



CEDI-Sonata Incubation Program



Partner: CEDI-NIT, Trichy

Centre for Entrepreneurship Development and Incubation (CEDI), was set up by the Ministry of Communication & Information Technology to promote innovation and entrepreneurship in the areas of science and technology, and help translate ideas into commercially viable products, processes and services. CEDI set up a Business Incubator at the National Institute of Technology, Tiruchirappalli (NITT) to foster new enterprises with innovative technologies. The incubated companies receive complete access to NITT's infrastructure, as well as the necessary mentoring and support to take their ideas to market.

Sonata supports CEDI- NITT (Incubation center) through technical and managerial mentorship as well as with a committed funding support. The technology areas identified by us for preferred support under the program, i.e. E-Commerce, SMAC (Social, Mobility, Analytics and Cloud) and IoT (Internet of Things) based products and platforms, are aligned with our business priorities.

Sonata currently supports five start-ups at the Business Incubator at CEDI-NITT. These five companies were selected through multiple rounds of screenings conducted during outreach programs held by us. Many of the start-ups are focused on SMAC, one of our core growth engines of the future.

Startup: GMETRI Studio Pvt. Ltd (GMETRI)



Year of Incubation: 2015-16

Product/Service and Technology Space: Virtual Reality Solutions

GMETRI creates high quality immersive experiences across industries and applications. Their Virtual Reality(VR) based content allows users to experience a photo-realistic immersive 3D 360° experience on any platform or device, simply on the click of a link; no app download required. As an example, GMETRI's VR platform makes it possible for prospective buyers of built properties to experience a guided, immersive VR walk-through from the comfort of their homes. While GMETRI offers custom VR solutions across domains and industries, its clients are currently clustered in the retail, automotive and real estate/interior design verticals.

Product Stage: Introduced into the market. Company already has a small roster of clients and is in the process of taking the product 'Pan-India'.

Startup: Pomato Technologies Pvt. Ltd



Year of Incubation: 2014-15

Product/Service and Technology Space: Mobile app creating transparency in vegetable prices.

Pomato Technologies Private Limited (Pomato), aims at improving the supply chain of vegetables. This Pune based company offers a mobile app that enables a restaurant or a food business to check prevailing prices and order vegetables accordingly. Consequently, Pomato offers price transparency to buyers, while reducing/ eliminating sales and pricing risks for farmers.

The Website has been built on technologies detailed below:

- Android application (native UI, built on Graph QL)
- Backend and admin panel – Shopify
- Accounting and credit management – QuickBooks online

Product Stage: Launched in Pune, and enjoys a user base that includes most of the large restaurants and food businesses in the city.



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Startup: **BOLT3D**



Year of Incubation: 2014-15

Product/Service and Technology Space: 3D Printing technology

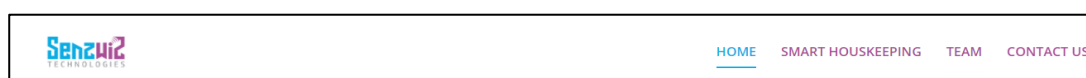
BOLT3D offers 3D Printing Services and 3D Printing Machines. 3D Printing is being widely used in the engineering industry as it helps accelerate the pace of product introduction into the market. Manufacturers can create prototypes with very similar physical and aesthetic properties as the finished product, by employing appropriate and relevant 3D printing technologies. This helps reduce errors in the design or production stage, thus improving productivity and reducing wastage as well as time to market. The BOLT3D team works with clients to create 3D printed parts to their specification and tolerances.

3D Printing in Architecture helps create true and accurate replicas of building designs, without relying on time consuming handmade models which were used previously. Additionally, 3D printed replicas are true to form, allowing architects to present accurate prototypes and where required, make alterations easily. BOLT 3D's design teams work with architects to understand the brief and specifications and complete design requirements before printing.

BOLT3D's accomplishments has resulted in the company being nominated by Trinity for 3D Printing awards in Manufacturer category

Product Stage: Participated in India Manufacturing Show Oct 2017, received excellent response and feedback from potential customers and a supplied Titan 3D printer to IGCAR (Indira Gandhi Centre for Atomic Research)

Startup: **Senzwiz Technologies**



Year of Incubation: 2015-16

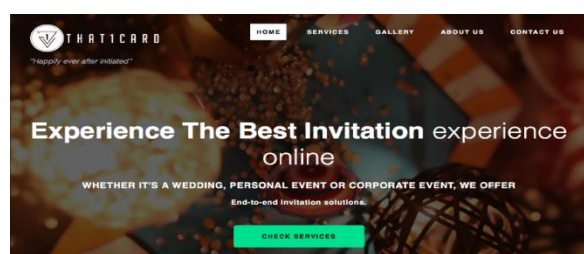
Product/Service and Technology Space: IoT based solution for the hospitality industry

Senzwiz Technologies, headquartered in Bangalore, offers a workflow automation and unobtrusive data collection solution for use by the hospitality industry. Senzwiz believes that the key to meeting the increasing expectations of today's discerning travelers in terms of comfort and convenience is to understand their preferences and delivering accordingly.

Senzwiz's proprietary technology called 'Symphony Housekeeping' improves operations of the housekeeping departments of hotels, and ensures smooth communication between the housekeeping and other departments. The IoT based solution harnesses modern technologies including wearable / personal devices, tablets and cloud based data aggregation and analytics to help their customers improve operational efficiencies and increase guest loyalty and stickiness.

Product Stage: Trial phase with several properties in India.

Startup: **Kravis Consultancy Services Pvt. Ltd.**



Year of Incubation: 2014-15

Product/Service and Technology Space:

Kravis Consultancy Services is the company that owns the brand, 'That1Card' and handles its suite of services. The company was founded by its three directors - Mr. Sivakannan, Mr. Swaroop Vijayakumar and Mr. Ajeeth Gajendran. The current CEO of the company is Mr. Durgesh Kumar and COO Mr. Prabhu Ramesh, an alumnus of NITT.

Kravis also sells its design services directly to customers across two verticals:

Retail customers who have got event needs and Business customers who have got corporate branding needs.

The products and services we offer are:

- 1 **SAMPPLY:** An application created to bridge the gap between stockists and retailers, simply aims at minimising human between two major domains in the production cycle of event stationery.
- 2 **Wedding Registry:** A user friendly CMS application that aims to deliver valuable wedding gifts to the newly wed by means of a crowd funding platform where in the requirement of the couple can be manually input for the guests to crowd fund to a specific need.
- 3 **Content Portal:** A user friendly application designed to support the e-commerce website, aimed at generating content for the wedding invitation manually input by the end user. Significantly reducing the resources spent for proof reading is the idea around which this project revolves
- 4 E-commerce for event stationery
- 5 Corporate Branding and Merchandise Services
- 6 We are working on multiple technologies. In terms of areas involved, we cover cloud computing, e-commerce, digital marketing and mobility

With Strong configuring CRM applications and Microsoft Dynamics for firms gives Kravis clear technical inputs that they can hold onto to build digital process adherent practices.