



#startupindia



ONGC Start-Up Initiative

9th April. 2018



On the completion of  year
ONGC is proud to dedicate
₹ 100 Crore
to Foster, Nurture & Incubate New Ideas on energy sector

"Start-ups are the engines of exponential growth, manifesting the power of innovation"


**START-UP
— FUND —**
Launching on Foundation Day
August 14, 2016

Click here to go to
<http://startup.ongc.co.in>

- ▶ Announcement of Rs 100 crore Start-up fund on the 60th foundation day (14.08.2016) to foster, nurture and incubate new ideas in the Energy Sector.
- ▶ A dedicated website startup.ongc.co.in launched on 07.12.2016
- ▶ Agreement with IIT Bombay/ SINE and IIM Lucknow for incubation and professional support to the Start-ups.

Workshop on creating an innovation ecosystem for Start Ups in the oil & gas sector



- Held on 28th November, 2016
- Purpose - To increase oil PSUs involvement in Indian start-up ecosystem .
- Brought young entrepreneurs; oil PSUs and Policy Makers together.

Start up Sangam



- Held on 25th October, 2017
- Over 30 start-up projects selected by oil PSUs in the first round of the scheme
- PSUs exchanged MoUs with Start ups.
- Start-ups in the oil and gas sector are long-term commitments.

Aim of 'ONGC Start-up' Initiative

Aim:

- To support early-stage ideas with the potential to impact the future of Energy

We provide the Start-ups:

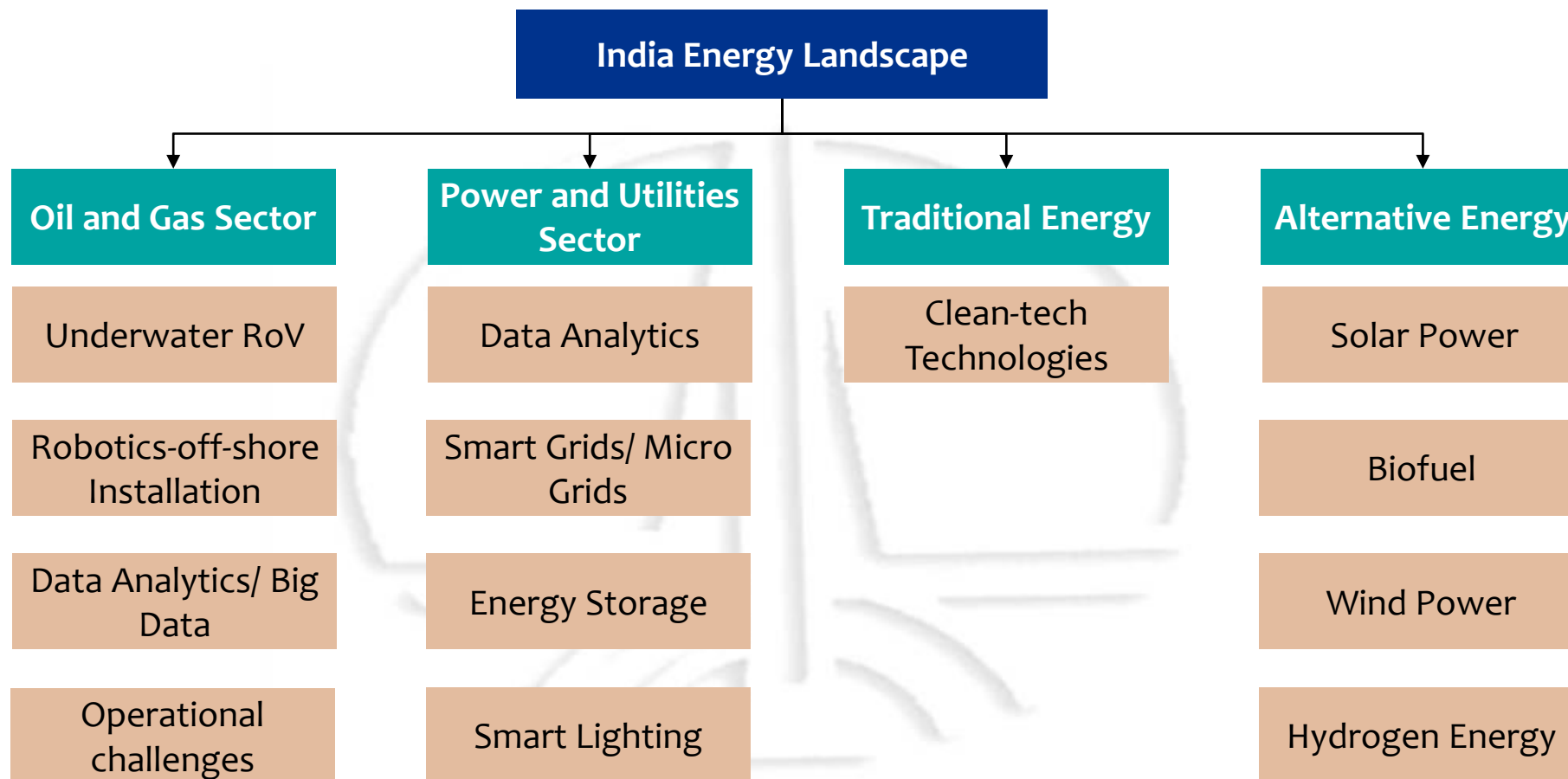
- Seed funding, incubation support, expert knowledge and guidance

Open call:

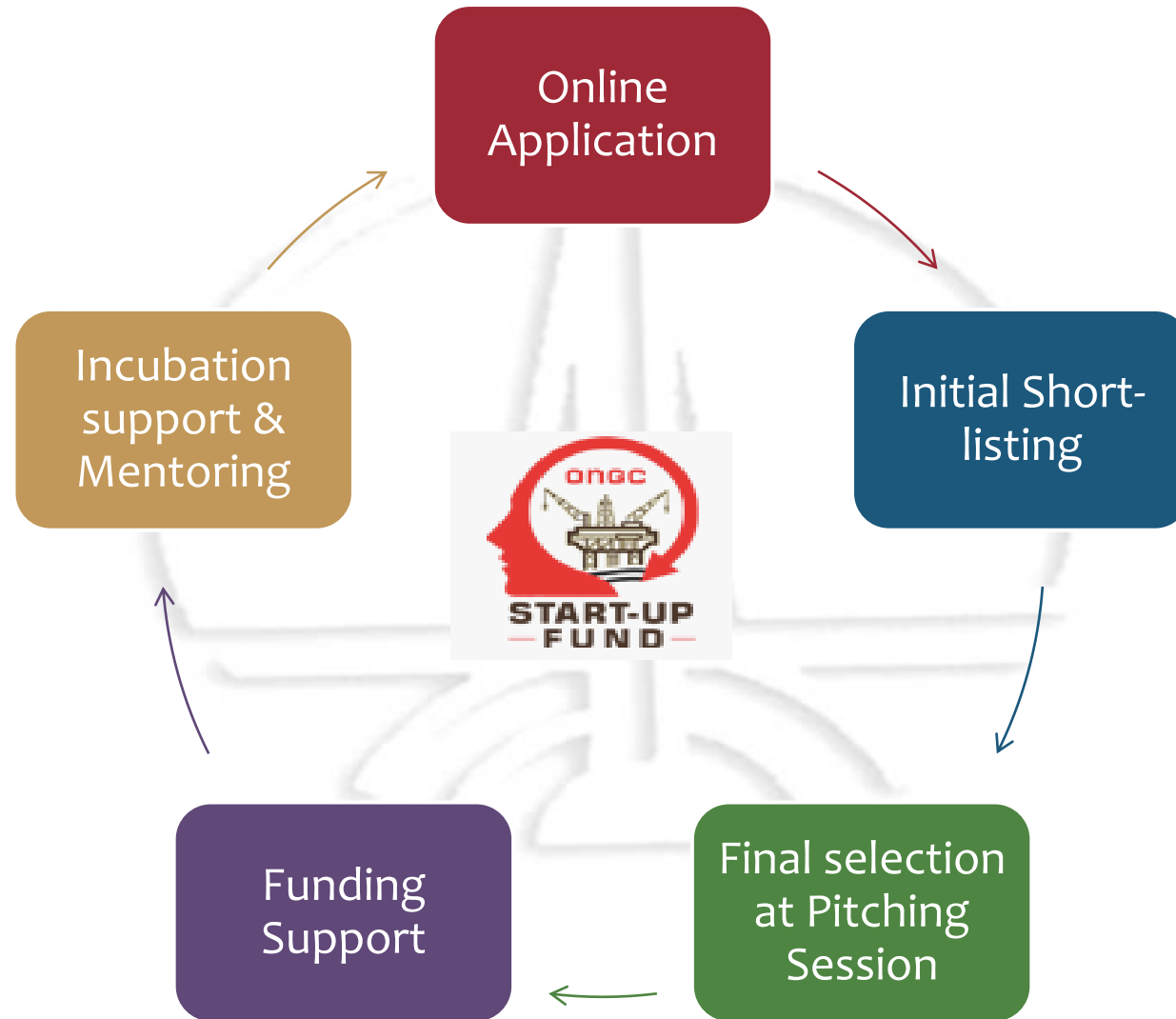
- Entries open throughout the year

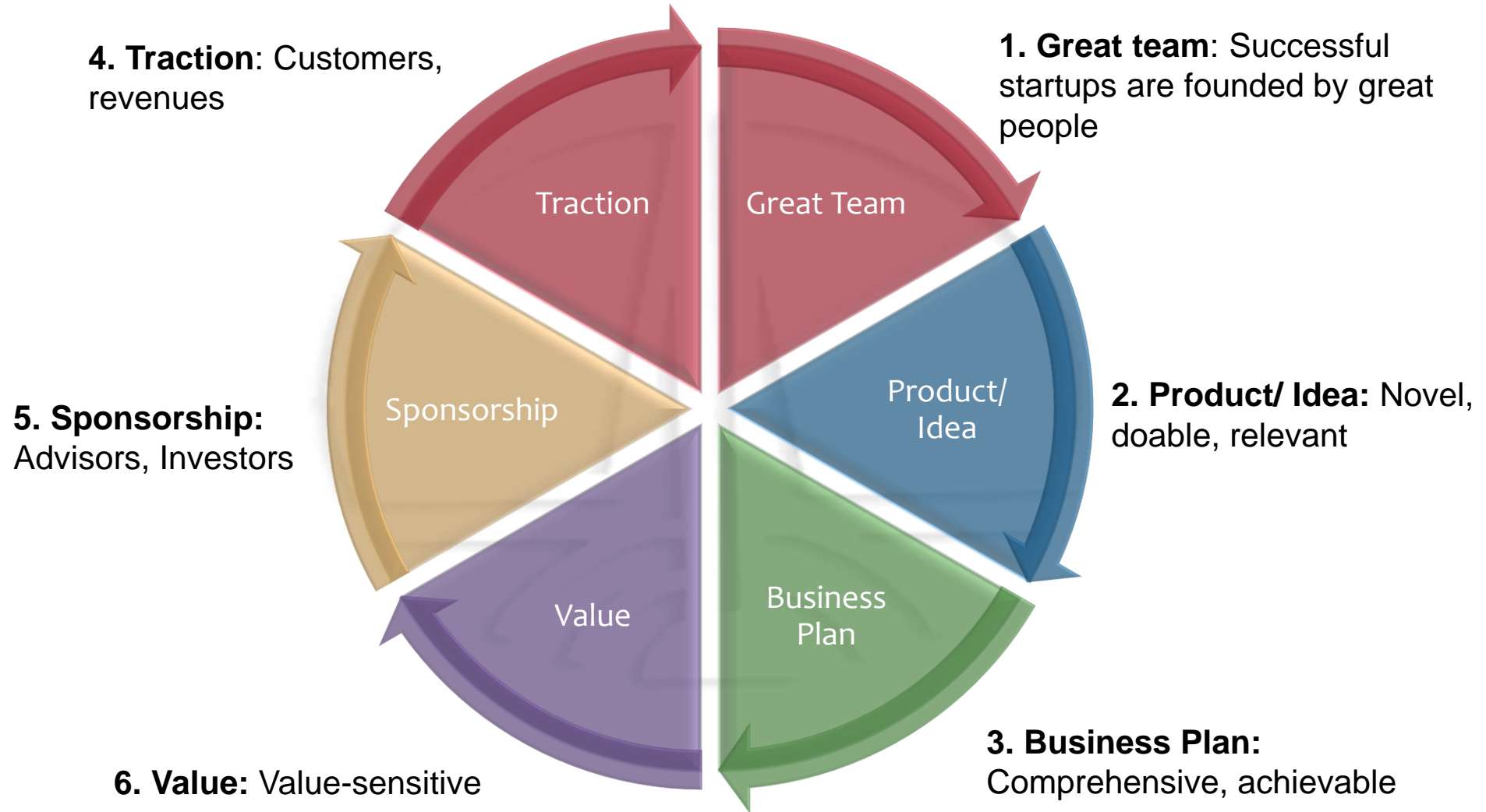


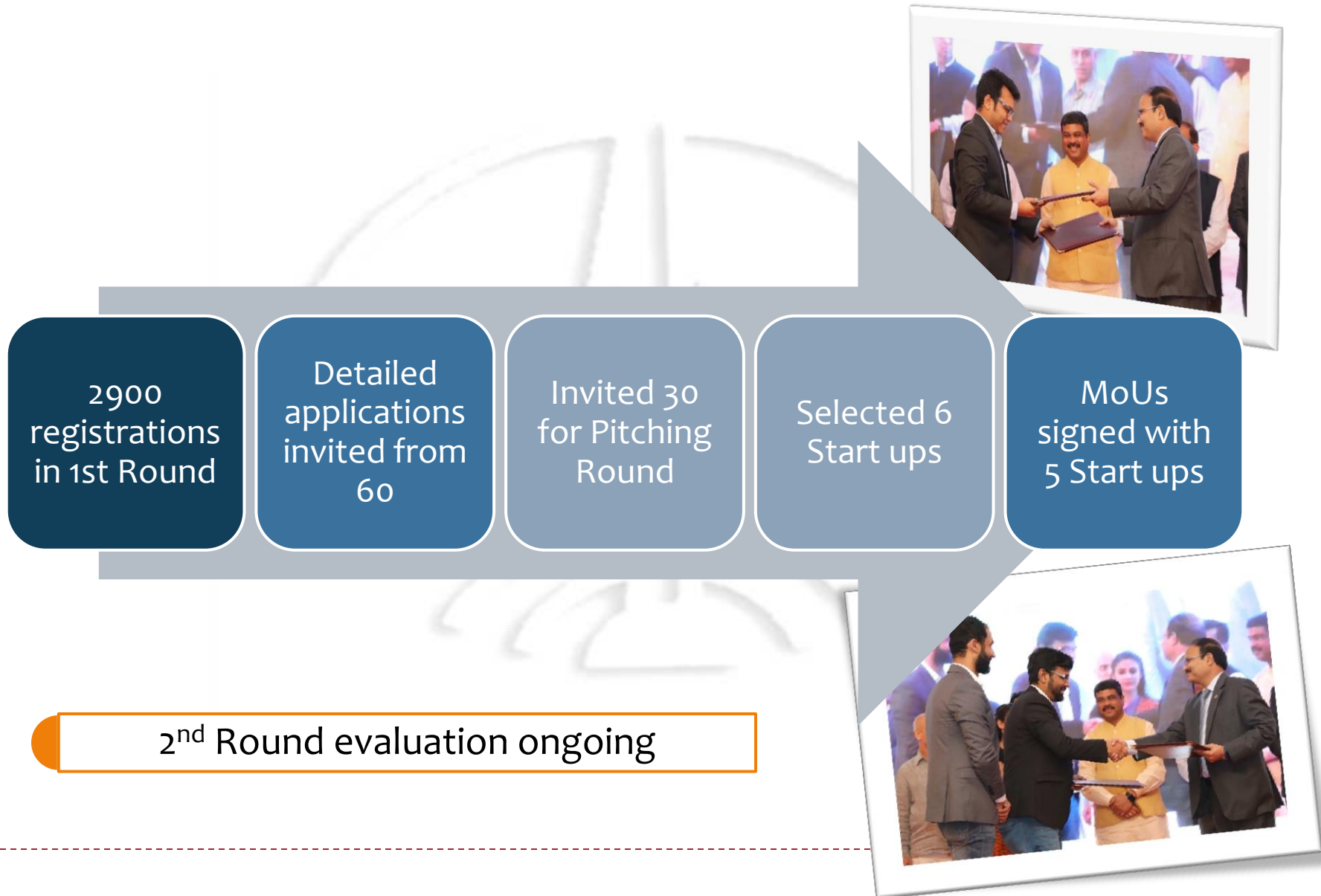
Targeting High potential Areas in “Energy Landscape”



'ONGC Start -Up' Process Flow







Remotely Operated Vehicles- Underwater Inspections

Planys Technologies Pvt Ltd.

Academic Affiliation /
Location

IIT Madras / Chennai

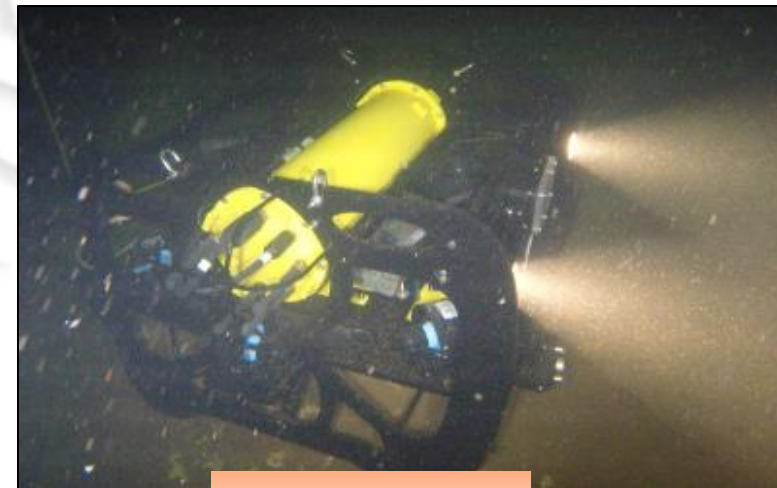
Investment

Rs 4.0 Cr

Best Start-Up award in Hydrocarbon sector at
Petrotech 2016



ROV Mike



ROV Beluga

Turning Air Pollution into Ink

Chakr Innovation Pvt Ltd.

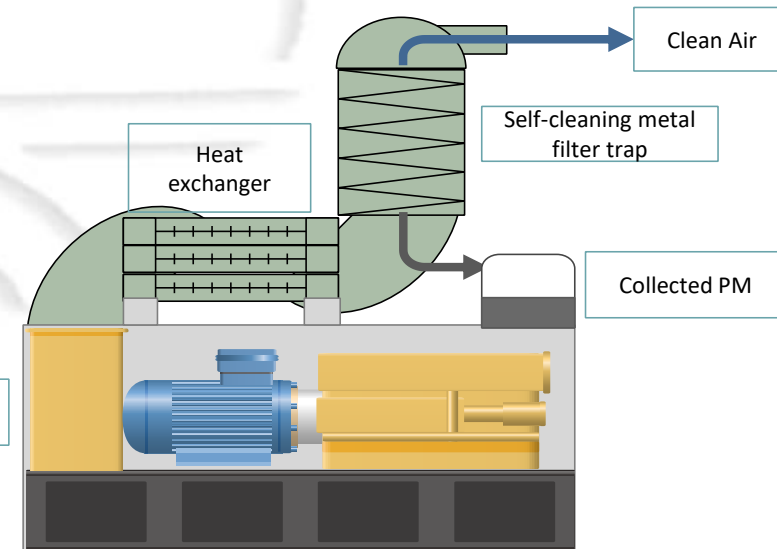
Academic Affiliation /
Location

IIT Delhi / Delhi

Investment
Commitment

Rs. 2.5 Cr.

Winners, Urban Labs Innovation Challenge by
University of Chicago



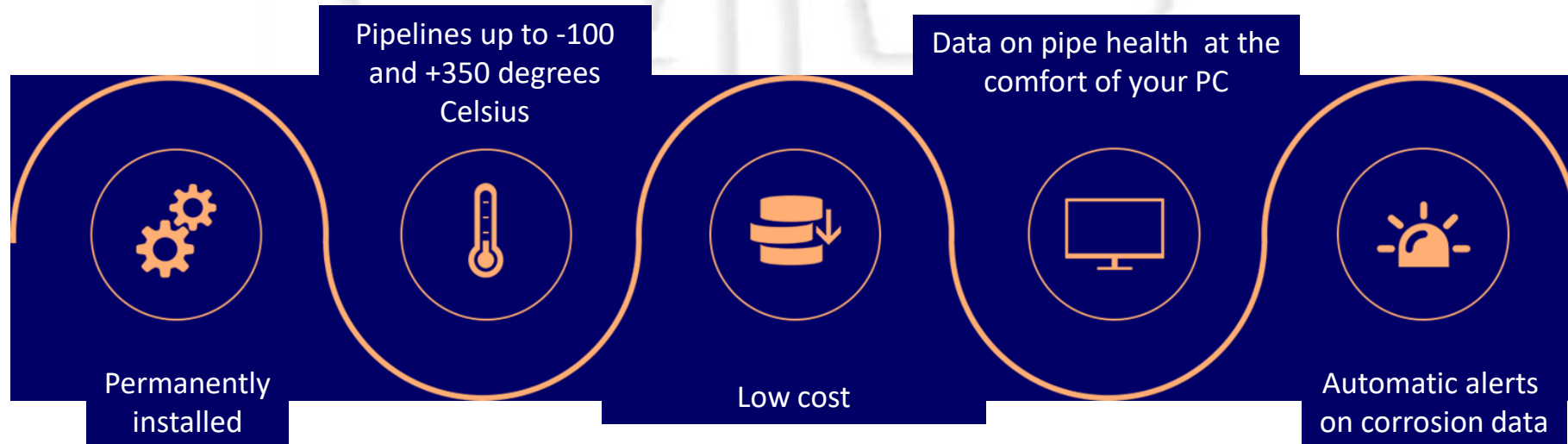
Real time Corrosion Monitoring of Pipelines

Detect Technologies Pvt. Ltd.

Academic Affiliation / Location	IIT Madras / Chennai
Exp. Investment	Rs. 2.0 Cr



Best on Campus Start-up, Economic Times 2017



Solutions for Oil Industry using Artificial Intelligence

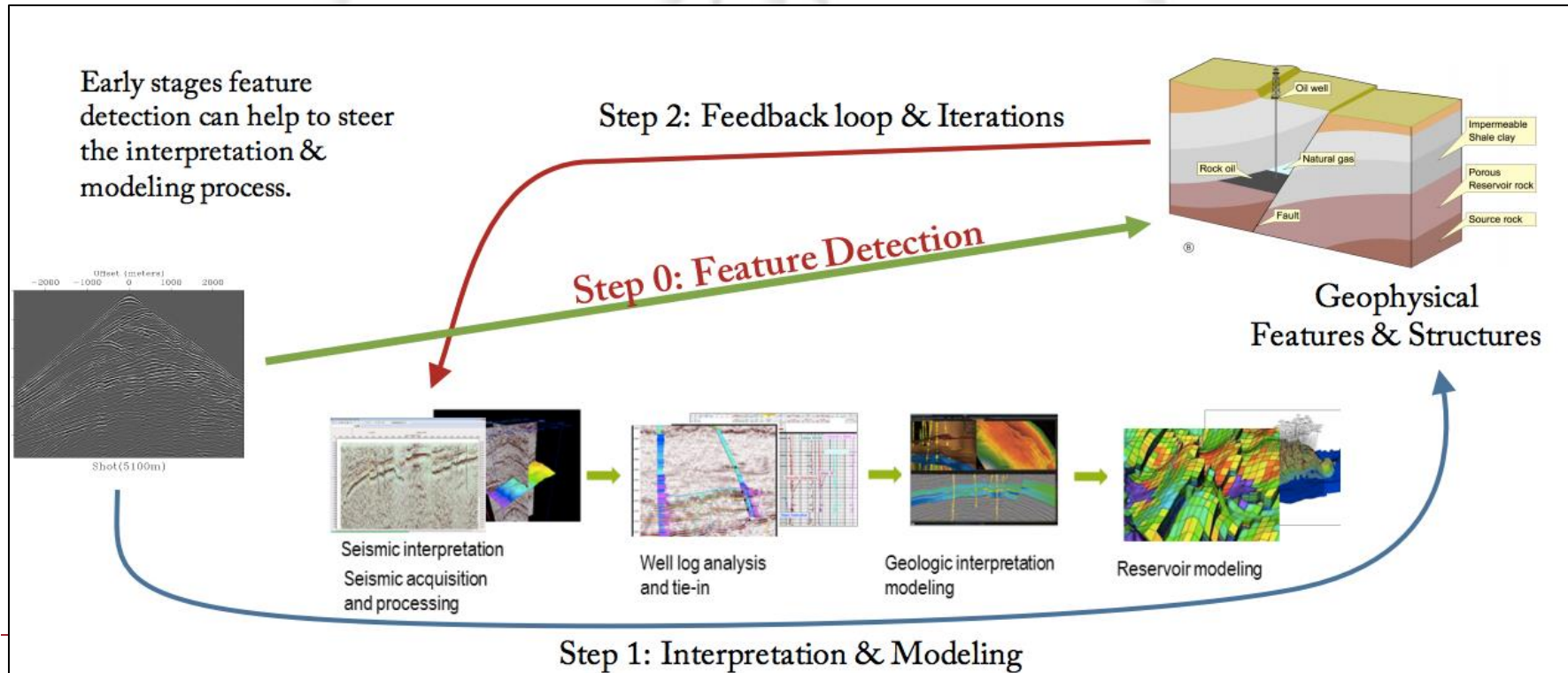
Red Ginger Technologies Pvt Ltd.

Academic Affiliation /
Location

IIT Kanpur / Gurugram

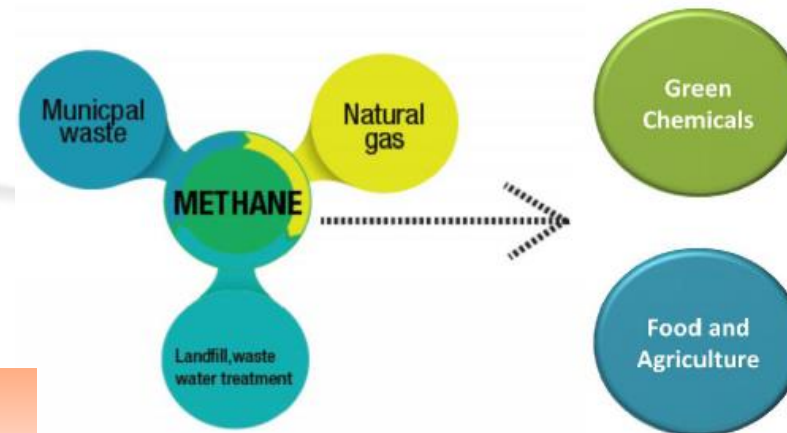
Exp. Investment

Rs 1.0-5.0 Cr

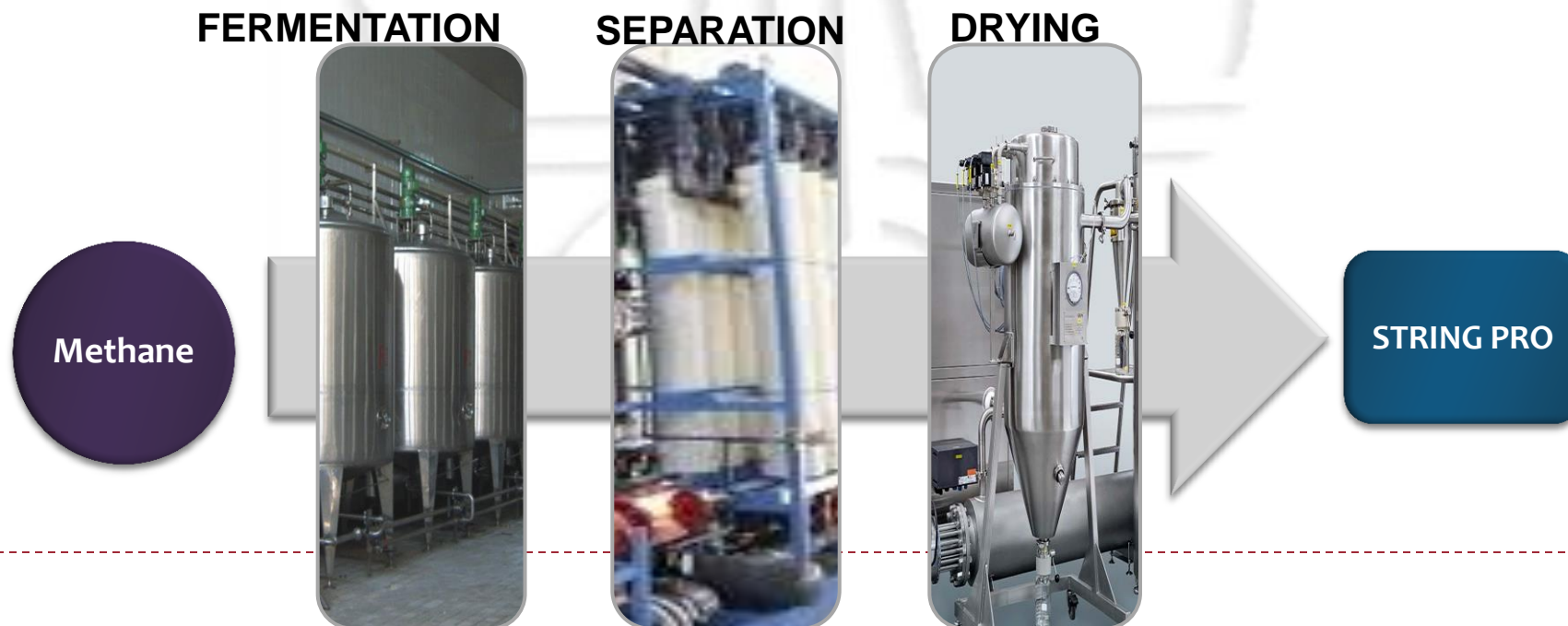


Conversion of Methane to Value added products

String Bio Pvt Ltd.	
Academic Affiliation / Location	US/ Bangalore
Exp. Investment	Rs 2.0-5.0 Cr



Winner of Hello Tomorrow Global Challenge 2017, Paris in the Food/Agro category



ONGC Innovation Challenge

- ▶ ONGC Launched “ONGC Innovation Challenge” on innovate.mygov.in website
- ▶ 5 Challenge areas for public participation for solutions/ideas
 - ▶ Artificial lifting Equipment for Horizontal Wells
 - ▶ Mud loss in wells in Western Offshore
 - ▶ Flow Improvement in Crude oil pipelines
 - ▶ Data Computation and Analytics
 - ▶ Sand Influx Control during production of Oil & Gas
- ▶ Award in each challenge area:
 - ▶ First Prize :- Rs 10 Lacs
 - ▶ Second Prize:- Rs 5 Lacs
- ▶ Prize awarded in Data Computation and analytics category.



Last date: 7th August, 2017

innovate.mygov.in



- ▶ Hon'ble PM exhorted ONGC to take up a challenge of developing an energy efficient electric cooking stove.
- ▶ A nationwide Solar Chulha Challenge was launched:
 - ▶ Around 1550 applications received.
 - ▶ An expert panel comprising of eminent scientists, chaired by Dr. Anil Kakodkar, former Chairman, Atomic Energy Commission constituted
 - ▶ Two rounds of evaluation held. Six participants to be called for demonstration of the concepts in April' 18.
 - ▶ The top three entries to receive awards of Rs. 10 Lakhs, Rs. 5 Lakhs and 3 Lakhs respectively.
 - ▶ ONGC will provide financial support for fabrication and procure 1000 units



The poster features the Government of India emblem and the Ministry of Petroleum & Natural Gas logo. It includes a portrait of Prime Minister Narendra Modi and the Startup Fund logo. A quote reads: "Innovation is life. When there is no innovation, there is stagnation". The main title is "Design, Innovate & Create" with the subtitle "Solar Chulha to fuel every Indian Kitchen" and "An initiative for Startup India". It shows an illustration of a solar panel and a solar chulha. Below this is an illustration of a group of people. The text includes: "In line with Prime Minister Narendra Modi's vision to promote solar energy, all entrepreneurs, scientists and researchers are invited to come up with innovative ideas to design and develop 'Solar Chulha'." It also lists "SUCCESSFUL INNOVATORS" criteria: "On successful demonstration and testing of performance of a few units, about 1000 units may be initially procured for demonstration in different regions." and "Financial support may be provided for fabrication of 1000 units." A "TIME FRAME" section states: "Interested applicants may please register on or before 1st December 2017 at the below mentioned website." The website is <https://startup.ongc.co.in>. A "Cash Award for Top 3 Designs" table is shown below.

Cash Award for Top 3 Designs					
1.	₹10 Lakh	2.	₹5 Lakh	3.	₹3 Lakh

'ONGC Start Up' - Way Forward

Mode of Engagement	Description	Start-up Stage
Accelerators	Building up/ ramping up start-ups	Early / Late Stage
Partnerships/ Collaborations	Guidance/ mentorship to start-ups	Early Stage
Competition/ Challenges	Start-ups to propose comprehensive solutions	Seed / Early Stage
Conferences/ Start-ups Network	Discussions around Energy theme and challenges	Early / Late Stage
Incubators	Mentorship and funding support	Seed Stage
Angel Investments	Funding support to start-ups	Seed Stage

MATURING ECOSYSTEM FROM QUANTITY TO QUALITY

>1000 start-ups added in 2017

3rd largest start-up hub globally

Advanced tech growth - 30% CAGR

YoY growth – Health-tech 28%,
fin-tech 31% and ecommerce 13%

Start-up talent:

- Median age of founders: 32 years,
- ~550 female entrepreneurs ,
- > 450 student start-ups

**An ecosystem in which startups can innovate
and excel without any barriers**

Supports launch of new companies

Fosters business synergy

Enables business scalability

Creates new jobs

Boosts Economic growth