

# NEWSLETTER

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**#ShePreneurshipEdition**



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We make the fundraising process simple, enabling entrepreneurs to focus on what's most important - building their business.



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We offer startup investment opportunities to investors through a stringent, process-driven methodology.





## Message from the Founder's Desk:

### EMPOWERING SHEPRENEURS: NAVIGATING THE PRESENT, SHAPING THE FUTURE

Written by,

**CA Mayank Desai**

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

#### ***Dear Readers,***

In the ever-changing environment of business, it gives me great pleasure to share thoughts with you on a topic that is close to my heart: the amazing path of Shepreneurs. As we delve into the current condition of the Shevolution and look forward, it becomes clear that women entrepreneurs are not simply creating waves; they are navigating new territory and redefining success. As I attend startup events, I notice a lot of women entrepreneurs fueling the startup ecosystem with new ideas and energy.

#### ***The Present: Shepreneurs Reshaping the Startup Horizon***

We are currently living in a Shevolution, in which the entrepreneurial spirit respects no gender limits. Shepreneurs are emerging as powerful leaders, disrupting sectors with their distinct viewpoints and new ideas. As I observe this transformational period, I am encouraged to see the many abilities and skills that women bring to the table, establishing a culture of creativity and inclusivity.

My goal in sharing this information with you is to put light on the present successes of Shepreneurs. They are more than just company founders; they are change agents, motivating and inspiring others to set off on the thrilling adventure of entrepreneurship.

#### ***The Future: Nurturing Shepreneurial Aspirations***

Looking ahead, the Shevolution's future has enormous promise. It is critical to recognize that our joint actions now will help to establish a more inclusive and equitable entrepreneurial landscape in the future. I am enthusiastic about

a future in which women-led enterprises become the norm rather than the exception based on my contacts with Shepreneurs and observations.

As we share this vision with our readers, we must emphasize the necessity of building an environment that fosters Shepreneurial aspirations. Mentorship programs, access to capital, and the elimination of gender biases will all play critical roles in the development of Shepreneurs. Every prospective entrepreneur, regardless of gender, will feel empowered to bring their ideas to reality in the future.

#### ***Closing Thoughts: A Shevolution We Can All Support***

In closing, I encourage all readers to actively participate in and advocate the Shevolution. Let us all work together to create an environment in which Shepreneurs thrive, and their success becomes a monument to the boundless possibilities that entrepreneurship provides.

The Shevolution is more than a passing phenomenon; it is a revolutionary force with the ability to reshape the entrepreneurial environment. With your help, we can collaboratively design a future in which Shepreneurs continue to tear down obstacles, innovate constantly, and inspire future generations.

Here's to the Shevolution becoming a shared reality in the future.



## Rise of Female Founders

# AMBITION HAS NO GENDER

Hillary Clinton once said that “Women are the largest untapped reservoir of talent in the world.” Well, the world is just waking up to this truism. Gone are the days when women’s role was restricted to the home sphere. Today they venture out, gain expertise in their chosen fields and bring their brand of leadership to the table and how!

And though currently there are few women entrepreneurs compared to men, things are changing quickly. We not only have more women graduating from universities, but also more women leading companies – whether it’s Kiran Majmudar Shaw of Biocon or Indra Nooyi who headed PepsiCo. In fact, the Startup & Technology world is not far behind either. We already have a number of unicorns that are led by female founders like Falguni Nayar of Nayka, Ghazal Alagh of Mama Earth and many more.

When Martha Stewart said, “Build your business success around something that you love – something that is inherently and endlessly interesting to you”, she was speaking to all entrepreneurs, irrespective of their gender. Indra Nooyi of Pepsi observed that for female professionals, the biological clock and the career clock are in total conflict with each other.

We should respect the fact that women sacrifice their career and professional lives by giving priority to ‘family’. We, the Men, can pursue our professional goals, because we know that SHE is there taking care of our parents, our kids & our family. So, if our daughters, sisters or wife decide to pursue their dreams, we must support them in every possible way. Sheryl Sandberg, COO at Facebook once said, “I want every little girl who’s been told she’s bossy to be told again she has leadership skills.”

***Remember, Ambition has No Gender...  
neither should Success!***



Written by,

**MR. KASHYAP PANDYA**

CO-FOUNDER, UNISYNC ANGELS  
DIRECTOR, SYNCORO VENTURES

## TOP FUNDING IN RECENT YEAR



These are the top 10 women co-founders and their companies that have triumphantly raised funds in 2023.



**Neha Bansal**

Co-Founder, Lenskart



### Lenskart:

- **About:** Internet's first brand offering eyewear for men, women, and kids. The product catalog includes sunglasses, contact lenses, computer glasses, and more. It also allows users to virtually try the glasses and home eye-test on the mobile application. The application is available on both iOS and Android platforms.
- **Round name:** Series J
- **Funding Amount:** 600 million USD



**Priya Singh Dubey**

Co-Founder, Chalo



### Chalo:

- **About:** App-based trip planning and ticket booking platform for travelers. Users can get details about real-time transit information like live tracking, transit arrival time, and more. Users can book transit tickets, bus passes, and more through the platform. The platform offers features like multilingual support, variant payment options, and more. The app is available for both Android and iOS devices.
- **Round name:** Series D
- **Funding Amount:** 45 million USD

You shouldn't focus on why you can't do something, which is what most people do. You should focus on why perhaps you can, and be one of the exceptions.

- Steve Case, AOL Co-Founder and CEO



**Nikita Prasad**  
Co-Founder, Giva



**GIVA:**

- **About:** Internet's first brand offering multi-category fast-fashion jewelry. The product catalog includes bracelets, earrings, necklaces, rings, pendants, chains, and more. The platform also provides lab-grown diamond jewelry. The company claims that the products are coated with rhodium which protects them from tarnishing. The mobile application is available for both Android and iOS users.
- **Round name:** Series B
- **Funding Amount:** 35 million USD



**Lisa Kennedy**  
Co-Founder, Hopscotch



**Hopscotch:**

- **About:** Online retail platform offering fashion products for babies and kids. The product catalog includes onesies, jackets, frocks, leggings, gowns, t-shirts, jeans, shirts, and more. The company also offers footwear and accessories like belts, watches, eyewear, hats, and more. The company has a mobile application that is available to download from the Apple App Store and Google Play Store.
- **Round name:** Series D
- **Funding Amount:** 20 million USD



**Priyanka Goyal Salot**  
Co-Founder,  
The Sleep Company



**The Sleep Company:**

- **About:** Provider of smart mattresses and bedding accessories designed with smart-grid technology. The offers a range of mattresses, chairs, pillows, and beds designed with smart-grid technology. It also has features including airflow technology, elasticity, and more.
- **Round name:** Series C
- **Funding Amount:** 22 million USD



**Rashi Gupta**  
Co-Founder, Zypp Electric



**Zypp Electric:**

- **About:** Tech-enabled EV as a service and delivery platform. Users can locate scooters through the app and unlock them by scanning QR codes using the mobile application. the platform offers double-battery scooters for rent and offers multiple services, including last-mile deliveries, EV rentals, and rider services. It also provides benefits to its riders, such as accidental insurance coverage, personal accidental policy, and health insurance.
- **Round name:** Series B
- **Funding Amount:** 20 million USD



### Himani Ladsariya

Co-Founder,  
Everest Fleet



#### Everest Fleet:

- **About:** End-to-end fleet management solutions for fleet operators. The platform provides services for UBER across different cities. It has managed to complete twenty Lakh and above trips and is one of the only companies to use a 100 percent CNG fleet of vehicles.
- **Round name:** Series B
- **Funding Amount:** 20 million USD



### Ritumbhara Bhatnagar

Co-Founder, Brine



#### Brine:

- **About:** Decentralized order-book exchange for traders. It is a DeFi trading spot that allows users to hold smarter and trade paying for what is being traded. It enables users to track portfolios and get P&L analysis.
- **Round name:** Series A
- **Funding Amount:** 16.5 million USD



### Rithika Agnishwar

Co-Founder,  
Garuda Aerospace



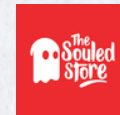
#### Garuda Aerospace:

- **About:** Developer of cloud-based multi-utility drones for industrial applications. It offers solutions for photography, agricultural surveys, surveillance, and more. It also offers services in the areas of agriculture, crowd monitoring, defense, mapping, and wildlife monitoring.
- **Round name:** Series A
- **Funding Amount:** 17 million USD



### Sonal Jain

Ex-Co-Founder,  
The Souled Store



#### The Souled Store:

- **About:** Online licensed merchandise platform offering multi-category products. The product catalog includes tees, backpacks, coasters, tote bags, stationery, and more. Users can purchase products across various categories such as superheroes, television, shows, pop culture, music, sports, etc. The mobile application is available on both iOS and Android platforms.
- **Round name:** Series C
- **Funding Amount:** 16.41 million USD

**Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve.**

**- Mary Kay Ash, Mary Kay Cosmetics Founder**

# GOVT. SCHEMES FOR WOMEN

The Government of India has introduced various programs and initiatives to support the development of women entrepreneurs. Here are some of the schemes available for women who wish to start their businesses:

1. Credit Guarantee Scheme for Micro and Small Enterprises



2. Mahila Samridhi Yojana



3. Women Entrepreneurship Platform (WEP)



4. Trade Related Entrepreneurship Assistance and Development



5. Support to Training and Employment program for women



6. Mudra Yojana for Women/ Mahila Udyami Yojana



7. Stand-up India



8. Nai-Roshni – Scheme for Leadership Development of minority women



9. Self-Employment Lending Schemes – Credit Line 1 – Mahila Samridhi Yojana



10. Women Scientist Scheme



**Below is a list of bank schemes available for women:**

1. Mahila Udyam Nidhi Yojana



2. Dena Shakti Scheme



3. Stree Shakti Package for Women Entrepreneurs



4. Cent Kalyani scheme The Indian government organizes numerous workshops and produces podcasts featuring women entrepreneurs..





# TOP 10 WOMEN ENTREPRENEURS IN INDIA



## WOMEN AS AN ENTREPRENEUR:

As the Indian startup ecosystem continues to grow, an increasing number of women are pursuing their entrepreneurial aspirations and succeeding in their ventures. This is inspiring other women in India who have been traditionally confined to the role of homemaker, to explore their potential and follow their dreams.

These are some Top 10 Women Entrepreneurs in India.



**Kiran Mazumdar Shaw**

Founder - Biocon Ltd.  
Industry: Health Care



**Kiran Mazumdar Shaw** is widely considered one of India's most respected female entrepreneurs. She is a billionaire businesswoman and the founder and Executive Chairman of Biocon, a biotechnology company based in Bangalore. Kiran Shaw is credited with driving the growth and expansion of Biocon, and her focus on "affordable innovation" has been instrumental in the company's success.



**Anisha Singh**

Founder - Mydala  
Industry: Online Coupons



**Anisha Singh** is the co-founder and CEO of Mydala, India's biggest deals platform. She is a successful businesswoman known for supporting women's causes and campaigns. Anisha completed her Master's degree in political communication and an MBA in Information Systems from American University, Washington DC. She was also a judge for the Indian reality show, MTV Dropout, which was based on entrepreneurship.

All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA.  
- Reid Hoffman, LinkedIn co-founder



**Shradha Sharma**

**Founder - Yourstory.com**  
**Industry: Online Media**



**Shradha Sharma**, a former journalist, launched Your Story in 2008 after realizing that there was no platform to feature the stories of entrepreneurs. Today, the website has over 70,000 stories, with a team of 100+ people offering content in 11 languages, making it one of the most successful and influential platforms for entrepreneurs in India.



**Upasna Taku**

**Founder - Mobikwik**  
**Industry: Fintech**



**Upasana Taku** co-founded Mobikwik with her husband, Bipin Preet Singh. Mobikwik is a fintech startup that offers a virtual wallet and rewards program. Customers can recharge and pay at registered places through the Mobikwik wallet. Upasana has a strong fintech background and holds a bachelor's in engineering from NIT Jalandhar and a master's in management science from Stanford University.



**Falguni Nayar**

**Founder - Nykaa**  
**Industry: Beauty Products**



**Falguni Nayar** is the founder of Nykaa, India's beauty product retailer. She left her job after 20 years at Kotak Mahindra to start her own business. Nykaa offers 850+ brands, videos, blogs, and social media engagement. Nykaa has 35 physical stores and brings international luxury brands to India.



**Vandana Luthra**

**Founder - VLCC**  
**Industry: Beauty Products**



**Mrs Vandana Luthra** founded VLCC, a globally recognized name in the beauty, health, and fitness industry. She started a beauty and slimming services center in New Delhi in 1989, offering weight management programs as well as advanced skin and hair treatments. Her immense contribution to the industry was recognized when she was awarded India's prestigious Padma Shri in 2013. She has won several other awards including the Asian Business Leaders Forum Trailblazer Award in 2012, the Enterprise Asia Women Entrepreneur of the Year Award in 2010, and the Rajiv Gandhi Award in 2008. Mrs Luthra is regarded as one of the most successful businesswomen in India.

**What do you need to start a business? Three simple things: know your product better than anyone. Know your customer, and have a burning desire to succeed.**

**– Dave Thomas, Founder, Wendy's**



**Neeru Sharma**

**Co-Founder - Infibeam**  
**Industry: E-commerce**



**Neeru Sharma**, the co-founder and director of Infibeam, is a notable figure in the Indian e-commerce industry. She is an expert in conducting market research and providing financial diligence for investments. Neeru Sharma holds an MBA degree in Finance and Strategy from Carnegie Mellon University's Tepper School of Business. Before working with Infibeam, she worked with reputable companies such as TCS, Nokia, and Amazon.



**Malika Sadani**

**Founder - The Moms Co.**  
**Industry: E-commerce**



**Malika Sadani**, a former banker, founded The Moms Co. - a brand that offers natural, toxin-free products for pre/postnatal care, babies, and conscious consumers. After struggling to find quality chemical-free products for her baby in India, she realized the gap in the market. The brand aims to help mothers worldwide make safe choices for themselves and their loved ones, with Australian-certified products and experts from around the world.



**Gazal Kalra**

**Founder - Rivigo**  
**Industry: Logistics**



**Gazal Kalra** is a co-founder of Rivigo, a logistics startup based in Gurugram. She holds an MBA from the Stanford Graduate School of Business and a master's degree in public policy from the Harvard Kennedy School. Rivigo operates a relay truck model where drivers do not drive for more than four to five hours at a stretch and return home the same day. Recently, Rivigo secured \$65 million in funding from Warburg Pincus and SAIF Partners, bringing their total funding raised to \$180 million.



**Nisaba Godrej**

**Executive Chairman:**  
**Godrej Consumer Products**



**Nisaba** is the Executive Chairperson of Godrej Consumer Products. She has transformed the company into a merit-based and high-performing organization while keeping the group's values at the forefront. She leads Godrej's "good and green" initiative for sustainable growth.

**We are really competing against ourselves, we have no control over how other people perform.**

**- Pete Cashmore, Mashable founder, and CEO**

# WOMEN AS INVESTORS



**Ghazal Alagh**

Co-Founder - Mama Earth



**Ghazal Alagh** is a successful female businesswoman in India and the co-founder of Mama Earth. She runs Mama Earth alongside her husband, Varun Alagh, and also serves as a judge on the popular show Shark Tank India. Mama Earth was recently listed on November 7th, 2023.

**The Portfolio Of Ghazal Alagh is of 19 Companies:**

- Early Stage: 4
- Seed Stage: 15

## Portfolio by sectors:

Sector Name	% of Allocation
Consumer	22.73
Retail	20.45
Consumer Goods	15.91
HealthTech	6.82
HighTech	6.82
Food & agriculture	6.82
Food & agriculture Tech	6.82
Enterprise Applications	4.55
Life Science	4.55
Media & Entertainment	2.27
Real Estate and Construction Tech	2.26
Total	100.00



**Namita Thapar**

**CEO - Emcure Pharmaceuticals**



**Namita Thapar** is the CEO of Emcure Pharmaceuticals, a multinational pharmaceutical company in Pune. She's a Shark Tank shark and co-founder of Thaper Vision, an accelerator for early-stage startups.

**The portfolio Company is based on the Company stage:**

- Exited: 2
- Late Stage: 1
- Early Stage: 5
- Seed Stage: 53

**Portfolio by sectors: ->**

Sector Name	% of Allocation
Consumer	24.80
Retail	17.60
Consumer Goods	12.80
HealthTech	8.80
Food And Agriculture	8.00
Food And Agriculture Tech	4.80
Enterprise Applications	4.00
HighTech	4.00
Life Science	3.20
Healthcare	2.40
Environment Tech	1.60
Media & Entertainment	1.60
Gig Economy	1.60
EdTech	0.80
Enterprise Infrastructure	0.80
Fintech	0.80
Aerospace, Maritime and Defense Tech	0.80
Business Services	0.80
Environment	0.80
Total	100.00



**Vineeta Singh**

**Founder & CEO - Sugar Cosmetics**



**Vineeta Singh**, the visionary Co-founder and CEO of Sugar Cosmetics, leading the way in the beauty industry. With her passion for innovation and her expertise in the field, she has also co-founded FAB BAG, a revolutionizing beauty subscription service.

**The Portfolio is based on the Company Stage:**

- Exited: 2
- Late Stage: 1
- Early Stage: 6
- Seed Stage: 34

**Portfolio by sectors:**

Sector Name	% of Allocation
Consumer	22.45
Consumer Goods	18.37
Retail	17.35
Food & Agriculture	14.29
Food & Agriculture Tech	7.14
HealthTech	5.10
HighTech	5.10
Enterprise Application	2.04
EdTech	2.04
Life Science	2.04
Environment Tech	1.02
Media & Entertainment	1.02
HealthCare	1.02
Business Services	1.02
Total	100.00



**Shradha Sharma**

Founder - YourStory.com



YourStory, launched in 2008 by **Shradha Sharma**, is a platform featuring stories of entrepreneurs. With a team of 100+ people offering content in 11 languages, it has over 70,000 stories and is one of the most successful platforms for entrepreneurs in India.

**The portfolio by the company stage:**

- Early Stage: 2
- Seed Stage: 7

**Portfolio by sectors:**

Sector Name	% of Allocation
Consumer	20
Enterprise Applications	10
FinTech	10
Gaming	10
Financial Services	10
HighTech	5
Retail	5
Blockchain Technology	5
Life Science	5
HealthTech	5
HealthCare	5
Consumer Goods	5
Insurtech	5
Total	100

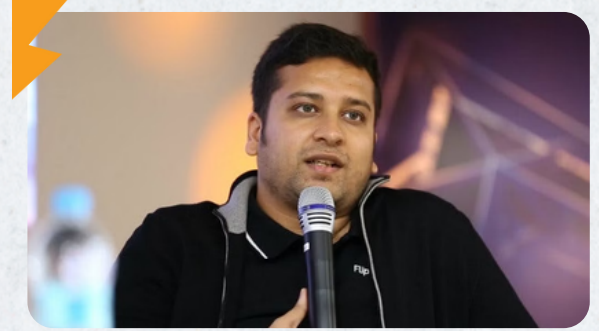
**Every time you state what you want or believe, you're the first to hear it. It's a message to both you and others about what you think is possible.**

**Don't put a ceiling on yourself.**

**- Oprah Winfrey, Harpo Productions, OWN founder**



**MakeMyTrip acquires majority stake in Savaari Car Rentals:** online travel service provider MakeMyTrip has acquired a majority stake in Savaari Car Rentals Pvt Ltd, which will remain an independent entity led by its current leadership team.



**Binny Bansal exits Walmart owned Flipkart to focus on his new startup:** Flipkart co-founder Binny Bansal's decision to step down comes months after he fully exited the ecommerce company by selling his shares to Walmart.



**Former Miss India Queenie Singh blends passion for entrepreneurship and beauty:** Started in 2021, Beauty in Everything (BiE) is a clean skincare brand founded by former Miss India Queenie Singh and co-founded by celebrity aesthetician Dinyar Working Boxwalla.



**Started amid the pandemic by four siblings, this comfort clothing brand has clocked Rs.12 Cr revenue so far:** Jisora, started by Khushboo Sethi and her three brothers Kavya, Mehul, and Tushar, is a Jaipur-based clothing brand that offers sleepwear, loungewear, and resort wear. It has catered to over one lakh customers in a year.



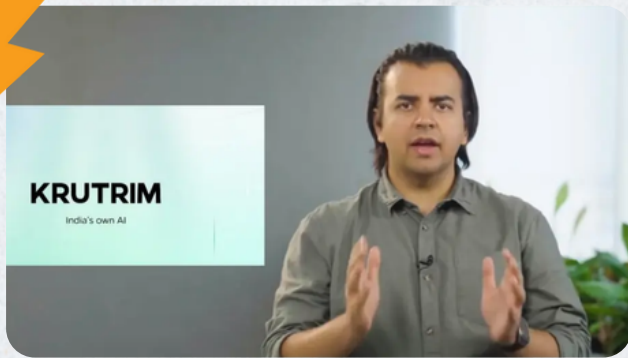
**Meesho fastest growing ecommerce player in India:** The AllianceBernstein report suggests that a zero-commission model, coupled with Meesho's strategic focus on Tier II cities, has contributed to the ecommerce company's ability to gain market share.



**Ratan-Tata backed CashKaro crosses Rs 250 Cr revenue in FY23:** CashKaro's revenue from operations increased by 15.28% to Rs 249 crore in FY23 from Rs 216 crore in FY22



# STARTUP FUNDINGS



**Bhavish Aggarwal's KRUTRIM raises \$50M, turns Unicorn just 40 days after launch**



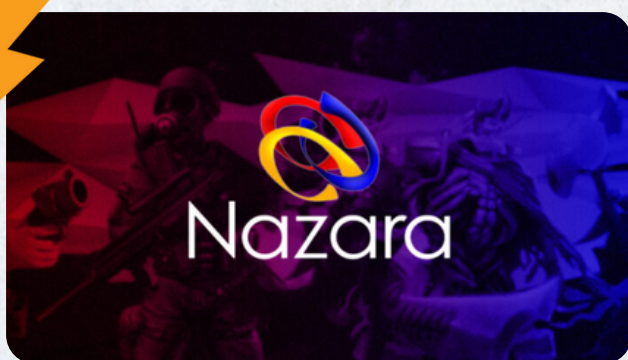
**Equirus launches \$25 Mn Equirus InnovateX Fund**



**Fast fashion brand Newme raises \$5 Mn in seed round**



**FinAGG raises \$11 Mn in Series A led by Blue Orchard and Tata Capital**



**Nazara raises Rs 250 Cr led by Zerodha founders funds**



**Wow! Momo raises \$42 Mn led by Khazanah**



## BOOK REVIEW

**The Confidence Code: The Science and Art of Self-Assurance — What Women Should Know!**

**Authors: Katty Kay and Claire Shipman**

**Genre: Non-fiction, Self-help**



### **(1) Central Theme:**

The Confidence Code revolves around the exploration of confidence, particularly focusing on how it impacts the lives of women. It aims to uncover the science and art behind self-assurance and provides insights into why confidence is crucial for personal and professional success.

### **(2) Scientific Exploration:**

The authors employ scientific research to support their arguments, delving into the psychological and neurological aspects of confidence. They explore how confidence is not just a subjective feeling but is rooted in our biology and brain function.

### **(3) Challenges Faced by Women:**

The book identifies and addresses specific challenges that women often face in different aspects of life due to a lack of confidence. This includes challenges in the workplace, relationships, and personal development.

### **(4) Real-life Examples:**

To make the concepts more relatable, the authors incorporate real-life stories and interviews with successful women from various fields. These examples serve to illustrate how confidence (or lack thereof) can play out in different scenarios.

### **(5) The Confidence Gap:**

The book introduces the concept of the "confidence gap," discussing how women, on average, tend to display less confidence than men. It explores the implications of this gap and offers insights into how women can work towards narrowing it.

### **(6) Actionable Tips:**

One of the strengths of the book is its practicality. It doesn't just diagnose the problem but provides actionable tips and strategies for women to enhance their confidence. This includes advice on mindset shifts, communication techniques, and other skills.

### **(7) Writing Style:**

The writing style is accessible and engaging, making complex psychological concepts easy to understand for a broad audience. The authors manage to balance the depth of the subject matter with a conversational tone, making the book approachable.

### **(8) Global Perspective:**

By drawing examples and studies from various parts of the world, the book offers a global perspective on confidence. It recognizes that cultural differences can influence perceptions of confidence and tailors its insights to be applicable in diverse contexts.

### (9) Critique:

Some critics argue that while the book is effective in discussing individual confidence issues, it could delve deeper into systemic and societal factors that contribute to the confidence gap. They suggest a more comprehensive exploration of structural issues and potential solutions at a societal level.

"**The Confidence Code**" emerges as a thought-provoking and empowering resource for women. By blending scientific exploration with real-life examples and actionable tips, it provides a well-rounded guide for women seeking to understand and boost their confidence. While acknowledging its strengths, critics suggest that a more in-depth examination of societal factors could enhance the book's impact. Overall, it stands as a timely and relevant contribution to the conversation on confidence and gender dynamics.

## STARTUP TERMINOLOGY

### Exit Interview:

A meeting conducted when an employee leaves a startup to gather feedback and insights.



### Pitch Deck:

A presentation that provides an overview of a startup's business, including its problem statement, solution, market opportunity, and financial projections, used to attract investors.



### Angel Investor:

Individuals who invest their personal funds into startups, often in the early stages, in exchange for equity.



### Venture Capital (VC):

External funding provided by investors to startups in exchange for equity.



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.

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