



Gold Farm

Poznan Strategic Programme on Technology Transfer

**“Innovative financing
schemes of the Regional
Technology and Financing
Centers”**



Company Profile

- Founded – Dec 2012
- Founders – Karthic Ravindranath and Abhilash Thirupathy
- No of employees – 120
- Location – South India
- Key achievements: Off grid – Solar PV pumps
 - Installed 750 pumps across 5 states
 - Converted about 1500 Hectares of barren land to cultivable land
- Annual revenue – \$2.5 Million last financial year
- Investors – Infuse Ventures / Mahindra & Mahindra (Worlds' largest manufacturer of Tractors)



Key Questions

- What are the key barriers and how they are addressed to accelerate platforms and start-ups for climate technologies, and to realize and increase investment on technology development and transfer?
 1. Access to capital – Equity and Debt – Addressed by growing number of clean-tech focused VC firms and Government support
 2. Lack of long term view on capacity building – Moderately successful entrepreneurs building capacity. Ultimately it is the entrepreneur who builds awareness and ecosystem to help the product penetrate the market



Key Questions

- How has the relationship with Infuse Ventures helped? How has this helped particularly in attracting fresh investment?
 1. Infuse Ventures has fundamentally helped build the clean-tech ecosystem in India, almost singlehandedly. Since some of the founding members were entrepreneurs themselves, it really helped
 2. Infuse Ventures is doing their best to help clean-tech companies raise further rounds of capital, particularly strategic investors



Key Questions

- What are the key lessons from collaboration with the financing institutions on climate technologies?
 1. Focus on the long term – Take capital, show ROI and go back for more capital
 2. Build ecosystems – The problem is so complex that we need strong ecosystems to solve problems for the long term. One entity alone cannot solve problems at scale. It is necessary that entrepreneurs are able to piggy back on existing ecosystems to be able to reach out to a large audience at the lowest possible cost. Eg. Post Office



Key Questions

- How the innovative financial schemes and tools can be improved and scaled-up especially to enhance engagement of and investment from the private sector, for climate technologies?
1. One problem that we are facing is the complete lack of VC interest for cleantech firms in India. We could probably look at an experiment where first loss guarantee is given to VC firms looking to invest in a cleantech company
 2. We need more convertibles for series A stage companies in India – Venture debt



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**THANK
YOU**