



encubay

A DIVERSITY FOCUSED NETWORK

YEAR END REPORT

2022



2022 IN A SNAPSHOT

Driving Innovation through Diversity, Entrepreneurship & Investing

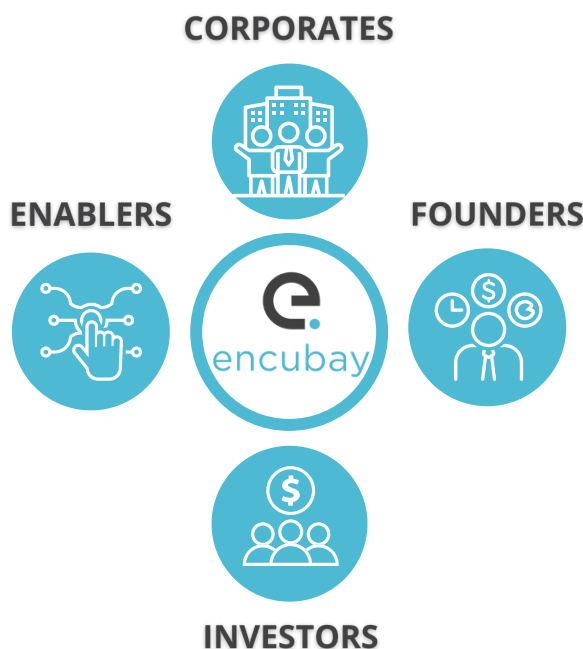
Who We Are

Encubay is a diversity-focused network that innovates to drive sustainability in the start-up ecosystem through people, planet, and profit. We bring together a network of entrepreneurs, industry experts, investors, partners, and corporates all under one roof.

Our Mission

To Drive Innovation in the startup ecosystem, Encubay brings together all stakeholders in the startup ecosystem to create a thriving space for startups, corporates, investors, and enablers. We do so with a strong lens of diversity and to create a level playing field for everyone.

Our Structure



Our Why

In 2023, only 15% of the startup ecosystem is represented by women and less than 2% VC funding goes to women. India still ranks 1335 in the gender parity out of 146 countries. We believe true progress and innovation can happen only when women are equally involved and adding a positive economic footprint.

How We Do This

- Advocacy & Awareness
- Launching curated initiatives
- Programs, Cohorts & Business Tours
- Corporate Innovation Initiatives
- Women in Leadership & Diversity Hiring



As per the defined UN Sustainable Development Goals (SDGs)

We strongly hit 4 UNSDG goals through the work we do. At Encubay we are also working towards Environmental, social, and governance (ESG) implementation across projects.

FOUNDER'S NOTE



DEEKSHA AHUJA - FOUNDER ENCUBAY

One can never be fully satisfied with one's performance; but one can always strive to make each day better. At Encubay, we live by this each day and each minute.

We at Encubay, have set out to achieve gender parity in the startup ecosystem and some of our primary research over the past 2 years has clearly shown that lack of access to good quality networks is the number one hindrance to female founders scaling and growing. Now the good part is that the problem is identified, but solving it is a constant collective effort for all of us.

In the last 2 years, we have been fortunate to have been supported by some of the largest banks, tech companies, and even the U. S. Consulate to achieve our goal of enabling more female founders to scale, raise and grow globally. This year, we aim to 10X our impact and will strive to grow our 10,000-strong stakeholder community.

We have seen an increasing interest from India Inc to work towards innovation and gender parity. This is the decade for India, it is the decade for women to take the center stage and for all of us to reap economic, social, and environmental gains. So join us in our journey at Encubay to drive innovation via diversity.

ENCUBAY IN NUMBERS

We are a 10,000 strong stakeholder network with



200+
Partners



1000+
Engagement
Hours



100+
Global Industry
Experts



50,000+
Founder
Interactions



100+
Investor
Network

MILESTONES

We thrive on partnerships that accelerate the impact and reach in India and outside. From advocacy, to delegations and customised programs, Encubay organised

50 + Events | 10+ Locations | 1000+ Attendees

Represented India in partnership with Goa Government at the Expo 2020



Funder-Founder mixer in partnership with AWS.



Women's Day celebration in partnership with In5 & WeWork labs.



Represented India at Gitex in Dubai with a delegation of 10+ startups.



Women in Leadership Initiative launched in partnership with HSBC, Power Women and Zoya.



Launched an exclusive program to enable women to raise funds with the US Consulate & Stronger Ventures.



PRESS-ENCE

BW People .in
Launches Fempreneurs Program, Training Women Fundraising Through Upskilling

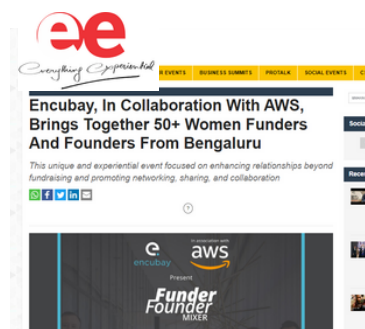
Through this program, Encubay aims to have a productive and execution-oriented direction so that the journey of women entrepreneurs is supported by Venture Capitalists worldwide



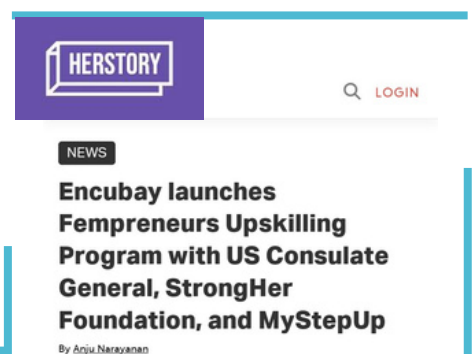
BW DISRUPT
ENTREPRENEURS' DISRUPT

Encubay Launches 'Fempreneurs Program' To Enable Women Entrepreneurs

The program will be a sector-agnostic program for early-to-growth-stage women founders from across the country



UNITED ARAB EMIRATES
Encubay to host 'Driving Diversity through Entrepreneurship'



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ENCUBAY INITIATIVES

Events & IPs

Stormers

Conceptualized a panel with multiple stakeholders from a certain sector to dive deep into it's growth trajectory and trends.
Covered sectors - Future of Work, and SaaS & E-commerce.

POWER CIRCLE.

Across 4 cities in the country, Encubay gathered 100+ women entrepreneurs for an evening of powerful networking and shared experiences.

ONE VALLEY

Launched OneValley, a San Francisco-based company in India. Onboarded 40+ mentors with specialization across over 100 fields. Increased their B2B and B2C reach by organizing 7+ events.

*Funder
Founder*
MIXER

Conceptualized an engagement for 50+ investors and founders to engage with each other, encourage building funder-founder relations that go beyond fundraising.



SHOUT OUT TO OUR PARTNERS



Chargebee



ZOYA
A TATA PRODUCT



wework labs



1000+
Founder
Interactions



3 Lakh+
Digital
Impressions



5
Cities



15+
Sectors

ONE VALLEY

Power
Women



ENCUBAY INITIATIVES

Skilling Cohort in association with the U.S Consulate

Fempreneurs Upskilling Program

— GET FUNDRAISING READY WITH US —

Over 4 months, a 30-member cohort will be part of sessions led by industry experts covering pain points like - Vision & Mindset, Scaling Up, Networking & Personal Branding, and Fundraising.



100+
applications



**40+ Founders at
the Launch**



**Applicants
from 23 sectors**



StrongHer
FOUNDATION

MYSTEPUP
Entrepreneurship and Innovation Foundation



LexStart

ENCUBAY : THE DUBAI CHAPTER

WOMEN'S MONTH CELEBRATION MARCH'22

17 Diverse Nationality Speakers
100+ attendees
1,00,000 Social media impressions
14 Partners
Onboarded partners like Zoho and Tanishq

DUBAI DELEGATION, GITEX OCTOBER'22

The only private Indian entity to take a delegation to GITEX 2022
10+ startups, corporate partners, and investors
5 days, 1 conference, 5 events and pre-events
Exclusive dinner with the Indian Consul General



TANISHQ



GITEX
GLOBAL

ZOHO

**NORTH
STAR
DUBAI**

YAARDSTICK

OUR COLLABORATIONS

Encubay has partnered with multiple companies as their diversity partners as well as engaged with key stakeholders as in the form of panelists and moderators.



CORE TEAM & ADVISORS

CORE TEAM



DEEKSHA AHUJA
Founder, Encubay
Founding Partner,
Encubay Angel Network



EASHITA MAHESHWARY
Founder, Encubay
Founding Partner,
Encubay Angel Network



AVNEET KOHLI
Encubay MENA
Growth Partner
& Founder IOpen Project



RACHEL VARGHESE
Marketing & Growth
Associate



SHREYA JHA
Marketing & Growth
Associate



ANISHA PATNAIK
Founder, Lexstart
Founding Partner,
Encubay Angel Network



HEENA KHUSHALANI
Director
EY India



NEI HARIKA RAJIV
Partner,
Encubay Angel
Network



SUSHMA KAUSHIK
Partner,
Aavishkaar Capital



ANKITA VASHISTHA
Founder, Saha Fund & Strong-her
Ventures | Founding Partner,
Encubay Angel Network



JAYAROOPA JEYABARATHI
Co-founder, Women In Investing
Network | Founding Partner,
Encubay Angel Network



ANUJ KANWAR
Founder, SchoolSharks
Ex - Head of Transactions
Business Banking, HSBC



AMIT GROVER
Founding Partner & CEO,
Grover Impact Ventures

ADVISORS, EXTENDED TEAM AT ENCUBAY ANGEL NETWORK

JOIN HANDS WITH US IN 2023

JOIN US AS A >



STARTUP



MENTOR



ENABLER



CORPORATE



INVESTOR

UPCOMING >

NETWORK-HER
Conference 2023
GLOBAL NETWORKING CONFERENCE BY ENCUBAY

soARUP
CHALLENGE

Power
Breakfast
For Female Founders

Funder
Founder
MIXER

STAY CONNECTED AND LET'S CREATE AN IMPACT TOGETHER IN 2022

hello@encubay.com | www.encubay.com

