



# DESIGN THE UNDESIGNED

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CATEGORY CATALYST  
**VOL. 7**  
FEBRUARY 2025

# WELCOME NOTE

Anjeet Khandelwal, Founding Partner in

The meeting commenced with a warm welcome from Ms. Anjeet Khandelwal, Founding Partner, who expressed gratitude for the active participation of all members. An in-depth review was provided on the progress made over the last six months since the inaugural Board of Advisors meeting in September. While significant achievements were celebrated, the host also candidly addressed the challenges encountered during this period, setting the stage for constructive discussions.

The focus then shifted to the current scenario at AKCJ Ventures. The meeting highlighted a strategic restructuring of the core team, now led by a group of skilled researchers aimed at enhancing operational agility and competitive positioning. Emphasis was placed on the vital role that each advisor can play by contributing their technical expertise and industry insights. Key milestones were outlined, including:

- A “self-discovery” phase resulting from the evaluation of over 200 startups across diverse industries.
- The signing of Memoranda of Understanding with leading incubators across India.
- A strategic transition toward conviction-based investing, particularly in revenue-generating startups—an approach validated by actual investments.
- The expansion of the firm’s role beyond traditional investing to include mentorship and fundraising support.
- The significant milestone of moving into a dedicated office space in Connaught Place, Delhi.

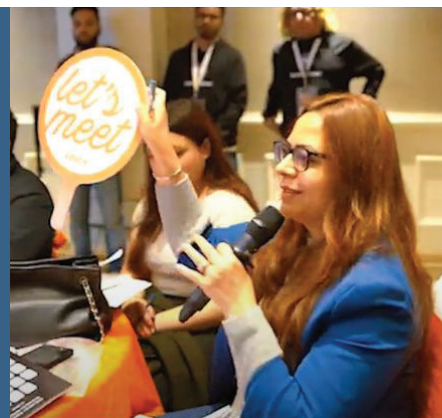
Mr. Amit KC Jain, Managing Partner then addressed the investment strategy in detail, clarifying the ticket sizes for startups and SMEs. He underscored the importance of self-investment and maintaining “skin in the game” as a means to ensure alignment of interests and long-term commitment.

During the interactive session, board members provided diverse and constructive feedback. Some members advised maintaining caution on valuations and recommended building competencies in futuristic sectors such as green energy, nuclear technology, and tourism. Others highlighted the importance of high-quality research and benchmarking against established market entities. Additional discussions centred on expanding support in emerging areas like ESG, carbon credits, and green financing, while also emphasizing the role of innovative fintech solutions and automated marketing strategies. There were calls to focus on a select number of key sectors—such as supply chain, consumer logistics, and warehousing—with an added emphasis on developing in-house AI capabilities. The consolidation of the drone sector, challenges in urban and inter-city air travel, and opportunities in Healthtech and Medtech were also thoroughly examined. The rising traction in travel and tourism was noted as a promising investment avenue.

The meeting concluded with a clear roadmap for next steps, including regular one-page startup reviews for expert feedback, monthly one-on-one sessions between advisors and the core team, and plans to recruit sector specialists in AI, sustainability, fintech, and other emerging domains. Future initiatives will also explore enhanced digital transformation, strategic partnerships, and refined performance metrics to drive continued growth and success.

# AKCJ Ventures Engages in High-Impact Startup Investment Events

Yashh Jhawar, Intern – Research [in](#)



This February, AKCJ Ventures participated in two exclusive startup investment and networking events, engaging with India's most promising early-stage ventures and connecting with key investors, mentors, and founders. These events provided an opportunity to evaluate high-potential startups, exchange insights with industry leaders, and explore possible collaborations.

## 1to10 Accelerator Demo Day

– New Delhi

The 1to10 Accelerator Demo Day in New Delhi featured over 30 startups from Tier 2 and Tier 3 cities, presenting to top VCs, family offices, and HNIs. These startups, spanning fintech, SaaS, AI, deep tech, sustainability, and D2C, demonstrated innovation and scalability potential.

Our team actively challenged business models, financial feasibility, and go-to-market strategies, ensuring thorough evaluations. Beyond the pitches, we engaged with investors and mentors, exchanging insights on emerging market trends, deal flow strategies, and co-investment opportunities. The event reaffirmed our belief in high-growth startups beyond conventional ecosystems, reinforcing our investment focus on innovation, scalability, and market fit.



## DSCE Acceleration Program: Startup Mentor-Investor Meetup – IIT Delhi

On February 21st, we attended the Startup Mentor-Investor Meetup at IIT Delhi, marking the launch of the second cohort of DSCE startups. The event launched the second cohort of DSCE startups and provided a structured platform for one-on-one conversations, allowing for deeper engagement with founders. We shared strategic insights on fundraising, business expansion, and market positioning while assessing each startup's unique approach to solving industry challenges.

## Behind the Events: Our Next Steps

Following these interactions, we have initiated our assessment and critical evaluation for the ones matching our investment thesis. Our focus remains on identifying high-growth opportunities, offering not just capital but mentorship and strategic insights. These events reinforced our confidence in India's thriving startup ecosystem. We look forward to supporting ventures that are redefining industries, driving innovation, and contributing to the country's economic transformation.



# The Rise of Functional Foods: How Consumers Are Eating for Health, Not Just Hunger

Ishan Singh, Senior Analyst – Investment & Research [in](#)

In recent years, the food industry has witnessed a significant shift towards products that offer more than just basic nutrition. Consumers are increasingly seeking functional foods—items formulated to provide specific health benefits, from enhanced digestion to improved immunity. This trend reflects a broader movement towards proactive health management through diet.

## What Are Functional Foods?

Functional foods provide additional health benefits beyond basic nutrition. Examples include probiotic-rich yogurts, fiber-fortified snacks, and plant-based dairy alternatives.

## Key Drivers of the Functional Foods Trend

- 1. Health Awareness:** Consumers are prioritizing diet-related wellness.
- 2. Preventive Healthcare:** Focus on diet as a proactive health strategy.
- 3. Aging Population:** Demand for foods supporting digestion, cognition, and heart health.
- 4. Digestive Health:** Growing popularity of probiotics and prebiotics.

## Emerging Trends in Functional Foods

- 1. Probiotic & Probiotic Beverages:** Major brands like Coca-Cola and PepsiCo are launching gut-friendly sodas.
- 2. Plant-Based Ingredients:** Pea, soy, and wheat proteins are gaining traction.
- 3. Fortified Dairy Alternatives:** Nutrient-enriched non-dairy products are on the rise.
- 4. Mental Well-being & Adaptogens:** Ingredients like ashwagandha are being added to promote stress relief.

## Consumer Preferences and Challenges

Millennials and Gen Z are driving demand for functional foods, seeking personalized nutrition. However, challenges include regulatory scrutiny, consumer education, and maintaining taste and texture.

## Conclusion

Functional foods are reshaping dietary choices by offering proactive health benefits. As the market grows, innovation, transparency, and education will be key in meeting consumer demands for healthier, functional nutrition.

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# The Rise of AI-Powered CCTV: Transforming Security, Customer Insights, and Business Efficiency

Naman Chopra, Intern – Research [in](#)



## Introduction

With advancements in technology, CCTVs have evolved beyond traditional surveillance. Powered by artificial intelligence (AI), they now perform essential functions that support business growth and expansion. Modern CCTV cameras are highly sophisticated, featuring a wide range of settings and functionalities that seamlessly integrate with AI learning, delivering comprehensive and advanced security surveillance.

## AI Beyond Security: Capturing Marketing Insights

AI-driven CCTV analytics provide real-time insights into customer behavior, footfall, and demographics. Businesses use behavior analysis, people counting, and heatmaps to optimize layouts, improve sales, and enhance customer experiences.

## Market Growth and Trends

The global AI CCTV market, valued at USD 22.95 billion in 2023, is expected to reach USD 71.08 billion by 2031. In India, the market is projected to grow from USD 827.42 million to USD 3,665.08 million by 2030, driven by demand for smart security solutions and government initiatives.

## Applications In and Beyond Retail

Retailers use AI CCTV to monitor store traffic, optimize layouts, and track customer journeys. Heatmaps help refine product placement and improve engagement, leading to better conversions and customer retention.

AI CCTV enhances parking management, healthcare monitoring, and security through facial recognition and anomaly detection, improving efficiency and safety.

## Ethical and Privacy Considerations

As AI surveillance expands, balancing security with privacy is essential. Ethical guidelines and regulations will ensure responsible usage.

## Conclusion

AI-powered CCTV is transforming security and business intelligence, offering valuable insights and operational efficiencies while addressing ethical concerns.

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# The Rise of Agentic AI is Redefining Customer Support Systems

Nikhil Singh, Senior Analyst – Investment & Research [in](#)

## Introduction

Agentic AI is transforming customer service with faster, more personalized, and proactive solutions. Unlike traditional AI, it features autonomous decision-making, goal-driven actions, continuous learning, and advanced reasoning, enabling it to perform complex tasks independently.

## Role in Customer Support

A major application of Agentic AI is conversational AI, where chatbots benefit from:

- 1. Autonomous Decision-Making** – AI agents reason, plan, and execute complex tasks without human intervention.
- 2. Personalization & Contextual Understanding** – They integrate with vector databases to remember past interactions and refine responses.
- 3. Proactive Issue Resolution** – AI predicts and resolves issues before escalation.
- 4. Scalability & Integration** – Multi-agent architectures enhance efficiency while integrating with CRM and ERP systems.

## Conclusion

Agentic AI is revolutionizing customer support with automation, intelligence, and efficiency. Its ability to learn and adapt ensures improved customer interactions, higher satisfaction, and seamless integration with existing business systems, making it a key driver of future growth.

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# Greener Threads: The Rise of Sustainable Kidswear in India

Naira Sood, Investment Analyst [in](#)

**Introduction:** Sustainability has become a key consideration across industries, and the fashion industry is no exception. With increasing awareness of environmental concerns and ethical production, the demand for sustainable clothing has surged. One of the emerging subcategories in this trend is sustainable kidswear—an industry that is steadily gaining traction in India. As parents become more conscious of the materials used in their children's clothing, the demand for eco-friendly, organic, and ethically produced apparel is on the rise. This article explores the current landscape, growth drivers, challenges, and future prospects of the sustainable kidswear segment in India.

## Challenges

- 1. High Production Costs** – Sustainable fabrics and ethical labor increase pricing.
- 2. Consumer Price Sensitivity** – Budget-conscious buyers opt for cheaper options.
- 3. Limited Awareness & Greenwashing** – Consumers struggle to identify genuine eco-brands.
- 4. Supply Chain Constraints** – Sourcing and consistent eco-friendly production remain challenging.
- 5. Short Lifecycle of Kidswear** – Rapid growth cycles make long-term sustainability tricky.

## Conclusion

Sustainable kidswear is growing in India, driven by conscious parenting and environmental concerns. Challenges remain, but innovation and awareness will push the industry toward a greener future.

[Click here to read more](#)

## Future Prospects & Innovations

- 1. Tech-Enabled Sustainability** – AI, blockchain, and biodegradable fabrics are emerging.
- 2. Rental & Second-Hand Market** – Pre-loved kidswear platforms are expanding.
- 3. Local Artisanal Collaborations** – Handmade eco-friendly clothing supports artisans.
- 4. Sustainable Certifications** – More brands adopt GOTS, OEKO-TEX, and Fair Trade standards.
- 5. Mainstream Retail Adoption** – Large retailers are incorporating sustainable kidswear.

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