
Meet the winners of India's inaugural Blue Ocean Awards

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Dear,

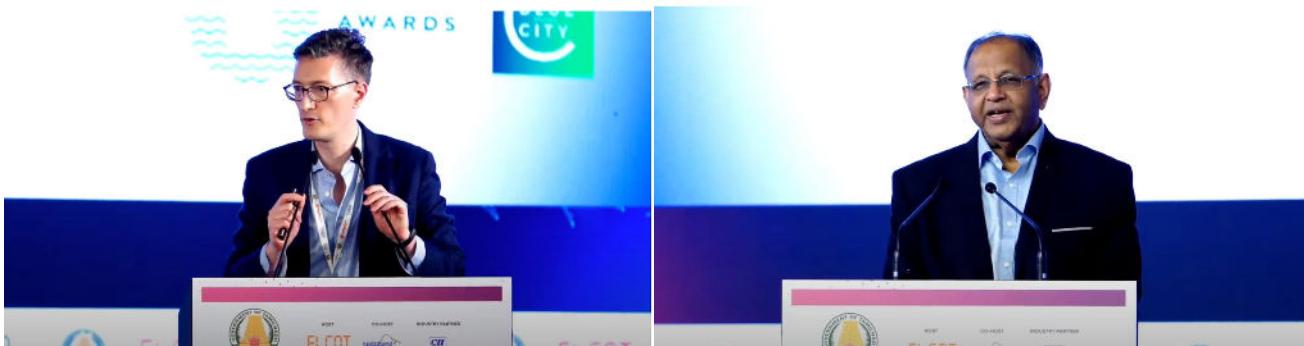
We're excited to share with you that the inaugural Indian Blue Ocean Awards recently took place in Chennai, India. The Awards were part of Umagine Chennai 2023, a Technology, Entrepreneurship & Skills Summit organized by the Government of Tamil Nadu that drew over 10,000 visitors.

The Blue Ocean Awards aims to recognize and support startups that demonstrate exceptional innovation by pursuing blue oceans of new market space.

Established in 2014 by Alban Eral in partnership with the French Ministry for the Economy and HEC Paris business school, the Blue Ocean Awards has expanded from France to Africa and now India, entering into North America.

The Indian edition was presided over by the Honorable Minister for Information Technology and Digital Services, Government of Tamil Nadu, Thiru T Mano Thangaraj, and Consul General of France in India, Ms Lise Talbot Barre.

The event honored India's most innovative startups committed to pursuing blue oceans.



Alban Eral, Founder of Blue Ocean Awards

George Eapen, President of the Jury for Indian Blue Ocean Awards

Meet the winners of the 1st Indian Blue Ocean Awards!

The Winner: aHope



From left: Consul General of France in India, Minister for Information Technology and Digital Services, Government of Tamil Nadu, Founder of aHope

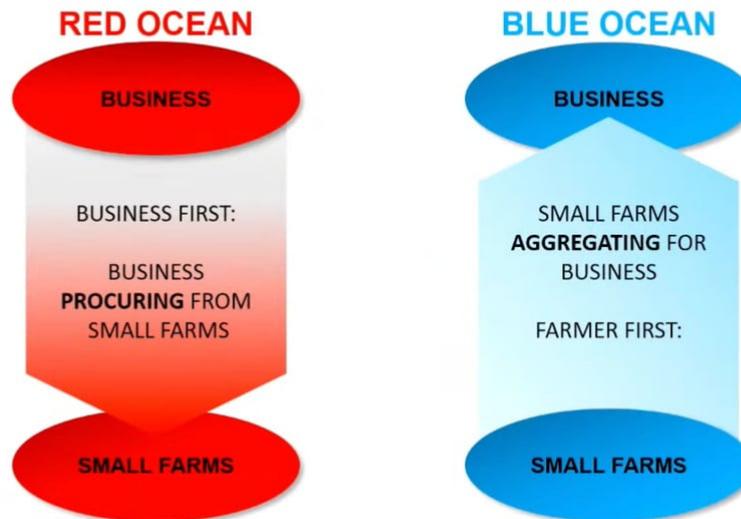
A promise of shared sustainable prosperity

On the eve of India's 2014 general elections, a survey revealed 76% of farmers wanted to quit, and doubling farmer income remained a distant dream, with 15 to 30 indebted farmers taking their lives daily.

Addressing the issue of farmer indebtedness, aHope, a virtual cooperative ecosystem, aims to create shared sustainable prosperity for small farmers, artisans, and weavers by eliminating unfair capital rewards and high-interest informal loans.

The L2B (livelihoods to business) model includes a virtual cooperative, redefined creditworthiness, and value chain financing. aHope seeks to foster vibrant village economies and is dedicated to every indebted farmer who has lost their life.

aHOPE: Virtual Cooperative Ecosystem



aHOPE

aHOPE Solutions Private Limited

1
9

aHOPE

EVERY HOME AN ENTERPRISE

MARKET POTENTIAL Market Size: 360M €
INDIA
Created Market: 40M €

Market size in 5 years 400M €
Market Share in 5 years 4%
Revenues in 5 years 16M €

NON-CUSTOMERS REACHED BY THE OFFERING

- **To-Be:** Farmers not creditworthy
- **Anti:** Big farmers, contract farming
- **Unexplored:** Migrants

CREATED

- **Livelihoods to Business:**
 - Virtual Cooperative Ecosystem
 - Creditworthiness redefined
 - Value Chain Financing



ELIMINATED

- Capital game: Unfair Reward for Capital



INDUSTRY [Red Ocean]: Informal Lending in the Agro Procurement Sector

Standard offerings: Procurement agents, Money lenders, Microfinancing

RAISED

- Profits
- Employment
- Product Quality
- Sustainability



REDUCED

- Single income vulnerability
- Interest rate
- Information asymmetry



2
0

Baby Award winner: Ambaram



From left: Secretary to Government Information Technology and Digital Services Department, Government of Tamil Nadu, Consul General of France to India, Founder of Ambaram

Redefining Fashion Through Sustainable Collaboration and Innovation

Ambaram, a trailblazing B2B platform, is revolutionizing the fashion industry by streamlining design processes, minimizing waste, and fostering collaboration between designers and manufacturers, all in pursuit of a more efficient and eco-friendly landscape.

As a B2B SaaS solution catering to the fashion and textile sector, Ambaram empowers professionals to efficiently manage design assets, seamlessly collaborate with their teams, and forge sustainable relationships with suppliers, all while maintaining an unwavering commitment to environmental responsibility.



Mentor Award winner: VayuJal



From left: Minister for Information Technology and Digital Services, VayuJal founder, Air-France-KLM General Manager for the Indian sub-continent

Water from Air – Anytime, Anywhere

In the face of a global water scarcity crisis that affects billions and threatens 21 Indian cities to potentially run out of water by 2030, innovators Ramesh, Ankith, and their team have developed the VayuJal, an atmospheric water generator that produces clean drinking water by extracting humidity from the air.

This cutting-edge solution aims to reduce the environmental impact of traditional water sourcing and transportation, offering a sustainable alternative and a path towards preserving valuable groundwater resources.



DRINKING WATER FROM AIR FOR WATER INDEPENDENCE
AND ZERO-PLASTIC HEALTHY WATER

MARKET POTENTIAL WORLD

Market size in 5 years
Market Share in 5 years
Revenues in 5 years

Market Size: 3B USD
Created Market: 3.6B USD

6.6 B USD
2%
12.1 M USD

NON-CUSTOMERS REACHED BY THE OFFERING

- To-Be:** IT Parks, Hospitality Groups, Corporate Offices, Industries, Universities
- Anti:** Plastic bottle with RO processed water
- Unexplored:** Water-Risk free new real-estate construction

CREATED

- Drinking Water full independence



ELIMINATED

- Plastic for drinking water
- Water cost to environment
- Water transportation
- Microplastic in drinking water

INDUSTRY [Red Ocean]: Drinking Water Distribution: Global and Indian market

Standard offerings: Water bottles, Aquafina, Bisleri, Kinley, Watergen, ...

RAISED

- ESG score of sustainability rating
- 0.24 kWh/Liters at 80%Rh and 30°C



REDUCED

- Business-Opportunity
- RO reject water volume
- Need of piping infrastructure



Impact of Blue Ocean Awards

To date, over 90% of Blue Ocean Award winners were financed within 6 months of winning. Within 3 years after victory, the winner's valuations have increased on average tenfold and up to 40 times.

ECOSYSTEM BUILT SINCE 2014



Past winners include Compte-Nickel which was acquired by BNP Paribas for Euro 225 million, and Scality, a world leader in cloud storage, in which Hewlett-Packard Enterprise invested \$10 million six months after it received its Blue Ocean Award.

The international finals of [8th Blue Ocean Awards](#) will take place on April 13th at the INSEAD Blue Ocean Strategy in Fontainebleau, France.

Stay tuned!





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