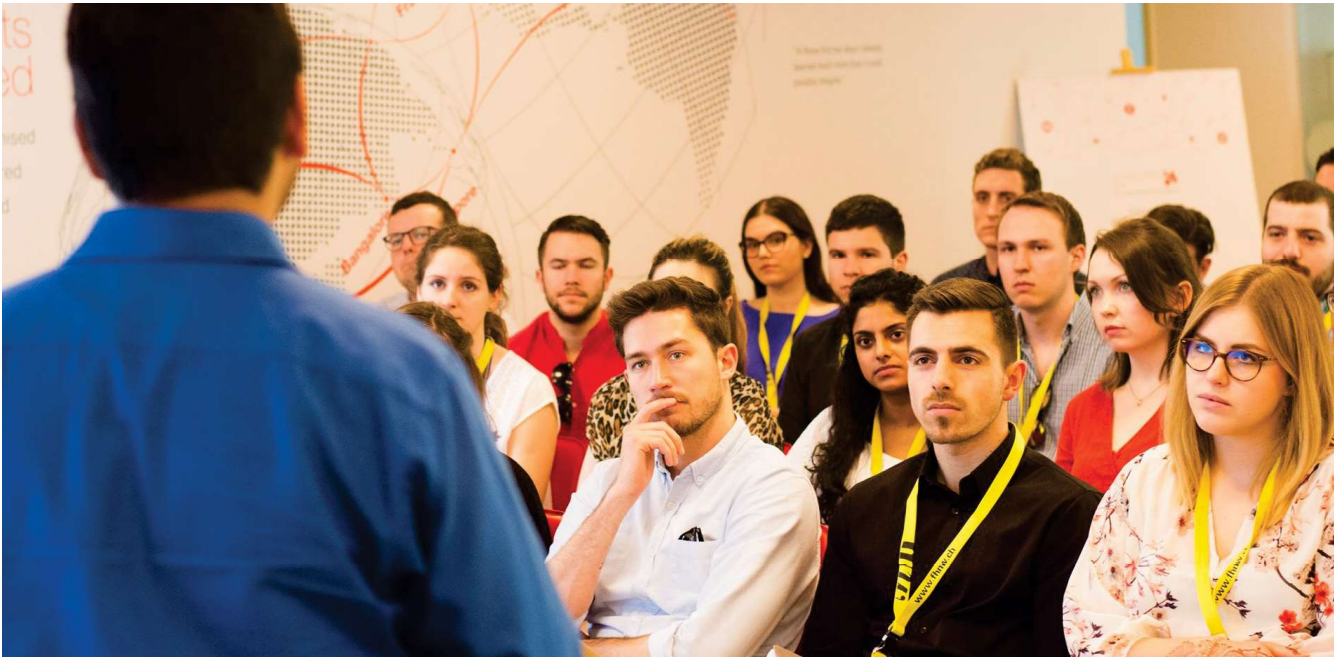


SWISSNEX – A PLATFORM FOR START-UPS



Focus India at Swissnex Bangalore. Photo from Swissnex

On 4 April, the Focus India Delegation had the privilege to spend the afternoon at swissnex in Bangalore. CEO and General Consul of swissnex, Sebastian Hug, gave a warm welcome and elaborated on how swissnex connects Switzerland and India in the fields of education, research and innovation.

India's challenges in education, medical facilities and finance can mean significant opportunities for the locally thriving startup scene (as well as for Swiss innovative companies). Thanks to the swissnex network joining the dots, the Focus India delegation was able to witness several innovative startup pitches:

“The swissnex network connects the dots and enables start-ups to expand”

Dr. S.C.G. Kiruba Daniel from JKN Nanosolutions, introduced us to his startup operating in cleantech. Their slogan “Innovate to save earth” reflects their business model well. In India, up to 80'000 people per day die because of polluted water supply. JKN Nanosolutions developed a product based on nanotechnology, for rapid and complete treatment of waste water and textile effluent. Their product is not only affordable, but capable to clean waste water or even sludge within 30-60 seconds.

Arun Agarwal, founder of JANITRI made us aware of how important it is to know the lives, sorrows and challenges of the population for whom your startup creates a solution. He visited uncountable hospitals to understand the needs of women, new-borns and nurses in the rural areas of India. His startup managed to provide solutions such as an intelligent labour monitoring tool, to improve maternal- and child health. Their vision is to achieve a state where no mother or new-born dies

during pregnancy period, birth and post-delivery until the age of five.

The final presentation on this enriching afternoon was held by Simon Schmidli, Head of Marketing and Strategic Alliances at ProcessBee Technologies. Shortly after graduating, the former business student at the University of Fribourg got the chance to work for an Indian startup. He introduced us to the EdTech startup ProcessBee, developing learning games which simulate a business environment. Students cannot only apply their knowledge in a real-time atmosphere, but also acquire new skills and knowhow.

The afternoon at swissnex gave the delegation excellent and highly enriching insights. It was inspiring to see the passion and dedication the speakers put into their ideas and how their startups are already contributing to an even brighter future for India. AS



Simon Schmidli, Head of Marketing and Strategic Alliances at ProcessBee Technologies. Photo: DW