

BLUE PRINTS

The Studio Newsletter

Issue 03

FEB 2025 - APR 2025

An Initiative of



WATERPRENEUR STUDIO - ICCW

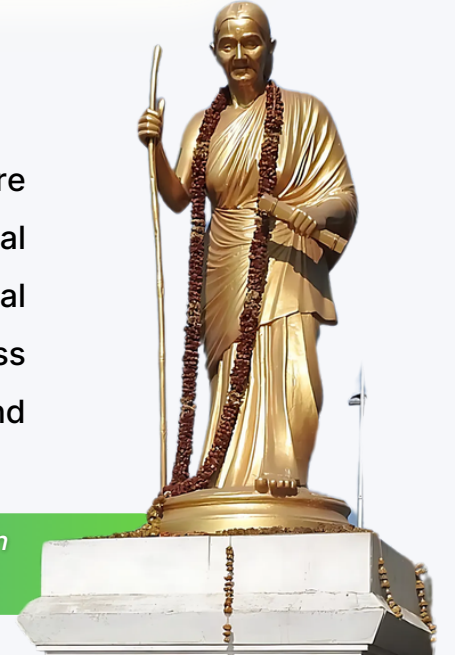
வரப்புயர நீருயரும்
நீருயர நெல்லுயரும்
நெல்லுயரக் குடியுயரும்
குடியுயரக் கோலுயரும்
கோலுயரக் கோலுயர்வான்

When the bund rises,
water rises ;
When water rises,
paddy grows;
as paddy grows,
the people prosper;
as the people prosper,
culture flourishes;
as culture flourishes,
the ruler's stature rises.

Interpretation :

This verse emphasizes how prosperity begins with proper care of the water. Good water management leads to agricultural success, which uplifts the community, strengthens societal order and ultimately builds strong leadership. It's a timeless reminder that sustainable development starts from the ground up — literally with the water.

Avvaiyar was a wise Tamil poetess of the Sangam era, known for her timeless verses on ethics, governance & human value



What's Inside

Akamai CSR Programs 4

Official Visit 6

Startup Mahakumbh 7

Water Day 2025 8

Coffee with Studio 9

Founder's Playbook 10

Connections & Collaborations 11

Monthly Updates

Akamai CSR Programs

Akamai Incubation - Cohort 2

Five selected startups - **Aqrity**, **Tealaa Innovations**, **Terraclime**, **Technomorph** and **Earthfokus** received a total grant of ₹33 lakhs to propel their innovation journey in the water sector. These early-stage ventures are being supported by Waterpreneur Studio - ICCW, which offers a comprehensive incubation ecosystem. With guidance from experienced business mentors and technical experts, the startups will focus on validating their problem-solution fit and building strong Minimum Viable Products (MVPs). This initiative aims to lay a solid foundation for the development of scalable and impactful water solutions.



Signing of the Agreement

In March, the selected startups under the Akamai Cohort II Incubation Program officially commenced their journey with the signing of agreement.



Monthly Updates

Akamai CSR Programs

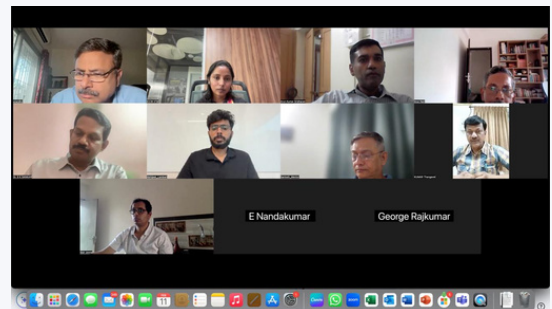
Akamai Acceleration - Cohort 6

This fiscal year, we are supporting four startups under the cohort -6 Acceleration program - Akamai is providing these startups with a grant of ₹1.5 crore for the year.



Mentor-Mentee Onboarding

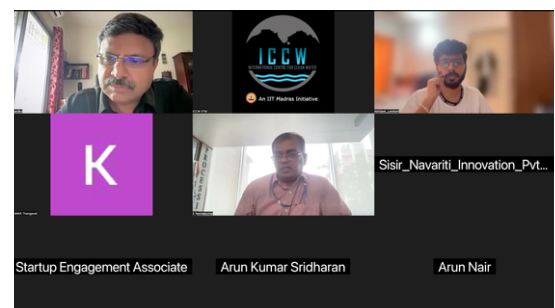
In February, we officially launched the acceleration journey for the latest cohort of startups at Waterpreneur Studio - ICCW with a dynamic Mentor-Mentee Onboarding Meeting. This session set the tone for a journey of growth, guidance & collaboration.



Founders met their dedicated mentors, exchanged ideas, and began building the trust and alignment that are key to any successful partnership. From clarifying goals to defining support mechanisms, this kickoff created a strong foundation for what's ahead – a transformational phase where startups will shape their impactful solutions with expert backing.

Workshop for Akamai Acceleration - Cohort 6

Startups from the Akamai Accelerator Cohort 6 stepped into their workshop session, presenting their problem statements to an expert panel of mentors. The discussions reflected the depth of innovation these startups, the keen interest of the mentor panel in shaping their success.



With clear feedback and fresh perspectives, the session laid a solid foundation for the months ahead. We are excited to watch these changemakers evolve their solutions into impactful, scalable realities!

Connections & Collaborations

Official Visit

Indore's Annapurna Lake Visit

Mr. Nandakumar E, Director, Waterpreneur Studio visited a lake rejuvenated by our supported startup - Clean-Water (Sustainable Water Technologies Pvt. Ltd.) supported through the Akamai Incubation Program, which is transforming urban water bodies nationwide. The startup uses artificial wetlands with native plants like Canna Indica, Vetiver Grass, and Elephant Grass to naturally filter water, absorb pollutants, and reduce toxins. Solar Powered Aerators to improve oxygen levels and prevent stagnation.

During the visit, he engaged with Mr. Priyanshu Kumath, Founder of Clean Water, Their eco-friendly solutions are revitalizing urban water bodies and creating healthier environments for communities and wildlife.



CLUIX Team Visit

Our Chief Operating Officer, Ms. Kavitha Chinnusamy, recently visited the DS Center of Entrepreneurship at IIT Delhi, marking a key step in building synergy between two innovation-led ecosystems focused on sustainability and impact. During the visit, she had an engaging interaction with the team at CLUIX Pvt Ltd, one of our facilitated startup. CLUIX is developing hand held digital water quality testers and analyzer to deduct the contaminants in drinking water.



Startup Expo

Startup Mahakumbh

Celebration of Indian Entrepreneurship!

Waterpreneur Studio supported startups — EarthFokus, Navariti - HELIOT, Lambert, Kyro Sonics, and CLUIX Pvt Ltd — showcased their water innovations at Startup Mahakumbh 2025. The event brought together founders, ecosystem enablers, policy makers, and investors, offering a vibrant platform for collaboration and recognition.

The event served as a powerful platform for our startups to present scalable, sustainable solutions in clean water access, smart monitoring, and conservation technology. It was a moment of pride and visibility for our startups to connect with national stakeholders, industry leaders and investors.

A special highlight was the Startup Maharathi Challenge, where two of our exceptional founders were recognized for their impactful contributions:

- **Mr. Arun Subramanian** -Founder, EarthFokus
- **Mr. Abhijeet Kumar** - Founder, Lambert

Both were honored with the Startup Maharathi Award, presented by Hon'ble Minister Shri Piyush Goyal, in recognition of their pioneering work in water sustainability and innovation.



Celebration

World Water Day 2025

A Day for Water Conservation & Innovation

Waterpreneur Studio, along with its supported startups, participated in the World Water Day 2025 Awareness Event, hosted by the International Centre for Clean Water (ICCW) in collaboration with the International Decarbonization and Renewable Energy Association.

The highlight was a compelling orientation address by Mr. E. Nandakumar, Director of Waterpreneur Studio, who emphasized the vital role of innovation in addressing India's water challenges. The day also featured an insightful water survey, prompting participants to reflect on their personal water usage and sparking meaningful conversations around conservation.



Exploration

Water Today Expo



The Waterpreneur Studio team visited Water Today Expo 2025 held at Chennai Trade Centre from February 26-28, 2025, exploring innovations & partnerships for a sustainable water future.

Exclusive Monthly Meet-Up

Coffee with Studio

Hosting - **Dr. Fawzia Tarannum**

Date: **February 28, 2025**

With a rich background in water sustainability and decades of experience in water governance, Dr. Fawzia Tarannum brought unique insights to our session. She emphasized the critical role of inclusive water management and climate resilience in shaping sustainable business models.

Our founders engaged deeply with questions on stakeholder collaboration and scale up plan. The conversation left participants with a clearer roadmap to embed environmental impact.



Dr. Fawzia Tarannum

*Sustainability Consultant
Water sector*

Hosting - **Mr. Rajarshi Datta**

Date: **April 30, 2025**

With a career marked by building financial resilience and operational agility across sectors, Mr. Datta offered a rare glimpse into how finance can drive innovation in mission-driven enterprises. His session was tailored for early-stage startups navigating growth, impact and fiscal responsibility.

Our startups engaged actively with questions ranging from pricing models, unit economics and budget forecasting. The session gave founders much-needed clarity on how to build strong, future-ready financial foundations.



Mr Rajarshi Datta

*Chief Executive Officer
Country Leader - The CFO Centre*

Founder's Playbook Webinar Series - 6

Entrepreneurial Journey

Featuring - **Dr Akanksha Agarwal**

Date: **February 22, 2025**

In the sixth edition, we were honored to host Dr.Akanksha Agarwal, Founder of AgroMorph Technosolutions—an innovator in nature-inspired, algae-based solutions for urban environmental challenges, now offering low-cost, low-footprint technologies.



Afillal Shaji

Nice session! The breakdown of the startup lifecycle was very useful.

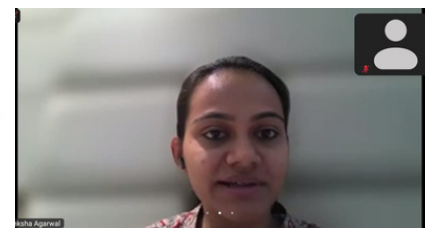
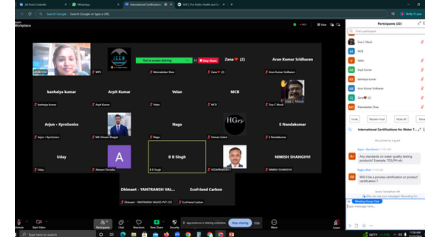
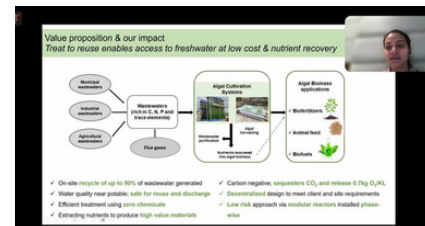
5.0



Ramesh T N

Great balance between motivation, insights and actionable strategies.

5.0



Founder's Playbook Webinar Series - 7

Entrepreneurial Journey

Featuring - **Mr Subham Sourabh**

Date: **April 29, 2025**

In the seventh edition of the Founder's Playbook Webinar Series, we were honored to host Mr.Subham Sourabh, founder of Technomorph Innovation. Subham's entrepreneurial story resonated deeply with aspiring founders focused on water innovation.



Jahnavi Gautam

His transition from student to entrepreneur was particularly inspiring

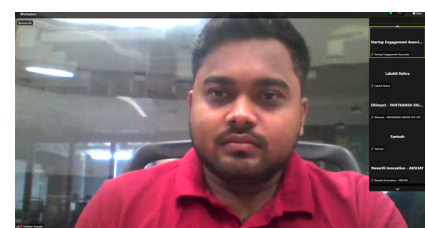
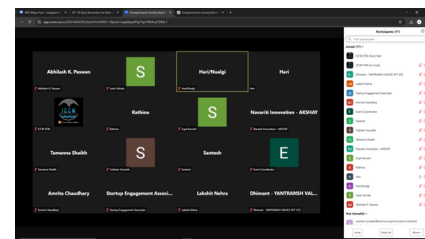
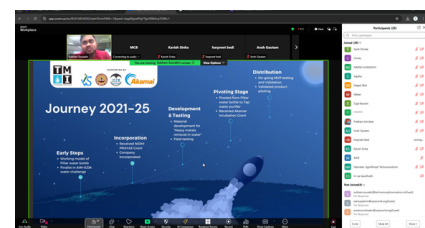
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Sapthagiri

Insights about the pivoting was very useful. Engaging session

5.0



Building Connections & Collaborations

People's Water Data

Session on Entrepreneurial Opportunities

People's Water Data, a global initiative with headquarters in Israel and India and growing presence in Uganda, Ethiopia, Romania, and the UK, is working to make water quality data accessible, transparent, and actionable. By collaborating with researchers, institutions, and local communities, they aim to drive social impact and sustainable change through informed decision-making.



Ms. Kavitha Chinnusamy, COO, Waterpreneur Studio - IICW, delivered a compelling keynote that emphasized the power of entrepreneurship in solving water challenges. With over a decade of experience in startup incubation and impact-focused programs, she shared insights on:

1. **Entrepreneurial Opportunities in the Water Sector**
2. **Support Systems and Challenges for Water-Tech Startups**
3. **Entrepreneur Talk** : Spotlight session with **Mr. Subham** - founder of **Technomorph**

Join the Water Revolution!

Startups are Hiring

Startups supported by Waterpreneur Studio - ICCW are expanding their teams – and they're looking for passionate, driven individuals.

If you're enthusiastic about innovation, sustainability, and creating impactful water solutions, this is your opportunity to be part of something meaningful. Whether you're a fresh graduate or an experienced professional, there's a place for you in this growing ecosystem.

APPLY NOW



https://bit.ly/jobs_portal

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