

Wavemakers & Xscale inviting Start-Ups to pitch in and get the funding

Global Start-Up Competition & Awards 2022 (GSC-22)

07-09th December, 2022

Theme: **Assistive Technology (AT)**

What is the Need for AT?

Globally more than 1 billion people need 1 or more assistive products. With an ageing global population and a rise in non-communicable diseases, more than 2 billion people will need at least 1 assistive product by 2030, with many older people needing 2 or more. Today, only 1 in 10 people in need have access to assistive products. In India, with combined population of persons with disabilities and the elderly, there is an estimated 70% unmet need for assistive technology and associated services.



India’s potential to be the global hub of Assistive Technology:

In 2020, Honourable Prime Minister Narendra Modi put forth the mantra of “Vocal for Local and Local for Global.” As many other sector this has energized the AT sector too, as many entrepreneurs and manufacturers view this an appropriate moment to draw attention to Indian innovations on Assistive Technology (AT). The major change seen in recent times, development has become more commercially oriented, as reflected in dedicated accelerators for start-ups, incubators, and assistive technologies. If this enthusiasm is harnessed properly, India has the potential to become a world leader in ATs. Advances in AI, robotics and other smart technologies is resulting in a convergence of mainstream and assistive technologies, e.g. home automation, smart speakers, smart TV and self-driving cars – have resulted in convergence of AT. The demand for Assistive Technology, beyond products for persons with disabilities, is raising globally as an emerging market. Particularly in the high-income countries, this market is growing very fast due to raising ageing population and social structure.

About Wavemakers

Wavemakers work with founders, ideators, and business owners to bring Innovation & differentiator to their respective businesses and products. We also provide smart incubation services to develop the idea to business right from grass root level. We have been recognized as preferred partners with different leading Institutions. In

GSCA-22 under the platform of GATEC (Global Assistive Technology Expo & Conclave), the partners are ICMR, WHO, Niti Aayog, DRDO, XScale, MSME, Ministry of External affairs, Ministry of Social Justice and Empowerment.

About XScale

At Xscale, we aim to grow and accelerate high-potential B2B Tech and SaaS startups. We assist startups in pivotal areas such as Revenue growth and GTM Strategy, Sales Engine Design, Sales Advisory, Demand Generation, and Global Expansion. We take an active part in the whole journey of our portfolio startups, by guiding them, nurturing them, and even hand holding them in the support areas. We provide not only the capital, but also mentorship, personal guidance, sales acceleration support tools and technologies, along with the opportunity to leverage Xscale's mentor networks, strategy and sales channel partners.

Xscale works like a co-founder in a startup's journey with hyper-customized guidance. There are no cohorts, and each startup gets dedicated time and mentorship every week. For every startup, Xscale brings deep domain knowledge and expertise in GTM, sales, and global expansion. Founded by industry leaders who have led businesses for Fortune 500 companies, Xscale strives to transform the startups it works with by accelerating their sales and markets and providing them access to global markets.

How to Apply?

- The interested Start-Ups can register for the competition before 30th November, 2022.
- The Start-Up can register on Start-Up registration column <https://globalassistivetech.com/national.php>
- The Start-Up also needs to fill the google form after registration filling all the required details.

Evaluation criteria

1. The judging sessions will consist of a ten-minute presentation given by the start-up, followed by a question-and-answer session.
2. Problem statement (5 points) - highlight topic and what problem it addresses.
 - Background
 - Objective
3. Intervention/Innovation proposed (10 points)
4. Implementation- describe how to address this problem and support it with relevant evidence (10 points)
5. Outcomes Assessed (10 Points)
6. Commercialization of the technology (10 points)
7. Significance and Relevance (5 points)

Awards

Top 3 Start-Ups will be selected for further evaluation to explore the funding opportunities.

The other Start-Ups categories of the awards will be,

THEME
**BUILDING HEALTHY
SAFE SUSTAINABLE &
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GMR GROUND AEROCITY, NEW DELHI, INDIA

1. Best Start-Up of the year 2022
2. Social Impact Award 2022
3. Innovative Idea of the year 2022

Date & Venue

Date will be 7-9th December, 2022. GMR Ground Aerocity, New Delhi, India.

Contact Details

For further details. Please contact nidhi@wavemakers.in , +91-8377057122.

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