



LaunchPad



Aug  
2020

# Cohort 6 Startup Showcase Day



The Bridge to Possible for **Startups**

Clean Slate, envisioned building a GPS platform for the indoor world, now helps factories and warehouses track things with 7x better accuracy than traditional technologies. The founding team, alumni from IIT Bombay and SRM Chennai, added their years of work and research experience in supply chain, positioning technologies and software engineering to produce solutions comprising Kreto sensors, inLocate 6.0 tracking middleware engine and inLog visualization platform. Customers can access any module of inLog platform to improve the utilization of their MHE fleet, minimize inventory inaccuracy and improve productivity and safety of their workforce. Following COVID, they've added modules to the same infrastructure to monitor social distancing and enable contact tracing, allowing customers to build a foundation for digital twin and process automation projects.

## Journey with Cisco LaunchPad



### Challenges

- Optimize OEE and utilization of MHE assets
- Minimize inventory inaccuracy and TAT
- Enable productivity and safety enhancement of workforce



### Solutions

- Integrated with Cisco IW6300 and Cisco 9100
- Cisco Mobility Services Engine (DNA Spaces)
- Kreto Transmitters & Kreto Gateways
- Kreto Wearable and Kreto Vehicle-Equipment Tags
- inLog Industry 4.0 Mobility Platform



### Benefits

- 25% higher utilization of MHE fleet assets
- 3% reduction in inventory inaccuracy
- 40% higher productivity of workers



India is a power surplus country, but the distortions in the power sector cost the Indian economy \$86 billion in 2016 alone. These losses can be prevented by enhancing the power distribution infrastructure through digitization and automation. Probus IoT enabled wireless, modular hardware and data analytics platforms are reducing the number of breakdowns, energy losses, and optimizing the field personnel allocation, enabling electrical utilities to provide reliable last mile connectivity and efficient electricity grid management. They plan to strengthen their communication and software technology and expand to different geographies.

## Journey with Cisco LaunchPad



### Challenges

- Unwanted asset breakdown (48%)
- Energy losses at multiple junctions (35%)
- No visibility of field-personnel performance (17%)

- Wireless modular sensors
- Lug Temperature
- Oil Temperature & Oil Level

- Automatic Meter Reader
- Integrated with CISCO LoRAWAN IXM Gateway
- Probus NMA



### Solutions



### Benefits

- Savings of **\$70** per asset per month providing the ROI of the initial investment in less than 5 months
- Reduced number of breakdowns (**5%**)
- Reduced the average restoration time by **66%**
- Identified and fixed the technical losses (unbalancing, overloading)
- Efficient resource utilization

Vernacular.ai is a Series A funded startup, an AI-First SaaS business with a mission to become the leading Voice Automation/AI Platform in the world. It started with an idea of bridging the gap between businesses and multilingual customers. Hence, they launched two products - VIVA, a Next Gen Multilingual Voice AI Platform designed to have natural conversations and VASR, state of the art STT technology that enables enterprises to convert audio to text by applying powerful neural network models in an easy-to-use API. They also raised a seed fund by Kalaari Capital and provide services to top clients across industries. Recently, they closed Series A funding of 5.1 Million USD.

## Journey with Cisco LaunchPad



### Challenges

- Businesses facing a hard time engaging with their multilingual customers due to language barrier
- Contact centres face a number of challenges which affect their KPIs. Hence, the goal is to transform this sector and deliver a superior customer experience and engagement, which will help in positively impacting businesses



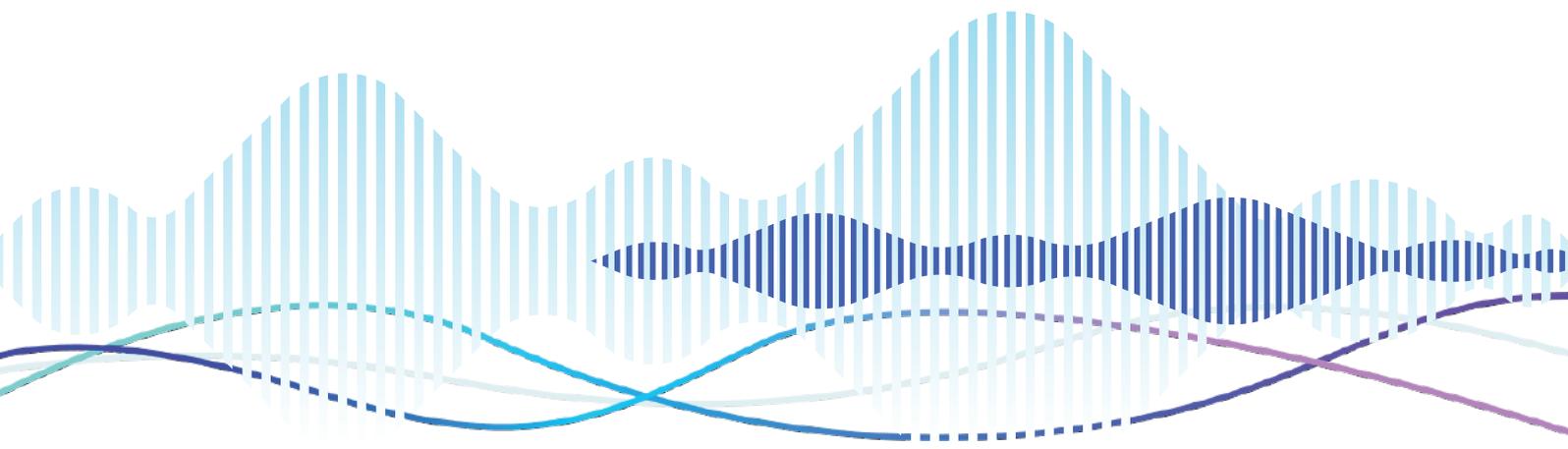
### Solutions

- VIVA supports 10+ languages and 100+ dialects
- Integrated with Cisco Unified Voice Portal 12.5 via MRCP v2.0
- Further integrated with Cisco ACD to do a contextual transfer to agents (based on priority, skill, timing or anything else)
- Handles complex use cases like alphanumeric, collection of multiple entities to drive conversations end to end



### Benefits

- Up to **70%** contact centre automation
- **20-30%** increase in first contact resolution
- **4.5+** CSAT score
- **40 to 50%** reduction in average handling time



SatSure is working on providing decision intelligence to the public sector and financial services using data from space in conjunction with data from the field and then building Artificial Intelligence algorithms to analyze them for making the insights actionable. SatSure was founded in 2017 by three friends Abhishek, Prateep, and Rashmit to democratize the power of data from space, focused on the sustainability nexus of food, water, and climate security. Their bespoke geospatial big data platform combines satellite imagery, proprietary algorithms, with weather, IoT, drone imagery, social and economic datasets, and cadastral amongst others to generate near real time location specific insights.

## Journey with Cisco LaunchPad



### Challenges

- Real-time analysis at micro-scale (Farm Level) data acquisition from third parties
- Monitoring micro-climate changes (temperature, soil moisture, pH etc)
- Precision farming Smart Greenhouse

- Integrated with Cisco IR1101 for LTE connectivity
- Cisco LoRaWAN IXM Gateway & Activity Server for reading data from Agri-LoRa Sensors
- LHT65 - LoRa® based temperature, humidity & pH sensor (TATA Communications)
- Amazon Web Services - AWS IoT Managed Services



### Solutions



### Benefits

- **25%** decrease in operations cost by automation
- **30%** reduction in data acquisition cost
- **40%** increase in farm productivity which in turn leads to higher revenue realization



Eder Labs cares deeply about privacy and due to the current rate of AI adoption across industries, privacy needs more attention than ever. In early 2018, they started experimenting with various distributed architecture and different approaches to perform privacy-preserving machine learning. Their journey includes working on advanced technology like secure multiparty computation, fully homomorphic encryption, federated learning, and trusted hardware-based methods to achieve privacy.

## Journey with Cisco LaunchPad



### Challenges

- Complexity in machine learning workflow
- Concerns over privacy: AI solutions need continuous access to vast troves of data
- Lack of quality talent: To solve this, enterprises are actively exploring working with AI startups/vendors who have developed talent and unique solutions of specific use-cases and workflows



### Solutions

- The Fluid solution is an MLOps tool with two parts: AI orchestration and AI deployment
- Remotely annotate the data and securely transfer by encrypting them and pushing directly to the Confidential Compute instances hosted at Eder Labs mothership process
- Distributed ML techniques at Edge



### Benefits

- Company.ai can deploy on their Enterprise customer's environment with little investment in resources
- Company.ai can learn from their customer's data while keeping the data in the Enterprise environment, thus ensuring data security and privacy to their customers
- Faster Business Conversions, data/IP privacy stops being a roadblock in these engagements



# Contact



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# About Cisco LaunchPad

Cisco LaunchPad believes in the true potential of startups and recognizes the importance of giving back to the startup community by creating an exciting environment to **connect, collaborate & conquer.**

## Core Focus Areas



Enterprise Tech



IoT & Digitization



Futuristic Tech

Cisco LaunchPad offers a structured program revolving around the following technology domains:



Networking



Collaboration



IoT



Data Centre



Cloud



Security



Mobility



Analytics  
Data/image/video



# Program Offerings



## Mentorship

Internal Cisco mentors and external experts with immense industry experience and subject matter expertise, to guide startups on their growth journey.



## Ecosystem Visibility

Startups get global visibility to showcase their solutions. Our rich ecosystem connects ensure that startups get full exposure thus taking their products to a wider spectrum of customers.



## Tech Platform and Support

Startups can leverage Cisco's Technologies & Platforms like Cisco IoT - Kinetics, Edge Intelligence, IOx, IR Gateway Routers, LoRaWAN, SD-WAN, Meraki Wireless, Access Points, Data centre - UCS & ACI, Enterprise Networking - DNAC, DNA Spaces and Collaboration products - WebEx, CMS and many more.



## Investor Connect

Interactions with the angel investors and venture capitalists community to tap into new opportunities.



## Customer Partner Access

Opportunity to become Cisco Solutions/Channel Partner. Extended access to various Cisco sales teams. Startups will also get access to identified customers, events and opportunities for PoC/demos and joint solution developments.



## Co-Working Space

A world class co-working space in the Cisco campus for startups to learn and bounce off ideas with peers.

Business and Tech Mentorship

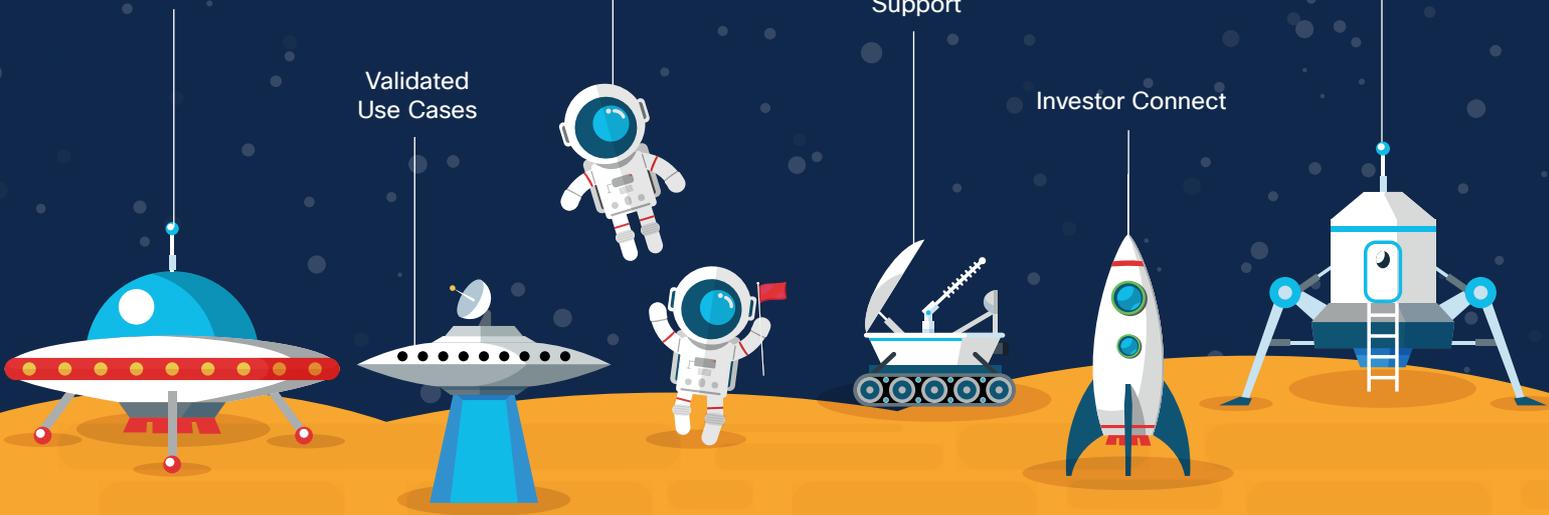
Validated Use Cases

Access to Customers/Partners

Tech Platforms and Support

Investor Connect

Co-Working Space



# Are you the next big thing?



Post engagement, startups have seen increased follow-on funding, increased revenue, and opened up more employment opportunities. Overall, it has been a great journey together – we have seen some fantastic startups in the deep-tech space and we are very proud to be associated with them.

- **Krishna Sundaresan**, VP, Engineering, Cisco



## We're looking for ambitious startups who:



Are complementary to Cisco's product line



Have compelling value propositions



Have the capability to scale up

## Reach out to us

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