

TIECON MYSURU — Day 2

15 Key Highlights

Saturday, 18 April 2026

1 **STARTUP MOMENTUM**

Across two days, pitch fests demonstrated extraordinary investor appetite: 16 of 18 companies on Day 1 (₹85 Cr ask) and 14 of 15 startups on Day 2 (₹80 Cr ask) attracted investor interest — the closing keynote noting 18 startups collectively seeking over ₹80 Cr — signalling a deeply maturing, fundable startup pipeline.

2 **DIGITAL ECONOMY TARGET**

Mysuru is confirmed as Karnataka's "second IT city" with over ₹5,000 Cr in IT exports. Leaders committed to a 3x growth target in the digital economy by 2031-32, integrating Mysuru into a "Bangalore and Beyond" strategy — a city in its own right, not a satellite.

3 **CLUSTER SEED FUND**

The ₹75 Cr cluster seed fund is a critical lever for Mysuru's startup ecosystem — leaders called for urgent operationalization by securing commitments from institutional investors and local HNIs, with a collective "pledge" from industry and government to co-own outcomes.

4 **MOU: TiE × CFTRI**

A landmark MoU was signed between TiE and CFTRI to co-build agri-food tech entrepreneurship in Mysuru — TiE will funnel pre-harvest innovators into CFTRI's incubation area, while CFTRI provides post-harvest processing and value-addition expertise, targeting socio-economic uplift for the region.

5 **GOVERNMENT AS ENABLER**

Central government initiatives — Startup India, Digital India, and Make in India — alongside critical infrastructure like the Mysuru-Bangalore expressway, are pivotal accelerators of entrepreneurial growth. The closing keynote underscored these as structural tailwinds that entrepreneurs must actively leverage, not merely benefit from passively.

6

INFRASTRUCTURE PUSH

Major infrastructure investments are reshaping Mysuru's connectivity: new expressways, railway line doubling, airport expansion, a proposed bullet train, and a dedicated electronics manufacturing cluster in Karakala for PCBs — collectively targeting a significant boost to Mysuru's GDP and global manufacturing competitiveness.

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GLOBAL ALLIANCES

Mysuru is attracting serious global interest: Germany signed 22 MoUs (defence, aerospace, biotech, green energy) and the India-EU free trade agreement opens new corridors; Japan has 234 companies in Karnataka and sees Mysuru as an alternative to saturated Bangalore; Finland is advancing collaboration in smart urban, clean energy, and advanced ICT.

8

AI & FUTURE TECH

Mysuru is quietly building significant AI and sustainable computing infrastructure. Companies like Vigyan Labs are pioneering sustainable AI infrastructure, while IBM and others are executing core global innovation work from Mysuru — positioning the city as a potential global AI factory if specialized skills are developed at scale.

9

ACADEMIA-INDUSTRY-GOVERNMENT TRINITY

Both the closing keynote and multiple panel sessions converged on one imperative: deep, structured collaboration between academia, industry, and government is non-negotiable. Problem-driven innovation addressing local challenges, "maker shops" in institutions, and PALS-facilitated micro-ecosystems are the practical levers to make this real.

10

CULTURE OF FAILURE & GRASSROOTS CAPITAL

The closing keynote issued a direct call: cultivate an ecosystem where failure is a stepping stone, not a stigma — and ensure early capital reaches viable grassroots ideas. Investors must adopt a social venture mindset, prioritising community impact over quick exits, to empower the next wave of Mysuru entrepreneurs.

11

TALENT & EDUCATION

Mysuru's educational institutions are reimagining pedagogy — shifting toward experiential learning, design thinking, 21st-century skills, and entrepreneurship. The vision: transform Mysuru into a university-led innovation city that produces job creators, not just job seekers, with research directly activated into startups.

12

ENTREPRENEURSHIP LESSONS

Long-term Mysuru entrepreneurs Sid and Sudhanva (combined 50 years building companies locally) demonstrated that sustainable businesses are built through perseverance, frugal discipline, and community — not shortcuts. Key advice: achieve product-market fit and bootstrap before approaching professional investors.

13

HERITAGE AS COMPETITIVE ADVANTAGE

A theme woven across the closing keynote, history keynote, and social fabric panel: Mysuru’s cultural heritage is not a constraint but a differentiator. The Wodeyar legacy of institution-building, the city’s livable pace, and its community warmth attract global talent and anchor long-term growth — Heritage Meets Innovation is not a slogan, it is a strategy.

14

TIE GLOBAL VISION

TiE reaffirmed its identity as a transformational — not transactional — network. Plans include scaling TiE Angels with a syndication wall for larger rounds, expanding TiE Engage for charter member business, growing to 100 chapters via a hub-and-spoke model, and replicating TiE Elite’s university entrepreneurship programme across India.

15

MYSURU 2030 VISION

The closing keynote by the HH Yaduveer Wadiyar set the definitive capstone: Mysuru 2030 is a vision of Heritage Meets Innovation — positioning the city as India’s premier Tier 2 innovation hub, where a rich cultural legacy and a growing tech ecosystem converge. Entrepreneurship is the engine that sustains both economic growth and the preservation of Mysuru’s identity.