	Designation
Mr. Atul Sashittal	Advisor
Mr. Krishnakumar Devanally	Advisor
C.A. Abhishek Barari	Advisor
Mr. Minoo Titina	Advisor
Dr. Aparna Rao	Advisor
Ms. Minoo Mantri	Advisor
Dr. Ashok Srivastava	Advisor
Dr. Himanshu Rai	Advisor
Dr. Bhimraya Metri	Advisor

## Mentors

Name of the Mentor	Designation
Dr. Ashish Panat	Mentor
Mr. Vishram Bapat	Mentor
Mr. Gaurav Thakkar	Mentor
Dr. Sanjay Shitole	Mentor
Dr. Anita Chaware	Mentor
Dr. Shilpa Hatangadi	Mentor
Dr. Mira K. Desai	Mentor
Dr. Manjit Kaur	Mentor
Dr. Bharat Patil	Mentor
Dr. Pratima Tatke	Mentor
Mr. Dinesh Girapo	Mentor
Mr. Vinay Kunwar	Mentor
Mr. Akshay Dolas	Mentor
Mr. Yashodhan Moghe	Mentor
Mr. Jesal Mehta	Mentor

## Team



**Dr. Laxmi Goritiyal**

Educational Qualification:  
Ph.D, MFM (MU), M. Phil

Designation:  
Chief Executive Officer (CEO)



**Sneha Kadam**

Educational Qualification:  
M.Com, B.Com

Designation:  
Accounts Executive

## Team



Suraj Ghadi

Designation:  
Office Boy

Educational Qualification:  
12th Pass



Yashoda Kumbhar

Designation:  
Office Girl

Educational Qualification:  
9th Pass

## WISE ACCOMPLISHMENT TILL DATE

MSInS Funding-  
First Tranch received  
on 6th July 2021

WISE Logo 

Website  
(wisesndtwu.org)

Incubation Policy Draft

Incubation Centre  
Infrastructure  
Tender-  
Work commences  
from January 2023

Creation of Microsoft  
Email Id's

Three Fold Brochure

Flyer

Collaboration with  
Arthayan, Aditi,  
Stanford

Total Events  
Conducted

Social Media  
Account

Cohort (Startup  
Proposal)-  
Over 200  
proposals

Startups (Cohort) - 8

Prototype Proposal  
(Ideathon) - 136

# Accomplishment

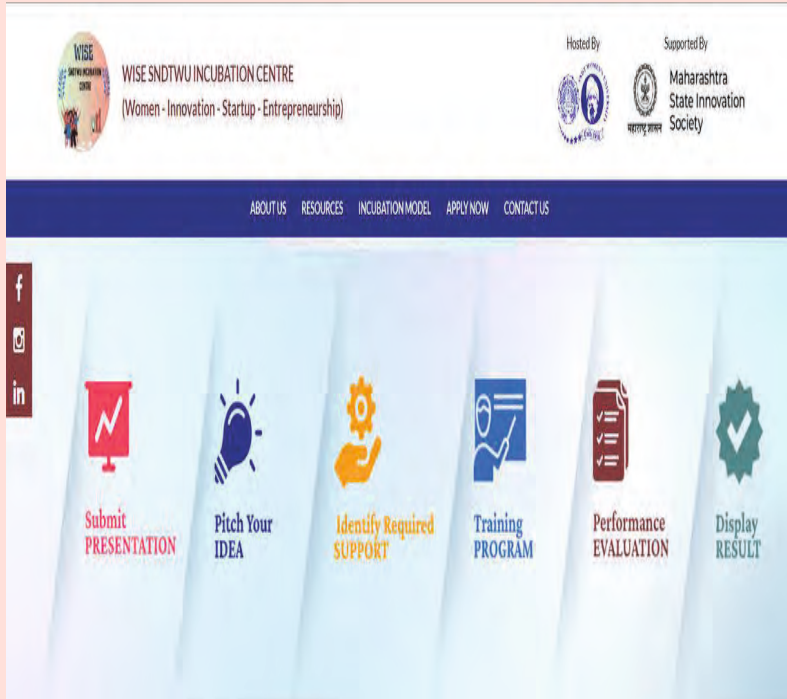




## Social Media

SOCIAL MEDIA PLATFORM	USERNAME OF SOCIAL MEDIA	LINK OF SOCIAL MEDIA
LINKEDIN	Women Innovation Startup Entrepreneurship (WISE) - SNTD WU Incubation Centre	<a href="https://www.linkedin.com/company/women-innovation-startup-entrepreneurship-wise-sntd-women-s-university-incubation-center/">https://www.linkedin.com/company/women-innovation-startup-entrepreneurship-wise-sntd-women-s-university-incubation-center/</a>
WEBSITE	<a href="http://wisesndtwu.org">wisesndtwu.org</a>	<a href="https://wisesndtwu.org/">https://wisesndtwu.org/</a>
FACEBOOK	Women Innovation Startup Entrepreneurship WISE - SNTD WU Incubation Centre	<a href="https://www.facebook.com/wise.sndtwu">https://www.facebook.com/wise.sndtwu</a>
TWITTER	@WiseSndtwu	<a href="https://twitter.com/WiseSndtwu?t=Aks00mtKzBOIhY-KfDJ6SQ&amp;s=08">https://twitter.com/WiseSndtwu?t=Aks00mtKzBOIhY-KfDJ6SQ&amp;s=08</a>
INSTAGRAM	@wise.sndtwu	<a href="https://www.instagram.com/wise.sndtwu/">https://www.instagram.com/wise.sndtwu/</a>

## WISE WEBSITE



<https://wisesndtwu.org/>

## Outcome of Activities

### Startups Incubated (Our promising startup)



Mindful Gurukul

About:

Mindful Gurukul is the first in the ecosystem to use a tech based solution to identify and alert about stress and distraction in teens and adults when they are studying or working, as well as offer customized solutions using our patented technology.

Industry:

Wellness and Fitness Services

Specialties:

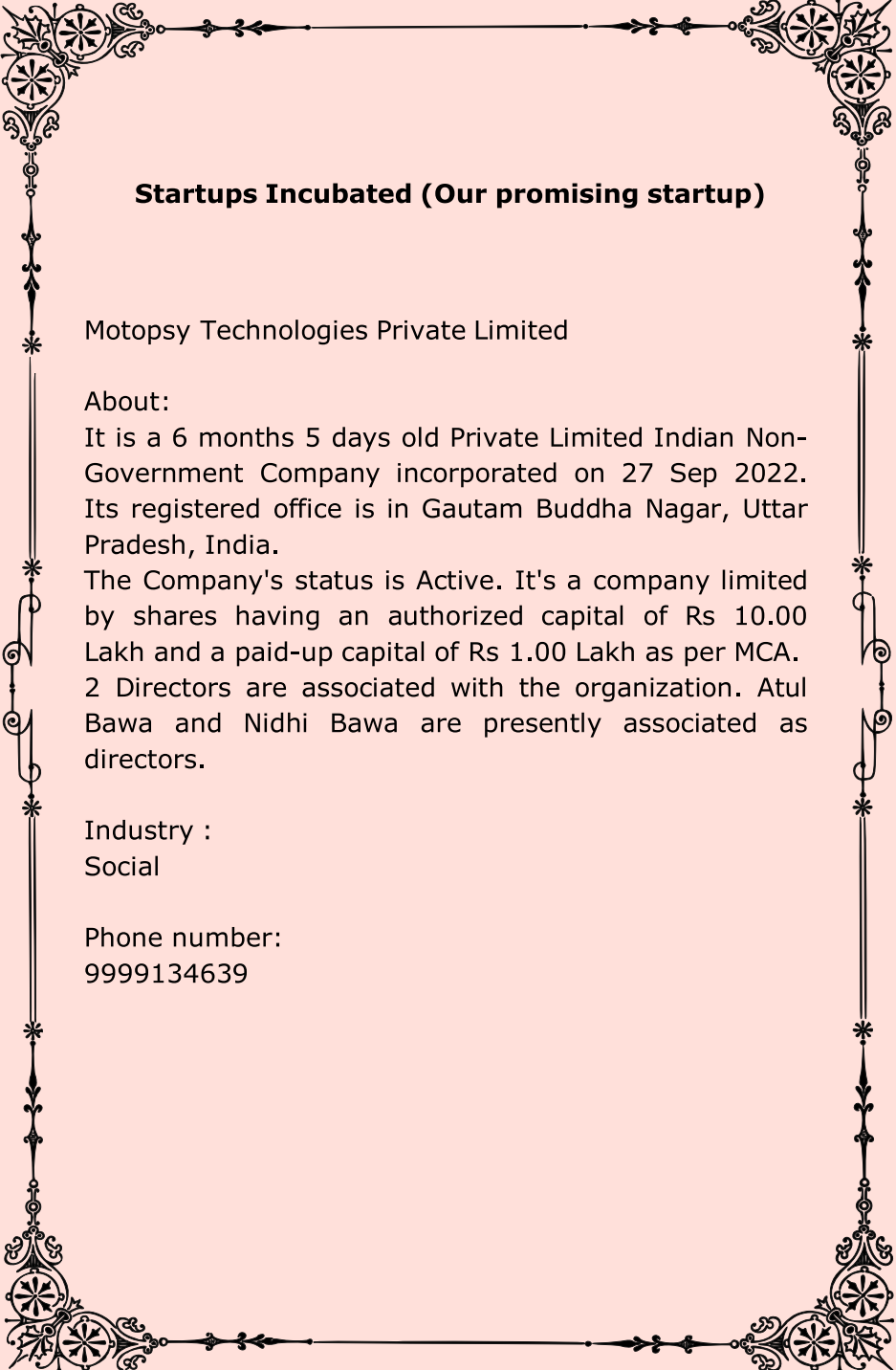
Training, Brain, Neuroscience, Schools, Colleges, BFSI, Telecom, IT/ ITS, BPO / KPO, Emotional Intelligence, Stress Reduction, Productivity Enhancement, Health Improvement, Communication Skills, Out-of-the-box thinking, Creativity, Mindfulness, Team building, Empathy, and Focus and concentration

Website:

<https://www.mindfulgurukul.com>

Phone:

9820934635



## **Startups Incubated (Our promising startup)**

Motopsy Technologies Private Limited

### About:

It is a 6 months 5 days old Private Limited Indian Non-Government Company incorporated on 27 Sep 2022. Its registered office is in Gautam Buddha Nagar, Uttar Pradesh, India.

The Company's status is Active. It's a company limited by shares having an authorized capital of Rs 10.00 Lakh and a paid-up capital of Rs 1.00 Lakh as per MCA. 2 Directors are associated with the organization. Atul Bawa and Nidhi Bawa are presently associated as directors.

Industry :  
Social

Phone number:  
9999134639

## Startups Incubated (Our promising startup)



AI-Genix International Private Limited

### About:

It was incorporated on 23 May 2019. It is classified as a Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 1,000,000 and its paid-up capital is Rs. 1,000,000.

Developed pest management and sustainable farming technologies designed to address the global hunger threat and food security issue. The company's platform provides products and technologies for plant protection and sustainable farming to protect and manage crops and plants grown in commercial farms and backyards, enabling farmers to produce quality, toxic pesticide residue-free food and enhance yield by optimizing the use of available resources.

AI-Genix International Pvt Ltd. is an award-winning social enterprise working in Agriculture input innovations to Invent and manufacture next-generation AI-enabled pest management devices with a wide range. It is a developer of pest management and sustainable farming technologies designed to address the global hunger threat and food security issues.

Industry:  
Agri-Tech

Website:  
<https://www.ai-genix.net/>

## Startups Incubated (Our promising startup)



### Adroit Hygiene Solutions

#### About:

Adroit Hygiene Solutions Llp is a Limited Liability Partnership firm incorporated on 22 April 2021. It is registered at the Registrar of Companies, Pune. Its total obligation of contribution is Rs. 50,000. Designated Partners of Adroit Hygiene Solutions Llp are Sapana Nilesh Bapat and Chandrashekhar V Lokhande.

Adroit Hygiene Solutions LLP is a specialty chemical manufacturer dealing in cleaning and hygiene products. All of their products are eco-friendly, reduce water consumption, super concentrate, multitasking, based on organic chemistry, user friendly and on top of it they are very cost-effective.

They have designed the product with so many niche features which give extraordinary and long-lasting effects. Their in-house R&D department adds extra mileage to their profile and is capable to design any specific product for specific industrial needs.

After 6 years of industrial supply, they have launched our range of products in Retail packs.

#### Industry:

Hygiene and Chemical Products

#### Website:

<https://www.adroithygiene.com/>

#### Phone number:

9175896438

## Startups Incubated (Our promising startup)



Brainologi

About:

Brainologi is a learning platform for young children. If you want to help your child become an independent thinker use our variety of learning products- books and learning app that can be easily purchased online and used at home.

In a world where children are taught by telling them about stuff and then expecting them to memorise, we want children to learn by thinking about things, by discovering, unravelling, coming to their own conclusion. And this is the mission of Brainologi. To make children independent thinkers and learners. To be able to apply themselves to any tough problem and be able to solve them.

Specialties

Digital Learning, education consultancy, Product development, Edtech, and curriculum

Industry:

E-Learning Providers

Website:

<https://brainologi.com/>

Phone number:

[9619850920](tel:9619850920)



## Funding Partners

PRESENT



PROPOSED



# Collaboration

PRESENT

PROPOSED



## Co-partners Collaboration

PRESENT

PROPOSED



## Activities

### ACTIVITIES ORGANISED TILL DATE

#### Pre- Incubation



15

#### Start-up



8

#### Total



23

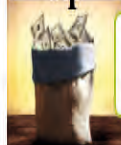
### ACTIVITIES PLANNED For next 2 years

#### Pre- Incubation



23

#### Start-up



20

#### Total



43

## Till Date Activities

Sr No.	Date	Event	Location	Partner
1	2021	Project Competition	Mumbai	UMIT
2	24 Aug 2022	Startup Proposal Pitch Round	Mumbai	Self Motivated
3	6-7 Oct 2022	Ideathon	Mumbai	UMIT
4	23 Nov 2022	Startup proposal Presentation	Mumbai	Self Motivated
5	25 Nov 2022	ESC- STPI Startup Initiative	Mumbai	MsIns
6	12-14 Dec 2022	TiE Global Summit	Hyderabad	TiE Global Summit
7	3-7 Jan 2023	108th Indian Science Congress	Nagpur	Self Motivated
8	16 Jan 2023	National Startup Day	Mumbai	Riidl
9	23 Jan 2023	IPR Session	Mumbai	CU Shah
10	2 Feb 2023	Nari Demo Day	Mumbai	Self Motivated
11	8-9 Feb 2023	Workshop	Mumbai	P. G. Department
12	3-4 March 2023	Open Innovation Accelerator	Mumbai	Arthayan Advisory Service

## Upcoming Activities

S.N.	Activity	Total Activity	Objective
1	Ideathon Competition	4	Pre-incubation
2	Seminar/ Conferences	12	Network & WISE Branding by attending & participating
3	Cohort(Start-up Pitch)	2	WISE Incubatee to convert
4	Workshops:		
	Business Plan	4	Awareness
	IPR, Design Thinking	4	Awareness
5	TIE (as participants)	2	Networking and Collaboration
6	Hackathon	4	Branding & Collaboration
7	Events in collaboration	7	Networking & Awareness
8	AIC Application	2	Funding Purpose
9	Round Table Seminar	2	To Explore Collaboration
	Grand Total	43	

## Events



Ideathon Competition



Start-up Proposal Pitch Round



Nari Startup Demo Day



## Events



Workshop - Design Thinking (Day 1)



Workshop - (Business Plan & IPR)

## Self - Sustainable



- Leasing – From Incubatee
  - Open Space
  - Temporary Facility – 4000 p/seat
  - Developed Incubation – 5000 p/seat
- Company Equity – Minimal % has been asked for availing services from WISE
- Alumni & CSR Funding – Registration under 12A and 80G
- Through Accelerator – WISE will act as an accelerator for the startups that requires guidance or any other incubation facility

### Future Work

WISE SNTWU Incubation Centre is planning to incubate a maximum number of incubatee especially incubatee with women entrepreneurs with the help of available incubation facilities and expertise in all possible ways.



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SNDTWU Juhu Tara Road, Mumbai 400049

[www.wisesndtwu.org](http://www.wisesndtwu.org) | Email: [laxmi.goritiyal@wisesndtwu.org](mailto:laxmi.goritiyal@wisesndtwu.org)



[wise.sndtwu](https://www.instagram.com/wise.sndtwu)



Women Innovation Startup Entrepreneurship (WISE) - SNDT Women's University Incubation Centre





## एस्. एन्. डी. टी. महिला विद्यापीठ

### \* कुलगीत \*

“संस्कृता स्त्री पराशक्ति” स्वर हमारा है  
विश्व है परिवार, भारत घर हमारा है।  
हम नहीं हैं दीन, कहता कौन हम अबला  
है सबल संस्कृति हमारी, हम सभी सबला  
ज्योती से जगमग हुआ, अंतर हमारा है।।  
स्वप्न ठाकरसी हुआ साकार है इसमें  
महर्षि कर्वे तपस्या - सार है इसमें  
हम दिशाएँ और यह दिनकर हमारा है।।  
“संस्कृता स्त्री पराशक्ति” स्वर हमारा है  
विश्व है परिवार, भारत घर हमारा है।



### **Booklet Committee**

- **Prof. Medha Tapiawala, Dean, Faculty of Humanities**
- **Mr. Mehul Khale, PRO**
- **Mr. Shrikant Salekar, Jr. Stenographer**

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