



LaunchPad

Sep 2021

Cohort of 2021 Startup Showcase Day



The Bridge to Possible for **Startups**

Senseforth.ai is a globally acclaimed conversational AI platform that enables automated, human-like conversations at scale, between organizations and people. Founded with a vision to "make technology humanlike", Senseforth.ai helps businesses acquire, engage and assist customers using AI-powered virtual assistants (chatbots and voice bots). As a preferred partner of choice for enterprises in North America, Europe and APAC, Senseforth.ai has implemented 125+ enterprise-grade solutions for over 55 organizations. Senseforth's marquee clients include renowned brands like HDFC Bank, Prudential Financial, Bosch, Nestle, Bharti AXA, Airtel, PwC, and SBI Card, among others.

Journey with Cisco LaunchPad



Challenges

- Customer experience across user touchpoints is broken, which increases buyer friction and impacts sales
- High turnaround times and an inconsistent support experience leads to dissatisfied customers and high churn rate
- Non-tech-savvy users find it extremely difficult to access modern products and services



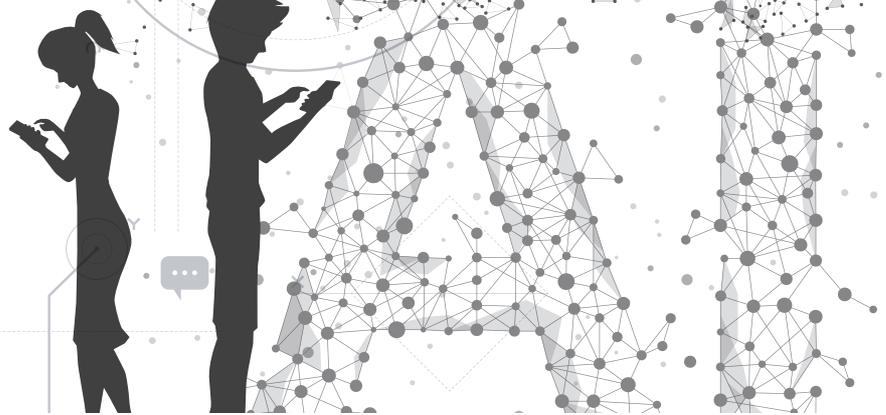
Solutions

- By Integrating Cisco Contact Center solution with Senseforth conversational AI bot provides automation to the Customer support segment
- Integration of conversational AI Voice and chat bot with the Cisco UCCE platform suite makes the complete Omnichannel Contact center AI solution



Benefits

- Reduce support costs by up to **50%**
- Make customer experience more inclusive
- Eliminate buyer friction and increase sales by over **30%**
- Deliver a hyper-personalized CX across user touchpoints



Global maritime logistics is a \$ Trillion 20+ market, set to grow further over next few years. More than 94% of global trade is supported by maritime logistics. Smart Ship@ Hub (SSH) is making ships smarter thereby helping ports get smarter with agile & nimble processes, ultimately leading to global maritime trade smarter. A ship 4.0 platform, for remote control, tracking & management of fleet while predicting voyage ETA, Weather impact, Fuel consumption, machinery condition & health, cargo condition, route makes SSH a unique B2B platform for global maritime ecosystem. With the actionable intelligence, SSH platform has created a “single source of truth” for maritime stake holders including vessel owners, operators, charter party, ports, insurers while enhancing security, reliability & uptime of the fleet.

Journey with Cisco LaunchPad



Challenges

- Unavailability of real time situational awareness
- No ways to control & manage Fuel, Spares, Cargo, ETA etc.
- Absence of credible data source: Owners, operators, CP, Ports
- Cost leakages in procurement, maintenance, insurance
- Absence of data sharing leading to demand capacity gap



Solutions

- Cisco IR1101 Industrial Gateway Router integration with SmartShip DAS software
- Tracking, monitoring & mgmt. of Fleet, Ops, Cargo
- Remote Condition based maintenance, procurement
- Predictive diagnostics, machinery usable life
- Fleet performance, analytics, data sharing, remote video
- Digital tower with Command & Control, Data Center
- Cisco WebEx Conferencing integration for live& recorded video interactions between vessel & shore



Benefits

- **5 to 9 %** cost savings in fuel utilization
- Up to **15%** savings on operational costs
- Up to **35%** cost savings in shore operations
- **100%** compliant voyage, **30%** higher vessel reliability
- Capacity utilization, predictable routes & consumption



While our WiFi networks will continue to improve, there's also a new, emerging class of enterprise applications that are even more bandwidth hungry, latency sensitive, and sensitive to disturbances in the network than today's applications. These newer applications, such as robotics, computer vision, or real-time streaming analytics are AI-powered, business critical and demand always-on connectivity. To service these new applications requires rethinking the enterprise wireless infrastructure. And this is just what the founders of Seashore Networks have set out to do. Seashore brings cellular technology (LTE and 5G) into the enterprise. And for markets such as the US, Germany, UK and France, over a newly available, uncrowded band of wireless spectrum. Seashore creates the underlying protocol processing software. Ecosystem players can craft an end-to-end solution that makes the cellular network backbone affordable and accessible by enterprise IT. Resulting in an underlying enterprise network powering the new experiences promised by tomorrow's AI-powered applications.

Journey with Cisco LaunchPad



Challenges

- Want for a flexible and private wireless network
- Need for high reliability of network
- Dependency on telecoms to deploy network



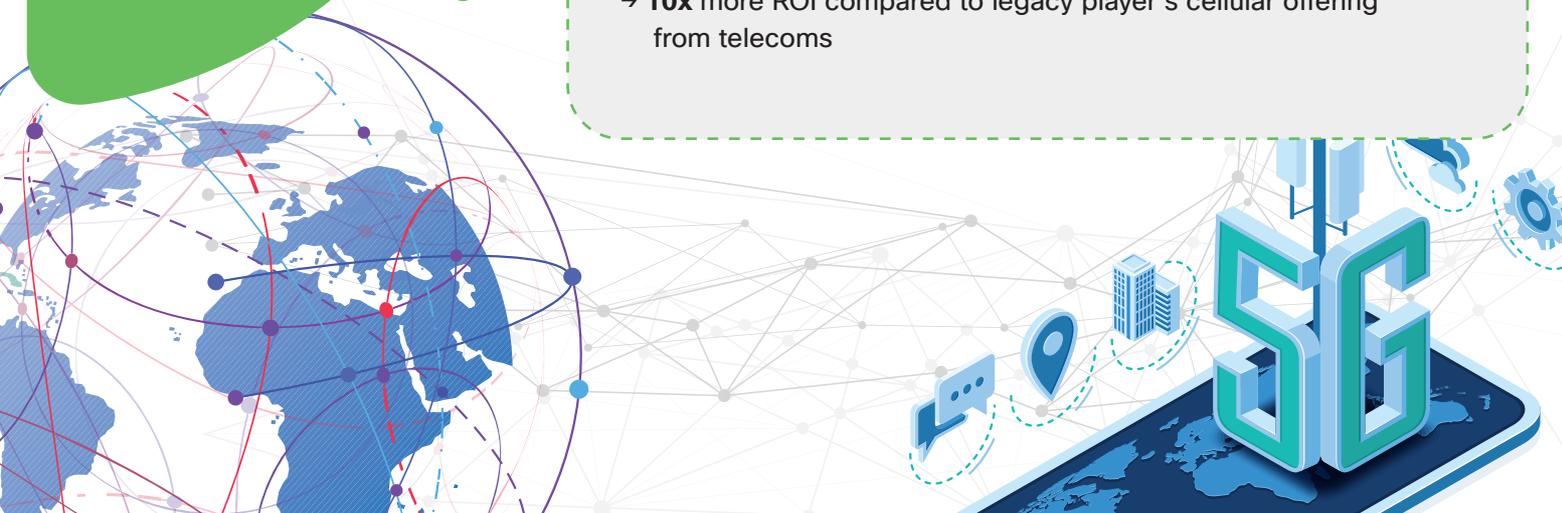
Solutions

- Full stack of LTE and 5G protocol processing software
- Integrated with Cisco's 4G/5G core network
- End-to-end package for last mile wireless - Radios + Baseband



Benefits

- Connect **1000s** of IoTs and Edge applications reliably
- Easy to integrate with multiple Radio partners
- **10x** more ROI compared to legacy player's cellular offering from telecoms



Sensegrass Inc is a globally awarded company in the agriculture precision business to make the agriculture and food industry smart and sustainable. Sensegrass founded by Lalit Gautam (CEO) and Rahul Gundala (CTO), has a global presence. It has offices in San Fransisco, USA, Ghaziabad, Delhi NCR, Paris, France, Santiago, & Chile. Sensegrass was established with a mission to provide a real-time soil intelligence platform to enterprises and farmers to get real-time soil information through a patented NPK sensing solution and the world's first AI Agronomist platform. Sensegrass also provides Satellite analytics using an Artificial intelligence prediction to model. A complete 360* solution for all types of crops and agriculture.

Journey with Cisco LaunchPad



Challenges

- Efficient fertilizers & water usage
- 2/3 cultivation land is soil degraded due to lack of soil info
- 1/3 produce is low quality & quantity yield leading to crop loss



Solutions

- Farm OS
- Crop cycle monitor
- Manage connected farm devices
- Maximize yield with AI actionable insights



Benefits

- Improve crop yield by **20%**
- Lower farm cycle cost by **40%**
- Reduce carbon footprint.



In the past few years, we have seen advancements and uptake in the Web conferencing technology, but there has been very little or no innovation in the room-based Video Conferencing technology. With the world adopting Hybrid work culture and increase in cost cuts and travel restrictions, there is a need for seamless collaboration across devices, organizations and platforms. Ving is an Enterprise SAAS solution to revolutionize and turbocharge Collaboration for the Hybrid work. The founders are Ex-Cisco executives who have been associated with Collaboration industry, Partner & Services Sales.

Journey with Cisco LaunchPad



Challenges

The Room based VC hardware

- Do not interoperate across platforms seamlessly
- Have Complex user experience across rooms with different VC hardware
- Not cost effective
- Don't have unified management across mix of OEM brands
- Do not connect across organizations



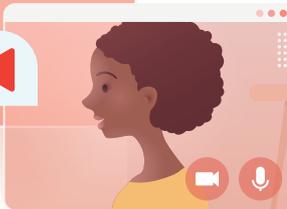
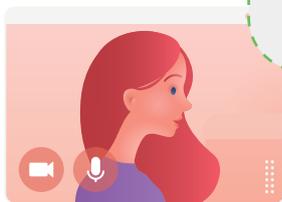
Solutions

- Ving Interface enables Immersive, Cross Platform Video conferencing on any OEM Camera.
- Simplified management for IT Teams
- Magical meeting user experience across every room
- Offers OEMs a segue into dominating the room-based video conferencing
- Integration with Cisco Cameras and Webex (Meeting Rooms and Devices) for seamless user experience



Benefits

- Reduces the VC Infra cost by up to 80% and Software costs by **50%**
- Saves time and resources for IT teams to remotely deploy and manage the VC rooms
- Provides uniform joining experience across rooms and enhances the meeting experience
- Adds an additional layer of security with its unique Scan to Join workflow.



Tranzmeo is a Deep Tech Company focusing on anomaly and intrusion detection in remote oil & gas pipeline using Artificial intelligence, machine learning, High performance computing and Distributed Acoustic sensing. The company has a strong portfolio of More than 4000 KM of oil & gas pipeline implementation. The Product T-Connect OneView is redefining the way how the remote pipelines are currently monitored, secured, and protected around the globe.

Journey with Cisco LaunchPad



Challenges

- Expensive passive manual patrolling with less than 10% efficiency.
- Protection & monitoring of remote Pipelines from theft, intrusion and leaks.
- 100's of False alarms and 80% external intrusions go undetected.
- In accessible locations because of the terrain and environmental conditions.



Solutions

- T-Connect OneView platform with AI/ML Capability for anomaly detection
- Distributed Edge Processing and autonomous Operation
- DAS and DTS Sensing Solution
- Cisco UCS Server for handling large sets of data



Benefits

- Provides remote monitoring with **24x7** reliability with a Control & command center
- Reduced Manual patrolling
- Increased **10x** Protection with **60%** Cost savings



LetzConnect is a one-stop educational networking portal, presently one of the largest in the country that maps and delivers the right content, products and services to the users. It helps by digitizing educational institutions and helping students with their skilling, job placements, networking with teachers and the learning community. Our AI-driven platform enables users to effectively communicate, showcase, learn and share within the ecosystem. Our aim is to provide learning support to learners and help them improve their chance of employment by making them more employable.

Journey with Cisco LaunchPad



Challenges

- Students are not acquiring the relevant skills for the changing job market
- Current practices of educational institutions are turning obsolete
- Learning institutes do not aid in data-backed decision making



Solutions

A Virtual University solution that offers integrated modules spanning:

- Closed Loop Social Networking Platform
- The only Govt. approved Learning Management System
- Online Examination and Proctoring
- Virtual Classroom solution with WebEx Meetings (provided in partnership with Cisco)
- SAAS driven marketplace including Content and Employment Marketplace



Benefits

- Connects all stakeholders on a single platform
- Builds an engaged community focused on learning and skilling
- Offers customized learning experience for each learner
- Connects to the right resources and job opportunities basis an individual's profile
- Better understanding of student community's learning and skilling needs



Contact



<https://www.senseforth.ai>
Sridhar Marri - Co-founder & CEO
shridhar@senseforth.com



<https://www.smartshiphub.com>
Joy Basu - Founder & CEO
j.basu@smartshiphub.com



<https://www.seashore.network>
Ankit Dixit - Founder & CEO
ankit@sea-shore.tech



<https://www.sensegrass.com>
Lalit Gautam - CEO
lalit@sensegrass.com



<https://www.letsving.com>
Aditya Pisupati - Founder & CEO
aditya@letsving.com



<https://www.tranzmeo.com>
Safil Sunny - Founder & CEO
sunny@tranzmeo.com



<https://www.letzconnect.com>
Praveen Ganesh - Founder & CEO
praveen@letzconnect.com

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



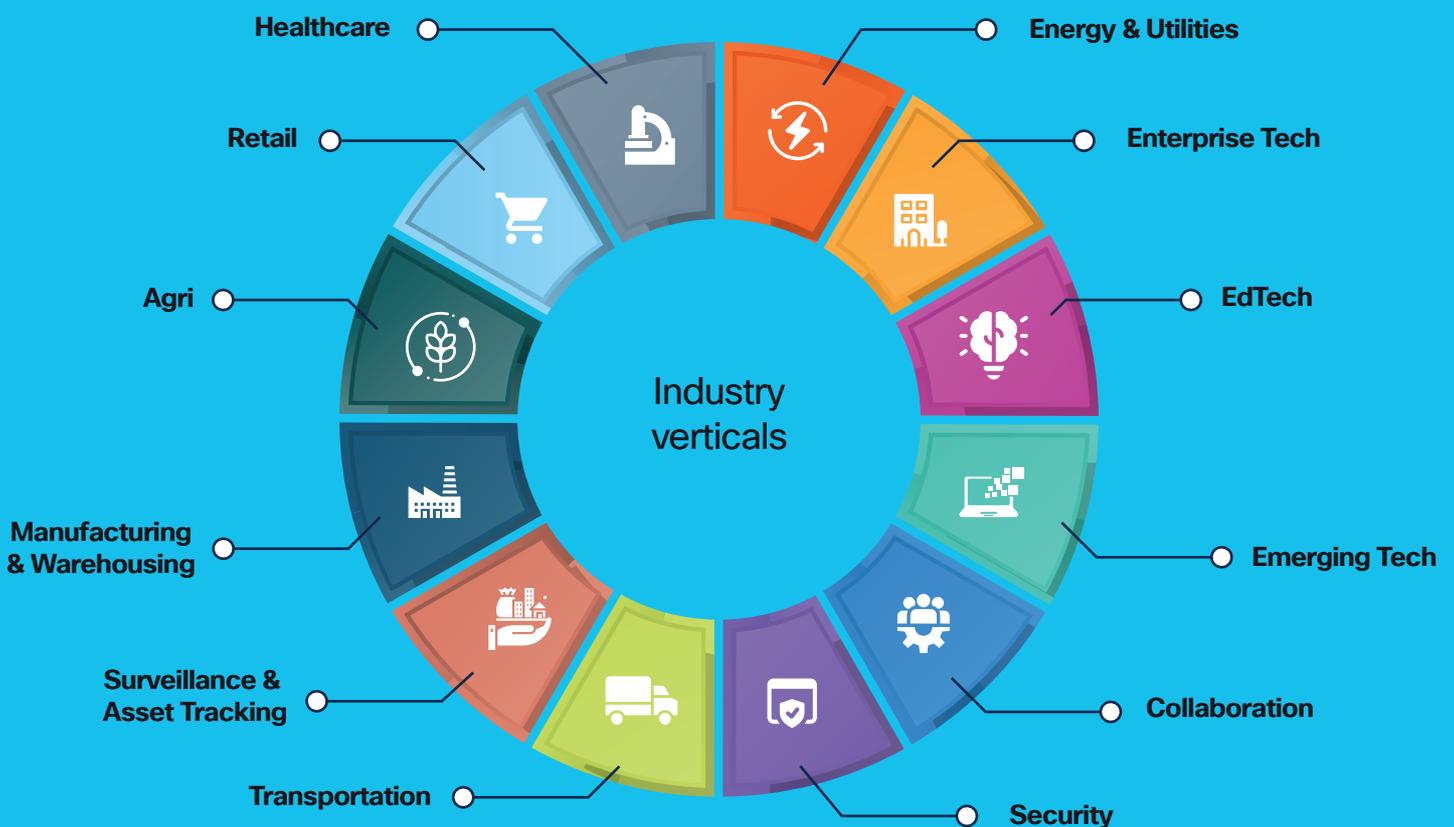
Security



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?



Startups are an integral part of Cisco's innovation ecosystem. At Cisco LaunchPad, we believe in not only creating startups of a valuation of a billion, we also believe in creating value for a billion and beyond.

- **Sruthi Kannan**, Head, Cisco LaunchPad



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

 Ciscolaunchpad@cisco.com

 <https://www.facebook.com/CiscoLaunchPad>

 <https://launchpad.cisco.com>

 <https://twitter.com/CiscoLaunchPad>

 <https://in.linkedin.com/showcase/cisco-launchpad>

