



⁶⁶ Nativelead is a one of a kind platform for empowered and established natives of various small towns to interact with aspiring entrepreneurs from the region. Through Nativelead, the leaders can invest their expertise, knowledge, contacts, wisdom, time and money in entrepreneurs to reap rewards that go beyond the monetary.

ANNUAL 2019 REPORT 2020

Building Entrepreneurial Eco-System in Tier II & III Regions

www.nativelead.org

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First they ignore you, then they laugh at you, then they fight you, then you win. - Mahatma Gandhi

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What is Nativelead?

Nativelead is a one of a kind platform for empowered and established natives of various small towns to interact with aspiring entrepreneurs from the region. Through Nativelead, the leaders can invest their expertise, knowledge, contacts, wisdom, time and money in entrepreneurs to reap rewards that go beyond the montary.



Vision To achieve inclusive growth through entrepreneurial success in small towns.



Mission

Building and continuously improving the components of new age entrepreneurial ecosystem in the focused geographies.

Positioning

We wish to position Nativelead as an organization that is focused on creating new age entrepreneurial ecosystem in the small towns to nurture early stage ventures. "Small Matters"

What We Do

| We help create | more brands for your native more intellectual properties more jobs better entrepreneurial culture better ecosystem |
|-----------------|--|
| We help prevent | local brain drain urbanization outflow of local money & resources |
| We help access | investments technology markets mentors incubators & accelerators critical knowledge & guidance media government large corporate establishment research labs top industry leads business & social forums |





Audacious goal

This year saw very key accomplishments strengthening Nativelead with collective power, making it completely community driven. The chapter charter has been defined well with the support of chapter chairs and a completely decentralised model has been implemented well. A new chapter also began with "Native Connect" where angels in Chennai could now support Nativelead. They've picked up a very audacious goal of scouring through small towns of Tamil Nadu through "Thedal" to identify entrepreneurs with the goal to support 10 entrepreneurs with 10L each. This blossomed into "AayiramPookkalMalarattum" (Let thousand flowers bloom), 100 each in the next 10 years. With the Nativelead's foundation strengthened with our decentralized model, we are now poised for systematic growth and a 10-year vision has been set! Looking forward to all our angels' support in making this happen!

Nagaraja Prakasam,

Chairman & Trustee, NAN Principal Advisor, NLF





Eventful year

A very eventful year for Nativelead with loads of activities. A long-termvision of creating an eco-system to support at least 1000 smallentrepreneurs in 10 years in the smaller towns was conceived and anumber of initiatives planned to give a kick-start to this. It washeartening to see that a lot of people and the government came forwardto support this in a big way. An interesting and a first-of-its-kind program called Startup Tamil Nadu 2020 was curated to showcase100 entrepreneurs in collaboration with IIT Research Park. A lot ofgroundwork also gifted us with a good experience of understanding thereal issues on the ground. Though the event could not happen formallyin March due to COVID-19, it happened virtually in August, bringingtogether a number of interested partners and stakeholders, includingsupport from organizations like American Tamil Entrepreneurs'Association.

In line with the vision of Nativelead, our endeavor was to create aplatform and connect people who are willing to support creation,mentoring and nurturance of entrepreneurship at the local level in theState. Emergence of a strong investor community from the smallertowns was another achievement in the creation of this eco-system. As lwrite this note, I must acknowledge that the last few months have beenthe most challenging period for entrepreneurship world over and ourfocus would be to continue nurturing and supporting ventures in all wayspossible to tide over this crisis and emerge from this strongly.We have seen earlier that any unprecedented events bring about newcategories of business and changes in business models. Wishing allentrepreneurs to quickly get a grip of these changes and create models that can sustain and grow over the coming years.

Hope makes all things work and hoping for the best!

LathaPandiyarajan

Co Founder | Maroi Management Consultant Pvt., Ltd Chairman | Nativelead



SIVARAJAH RAMANATHAN

There is much happiness and a surging of hope as we step into another new year of an exciting journey.

People say that dreaming of making a social impact is exciting, but executing it is exhausting. Nativelead was an exciting dream that took shape some years ago and putting it into action excites me even more every day. Though there have been hurdles along the way, I have been able to overcome them and continue to be passionate about what we do because of the wonderful people and their generosity of spirit that surrounds me. Nativelead is nothing without its co-creation partners.

There have been many challenges that we faced. For one thing, we have no proven models to follow because ours is a unique, first of its kind initiative to build an ecosystem for new age entrepreneurship in non-metro locations. We are in the business of culture creation in the socio-economic ecosystem of a city.

Perceptions about our concepts and models vary and communicating what we are doing and how -- to start ups , mentors, investors, academia, media and other stakeholders -- is still a huge challenge. There are potetial investores who ask me, 'If I invest in NAN what will be the ROI you will guarantee?' 'Will I get more than bank interest?' 'What security do you provide?' and more of the same.

Finding the right mentors isn't easy either. There are senior executives who are willing to give their time, but not exposed to the concepts of innovation and scalability.

When we go to colleges for enabling programs in colleges they ask how much grant our organization will give them, as they are used to getting "grants" from Governments for entrepreneurship development programs year on year. For many of them entrepreneurship is no more than a ritual to use some of the grants with salaried employees turning up to 'teach' entrepreneurship to students.

Entrepreneurship is all about problem solving.

We are committed in solving the problems of smaller towns through mass entrepreneurship development. So, let's come together and make that change happen.

SIVARAJAH RAMANATHAN

Founder & CEO | Nativelead Director | Winways Systems Pvt. Ltd

People Behind

Founding Team



R Sivarajah Founder & CEO { Director | Winways Systems (P) Ltd., }



Nagaraja Prakasam Co-Founder & Chairman { In - Resident Mentor | IIM Bangalore }



Latha Pandiarajan Co-Founder & Vice Chairman { Managing Director | Mafoi Management Consultants (P) Ltd., }



VA Palanikumar Co-Founder & Director, Finance {Managing Director | Winways Systems Pvt, Ltd}

Central Governing Committee



NAGARAJA PRAKASAM In - Resident Mentor | IIM Bangalore Board of Director | Nativelead



MV. Subramaniam Managing Director | Future Focus Infotech (P) Ltd Board of Director | Nativelead



CD Venkateshwaran Managing Partner | Venbra Polymers Board of Director | Nativelead



VA Palanikumar Managing Director | Winways Systems Pvt, Ltd Board of Director | Nativelead



R Sivarajah Director | Winways Systems Pvt Ltd., Board of Director | Nativelead



Sriram Sankaran Partner | Natesan company Board of Director | Nativelead



Ligi George Managing Director | Madras Suspension Pvt, Ltd Board of Director | Nativelead



Latha Pandiarajan Co Founder | Mafai Management Consultants (P) Ltd Board of Director | Nativelead



URC Devarajan Managing Director | URC Constructions Pvt, Ltd Board of Director | Nativelead



S. Susindran CEO | Kay Ventures (P) Ltd Board of Director | Nativelead

Chapter Governing Committee - Madurai



S Rajamohan Managing Director | Enviro Care India (P) Ltd Chairman | Nativelead Madurai



B Prative Chend CEO | Care Group of Institutions EC Member | Nativelead Madurai



JK Muthu Managing Director | Kamalam group EC Member | Nativelead Madurai



SP Aravind Partner | Solaimalai Infra EC Member | Nativelead Madurai



A Sudhir Director | JN Machineries (P) Ltd. EC Member | Nativelead Madurai



Edwin Samuel Founder & CEO | Pearl Shipping Agencies Vice Chairman | Nativelead Madurai



AKB Nawas Babu Managing Director | SA Knitwears (P) Itd EC Member | Nativelead Madurai



P Mayilvel Managing Director | Techsun Energies Pvt. Ltd. EC Member | Nativelead Madurai



R Sivarajah Founder & CEO | Nativelead EC Member | Nativelead Madurai



Uma Devi Vijayram MD | Jayavilas Subburaj Spinning Mills (P) Ltd. EC Member | Nativelead Madurai



SP Varadharajan Managing Director | PSY Engineering College EC Member | Nativelead Madurai Chapter



DR Kodeeswaran Proprietor | VVD Groups EC Member | Nativelead Madurai



SPA Ganesh Managing Director | Samrt Fine Tex / SPA Pharma EC Member | Nativelead Madurai



N Sugumar Managing Director | Top Anil Marketing Company EC Member | Nativelead Madurai

Chapter Governing Committee - Coimbatore



Jayaram Govindarajan Executive Director | Women Centre Chairman | Nativelead Coimbatore



Prashant Subramanian Executive Director | Quadra Systems.net (P) Ltd EC Member | Nativelead Coimbatore



M.Unnamalai Managing Director | Aster Apparels EC Member | Nativelead Coimbatore



G.Karthikeyan Founder | Karthikeyan & Jeyaram, CA EC Member | Nativelead Coimbatore



Nishanth Aisher Managing Partner | RSAsher & Ca EC Member | Nativelead Coimbatore



Premnath Kasinath CEO | Point Perfect Vice Chairman | Nativelead Coimbatore



Vanjinath Govindadass CEO | Coimbatore Cotton Concepts & Designs (P) Ltd EC Member | Nativelead Coimbatore



Ashyanth.V Dy. Managing Director | Sumangali Jewellers EC Member | Nativelead Coimbatore



Ranjith Subramaniam CEO | Selvi Spinning Mill EC Member | Nativelead Coimbatore



Sriram Sankaran Partner | Natessan Company EC Member | Nativelead Coimbatore



Rishab Gupta CEO | Sahuwala Flour Mills EC Member | Nativelead Coimbatore



A.Godwin Maria Visuvasam Consultant | Godwin Constructions EC Member | Nativelead Coimbatore



Mithun Ramdass Director | Mahendra Pumps P Ltd EC Member | Nativelead Coimbatore

Chapter Governing Committee - Erode



CD.Shanmugasundaram Managing Partner | Venbro Polymers Chairman | Nativelead Erode



AS Prabu Managing Director | SPK Group EC Member | Nativelead Erode



CA GN Jayaram Chartered Accountant | Karthikeyan & Jayaram EC Member | Nativelead Erode



VPS. Radhakrishnan Managing Director | Angel Starch & Food (P) Ltd Vice Chairman | Nativelead Erode



Omm Sharavanan Director | JKK Natraja Educational Institutions EC Member | Nativelead Erode



Anand Thangaraj Managing Director | SS Auta Mart (P) Ltd EC Member | Nativelead Erode



PS Kannan Manager | TBI @ Kangu Engineering College EC Member | Nativelead Erode

Chapter Governing Committee - Karur



S. Susindran CEO | Kay Ventures (P) Ltd Chairman | Nativelead Karur



R. Arul Managing Partner | Mallow International EC Member | Nativelead Karur



Kaushik Selvam Partner | Amman Arul Groups EC Member | Nativelead Karur



T. Muruganandam Managing Director | PEE TEE Coach Builders Pvt Ltd., EC Member | Nativelead Karur



K.Sankar Managing Partnerl Shree Renga Polymers Vice Chairman | Nativelead Karur



M.K.Rajendran CEO | Veera Home Tex (INDIA) Pvt. Ltd. EC Member | Nativelead Karur



P. Nallamuthu Managing Director | Abhinav Fabrics EC Member | Nativelead Karur



K.Ramesh Managing Director | Woven World EC Member | Nativelead Karur



K.G.Prithvi Managing Partner | A-Tex Home Collection EC Member | Nativelead Karur



B. Vengat Raghavan Partner | TRV Jewellers EC Member | Nativelead Karur



P. Sudhakar Managing Director | Synthesis EC Member | Nativelead Karur

Chapter Governing Committee - Nativelead Connect Chennai



Latha Pandiarajan Co Founder | Mafoi Monagement Consultants (P) Ltd Chairman | Nativelead Connect Chennai



Sivakumar Sadayappan MD & CEO | Isource IT Enabled Services (P) Ltd Vice Chairman | Nativelead Connect Chennai



CK. Kumaravel CEO & Co Founder | Naturals Saloon & SPA EC Member | Nativelead Connect Chennai



T. Mayil Vaganan Co Founder | Mc's Lunch Box EC Member | Nativelead Connect Chennai



MV. Subramaniam Managing Director | Future Facus Infatech (P) Ltd EC Member | Nativelead Connect Chennai



V. Paramasivam CTO | Synaptris Software (P) Ltd EC Member | Nativelead Connect Chennai



Aruna Subramaniam Management Consultant | Boomika EC Member | Nativelead Connect Chennai



J. Gopalakrishnan Partner | Gap Enterprises EC Member | Nativelead Connect Chennai



C. Hemachandran Founder & CEO | Brand Avatar EC Member | Nativelead Connect Chennai



Mahesh Ramachandran General Partner | Pantag EC Member | Nativelead Connect Chennai



Kumaran Mani CEO & Tenth Planet Technologies Pvt Ltd EC Member | Nativelead Connect Chennai

THE JOURNEY OF NATIVELEAD

THE STORY SO FAR

Nativelead Foundation was born in 2012. But its beginnings go back several years. In the '90s, Madurai citizen R. Sivarajah first set out to launch an entrepreneurial venture in IT, then considered a promising sector. He invested 15 years in the business, but found he was able to achieve little, especially in comparison to entrepreneurs who had launched similar ventures in Chennai and Bengaluru.

In retrospect, he realized he had been driving blindfolded in business. He had no knowledge of the nuances of entrepreneurship such as business strategies, business models, financial planning or raising investments. It dawned on him that entrepreneurs in non-metros like Madurai lacked exposure to the knowhow of new age entrepreneurship and knew that they could not compete unless the playing field was level. Nativelead is the outcome of realizing the pressing need to create an ecosystem for new-age entrepreneurship growth in non-metros.

As an IT entrepreneur, Sivarajah connected with industrial forums like the CII and NASSCOM and founded the Software Industries Development Association (SIDA), a regional entity, with the objective of promoting IT industry in south Tamil Nadu. During his association with these social forums, he came to believe, even more strongly, in the need to create a vibrant entrepreneurial ecosystem in the ancient city of Madurai. It would have to be a structured organization to promote entrepreneurship.

Ashwin Desai, another Madurai entrepreneur who was looking for ways to give back to the city which had helped him to establish himself as an entrepreneur, became co-founder of Nativelead. Sivarajah and Ashwin, along with other industry colleagues, formed Nativelead Foundation with the objective of supporting entrepreneurial missions of mainstream entrepreneurs and creating a culture of innovation & entrepreneurship among college students in tier 2 and 3 cities.

In 2012, CII, Madurai Zone, came forward to launch Nativelead as a skill development initiative and leading industrialists like R. Dinesh, (then) Joint Managing Director of TVS & Sons; Karumuttu T. Kannan, Managing Director, Thiagarajar Mills; Bharath K. S., Chairman, Aparajitha, Dr. S. Aravind of Aravind Eye Care System; Ligi George of Madras Suspensions and M. D. Vel of Indian Foods and other industry leaders took a keen interest in the initiative, giving the foundation an impetus in Madurai.

The founders were fortunate to meet Sundar Madakshira, Vice-President of SAP Labs, who was impressed by the unique model and took it to the CSR wing of SAP Labs which, in turn, sanctioned a reasonable grant, helping the foundation expand its operations. SAP's help went a long way in sustaining Nativelead in its fledgling year. The funding helped the foundation implement many of its plans for Madurai and other parts of south Tamil Nadu.

They say the universe conspires to support good intent. In the case of Nativelead this intervention came in the form of two remarkable people - now Co-Founders -- Nagaraja Prakasam, known as Naga to all, and K. Pandiarajan of Ma Foi. This association marked a turning point for Nativelead. Both of them hail from south Tamil Nadu and had established themselves elsewhere. They were looking for opportunities to develop their native region. Naga's expertise as an angel investor and startup ecosystem activist helped Nativelead Foundation formulate professional strategies and structures. The present design of Nativelead, unique in the country, is the brainchild of Naga. The Foundation is based on the co-creation principle, which allows a limitless number of people to participate in all its activities. The fundamental design of the organisational strategy has a four-pronged approach: **Enabling, Nurturing, Incubating and Investing**. This approach helps build a complete ecosystem in a given geographical region in which the Foundation works. The co-creation principle drives the organisational culture of Nativelead. A number of industrial forums, corporate establishments and academic institutions have joined hands to make a positive impact in south Tamil Nadu.

The multi-faceted Pandiarajan, who is also a seasoned entrepreneur, dedicated time to the Foundation amidst his busy schedule and was instrumental in encouraging Sivarajah to start Native Angels Network, the investment facilitation arm of Nativelead Foundation, as funding is an important aspect of entrepreneurship. Later, Naga got it up and running with his wide network of contacts and domain expertise.

In October 2014, Madurai's native entrepreneurs proved their commitment to developing this ancient city, when 29 high-networth individuals came forward to join the initiative on the first day, a significant milestone in the entrepreneurial history of Madurai. This is a first-of-a-kind model and Nativelead and NAN are today well known in the startup ecosystems across the country.

Nativelead has seen its operations and initiatives streamlined further and acquiring sharper focus in its six chapters: Madurai, Karur, Coimbatore and Erode, plus the satellite chapters of Tiruchi and Thoothukudi. The Foundation's evergrowing activities are now conducted through four dedicated forums: **Native Startup Circle, Native Mentor Circle, Campus Startup Circle and Native Angels Network**

Native Connect Circle

One significant development was the Native Connect Circle. The Circle was created to rope in people from small towns who have moved to Chennai to establish thriving enterprises. This platform enables them to give back to their native places and support entrepreneurship in small towns, whether through investing, mentoring or providing market connects.

The last aspect is crucial since enterprises from small towns will, at some point, have to grow and market themselves in the metros of India and overseas. The Native Connect Circle enables that leap.

New Operation Model

Nativelead Foundation was established in 2012 and three years later NAN took shape as a sub-forum. Operations were mostly centralized even after chapters were launched. At present, we have close to 250 members and a slew of activities. We became aware that mentoring, for instance, cannot be performed effectively by a centralised system. Hence, a decision was taken to shift to a more democratic model. Professional consultants were engaged to restructure Nativelead.

The result of these efforts is now a two-layer decentralized model. A Central Governing Board has been set up and it comprises one or two senior members from each chapter, one of whom is the chairman of the chapter's governing board. They are the statutory board members, while the founding members remain as permanent members

The second layer is the Chapter Governing Board with separate by-laws. Each chapter has a governing board with a chairman, vice-chairman and an executive committee. Separate bank accounts for chapters give them financial independence as well. There are vertical responsibilities within the governing board. With this organizational set-up, we continue to build on the four key pillars of the Nativelead mission:

Enabling:

Inculcating a culture of entrepreneurship and innovation

Nurturing:

Mentoring and guiding students or startups who are serious about their enterprise. Validating their business ideas and supporting them through their journey

Incubating:

Identifying bankable ideas; helping to further them through incubation. Providing tech-based incubation support and an advanced form of nurturing. These three can be managed effectively at chapter level.

Investing:

While nurturing can include mentoring and providing market connects for startups, not all of them can be considered for investment. It is the promising, scalable ideas that can attract investment.

This process-oriented aspect is handled by the Central Governing Body through a professional secretariat and consultants. This body also creates organizational policy and supports programs at chapter level.

With our foot on the accelerator, we were able to make a tangible impact. We currently have 242 investors across the State. Nine investments have been made with one venture maturing to allow a 4x. There are 75-plus mentors who work with Nativelead and some 200-plus startups are constantly associated with us, with a 100 more being involved from time to time.

That was our journey till 2018-19.

A Glimpse of Events in 19-20

Overseas Exploration

We have decided to explore opportunities for Native Connect in the US and CEO Sivarajah made a visit to five cities in the US in November 2019 and held talks with many potential Tamil investors.

COVID-19 Dynamics

AayiramPookkalMalarattum& Startup Tamil Nadu 2020

We wanted to make 2019-20 a turning point and the start of another race to reach a new milestone. With this objective, we designed a 10-year roadmap, AayiramPookkal Malarattam, a project to create 1000 startups from the small towns of Tamil Nadu in the next 10 years. The plan has annual segments and every year will end with a mega event "Startup Tamil Nadu". The idea is to identify and support 100 startups every year, so that we will achieve the 1000-mark in 10 years.

We started the process in November 2019 by organizing 14 programs under the brand, Thedal, in 14 different small towns to identify startups. We shortlisted 100 startups through the Thedal programs and divided them into 5 cohorts to conduct 5 intensive boot camps at 5 different locations.

Startup Tamil Nadu 2020

The agenda was to expose all the 100 startups to our investors and mentors during Startup Tamil Nadu 2020 scheduled to have been held on March 14, 2020. Early March was the time when the uncertainty started and we took a conscious decision on March 12 to call off the event despite several months of hard work and sizeable expenditure.

Conclusion

Building an entrepreneurial ecosystem takes the commitment and endurance of a marathon and we at Nativelead are poised to take on this challenge with the support of all our stakeholders.

The Way Forward:

- We called off Startup Tamil Nadu 2020 scheduled for March 14 due to COVID 19 threat and instead conducted a virtual meet.
- We will design new plans post-lockdown as things are uncertain till the end of 2020.
- We intend to make Rs 1 crore investment, besides the ongoing investment in Uzhavar Bhoomi.

2012

NativeleaFoundation launched as a co-creational platform for promoting and supporting new age entrepreneurs in Madurai and south Tamil Nadu.

2013

Supported by SAP, a German multinational, it took the unique model of creating new age entrepreneurial ecosystem to the small towns of Tamil Nadu. Carried out an intensive Reach Out-Communicate-Engage strategy to get the Thoothukudi chapters. stakeholders meaningfully Along with the investing involved on the Nativelead arm, Native platform.

2014

forum Native Angels Network in ecosystem. Madurai with 20 angel investors. This is India's first Angel Network started in a tier 2 city.



2015

Made two investments for the locals by the locals, making an impact with the new age socio-economic development model. Mainstream media carried national stories about the initiative. Expanded to Tiruchi and Coimbatore.

2016

Established Erode and Thoothukudi chapters. Angels Network, sub forums Native Startup Circle, Native Mentor Circle and Campus Startup Circle created to focus on Launched the investments different verticals of the



Established Karur chapter. Crossed 200 investor-members and became the largest regional angel network in Asia.

2018

2017

Revamped the organizational model and created a framework for a decentralized democratic operational model. Installed a new statutory board.

2019

Launched Native Connect Circle, an off-shoot with the objective of connecting Chennai-based investors and mentors who could help small town ecosystems grow.

Launched "Aayiram Pookkal Malarattum" - the 10-year project to identify and support 1000 startups from small towns of Tamil Nadu.

Annual mega event Startup Tamil Nadu 2020 announced with the slogan, 'Oru Naal - OruMedai -Oru Kodi.'





HOW NATIVELEAD WORKS

Native Startup Circle:

The arm of Nativelead Foundation engages with member-startups. The Circle's activities include regular programs to serve the needs of startups in the form of knowledge sessions, mentor connects and acceleration programs.



AROUND 100 START-UPS

enlisted for support, out of which around 30 are under nuturing by the foundation

Native Mentor Circle:

Mentors play a vital role in the entrepreneurial cycle. In some instances, the investors of NAN double up as mentors. There are yet others who are not investors, but have expertise in domains such as marketing, finance, industry. They are ready to make knowledge contribution to Nativelead. These mentors form the Native Mentor Circle and help nurture startups and entrepreneurs. We also coach them on how to be effective mentors. In the future, we wish to streamline the mentoring process further by creating an app for mentors and mentees to connect.

Campus Startup Circle:

sustainable Creating а ecosystem for entrepreneurship must go beyond identifying, mentoring and funding startups. It must involve firing the imagination of young people at a time when they begin to chart their career path. It is towards this end that the Campus Startup Circle has been formed, furthering the initiatives Nativelead has already put in place in colleges. It is focused on educational institutions and 100-plus colleges are now part of the Circle. A tie-up with the Entrepreneurship Development & Innovation Institute (EDII) of Tamil Nadu enables us to work at an accelerated pace in south Tamil Nadu and Chennai and offer deeper programming.



MORE THAN 400 VOLUNTEER

hours spend on weekly strategy sessions

Native Angels Network:

Native Angels Network Association is a prime pillar of Nativelead Foundation. Nativelead's bid to motivate and mentor young entrepreneurs can only bear fruit when supported by necessary financial investments in time. New models of risk investment, such as Angel Funding and Venture Funding, are the ones that can support such entrepreneurship. NAN is one such funding facilitation forum with a unique conceptual model designed to suit tier 2 and 3 cities and towns.

INVESTOR PROGRAMS



Karur, April 19, 2019

An investor learning session was conducted at Karur for Nativelead members with M. V. S. Mani, Central Board member, and R. K. R. V. Kannan, Auditor, as guest speakers. They enlightened the participants on the criteria to validate an idea-stage startup and how to derive valuation for early-stage startups. The nuances of angel Investing were explained by Mani while Kannan took them through the funding process — from deriving the term sheet to documentation. The Karur Chapter members gained valuable insight into validation of a startup.

Coimbatore, July 18, 2019

A discussion on 'Investment Ecosystem' was organised at STEP-PSG College of Engineering and Technology in which Shanti Mohan, CEO & Co-Founder, Lets Venture, participated. The other panelists were R. Shivarajah, CEO & Founder, Nativelead; Jayaram Govindarajan Chairman, Nativelead, Coimbatore Chapter, and Premnath, Vice-Chair.

The panel discussion revolved around the investment ecosystem, its growth and challenges faced by entrepreneurs and angel investors. It turned out to be a lively session with good participation as investors came out with ideas and strategies to identify scalable models and provide mentoring support to budding entrepreneurs

Pitch Chennai, April 26, 2019

A pitch session for the newly formed Nativelead-Chennai Connect Chapter was held in Chennai on April 26, 2019, in which a good number of investors and members participated. Latha Pandiarajan welcomed the gathering. Two interesting startups -- TALE, an edu-tech venture, and IDEA RX, a healthcare venture -- createda buzz among investors at the meeting.

Karur, July 23, 2019

Two startups – Hangrow and Carbon Masters – presented their ventures that attracted a lot of interest among investors at the Karur pitch session. Nineteen investors participated in the session in which it was decided to visit the Carbon Masters facility in Bengaluru. The session concluded with networking among participants. Nativelead Karur Chapter Chairman Suseendran welcomed the gathering.

Erode, July 31, 2019

Hangrow and Carbon Masters again presented their ventures to a gathering of investors at the monthly pitch session of the Erode Chapter. A group of investors expressed their interest to visit the Carbon Masters plant in Bengaluru. Shanmugasundaram, Chairman, Erode Chapter, welcomed the participants.

Coimbatore, August 7, 2019

The monthly pitch session of the Coimbatore Chapter featured a presentation by Hangrow and FirstU. A group of investors evaluated the pitches and gave their feedback. New members had an opportunity to network and learn to evaluate ventures.

Chennai, August 29, 2019

The pitch session of Chennai-Connect Chapter had the participation of 18 members. Two ventures – FirstU and Uzhavarbhoomi – presented their ideas at the meeting. Sivakumar Sadayappan, Vice-Chair, delivered the welcome address. It was a purposeful interactive evening.

Madurai, August 31, 2019

A pitch session followed the executive committee meeting of the Madurai Chapter in which several investors participated. FirstU and Uzhavarbhoomi made their presentations. S. Rajamohan initiated a discussion on membership renewal and other activities related to the Madurai Chapter and its satellite chapters at the executive committee meeting.

Karur, September 9, 2019

Again, FirstU and Uzhavarbhoomi made their presentations at the monthly pitch session of Karur Chapter. The two startups attracted the attention of investors. A lively discussion followed the presentation.

Erode, September 16, 2019

It was again FirstU and Uzhavarbhoomi who pitched for investment at the monthly session of the Erode Chapter. Investors engaged with the startups on various aspects of the ventures from a business perspective.

Karur, October 22, 2019

Boson White Water and Tytoor pitched their ventures at the monthly session of the Karur Chapter. Both ventures elicited a good response from investors in the interactive session in which investors evaluated the viability of investing.

Erode, October 23, 2019

A discussion on the feasibility of investing in Boson White Water and Tytoor was the highlight of the monthly session of the Erode Chapter. The founders of the startups and investors were engaged in an interactive session to further explore options on funding requirements.

INVESTOR PROGRAMS



Coimbatore, October 24, 2019

Boson White Water and Tytoor were invited to make their presentation at the monthly session of the Coimbatore Chapter. Member participation was good and an informal networking session also happened on the occasion. Both startups had the participants engaged and interested.

Chennai, November 16, 2019

A lively discussion featured the session organised by the Chennai Connect Chapter in which Boson White Water and Tytoor pitched their cases for investment.

Karur, December 17, 2019

FinOs pitched its idea for funding at the monthly session of Karur Chapter. The meeting saw a good participation of investors and the evening networking session was a bonus.

Erode, December 18, 2019

Participants at the monthly session of the Erode Chapter had a lively discussion with the founder of FinOS, who pitched for investment. The investors were keen to understand FinOs' business plans.

Coffee with Naga, Karur, June 11, 2019

Nativelead Chairman Nagaraj Prakasam's reputation as an angel investor and mentor to many successful entrepreneurs ensured a packed hall of investors and entrepreneurs. He started with a brief on the investments of the Nativelead Angels Network in ventures like Happy Hens, Nativespecial, Laymen Agro-Vilfresh and S. P. Robotics that created a huge impact on the region's economic growth and development. He explained how mentoring was taking the lead role in the ventures. The role of a leadinvestor was very crucial in the funding process, he said. The share certificate of the recently funded venture, Laymen Agro-Vilfresh, was handed over to theinvestor at the event.

Tiruchi, September 12, 2019

A meeting of investors to explore the possible initiatives in the region was held at Tiruchi in which Nativelead Chairman P. Nagaraj interacted with members on reviving the activities of the Tiruchi Chapter.

Karur, December 23, 2019

Caldwell Velnambi, Founder, EPR Logic, USA, and Vice-President, FeTNA (Federation of Tamil Sangams of North America), delivered a talk on 'Reverse Acquisition' at the meeting organised by the Karur Chapter. Investors who attended the meeting gained new insights into investment opportunities in the USA for Indian business leaders.

Bengaluru, August 1, 2029

This was Nativelead's first investor field trip to Bengaluru to interact with the Carbon Masters' team and its facilities. An enthusiastic group of investors from Karur and Erode registered for the trip. The day kicked off with a visit to Carbon Masters' bio-enriched organic manure facility at Malur (Hosur). The investors had a first-hand experience of how garbage is processed to get organic manure.

The next stop was at the BBMP 4 TDP plant in Koramangala. Carbon Masters has installed a plant inside the garbage collection centre to process collected garbage. The investors had a lively and knowledgeable interaction with the team at thecentre.

Lunch was a totally different experience as our investors were treated to a delicious cuisine at a popular restaurant "Truffles" that offered different types of food cooked using bio-gas supplied by Carbon Masters.

After lunch break, the team visited the office of Fresh World. The venture is one of NAN's co-investments with Indian Angels Network. The members had a meeting with the founder, Rajiv Rao, on the latest updates and future businessplans.

The team reached NSRCEL IIMB for tea and chat with P. Nagaraj, Chairman, Nativelead, In-House Mentor at NSRCEL IIMB. An interesting pitch session was also organised with startups incubated at theNSRCEL.



STARTUP PROGRAMS



Digital Presence Madurai, April 27, 2019

Manick, Executive Committee member, Native Startup Circle, made a presentation on 'Building a digital presence for startups' at the Madurai session in which 15 startups participated. The educative and informative session also featured a live demo of website building and Google Map pointing.

Aadukalam Madurai, July 10, 2019

Nagarajan Prakasam, Chairman, Nativelead, conducted a session on "Secrets of Scaling and Mentoring'in which he explained the scaling process for non-tech startups. Founders of two companies with Nativelead's investments – Selvakumar Varatharajan of Vilfresh and Manjunath of Happy Hens – shared their experience in the journey with Nativelead. The session brought together three other activities on one platform.

Aarambam, Nativelead's competition on business ideas forstudents and mainstream startups, was launched on the occasion.A mentoring clinic was conducted in the evening in which 15 mentors, 20 mainstream startups and 10 student startups participated. Participants interacted with the mentors related to their domain and had their ideas validated. Top three startups were selected for direct entry into the Aarambam competition.

Madurai, July 27, 2019

Bouncing Board, one of Nativelead's activity programs for startups, was held at regular intervals during the year with selected startups. They presented their challenges to peers and sought solutions through open discussions. Ram Satish, founder of IdentifYou, was the presenter at this session. His venture deals with the maintenance of web domains. His team consists of 7 members and his biggest challenge is resource management and motivating the team to achieve its goals. The session served as a platform for startups to find solutions to their problems.

Mentoring Clinic Erode, August 17, 2019.

Seventeen mentors and 10 student startups attended the clinic. Following validation of ideas, the mentors selected the top three ideas to qualify directly for Startup Mania-Startup Business Idea Competition.

Aadukalam Madurai, August 24, 2019.

A session on "Entrepreneurship Highs and Lows" was organised with Neethi Raj, Director, Vaighai Chemical Industries, delivering a speech on barriers and obstacles faced by young entrepreneurs. "Every startup has the will to establish its own venture but unfortunately has limited knowledge on the various aspects of entrepreneurship. Guidelines and focusing on goals and weighing the pros and cons of any domain will help them to understand

Ullathinavu Koll Coimbatore, August 28, 2019.

The Coimbatore Chapter conducted a session named "UllathinavuKoll" with Prince, a Guiness World Record holder for the largest lesson in creative thinking, as the speaker. His gave a success mantrafor entrepreneurs: 3Es --Experience, Emotion andExcitement. He said that creating a unique story with an emotional connect was the secret to creating an unbeatable brand value for the product or service. "Creative thinking is a skill enhancement in today's world of Artificial Intelligence."

Bouncing Board Madurai, September 14, 2019

The monthly session again proved to be a rewarding experience for startups as they were able to find solutions for the challenges facing them through interaction with peers. The session also helped participants to network and connect with other startups.

Aadukalam Madurai, October 18, 2019.

The monthly session for startups was moderated by Purushotham, author of the book, The Transition. 'Transition' is a community of changemakers initiated by Mr. Purushotham. It believes in transitioning "self" as an effective way of transitioning the world for the better. His life goal is "Transitioning people from where they are to where they want to be". The startups who attended the program were engaged in an exercise to understand where their entrepreneurial journey actually stands

Mentoring Clinc Coimbatore, October 19, 2019

The Coimbatore chapter launched the Mentoring Clinic in this session. Unnamalai, Executive Committee member, Nativelead, Coimbatore Chapter, spoke on the topic, 'Build Your Startup! A one-on-one interaction with entrepreneurs and mentor was held before the start of the session. Entrepreneur participation was good at the session in which the speaker shared her journey and the challenges she faced

Brainstorming Tirunelveli, October 30, 2019.

R. Sivarajah, Founder, Nativelead, spoke on '10 Actions for best Start' in this session in which 10 startups participated. The meeting was about the journey towards entrepreneurship. Participants raised several queries to gain clarity about successful entrepreneurship.



CAMPUS PROGRAMS

MoU Signing

Madurai, August 26, 2019, Velammal College of Engineering and Technology.

The Campus Startup Circle program, 'Trigger Your Passion,' began with the signing of a Memorandum of Understanding between Nativelead and Velammal College of Engineering and Technology. The objective of the MoU is to identify potential entrepreneurs on campus and expose them to entrepreneurial skills. Sivarajah Ramanathan, Founder & CEO, Nativelead, explained the concept of Campus Startup Circle and how it would mentor potential entrepreneurs, Ganesh Natarajan, Vice-Chairman, Velammal Educational Trust, delivered the presidential address, G. Manikandan, Head, Department of Mechanical Engineering, VCET, welcomed the gathering.

A.K.B. Nawas Babu, Vertical Convenor- Mentoring Initiative, Nativelead, and Managing Director, S.A.Knitwears, spoke about his entrepreneurial journey. Dinesh Pandian, Co-Founder, GEOMEO Informatics, shared his domain expertise and knowledge. Kabaly Subramaniam, Founder & Principal Consultant, Rakansas Consulting, gave a brief on startup opportunities in a digitally transforming world. Arun Senthil, Assistant Professor, Department of Mechanical Engineering, proposed a vote of thanks.

A three-day workshop to engage students in creating ideas and to envision entrepreneurship as a fruitful passion was conducted at VCET from September 19, 2019, under the Nativelead's Campus Startup Circle program.

The objective of Campus Startup Circle is to inculcate the culture of innovation, intrapreneurship and entrepreneurship in higher education institutions. The students were divided into groups and engaged in the various activities. They were supported by mentors from Native Startup Circle.



Ideators Coimbatore, November 6/7, 2019

Ideators' is a startup business plan competition aimed at identifying and showcasing the entrepreneurial abilities and skills of aspiring students and emerging entrepreneurs. The third edition of the program, in partnership with Nativelead, was held at Jansons School of Business. Students from 52 institutions participated in the event in which 81 ideas were presented. A workshop on 'Design thinking using NLP techniques' was organised for the participants on the inaugural day. A panel discussion on 'The Startup Ecosystem: Challenges & Opportunities' was held on the second day. Among the 81 ideas presented at the program, ten best ideas were shortlisted to pitch for the top three slots. The top three were given prizes by jury members and JSB administrators.

Tamil Nadu Student Innovator Tirunelveli, November 26, 2019

The Tamil Nadu Student Innovator program was organised jointly by Nativelead and EDII, Tirunelveli Region, Anna University-Tirunelveli Hub, at St. John's College. It was inaugurated by Haniffa Mohammad Riaz, Founder, King's Group of Companies. Ramaiah Chidambaram, Founder & CEO, Whizifi Robotics, in his speech, inspired the students with a talk on his startup journey. The event was an awareness program about the Tamil Nadu Student Innovator Award 2020. It was intended to identify student innovators and provide support and knowledge on how to develop their ideas.



Madurai, January 10/11, 2020.

TNSI Madurai Region Ideation Camp @ Thiagarajar College of Engineering on 10th to 11th Jan 2020

The "Tamilnadu Student Innovator 2019" Ideation programme was organized at A.P.C. Mahalaxmi College for Women, Thoothukudi by AURCT-IEDP hub, Anna University, Regional Campus, Tirunelveli & partnered with Nativelead. The objective of the programme was to generate ideas & solutions through sessions such as sketching, prototyping, brainstorming and other various ideation techniques.

Dr.N.Meenakshi, Principal A.P.C. Mahalaxmi College for women, Thoothukudi welcomed the gathering & the participants of the ideation program. Mr.G.Daniel Prabhakaran, Executive, Tamilnadu Startup & Innovation Mission, Entrepreneurship Development & Innovation Institute, Chennai, gave the inaugural address. He emphasised the importance of innovation, to tap one's potential & solve problems.

Mr.Jesu Raja, Founder, Pepperlearn conducted a workshop for the students on mind mapping, making a prototype, testing the prototype and bringing the product to market. Participants from various colleges pitched their ideas, explaining the problems they are solving, production cost, pros & cons of their innovation. Mr.Siva Barathi, Field Coordinator, AURCT-IEDP, HUB, Tirunelveli proposed the vote of thanks. He gave a brief presentation on the steps taken by the government of Tamilnadu to create innovation in the ecosystem.



Boot Camp Tirunelveli, January 23-25, 2020.

Nativelead partnered with AURCT-IEDP HUB, and Anna University-Tirunelveli for the Tamil Nadu Student Innovator 2019 boot camp. Students with innovative ideas, who were chosen in the ideation camp organised to create awareness of Tamil Nadu Government's startup programs on college campuses, participated in the boot camp.

S. Silas Sargunam, Hub Coordinator, AURCET-IEDP, Tirunelveli, addressed the participants. G. Daniel Prabhakaran, Executive, Tamil Nadu Startup and Innovation Mission, Entrepreneurship Development and Innovation Institute, spoke about creation of viable ventures. On the second day, the participants learnt about idea creation, network creation, innovation and design thinking. Students were trained to write a challenge statement after participating in sessions on mind mapping, prototype designing, market research and revenue generation.

On the final day, the students presented their ideas to a jury consisting of Suresh Kumar, Dean, Anna University-Tirunelveli; S. Silas Sargunam, Hub Coordinator, AURCT-IEDP Hub, and R. V. Shajeevana, Additional Director, EDII-TN, Chennai. Certificates were presented to the participants. Dr. Silas proposed a vote of thanks.



PARTNERED EVENTS

Madurai, Tirupur and Salem

Nativelead partnered with CII Startupreneurs, a forum of CII to promote and build the startup ecosystem across Tamil Nadu, to organise sessions related to corporate-business connect for startups at three locations -- Madurai (September 6, 2019), Tirupur and Salem (September 13, 2019).

Tamil Nadu Story

Chennai, September 26, 2019

India's leading online magazine for entrepreneurship, Your Story, together with Nativelead conducted this mega event, Tamil Nadu Story, in Chennai. A panel discussion was conducted as part of the event with a host of experts. R. Sivarajah, CEO & Founder, Nativelead, led the discussion that touched upon topics like native startup ecosystem and challenges faced by startups. Mr.Sivarajah spoke about the eco-system in small towns and the activities and programs of Nativelead to help build and strengthen economic development.

DigitAll Sangamam Madurai, October 18, 2019

DigitAll Sangamam 2019 focussed on technology, applications and prospects of IT-ITES. The term Sangamam means 'confluence' and true to its name the event was a confluence of IT-ITES, emerging startups/SMEs/ established entrepreneurs/corporate leaders/futuristic students and consumers/general public. DigitAll is an initiative by the Tamil Nadu Chamber of Commerce and Industry and it is spearheaded by.J. K. Muthu, Managing Director, Kamalam Infotech. Nativelead Chairman Nagaraja Prakasam took part in an interactive session on 'Myths and truths about angel investing' in Tamil. It was moderated by Mr. Sivarajah.



Vellore, December 17, 2019

Mr. Sivarajah delivered a talk on 'New age agri-business' for startups and students at VIT, Vellore. He gave a brief introduction about Nativelead and its activities engaging with startups in tier-1 and tier-2 cities and emphasised the significant place for agri-businesses in the current startup ecosystem. The trend in investments was also more in agri-based ventures and India would soon see a boom in agro products, he said.

The Talk Coimbatore, December 18, 2019

The Talk is a forum that engages with SMEs and startups on a regular basis to help solve the challenges faced by entrepreneurs. It is committed and focussed in creating platforms for small and medium businesses to connect, engage and help scale their businesses.

Mr. Sivarajah delivered a lecture on 'Innovation- The survival Mantra' at the forum. He spoke on the essential elements needed to become a new-age entrepreneur.

Coimbatore Vizha

Coimbatore Vizha is an annual festival of Coimbatore in which all the city is brought together to celebrate all things Kovai. The 12th edition, which was conducted from January 4 to 14, featured engagements with the community through art, culture, education, entertainment, food, travel, heritage, technology and many more as a grand celebration preceding the Pongal Festival. When we speak of Coimbatore, its inherent entrepreneurial spirit cannot be ignored. This time, a new introduction to the line-up of Coimbatore Vizha was "The Pitch," which celebrated the spirit of entrepreneurship. The objective of The Pitch was to bring together all the bodies and organizations working in this space, locally and nationally, to collaborate and enable a sustainable environment for the growth and innovation of the community. Organizations who partnered for this event were Nativelead, TIE and PSG-Tech, and facilitated by CII - Young Indians.





Aarambam Prelims Madurai, September 21, 2019

The fifth edition of the Aarambam, a popular competition for startups, conducted by Nativelead in association with CII-Young Indians, started off with the preliminary rounds at Thiagarajar College. The competition has three stages – selection process, bootcamp and the finals.

Startups, who had submitted their ideas, were shortlisted for evaluation and judged by a jury. The shortlisted startups further worked with mentors to work out finer details before the finals. A one-day boot camp was conducted for the startups shortlisted for the finals.

Finals Madurai, October 18, 2019

Aarambam 5.0 startup competition finals were held at Thiagarajar College. It was a three-month collaborative effort by Nativelead and CII-YI Madurai for the fifth consecutive year. Aarambam is a significant platform for early entrepreneurs and students to pitch their ideas and seek necessary resources and support.



Erode Startup Conclave - Startup Mania 4.0

Startup Mania 4.0 2020 was officially launched by Mr.Gokul Shrinivas, Founder – Minionlabs on 17.08.2019 @ Kongu Engineering College. Promotional campaign was done through diverse methods such as Press Release, Mails to Colleges, Social Media - Facebook, WhatsApp, LinkedIn, Instagram and in particular through Road shows in colleges in and around Erode. Mails and Posters were sent to all Engineering, Arts and Science, Polytechnic, Agri Colleges and B- Schools across TamilNadu.

Boot-camp for 13 ideas of Students and 5 ideas of Other Innovators was held on 08th & 09th Jan 2020 at TBI@KEC. Nativelead had coordinated the bootcamp and allotted resources persons as experts. Topics covered during the bootcamp were "Business Model Canvas", "Financial Modelling" and "Understanding Sales and Marketing".

Startup Mania 4.0 2020 had culminated with a "Startup Conclave & Innovation Award Ceremony" on 10.01.2020 at D'Wayfarer Inn, Erode. An eminent entrepreneur from USA delivered a keynote address and young entrepreneur gave a special address on "Evaluation of Entrepreneurship". A panel discussion on "Innovation – The Survival Mantra" was also held and young startups with diverse background were the panellist. More than 125 participants attended the conference.

The event had a panel discussion on the topic "Innovation – The Survival Mantra". The panel discussion was moderated by Mr.R.Sivarajah, CEO - NAN | Founder & President - NLF. The panelists included Mr.S.Krishnan, Co-Founder, Yellowbag Foundation; Mr.P.Vetrivel, Founder, UzhavarBumi; Mr.Sandal Kotwala, Founder & CEO, Alfaleus and Mr.Ashok Kannan, Co-Founder, Happy Hens.



STARTUP TAMILNADU 2020

Aayiram Pookkal Malarattum & Startup Tamil Nadu 2020

We wanted to make 2019-20 a turning point and the start of another race to reach a new milestone. With this objective, we designed a 10-year roadmap, AayiramPookkal Malarattam, a project to create 1000 startups from the small towns of Tamil Nadu in the next 10 years. The plan has annual segments and every year will end with a mega event "Startup Tamil Nadu". The idea is to identify and support 100 startups every year, so that we will achieve the 1000-mark in 10 years.

We started the process in November 2019 by organizing 13 programs under the brand, Thedal, in 14 different small towns to identify startups. We shortlisted 100 startups through the Thedal programs and divided them into 5 cohorts to conduct 5 intensive boot camps at 5 different locations.

Launch of Thedal @ Tirunelveli

The chief guest was Gaugarin Oliver, Chairman & CEO, Capestart Inc. The leading lights present at the inaugural event included Edwin Samuel, Founder, Pearl Shipping Agency; Ramiah Chidambaram, Founder & CEO, Whizifi Robotics, and Silas Sargunam, HOD-MBA, Hub Coordinator, EDII TN.

'Thedal,' a program to spread awareness of Startup Tamil Nadu 2020 initiative to identify and support startups, was organized at various small towns and cities. It also provided an opportunity for startups to register for Startup Tamil Nadu 2020.



Thedal Erode, December 6, 2019

AayiramPookkal Malarattum taken to Erode in this meeting. Shanmugasundaram, Chairman, Nativelead, Erode Chapter, introduced the initiative to the participants. Karthi Eswaramoorthy, Founder & President, Ticketgoose.com, delivered a talk to an audience comprising students and startups on the significance of the event and his entrepreneurial journey that was filled with ups and downs.

Pochampally, December 8, 2019

Rajesh Kumar, Partner, Sri Jayasree Products, and N. Chokkan, Senior Software Engineer, Amazon Development Centre, addressed 55 business owners at the Pochampally event.

Nagercoil, December 14, 2019

Thedal program at Nagercoil was addressed by R. Sivarajah in which he gave a brief introduction about Startup Tamil Nadu 2020 and explained the objective to build a positive eco-system in tier-1 and tier-2 cities of Tamil Nadu. The Capestart team lead by Abey and Sudha Suji organised the event in which a number of startups participated.

Salem, December 27, 2019

The Thedal session of Salem was a full house with eager startups. The speakers at the event were Sujith of Matram Foundation and Caldwell Velnambi, Vice-President, FetNa and Founder, ERP Logic (USA). Parthiban Veluchamy of Native special, Selvakumar Varadharajan of Vilfresh and Rajesh of Farm Harvest shared their entrepreneurial journeys. Sudhakar Vaidyalingam coordinated the event.









The Thedal event was conducted at various other locations throughout Tamil Nadu to spread awareness of Startup Tamil Nadu 2020. The objective of the program was to identify and engage with 100 potential early-stage entrepreneurs and connect them with 100 Angel Investors. The event was designed to focus mainly on tier-1 and tier-2 cities. The selected entrepreneurs will receive progressive results, equity investment, prototype grant, coaching/mentoring, market connect, committed co-founders, corporate connect and government grants. Startup founders from the following locations registered for the event conducted throughout Tamil Nadu during January-February.

- 1) Tirunelveli, November 12, 2019, Tiliconveli
- 2) Erode, December 6, 2019, Kongu TBI
- 3) Pochampalli, December 8, 2019, JK Hall
- 4) Nagercoil, December 14, 2019, Capestart
- 5) Salem, December 27, 2019
- 6) Madurai, January 25, 2020, Tamil Nadu Chamber of Commerce and Industry.
- 7) Coimbatore, January 28, 2020, PSG College of Engineering and Technology.
- 8) Tirunelveli, January 29, 2020, District Science Centre.
- 9) Thoothukudi, February 5, 2020.
- 10) Dharmapuri, February 15, 2020, Chandra Hall.
- 11) Mannargudi, February 15, 2020, Govind Mahal.
- 12) Chennai, February 18, 2020, IIT-Madras.
- 13) Vellore, February 2, 2020, Auxilium Business Incubation Centre.



Boot Camp

Participants short-listed for Startup Tamil Nadu 2020 from Thedal programs were invited to participate in boot camps in the following places. The boot camp prepared the startup founders for the final day pitching to investors. Various topics relevant to entrepreneurship were discussed and workshops conducted by mentors.

- 1) Madurai, January 24 to 26, 2000, PSY Engineering College, Arasanoor.
- 2) Coimbatore, February 7 to 9, 2000, Fire College.
- 3) Salem, February 14 to 16, Knowledge Institute of Technology.
- 4) Chennai, February 21 to 23, B. S. Abdur Rahman Crescent Institute of Science and Technology.
- 5) Tiruchi, February 28 to March 1, CARE Institute.



Annual Members' Meet

Madurai, June 29, 2019

'Entrepreneurs are the new-age freedom fighters'

The Annual Members' Meet-Madurai had Latha Pandiarajan as the chief guest. In her address, she said that entrepreneurs were the new-age freedom fighters, who could help the country face its challenges in providing jobs to all and develop the nation. She also explained the differences between a startup and micro, small and medium enterprises. "An entrepreneurial venture with a potential for scaling up is a startup. Many startups have failed because the money got from venture capital is not deployed properly and managing finances is a crucial aspect of any venture," she said.

She pointed out how the validation exercise did not always give the right picture. "It is a well-known fact that one out of ten startup ventures succeed and organizations like Nativelead aim at encouraging and hand holding new-age entrepreneurs to enhance their success rate. Nativelead's goal is to encourage new-age entrepreneurs in tier-2 and tier-3 cities to prevent migration and urbanization to help retain talent and focus on growth. Nativelead has launched Native Connect to help native entrepreneurs succeed and give back to their communities," she said.

A memorandum of understanding was signed between CII-Young Indians, Madurai Chapter, and Nativelead to promote entrepreneurship in colleges.

Chairman of the Madurai Chapter S. Rajamohan said that bridging the gap between Madurai and cities like Coimbatore in terms of industrial growth and entrepreneurship was the need of the hour.



Erode, June 25, 2019

Nativelead Erode Chapter's annual members' meeting featured a session on 'Startup culture: A fad or gamechanger' in which J. Narayankumar explained how today's entrepreneurial ventures were changing the economy with innovation. He said that the new-age digital era was creating a never-before-seen change in startup culture and the emerging technology advances were the real gamechangers. Cutting edge competition was creating new ideas to thus creating million-dollar ventures, he added.

Chairman C. D. Shanmugasundaram gave an update on the investments of the Erode Chapter. Committee members outlined the plans for the coming year for different verticals. U. R. C. Devarajanemphasised the need to create an ecosystem to nurture entrepreneurs in the region. A robust and radical thinking social change was the need of the hour to create a thriving economy in the Eroderegion where investing in traditional businesses was the norm. A new breed of new-age entrepreneurs must be nurtured and funded to put Erode on the path to economic growth, he said.



Annual Board Meeting

Coimbatore, December 3, 2019

The annual board meeting of Nativelead held at Coimbatore discussed new initiatives and activities of the central board and chapter boards. Those who addressed the meeting included Latha Pandiarajan, Shiarajah Ramanathan, Sriram Sankaran, Ligi George and C.D.Venkateshwaran.



Partnerships



Confederation of Indian Industry

The Nativelead initiative was first launched as a Startups Development program by CII, Madurai zone in the year 2012. Then the Tamilnadu state CII Chairman Mr.R.Dinesh of TVS Group guided the project in the capacity of Chief Mentor and another past Chairman Mr.Karumuthu T.Kannan of Thiagarajar Mills helped in the capacity of Patron Chairman. On September 14th, 2012 the initiative was formally launched at Thiagarajar College of Engineering. Subsequently, Nativelead shaped in to a standalone entity and continued to work with CII as knowledge partner for Startup initiatives. Currently, Nativelead is the Knowledge partner for one their Southern Region's flagship events, of CIIStartupreneurs. Also Sivarajah Ramanathan, founder, Nativelead is the co-convenor of the CII TN State Startup Initiatives panel for the year 2019-20.



Entrepreneurship Development & Innovations Institute, Government of Tamilandu

EDII is the state government nodal agency for Startup ecosystem development in Tamilnadu. Last year we tied up with EDII and executed several programs at different locations for college students. They also extended support to run our Startup Contest events. Nativelead is closely working with EDII in designing and delivering different entrepreneurship promotional programs and events.



Centre for Innovation, Incubation and Entrepreneurship, Unit of IIM, Ahmedabad

CIIE, the Startup Incubation unit promoted by IIM-A is the country's most reputed and biggest ecosystem developer. Nativelead had the privilege of getting incubated in one of their capacity building programs in the year 2014 and received continuous guidance. This year we are in talks with CIIE - Startup Oasis for implementing their Innocity ecosystem development program in Tamilnadu.



Indian Angel Network

IAN is our knowledge partner and helped us in creating the right systems and processes when we launched our investing arm Native Angels Network in 2015. Nativelead works closely with IAN in co-investing deals.



Young Indians

YI is a sub forum promoted by the Confederation of Indian Industry for individual professionals under the age of 45. Nativelead is closely working with YI since 2015 in creating and running annual Startup competitions. Some of the programs are "Aarambam" (with YI Madurai), "Startup Mania" (YI Erode), Yutry (YI Trichy), Ozhimayam (YI Salem) and The Startup Contest (YI Coimbatore).



PSG STEP (Science & Technology Entrepreneurial Park of PSG College of Technology Coimbatore)

PSG STEP is one of India's oldest Technology Business Incubators and an iconic brand in Coimbatore. Nativelead has a comprehensive alliance with STEP for mentoring, training and investing in startups. STEP hosts Nativelead inside their campus and most of our events happen in the premise of PSG STEP.

YOUR STORY IGNITE

Your Story is the leading online news portal focused on entrepreneurship. Nativelead has partnered with YS on exposing the local entrepreneurial talents of Tamilnadu under a focused joint initiative called Yourstory - Native Story.



Technology Business Incubator, Thigarajar College of Engineering, Madurai

The TBI at TCE and Nativelead have signed an MoU for conducting joint programs and extend mutual support in creating a positive ecosystem for Startups in and around Madurai.



Technology Business Incubator, Kongu Engineering College, Erode

The TBI at Kongu Engineering College and Nativelead have signed an MoU for conducting joint programs and extend mutual support in creating a positive ecosystem for Startups in and around Erode. Besides this KEC TBI works with Nativelead and YI in conducting Startup Mania, a contest for mainstream startups and student startups in and around Erode.



Our association with TIE Chennai is something we always value as their support during the formative stages of Nativelead was something we cherish with gratitude. We closely work with TIE Chennai and TIE Coimbatore on conducting programs and events.



Madurai District Tiny & Small Scale Industries Association (MaDiTSSIA)

Maditssia as one of the largest associations for SME's in the state of Tamilnadu. Nativelead works with this forum in organizing regular joint programs on different topics of new age entrepreneurship.



TexValley

Tex Valley is one of India's largest textile mart complexes located in Erode. Tex Valley is a regular venue partner for Nativelead for conducting events for the regional entrepreneurs.

Sponsors



SAP stands for Systems, Applications, and Products in Data Processing (Anwendungen und Produkte in der Datenverarbeitung in German). SAP was founded in 1972 in Walldorf, Germany and now has offices around the world. Originally known for leadership in enterprise response planning (ERP) software, SAP has evolved to become a market leader in end-to-end enterprise application software, database, analytics, intelligent technologies, and experience management. A top cloud company with 200 million users worldwide.



Portices in finites in Starfing business, Future Focus Infotech Pvt. Ltd. (FFI) offers Strategic IT consulting and Managed Solutions to Technology companies. Incorporated in 1997, FFI has transformed over the years from a plain contract staffing service provider into a leader in Consulting for myriad technologies ranging from application development using Open Source, Microsoft, Java and Mainframe technologies to state of the art SMAC technologies.



company) is a fast track project engineering organization started in the year 2004, dedicated to the field of Environmental Engineering with professionally qualified and experienced team of Environmental Engineers, Scientists, Chemists etc., having a client base of more than 1000+ industries in South India



Synchron Developer Private Ltd.

A Unique Luxury apartment development. Symbolising the ethos of Race Course, the most desired lifestyle destination in Coimbatore.



Head quartered in Erode, Tamil Nadu, URC Construction is a major player in South India and the flagship company of the group. With a rich heritage and an exhaustive and diverse portfolio of successfully completed projects across industry sectors, the company is poised for the next era of growth.



Madras Suspension Ltd

MADRAS SUSPENSIONS LIMITED (MSL) was incorporated in 1987 in Madurai, Tamilnadu, India.

Manufacturing Automotive Laminated Leaf Springs & amp; Air Suspension System for :

Light Commercial Vehicle | Heavy Duty passenger Vehicle Heavy Duty Goods Vehicle | Trailers (upto 40MT Capacity)



ANIL, as the master brand for varieties of vermicelli and flour, has been an ethical food industry leader since 1984. Presently, we are operating with 49 state of the art factories located in and around south India producing high quality products. By delivering best products holding ourselves responsible and accountable, we have earned the trust of millions of families across generations.



Feccuni Singapore Pte Ltd established itself as an independent & dedicated trading company on 16th March 2005. Feccuni is one of Asia's leading suppliers of ferrous and non-ferrous products and has grown steadily and today has a strong client network throughout the world.



State of art facility to create 1000 jobs. Inviting tech companies to come and grow with us. Ready to start fully furnished, Plug & Play seats are available with un-interrupted power and Internet.

MADURAI (HQ)

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COIMBATORE PSG-Science & Technology Entrepreneurial Park Avinashi Rd, Peelamedu, Coimbatore- 4

> ERODE Venbro Polymers 304, Bhavani Main Rd, Vairapalayam, Erode - 4

KARUR

Textile Park 9/2A, (Old No. 2/2A), Thalappatti Village, Karur - 3

TUTICORIN

Pearl Shipping 2 / 3 A, Harbour Express Road, Madathur, Tuticorin - 8

TRICHY

Care Group of Institutions 27, Thayanur, Trichy to Dindugal Main Rd, Trichy - 9

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Partners



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CII

Confederation of Indian Industry