

Marwari Catalysts: A mission to inspire Entrepreneurship



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- *With Startups, Entrepreneurs, Investors & Innovators from all walks of life equipped with the market knowledge and valuable connections, Marwari Catalysts acts as an Inclusive Ecosystem Builder.*
- *The gold lies in smaller towns, and with massive digitalisation happening in our country, the startup boom is taking place in smaller towns and cities now more*

By now it's very clear that the startup bug has well and truly bitten India and our country is now on its journey of launching a number of **"The Next Big Thing"**, in the coming times and with a supportive ecosystem, there is no better time to be an entrepreneur than now!

But this "next big thing" doesn't come served on a silver platter. A Startup Accelerator will play a vital role in this journey.

Talking in general terms, many enterprising individuals who dream of starting their own business, lack some resources to do so. As a result, their ideas, talent, capabilities remain untapped / don't get wings to fly high.

This is where Marwari Catalysts brings itself into the picture, with an aspiration to impart more strength and inspiration to the talented young generation of India to do something new.

With a vision to create a platform where budding entrepreneurs can establish themselves without any hassles, the initiative is set up to provide funding support and other incentives in the startup process.

For a country that boasts of having the third-largest startup ecosystem in the world, Marwari Catalysts is contributing its bit, in turn providing a further boost to nurture innovation and economic development.

The startup journey of Marwari Catalysts has traversed a long distance since its initiation. From not being confined to tier 1 city and reaching out to tier 2 and tier 3 cities instead, Marwari Catalysts is spreading its wings far and wide.

It is an effort to fuel the growth of India's entrepreneurial community and acts as a catalyst to connect the whole system, be it, successful startup founders, to investors, professionals to enterprising individuals, Marwari Catalysts is an enabler for everyone for those who have the potential to innovate and start their own business.

Being highly passionate for Marwari Catalysts' vision and its mission, Sushil Sharma, Founder & CEO of Marwari Catalysts says,

"When you are in a startup, you often do not get the time to check what's working and what's not; we simply accept the challenges and turn them into an opportunity. The non-metro cities very well prove this because the four major challenges i.e. lack of exposure, awareness, angel investment, and professional resources, are now turned into an opportunity as there is more awareness because of exposure through the digital medium."

Marwari Catalysts is a driving force, the unseen anchor, who is successfully making its presence at the forefront of innovation and entrepreneurship in India and is finally on every Angel network/ AIF Category 1 Funds/ investor's radar as the fastest growing Startup Accelerator / Growth Partner supporting the startup ecosystem.

For many tiers 2 and tier 3 cities' startups, it's #ApnaTimeAagaya with MarwariCatalysts.

“We believe India will be shaped more by its entrepreneurs as entrepreneurs have potential to solve the larger problems of the country.”, says Devesh Rakhecha- Founder and COO, Marwari Catalysts.

To date, MarwariCatalysts have managed to instill confidence in the youth, that their idea is more than just an idea and that there are ready opportunities to help nurture it further.

Despite being founded less than two years ago, we have incubated over 200+ startups and own a stake in 30+ startups.

Considering Startups as India's next employment engine, Rachit Poddar, Co-Founder at Marwari Catalysts, says,

“We believe that we have an immense opportunity in enabling our MSMEs sector to grow a lot more and to create a larger pipeline of healthy enterprises that create many jobs.”

Our People: We are a close-knit group of professionals and successful startup founders with strong professional and academic credentials.

- Our team comprises people with a collective fundraise of \$75mn+, exits of \$500mn & rich cumulative professional experience of 500+ years working with the world's top corporates.
- Apart from being a family of 80 co-founders, the vastly experienced team at Marwari Catalysts includes 10+ Startup founders, 15+ Chartered Accountants, 7 IIT Graduates, 5 IIM Graduates, and 300+ Angel Investors.
- Existing Investors are from the US- Silicon Valley, UK, Muscat, Abu-Dhabi, UAE, Hong Kong,

Singapore, Japan & India.

Marwari Catalysts strongly supports the fact that their partnerships with startups are about discovery as well as execution and believes in value creation.

AN END TO END ECOSYSTEM

Marwari Catalysts is an inclusive model which supports startups at various stages in their life-cycle, whether incubation, funding, acceleration, PR, or business development support.

Despite the challenges of Covid-19 faced by our economy, Marwari Catalysts was successful in launching a CoHort, Thrive, to build a robust ecosystem for entrepreneurship and to encourage many enterprising individuals. And to our surprise, Thrive received an overwhelming response across the nation.

Being highly optimistic about Marwari Catalysts' action agenda for growth, Raunak Singhvi, Co-Founder at Marwari Catalysts & Head- Thrive, says

“ Be open to the opportunities your life brings you after covid”.

Today, Marwari Catalysts is all set to launch and accelerate 5- 10 successful startups with each CoHort with their co-founders, mainly focusing on specific industries, and this also includes having a number of women co-founders on board as well.

With a passion for professional community building, Richa Sharma, a woman entrepreneur and Co-Founder at Marwari Catalysts, says,

“ Women are the largest untapped reservoir of talent in the world.”

“ Marwari Catalysts truly believes that women have successfully concretised the new India, which is bold, willing to take risks and paved a way for the wind of ‘change’.”

So to conclude,

With strengthened roots in Rajasthan, and its focus on developing startup ecosystem in Tier 2 and Tier 3 cities in India, Marwari Catalysts takes the leadership enabling community as Startup Accelerator to

connect the dots of startup ecosystem, in turn, fulfilling the dreams of many, to launch the “**Next Big Thing**” and contributing its bit in transforming India into an unstoppable economic powerhouse.



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