



## **Ministry of Social Justice and Empowerment Government of India**

### **Minutes of Meeting**

#### **Evaluation of SAGE by Empowered Expert Committee (EEC)**

**10th & 11<sup>th</sup> January 2024**

The applications submitted by companies were evaluated on the 10th and 11th of January 2024 through virtual mode. The following EEC members and representatives from Ministry and IFCI attended the meeting:

1. Mr Mathew Cherian
2. Mr Saumyajit Roy
3. Dr Elangovan Kariappan

Representatives from the Ministry and IFCI

4. Mr Sanjay Gupta – Representative from the Ministry
5. Ms.Milly Nandi - IFCI

The EEC members were apprised that a total number of 32 companies have submitted their applications.

A total number of 32 companies across different products were invited for the presentation on 10<sup>th</sup> & 11<sup>th</sup> January 2024. The companies were already given broad parameters for presentation through email. At the beginning of the presentation, it was informed that they had 10 minutes of presentation. The presentation was followed by a round of questions and answers.

Subsequently, the expert discussed selecting the company based on presentation and the product. The decision was taken as follows:

S.No.	Name of the Company	Gist of discussion among experts	Remarks
<b>Startups with a suitable eldercare solution, and have good traction are recommended for the next stage</b>			
1.	Neodocs	NeoDocs is founded by seasoned founders and is solving a constant need for lab tests and diagnostics from the comfort of an elder's home. They already have investors, which would also secure SAGE investment. Their elderly care kit can save money for elders and allow for regular diagnostic data, which is very useful for senior citizens.	Already in traction mode - recommended to move to next stage
2.	TRANSLEAD MEDTECH Private Llmted	Unique lifting requirement from a seat lifting standpoint. This is something which done well, can allow home based entrepreneurs; to access a global silver economy. Given large number of elders suffer from ortho / muscle related concerns, a well desinged product & brand can be effective for the customer	Already in traction mode - recommended to move to next stage

3.	Medeassist Solutions Private Limited (DoseTap)	Medication Pill box-based reminder services will be a need in the elderly care market. The team has built the product well and certainly will be able to stitch B2B and B2C connections.	Already in traction mode - recommended to move to next stage
4.	RxCo Private Limited	Pre-Packaged medicine will be a massive need for elderly who stay alone and need medicine / health support. This is bound to increase with time as elderly population increases and it becomes difficult for elderly to administer medicine etc. on their own	Already in traction mode - recommended to move to next stage
5.	WatchOut Wearables	Watch out has built a senior-friendly watch for activating emergency and also getting important vitals etc., while on the move. Having secured large orders from organisation like Max India, it has the relevant underlying core to grow to the next level. Elders have falls (25%) and have all kind of emergency needs. With such	Already in traction mode - recommended to move to next stage

		technologies, the elderly can move around without fear.	
6.	Anvayaa Kin Care Private Limited	As a 360-degree holistic care platform, Anvayaa Care is doing fabulous work in defining high-quality care standards in the eldercare arena. Its innovation in dementia care app can be transformational for elders and their carers. Anvayaa has built a strong reputation as a high quality innovative and differentiated setup which has the ability to scale up rapidly	Already in traction mode - recommended to move to next stage
7.	Digital Succession Solutions Pvt Ltd	Yellow has taken on a very important and vital aspect of elder's life which goes unnoticed - legal wills. This is something which can scale up and work as a partner to B2C retail individuals but also to large enterprise like banks etc.	Already in traction mode - recommended to move to next stage
8.	Casajoya Private Limited	Casajoya has taken on an ignored but large aspect of clothig suitable for	Already in traction mode -

		vulnerable elders. Comfortable clothing for elders, especially those who cannot wear them on their own and need support from carers, will need to wear smart, comfortable, functional clothing, and Casajoya does exactly this. With committed founders, it has the ability to move high.	recommended to move to next stage
9.	FEETWINGS PRIVATE LIMITED	Feetwings is highly innovative and has IP protection for a unique need but with high prevalence with elderly. Diabetes is a very common condition, and there is a need for the elderly to have monitoring systems streaming in data so that requisite care can be taken.	Already in traction mode - recommended to move to next stagedeploymentage
<b>Recommended seeking more financial details and, if approved, keeping a milestone traction metric-based deployment.</b>			
10.	VR Guides Private Limited	The elderly suffer from loneliness and have deep desires to travel and experience new activities and events. VR Guides allow for a content-based model to help the elderly enjoy a new experience.	It is recommended to seek more financial details and if approved, keep a milestone traction metric-based deployment

11.	Dhanvantri Biomedical Private Limited	A Birac-funded startup, Shruthi has developed a wheelchair with advanced mobility and toileting functions. The unit has seen some early traction as well. As Geriatric demand increases, the demand for various kinds of wheel chairs will also increase.	Recommended to seek more financial details and if approved, keep a milestone traction metric-based deployment
12.	Pikar Healthtech Private Limited	Periodic health checkups in a kiosk context are novel options and have been integrated into an app model as well. Health checkup accessibility and affordability will be a key factor as geriatric population sees a massive increase	Recommended to seek more financial details and if approved, keep a milestone traction metric based deployment
13.	GoHappyClub Private Limited	GoHappy Club focuses on the social wellness and entertainment / events / activity index of elders. While they have focused on a few cities currently, it has the potential to scale up in other cities as well.	Recommended to seek more financial details and if approved, keep a milestone traction metric based deployment
14.	Upayaahealth Pvt Ltd	Dost, Disha, and Salaah are targetted as carer apps for different segments and use	Recommended to seek more financial details and if

		cases. With a strong founding core, and tested usecases, the model has the potential to make an impact on eldercare needs.	approved, keep a milestone traction metric based deployment
15.	Academy For Self Maximization Private Limited	Built on Ikigai concepts, the founders want to build a coaching platform for senior citizens to benefit from counseling and directional goals from purpose to social and emotional wellness.	Recommended to seek more financial details and if approved, keep a milestone traction metric based deployment
16.	LUKAHEALTHCARE PRIVATE LIMITED	Luka Healthcare focuses on creating a carer-enabling system with a sensor and monitoring devices to help track elder movements, and can go to the extent of bed position turns, falls, etc. This can be very helpful once tested adequately on ground	Recommended to seek more financial details and if approved, keep a milestone traction metric based deployment
17.	Taanima Digital Private Limited	Senior Artists teaching on an online platform to share their talent to both young as well as senior citizens can be a beneficial platform for both ensuring talent is shared and that senior citizens are able to stay engaged	Recommended to seek more financial details and if approved, keep a milestone traction metric based deployment

18.	Mobius OrthoAssist Pvt Ltd	As a mobility assistive device which can be fitted on various seating configurations, including a commode, this can be a useful add-on in most geriatric homes.	Recommended to seek more financial details and if approved, keep a milestone traction metric-based deployment
19.	ShilpinMed Technologies Pvt Ltd	Designed as a toileting assistant both in bed and wheelchair-enabled mode, this can be very useful for patients who are unable to move from their bed.	It is recommended to seek more financial details and if approved, keep a milestone traction metric based deployment
20.	Ambula Technologies Private Limited	Ambula aims to be a one stop for all eldercare needs, through partnerships, and care givers. It has been able to develop the base model and needs funds to scale it up	Recommended to seek more financial details and if approved, keep a milestone traction metric based deployment
<b>Startups which are not eligible because of their structure (Trust) or is not relevant to eldercare</b>			
21	Ratandeep Foundation	Traditional old age home in a foundation structure, hence not relevant	Not Eligible
22	SURGICAVE HEALTHCARE PRIVATE LIMITED	Surgicave is into trading and supply of equipments, and does not directly get into innovation deployment	Not Eligible



23	KALLPOOSH FOUNDATION	Kalpoosh Foundation is an old age home, and has a Sec 8 structure - both being reasons why it cannot qualify	Not Eligible
24	SHPERO HEALTH LLP	Shpero is into pharma manufacturing and does not have any eldercare specific aspects	Not Eligible
<b>Companies at a very early conceptual stage</b>			
25	Bhan Enterprises Private Limited	Although this is the right kind of thinking, Bhan has not even started on the product - so have been requested to come back after some traction.	Inform to revert back post-action
<b>Companies which are in eldercare but have no innovation</b>			
26	CAREGIVERS ALLIANCE INDIA PRIVATE LIMITED	Traditional care giving/supply of nurses and attendants - nothing unique about them	Revise and Resubmit – convey to increase innovation
27	DEEVINE NURSING CARE SOLUTIONS PRIVATE LIMITED	Traditional care giving / supply of nurses and attendants - nothing unique about them	Revise and Resubmit – Convey to increase innovation
<b>Not Participated in the Evaluation</b>			
28	MAKUJH INDIA PROJECTS PRIVATE LIMITED		Not present
29	AKAC healthcare private limited		Not Present
30	Farak Busilink Private Limited		Not Present



31	Expert second opinion services pvt limited		Not Present
32	AUC Dental care solutions private limited		Not Present

A total number of Nine companies were recommended to move to the next stage by the expert committee after going through the extensive evaluation process. 11 companies were recommended to seek more financial details and if approved, keep milestone traction metric-based deployment 4 Startups which are not eligible because of their structure (Trust) or is not relevant to eldercare and one Company is in early conceptual stages and two companies are in eldercare but have no innovation.

It was also suggested that more details of the selected companies/start-ups may be collected and IFCl may complete the due diligence before granting the support to the companies.

The meeting ended with a vote of thanks to the chair.

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