



UNISYNC
ANGEL INVESTING SIMPLIFIED

NEWSLETTER

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#CelebrityInvestmentEdition

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UNISYNC DIFFERENTIATOR

Besides growth capital to startups, we also provide quality mentoring and access to corporate & vast network of its members to provide startups.



Diverse Network



**Pre & Post
Investment Support**



Spanning Geographies



**Tech Platform
for Transparent**



Industries & Expertise



**Convenient end-to-end
Startup Engagement**



Startups Curation



CELEBRITIES AND STARTUPS : A NEW ERA OF STARTUP INVESTMENTS

In recent years, we have witnessed a notable trend wherein celebrities from various industries are showing a keen interest in investing their hard-earned wealth into promising startups. This trend is reshaping the landscape of startup funding and leaving an indelible mark on the startup ecosystem. Sports personality, actors, musicians, chefs, fashion designers and celebrities from various other fields have invested in diverse startups.

First and foremost, the involvement of celebrities brings enhanced visibility and credibility to startups. Their endorsement not only validates the potential of a startup but also piques the interest of the wider public. It serves as a powerful marketing tool, garnering attention from potential investors, customers and partners.

Furthermore, celebrities often bring more than just capital to the table. Their diverse expertise, experiences, and extensive networks can be invaluable assets to startups. Collaborating with a celebrity investor can open doors to unique opportunities for growth, strategic partnerships and increased market reach.

However, it's essential to emphasize that while celebrity involvement can be a game-changer for startups, it should not overshadow the fundamentals of sound business practices. Startups should remain vigilant in their due diligence processes, ensuring that potential celebrity investors align with the company's values, goals, and long-term vision.

As we navigate the dynamic landscape of startup investments, let us remain open to the exciting possibilities that celebrity investors bring to the table. Let us continue to support and nurture the entrepreneurial spirit, appreciating the contributions of both established and emerging voices in the startup ecosystem.



Written by,

CA Mayank Desai

Co-Founder, Unisync Angels
Partner, Y.B. Desai & Associates

INVESTMENTS BY CELEBRITIES IN STARTUPS GLOBALLY



In recent years, startup landscape has witnessed a fascinating phenomenon of an increasing number of Indian and International celebrities channeling their entrepreneurial spirits and financial resources into innovative startups. Apart from financial investments this trend also signifies a powerful convergence of fame, business acumen, and a desire to fuel the nation's burgeoning startup ecosystem. **Let's have a look at few startups who have received investment from celebrities:-**

VIRAT KOHLI

Seasoned cricketer Virat Kohli is one of the few celebrities to have invested in diverse industries. His investment journey started at the age of 25 when he bought a stake in a London-based social media startup, Sports Convo that bridges the gap between sports stars and fans. Insurtech startup Digit Insurance received INR 2.5 cr from the cricketer and his wife. His investments further include food and beverage D2C brand Rage Coffee, plant-based meat startup Blue Tribe, fashion startup Universal Sportsbiz and high-performance wellness brand Hyperice. He is also the owner in brands like Indian Super League's Goa FC, chain of high-end restaurants One8 Commune amongst many others.



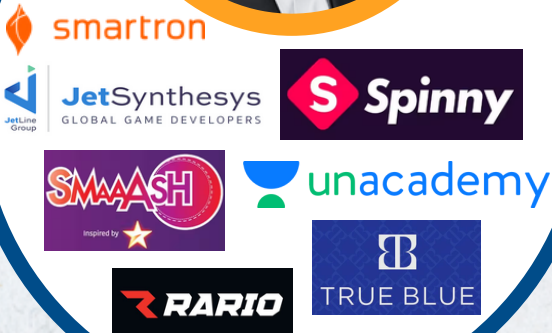
LEONARDO DICAPRIO

The Hollywood Superstar's startup investment is as successful as his movie career. Leonardo DiCaprio's focus is on startups that work towards environmental protection and sustainable practices. He has invested in companies like Runa that provides clean, renewable energy solutions to underserved communities, waste and recycling startup Rubicon Global, sustainable footwear and apparel company Allbirds. He also invested in MindMaze, a Swiss virtual reality startup that attained unicorn status in 2016.



SACHIN TENDULKAR

Master blaster Sachin Tendulkar has invested in Bengaluru-based Internet of Things (IoT) startup Smartron India and has also become the brand ambassador of the startup. He also joined used car retailing startup Spinny as a strategic investor and brand ambassador. The former cricketer made an equity investment of \$2 Mn in JetSynthesys, the new age digital entertainment and technology startup with a global foray in gaming, digital entertainment, and interest-based social community platforms. One of his famous investments includes sports and gaming arena Smaaash Entertainment. He also invested an undisclosed amount in Unacademy.



ROBERT DOWNEY JR

The 'Iron man' has invested in technology, sustainability and environmental innovation startups. He has his own VC fund called Downey Ventures. He bet his money on companies like renewable and clean energy solutions venture Sollars, Bioelektra Group that is an environmental technology company working on waste management and green energy solutions, Limelight Health that provides cloud-based enterprise software solutions for the insurance industry, AI Foundation that works on the ethical development and deployment of artificial intelligence.



DEEPIKA PADUKONE

Bollywood's leading actress Deepika Padukone set up her family office, KA Enterprises, in 2014. Some of her key bets include Epigamia, Furlenco, Blu-Smart, Bellatrix, Atomberg Technologies, Front Row, Mokobara, Supertails, Nua, and so on. In some cases like Epigamia and Nua, for instance, the actor has also doubled up as an investor and brand ambassador. Apart from this, the actor is also the co-founder of DPKA Universal Consumer Ventures Pvt. Ltd. under which she launched her own premium skincare brand 82°E.

SUNIEL SHETTY

Veteran actor Suniel Shetty has been aggressively investing in startups for the last few years. In 2020, he invested in healthtech startup Vieroots and nutraceutical startup BodyFirst. In 2021, the actor invested in NFT startup Colexion that allows users to buy and trade digital collectables related to cricket and film stars. Further, he backed D2C fitness startup Aquatein and men-focused jewelry brand MetaMan in 2022. His latest investment is in a new mental health app called 'Let's Get Happi'. The app aims to offer 24x7 access to real-time therapy to make mental health care more affordable and inclusive.



SERENA WILLIAMS

The tennis star, Serena Williams, created Serena Ventures to facilitate the growth of early-stage ventures with diverse founders or teams. Serena Ventures has more than 50 companies in its portfolio. Of those companies, 60% have diverse founders. Through her venture capital firm she has invested in companies like Coinbase that is a cryptocurrency exchange platform and went public in 2021, online personal styling service Stitch Fix, Mayvonn that offers hairstylists the opportunity to sell products to their clients and earn commissions, The Wing that is a co-working and community space designed for women.



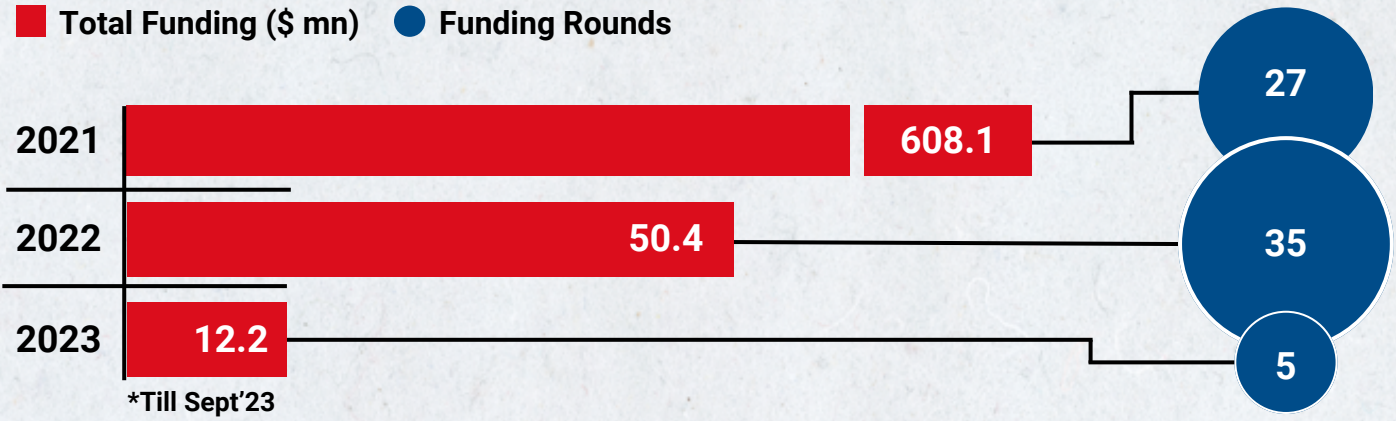
ASHTON KUTCHER

The star of 'That 70s Show' is the most active of all celebrity investors. In 2009, Ashton Kutcher backed Foursquare and Skype. His investment in Skype generated a lofty return when the video chatting company was sold to Microsoft in 2011. He started two California-based venture capital firms, A-Grade Investments and Sound Ventures. He has made investments in Uber, Airbnb, Spotify. He also invested in companies like Robinhood that deals in commission-free stock and crypto currency trading, meditation and sleep app Calm, Casper that is a direct-to-consumer mattress and sleep products company, car rental delivery startup Skurt, technology-driven freight forwarder Flexport.



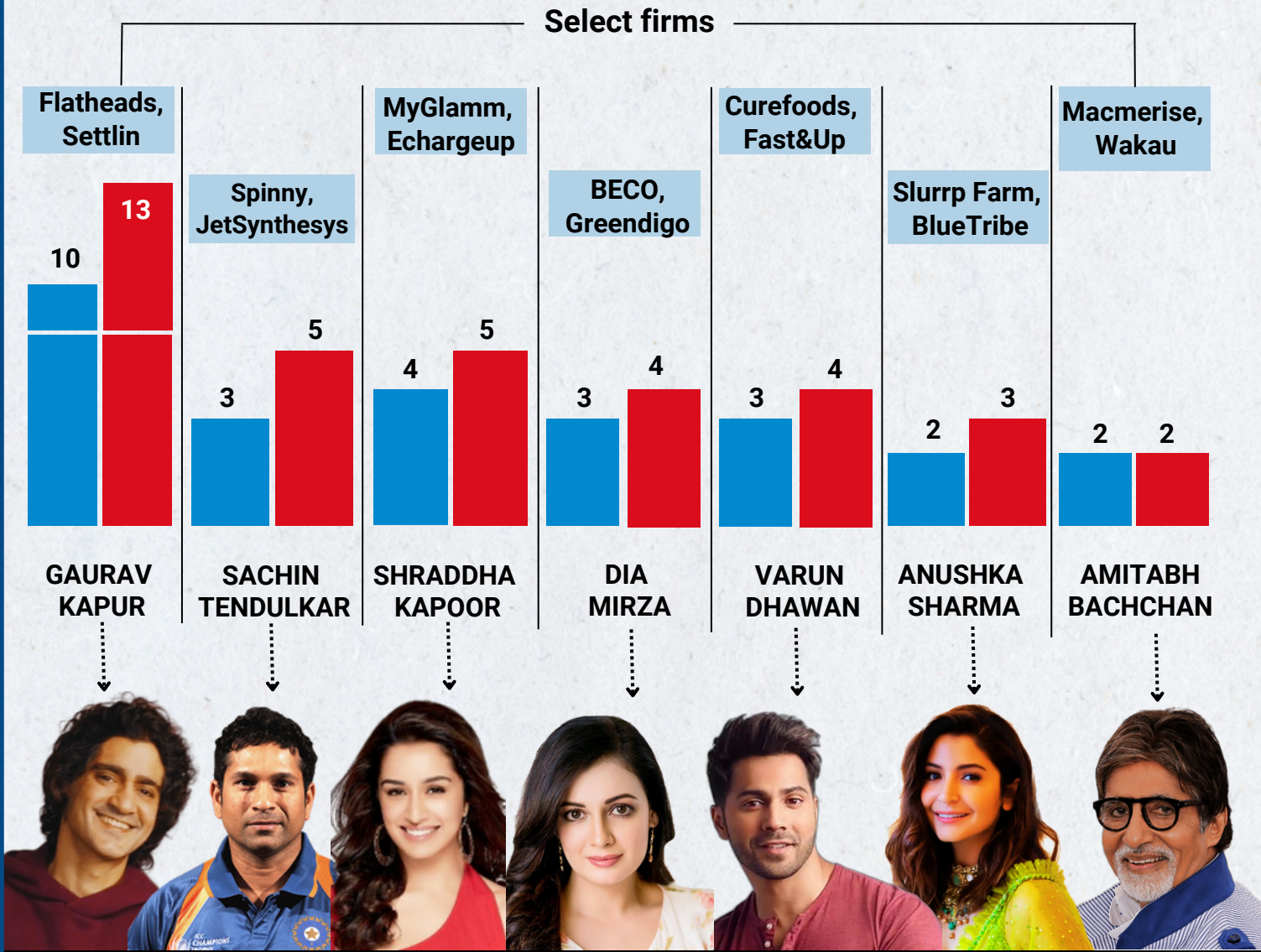
INVESTMENT TRENDS

■ Total Funding (\$ mn) ● Funding Rounds



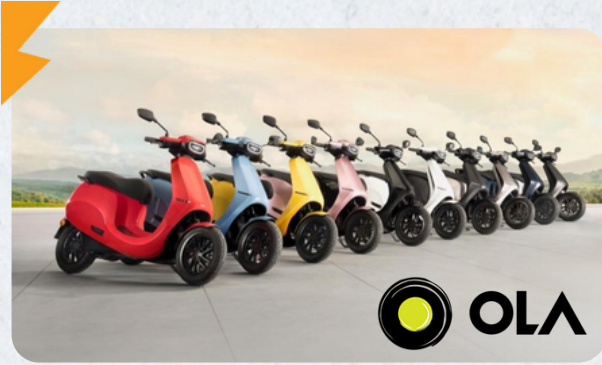
TOP CELEB INVESTORS

■ Portfolio Count ■ Investment Rounds



Source: Tracxn

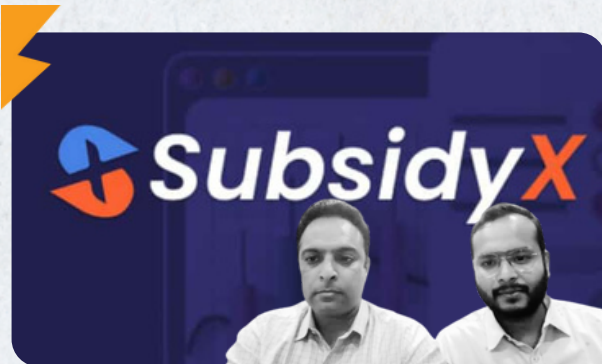
STARTUP UPDATES



Ola cabs relaunched its bike taxi services in Bengaluru with its S1 range of scooters. It will charge flat rates of INR 25 for 5 Kilometers and INR 50 for 10 Kilometers.



Jammu & Kashmir Lt Governor, Manoj Sinha, said that the government would notify a new startup policy by the next month to provide a roadmap for nurturing innovation, creating jobs and driving economic growth.



Ahmedabad based bootstrapped startup, **SubsidyX**, founded by Abhishek Jain and Gajendra Jain is a one-stop solution to browse through the applicable government subsidies for startups.



After leading AngelList India for seven years, early-stage investor **Utsav Somani** has launched his own venture Offline. It is a **peer-based membership network club** for tech startup founders and CEOs.



Interval, an innovative edtech startup hailing from Kerala has achieved a remarkable feat by being selected as a part of Finland's prestigious 'Talent Boost' project, initiated by the Ministry of Economic Affairs of Finland to attract skilled talent and investors across diverse sectors.



Ex Swiggy CTO **Dale Vaz**, has launched a new fintech startup, **Aaritya Tech**, which plans to cater to individual traders. The startup has received seed funding from Accel and Elevation Capital.

STARTUP FUNDINGS



Fintech unicorn **Razorpay** marked its eighth acquisition. The fintech unicorn acquired **BillMe**, a Mumbai-based digital invoicing and customer engagement startup.



Early stage venture capital (VC) firm **Vertex Ventures** Southeast Asia and India has raised \$541 Mn for its fifth fund, the VVSEAI Fund V. It will invest in sectors like enterprisetech, fintech, consumer internet, healthtech, sustainability and mobility.



AI-powered martech startup **Pixis** has raised \$85 Mn as part of its Series C1 funding round led by Touring Capital. The round also saw participation from Grupo Carso, General Atlantic, Celesta Capital and Chiratae Ventures.



Early-stage venture capital firm, **First Cheque**, has taken a partial exit from direct-to-consumer (D2C) jewellery brand, GIVA Jewellery, with a return of 75X and an IRR of 194%.



Saudi Arabian logistics startup **Equiptal** raised \$1 million in a pre-seed round led by Plug and Play Middle East and a group of angel investors to facilitate growth.



Lenskart-backed **Neso Brands** invested \$4 Mn in Paris-based omnichannel eyewear brand **Le Petit Lunetier** for a significant stake. The fund is provided for retail expansion and to strengthen brand presence in Europe.

FEATURED STARTUP

INOVACE NUTRITION

inovace
Supplements. Simplified.

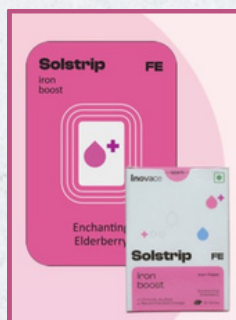


Unisync Angel's portfolio company, **Inovace Nutrition**, is a cutting-edge company dedicated to providing high-quality, science-backed nutritional supplements to support overall health and wellness. Our products are carefully crafted using the finest ingredients with a focus on potency and purity. Inovace Nutrition has products to boost energy, support immune function and enhance daily wellness. Its vision is to revolutionize the nutraceutical industry and be the leading provider of innovative wellness solutions to empower people to live their best lives. Its mission is to provide innovative, science-backed supplements made from highest quality ingredients, and to deliver exceptional customer experiences that support them on their health and wellness journeys.

The company identified that pediatric and geriatric patients have difficulty in swallowing or chewing solid dosage forms. It launched its product, Solstrip to solve this problem. Solstrip Mouth Dissolving Strips have been scientifically developed using the proprietary patented ThinSol™ technology comprising of micro encapsulation technique. A variety of supplements have been ably layered into a thin strip without use of multitude of excipients that are used in conventional dosage forms. This novel technology has also made it possible to mask any bitter or otherwise unpleasant tastes of the actives, making it pleasant and delicious to ingest, at the same time being gentle on the stomach.



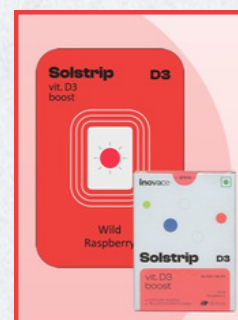
Multivitamin boost to meet daily nutritional needs



Iron boost for daily recommended dose of iron



Immunity boost for overall health



Vitamin D3 boost for strong and healthy bones and heart



Vitamin B12 boost for energy and to support healthy brain function

STARTUP TERMINOLOGY

CONCENTRATION RISK:

Revenue from largest customer / total revenue.



CAP TABLE:

A table that outlines the ownership structure of a startup, including the shares held by investors, founders, and employees.



ACCELERATOR:

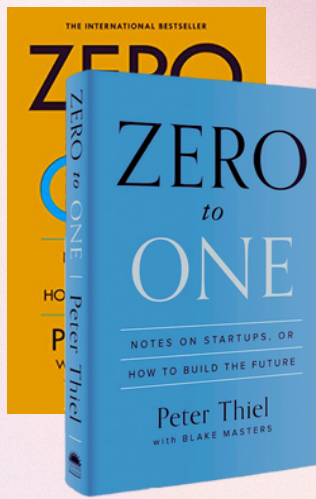
A program that provides resources and mentorship to startups to help them grow and succeed.



DILUTION:

The reduction of an individual's ownership percentage in a company as more shares are issued or sold.





BOOK REVIEW

ZERO TO ONE BY PETER THIEL



KEY TAKEAWAYS:

Customers won't care about any particular technology unless it solves a particular problem in a superior way", said Peter Thiel, the author of "Zero to One" - a book about building companies that create new things, rather than just copying what already exists.

Here are some key takeaways from the book:

- (1) The Power Law:** In any industry, a few companies will dominate and capture most of the value. The goal of a startup should be to become one of those dominant companies.
 - (2) Creating Value:** The best companies are not just competing, they are creating something new. Creating a new technology or a new market is much more valuable than just competing in an existing market.
 - (3) Building Monopolistic Business:** A successful startup needs a unique and valuable idea that can't be easily replicated. This is what Thiel calls a "secret" or a "monopoly." A monopoly exists when a company has something so unique and valuable that it can charge whatever it wants for it. Thiel encourages startups to focus on creating a monopoly by developing proprietary technology or a unique business model.
 - (4) Right Timing:** Thiel stresses the importance of timing: the right time to start a company is when a new technology or market is just beginning to emerge.
 - (5) Competent Team:** The founder should be a visionary who is capable of inspiring and leading a team. The team should be made up of people with complementary skills who share the same vision.
 - (6) Importance of Sales & Distribution:** Thiel also discusses the importance of sales and distribution, arguing that these factors are often overlooked by startups. If your product requires advertising or salespeople to sell it, it's not good enough: technology is primarily about product development, not distribution.
 - (7) The Most Important Question:** Thiel argues that the most important question a startup can ask itself is: "What valuable company is nobody building?" This question forces startups to think creatively about new and innovative ideas.
- Finally, according to Thiel "Every moment in business happens only once. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them."



We, Uniserve Advisory Pvt Ltd are a “One Stop Solution for Start-up Business”. We are a professional organization who understands the needs and requirements of today’s young and innovative Entrepreneurs who are passionate with unique ideas and energized to plan a strategy for new ventures. We are a pathway to show the directions for funding, resources, working capital, company formation, government schemes and policies to endeavor the benefits.

OUR SERVICE OFFERINGS:



Company Formation



ESOP Planning



Startup Registration



Due Diligence



Tax Consultancy & Compliance



Company Valuation



Trademark & IPR



Business Plan Preparation



Legal Documentation



Pitch Deck Preparation

& many more..

Reach out to us at: contact@uniserveadvisors.com

Visit www.uniserveadvisors.com for more details.



+91 95126 68000



KEY FEATURES OF THE EVENT



**360 Degree
Start-up event**



**100+
Start-up involved**



**30+
Speakers**



**1000+
Investors**



**10,000+
Visitors**



**Seminars, Lectures,
Master Class,
Pitch Sessions**



Awards



3 Day Event

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Unisync Angels Private Limited

1st Floor Provyz, B-wing SNS Atria
Opp. Jolly Party Plot, Vesu, Surat

+91 95126 67000 | contact@unisyncangels.com
www.unisyncangels.com