



Cleantech Forum **Asia** | Singapore

Our Regional Café Session:
Up Close and Personal
Perspectives From Asia's Biggest
Economies



Cleantech Forum **Asia** | Singapore

Regional Café



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Massive

The Earth Fund

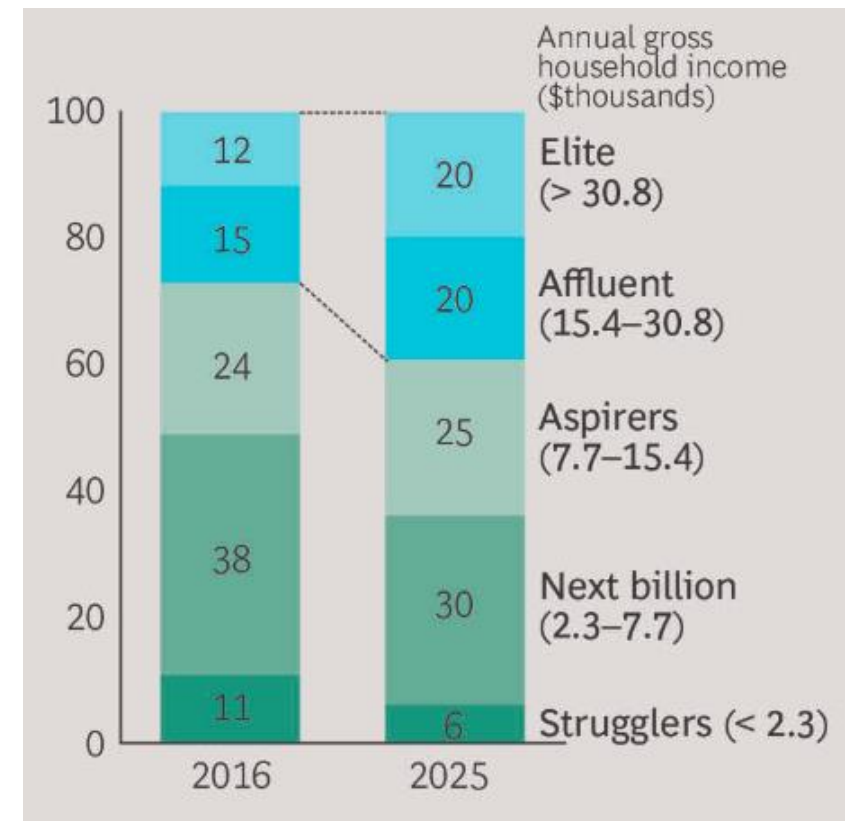
Investments in a
Sustainable Future

Urbanization & Growth in Affluent Population



- In the next 15 years, about 200 million people will move from rural areas in India to the country's urban centres
 - The shift will be massive, almost equal to the current populations of France, Germany, and the United Kingdom combined.
 - While urbanization increases productivity and improves GDP per capita over the long term—by 2030, urban centres in India will generate nearly 70 percent of the country's GDP.
 - Rapid urbanization- India will have over 500 million people living in cities by 2030—1.5 times the current US population.
- However, purchasing power of the Urban Elite & Affluent will also increase considerably.
 - By 2025, wealthy urbanites will be responsible for one-third of total consumption.

SHARE OF HOUSEHOLD CONSUMPTION EXPENDITURE



However, rapid urbanization creating new problems & opportunities



- India requires around \$134 per capita to support urbanization capital expenditure (capex), but it actually spends around \$20 per capita.
- This discrepancy has caused several problems:
 - Only 30 percent of sewage is treated
 - 24% of the urban population lives in slums
 - Public transit usage is declining,
 - ~50% of city drivers spend 12+ hours a week stuck in their car



Meanwhile, VC investors are still looking at Consumer Internet, Education, Healthcare



- Some of the best brains of the country have already been provided capital that has deployed effectively:



- These unicorns / multi-million dollar startups have become possible because a world-class ecosystem of enabling infrastructure that included cloud computing, faster telecom networks, coding frameworks, smart phones, etc.
- These were also problems being faced by the urban dwellers across the globe (western world)
 - Meanwhile the problem of the Indian Urban Dwellers have compounded & capital deployment has not evolved

However, “Elite & Affluent” urban dwellers are themselves are seeking new products & business models & without considerable focus of VC encouraging consumption driven trends have emerged...

Emergence of the Organic Food Market



- Till now India has had an export-oriented Organic Food market (\$30+ bn in 2017-18):
 - The highest number of organic producers globally with 835,000 organic farmers
 - Ranks ninth in terms of area under organic cultivation with 1.49 million hectares
- Domestic demand has been nascent as there was lack of consumer awareness, high prices & limited availability.
- Emerging Trends:
 - Increasing Demand led by increased awareness of benefits of organic foods & rise in income levels of urban population.
 - Online marketing channel has opened cost-effective supply chain for organic food producers.
 - Growth of niche organic food restaurants & cafes in cities.



Swachh Bharat has had deep impact



- Poor sanitation was costing India more than \$106 billion a year
- Indian Government allocation for Swachh Bharat (Clean India) Mission increased three-and-half times, from ₹2,850 crore in 2014-15 to ₹10,500 crore in 2016-17. The budgeted allocation for 2017-18 is ₹13,948.
 - In 2014, just 42 percent of Indians had access to proper sanitation. Today 63 percent do.
 - More than 30 percent of Indian villages have been declared free of open defecation, up from 8 percent in 2015



What I love most about Clean India is that it identified a big problem, got everyone working on it, and is using measurement to show where things need to be done differently.

- Bill Gates

\$8bn worth e-Rickshaws have been sold



- 2 million e-rickshaws worth \$8bn have been sold in India
 - Cheaper acquisition cost of rickshaw drivers
 - Cheaper cost per kilometer
 - Increases wages
- This provides evidence that Indian consumption can also shift at the correct value proposition (price point)



Bloomberg

India's Rickshaw Revolution Leaves China in the Dust

There are more e-rickshaws in India than battery-powered passenger cars in China



Kent RO: multi-million dollar brand created on government apathy



- Tap water is not suitable for drinking in India.
 - The Company sells reverse osmosis (RO) device that is installed in kitchens of Indian households to remove all impurities from water.
- Rs 1,000 cr revenue by exploiting opportunities left open by inefficient governance
 - Higher revenue growth than leading listed Indian internet companies
 - No VC, PE or IPO investments
- Good solutions to mass problems get adoption in India also
 - Current boom in sales of **Air Purifiers** & high quality Pollution Masks



Massive – The Earth Fund



- The VC model is now conditioned for tech projects where PoC & Seed Investments can now be done with little capital.
 - There is a gap of sector focused fund for entrepreneurs working in Pollution Reduction, as these ventures will require more capital
 - Our ecosystem based approach will optimize capital cost to market by utilizing our network of research institutes & industry corporates.
- Massive is a Rs 1,000 Cr stage agnostic fund which aims to incubate & invest in next generation solutions to impact:



Agriculture



Clean Mobility



Clean Energy



Waste Management

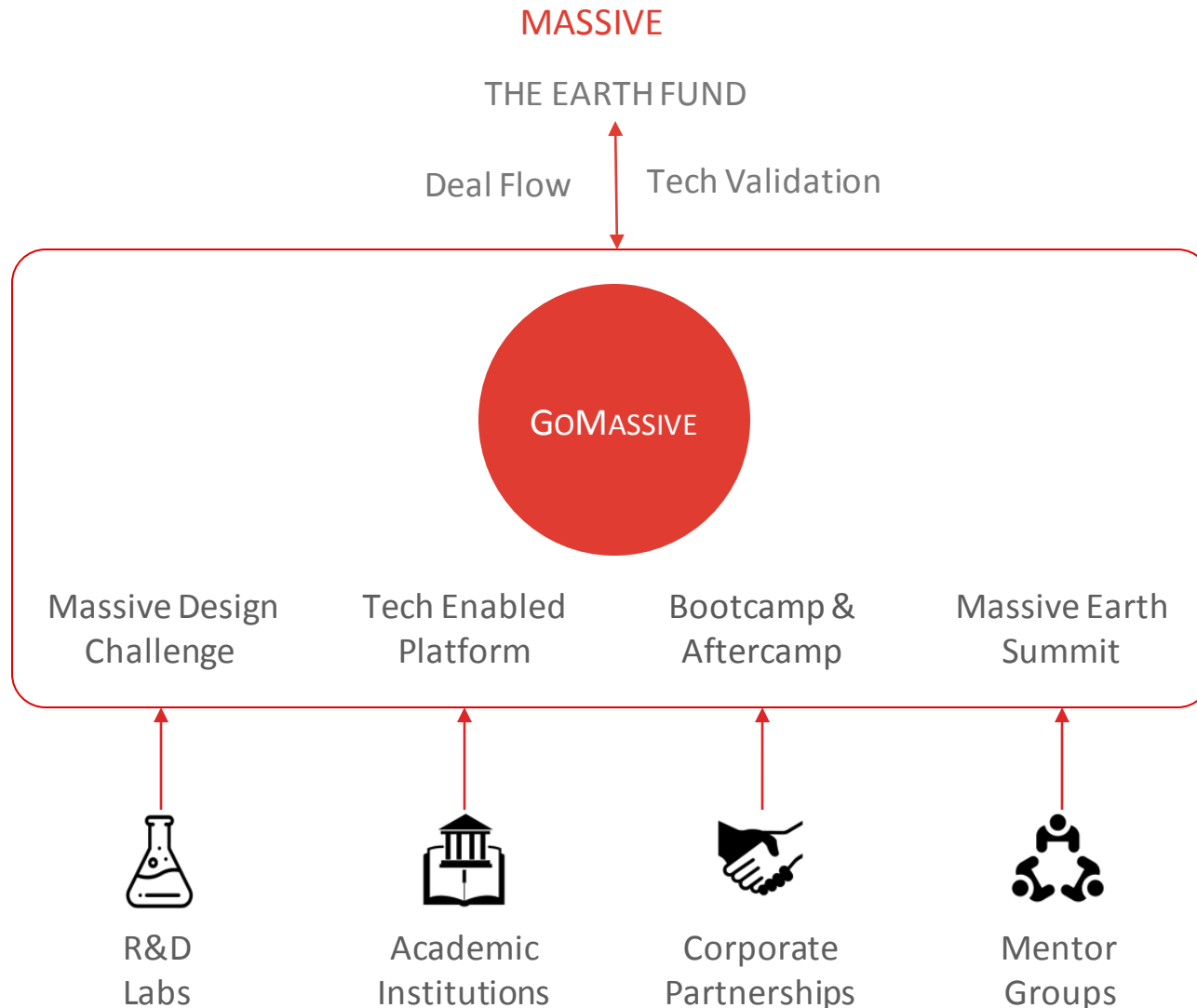


Water & Sanitation



Built Environment

Launch of the Massive Ecosystem



- There is plenty of capital available for innovation.
 - But solving complex & multi-dimensional problems requires complete ecosystem development.
- Our tech-enabled platform will list Startups going through our Bootcamp & Aftercamp programmes
- Corporates, Institutional Investors, Funding Agencies, R&D Labs will have access to these startups through our platform and also through:
 - Massive Design Challenge: Teams compete for best solutions for a particular problem.
 - Massive Earth Summit: Event focused on engagement of these large startups with Academia, R&D Labs, Government & Corporates

Capital and Deep Science:

How they can align to solve Massive problem?

Who will do for **"Pollution Reduction Industry"** what YC did

1,585 investments since 2005

86x on \$12.2 million deployed



BEAT
PLASTIC
POLLUTION



WORLD
ENVIRONMENT
DAY

UN
environment

GO MASSIVE.

RTI
INTERNATIONAL

#startupindia

IIC
IMPACT
INVESTORS
COUNCIL

paytm

IVCA
IVC ASSOCIATION
THE INDIAN PRIVATE EQUITY & VENTURE CAPITAL ASSOCIATION
PROMOTING PRIVATE CAPITAL ECOSYSTEM

INVEST INDIA
NATIONAL INVESTMENT PROMOTION AND
FACILITATION AGENCY

Indian Angel Network®

ASHOKA

GHV
Accelerator

Policy Advocacy: The Massive Earth Summit



The Massive Earth Summit



- The Massive Earth Summit is India's first grand coalition in which private sector joined forces with policymakers and innovators to find disruptive startups that are solving massive problems of Earth.

The Massive Earth Summit 2018- Highlights



25+ Unique
Partners



3 Country
Showcase



250+
Attendees

40+ speakers at the Summit who included:

- Mr. Suresh Prabhu (Cabinet Minister, GoI)
- Mr. Gajendra Singh Shekhawat (Minister of State)
- Dr Anil Kakodkar (Indian Nuclear Scientist)
- Dr K Vijay Raghvan (Principal Scientific Advisor, GoI)
- Mr. Vijay Shekhar Sharma (Founder Paytm)
- Mr. Sanjeev Bikhchandani (Founder Infoedge)
- Mr. Manoj Kohli (CEO, SoftBank Energy)
- Dr. H Purushotham (Chairman & MD, NRDC)

Tie-ups: Research, Academia, Investors



GoMassive has signed MOUs with top VC Funds, Academic & Research Institutions including



National Research
Development Corporation



IIT Delhi



IIM Lucknow



CEERI Pilani



Sustainable India
Finance Facility



India Quotient



Unicorn Ventures



Bedrock Ventures

Tie-ups provide access to IP & Startups being incubated at partner institutions



Thank You

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