

WORK IN PROGRESS

At Social Alpha, we are in the middle of a great experiment, and everything will remain a work-in-progress.

JANUARY 2025

FROM THE FOUNDER'S DESK



MANOJ KUMAR
Founder, Social Alpha

As we close the chapter on 2024, I find myself reflecting on a year of meaningful progress, learnings, and milestones at Social Alpha.

In 2024, we set our sights high with ambitious targets for 2026: to build a portfolio of solutions with the potential to avoid over 1.3Ct of CO₂e annually by 2030; to deploy innovations to positively impact at least 10 million people; to achieve a three-fold increase in income for our target communities; and to build a portfolio of at least 30 clinically validated and deployment-ready healthcare solutions.

While the road ahead is long, the strides we've made so far are encouraging: our portfolio companies already display a combined potential to avoid up to 500 megatons of CO₂e per year by 2030; our innovation deployments have touched over 2 million lives; smallholder farmer incomes have risen by up to 80%; and we have supported over 20 healthcare innovations as they transitioned from lab to market.

Our commitment to supporting cutting-edge technologies at Social Alpha Labs also yielded impressive results. By offering start-ups a critical advantage through access to pre-compliance services, our Labs helped 20 innovators bridge the critical lab-to-market gap.

Yet, the gap between the R&D ecosystem and the communities it aims to serve remains unjustifiably wide. To bridge this divide, we are launching two new initiatives. The first is *Alpha Helix*, a venture studio that focuses on harnessing the power of new frontier technologies such as genome editing, molecular diagnostics and synthetic biology for societal applications which range from bridging the gap of missed or delayed diagnoses to developing new climate-resilient crops.

The second is *Living Labs*, a platform to demonstrate and implement transformative innovations directly with end users and communities. Our first *Living Lab*, set to be commissioned next year in Uttar Pradesh's Bundelkhand region, will aim to demonstrate agritech solutions in real-world settings, bringing research closer to the communities it seeks to empower.

On the ventures front, 2024 saw us evaluating over 2,500 start-ups and supporting over 90 innovations across various themes. These numbers reflect the growing pipeline of impactful innovations, and in 2025, we aim to amplify this effort exponentially.

But our real pride lies in translating these ideas and innovations into action on the ground. Through Sustain Plus and a large partner ecosystem, we've impacted over two million people across more than 300 districts in India with over 170 deployed projects prioritising energy access, productive use of renewable energy, and improved rural livelihoods.

We've also been testing out deployments of healthcare solutions, and these trials have set the stage for a fully integrated program that we intend to launch later this year, which will aim to deploy several groundbreaking health innovations to those who need them most – so keep a look out for the announcement coming soon!

As I look back on 2024, I am both humbled and exhilarated by the growth of our full-stack innovation architecture. None of this would have been possible without YOUR belief in Social Alpha's mission, and the tireless dedication of our team.

And as we step into 2025, we must also take a moment to recommit to the three pillars of our mission:

ADVANCING SOCIAL JUSTICE

Empowering underserved communities through innovations to boost livelihoods, make healthcare affordable and improve overall quality of life

ACCELERATING CLIMATE ACTION

Fostering solutions that protect and restore our planet, making sustainability central to our work

ENABLING ECONOMIC GROWTH

Building ecosystems where science and technology can unlock new possibilities through entrepreneurship

I wish you a fantastic start to the new year, and I look forward to advancing this mission together!

With gratitude,
Manoj

#2025

MONTHLY SCOOP

Pixxel Becomes the World's Most Well-funded Hyperspectral Imaging Start-up with a \$24 Million Funding Boost

Pixxel, a Social Alpha supported start-up, has raised \$24 million in a Series B extension round, bringing total Series B funding to an impressive \$60 million! This milestone cements Pixxel's position as the world's most well-funded hyperspectral imaging start-up and coincides with the upcoming launch of Fireflies, Pixxel's flagship commercial hyperspectral satellites.

With support from new investors M&G Catalyst and Glade Brook Capital Partners, alongside existing backers, Pixxel is closer to its mission of building a health monitor for the planet. The funding will accelerate the deployment of the world's highest-resolution hyperspectral satellite constellation to drive meaningful climate action.



pixxel

To read more about Pixxel
[Click here](#)

And the Winners Are...

What a way to wrap up the year! Social Alpha-backed start-ups closed the year with big wins and well-deserved recognition.

Vidcare's cutting-edge accessible testing solutions for small cities and rural areas won the 'Start-up Pitching Session on Innovations in Digital Health' during FICCI Heal 2024.

Trestle Labs was recognised by the 'Zero Project Awards 2025' for its groundbreaking work using AI-powered solutions to make education and employment digital and inclusive for persons with visual disabilities.

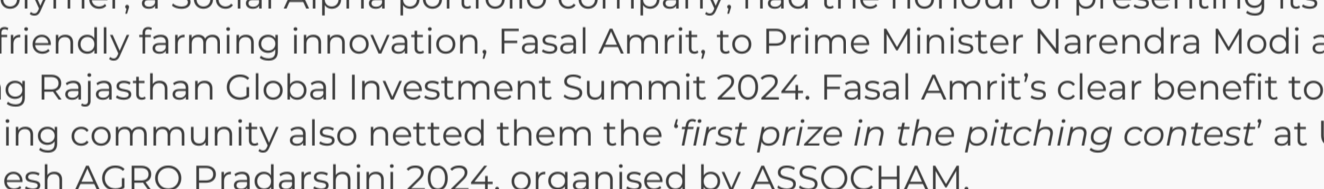
Tharam-Thiran's innovative battery solution for renewable energy sources earned it a spot in the 'Top 5 start-ups at Climate Pitch 2024' by Climate Collective.

Padcare received CII's 'Best Social Impact Award' for transforming menstrual hygiene management with sustainable innovations.

Rechargion was named a 'Deep Tech Pioneer' by Hello Tomorrow, joining the global summit in Paris this March.

Congratulations to Sahar Mansoor, founder of **Bare Necessities**, for being named to the '2024 Fin-Erth Women in Climate Awards'.

Farmveda's work in empowering Indian farmers while bringing healthy and preservative-free products to consumers was recognised with the SABERA 2024 'Award for Social Impact and Sustainability'.



From Crops to Cattle, Agritech Start-ups Finish the Year With a Bang

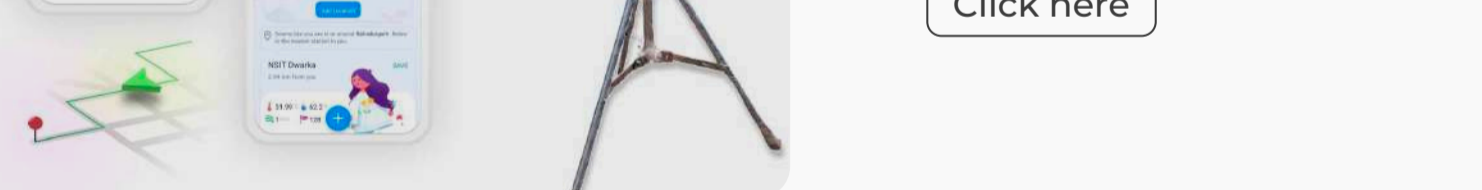
From increasing crop yields to reducing food loss and advancing livestock care, here's how our portfolio of agritech start-ups is closing the year:

NIYO FarmTech showcased women-friendly farming tools like the NIYO Spray Pump at Agro Bihar 2024, while **LCB Fertilizers** earned praise from the Honourable Chief Minister of Uttar Pradesh at Amar Ujala Krishika Expo 2024.

Raheja Solar Food Processing was featured in the TechTrends Report for its solar drying technology, which reduces food loss and enhances farmer incomes in India and Africa. **Capsber Agriscience** completed a successful field trial in Maharashtra, reducing fertiliser and pesticide use while increasing crop yields by 20%.

AniMeta invested time and effort in organising its rural customers, participating in the Goat Market in Salem district, organising a vet camp in Omalur, and promoting ethnoveterinary practices at Nagpur's 15th Agrovison.

Chimertech joined the GovTech Convention 2024 to showcase blockchain's potential in transforming the dairy industry, and announced a partnership with Milky Mist Dairy to launch Quadmaster, a reagent-free device for detecting mastitis, advancing holistic dairy management.



START-UP SHOUT-OUT

EF Polymer Wows PM Modi and Wins at the UP Agro Event

EF Polymer, a Social Alpha portfolio company, had the honour of presenting its eco-friendly farming innovation, Fasal Amrit, to Prime Minister Narendra Modi at the Rising Rajasthan Global Investment Summit 2024. Fasal Amrit's clear benefit to the farming community also netted them the 'first prize in the pitching contest' at Uttar Pradesh AGRO Pradarshini 2024, organised by ASSOCHAM.



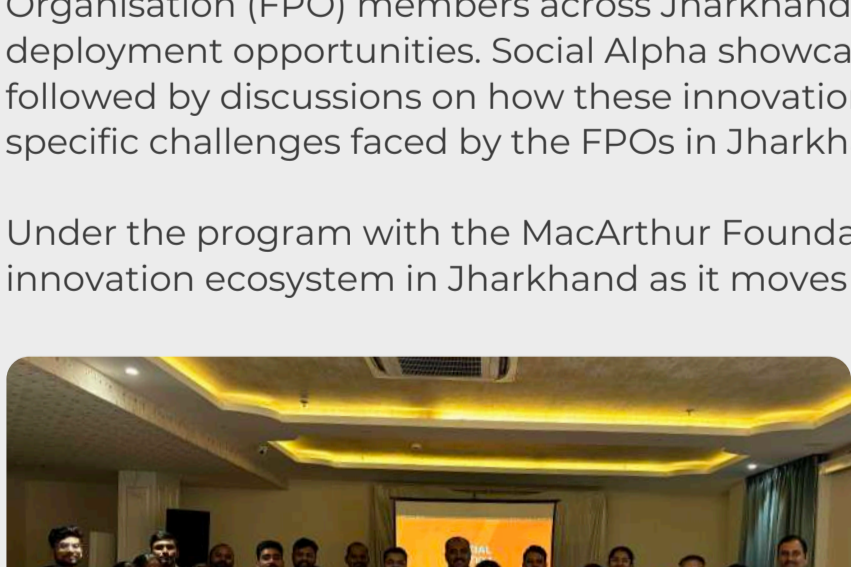
EF

To know more about EF Polymer
[Click here](#)

Airveda's Personal Air Quality Monitors are Now Just 10 Minutes Away!

Through strategic retail partnerships with Government e-Marketplace (GeM) and Blinkit, Airveda, a Social Alpha-backed start-up, brings accurate, real-time air quality and weather monitoring to everyone, anywhere.

Airveda's Weather Station, available on GeM, is designed for industrial sites, construction areas, and remote locations, while Blinkit brings its app-enabled air quality monitor to everyday homes and offices, tracking key metrics like PM2.5, PM10, and more.



airveda

To learn more about Airveda
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Angirus Co-founder Honoured Among India's Top Women Entrepreneurs!

Kunjpreet, cofounder of Angirus, has been recognised as one of the 'Top 50 Inspirational Women Entrepreneurs in India' by CII and PwC. Angirus is driving green innovation in the construction industry with Wricks—lightweight, damp-proof bricks made entirely from recycled construction and demolition waste.

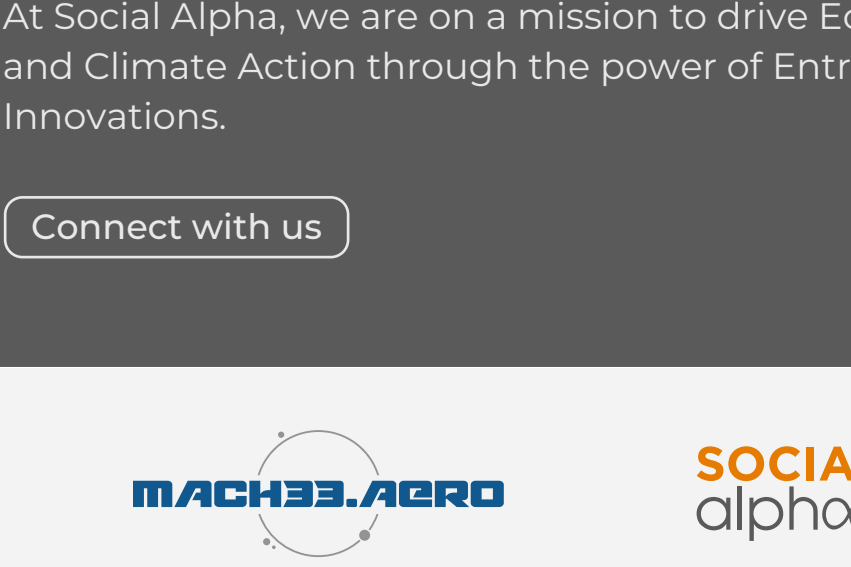


ANGIRUS®
Building for Sustainable Future

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A Winning Month for Medprime: Celebrating 10 Years and a Prestigious Award!

This month marks a double celebration for Medprime Technologies, a Social Alpha portfolio company. The start-up celebrated 10 years of transforming pathology services in rural and remote areas with its digital microscopy device. Adding to this milestone, Medprime was honoured with the 'Best Women-Led Innovation Award' at the CII Startuppreneur Awards 2024.



medprime

To learn more about Medprime
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PROGRAMS AND INITIATIVES

Social Alpha is Building a Green Energy Future for Jharkhand

Social Alpha recently spearheaded two impactful events under the Green Energy Transition program to integrate transformative technologies into Jharkhand's development priorities. A webinar with CEED brought together government bodies, civil society, academia, and industry associations to explore sustainable innovations tailored to Jharkhand's needs. Meanwhile, a workshop with PRADAN engaged Farmer Producer Organisation (FPO) members across Jharkhand to identify FPO challenges and map deployment opportunities. Social Alpha showcased mature, deployable technologies, followed by discussions on how these innovations could be adopted to address the specific challenges faced by the FPOs in Jharkhand.

Under the program with the MacArthur Foundation, Social Alpha is working to build an innovation ecosystem in Jharkhand as it moves towards a green economic transition.

IN THE MEDIA

From Profit to Purpose: Novel Initiatives Support Social Impact Entrepreneurs: The Hindu

To read the article
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PierSight's Varuna Satellite Set for 24/7 All-weather Maritime Surveillance: Business Standard

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Watch Varun Raheja Discuss His Innovative Solar Food Processing Solution on Leap to Unicorn Season 2: Money Control

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PierSight: Indian Satellites To Protect Global Waters: Day One Podcast by Elevation Capital

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At Social Alpha, we are on a mission to drive Economic Growth, Social Justice and Climate Action through the power of Entrepreneurship and Market-creating Innovations.

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For any media enquires or further information, reach out to us at communications@socialalpha.org