



## ENTREPRENEURSHIP DEVELOPMENT CELL

### A REPORT ON

# “Start-Up Opportunity in XR Technology-Grand Challenge”

**Parul**<sup>®</sup> | Entrepreneurship  
University | Development Centre



**SSIP**

# Startup opportunities in XR Technology

**GRAND CHALLENGE**

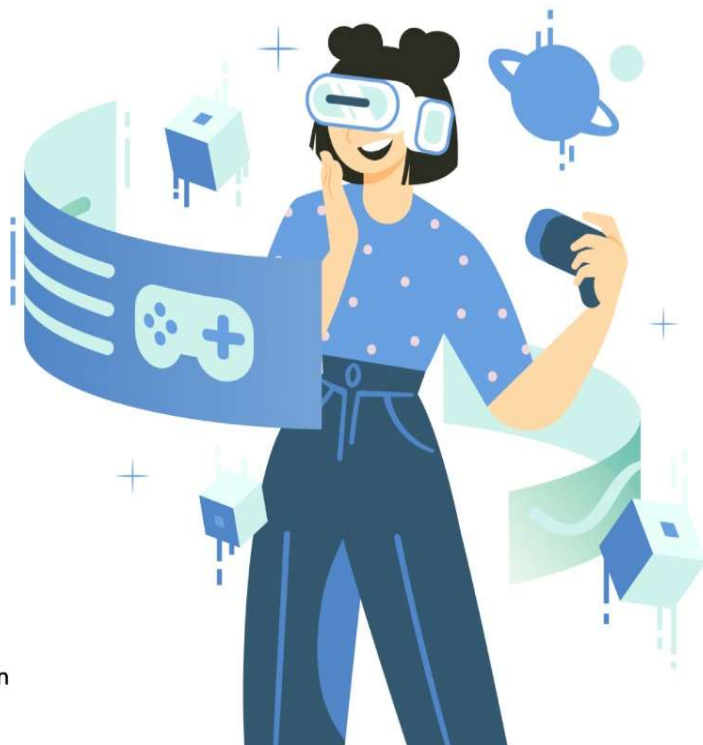
 October 06, 2022

 10:30 AM TO 13:30 PM

 Central Auditorium,  
Parul University.

**gusec**

[edc.paruluniversity.ac.in](http://edc.paruluniversity.ac.in)



Speaker: Priya Porwal, Shrishti Pandey

Speaker Organization: GUSEC

Speaker Designation: Sr.Associate Programs, GUSEC

Organizing Authority: Entrepreneurship Development Centre,Parul University

Institute: Parul University

Date: 6th October, 2022

Time: 10:30 AM to 12:30 PM

Attendance: 400 Students

**Objectives of the Session:**

- The initiative, XR Startup Program focuses on skilling and building technological capabilities for the metaverse, and will help shape the ecosystem for these emerging technologies, including Augmented Reality (AR), and Virtual Reality (VR) in the country.
- Young Indian startups, especially from tier 2/3 cities, will play a significant role in emerging tech areas like Web 3.0, block chain, AI, Metaverse, etc and will shape the future of technology and the internet for India and the world.
- The Accelerator Program will support 40 early-stage start-ups working in XR tech Technologies with a grant of Rs 20 lakhs each. Further, the Grand Challenge will encourage early stage innovators in sectors like education, learning and skills, healthcare, gaming and entertainment, agritech & climate action and tourism & sustainability.
- Promote the importance XR technology for Entrepreneurship and innovation as career opportunity and inculcate skill set required for a young graduate.
- To demonstrate global entrepreneurship activity – growing share of India and different types of entrepreneurship.

**Contents of the Session:**

- Overview on XR Startup Program and India position on global entrepreneurship activity.
- Overview of Grand Challenge for early stage innovators in sectors like education, learning and skills, healthcare, gaming and entertainment, agritech & climate action.
- How to start new Innovative start-ups using XR technology.

## **Outcome of the Session:**

- The Accelerator and Grand Challenge will also support start-ups and innovators with establishing customer connections, partnership with establishing customer connections, partnership opportunities and fundraising among other things.
- Innovators would be provided assistance to upscale from the research and development phase to create workable products and services.

## **Summary:**

A session **START-UP OPPORTUNITY IN XR TECHNOLOGY**, organised by Entrepreneurship Development cell on 6<sup>th</sup> October, 2022. The XR Startup Program was jointly launched by MeitY Startup Hub and Meta to create the next generation start-ups focusing on Extended Reality Technologies. The main objective of this session is to skilling and building technological capabilities for the metaverse, and will help shape the ecosystem for these emerging technologies, including Augmented Reality (AR), and Virtual Reality (VR) in the country. Also to promote the importance XR technology for Entrepreneurship and innovation as career opportunity and inculcate skill set required for a young graduate.

The session is taken by Sr.Associates Ms. Priya Porwal and Ms. Shrishti Pandey they explain the grand challenge initiative take by Meta and MeitY Startup Hub. The Grand Challenge is aimed at supporting early-stage innovators to upscale from the R&D phase to developing workable prototypes and Minimum Viable Products (MVPs) for the Education, Learning and Skills sector. 20 shortlisted innovators will be invited to attend a 2-week bootcamp. Of the 20 innovators, 4 will be supported in development of MVP(s)/ prototypes. The Grand Challenge is a part of the XR Startup Program, collaboration between Meta and MeitY Startup Hub.

Ms. Priya talked in speech the initiative of XR Startup Program focuses on skilling and building technological capabilities for the metaverse, and will help shape the ecosystem for these emerging technologies, including Augmented Reality (AR), and Virtual Reality (VR) in the country. The Accelerator Program will support 40 early-stage start-ups working in XR tech Technologies with a grant of Rs 20 lakhs each. Further, the Grand Challenge will encourage early stage innovators in sectors like education, learning and skills, healthcare, gaming and entertainment, agritech & climate action and tourism & sustainability.

Ms. Shrishti Pandey also led the session, and during it she mentioned that innovators would receive support as they move beyond the research and development stage and into the production of useful goods and services. 80

innovators would be selected as part of this project and would attend a boot camp. In order to create minimum viable products or prototypes, funds will be given to 16 of them. It would be supported financially by Meta's XR Programs and Research Fund, a two-year investment in projects and studies with business partners, civil rights organizations, governmental bodies, non-profit organizations, and academic institutions.

The workshop ended with a question and answer session. At the end of session the vote of thanks was delivered by Incubation Manager Entrepreneurship Development Centre Mr.Hutesh Baviskar.

### Glimpses of The Session



**(Ms.Priya Porwal delivering session on XR technology Programs)**



**(Ms. Shrishti Pandey delivering session on grand challenge initiative taken by Meta and MeitY)**





**(Mr.Hutesh Baviskar Incubation Manager Entrepreneurship Development Centre giving token of appreciation to Ms. Priya Porwal and Ms. Shrishti Pandey)**

***Team***

***Entrepreneurship Development Centre***

***Parul University***