

Startup Profiles



Building an arm rehabilitation device aimed towards neuro rehabilitation of stroke victims and motor rehabilitation of victims suffering from upper limb motor deficit.
www.beablehealth.com

PROBLEM

- The stroke is considered as one of the leading cause of disability in India and the world. More than 80% percent of the stroke patients suffer from weakness or paralysis of one side of body.
- Traditional therapies are insufficient for patients as there are less number of repetitions practiced in them as compared to what is recommended by neurologists.

SOLUTION

- Designed a patented game based arm rehabilitation device, ArmAble that enables higher repetition which stimulates the brain to rewire and strengthen neural connections leading to a much faster and better recovery.
- Support the patients by remotely connecting to therapists for monitoring and analysing the recovery process of the end users.

IMPACT

- Creating an engaging, interactive and an affordable arm rehabilitation therapy for supporting and assisting a larger audience with efficiency.
- Committed towards working in the space of enabling health and lives, through technology and design to solve the pressing need for stroke related injuries.

- Reach 1,25,000 hours of therapy, 100+ devices across various medical and rehabilitation centres.

- Incubation and grant-in-aid support provided by CFHE, Social Alpha, BIRAC to name a few.
- Multiple orders from Individual Patients

- Recognised by IIT Hyderabad, USISTEF- 60 lakh
- 25 lakh from India Innovation from Growth Programme 2.0

Funding

Business

Seed

In-Revenue

Founders

Habib Ali & Sreehari KG

Location

Hyderabad, India

Year established

2017

2017

2018

2020

Current

- Seed Support 45 Lakh
- Grant support 80 Lakh
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.
- Winner of iPitch, Vilgro

social alpha



Enabling Special Needs Lives, The Data Way

Developing a remote screening platform for identifying and treatment of autism spectrum disorder
www.cogniable.tech

PROBLEM

- There are currently 10 million children in India with autism, and 250K children are being diagnosed every year. Currently diagnosis is difficult, as the methodologies are traditional therapies are expensive
- Furthermore, India lacks trained clinicians to diagnose and treat autism, (ratio is 1: 13000) and majority of them are in cities, while 70% of autistic children are in tier 2 towns

SOLUTION

- An AI based affordable remote screening solution that uses videos (uses human action recognition algorithm) that can be executed by a non-expert
- A remote treatment platform based on ABA (Applied Behaviour Analysis) that can enable a non-expert to provide customized treatment and track of the progress of the child through therapy. It can be accessed by clinicians, parents and schools.

IMPACT

- Timely screening of children with autism, which would enable them to access therapy at an earlier age
- Providing children with autism access to ABA therapy customized to their needs, at an affordable cost, even in areas that don't have trained clinicians for this purpose

Funding



Business



- Distribution network for screening and solution platform to be spread across 100+ clinics, schools and hospitals.
- Creating a pilot for a screening platform around various government hospitals and institutions.

Founder
Manu Kohli

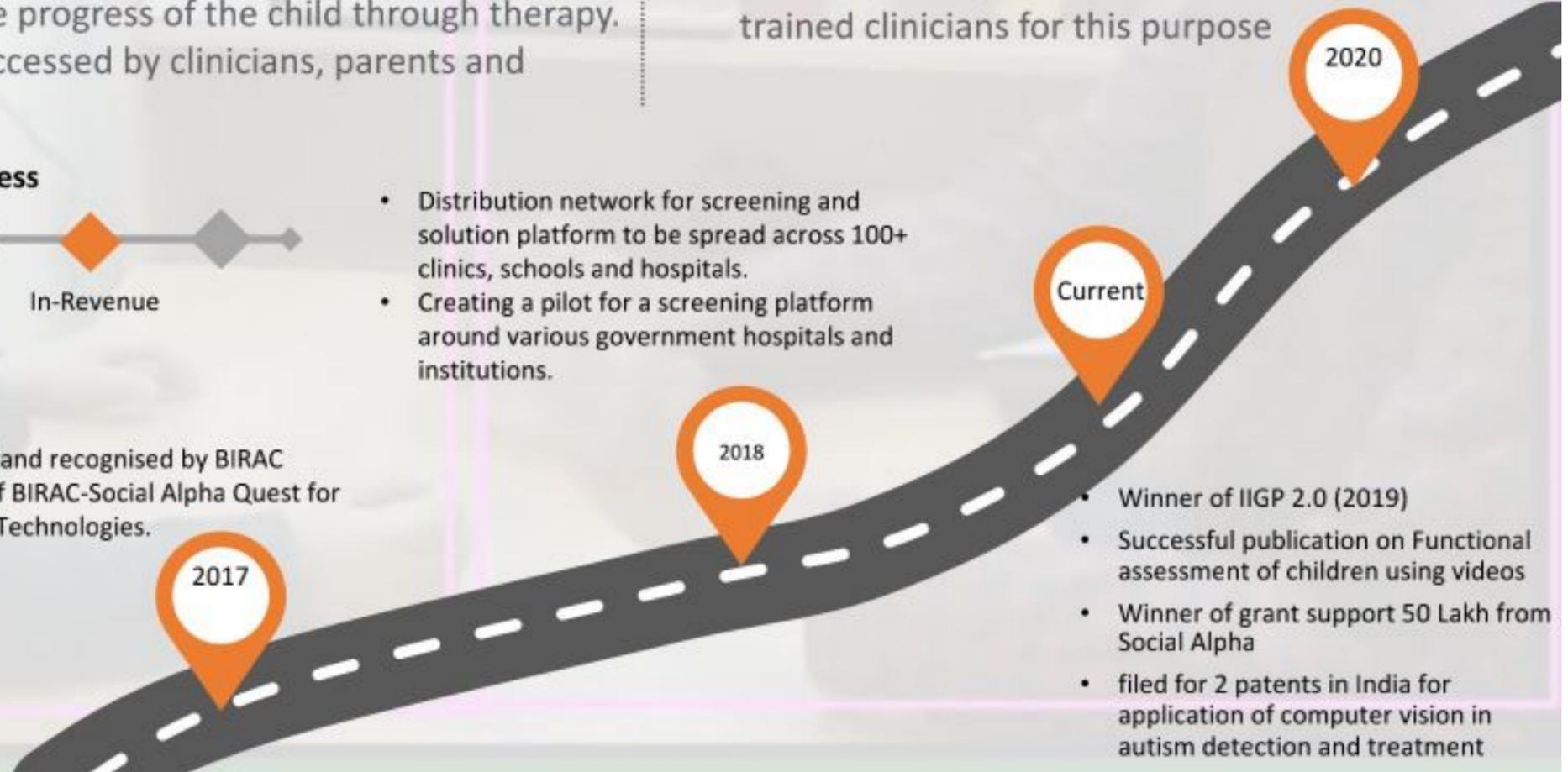
Location

Haryana, India

Year established

2016

- Awarded and recognised by BIRAC
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.



- Winner of IIGP 2.0 (2019)
- Successful publication on Functional assessment of children using videos
- Winner of grant support 50 Lakh from Social Alpha
- filed for 2 patents in India for application of computer vision in autism detection and treatment



FLEXMOTIV

Building highly functional axillary crutches to improve the mobility of disabled and elderly and to improve accessibility on multiple terrains. More Mobility devices in pipeline..

www.flexmotiv.com

PROBLEM

- Traditional axillary crutches are simple rigid sticks and hard to use on uneven and wet surfaces making daily activities hard.
- Improper use can lead to severe injuries such as nerve damage, wrist injury to name a few.
- They are energy demanding and tiring to use rendering people less productive and with low quality of life.

SOLUTION

- Designed in shape of a leg to reduce the jarring forces, leading to an improvement in surface adaptability and user performance
- Advanced shock absorption and forward propulsion technique to ensure smoother mobility of the end users.
- Three point contact provided by toe and heel ensuring stability while walking on wet, uneven and flat surfaces.

IMPACT

- Usage of flexmotiv crutch resulting in reduction of energy consumption by upto 40%
- Impulse and force exertion on leg while its usage have been reduced significantly by 18% and 20% respectively.
- Can be used by the end users even without any support at the initial stage ensuring the movement to be stable on any types of terrain that an individual comes across.

- **The first self standing crutch in the world.**
- **Bought by over 1000+ customers across different age groups with exceptional feedbacks.**

- Incubated borders and grants from BIRAC, IRD IITD and Social Alpha.
- Seed support and grant-in-aid worth 1 crore

- Recognised by IRD IIT Delhi – INR 3 lakh grant

Current

- Advanced Elbow crutch-development in progress
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.

Funding

Seed

Business

In-Revenue

Founders

Arvind SA, Adepur Srinivas

Location

Delhi, India

Year established

2017

2017

2018

2020

SOCIAL alpha

PROBLEM

- Uneven and rough terrain especially with sloping grounds make moving traditional manual wheelchairs almost impossible.
- Traditional wheelchairs are below the normal or expected line of vision creating a blind spot for vehicles leading to many accidents involving wheelchair on the street and sidewalks.
- Getting on and off of public transportation can be very tedious and time consuming.

SOLUTION

- Built a three wheeled powered wheelchair using cycle parts for smoother functioning and better mobility, especially in tough terrains.
- Accessible ergonomic seats and an in-house designed joystick module reducing daily obstacles and ensuring better comfort in the end users day to day lives.
- An easy to fold product which is easily adjustable and controllable.

IMPACT

- Making transportation better for the disabled people and the community as a whole, by providing a versatile, and a light weight wheel chair for a more comfortable and an active lifestyle.
- Providing customisable electric wheel chairs that are cheaper than the traditional ones available in the market for better affordability and accessibility of the end user.



Founder

Dhruv Chaudhry

- Awarded and recognised by Maharashtra Government
- Recognised at Industry Forums such as Ipreneur 17, Nidhi Prayas to name a few.
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.

- Incubation support and seed funding provided by Social Alpha

2018

2016

2020

Current

- Grant support 10 Lakhs

Location

Mumbai, India

Year established

2016

PROBLEM

- Current Braille devices in the market are expensive and bulky.
- Usually the target users find it difficult to access to the current Braille tools due to regional language content being limited in Braille devices.
- Differently abled community in the market is marginalized with low technology penetration due to high costs.

SOLUTION

- Designed and developed an assistive and affordable technology, Braille Me enabling a portable and user friendly Braille display, tested rigorously in harsh conditions like dust, humidity and heat.
- Powered by a patented Braille cell technology enabling an affordable, user friendly and a portable display.

IMPACT

- Equal access of educational content to every child, promoting independent and inclusive education irrespective of the disabilities.
- Building a wide distributional network for the assistive technologies industry as a whole and working towards solving the 3 key issues of the AT Sector- affordability, accessibility and availability.

Funding



Business



Founders

Surabhi Srivastava, Shyam Shah

Location

Mumbai, India

Year established

2017

- Distribution network spread across 8+ major countries such as India, Malaysia, UK to name a few
- Grant-in-aids and awards given by reputed organisations and foundations such as Louis Braille, NASSCOM Foundation to name a few.

- Seed Support 30 Lakhs
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.
- Sonify- A smart hearing aid in making





Innaumation

A \$1 medical device that helps throat cancer patients get their voice back

<http://www.innaumation.com/>

PROBLEM

- Throat cancer patients: unable to speak after laryngectomy due to removal of voice box.
- European prosthesis costs around INR 25,000-30,000; many patients cannot afford.

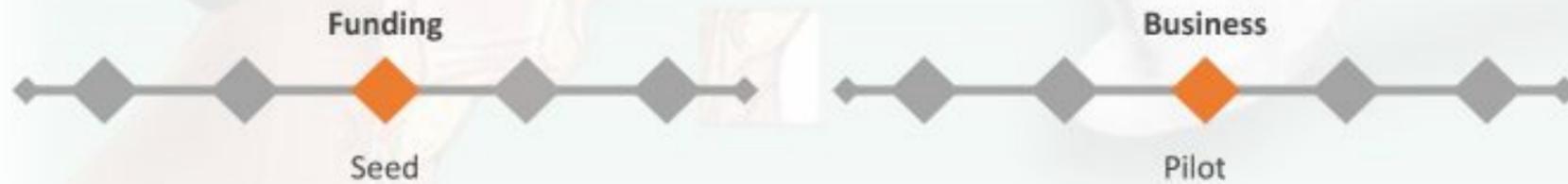
SOLUTION

- \$1 voice prosthesis that helps patients speak again
- No change in process of insertions
- Created Training Module for easy training of doctors

IMPACT

- The implant till date has helped over 150 patients speak again
- Makes speech a right and not a privilege
- Low cost makes the implant accessible to the underserved

- 150 patients with voice box implanted
- Focusing on scale up strategy
- Winner of Birac- Social Alpha AT Quest



Founders
Dr. Vishal Rao

Location
Bangalore, India

Year established
2016

- Company Incorporation





Built a game based digital screening platform designed to help and identify potential neurological disorders in children of ages 3-6.
www.kidaura.in

PROBLEM

- There are currently 10 million children in India suffering from autism with a prevalence rate of 1 to 66.
- When the brain processes information, some signals are just noise. An autistic brain is not able to differentiate signals from these noises and requires immediate attention.
- Autism has been reported in all racial, ethnic and socioeconomic groups.

SOLUTION

- Designed an age appropriate model through digital games which would help in recording and identifying the true essence of the child's nature.
- Technology machine learning platform which would enable the children to play a game capturing game play interactions for true assessment of the child.
- Designed with in-built prompts and patterns making it language independent for the child.

IMPACT

- Making education inclusive and extending it to autism in the future with the primary focus towards brain development of the child.
- Designed with an objective to create more awareness and inclusiveness about autism and other related diseases and to improve the lives of children in their formative years of growth and development.
- A young initiative helping children find their hidden potential and nurture their personalities by rejoicing the differences.
- Created a pilot with 1000+ children across several pre-schools to identify children with potential risk of autism and other related disabilities.



Founders

Sartakh Behl, Tanya Pradhan

Location

Mumbai, India

Year established

2019

- Incubation support and grant-in-aid support provided by Digital Impact, UnLtd India and Social Alpha
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.

2019

Current

2020





Raised Lines Foundation aims to provide text books to visually impaired students in the most accessible manner using tactile diagrams and enables the child to choose their subject by choice

www.raisedlines.org

PROBLEM

- WHO has estimated that 38 million people are visually impaired of which India having the largest, accounts to 15% (Census 2011)
- The blind have access to the textual knowledge in course books, which is available in braille while the pictorial representation, graphs and diagrams are ignored, leading to lack of interest in STEM subjects for these children

SOLUTION

- RLF provides an end to end solution from designing to production of tactile books which are easily accessible and affordable
- Also provides consultation services to various organisations who are engaged in tactile design and production
- They disseminate tactile machines, tools and instruments for creation such tactile diagrams

IMPACT

- 1,00,000+ tactile diagrams produced
- Designed 1000+ unique diagrams
- 4000+ tactile books produced and delivered
- 30+ titles available
- Provided books to 50+ schools and institutions

- Distribution of 2000+books across Schools and NGOs for the Visually Impaired

Funding

Seed

Business

In-Revenue

Founders

Pulkit Sapra, Kunal Kwatra, Piyush Chanana, Jyoti and Lipika

Location

Delhi, India

Year established

2015

- A Section 8 company incubated at Centre of Excellence in Tactile Graphics at AssisTech, IIT Delhi
- Closing working with NCERT, Sarva Shiksha Abhiyan and WSSCC

- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.

Current

2018

2020



stamurai

Developed a speech therapy application to assist stutters learn and practice speech therapy.
www.stamurai.com

PROBLEM

- Approximately 1.5% percent human population of the world suffers from stuttering . A very less percentage of people in India and other developing countries have access to speech therapy facilities.
- Traditional speech therapy practices are expensive and inefficient due to a higher probability of a relapse post therapy.

SOLUTION

- Building a mobile app which acts as a personalised digital coach for the stutterer customisable as per the requirements of the end-user.
- A vault of over 15 fluency techniques taught via instructional videos and quizzes supplemented with exercises to help practice the learned techniques at different stages of the therapy.

IMPACT

- Creating an affordable channel to assist the end users in tackling with the stuttering problem and overcome the psychological and the emotional barriers attached around it.
- The therapy is an integration of “Stuttering modification’ and ‘Fluency Shaping’, the two most popular techniques to help the end user improve and build a more confident and a smooth speech.



- Generated INR 3 Lakh+, over 300 paid subscribers spread across 43 countries.

- App available on both android and iOS play store and platforms
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.

Founders

Meet Singhal, Harsh Tyagi

Location

Delhi, India

Year established

2019

2018

Current

2020





tactopus

Building multi-sensory learning resources to enable children with vision loss to participate in mainstream education

www.tactopus.com

PROBLEM

- Education environment is not completely inclusive for blind students. Images and drawing are integral part of learning, but for 19 million children around the world there are no images in their books, limiting them from pursuing subjects of their choice
- Ratio of special educators to student with visual Impairment is at appalling 1:200

SOLUTION

- Designing learning experiences for alternate senses, aided by an audio assistant
- Support teachers to build DIY repositories of interactive book and modules
- Develop original affordable interactive content with publishers

IMPACT

- Equal access of educational content to every child, promoting independent and inclusive education in all schools
- Support teachers and special educators to build interactive content and tactile books, supporting larger audience

- An open source platform for teachers and parents to develop interactive content
- Reach 250 + Visually Impaired schools



Founders

Chandni Rajendran, Saloni Mehta

Location

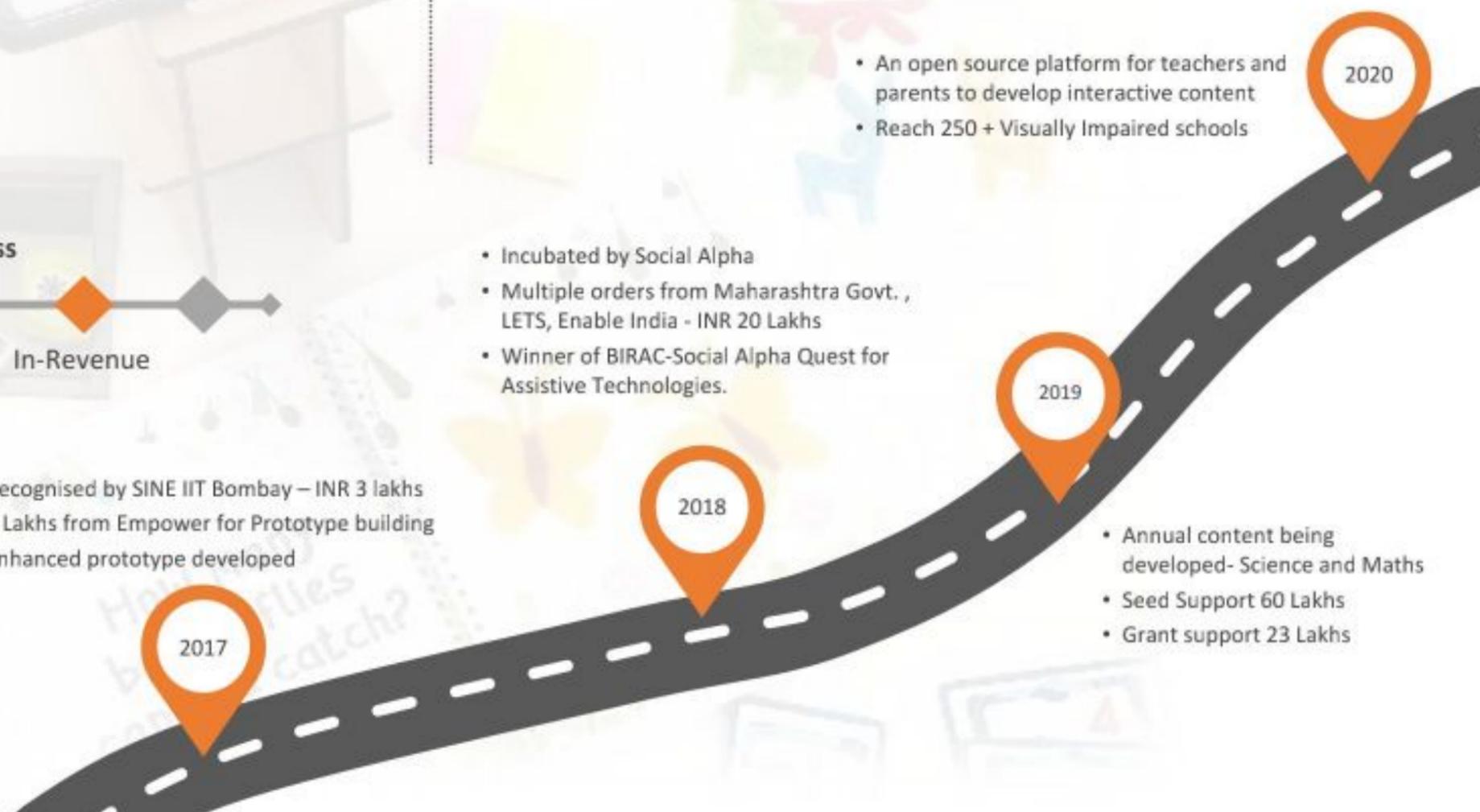
Bengaluru, India

Year established

2018

- Recognised by SINE IIT Bombay – INR 3 lakhs
- 7 Lakhs from Empower for Prototype building
- Enhanced prototype developed

- Incubated by Social Alpha
- Multiple orders from Maharashtra Govt., LETS, Enable India - INR 20 Lakhs
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.



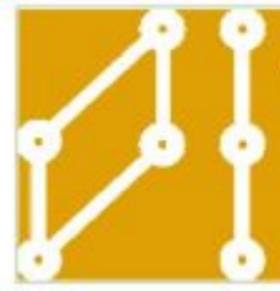
2017

2018

2019

2020

- Annual content being developed- Science and Maths
- Seed Support 60 Lakhs
- Grant support 23 Lakhs



Thinkerbell Labs

A literacy device for the visually impaired, with the objective to solve the problem of low Braille literacy and employability among visually impaired people.

www.thinkerbellabs.com

PROBLEM

- There are currently 285 million children below the age of 15 who are visually impaired. India alone constitutes of 50 % of the blind population of the world.
- Braille literacy rate in India is less than 1%
- Ratio of special educators to student with visual Impairment is appalling 1:200

SOLUTION

- A smart self learning device which has all the hardware modules enabling students to learn, to read, and to write braille on their own.
- Hardware tools coupled with a soft human voice eliminating the need for constant hand holding and supervision.
- Easy connectivity with an instant feedback option for evaluation allowing special teachers to focus on multiple students at the same time with equal efficiency.

IMPACT

- Making education inclusive and extending it to other learning disabilities in the future with the primary focus towards braille development.
- Built an interactive audio tactile content with an introduction to the concept of self learning in Braille reinvigorating the students interest in learning Braille

- Distribution of 1000+ devices across Schools Block Resource Centres, and District Disability Rehab Centres for the Visually Impaired .

Funding

Seed

Business

In-Revenue

Founders

Sanskriti Dawle, Aman Srivastav

Location

Bengaluru, India

Year established

2016

- Awarded the Great Tech Rocketship by UK Trade and Investment.
- Recognised at Industry Forums such as Sandbox Start-ups 500K Biz Launch pad, Mass Challenge UK and Dell Start-up Challenge.

- Incubation support and seed funding provided by Anand Mahindra, Indian Angel Network and Social Alpha.

Current

- Seed Support 3.4 crore
- Grant support 75 Lakh
- Winner of BIRAC-Social Alpha Quest for Assitive Technologies.- INR 20 Lakhs

2020

2018

2016

PROBLEM

- There are currently 57 million visually impaired children in India who do not have real time access to educational content, workplaces are often not inclusive for VI to access content limiting the opportunities for the target group.
- Regional language e-books have non Unicode fonts aren't accessible by screen readers.

SOLUTION

- Building a multi format compatible application with an access to over 8.5 lakh+ books which assists the end-user to read any kind of texts across multiple Indian and overseas languages through audio.
- Built on a simplified pricing model while keeping the affordability and adoption of the end-user in mind.

IMPACT

- Designed with an aim to boost the productivity of the visually impaired and providing the end-user with a voice based platform so that they can use their communication skills to study for competitive exams and pursue higher education.
- Creating a platform to provide equal opportunities for the visually impaired in the sector of education, creating employable opportunities for the target group
- Distribution network for screening and beta testing across 40 countries.
- Creating a business model where premium charges would be as low as Rs 0.20/page.



Founder

Akshita Sachdeva, Abhishek Baghel

KIBO

- Incubation and grant-in-aid support provided by NIDHI PRAYAS, Digital Impact, Start-up India to name a few.
- Winner of BIRAC-Social Alpha Quest for Assistive Technologies.

Location

Bangalore, India

Year established

2017

Independence | Inclusivity | Empowerment

2017

2018

Current

2020

Truce Consulting Services (True Consultancy)

Enable inclusion by making transport accessible to Persons with Partial/ Limited/ Reduced Mobility

PROBLEM

- In India, 2.68Cr people are disabled. 20% of the disabled persons are having disability in movement
- Difficulty getting in and out of cars
- No cost effective solution
- Unable to use private cab service
- No suitable solution for range of conditions

SOLUTION

- TurnPlus Customisable for any passenger car with bucket seat
- Uses Original OEM Seat
- Easy to install and use with footrest for comfort
- Complete manual operation with ergonomically designed release lever
- Complies to all regulations

IMPACT

- Total Available Market : > 6000 CR
- Made 80 plus individual installations
- Looking at working with Uber and other Taxi services
- Working with Microsoft in Bangalore
- Are targeting B2B (Taxi Aggregators, Hospitals) and B2C (individuals)

New Products

- TurnPlus Electric
- TurnPlus X1
- TurnPlus X2
- Portable Ramps
- Automated Wheel Chair Lifts



Founders

Anand Kutre

Location

Bangalore, India

Year established

2010

• Incorporation

2010

• Started installation from 2017

FY 2017-18

• Total installation 80

• Winner of grant support 30 Lakh from Birac - Social Alpha Quest

FY 2018-19

FY 2019-20

SOCIAL
alpha



XL Cinema

An application working towards making cinema theaters and movies accessible to people with various disabilities like visual impairment, deafness and language barriers in an inclusive manner.

<https://www.xlcinema.com>

PROBLEM

- Inaccessibility of content to visually impaired, deaf.
- Movies are not available to everyone in their own regional, preferred and understandable language.

SOLUTION

- XL Cinema gives the user option to listen to the soundtrack in any language.
- Audio Description mode which can be used by the Visually Impaired in the theatre, which syncs with video in real time.
- Smartphone based solution . Android and IOS.
- Plug and play with no hardware requirement.

IMPACT

- 565 million blind & visually impaired people living in India, can watch movies with description in theatres joining the main stream content consumption eco system.
- Indian movie lovers can watch movies in their own regional language.



Founders
Dipti Prasad, Kunal Prasad

Location
Mumbai

Year established
2018



Incorporation

2018

Incubated by Social Alpha and market exploration
Winner of grant support 30 Lakh from Birac - Social Alpha Quest

Current

- Screened 79 movies for Visually Impaired at a theatre for tickets worth Rs.16545

20
20