

Newsletter

Saturday, August 15, 2026

Vol.16

TEAM TS@IIT AT WORK:

The TS@IIT team offers exceptional support to innovation stakeholders. We understand that promising young innovators need opportunities to gain visibility and tailored support to fully develop their potential. Our goal is to bring together all the players in this ecosystem, facilitating access to skills, expertise, professional knowledge, and business networks for budding innovators and entrepreneurs.



NEWS FROM STARTUP WORLD

Major Funding Highlights

- River Mobility: Secured \$120 million in Series C funding to scale its electric vehicle operations.
- Sarvam AI: Raised \$74 million, taking its valuation to \$1.5 billion, to develop sovereign AI models for India.
- Leap India: Raised approximately \$39 million to support capital expenditure and debt repayment.
- Skyroot Aerospace: Opened bidding to raise \$200 million at a targeted valuation of \$2 billion.

Notable Strategic Acquisitions

- Reliance Retail: Acquired fashion and lifestyle platform Furrl.
- Nykaa: Acquired skincare brand Aminu to strengthen its direct-to-consumer portfolio.
- GalaxEye: Completed the acquisition of Starops, expanding its business capabilities.

UPCOMING STARTUP & ENTREPRENEURSHIP EVENTS

- **WEF India "Own Your Spotlight 2026"**: August 22, 2026 – Paschim Vihar, Delhi (Focused on women entrepreneurs).
- **Global Startups Club Networking**: August 22, 2026 – Sector 20, Gurugram.
- **Startup Smash Delhi**: August 23, 2026 – New Delhi founder and builder mixer.
- **Expand Your Business & Access Europe**: September 3, 2026 – Novotel New Delhi City Centre.
- **Tech & Entrepreneur Professional Networking Affair**: September 7, 2026 – Pacific Mall Tagore Garden, New Delhi.

Newsletter

Saturday, August 15, 2026

Vol.16

BLOG – THE MARKET IS THE NEW DONOR

Running a Social Startup in 2026: What Decades in Marketing Taught Me About Who Survives

For the longest time, I thought an NGO and a social startup were essentially the same thing. Both are driven by impact. Both are built around a cause. It took me years—and a career in marketing—to understand that they operate on fundamentally different models, and that by 2026, this distinction is no longer merely academic. A quick caveat before we go further: if you have spent years working in this space, some of what follows may feel like stating the obvious. That is intentional. This piece is also meant for someone discovering the space for the first time, and sometimes the things we consider obvious only become clear once someone puts them into words. So, here is the distinction in its simplest form: an NGO asks people to fund change; a social startup asks people to buy into it. An NGO typically relies on donations and grants, deploying money entrusted to it for a social cause. A social startup, by contrast, is a business that sells a product or service, with its social mission embedded in the way it creates and captures value—not added later as an act of charity.

To read the blog, visit www.investingintalent.in or please click on this link -<https://investingintalent.in/blog/the-market-is-the-new-donor/>

SAApply Roundup–Open Calls for Grants & Funding Opportunities

- BE.ON Future Makers Challenge: August 17th 2026
- Eureka! 2026–August 18th 2026
- ICMR–NMC Medical Education Research Grant 2026–
- Schaeffler Social Innovator Fellowship 2026–August 31 2026
- ReFlow: Menstrual Health & Innovation Hackathon 2026: August 31st 2026

visit www.saapply.com

OUR



- <https://investingintalent.in/blog/what-is-technology-transfer/>
- <https://investingintalent.in/blog/partnerships-a-game-changer/>
- <https://investingintalent.in/blog/what-is-important-for-new-age-entrepreneur-money-or-managing-aspiration/>
- <https://investingintalent.in/blog/major-failure-points-faced-by-start-ups/>
- <https://investingintalent.in/blog/what-is-technology-transfer-office/>
- <https://investingintalent.in/blog/brainstorming-tools/>
- <https://investingintalent.in/blog/the-workings-of-networking>
- <https://investingintalent.in/blog/electric-vehicles-ev-in-the-start-up-world/>
- <https://investingintalent.in/blog/role-of-banking-in-start-ups/>
- <https://investingintalent.in/blog/how-startups-can-leverage-ai-in-learning-development-to-scale-smarter/>
- <https://investingintalent.in/blog/nidhi-prayas-nidhi-sss-how-indian-startups-can-get-government-funding/>
- <https://investingintalent.in/blog/branding-for-startups-building-a-brand-that-sticks-and-succeeds/>