

# **METAVALLEY TBI**

## **MES COLLEGE MARAMPALLY**

### **REPORT**

#### **2023-2024**

#### **Introduction**

The METAVALLEY Technology Business Incubator (TBI) at MES College Marampally is a leading initiative dedicated to fostering a dynamic entrepreneurial ecosystem. It aims to bridge the gap between academia and the startup culture by leveraging the extensive resources of MES College Marampally and METAVALLEY TBI. The incubator provides comprehensive support to new companies throughout their incubation process, from the initial idea stage to scaling up successful enterprises. By nurturing innovation and promoting the transformation of research into viable businesses, METAVALLEY TBI is committed to creating a sustainable environment where startups can thrive.



**METAVALLEY**

#### **Background**

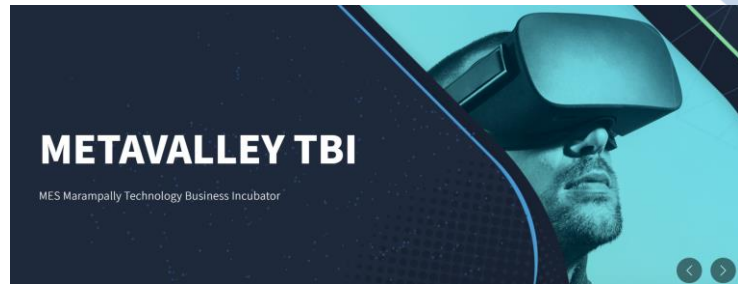
METAVALLEY TBI's journey began with the establishment of an Innovation and Entrepreneurship Development Cell (IEDC) under the guidance of the Kerala Startup Mission. This initiative successfully ignited entrepreneurial spirit among students, leading to the development of several innovative projects. Recognizing the need to further harness this potential, the institution transitioned to a Technology Business Incubator (TBI) to transform the enthusiasm and creativity of students into marketable products and businesses. METAVALLEY TBI now supports daring entrepreneurs, providing them with the necessary tools and guidance to navigate the high-risk early stages of their ventures.



#### **Vision**

To remodel the mindset of students and youth towards becoming entrepreneurs and to achieve the heights of the global startup ecosystem.

**Detailed Vision:** METAVALLEY TBI envisions a future where students and youth are empowered to become visionary entrepreneurs, contributing to a robust and dynamic global startup ecosystem. This vision is driven by the belief that fostering an entrepreneurial mindset will lead to innovative solutions that address societal challenges and drive economic growth. By providing a supportive environment that nurtures creativity, innovation, and practical skills, METAVALLEY TBI aims to produce globally competitive entrepreneurs who can make significant contributions to their industries and communities.



## Mission

To promote innovation and entrepreneurship among students and the public, facilitating the establishment of technology-based businesses that drive socio-economic growth in the community.

## Detailed Mission:

### 1. Promote Innovation and Entrepreneurship:

- Encourage a culture of innovation among students, faculty, and the broader community.
- Support the transformation of innovative ideas into viable business ventures through structured programs and mentorship.

### 2. Facilitate Technology-Based Businesses:

- Provide state-of-the-art facilities and resources that enable technology-driven startups to develop and scale their solutions.
- Offer access to cutting-edge technology, research labs, and technical expertise to support product development and innovation.

### 3. Drive Socio-Economic Growth:

- Focus on creating job opportunities and economic growth within the community by supporting the establishment and growth of new businesses.
- Ensure that the benefits of entrepreneurship extend to underrepresented groups, including women and rural entrepreneurs, thereby promoting inclusive growth.

### 4. Build a Collaborative Ecosystem:

- Establish strong partnerships with industry leaders, academic institutions, government bodies, and investors to create a supportive network for startups.

- Foster a collaborative environment where startups can learn from each other, share resources, and grow together.

### 5. Provide Comprehensive Support:

- Offer a continuum of services, including incubation, acceleration, funding assistance, and business insights to guide startups from the initial idea stage to market entry and beyond.
- Ensure that entrepreneurs have access to mentorship, training, and advisory services tailored to their specific needs and challenges.

## Objectives

The primary objective of METAVALLEY TBI is to transform students from job seekers to job creators by leveraging both theoretical and practical knowledge gained at



MES College Marampally. The specific objectives include:

1. **Nurturing Entrepreneurial Culture:** Cultivate a spirit of entrepreneurship among students and youth.
2. **Strengthening the Startup Ecosystem:** Enhance the regional startup ecosystem by providing necessary support and resources.
3. **Supporting MSMEs:** Develop innovation clusters to handhold Micro, Small, and Medium Enterprises (MSMEs).
4. **Empowering Women Entrepreneurs:** Support Kudumbasree Entrepreneurs and women-led startups.
5. **Promoting Investor Education:** Establish an investor network (M'VIN) and promote investor education.

## Key Initiatives and Services

METAVALLEY TBI is dedicated to supporting entrepreneurs at their most vulnerable stages, providing a continuum of services including incubation, acceleration, funding, and insights. The key initiatives and services offered include:



- **Incubation Services:** Provide startups with office space, administrative support, and access to laboratories and research facilities.
- **Mentorship Programs:** Connect startups with experienced mentors for personalized guidance.
- **Networking Events:** Organize seminars, workshops, and conferences to facilitate industry connections.
- **Funding Assistance:** Help startups access various funding sources and provide financial advisory services.
- **Educational Programs:** Conduct training sessions and workshops on essential business skills.

## Strategic Partnerships and Collaborations

METAVALLEY TBI at MES College Marampally is committed to fostering a robust entrepreneurial ecosystem. Our strategic partnerships with renowned institutions and organizations provide startups with unparalleled access to resources, expertise, and networks essential for their growth and success. Through these collaborations, we offer mentorship programs, funding opportunities, and exclusive workshops that empower startups to innovate and scale. Our aim is to nurture and support entrepreneurial talent, driving economic growth and technological advancement in the region.

## Business Innovation and Incubation Centre (BIIC) at Mahatma Gandhi University

The Business Innovation and Incubation Centre (BIIC) at Mahatma Gandhi University aims to foster innovation and entrepreneurial culture among students. Established in December 2016, BIIC provides comprehensive support, including administrative, academic, technical, and intellectual property assistance to innovators. With an initial funding of Rs. 1 Cr. from the Government of Kerala, BIIC has supported numerous student startups and graduated companies. The centre also collaborates with the Confederation of Indian Industry (CII) to offer industrial exposure and runs a Research Incubation Programme funded by the Kerala Startup Mission (IIT Palakkad Tech Hub).



BIIC stands out for its integration of academic rigor and practical industry exposure, offering a unique environment where students can transform their ideas into viable business ventures. The centre not only supports individual startups but also contributes to the broader entrepreneurial ecosystem through its network of mentors, industry experts, and funding opportunities. By promoting a culture of innovation and providing critical resources, BIIC plays a crucial role in the regional startup landscape



## IIT Palakkad Technology IHub Foundation (IPTIF)

The IIT Palakkad Technology IHub Foundation (IPTIF) focuses on promoting research and innovation in technology. As a key partner,



**IIT Palakkad  
Technology IHub Foundation**  
Driving automation for energy and safety

IPTIF provides startups with access to cutting-edge research facilities, technical expertise, and collaborative opportunities. This partnership enhances the capabilities of METAVALLEY TBI in supporting technology-driven startups by leveraging the advanced resources and research infrastructure of IIT Palakkad ([IIT Palakkad Tech Hub](#)).

## Oracle Academy

Oracle Academy offers a comprehensive suite of educational resources to advance computer science education globally. Through our partnership with Oracle Academy, METAVALLEY TBI provides startups and students with access to world-class educational programs, software,



and cloud technologies. This collaboration empowers aspiring entrepreneurs with the knowledge and skills needed to excel in the competitive tech industry. Oracle Academy's resources include a wide range of learning materials, certifications, and access to Oracle's industry-leading software and cloud infrastructure, enabling startups to build innovative solutions and scale efficiently ([Oracle Academy](#)).



## GTech μLearn

GTech μLearn is a community-driven initiative aimed at fostering a culture of continuous learning and innovation. Our collaboration with GTech μLearn enables us to offer a wide range of learning opportunities, workshops, and networking events. This partnership helps bridge the gap between academia and industry, providing startups with valuable insights, mentorship, and access to a



vibrant community of learners and professionals. GTech μLearn focuses on skill development through peer learning, real-world projects, and hands-on experiences, ensuring that startups are well-equipped to tackle industry challenges and seize new opportunities ([μLearn](#)). One of our faculty members, Jibin N, was recognized as a top performer in the Enablers category for the year 2023, highlighting the dedication and expertise of our team in driving the success of our initiatives.

## Members of METAVALLEY TBI

METAVALLEY TBI at MES College Marampally is proud to collaborate with 29 companies, forming a vibrant network that significantly contributes to the startup ecosystem. These associations provide mutual benefits, fostering innovation, and creating a supportive environment for budding entrepreneurs.

### Detailed Association Description

The association with these companies is integral to the functioning of METAVALLEY TBI. It enables a dynamic exchange of knowledge, resources, and expertise, which is crucial for the growth and success of startups within the incubator. Here's how these associations benefit both METAVALLEY TBI and the startup ecosystem:

1. **Resource Sharing:** Partner companies often provide startups with access to advanced technologies, tools, and infrastructure that would otherwise be inaccessible or cost prohibitive. This includes software, hardware, lab facilities, and office spaces.
2. **Mentorship and Guidance:** Experienced professionals from partner companies mentor startups, offering invaluable insights and advice based on their industry experience. This guidance helps startups navigate challenges and accelerates their growth.

3. **Networking Opportunities:** Associations facilitate networking events, workshops, and seminars where startups can connect with potential investors, customers, and other entrepreneurs. These interactions are essential for building relationships and exploring new business opportunities.
4. **Funding and Investment:** Many partner companies offer financial support, either through direct investment or by connecting startups with venture capitalists and angel investors. This financial backing is crucial for startups, especially during their early stages.
5. **Collaborative Projects:** Collaborative projects and research initiatives between METAVALLEY TBI startups and partner companies drive innovation. These projects often lead to the development of new products, services, and technologies, benefiting both parties.
6. **Market Access:** Partner companies can help startups enter new markets by leveraging their established distribution channels and customer base. This accelerates the market entry process and increases the chances of commercial success.
7. **Skill Development:** Workshops and training sessions conducted by partner companies enhance the skills of startup teams. This continuous learning environment ensures that entrepreneurs are well-equipped to handle the demands of their business.
8. **Academic Integration:** Close ties with academia enable a seamless transfer of theoretical knowledge into practical applications. This integration helps in the development of innovative solutions that address real-world problems.
9. **Ecosystem Strengthening:** The presence of a diverse range of companies within the METAVALLEY TBI network creates a robust and supportive ecosystem. This environment encourages collaboration, competition, and continuous improvement among startups.



By leveraging these associations, METAVALLEY TBI creates a nurturing environment that supports the holistic development of startups. The collaborative efforts between the incubator and its partner companies ensure that budding entrepreneurs receive the support they need to innovate, grow, and succeed.

## METAVALLEY TBI Member Companies

METAVALLEY TBI at MES College Marampally is proud to collaborate with a diverse array of companies. These partnerships form a robust network that significantly enhances the startup ecosystem, fostering innovation and entrepreneurship. Here are the details of 30 member companies associated with METAVALLEY TBI:

### 1. Finder Sports Private Limited

**Focus:** Sports Technology

**Specialization:** Finder Sports specializes in developing advanced sports technology solutions, including performance analytics, wearable devices, and sports management software.

**Detailed Association Description:**

Finder Sports Private Limited is a key

partner of METAVALLEY TBI, bringing cutting-edge sports technology to our ecosystem. This partnership enables the incubator to support startups focused on sports tech innovations, providing them with the necessary resources and expertise.



**Benefits to METAVALLEY TBI:**

1. **Access to Expertise:** Finder Sports offers specialized knowledge in sports technology, aiding startups in developing innovative sports solutions.
2. **Resource Sharing:** The company provides access to its advanced sports tech infrastructure, including testing facilities and performance analytics tools.
3. **Mentorship:** Experienced professionals from Finder Sports mentor aspiring entrepreneurs, offering insights into the sports tech industry and guiding product development.
4. **Networking Opportunities:** Collaborations and events facilitated by Finder Sports connect startups with industry leaders, potential investors, and sports organizations.
5. **R&D Collaboration:** Joint research and development projects drive innovation, leading to the creation of new sports technologies and applications.



### Benefits to Finder Sports:

1. **Innovation Hub:** The association with METAVALLEY TBI allows Finder Sports to tap into a pool of fresh ideas and innovations from aspiring entrepreneurs and students.
2. **Talent Acquisition:** The partnership provides access to talented students and graduates from MES College Marampally, facilitating recruitment and internship opportunities.
3. **Brand Visibility:** Being associated with a prestigious incubator enhances the brand image of Finder Sports, showcasing its commitment to supporting innovation and entrepreneurship.
4. **Market Expansion:** Collaboration with startups enables Finder Sports to explore new market opportunities and expand its product offerings.
5. **Academic Integration:** Close ties with the academic environment foster continuous learning and innovation, benefiting both the company and the startups.

This symbiotic relationship between METAVALLEY TBI and Finder Sports exemplifies the collaborative spirit that drives the success of our entrepreneurial ecosystem. By leveraging each other's strengths, both entities can achieve their goals and contribute to the advancement of sports technology.

## 2.Credize Info Tech Private Limited

**Focus:** IT Solutions

**Specialization:** Credize Info Tech specializes in providing comprehensive IT service solutions, including software development, network management, and IT consulting services.

**Detailed Association Description:** Credize Info Tech Private Limited is a strategic partner of



METAVALLEY TBI, contributing significantly to the incubator's ability to support tech-based startups. This partnership leverages the expertise and resources of Credize Info Tech to enhance the technological capabilities of the startups within the incubator.

### Benefits to METAVALLEY TBI:

1. **Technical Expertise:** Credize Info Tech offers specialized knowledge in IT services, aiding startups in developing robust and scalable tech solutions.
2. **Resource Access:** The company provides startups with access to advanced IT infrastructure, including cloud services, software tools, and cybersecurity solutions.

3. **Mentorship:** Professionals from Credize Info Tech mentor startups, providing guidance on IT strategy, software development, and system integration.
4. **Networking Opportunities:** Credize Info Tech facilitates connections with industry leaders, potential clients, and technology partners through collaborative events and networking sessions.
5. **Innovation Support:** Joint projects and collaborations drive technological innovation, enabling startups to develop cutting-edge IT solutions and services.

### **Benefits to Credize Info Tech:**

1. **Innovation Pipeline:** The association with METAVALLEY TBI allows Credize Info Tech to engage with innovative startups, providing a pipeline of fresh ideas and technological advancements.
2. **Talent Acquisition:** The partnership offers access to a pool of talented students and graduates from MES College Marampally, facilitating recruitment and internship and job opportunities.
3. **Market Expansion:** Collaboration with startups helps Credize Info Tech explore new market opportunities and diversify its service offerings.
4. **Brand Enhancement:** Being associated with a prestigious incubator enhances the company's brand image, showcasing its commitment to supporting technology and innovation.
5. **Academic Collaboration:** Close ties with the academic environment foster continuous learning and research, benefiting both the company and the startups.

This collaboration between METAVALLEY TBI and Credize Info Tech exemplifies the mutual benefits of industry-academic partnerships, driving innovation and supporting the growth of the startup ecosystem.

### **3.Croniox Private Limited**

**Focus:** IT Solutions

**Specialization:** Croniox Private Limited specializes in delivering comprehensive IT service solutions, including software development, IT consulting, and network management.


 The logo for Croniox Private Limited, featuring the word "croniox" in a lowercase, sans-serif font. The letters "croni" are in a dark grey color, and the letters "ox" are in a light blue color.

**Detailed Association Description:** Croniox Private Limited is a pivotal partner of METAVALLEY TBI, contributing its extensive expertise and resources to

support tech startups. This partnership plays a crucial role in strengthening the technological foundation of startups within the incubator.

#### **Benefits to METAVALLEY TBI:**

1. **Technical Expertise:** Croniox provides in-depth knowledge in IT services, assisting startups in building scalable and reliable technology solutions.
2. **Advanced Resources:** Startups gain access to Croniox's advanced IT infrastructure, including cloud services, development tools, and cybersecurity measures.
3. **Mentorship Programs:** Experienced professionals from Croniox mentor startups, offering strategic guidance on IT implementation and innovation.
4. **Networking Events:** Croniox facilitates industry connections through collaborative events, enhancing startups' access to potential clients and partners.
5. **Innovative Collaboration:** Joint R&D projects drive technological advancements, enabling startups to develop state-of-the-art IT solutions.

#### **Benefits to Croniox Private Limited:**

1. **Innovation Integration:** Association with METAVALLEY TBI allows Croniox to stay at the forefront of IT innovation by engaging with startups and their new ideas.
2. **Talent Pool:** The partnership offers access to skilled students and graduates from MES College Marampally, facilitating talent acquisition for internships and employment.
3. **Market Opportunities:** Collaboration with startups helps Croniox explore new markets and diversify its service offerings.
4. **Brand Visibility:** Being part of a prestigious incubator enhances Croniox's brand image, showcasing its commitment to innovation and entrepreneurship.
5. **Academic Synergy:** Close ties with the academic environment promote continuous learning and research, benefiting both Croniox and the startups.

This collaboration between METAVALLEY TBI and Croniox Private Limited highlights the mutual benefits of industry-academic partnerships, driving innovation and supporting the growth of the startup ecosystem.

## **4. Infinio Technology Solutions Private Limited**

**Focus:** IT Solutions

**Specialization:** Infinio Technology Solutions offers a wide range of IT services and solutions, including software development, IT infrastructure management, and technology consulting.



**Detailed Association Description:** Infinio Technology Solutions is a key partner of METAVALLEY TBI, bringing comprehensive IT expertise and resources to support startups. This collaboration is vital in equipping startups with the necessary technology and guidance to thrive.

**Benefits to METAVALLEY TBI:**

1. **IT Services Expertise:** Infinio provides extensive knowledge in various IT domains, assisting startups in developing and implementing effective technology strategies.
2. **Comprehensive Resources:** Startups have access to Infinio's wide range of IT services, including cloud computing, cybersecurity, and software development tools.
3. **Consulting and Mentorship:** Experienced IT professionals from Infinio offer consulting and mentorship, helping startups navigate technical challenges and optimize their technology infrastructure.
4. **Collaboration Opportunities:** Infinio facilitates collaborative projects and events, fostering innovation and allowing startups to leverage new technologies and methodologies.
5. **Enhanced Capabilities:** Through the partnership, startups can enhance their technological capabilities, ensuring they stay competitive in the rapidly evolving tech landscape.

**Benefits to Infinio Technology Solutions:**

1. **Access to Innovation:** Infinio benefits from exposure to fresh, innovative ideas generated by startups within the incubator, which can inform and inspire their service offerings.
2. **Talent Acquisition:** The partnership provides opportunities to identify and recruit talented individuals from MES College Marampally, fostering a pipeline of skilled professionals.
3. **Market Insights:** Working with a variety of startups gives Infinio insights into emerging market trends and technological demands, helping them stay ahead of the curve.
4. **Reputation Enhancement:** Being associated with a reputed incubator like METAVALLEY TBI enhances Infinio's brand image, showcasing their commitment to supporting technological innovation and entrepreneurship.

5. **Academic Collaboration:** The close relationship with the academic community fosters continuous learning and development, benefiting Infinio's growth and adaptability.

This partnership between METAVALLEY TBI and Infinio Technology Solutions underscores the mutual benefits of collaborative efforts in driving technological innovation and supporting the growth of the startup ecosystem.

## 5.Monzha Research Labs

**Focus:** Research & Development

**Specialization:** Monzha Research Labs focuses on innovative research and development across various fields, including hardware development.

**Detailed Association Description:** Monzha Research Labs is a vital partner of



METAVALLEY TBI, providing a strong foundation in research and development. Their expertise spans multiple disciplines, with a significant focus on hardware development, making them a crucial contributor to the incubator's ecosystem.

### Benefits to METAVALLEY TBI:

1. **R&D Expertise:** Monzha Research Labs brings extensive experience in research and development, aiding startups in creating cutting-edge solutions and advancing technological innovation.
2. **Hardware Development Resources:** Startups gain access to Monzha's specialized hardware development tools and facilities, which are essential for prototyping and product development.
3. **Collaborative Research:** Joint research projects with Monzha enable startups to leverage advanced methodologies and innovative technologies, accelerating their growth.
4. **Mentorship and Guidance:** Experts from Monzha offer mentorship and strategic advice, guiding startups through complex R&D processes and helping them achieve technical milestones.
5. **Enhanced Innovation:** The partnership encourages a culture of innovation, where startups can experiment with new ideas and technologies, leading to breakthrough products and services.



## Benefits to Monzha Research Labs:

1. **Access to Fresh Ideas:** Partnering with METAVALLEY TBI provides Monzha with exposure to innovative ideas and projects from startups, which can inspire new research directions.
2. **Talent Identification:** The collaboration offers opportunities to identify and recruit talented individuals from MES College Marampally, ensuring a continuous influx of skilled researchers and developers.
3. **Market Expansion:** Working with a variety of startups helps Monzha understand emerging market needs and trends, informing their own product development strategies.
4. **Enhanced Brand Image:** Being associated with METAVALLEY TBI enhances Monzha's reputation as a supporter of innovation and entrepreneurship, attracting potential clients and partners.
5. **Academic Synergy:** The partnership fosters close ties with the academic community, promoting continuous learning and facilitating collaborative research projects that benefit both Monzha and the startups.

This collaboration between METAVALLEY TBI and Monzha Research Labs highlights the mutual benefits of industry-academic partnerships, driving innovation and supporting the growth of the startup ecosystem.

## 6. Apothecary Medical Services

**Introduction:** Apothecary Medical Services is a leading healthcare provider focused on transforming emergency medicine and pre-hospital care through innovative technological advancements.



Founded by Dr. Nadeem Shah Hamzath T.A and Hyder Shehansha T.A, the company aims to save lives by improving the efficiency and effectiveness of medical responses during emergencies.

### Leadership:

- **Dr. Nadeem Shah Hamzath T.A:** Founder, CEO, and MD of Apothecary Medical Services. Dr. Hamzath holds an MBBS and MRCEM (UK) and is dedicated to revolutionizing emergency medical care.

- **Hyder Shehansha T.A:** Director of Marketing and an alumnus of MES College Marampally. Hyder's deep connection to the college fosters strong collaboration and mentorship opportunities for current students.

#### **About Apothecary Medical Services:**

Founded in May 2021 during the second wave of the COVID-19 pandemic, Apothecary Medical Services was established to address critical gaps in emergency healthcare. The company's first project was launched in Beypore



constituency, Calicut, Kerala, providing essential healthcare services to underserved populations. This initiative gained significant recognition and appreciation from both the public and government officials for its impactful contributions during the pandemic ([The Apothecary](#)) ([Medical Buyer](#)).

**Innovative Solutions:** One of the standout innovations from Apothecary Medical Services is India's first Assisted Reality (AR) 5G-enabled ambulance. This state-of-the-art ambulance allows doctors to provide remote guidance to patients via telemedicine



software and smart eyewear, ensuring timely and expert medical care during transport. The AR ambulance features advanced medical equipment, including extra-corporeal membrane oxygenation (ECMO) and intra-aortic balloon pump (IABP) facilities, which are crucial for critical care ([The New Indian Express](#)) ([Medical Buyer](#)).

**Detailed Association Description:** Apothecary Medical Services is a vital partner of METAVALLEY TBI, contributing significantly to the incubator's healthcare ecosystem. Their expertise and resources are invaluable in supporting healthcare startups within the incubator.

#### **Benefits to METAVALLEY TBI:**

1. **Medical Expertise:** Apothecary offers extensive knowledge in healthcare, aiding startups in developing innovative medical technologies and services.
2. **Advanced Resources:** Startups gain access to Apothecary's medical facilities and equipment, essential for product development and testing.

3. **Mentorship and Guidance:** Dr. Hamzath and Hyder provide mentorship, guiding startups through the complexities of healthcare innovation and compliance.
4. **Collaborative Projects:** Joint initiatives and research projects drive healthcare innovation, leading to the development of new medical devices and services.
5. **Enhanced Capabilities:** Through the partnership, healthcare startups can enhance their capabilities and develop solutions that meet the highest medical standards.

### Benefits to Apothecary Medical Services:

1. **Access to Innovation:** Partnering with METAVALLEY TBI allows Apothecary to engage with innovative healthcare startups, providing a pipeline of fresh ideas and technologies.
2. **Talent Acquisition:** The collaboration offers opportunities to identify and recruit talented medical students and graduates from MES College Marampally.
3. **Market Insights:** Working with various healthcare startups gives Apothecary insights into emerging trends and technological advancements in the medical field.
4. **Reputation Enhancement:** Being associated with METAVALLEY TBI enhances Apothecary's brand image, showcasing its commitment to supporting healthcare innovation and entrepreneurship.
5. **Academic Collaboration:** The partnership fosters close ties with the academic community, promoting continuous learning and facilitating collaborative research projects that benefit both Apothecary and the startups.

This collaboration between METAVALLEY TBI and Apothecary Medical Services highlights the mutual benefits of industry-academic partnerships, driving innovation and supporting the growth of the healthcare startup ecosystem.

## 7. ThriveX Business School

**Introduction:** ThriveX Business School is a premier institution dedicated to redefining business education through a pragmatic and experiential approach. Located at Mizone IT Park in Kannur, ThriveX offers a diverse range of certificate courses and executive education programs designed to prepare students for dynamic corporate careers.

([www.thrivexschool.com](http://www.thrivexschool.com))



**BS** ThriveX  
Business School

**About ThriveX Business School:** ThriveX focuses on cultivating a learning environment that fosters curiosity, critical thinking, and practical problem-solving. The institution emphasizes experiential learning through case studies, simulations, internships, and industry collaborations. Their curriculum is a blend of traditional business principles and modern trends, ensuring students are equipped to handle real-world challenges.

### **Key Offerings:**

1. **Pragmatic Approach:** Courses designed to offer practical insights and hands-on experiences.
2. **Experiential Learning:** Emphasis on real-world applications through case studies and industry collaborations.
3. **Expert Faculty:** Comprises industry veterans and thought leaders.
4. **Holistic Development:** Focus on well-rounded development through extracurricular activities and personality development sessions.
5. **Cutting-Edge Curriculum:** Combines traditional principles with modern trends and technologies.
6. **Global Outlook:** Prepares students for both local and global business environments.

### **Leadership:**

- **Arun Kumar:** Academic Head.
- **Vyshakh Vijay:** Finance & Investments.
- **Azhar K P:** Logistics Management.

**Detailed Association Description:** ThriveX Business School is a valuable partner of METAVALLEY TBI, enhancing the incubator's ability to support startups with essential business education and training.

### **Benefits to METAVALLEY TBI:**

1. **Educational Resources:** ThriveX provides startups with access to comprehensive business education programs, enhancing their management and operational capabilities.
2. **Expert Guidance:** Faculty members from ThriveX offer mentorship and training to startups, helping them develop effective business strategies.
3. **Networking Opportunities:** ThriveX facilitates connections with industry leaders and professionals, offering startups valuable networking opportunities.

4. **Skill Development:** Startups benefit from ThriveX's focus on holistic development, including soft skills and leadership training.
5. **Collaborative Projects:** Joint initiatives and projects with ThriveX drive innovation and practical business solutions.

### Benefits to ThriveX Business School:

1. **Innovation Exposure:** The association with METAVALLEY TBI allows ThriveX to engage with innovative startups, incorporating fresh business ideas and trends into their curriculum.
2. **Talent Pipeline:** The collaboration offers opportunities to identify and recruit talented individuals from the startup ecosystem for their programs.
3. **Real-World Application:** Working with startups helps ThriveX ensure that their curriculum remains relevant and aligned with industry needs.
4. **Brand Enhancement:** Being associated with a reputed incubator like METAVALLEY TBI enhances ThriveX's brand image and credibility.
5. **Academic-Industry Synergy:** The partnership fosters a strong link between academic learning and practical industry applications, benefiting both ThriveX and the startups.

This collaboration between METAVALLEY TBI and ThriveX Business School highlights the mutual benefits of industry-academic partnerships, driving innovation and supporting the growth of the startup ecosystem

## 8.Zamorin & Gama

**Introduction:** Zamorin & Gama is a leading exporter and supplier of premium quality coconut products and essential oils, established in 2021. Rooted in Kerala, the company leverages the region's rich heritage and commitment to purity and authenticity.



**About Zamorin & Gama:** Zamorin & Gama specializes in a diverse range of coconut products, including extra virgin coconut oil, coconut milk, desiccated coconut powder, and coconut sugar.



Their essential oils are widely used in aromatherapy, ayurveda, and perfumery. The company is known for its sustainable practices, strong partnerships with farmers, and a global trade network that ensures high product standards and extensive international presence.

### **Key Offerings:**

- **High-Quality Coconut Products:** Extra virgin coconut oil, coconut milk, desiccated coconut powder, coconut sugar, and more.
- **Essential Oils:** Natural oils extracted from high-quality spices.
- **Sustainable Practices:** Strong partnerships with farmers ensure ethical sourcing.
- **Global Presence:** Extensive international trade relationships.
- **Commitment to Quality:** Focus on delivering pure and natural ingredients.

**Detailed Association Description:** Zamorin & Gama is a vital partner of METAVALLEY TBI, significantly enhancing the incubator's capacity to support agri-business startups. Their expertise in coconut products and essential oils provides crucial support to startups, driving innovation in the agricultural sector.

### **Benefits to METAVALLEY TBI:**

1. **Product Expertise:** Access to deep knowledge in coconut products and essential oils.
2. **Quality Resources:** Startups gain access to high-quality raw materials and advanced production facilities.
3. **Mentorship and Guidance:** Industry experts provide strategic advice on product development and market strategies.
4. **Market Access:** Facilitates entry into global markets through established trade relationships.
5. **Sustainable Practices:** Promotes ethical and sustainable business practices among startups.

### **Benefits to Zamorin & Gama:**

1. **Innovation Integration:** Engages with innovative startups, incorporating fresh ideas and technologies into their product line.
2. **Talent Acquisition:** Access to a pool of talented individuals from MES College Marampally for potential recruitment.
3. **Market Insights:** Collaboration with startups provides insights into emerging trends and consumer preferences.

4. **Brand Enhancement:** Association with METAVALLEY TBI enhances the company's brand image.
5. **Academic Collaboration:** Fosters research and development through academic partnerships.

This collaboration between METAVALLEY TBI and Zamorin & Gama highlights the mutual benefits of industry-academic partnerships, driving innovation and supporting the growth of the agri-business startup ecosystem.

## 9.Starting Trouble

**Introduction:** Starting Trouble is an innovative platform dedicated to promoting entrepreneurship through engaging and educational sessions. Their mission is to empower aspiring entrepreneurs by providing essential knowledge, motivation, and resources to kickstart their ventures successfully.



**Key Offerings:** Starting Trouble offers a diverse range of sessions, including motivational talks, startup awareness workshops, personality development, technical sessions, and funding options. Unique programs like "*Me'n My StartUp*" and "*Me'n My IEDC*" focus on personalized entrepreneurial journeys. Additionally, they conduct ice breakers, gaming sessions, and market strategy workshops to enhance learning.

### Benefits to METAVALLEY TBI and the College:

1. **Skill Development:** Provides students and startups with essential entrepreneurial skills and knowledge, fostering a proactive startup culture.
2. **Networking Opportunities:** Facilitates connections with industry experts, mentors, and potential investors, enhancing the startup ecosystem.
3. **Resource Access:** Offers comprehensive guidance on funding options, market strategies, and personal branding, supporting startups in their growth and development.

### Benefits to Starting Trouble:

1. **Innovation Exposure:** Access to innovative ideas and projects from aspiring entrepreneurs.

2. **Talent Pipeline:** Opportunities to identify and recruit talented individuals from MES College Marampally.
3. **Brand Enhancement:** Association with a prestigious incubator like METAVALLEY TBI enhances their brand credibility and visibility.

**Conclusion:** The partnership between METAVALLEY TBI and Starting Trouble exemplifies the power of collaborative efforts in fostering innovation and entrepreneurship. By leveraging each other's strengths, both entities contribute significantly to the development of a dynamic and supportive startup ecosystem, ultimately driving socio-economic growth and development.

## 10.EQUAL SOFT

**Introduction:** EQUAL SOFT is a leading provider of accounting-based software solutions designed to simplify and streamline financial management for businesses. Their main products include FinFlo Service Manager, FinFlo-Credit Manager, FinFlo-Inventory Manager, and FinFlo-Labour Supply, all aimed at making accounts management easy and efficient.



### Key Offerings:

- **FinFlo Service Manager:** Simplifies service management with integrated accounting features.
- **FinFlo-Credit Manager:** Enhances credit management and financial tracking.
- **FinFlo-Inventory Manager:** Streamlines inventory management with real-time tracking.
- **FinFlo-Labour Supply:** Manages labor supply and associated financials efficiently.

### Benefits to METAVALLEY TBI and the College:

1. **Enhanced Financial Management:** Provides startups with robust accounting software to manage their finances effectively.
2. **Operational Efficiency:** Helps startups streamline operations with integrated management tools, reducing administrative burden.
3. **Skill Development:** Students and startups gain practical experience using advanced accounting software, enhancing their technical skills.

### Benefits to EQUAL SOFT:

1. **Market Insights:** Collaboration with METAVALLEY TBI provides insights into the needs of startups, informing product development.
2. **Innovation Exposure:** Engaging with innovative startups brings fresh perspectives and potential enhancements to their software solutions.
3. **Brand Visibility:** Association with METAVALLEY TBI enhances EQUAL SOFT's brand reputation as a supporter of innovation and entrepreneurship.

**Conclusion:** The partnership between METAVALLEY TBI and EQUAL SOFT demonstrates the benefits of integrating advanced accounting solutions into the startup ecosystem. By providing essential tools and expertise, EQUAL SOFT supports the financial management needs of startups, contributing to their operational success and growth.

## 11. Neom Building Solutions

**Introduction:** Neom Building Solutions is a distinguished provider of innovative infrastructure products and services with over two decades of experience in the building materials industry. The company collaborates with leading architects, designers, engineers, builders, and contractors across the state to deliver top-quality, value-added, and sustainable products.



**Key Offerings:** Neom provides a comprehensive range of building materials, including plywood, block board, decorative laminates, decorative veneers, medium-density fiberboards (MDF), laminate flooring, glass, and handrail works. They are committed to eco-friendly practices and delivering after-sales services to ensure customer satisfaction and inspire sustainable living.

### Benefits to METAVALLEY TBI and the College:

1. **Expertise and Resources:** Access to premium building materials and cutting-edge infrastructure solutions.
2. **Mentorship and Training:** Industry experts from Neom offer valuable guidance on sustainable building practices and the application of their products.
3. **Collaborative Projects:** Joint initiatives provide hands-on learning opportunities and foster innovation in construction-related startups.

### Benefits to Neom Building Solutions:

1. **Innovation Exposure:** Collaboration with startups introduces new ideas and technologies, enhancing product offerings.
2. **Talent Acquisition:** Opportunities to identify and recruit skilled individuals from MES College Marampally.
3. **Market Insights:** Insights into emerging industry trends and demands through engagement with the startup community.

**Conclusion:** The partnership between METAVALLEY TBI and Neom Building Solutions highlights the mutual benefits of industry-academic collaboration. By leveraging each other's strengths, both entities contribute to the development of sustainable and innovative building solutions, promoting growth within the construction startup ecosystem.

1. **Mentorship and Training:** Offers guidance from industry experts on product development and patient care.
2. **Collaborative Projects:** Enables joint research and development initiatives, enhancing practical learning and innovation.

#### **Benefits to New Glory Orthopaedics:**

1. **Innovation Exposure:** Engages with startups for fresh perspectives in product development.
2. **Talent Acquisition:** Provides opportunities to recruit skilled individuals from MES College Marampally.
3. **Market Insights:** Gains insights into emerging trends and demands in orthopaedic rehabilitation.

**Conclusion:** New Glory Orthopaedics, as a member of METAVALLEY TBI, exemplifies the benefits of industry-academic collaboration. This partnership drives the development of advanced orthopaedic solutions and fosters growth within the healthcare startup ecosystem.

## **12. Glorified Orthopaedics Private Limited**

**Introduction:** Glorified Orthopaedics, a proud member of METAVALLEY TBI, is a leading provider of advanced orthopaedic rehabilitation solutions. Established in 2003, the company is dedicated to delivering innovative, reliable, and aesthetically pleasing products that adhere to international standards.





**About Glorified Orthopaedics:** Glorified specializes in orthopaedic soft goods and rehabilitation aids. The company is ISO 9001:2008 certified, ensuring high-quality standards in patient management and recovery. Their global reach extends services to individuals worldwide, addressing diverse orthotic and prosthetic needs.



### Key Offerings:

- **Orthopaedic Soft Goods:** Advanced solutions for various orthopaedic requirements.
- **Rehabilitation Aids:** Tools designed to assist in recovery and mobility enhancement.
- **Surgical Goods and Artificial Limbs:** High-quality products tailored to specific orthotic and prosthetic needs.
- **Global Services:** Comprehensive services for all ages and conditions, globally.

### Benefits to METAVALLEY TBI and the College:

1. **Expertise and Innovation:** Provides access to cutting-edge orthopaedic products and rehabilitation solutions.
2. **Mentorship and Training:** Offers guidance from industry experts on product development and patient care.
3. **Collaborative Projects:** Enables joint research and development initiatives, enhancing practical learning and innovation.

### Benefits to Glorified Orthopaedics:

1. **Innovation Exposure:** Engages with startups for fresh perspectives in product development.
2. **Talent Acquisition:** Provides opportunities to recruit skilled individuals from MES College Marampally.
3. **Market Insights:** Gains insights into emerging trends and demands in orthopaedic rehabilitation.

**Conclusion:** Glorified Orthopaedics, as a member of METAVALLEY TBI, exemplifies the benefits of industry-academic collaboration. This partnership drives the development of advanced orthopaedic solutions and fosters growth within the healthcare startup ecosystem. Together, they are committed to enhancing patient care and innovation in the field of orthopaedics.

### 13. Artz Team

**Introduction:** Artz Team is a dynamic and innovative company specializing in digital marketing and design services. As a valued member of METAVALLEY TBI, Artz Team brings creative expertise to the table, enhancing the online presence and brand identity of startups and established businesses alike.



#### Key Offerings:

- **Digital Marketing:** Comprehensive strategies designed to boost online presence, drive traffic, and increase engagement.
- **Design Services:** Innovative graphic and web design solutions tailored to meet the specific needs of each client.

**Detailed Association Description:** Artz Team's collaboration with METAVALLEY TBI enhances the entrepreneurial ecosystem by providing startups with essential digital marketing and design services. Their creative solutions help startups establish a strong brand identity and reach their target audience effectively. Through this partnership, Artz Team also shares industry knowledge and skills, fostering growth and innovation within the incubator.

**Conclusion:** The association between Artz Team and METAVALLEY TBI exemplifies the power of combining creative expertise with entrepreneurial support. This partnership not only drives the success of individual startups but also contributes to the overall development of a vibrant and innovative startup ecosystem at MES College Marampally.

## 14. Myfill Foods LLP

**Introduction:** Myfill Foods LLP, incorporated on 15 November 2021, is a pioneering food technology research company. As a member of METAVALLEY TBI, Myfill Foods LLP is dedicated to advancing food



technology and offering specialized courses in restaurant food preparation, including popular items like pizza and burgers.

**About Myfill Foods LLP:** Myfill Foods LLP focuses on innovative food technology research and development. The company is committed to enhancing culinary practices through its comprehensive courses designed for companies and individuals interested in mastering restaurant-style food preparation. Their courses cover a range of culinary techniques and recipes, aiming to elevate the standards of food preparation in the industry.

### Key Offerings:

- **Food Technology Research:** Cutting-edge research and development in food technology to innovate and improve culinary practices.
- **Culinary Courses:** Specialized training in restaurant food preparation, including pizza, burgers, and other popular dishes.



**Detailed Association Description:** The partnership between Myfill Foods LLP and METAVALLEY TBI enriches the entrepreneurial ecosystem by providing valuable culinary expertise and food technology insights. Myfill Foods LLP's courses not only enhance the skills of aspiring chefs and food enthusiasts but also support startups in the food industry by offering advanced training and innovative solutions.

**Conclusion:** The association between Myfill Foods LLP and METAVALLEY TBI highlights the importance of integrating food technology and culinary education within the startup ecosystem. This collaboration drives innovation, enhances culinary standards, and supports the growth of food-related startups at MES College Marampally, contributing to a vibrant and diverse entrepreneurial environment.

## 15.Fresh & Fresh

**Introduction:** Fresh & Fresh is a premier company specializing in the production and distribution of high-quality fresh food and beverage products. As a member of METAVALLEY TBI, Fresh & Fresh is dedicated to promoting healthy and fresh food options, ensuring top-notch quality and taste.



**About Fresh & Fresh:** Fresh & Fresh focuses on delivering a wide variety of fresh food and beverages, sourced from the best suppliers to ensure premium quality. The company's product range includes fresh fruits, vegetables, juices, and other beverages that cater to the growing demand for healthy and nutritious food options.

### Key Offerings:

- **Fresh Food Products:** A diverse selection of fresh fruits, vegetables, and other perishable items.
- **Beverages:** A variety of healthy and refreshing drinks, including freshly squeezed juices and smoothies.

**Detailed Association Description:** The partnership between Fresh & Fresh and METAVALLEY TBI enhances the incubator's ability to support startups in the food and beverage industry. Fresh & Fresh brings its expertise in sourcing and quality control to the table, helping startups deliver top-quality products to their customers. This collaboration also provides valuable insights into the latest trends and consumer preferences in the fresh food market.

**Conclusion:** The association between Fresh & Fresh and METAVALLEY TBI underscores the importance of providing high-quality, fresh food and beverage options within the startup ecosystem.



This partnership drives innovation, promotes healthy eating habits, and supports the growth of food-related startups at MES College Marampally, contributing to a vibrant and diverse entrepreneurial environment.

## 16.NŪR Skills

**Introduction:** NŪR Skills is a prominent training organization founded by Muhamed Hashim, who also serves as the Chief Coach. The company specializes in providing comprehensive training programs aimed at building confidence, enhancing interview skills, and overall professional development.



**About NŪR Skills:** NŪR Skills focuses on empowering individuals through targeted training sessions that cover a wide range of essential skills. Their programs are designed to help participants excel in interviews, boost their confidence, and develop a strong professional presence. Muhamed Hashim's expertise and guidance are central to the company's approach to personal and professional growth.

### Key Offerings:

- **Confidence Building:** Programs aimed at boosting self-esteem and professional confidence.
- **Interview Skill Development:** Training sessions focused on mastering interview techniques and strategies.
- **Professional Development:** Comprehensive coaching to enhance various professional skills.

**Detailed Association Description:** NŪR Skills, as a member of METAVALLEY TBI, provides valuable training resources that enhance the capabilities of startups and individuals within the incubator. Their specialized programs support the professional growth of entrepreneurs, ensuring they are well-prepared for the challenges of the business world.

**Conclusion:** The partnership between NŪR Skills and METAVALLEY TBI exemplifies the importance of comprehensive training in fostering a successful startup ecosystem. By offering



essential skills training, this collaboration contributes to the personal and professional development of entrepreneurs at MES College Marampally, promoting a culture of excellence and confidence.

## 17. Newtech Ply & Boards

**Introduction:** Newtech Ply & Boards, one of the leading manufacturers of plywood in South India, boasts over 50 years of industry experience. Their commitment to quality and reliability has established them as a trusted name in the market.



**About Newtech Ply & Boards:** Newtech Ply & Boards is renowned for their high-impact resistance, surface dimensional stability, and high strength-to-weight ratio. Their plywood products are cost-effective and suitable for structural applications such as flooring, shear walls, formwork, and webbed beams. The company's special attention to customer requirements and the blend of quality, promptness, and cost-effectiveness are key to their credibility.

**Detailed Association Description:** The partnership between Newtech Ply & Boards and METAVALLEY TBI enhances the incubator's support for startups in the construction and manufacturing sectors. Newtech Ply & Boards provides high-quality materials and expertise, aiding startups in developing durable and reliable products.

**Conclusion:** The association with Newtech Ply & Boards exemplifies the benefits of combining industry expertise with entrepreneurial innovation. This collaboration supports the growth and development of construction-related startups at MES College Marampally, contributing to a robust and dynamic startup ecosystem.

## 18. BirdEye Technologies

**Introduction:** BirdEye Technologies is a leading company in the automation industry, dedicated to enhancing human life by optimizing environmental resource usage. Specializing in advanced automation systems, the company focuses particularly on water management solutions.

**About BirdEye Technologies:** BirdEye Technologies offers a range of products and services, with their flagship product being the Oflow Automatic Water Level Controller. This system is designed

to prevent water wastage and manage water resources efficiently. The company's primary goal is to improve the quality of life through the optimal use of environmental resources.

**State-of-the-Art Manufacturing Unit at MES College Marampally:**

BirdEye Technologies has established a state-of-the-art manufacturing unit at MES College Marampally to produce Oflow water overflow management systems. This facility enhances their capacity to deliver high-quality automation products to a broader market and provides valuable hands-on experience for students.



**Detailed Association Description:** As a valued member of METAVALLEY TBI, BirdEye Technologies contributes significantly to the incubator's mission by providing expertise in hardware and automation systems. Their innovative water management solutions align with METAVALLEY TBI's goal of fostering technological advancements and promoting sustainable practices. This partnership supports startups in developing cutting-edge solutions that address critical environmental challenges.

**Benefits to College and Company:** The collaboration between BirdEye Technologies and MES College Marampally brings mutual benefits. The college gains access to advanced automation technologies and hands-on learning opportunities for students, enhancing their practical skills and industry readiness. BirdEye Technologies benefits from the innovation and fresh perspectives of young minds, as well as the availability of a skilled talent pool for future recruitment.

**Conclusion:** The collaboration between BirdEye Technologies and METAVALLEY TBI showcases the powerful synergy between industry expertise and entrepreneurial innovation. This partnership drives the development of advanced automation solutions, promotes sustainable practices, and supports the growth of startups focused on environmental resource management at MES College Marampally. The establishment of BirdEye Technologies' manufacturing unit further strengthens this collaboration, enhancing the region's technological and economic landscape.

## 19. Travancore Hygienic Systems Private Limited

**Introduction:** Travancore Hygienic Systems Private Limited is a leading company specializing in water management solutions, including the construction and maintenance of water pools and swimming pools. As a member of METAVALLEY TBI, the company leverages its expertise to deliver high-quality, sustainable water management systems.

**About Travancore Hygienic Systems:** Travancore Hygienic Systems focuses on building and maintaining water pools, swimming pools, and related infrastructure. Their services include design, construction, and ongoing maintenance, ensuring the highest standards of hygiene and functionality for both residential and commercial clients.



### Key Offerings:

- **Water Pools:** Design and construction of various types of water pools.
- **Swimming Pools:** Comprehensive solutions for residential and commercial swimming pools.
- **Maintenance Services:** Regular maintenance to ensure hygiene and optimal performance of water facilities.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Travancore Hygienic Systems contributes significantly to the incubator’s mission by offering expertise in water management and pool construction. Their solutions align with METAVALLEY TBI’s focus on sustainable and innovative practices, supporting startups in developing high-quality water management systems.

**Benefits to College and Company:** The partnership benefits MES College Marampally by providing students with hands-on experience in water management technologies, improving their practical skills and industry readiness. Travancore Hygienic Systems gains access to a skilled talent pool and innovative ideas from the academic environment, enhancing their business operations and product offerings.

**Conclusion:** The collaboration between Travancore Hygienic Systems and METAVALLEY TBI demonstrates the effective synergy between industry expertise and academic innovation. This partnership promotes sustainable water management solutions and supports the growth of related startups at MES College Marampally, contributing to a vibrant and progressive entrepreneurial ecosystem.

## 20. Eorie Wellness Solutions Private Limited

**Introduction:** Eorie Wellness Solutions Private Limited is a prominent company specializing in healthcare and sports care products. As a member of METAVALLEY TBI, the company is dedicated to providing innovative solutions that enhance health and wellness.

**About Eorie Wellness Solutions:** Eorie Wellness Solutions focuses on developing and distributing a wide range of healthcare and sports care products. Their offerings are designed to improve overall well-being, support athletic performance, and promote a healthy lifestyle. The company's commitment to quality and innovation ensures that their products meet the highest standards.

### Key Offerings:

- **Healthcare Products:** Comprehensive solutions aimed at improving health and wellness.
- **Sports Care Products:** Specialized products designed to support athletic performance and recovery.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Eorie Wellness Solutions plays a crucial role in the incubator's mission by providing expertise in healthcare and sports care. Their innovative products support startups in developing high-quality solutions that address various health and wellness needs.

**Benefits to College and Company:** The partnership benefits MES College Marampally by offering students hands-on experience with cutting-edge healthcare and sports care products, enhancing their practical skills and industry readiness. Eorie Wellness Solutions gains access to a skilled talent pool and innovative ideas from the academic environment, boosting their product development and market reach.

**Conclusion:** The collaboration between Eorie Wellness Solutions and METAVALLEY TBI exemplifies the synergy between industry expertise and academic innovation. This partnership drives the development of advanced healthcare and sports care solutions, promoting a healthy lifestyle and supporting the growth of related startups at MES College Marampally.

## 21. Indion Private Limited

**Introduction:** Indion Private Limited is a dynamic company specializing in biotechnology research and the production of soap and cosmetic beauty products. As a member of METAVALLEY TBI, the company is committed to advancing biotechnology applications while providing high-quality personal care products. Notably, one of the founders, Ms. Gayathri, is a student of MES College Marampally.

**About Indion Private Limited:** Indion Private Limited focuses on innovative biotechnology research to develop cutting-edge products in the healthcare and beauty sectors. Their range includes soaps and cosmetic beauty products that emphasize natural ingredients and scientific advancements. The company's dedication to quality and innovation ensures their products meet high standards of efficacy and safety.

### Key Offerings:

- **Biotechnology Products:** Engages in advanced research to create innovative biotechnology solutions.
- **Soap and Cosmetic Beauty Products:** Develops and manufactures high-quality personal care products, including soaps and cosmetics.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Indion Private Limited brings substantial expertise in biotechnology and personal care product development. This association enhances the incubator's capacity to support startups in the biotech and beauty industries, fostering innovation and practical applications.

**Benefits to College and Company:** The collaboration benefits MES College Marampally by providing students with hands-on experience in biotechnology and personal care product development, enhancing their practical skills and industry readiness. Indion Private Limited benefits from access to a skilled talent pool and innovative ideas from the academic environment, supporting their product development and market expansion.

**Conclusion:** The partnership between Indion Private Limited and METAVALLEY TBI highlights the synergy between industry expertise and academic innovation. This collaboration drives the development of advanced biotechnology and personal care solutions, supporting the growth of related startups at MES College Marampally and contributing to a vibrant entrepreneurial ecosystem.



## 22.Mind Route

**Introduction:** Mind Route is a distinguished organization specializing in counseling, psychotherapy, and mentoring services. As a member of METAVALLEY TBI, Mind Route operates an office at MES College Marampally, providing essential mental health and personal development support to students and the broader community.

**About Mind Route:** Mind Route offers a range of services aimed at enhancing mental health and well-being. Their professional team provides counselling for various psychological issues, psychotherapy for deeper mental health treatment, and mentoring to support personal and academic growth.

### Key Offerings:

- **Counselling:** Professional support for dealing with personal and psychological challenges.
- **Psychotherapy:** Comprehensive mental health treatment addressing deeper psychological issues.
- **Mentoring:** Guidance and support for personal and academic development.

**Detailed Association Description:** Operating directly from MES College Marampally, Mind Route integrates its services into the campus environment, offering readily accessible mental health support. This collaboration with METAVALLEY TBI ensures that students have the necessary resources for maintaining mental well-being and achieving personal growth.

**Benefits to College and Company:** The partnership provides MES College Marampally students with immediate access to mental health services, promoting a healthier campus environment. Mind Route benefits from close engagement with the student community, gaining insights that enhance their services and effectiveness.

**Conclusion:** The association between Mind Route and METAVALLEY TBI exemplifies the importance of integrating mental health services within academic settings. This collaboration supports the mental well-being and personal development of students, contributing to a supportive and nurturing educational environment at MES College Marampally.

## 23. Yoga Sutra Meditation & Yoga Centre

**Introduction:** Yoga Sutra Meditation & Yoga Centre is committed to providing comprehensive health care support through the practice of yoga and meditation. As a member of METAVALLEY TBI, the centre offers its wellness programs within the college, promoting holistic health and well-being among students and staff.

**About Yoga Sutra Meditation & Yoga Centre:** Yoga Sutra focuses on enhancing physical and mental health through various yoga styles, meditation techniques, and holistic health practices. Their programs are designed to improve physical fitness, reduce stress, and promote mental clarity and emotional balance.

### Key Offerings:

- **Yoga Classes:** Offer a variety of yoga styles, including Hatha, Vinyasa, and Ashtanga, to improve flexibility, strength, and relaxation.
- **Meditation Sessions:** Provide guided meditation techniques to enhance mental clarity, reduce stress, and promote mindfulness.
- **Holistic Health Practices:** Include workshops and sessions on holistic health, such as Ayurveda, nutrition, and wellness coaching, aimed at promoting overall wellness and balance.

**Detailed Association Description:** The integration of Yoga Sutra Meditation & Yoga Centre within MES College Marampally provides an invaluable resource for students and staff. This partnership supports a holistic approach to health care, ensuring that the college community has access to tools and practices that maintain physical, mental, and emotional well-being. The centre's presence within the college allows for regular classes and workshops, making wellness practices an accessible and integral part of campus life.

**Benefits to College and Company:** The collaboration benefits MES College Marampally by offering a holistic health care approach that supports the physical and mental well-being of students and staff. Yoga Sutra gains access to a vibrant academic community, enhancing their outreach and impact. The synergy between Yoga Sutra and METAVALLEY TBI promotes a healthy lifestyle and a balanced, supportive environment conducive to academic and personal success.

**Conclusion:** The association between Yoga Sutra Meditation & Yoga Centre and METAVALLEY TBI highlights the importance of integrating holistic health practices within the academic setting.

This partnership fosters a healthy, balanced lifestyle for the MES College Marampally community, contributing to a supportive and thriving educational environment. Through regular yoga and meditation sessions, along with holistic health workshops, Yoga Sutra helps nurture the overall well-being of students and staff, aligning with the goals of METAVALLEY TBI to promote innovation, wellness, and growth.

## 24. Metafosis

**Introduction:** Metafosis is a dynamic company specializing in live entertainment marketing. Located in Ernakulam, Kerala, Metafosis focuses on creating captivating live entertainment experiences that engage audiences and promote brands effectively.

**About Metafosis:** Metafosis operates at the intersection of entertainment and marketing, designing live events that not only entertain but also serve as powerful marketing tools. Their expertise includes event planning, production, and marketing, ensuring that every event is a memorable and impactful experience.

### Key Offerings:

- **Live Entertainment Marketing:** Creating immersive live events tailored to promote brands and engage audiences.
- **Event Planning and Production:** Comprehensive event management services from concept to execution.
- **Brand Promotion:** Innovative strategies to enhance brand visibility and connect with target audiences through live events.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Metafosis contributes significantly to the incubator's mission by providing expertise in live entertainment and marketing. Their innovative approach to event marketing supports startups in effectively promoting their brands and connecting with their audiences.

**Benefits to College and Company:** The partnership benefits MES College Marampally by offering students hands-on experience in live event marketing, enhancing their practical skills and industry readiness. Metafosis benefits from access to a talented pool of students and the innovative ideas they bring, supporting their event production and marketing efforts.

**Conclusion:** The collaboration between Metafosis and METAVALLEY TBI exemplifies the synergy between creative industry expertise and academic innovation. This partnership drives the development of effective live entertainment marketing strategies, supporting the growth of related startups at MES College Marampally and contributing to a vibrant and engaging entrepreneurial ecosystem

## 26. Westnet Overseas Study Hub

**Introduction:** Westnet Overseas Study Hub specializes in providing comprehensive study abroad advisory services. As a member of METAVALLEY TBI, they offer valuable guidance and solutions for students aspiring to pursue education overseas.



**About Westnet Overseas Study Hub:** Westnet Overseas Study Hub offers expert advice on various aspects of studying abroad, including university selection, application processes, visa assistance, and pre-departure preparations. Their goal is to simplify the journey for students, ensuring a smooth transition to international education.

### Key Offerings:

- **Study Abroad Advisory:** Personalized guidance on choosing the right universities and programs.
- **Application Assistance:** Help with the application process, including document preparation and submission.
- **Visa Support:** Comprehensive assistance with visa applications and requirements.
- **Pre-Departure Services:** Orientation sessions to prepare students for life abroad.

**Detailed Association Description:** As a member of METAVALLEY TBI, Westnet Overseas Study Hub enhances the incubator's educational support by providing essential services to students aspiring to study abroad. Their expertise helps students navigate the complexities of international education, ensuring successful outcomes.

**Conclusion:** The partnership between Westnet Overseas Study Hub and METAVALLEY TBI highlights the importance of comprehensive educational support in fostering academic and professional growth. This collaboration provides students at MES College Marampally with the resources and guidance needed to pursue their international education goals, contributing to a well-rounded and globally competitive academic environment.

## 27. Technocharya

**Introduction:** Technocharya is a premier training and development company based in Chennai. As a member of METAVALLEY TBI, Technocharya leverages its expertise to enhance the skill sets of students and professionals, preparing them for the dynamic demands of the industry.



**About Technocharya:** Technocharya focuses on providing high-quality training programs across various domains, including IT, management, and soft skills. Their training modules are designed to bridge the gap between academic learning and industry requirements, ensuring participants are job-ready and equipped with the latest skills.

### Key Offerings:

- **IT Training:** Comprehensive courses on the latest technologies and software.
- **Management Training:** Programs designed to develop leadership and managerial skills.
- **Soft Skills Development:** Training sessions aimed at improving communication, teamwork, and professional etiquette.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Technocharya significantly contributes to the incubator's mission by providing high-quality training and development programs. Their expertise supports startups and individuals in enhancing their skill sets and staying competitive in the market.

**Benefits to College and Company:** The partnership benefits MES College Marampally by offering students access to industry-relevant training programs, enhancing their employability.



Technocharya benefits from engaging with a talented pool of students and professionals, expanding their reach and impact.

**Conclusion:** The collaboration between Technocharya and METAVALLEY TBI underscores the importance of continuous learning and development in fostering a competitive and innovative startup ecosystem. This partnership equips students and startups at MES College Marampally with the skills and knowledge needed to succeed in their respective fields.

## 28. Alphine India Solutions

**Introduction:** Alphine India Solutions is a prominent e-commerce company specializing in handmade craft products. As a member of METAVALLEY TBI, the company focuses on promoting traditional craftsmanship through modern e-commerce platforms.

**About Alphine India Solutions:** Alphine India Solutions offers a diverse range of handmade craft products, showcasing the rich heritage and skills of Indian artisans. The company aims to bridge the gap between traditional crafts and contemporary markets, providing artisans with a broader customer base.

### Key Offerings:

- **Handmade Craft Products:** A variety of unique, high-quality handcrafted items.
- **E-Commerce Platform:** A user-friendly online marketplace for artisans to sell their products.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Alphine India Solutions plays a significant role in promoting traditional crafts and supporting artisans. Their e-commerce platform provides a global market for handmade products, enhancing the economic opportunities for artisans.

**Benefits to College and Company:** The partnership benefits MES College Marampally by providing students with exposure to the e-commerce industry and traditional crafts. Alphine India Solutions gains access to innovative ideas and a talented pool of students, supporting their business growth and product development.

**Conclusion:** The collaboration between Alphine India Solutions and METAVALLEY TBI highlights the synergy between traditional craftsmanship and modern e-commerce. This partnership drives the promotion of handmade craft products and supports the growth of related startups at MES College Marampally, contributing to a vibrant entrepreneurial ecosystem.

## 29. Abha Biz World

**Introduction:** Abha Biz World is a leading company specializing in cosmetic products, particularly face creams. As a member of METAVALLEY TBI, Abha Biz World focuses on developing high-quality skincare solutions that cater to diverse beauty needs.

**About Abha Biz World:** Abha Biz World is dedicated to producing effective and luxurious face creams and other cosmetic products. The company emphasizes the use of natural ingredients and advanced formulations to create products that enhance skin health and beauty.

### Key Offerings:

- **Face Creams:** A range of moisturizing, anti-aging, and skin-brightening face creams.
- **Cosmetic Products:** High-quality skincare solutions designed to meet various beauty needs.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, Abha Biz World contributes significantly to the incubator's mission by providing expertise in cosmetic product development. Their innovative skincare solutions support startups in the beauty industry, fostering innovation and quality.

**Benefits to College and Company:** The partnership benefits MES College Marampally by offering students hands-on experience in cosmetic product development and marketing. Abha Biz World benefits from access to a skilled talent pool and innovative ideas, enhancing their product offerings and market reach.

**Conclusion:** The collaboration between Abha Biz World and METAVALLEY TBI highlights the synergy between industry expertise and academic innovation. This partnership drives the development of advanced cosmetic solutions, supporting the growth of related startups at MES College Marampally and contributing to a vibrant entrepreneurial ecosystem.

## 30. MR Insurance Service

**Introduction:** MR Insurance Service is a dedicated provider of health insurance services. As a member of METAVALLEY TBI, MR Insurance Service focuses on offering comprehensive health insurance solutions tailored to meet the diverse needs of individuals and families.

**About MR Insurance Service:** MR Insurance Service specializes in a range of health insurance products designed to provide financial security and peace of mind. Their offerings include coverage for medical expenses, hospitalization, and other health-related costs, ensuring that clients are well-protected against unforeseen medical events.

### Key Offerings:

- **Health Insurance Plans:** Comprehensive plans that cover medical expenses, hospitalization, and other health-related costs.
- **Customizable Solutions:** Tailored health insurance policies to meet the specific needs of individuals and families.

**Detailed Association Description:** As a valued member of METAVALLEY TBI, MR Insurance Service contributes significantly by offering expertise in health insurance. Their comprehensive insurance solutions support startups and individuals in managing health risks effectively, fostering a secure environment for innovation and growth.

**Benefits to College and Company:** The partnership benefits MES College Marampally by providing students and staff with access to reliable health insurance services. MR Insurance Service benefits from engaging with a vibrant academic community, expanding their reach and enhancing their service offerings.

**Conclusion:** The collaboration between MR Insurance Service and METAVALLEY TBI underscores the importance of financial security in fostering a healthy and productive entrepreneurial ecosystem. This partnership supports the growth of startups at MES College Marampally, ensuring that health-related risks are managed effectively.

## Moving Forward

The METAVALLEY Technology Business Incubator (TBI) at MES College Marampally has made significant strides in nurturing a dynamic entrepreneurial ecosystem. By effectively bridging the gap between academia and startup culture, METAVALLEY TBI has become a cornerstone for innovation and business development in the region. The incubator's extensive support system, encompassing everything from initial idea stages to scaling successful enterprises, underscores its commitment to fostering sustainable and impactful startups.

METAVALLEY TBI's journey from the establishment of an Innovation and Entrepreneurship Development Cell (IEDC) to a full-fledged TBI highlights its adaptability and vision. The support and guidance provided by the Kerala Startup Mission have been pivotal in igniting the entrepreneurial spirit among students, leading to the development of numerous innovative projects and successful businesses.

With a clear vision to empower students and youth to become visionary entrepreneurs, METAVALLEY TBI envisions a future where their contributions significantly enhance the global startup ecosystem. The incubator's mission to promote innovation, facilitate technology-based businesses, drive socio-economic growth, build a collaborative ecosystem, and provide comprehensive support is not only ambitious but also essential for the region's growth.

Key initiatives and services, such as incubation, mentorship programs, networking events, funding assistance, and educational programs, are tailored to support entrepreneurs at their most vulnerable stages. Strategic partnerships with renowned institutions and organizations further enhance the incubator's capacity to offer unparalleled resources and opportunities to startups.

The diverse array of member companies associated with METAVALLEY TBI, ranging from sports technology to IT solutions, healthcare, and e-commerce, reflects the incubator's broad impact. These partnerships enable a dynamic exchange of knowledge, resources, and expertise, fostering an environment where startups can thrive.

The collaboration with institutions like the Business Innovation and Incubation Centre (BIIC) at Mahatma Gandhi University, IIT Palakkad Technology IHub Foundation, Oracle Academy, and GTech  $\mu$ Learn exemplifies the synergy between academic rigor and practical industry exposure. These partnerships are instrumental in providing startups with the necessary tools, expertise, and networks essential for their growth and success.

In conclusion, METAVALLEY TBI at MES College Marampally stands as a beacon of innovation, entrepreneurship, and socio-economic growth. Its efforts in transforming students from job seekers to job creators are not only commendable but also crucial for the region's future. By fostering a supportive and collaborative entrepreneurial ecosystem, METAVALLEY TBI is not only promoting technological advancements and knowledge transfer but also contributing significantly to community engagement and regional development. The incubator's dedication to nurturing an entrepreneurial culture, empowering women entrepreneurs, supporting MSMEs, and promoting investor education is a testament to its holistic approach to fostering innovation and entrepreneurship.

## Events and Programs at METAVALLEY TBI

### 1. Inauguration of METAVALLEY TBI

**Event Overview:** The inauguration of METAVALLEY TBI at MES College Marampally marked a significant milestone in promoting innovation and entrepreneurship within the academic community. Held on 7th March 2023 at 10:30 AM, the event featured distinguished speakers and guests, setting the stage for a vibrant entrepreneurial ecosystem.

#### Key Speakers:

- **Inauguration by:** Sri. Anoop Ambika, CEO of Kerala Startup Mission.
- **Keynote Address by:** Dr. Radhakrishnan E.K., Director of BIIC, MG University.
- **Special Address by:** Sri. Najeeb P.A., General Manager of DIC, Ernakulam.

**MES COLLEGE MARAMPALLY**  
**Inauguration of METAVALLEY TBI**

Inauguration	Key Note Address	Special Address
Sri. Anoop Ambika CEO Kerala Startup Mission	Dr. Radhakrishnan E.K. Director BIIC, MG University	Sri. Najeeb P.A. General Manager DIC, Ernakulam

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**07 MARCH 2023 @ 10.30 AM**

Kerala Startup Mission | Institution's Innovation Council | BIIC



**Exhibitions and Highlights:** The inauguration event also featured exhibitions from various departments showcasing innovative projects from startups and students. These exhibitions included:



- **Startup Exhibitions:** Displays of innovative products and services developed by startups within METAVALLEY TBI.

- **Student Projects:** Presentations of cutting-edge research and projects by

students, highlighting their creativity and technical skills.

- **Interactive Sessions:** Live demonstrations and interactive sessions that allowed attendees to engage with the innovations firsthand.

### Significance of the Event:

The event emphasized the importance of collaboration between academic institutions, industry leaders, and government bodies to support innovation and entrepreneurial initiatives. It highlighted METAVALLEY



TBI's vision of transforming students from job seekers to job creators, leveraging the theoretical knowledge and practical skills gained at the college.

**Additional Event Activities:** Alongside the exhibitions, the event included panel discussions with



industry experts, workshops on entrepreneurship, and networking sessions. These activities provided attendees with insights into the latest trends in

technology and business, as well as opportunities to connect with potential mentors and investors.



The successful inauguration of METAVALLEY TBI sets the stage for a robust startup ecosystem at MES College Marampally. With support from industry experts and academic leaders, METAVALLEY TBI aims to become a hub of innovation and entrepreneurship, driving socio-economic growth in the region. The exhibitions and interactive sessions during the inauguration further showcased the potential and creativity of the students and startups, reinforcing the commitment to fostering a culture of innovation.

## 2. Visit by Dr. Said Hamed Al Rubaie and Dr. Mohammed Al Araimi

**Event Overview:** On August 16th, 2023, METAVALLEY TBI at MES College Marampally was privileged to host Dr. Said Hamed Al Rubaie, Vice Chancellor of the University of Technology and Applied Sciences (UTAS) in Oman, and Dr. Mohammed Mubarak Mohammed Al Araimi, Director of the Office of His Excellency the Vice-Chancellor of UTAS. This event marked a significant milestone in fostering international collaboration and innovation in education.



### About the Guests:

**Dr. Said Hamed Al Rubaie:** As Vice Chancellor of UTAS, Dr. Al Rubaie plays a pivotal role in steering the university towards excellence in technology and applied sciences education. His leadership focuses on integrating advanced educational methodologies and fostering innovation among students. Under his guidance, UTAS has made significant strides in incorporating modern technological advancements into their curriculum and research initiatives, setting a benchmark in educational standards.





### **Dr. Mohammed Mubarak Mohammed Al Araimi:**

Serving as the Director of the Office of His Excellency the Vice-Chancellor at UTAS, Dr. Al Araimi is instrumental in facilitating strategic initiatives and international collaborations that enhance the university's educational impact. His efforts have been crucial in forming partnerships with leading educational institutions worldwide, promoting cross-border academic exchanges and research collaborations.

**About UTAS:** The University of Technology and Applied Sciences (UTAS) in Oman is renowned for its commitment to advancing education in technology and applied sciences. UTAS emphasizes practical skills, research, and innovation, preparing students for the evolving demands of the global workforce. The university's focus on cutting-edge research and technology-driven education has positioned it as a leader in the region, fostering a culture of excellence and continuous improvement.

### **Highlights of the Event:**

**Welcoming Ceremony:** The event commenced with a grand welcoming ceremony for Dr. Said Hamed Al Rubaie and Dr. Mohammed Al Araimi, acknowledging their contributions to education and innovation. The ceremony



featured cultural performances and speeches by esteemed faculty members, highlighting the significance of the event.

**Interactive Sessions:** Engaging discussions on future trends in technology and education provided valuable insights for students and faculty. Dr. Al Rubaie and Dr. Al Araimi shared their experiences and vision, emphasizing the role of technology in shaping the future of education and the importance of fostering a culture of innovation.



**Panel Discussions:** Thought-provoking panel discussions with industry experts focused on the integration of technology in education and the importance of international collaborations. Topics included the impact of artificial intelligence on education, the future of online

learning, and strategies for promoting global academic partnerships.

**Exhibitions and Product Launches:** The event also featured exhibitions and product launches that showcased the innovative spirit of METAVALLEY TBI's community. Various startups and departments displayed their latest products and projects, highlighting the creativity and technological advancements fostered within the incubator.

**Glorified Ortho:** Launched its latest range of orthopedic solutions, featuring cutting-edge technology designed to improve patient care and rehabilitation outcomes. The new products include advanced prosthetics, orthopedic supports, and mobility aids, emphasizing durability and patient comfort. These products are designed to enhance mobility and quality of life for individuals with orthopedic conditions, reflecting Glorified Ortho's commitment to innovation in healthcare.



**Bioextract Skin Care:** The Biotechnology Department introduced Bioextract, a new line of skincare products developed using biotechnology advancements. These products are formulated with natural ingredients and cutting-edge biotech processes to



ensure effective skincare solutions that promote healthy, radiant skin. Bioextract products are designed to cater to various skin types and concerns, leveraging the latest research in biotechnology to deliver superior skincare benefits.

### **Campus Blend by Myfill Foods:**

Myfill Foods unveiled Campus Blend, a nutritious and convenient food product tailored for students. This new product line focuses on providing healthy meal options that are both delicious and easy to prepare, catering to the busy lifestyles of students.



Campus Blend aims to promote healthy eating habits among students, offering a variety of balanced and tasty meal options that support overall well-being.



**Significance of the Event:** The visit by Dr. Said Hamed Al Rubaie and Dr. Mohammed Al Araimi underscored the importance of global collaboration in education and innovation. Their presence highlighted METAVALLEY TBI's commitment to fostering a knowledge-rich and entrepreneurial

environment. The exhibitions and product launches demonstrated the tangible outcomes of this commitment, showcasing the potential for academic-industry collaborations to drive technological advancements and improve the quality of life.

**Conclusion:** The event was a resounding success, providing a platform for exchanging ideas and celebrating innovation. The launch of new products from Glorified Ortho, the Biotechnology



Department, and Myfill Foods showcased the creativity and ingenuity of METAVALLEY TBI's community. This event further solidified METAVALLEY TBI's role



as a hub for innovation and collaboration, driving socio-economic growth and development. The interactive sessions and panel discussions provided attendees with valuable insights into the future of technology and education, reinforcing the importance of continuous learning and global partnerships in achieving educational excellence and fostering innovation.

By hosting such esteemed guests and showcasing innovative projects, METAVALLEY TBI continues to strengthen its position as a leading incubator of technology and entrepreneurship, committed to driving positive change through education and innovation.

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