

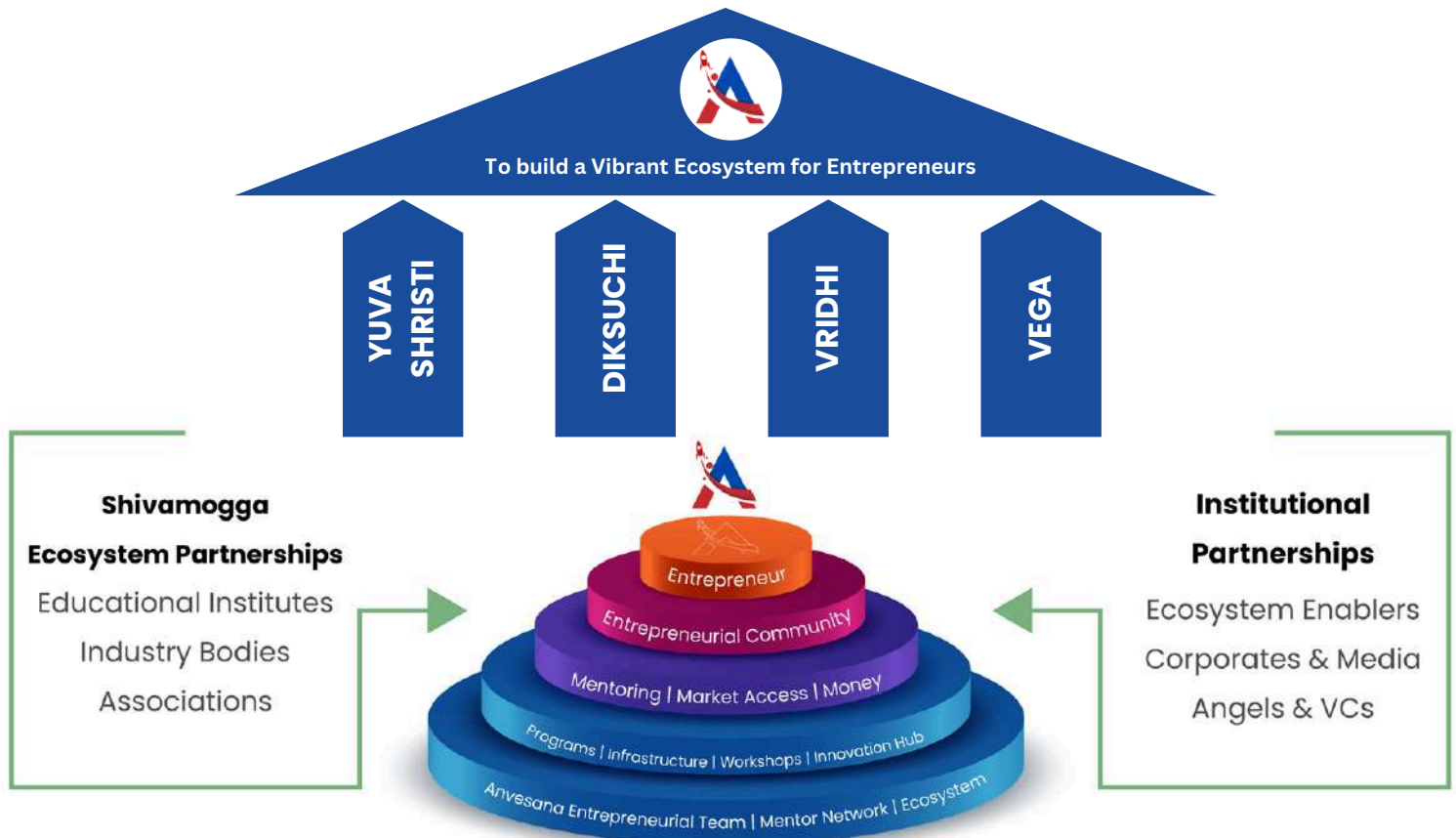


# ANVESANA INNOVATION AND ENTREPRENEURIAL FORUM

ASPIRATIONS MEET ACCELERATION



NEWSLETTER – AUGUST 2025



Anvesana envisions a vibrant entrepreneurial landscape in the Malnad region, where mission-driven entrepreneurs from small towns become the backbone of economic progress.



## ➤➤➤ ANVESANA AND GOVERNMENT OF KARNATAKA INK MOA FOR TBI 2.0



**With ₹10 Cr support from GoK, Anvesana TBI at PES is set to power innovation in electronics, ICT & Industry 4.0**

Anvesana TBI has signed a Memorandum of Agreement with the Government of Karnataka, marking a key milestone in strengthening the innovation ecosystem of the Malnad region. Through this partnership, Anvesana will act as a launchpad for future-ready entrepreneurs, enabling startups to create impactful solutions that scale from rural Karnataka to global markets.

## STATE GOVT TO GRANT ₹10 CR FOR ANVESANA TBI

EXPRESS NEWS SERVICE  
@ Shlvmogga

ANVESANA Innovation and Entrepreneurial Forum, hosted at PES Trusts' PES Institute of Technology and Management (PESITM) in Shivamogga, has been selected under the state government's flagship Technology Business Incubator (TBI) 2.0 Mission. "This prestigious honour brings a funding support of Rs 10 crore, aimed at accelerating innovation and entrepreneurship in Tier-2 and Tier-3 regions," Anvesana stated.

As part of the 'Beyond Bengaluru' initiative, this strategic allocation seeks to decentralize innovation ecosystems by fostering grassroots entrepreneurship outside the state capital. Anvesana TBI will focus on emerging sectors integral to the Malnad region, including AgriTech, Tourism, Healthcare, and Education.

"Since its inception, Anvesana has played a vital role in nurturing innovation by providing early-stage startups with robust support through mentorship, collaborative learning, and essential resources. Its vision is to empower rural and semi-urban entrepreneurs by supporting their

journey from ideation to commercialization, offering incubation facilities, seed funding, technical guidance, and connections to markets and investors," Anvesana added.

Anvesana said that the Rs 10 crore grant will enhance the incubator's capacity to support more innovators and startups by expanding access to advanced infrastructure, domain expertise, and prototyping capabilities. Under the guidance of the Department of IT, BT & S&T, Government of Karnataka, 11 new Technology Business Incubators have been launched statewide under LEAP (Local Economy Accelerator Program) to promote local entrepreneurship.

"The signing of the Memorandum of Agreement (MoA) between Anvesana and the Government of Karnataka signifies a major milestone for Shivamogga and surrounding regions, unlocking new opportunities for startups and budding innovators. Moving forward, Anvesana TBI will serve as a launchpad for future-ready entrepreneurs, catalysing impactful solutions from rural Karnataka to global markets and addressing challenges faced by India's next billion users."



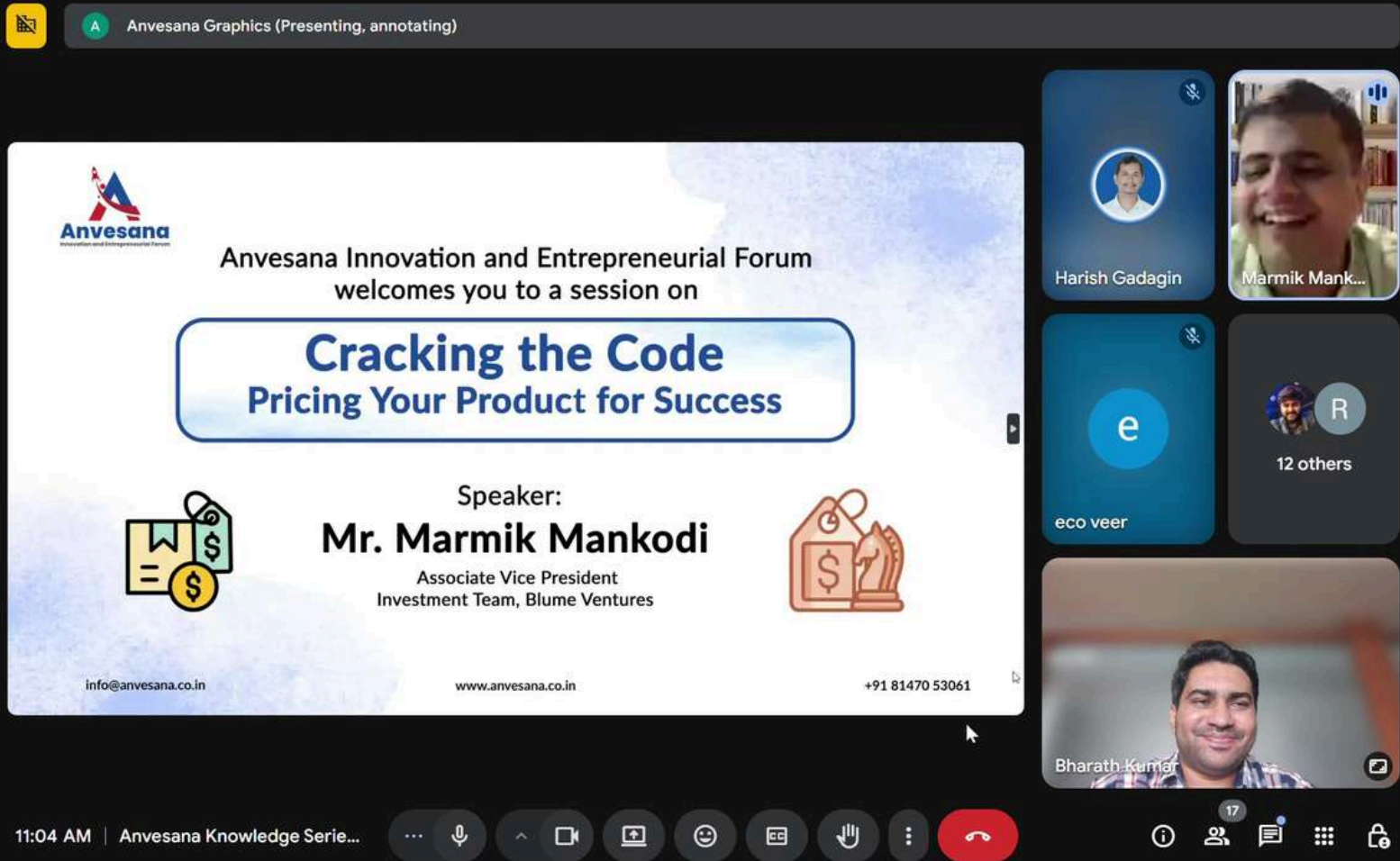
*The Rs 10 crore grant will enhance the incubator's capacity to support more innovators and startups by expanding access to advanced infrastructure, domain expertise and prototype capabilities.*

Anvesana  
TBI

Anvesana Innovation and Entrepreneurial Forum team after signing the MoU with state government



## >>> PRICING STRATEGIES THAT WIN: INSIGHTS FROM MR. MARMIK, BLUME VENTURES



**Anvesana Graphics (Presenting, annotating)**

Anvesana Innovation and Entrepreneurial Forum welcomes you to a session on

### Cracking the Code Pricing Your Product for Success

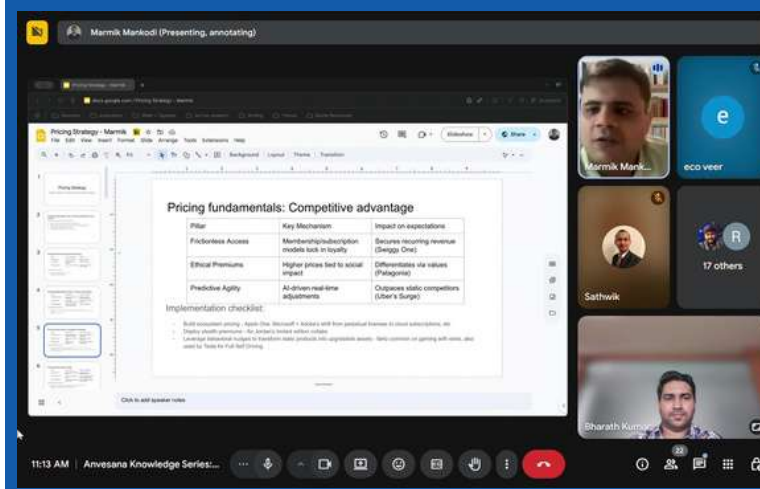
Speaker:  
**Mr. Marmik Mankodi**  
Associate Vice President  
Investment Team, Blume Ventures

info@anvesana.co.in      www.anvesana.co.in      +91 81470 53061

Participants: Harish Gadagin, Marmik Mankodi, eco veer, 12 others, Bharath Kumar.

### The session equipped early-stage startups with actionable pricing insights

Anvesana organized a Knowledge Series session featuring Mr. Marmik Mankodi, Associate Vice President, Investment Team at Blume Ventures. The session offered practical insights on value-based pricing, common pitfalls to avoid, and strategies for creating scalable monetization models tailored for early-stage startups. Mr. Mankodi emphasized the importance of understanding customer perception, aligning pricing with value delivered, and continuously iterating to stay relevant in dynamic markets. It was an engaging and insightful interaction that left participants with actionable strategies to refine their pricing approach and accelerate their entrepreneurial journey.



**Marmik Mankodi (Presenting, annotating)**

#### Pricing fundamentals: Competitive advantage

Pillar	Key Mechanism	Impact on expectations
Frictionless Access	Membership/subsidiary models lock in loyalty	Secure recurring revenue (SaaS One)
Ethical Premiums	Higher prices lead to social impact	Differentiate via values (Patagonia)
Predictive Agility	AI-driven real-time adjustments	Outpace static competitors (Uber's Surge)

**Implementation checklist:**

- Define your pricing strategy: Align with your business model and target market.
- Understand your customer's perception of value.
- Test your pricing strategy in a controlled environment.
- Iterate and optimize based on feedback and market data.
- Communicate your pricing strategy clearly to your customers.

Participants: Marmik Mankodi, eco veer, Sathwik, 17 others, Bharath Kumar.

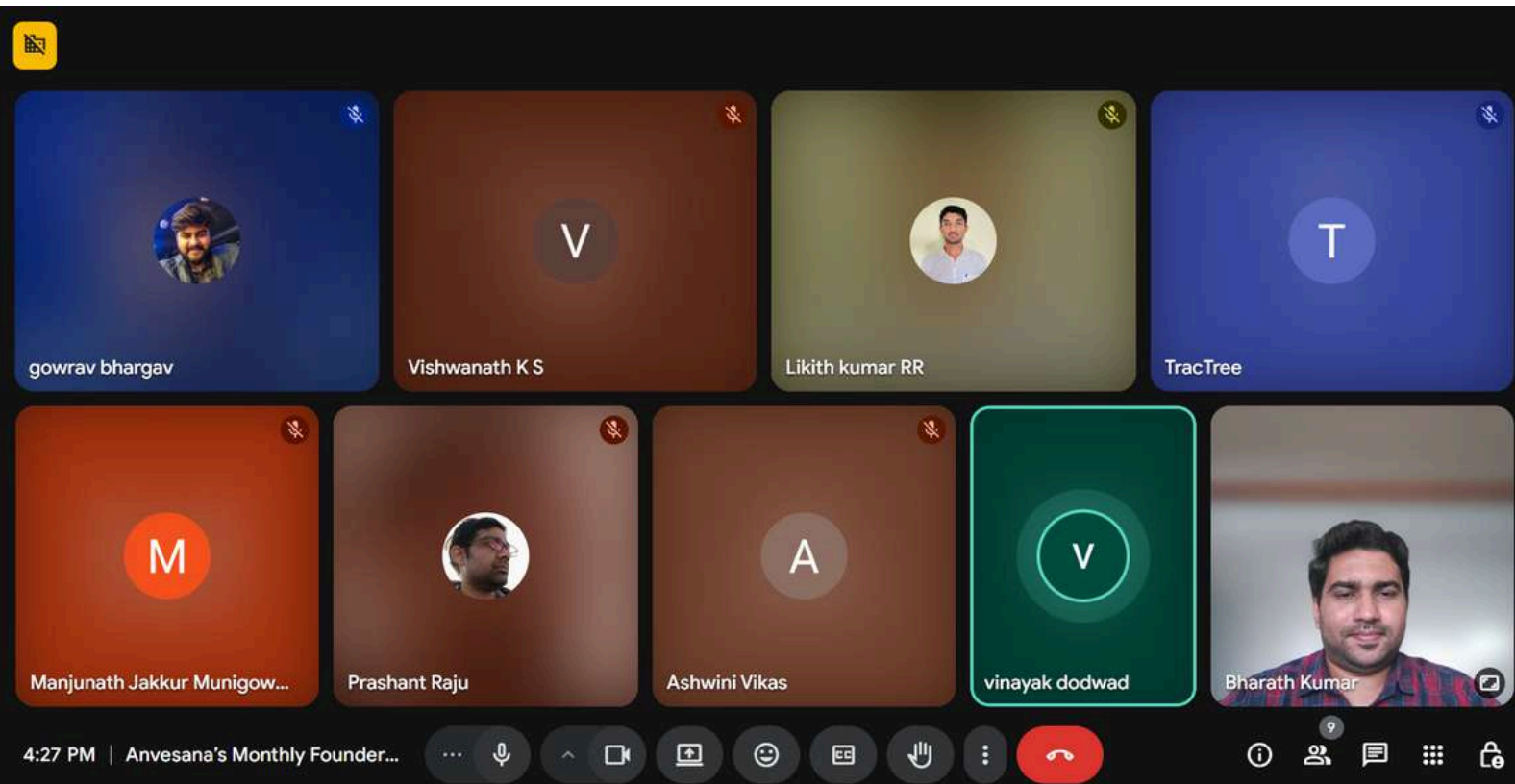
## ➤➤➤ AUGUST MONTH MENTORSHIP HIGHLIGHTS AT ANVESANA

THROUGH PERSONALIZED MENTORSHIP, STARTUPS WALKED AWAY WITH CLEARER FOCUS, STRONGER STRATEGIES, AND RENEWED CONFIDENCE TO SCALE THEIR VENTURES.



In August, Anvesana TBI continued to strengthen its mentorship-driven support for startups. Key sessions included a focused mentoring session for SGB by Azhar, a Business Model Canvas reframing exercise for Snow-Zoe Technologies, strategic guidance for Agrils AgTech Pvt. Ltd. by Iranna, and a deep-dive on technicalities led discussion with Vulcan led by Mr. Gopi. These engagements reinforced Anvesana's commitment to helping startups refine strategies, validate models, and progress towards sustainable growth.

## ➤➤➤ MONTHLY FOUNDERS CONNECT



At Anvesana, Founders Connect is a platform for startup founders to share their journeys, challenges, and wins with peers who truly understand the entrepreneurial path. It fosters open dialogue, peer learning, and a strong sense of community. These sessions also enable the Anvesana team to offer targeted guidance and connections. Founders leave with clearer direction and renewed confidence, reflecting the strength of collective support.

**By strengthening peer networks, the session empowered startups with guidance and resources to navigate their upcoming growth journey.**



## ➤➤➤ SESSION ON LEARNING BEYOND BOOKS BY SRI CHETHAN RAM



Anvesana organized an insightful session today for the students of PES Institutions, featuring Sri Chethan Ram as the speaker. Delivering a talk on “Learning Beyond Books: Celebrate Life Through Learning”, he emphasized the importance of valuing skills over marks, treating exams as celebrations, and enjoying the process of writing them. He also highlighted key life skills such as time management, continuous learning, and effective writing. The session inspired students to embrace learning as a joyful and lifelong journey.





## ➤➤➤ INNOVATING WITH TASTE: HOW MR. HANUMANTH BUILT THREE THRIVING FOOD VENTURES

An inspiring session organized by Anvesana Innovation and Entrepreneurial Forum in collaboration with the Institution's Innovation Council (IIC) and Industry-Institute Interaction Cell (IIIC), PESITM. The session featured Mr. Hanumanth, founder of three successful food and beverage ventures – Halftea, Mr. Girmit, and Halfeggrice.



## SIMPLE IDEAS TO SUCCESSFUL VENTURES – A SESSION WITH F&B INNOVATOR

Mr. Hanumanth, innovative entrepreneur, he has uniquely blended tradition with modern tastes, creating thriving businesses that resonate strongly with today's customers. His journey reflects how passion, creativity, and resilience can turn simple ideas into impactful ventures.





## ➤➤➤ IDEA PITCHING FOR FUTURE INNOVATION

“Idea Pitching for Future Innovation” at PES Institute of Advanced Management Studies, Shivamogga. The session introduced students to the core principles of innovation, including problem identification, creative thinking, and structured idea generation. Through engaging discussions and practical examples, students gained clarity on how to transform everyday challenges into meaningful opportunities.



The session also emphasized the importance of entrepreneurial mindset, teamwork, and effective communication in shaping impactful solutions. By the end, participants walked away inspired and better equipped to nurture their innovative ideas and take the first steps towards entrepreneurship.





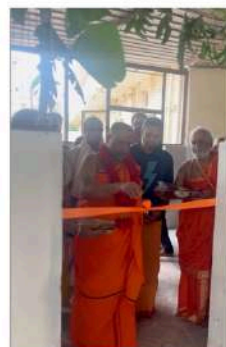
## CELEBRATING MUSIC & ENTREPRENEURSHIP: UPDATES FROM MUSIC BOOK



Music Book by Snow-Zoe Technologies hosted its first-ever Konkani Mic – Perform Without Pressure, offering a welcoming stage for emerging artists to showcase their talent and connect with the community. The event reaffirmed Music Book’s mission of building spaces where artists can grow and shine. Meanwhile, Founder Mr. Melroy Fernandes was invited as a Guest Speaker at MITE’s Entrepreneurship Awareness Program, sharing his journey to inspire young innovators.

## SAFECLOAK EXPANDS FOOTPRINT WITH SMART LOCKER DEPLOYMENTS AT MANTRALAYA AND NAVAL BASE

In August, SafeCloak successfully installed 45 smart lockers at SRS Matha, Mantralaya. The lockers were inaugurated with the blessings of Sri Sri Subudhendra Teertha Swamiji and are designed to provide pilgrims with safe and convenient storage solutions, with additional units planned soon. Expanding beyond luggage storage, SafeCloak also deployed 130 lockers at the Naval Base to enable efficient last-mile parcel delivery –marking a significant step in the company’s journey into parcel logistics.





## SOFT LAUNCH OF ROSETTE SMART LIFE'S WELLWISE APP AND BOTTLES

On 25th August 2025, Rosette Smart Life marked a key milestone with the soft launch of its flagship products at the Manipal Startup Expo, organized by Manipal Gok Bioincubator. The team introduced the Wellwise mobile app, now live on the Google Play Store, along with Smart Bottles open for pre-sales. With innovations that seamlessly integrate technology into everyday wellness, Rosette Smart Life is on a mission to empower healthier lifestyles



## ROSETTE SMART LIFE SHOWCASES INNOVATIONS

## ANVESANA TEAM VISITS AKSHAYAKALPA ORGANICS



**Akshaykalpa's Integrated Farming System empowers 2,000+ farmers, scaling incomes up to ₹1.5–2 lakh/month through sustainable, diversified farming.**



# STARTUP LEADERSHIP TALK

Pioneering Agri-Entrepreneurship  
through Sustainable Farming Practices.

**Shashi Kumar**  
Founder **Akshayakalpa**



SPEAKER



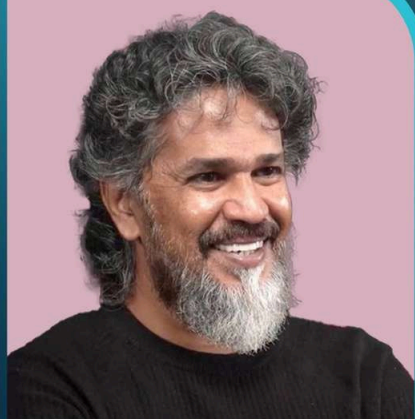
Registration is free but Mandatory!



<https://forms.gle/kWfb68a7WD56LKtf7>

**Building Brands with Clarity:**  
GTM Strategies for Purposeful Growth

**Mr. Raffic Aslam,**  
Former Creative Director, Zoho



SPEAKER



**Date:**  
September 13, 2025



**Venue:**  
Anvesana TBI,  
PES Campus, Shivamogga



**Time:**  
4PM Onwards



**Shri. Prashant Prakash**  
Chairman



**Mr. C M Patil**  
Managing Director



**Mrs. Umadevi S Y**  
Board Advisor



**Mr. Subash BR**  
Director



**Ms. Disha R S**  
Director



**Dr. Nagaraj R**  
CCA, PES Trust



**Mr. Harish Gadagin**  
Chief operating officer



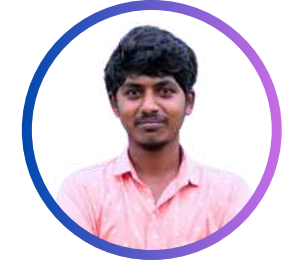
**Mr. Bharath Kumar**  
Incubation manager



**Mr. Likewin Thomas**  
Program Co-ordinator



**Mr Pavan N**  
Program Associate



**Vishwa**  
Graphic Designer

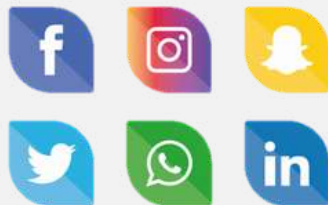


**REACH US OUT**

SCAN TO FOLLOW US ON



@anvesana\_tbi



**Anvesana Innovation  
and Entrepreneurial  
Forum**

SCAN HERE TO VIEW OUR PAST NEWSLETTERS



+ 91 81470 53061

info@anvesana.co.in

www.anvesana.co.in

PES Campus, Admin Block, Shivamogga, Karnataka-  
577204





## OUR PARTNERS



**PES TRUST**

**SOLIDWORKS**



startups



**Krishi  
Kalpa**  
Uplifting farmers lives



**BANGALORE**  
FOSTERING ENTREPRENEURSHIP



**Conceptia KONNECT**



**Zoho for  
Startups**



# Anvesana Innovation and Entrepreneurial Forum



+ 91 81470 53061



info@anvesana.co.in



www.anvesana.co.in



PES Campus, Admin Block, Shivamogga, Karnataka-  
577204

Volume number : 02

Issue Number : 08

Date of Publication : 01/09/2025

Update of Month : AUGUST 2025