

Entrepreneurial attempt towards gadget that ensures health & safety!

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Hyderabad-based graduate develops startup INVIU Systems which helps individuals with mobility limitations



Yalavarthy Grahya has recently won a cash prize of Rs 1.5 lakh for her startup INVIU Systems which helps individuals with mobility limitations. Yalavarthy is an engineering graduate from Hyderabad who stood as the runner-up of the Runway Incubator- an incubation programme by Dehradun-based UPES that funds some of the groundbreaking startups to promote SMEs in India.

The product is primarily a health safety gadget which is connected wirelessly to a low-frequency network. This device is worn on a worker's wrist. It can track their position underground, detect hazardous gases, monitor worker's vitals and act as a 2-way communication device i.e., for transmitting and receiving Emergency SOS alarms from underground to surface and vice versa. Establishing a wireless network and tracking one's location is difficult as the limitations are higher.

While the process of developing this innovative product came with its own set of challenges, Yalavarthy and her team are optimistic about its success in the coming times. "We are coming up with iterations in our product and we are expecting to launch it in the coming 3 months. We wish to collaborate with Government operated coal mines, and we will be giving our iterated versions of our products to them. As the workers would wear it to do their work routine in underground, we will be collecting data points and doing performance and critical testing of our product", she said.

Elaborating more about her future plans, Yalavarthy said, "For continuous improvement, our team has planned to gather user feedback and insights to refine and enhance the product design. Adjust features, user experience, and functionalities based on user preferences. Align the startup's trajectory with a clear long-term vision and mission. Explore opportunities to enter new markets or target different customer segments. Continuously conduct market research to identify areas of growth."

Introduced in December 2021, Runway is an incubation programme established under UPES Council for Innovation and Entrepreneurship (UCIE). Officially recognised by the government of Uttarakhand as a distinguished business incubator and the state's nodal agency for fostering entrepreneurship and supporting start-ups, it has already granted Rs 1 lakh each to 37 groundbreaking startups and successfully incubated over 200 innovative ventures to date.