ONGC Start-up Initiative

On the completion of 6th year, ONGC is proud to dedicate ₹ 100 Crore to foster, nurture & incubate new ideas in the energy sector.

- 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.
Guidance from MoPNG

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”

India Energy Landscape

Oil and Gas Sector
- Underwater RoV
- Robotics-off-shore Installation
- Data Analytics/ Big Data
- Operational challenges

Power and Utilities Sector
- Data Analytics
- Smart Grids/ Micro Grids
- Energy Storage
- Smart Lighting

Traditional Energy
- Clean-tech Technologies

Alternative Energy
- Solar Power
- Biofuel
- Wind Power
- Hydrogen Energy
‘ONGC Start –Up’ Process Flow

1. Online Application
2. Initial Short-listing
3. Final selection at Pitching Session
4. Funding Support
5. Incubation support & Mentoring
Start-Up Selection Criteria

1. Great team: Successful startups are founded by great people
2. Product/Idea: Novel, doable, relevant
3. Business Plan: Comprehensive, achievable
4. Traction: Customers, revenues
5. Sponsorship: Advisors, Investors
6. Value: Value-sensitive
Process Milestones

- 2900 registrations in 1st Round
- Detailed applications invited from 60
- Invited 30 for Pitching Round
- Selected 6 Start ups
- MoUs signed with 5 Start ups

2nd Round evaluation ongoing
## Remotely Operated Vehicles - Underwater Inspections

<table>
<thead>
<tr>
<th>Planys Technologies Pvt Ltd.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic Affiliation / Location</strong></td>
<td>IIT Madras / Chennai</td>
</tr>
<tr>
<td><strong>Investment</strong></td>
<td>Rs 4.0 Cr</td>
</tr>
</tbody>
</table>

Best Start-Up award in Hydrocarbon sector at Petrotech 2016

ROV Mike

ROV Beluga
# Turning Air Pollution into Ink

**Chakr Innovation Pvt Ltd.**

<table>
<thead>
<tr>
<th>Academic Affiliation / Location</th>
<th>IIT Delhi / Delhi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Commitment</td>
<td>Rs. 2.5 Cr.</td>
</tr>
</tbody>
</table>

Winners, Urban Labs Innovation Challenge by University of Chicago

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- **Clean Air**
- **Self-cleaning metal filter trap**
- **Collected PM**
- **Heat exchanger**
Real time Corrosion Monitoring of Pipelines

**Detect Technologies Pvt. Ltd.**

<table>
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</thead>
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<td>Rs. 2.0 Cr</td>
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</table>

*Best on Campus Start-up, Economic Times 2017*

- Pipelines up to -100 and +350 degrees Celsius
- Data on pipe health at the comfort of your PC
- Permanently installed
- Low cost
- Automatic alerts on corrosion data
Early stages feature detection can help to steer the interpretation & modeling process.

Step 0: Feature Detection

Step 1: Interpretation & Modeling

Step 2: Feedback loop & Iterations

Geophysical Features & Structures
Conversion of Methane to Value added products

String Bio Pvt Ltd.

<table>
<thead>
<tr>
<th>Academic Affiliation / Location</th>
<th>US/ Bangalore</th>
</tr>
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<tbody>
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<td>Exp. Investment</td>
<td>Rs 2.0-5.0 Cr</td>
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</table>

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

FERMENTATION | SEPARATION | DRYING

Methane

STRING PRO
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.
ONGC’s Solar Chulha Initiative

- 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
## ‘ONGC Start Up’ - Way Forward

<table>
<thead>
<tr>
<th>Mode of Engagement</th>
<th>Description</th>
<th>Start-up Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accelerators</td>
<td>Building up/ramping up start-ups</td>
<td>Early/Late Stage</td>
</tr>
<tr>
<td>Partnerships/Collaborations</td>
<td>Guidance/mentorship to start-ups</td>
<td>Early Stage</td>
</tr>
<tr>
<td>Competition/Challenges</td>
<td>Start-ups to propose comprehensive solutions</td>
<td>Seed/Early Stage</td>
</tr>
<tr>
<td>Conferences/Start-ups</td>
<td>Discussions around Energy theme and challenges</td>
<td>Early/Late Stage</td>
</tr>
<tr>
<td>Network</td>
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</tr>
<tr>
<td>Incubators</td>
<td>Mentorship and funding support</td>
<td>Seed Stage</td>
</tr>
<tr>
<td>Angel Investments</td>
<td>Funding support to start-ups</td>
<td>Seed Stage</td>
</tr>
</tbody>
</table>
ONGC - Supporting the Start up Ecosystem

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

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