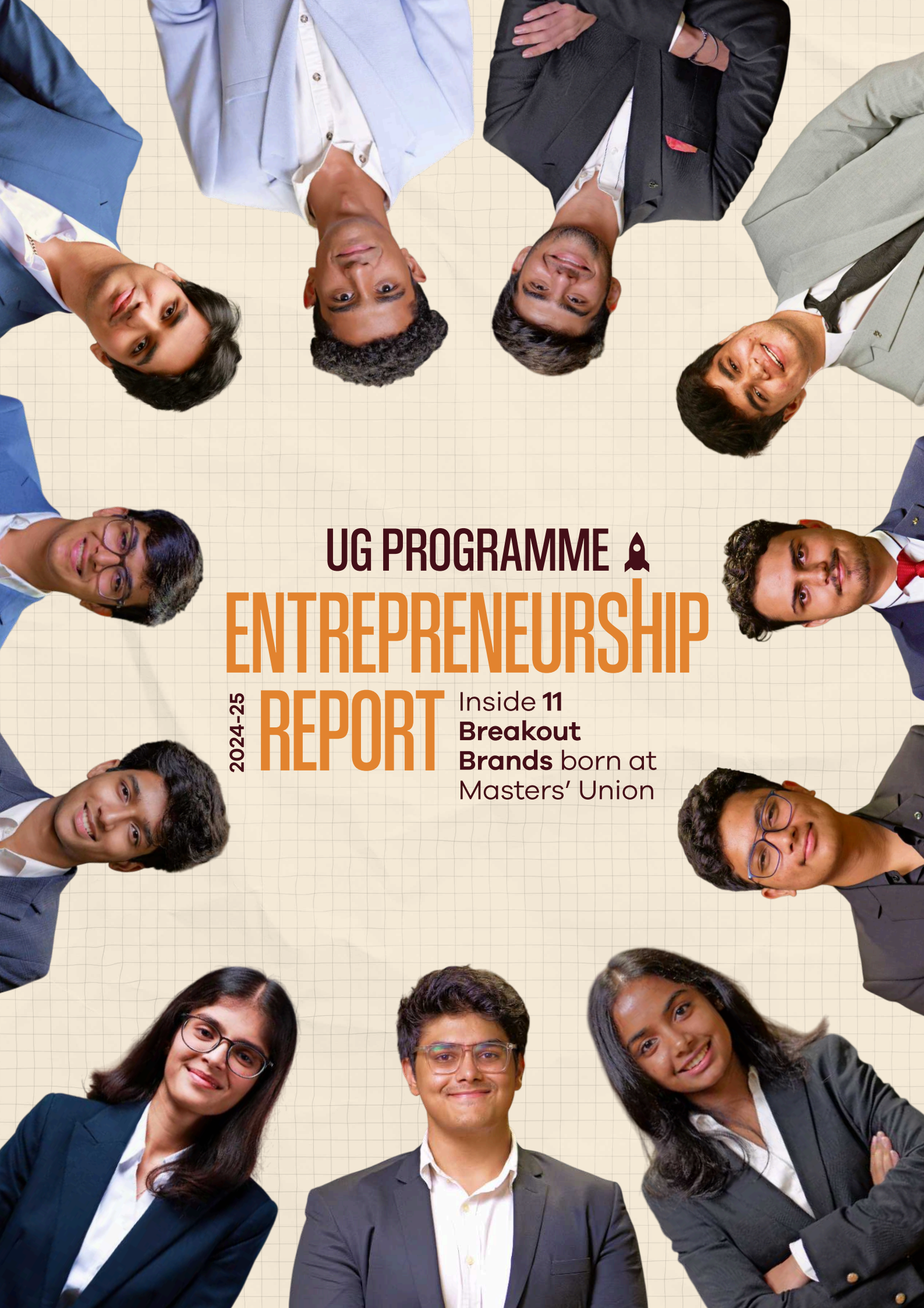




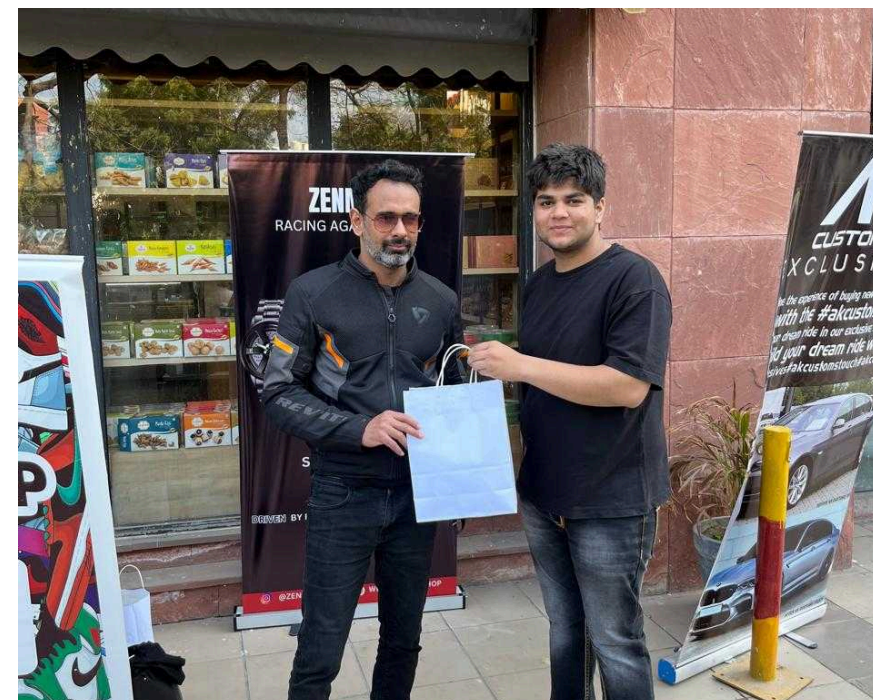
UG PROGRAMME ENTREPRENEURSHIP REPORT

2024-25

Inside 11
**Breakout
Brands** born at
Masters' Union



Startups are born when an idea dares to lift off, *even* when the runway doesn't look ready.



Highlights

Total Startups

25+

Student Startups

Total Grant

₹1Cr+

MU Capital Grant

Total Revenue

₹7Cr+

Cumulative Figures

5+

Shark Tank Pitches



SHARK
TANK
INDIA

Builders Founders Trailblazers

A bold showcase of entrepreneurial fire, these are the top 11 Startups built by Masters' Union undergraduates, aged just 17–20. From Fashion, Tech to AI, Digital Commerce to Virtual Gaming, they represent the fearless innovation and executorial grit that define the Masters' Union experience.

Key Highlights by Category

Startup categories at a glance

High-Traction & Validated Startups

5 ventures with an average of ₹70L+ in revenue and proven product-market fit

Startups in Expansion or Pre-Funding

6 ventures building momentum post-validation stage

High-Traction & Validated Startups

Memotag

Memotag is a smart wearable device that supports dementia care by tracking cognitive health in real time. Powered by AI, it transforms daily observations into insights reducing caregiver stress and improving decisions.

Highlights

Investor Pitch Valuation

\$1M

Pre-Orders

₹2Cr

Microsoft Azure Credits

\$5K

MU Grant

₹5L

FOUNDED
2023

INDUSTRY
AI-IoT Wearable

FOUNDER

Reyansh Juneja

Class of 2028



Key Milestones

01

Neuro-research & empathy interviews (Q1 2024)

02

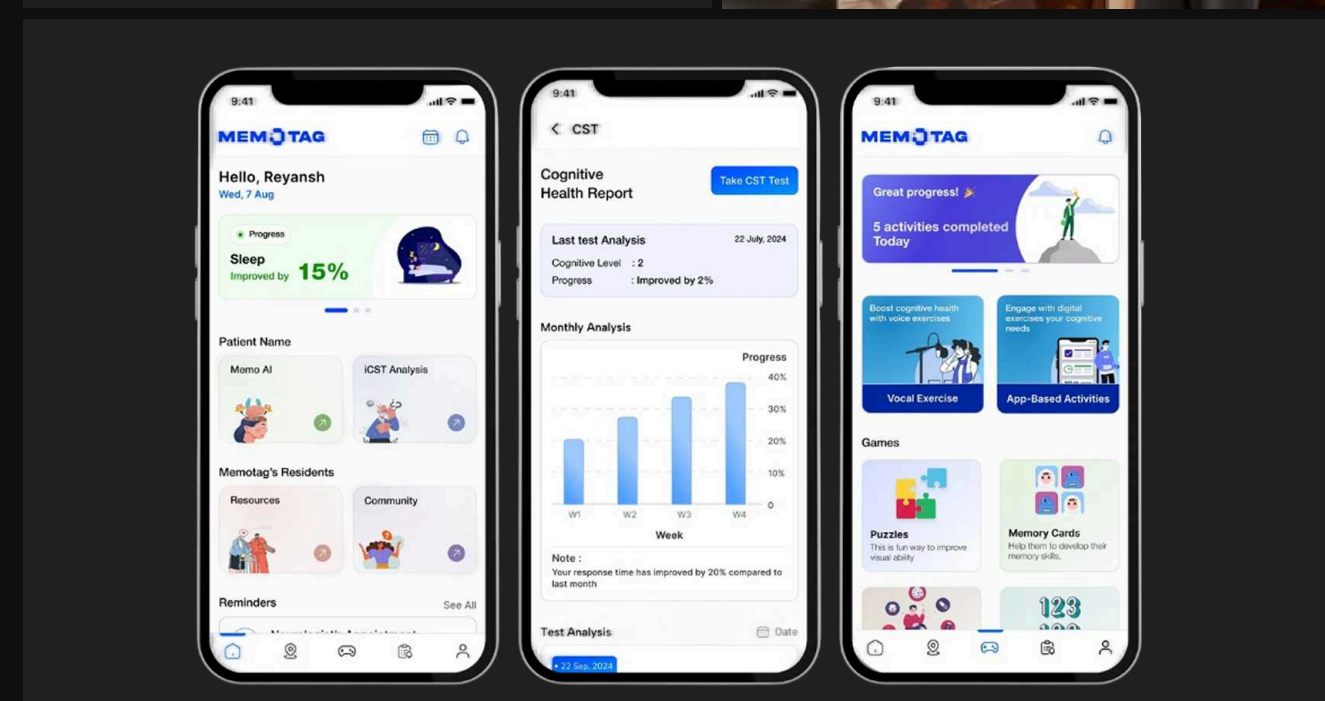
Shifted to a software-led model

03

Featured on *Shark Tank*

04

Neuro & medical partnerships (June 2025)



VKYD Labs

VKYD Labs is a digital fashion studio creating avatar wear and immersive style experiences for Roblox. Its flagship game, 'Glam Girls' built with YouTuber Leah Ashe has sold **2.5M+** items and earned **₹1 crore**, redefining how we dress in the digital age.

Highlights

Revenue

₹2.5Cr+

Digital Fashion Sales SKU

₹2.25M+

Paid Organic Users

61K+

FOUNDED

2022

INDUSTRY

Tech-Gaming

FOUNDER
Arjun Goel
Class of 2028



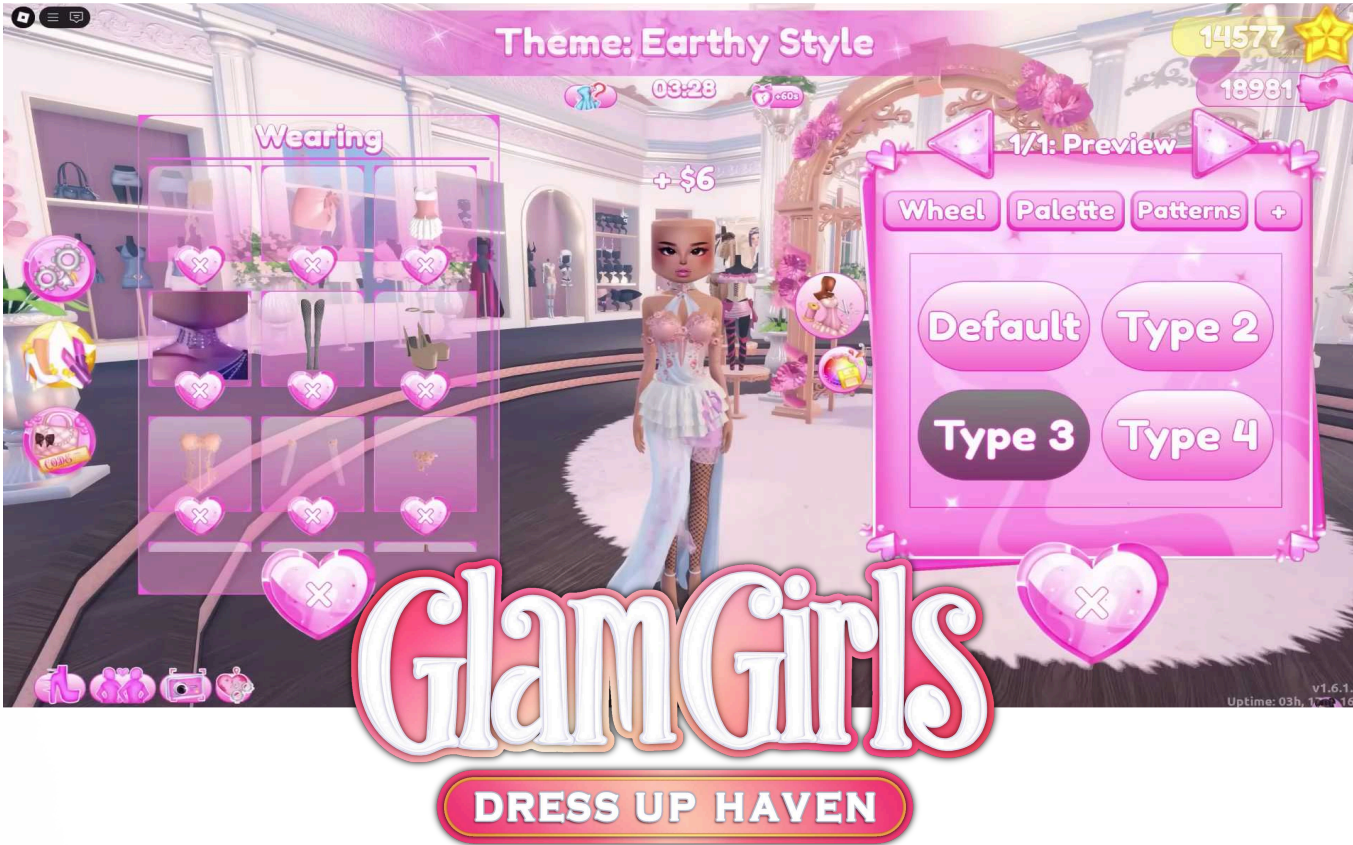
Key Milestones

- 01

Built a fashion game rivaling industry giants generating \$15M annually
- 02

Revenue via NFTs, avatars and brand collabs
- 03

First Phygital fashion startup in India & among top 50 globally



AceCard

AceCard is a smart NFC business card for founders, sales teams, and modern professionals. With one tap, share your full digital profile and capture leads that sync to your CRM. AceCard is more than just a card, it's your complete offline sales engine.

Highlights

Revenue
₹27L+

MU Grant
₹5L

FOUNDED
2024

INDUSTRY
Tech-B2B SaaS

FOUNDERS
Vedish Kukshal
Class of 2028



Shubham Rohatgi
Class of 2028

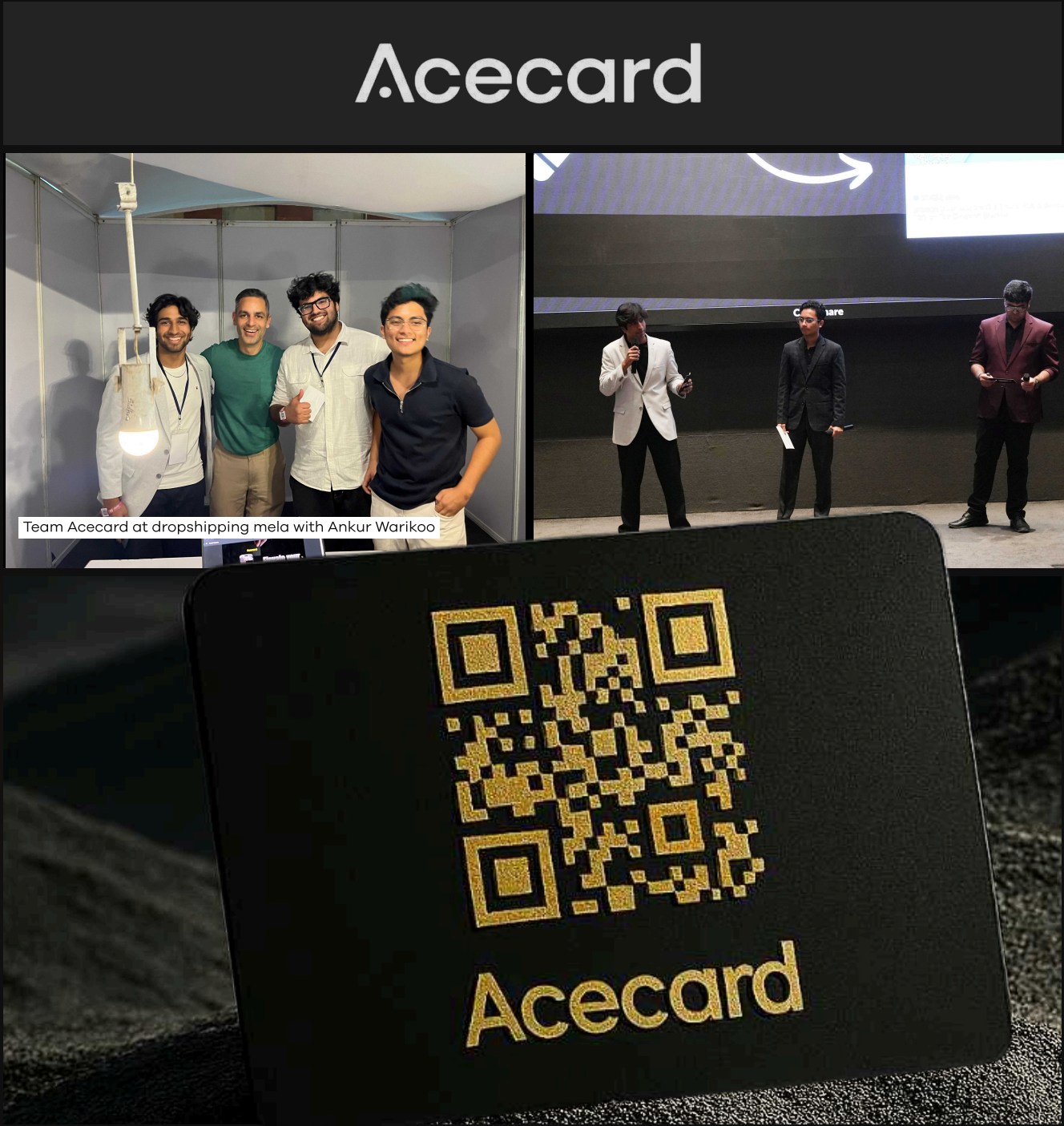


Key Milestones

01
₹25L-30L
revenue
generated

02
₹5L MU grant
secured in March
2025

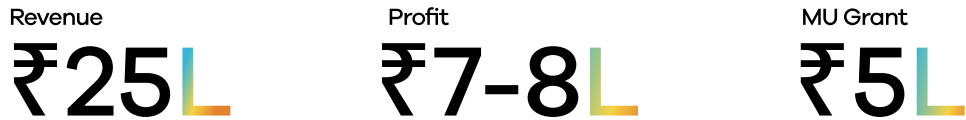
03
Active use across
Masters' Union, demo
days and expos



Khet Perfumes

Khet Perfumes creates bold, homegrown fragrances inspired by real Indian stories from mango snacks to memories. With authentic narratives and clean, no-fluff formulas, the brand connects deeply with Gen Z and millennial audiences in Tier 1 cities.

Highlights



FOUNDED 2024	INDUSTRY D2C-Perfumes
-----------------	--------------------------

Arhum Jain

Class of 2027

FOUNDERS
Madhav Narang
Class of 2027

Maanya Agrawal
Class of 2027

Key Milestones

01

₹25L in sales by Feb 2025

02

Joined Masters' Union Incubator (May 2025)

03

Revamped brand for CX uplift

khét



Team Khet at their offline pop-up store at the dropshipping mela



Zenmo

Zenmo is an automotive lifestyle brand inspired by automotive culture, blending sleek aesthetics with streetwear appeal. Zenmo offers watches and apparel that resonate with gearheads and trendsetters alike. The brand taps into a niche intersection of motorsport and youth fashion.

Highlights

Revenue

₹1.5+Cr

Monthly Sales

10L+

FOUNDED

2023

INDUSTRY

D2C-Fashion

FOUNDER

Hritvik Arora

Class of 2027



Key Milestones

- 01

₹20L+ spent on Meta Ads
- 02

Sponsored top auto events like the Strada Motorsports Motorfest
- 03

Set up a physical office



Startups in Expansion or Pre-Funding

theGoodBrowser

theGoodBrowser is an AI-powered tool that helps Gen Z browse smarter with instant summaries, context, and a distraction-free interface. theGoodBrowser acts as a personal research assistant, built into your browser.

Highlights

Investor Pitch Valuation

\$1M

MU Grant

₹5L

FOUNDED
2024

INDUSTRY
AI-Web Browser

FOUNDER

Kabir Teria

Class of 2027



Key Milestones

01

Term sheet
received
(Oct 2024)

02

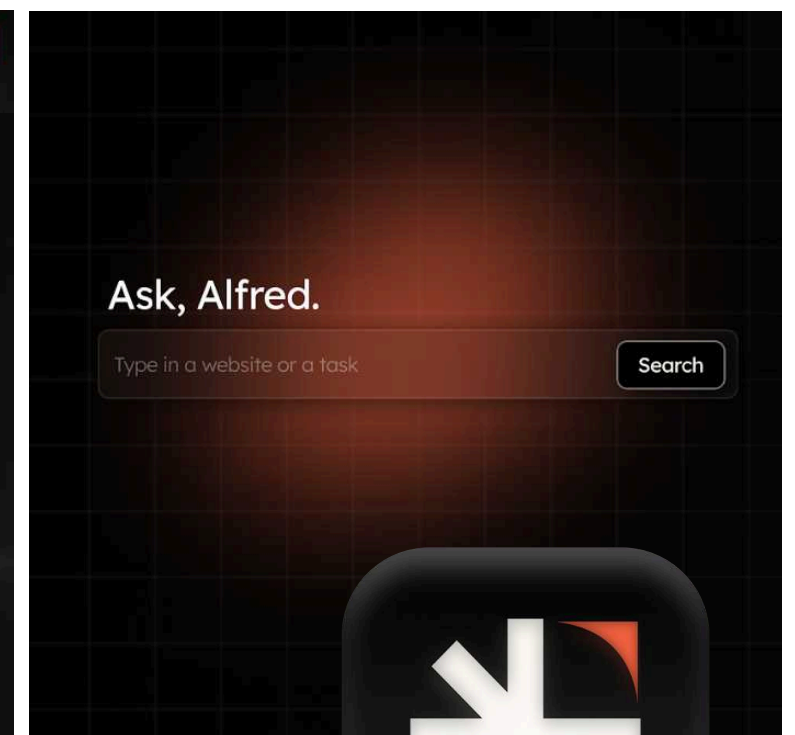
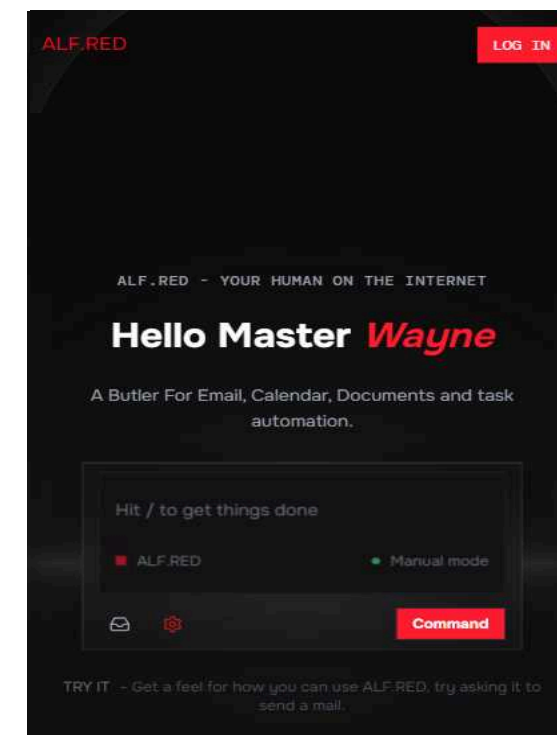
MVP & revenue
model ready
(Mar 2025)

03

AI synced with
Calendar & Gmail

04

Pitching for
₹1 Cr



theGoodBrowser
get things Done.

Elite

Elite HQ is an AI co-pilot for hiring, built for fast-moving startups and SMBs. It automates resume sorting, aggregates candidates, and delivers real-time insights so teams can focus on the right talent, faster.

Highlights

MU Grant

₹5L

Free Trials

30+

Candidates Screened

40,000+

FOUNDED
2024

INDUSTRY
AI-HR Tech



Key Milestones

- 01

Validated by 30+ firms & HR leaders
- 02

Built world's 1st AI for creative hiring
- 03

8x faster and more precise pilot outcomes than average hiring speed

Elite.

APPLICATIONS 125 75%

SHORTLISTED 38 60%

INTERVIEWED 12 45%

Hiring Trends

Applications & Hires over the last 6 months

Month	Applications	Successful Hires
Jan	50	20
Feb	60	30
Mar	45	25
Apr	75	40
May	85	50
Jun	95	60

85 This Month +9% from last month

22 Hired +22% hire rate

63 Screened 74% screening rate

38 Shortlisted 40% conversion

The Current Copilot is **Passive**, Not Proactive

Existing Copilot can help but **Can't execute** workflows autonomously.

Users must **manually** coordinate tasks, emails, and

Execute workflows without manual input.

Communicate with other Copilots in an organization.

Deliver structured data briefings for better formation.

Autonomous Task Execution

Copilot-to-Copilot Communication (Inter-Agent AI)

ClickShare

Team Elite pitching the updated AI hiring model

Elite

Features How it Works Demo Pricing

Sign In Try Demo

95% Accuracy Resume Scoring

10x Faster Than manual screening

Live Interview AI analyzing responses...

Hiring Velocity +127% this month

Introducing Elite

Hire Smart. Hire Fast.

Elite is your AI copilot for recruiting - automate shortlisting, rank candidates, judge creative work, and hire better in days, not weeks.

Try the Demo Join the Waitlist

New candidate ranked Sarah Chen - 94/100

Screening Progress 847 of 1,200 processed

Everything you need to hire like a top-1% talent team

Sodaterian

Sodaterian is a youth-focused beverage brand serving refreshing mojitos and lime sodas exclusively at India’s top concerts, college festivals, and school events.

Highlights

Top Events Served

400+

Total Revenue

₹2.5Cr

FOUNDED
2022

INDUSTRY
D2C-Food & Beverage

FOUNDER
Mohammed Absar
Class of 2028



Key Milestones

01

Live pop-up stalls at concerts featuring Diljit, Arijit Singh, Shreya Ghoshal, Honey Singh, and more

02

Trusted by IIT-B, NIT-T, TISB, Harrow, Indus & others



Sodaterian at their offline pop-up store at the dropshipping mela

TERAT

TERAT is a student-led initiative that brings entrepreneurship to life for high schoolers through a two-week, hands-on bootcamp held right in their school. Students build real products, sell them, and learn business by doing.

Highlights

Total Revenue

₹1.2L

Happy Customers

100+

FOUNDED

2024

INDUSTRY

D2C- Education

Naman S Vora

Class of 2028

FOUNDERS

Jatin Chutani

Class of 2028

Raghav Agarwal

Class of 2028



Key Milestones

- 01

₹1.2L sales from 7-student pilot project (Mar–Apr 2025)
- 02

Curriculum reworked for schools (May–Jun 2025)
- 03

School outreach with counselors began (Jul 2025)
- 04

Brand iteration based on pilot feedback



Sodaterian at their offline pop-up store at the dropshipping mela

high.

high. is a clothing label rooted in purpose and power. With bold oversized silhouettes and handcrafted graphics, it embodies raw identity and ambition. More than clothing, it is a fashion experience created for your highest state.

Highlights

Total Revenue
₹12L

Products Sold
1150+

MU Grant
₹5L

FOUNDED
2024

INDUSTRY
D2C-Fashion

FOUNDER
Sankalp Bharani
Class of 2028



Key Milestones

- 01
Tested 40+ vendors,
partnered with the
best
- 02
Pivoted &
repositioned
apparel line
- 03
100K
IG views in
30 days
- 04
1 live and 2 offline
collaborations in
progress with MBOs
(Multiple Business
Outlets)

high.



Parvella

Parvella crafts premium western formal trousers tailored to the unique proportions of Indian women, powered by a nationwide body-measurement database. Guided by the craftsmanship of master tailors, each piece delivers a flawless, ready-to-wear fit straight off the rack.

Highlights

Hours of R&D

420+

Fabric Blends Tested

25+

MU Grant

5L+

FOUNDED

2025

INDUSTRY

D2C-Fashion

FOUNDER

Mythili Suresh

Class of 2028



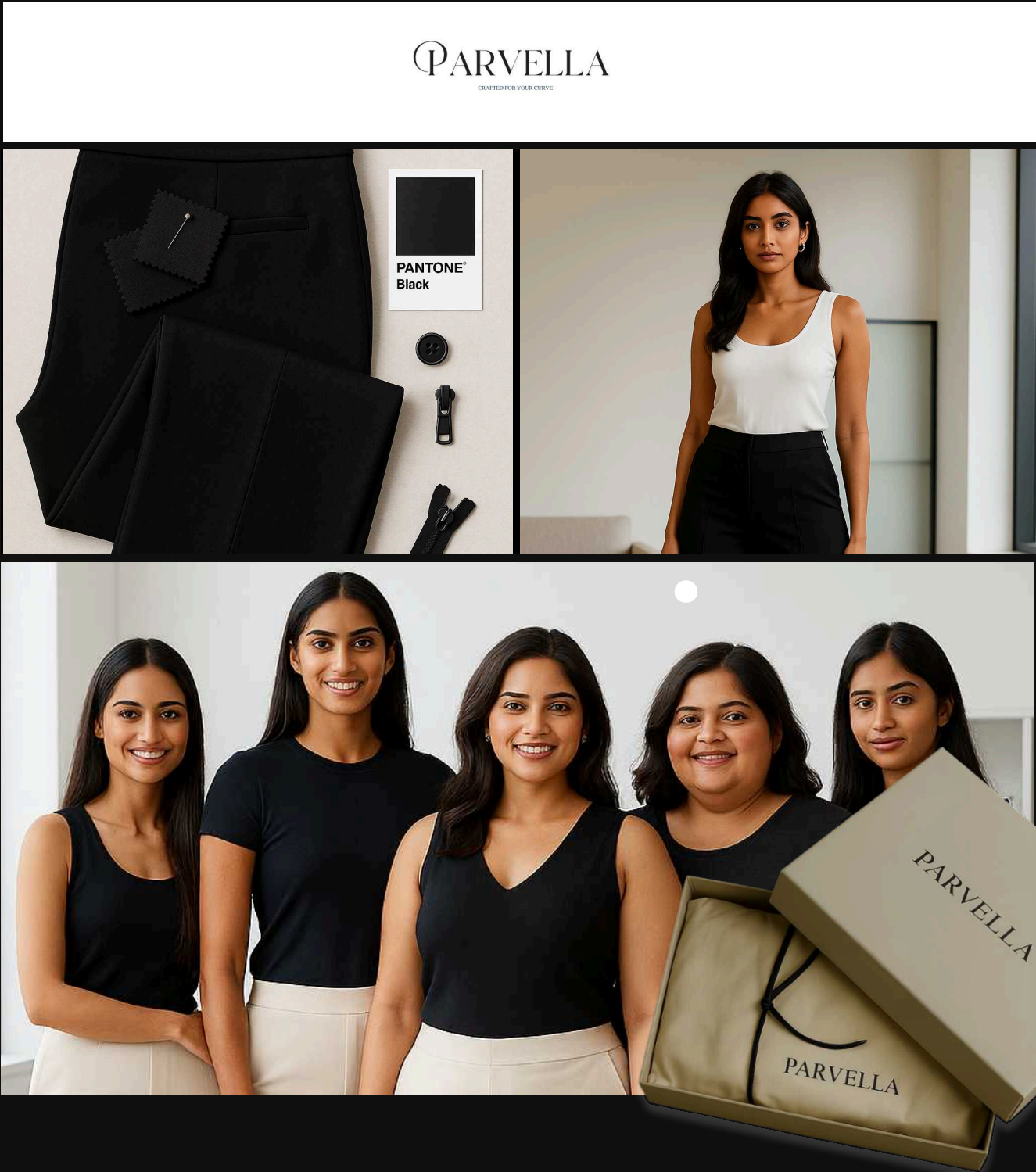
Key Milestones

- 01

₹5L MU grant secured in Apr 2025
- 02

Two production-ready prototypes validated
- 03

Partnered with 5+ master tailors





PARVELLA

CRAFTED FOR YOUR CURVE

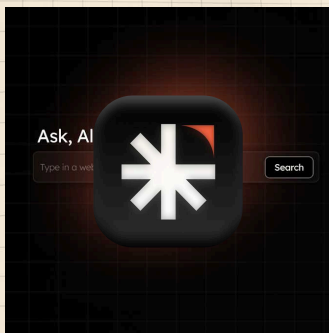


MEMOTAG

AI-WEARABLE FOR COGNITIVE HEALTH TRACKING



Acecard



Elite.



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For more
information, visit