

## CASE STUDY

## Transcent Labs

## INTRODUCTION

Transcent Labs originally embraced a basic business model centered around importing, integrating, and reselling e-bikes during a period when the e-bike industry was experiencing rapid growth yet lacked substantial technological innovation. Recognising the critical need for advanced solutions, particularly in battery technology, Transcent pivoted its focus towards developing smart, reliable batteries designed to address the prevalent safety and performance challenges in the electric vehicle (EV) industry and other sectors reliant on battery technology.

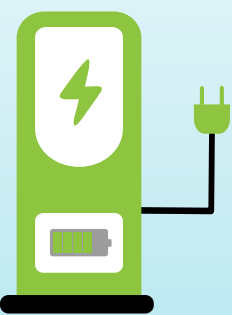
## ABOUT THE CO-FOUNDER AND HIS VISION

**Pranav Ghode** brings over 15 years of work experience from his tenure at leading MNCs and tech companies, including Google, where he honed his skills in consulting, program management, and entrepreneurship. Armed with an engineering degree from VJTI and an MBA from IIM Lucknow, Pranav is driven by a passion for leveraging technology to meet sustainability challenges. His strong leadership experience and profound commitment to creating environmentally sustainable energy solutions are at the heart of Transcent Labs' ethos. Under his leadership, Transcent Labs is committed to transforming technological solutions in emerging, high-growth industries while fostering a culture of innovation, integrity, and environmental stewardship.

## CHALLENGES

Initially, Transcent Labs' operations were constrained by several limitations, including the absence of specialised workspaces, expert guidance, strategic partnerships, adequate funding, and governmental support. These foundational challenges made it difficult to innovate, scale, and compete effectively, leading them to reassess their approach after facing setbacks. Key challenges faced:

- **Lack of Innovation Space:** Without proper workspaces and equipment, it was challenging to foster real innovation or attract the right talent, which ultimately hindered sustainable growth.
- **High Upfront Costs:** Developing even basic prototypes required significant financial investment, making it difficult to move from ideas to tangible solutions.



- **Funding Constraints:** Many ideas remained as mere concepts and could not be taken off due to the lack of financial backing for prototyping and R&D.
- **Hunting for Reliable Partners:** As a standalone startup, finding trustworthy and professional suppliers, vendors, investors, and strategic partners on their own posed significant risks.
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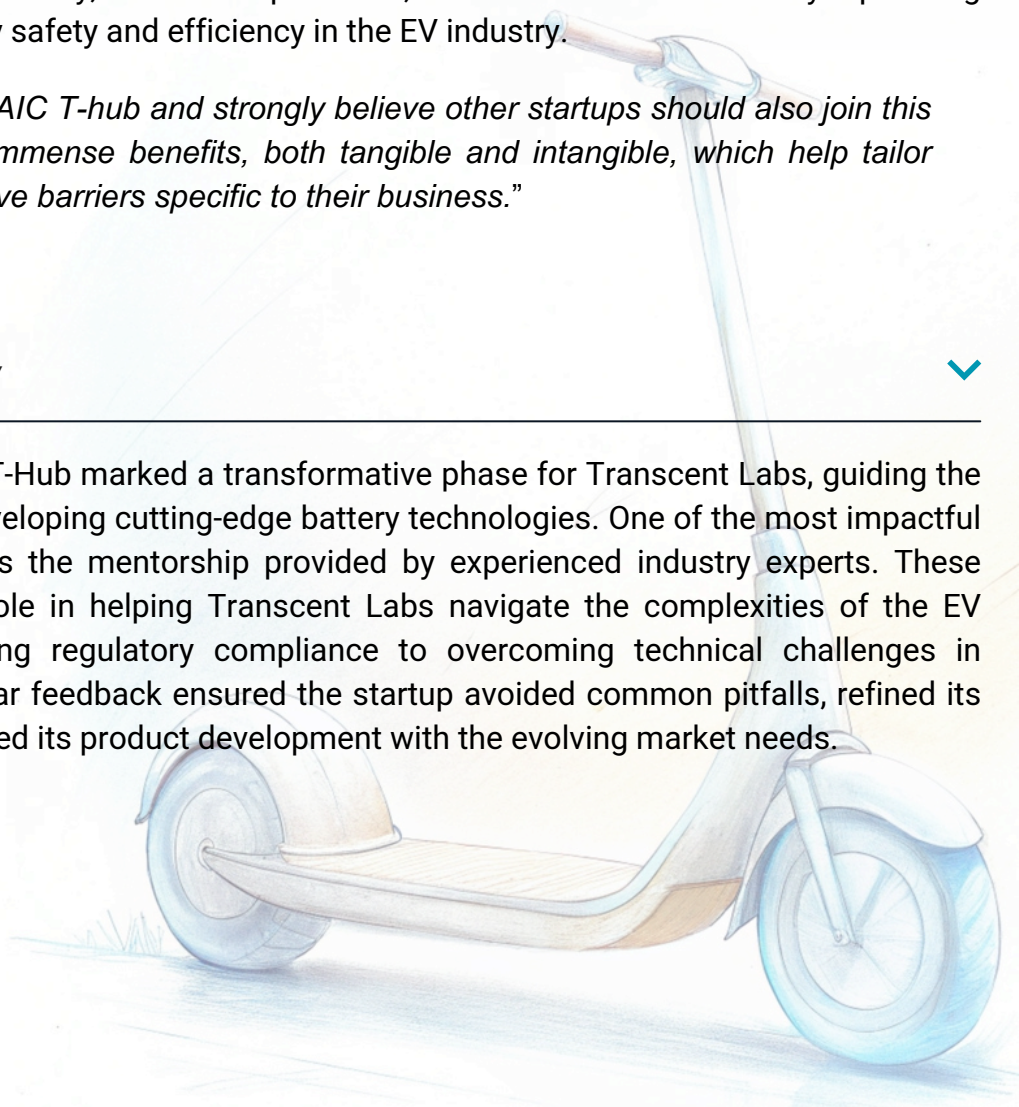
## JOINING THE PROGRAM

With limitations such as inadequate innovation spaces, high upfront costs for prototyping, and challenges in finding reliable partners, Transcent Labs needed a solution that would address these critical barriers to growth. Joining the AIC T-Hub program seemed promising and a strategic decision to overcome these challenges. Undoubtedly, the program provided access to advanced prototyping facilities, mentorship, and a network of trusted partners—essential resources previously unavailable to the startup. Through this partnership, Transcent Labs was able to innovate more effectively, scale its operations, and tackle the EV industry's pressing challenges related to battery safety and efficiency in the EV industry.

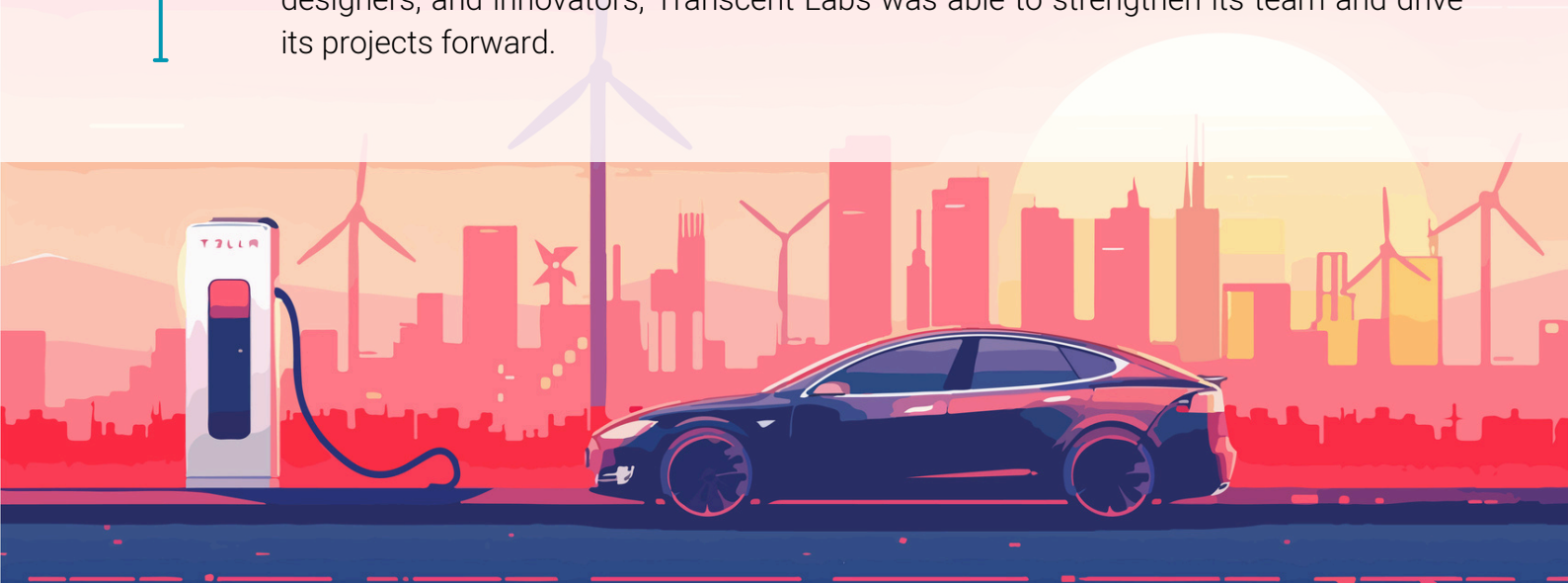
*"I am a strong advocate for AIC T-hub and strongly believe other startups should also join this program to leverage their immense benefits, both tangible and intangible, which help tailor different solutions and remove barriers specific to their business."*

## PROGRAM JOURNEY

The collaboration with AIC T-Hub marked a transformative phase for Transcent Labs, guiding the startup from reselling to developing cutting-edge battery technologies. One of the most impactful aspects of this journey was the mentorship provided by experienced industry experts. These mentors played a crucial role in helping Transcent Labs navigate the complexities of the EV industry, from understanding regulatory compliance to overcoming technical challenges in battery development. Regular feedback ensured the startup avoided common pitfalls, refined its business strategy, and aligned its product development with the evolving market needs.



- **Leadership:** Rajesh Adla, CEO of AIC T-Hub, and their supporting team demonstrated a deep commitment to helping entrepreneurs succeed. Their proactive approach in addressing challenges that typically impede innovation and scalability enabled Transcent Labs to overcome significant barriers, accelerating their progress.
- **Prototyping Spaces:** AIC T-Hub also provided access to world-class prototyping facilities. By eliminating the substantial upfront costs usually associated with research and development, Transcent Labs was able to rapidly develop and scale its innovative solutions. Partnerships with organisations like T-works and various governmental bodies supported the company throughout the innovation process, from ideation to full-scale product development.
- **Government Body Connect:** Furthermore, the collaboration with AIC T-Hub opened doors to essential government and regulatory bodies, such as ARAI, providing vital subsidies, low-cost credit options, and streamlined certification processes. These partnerships enhanced the company's compliance capabilities, helping it meet stringent industry standards and giving it a competitive edge in the EV market.
- **Industry Forums:** AIC T-Hub also played a critical role in boosting Transcent Labs' exposure and credibility. Through participation in industry forums, conferences, and local and international programs, the company was able to build essential connections that would have been difficult to establish independently. This enhanced visibility significantly elevated Transcent Labs' standing in the industry.
- **Vast Network:** AIC T-Hub also facilitated access to crucial financial resources through its vast network of incubators, government bodies, and investors. These connections give the company the capital needed to scale its operations and expand its market presence. Beyond financial backing, AIC T-Hub's network of reliable suppliers and vendors helped ensure smooth operational efficiency, allowing the team to focus on innovation rather than operational hurdles.
- **Talent Acquisition:** Finally, talent acquisition was simplified through AIC T-Hub's ability to attract a highly skilled workforce. With access to talented engineers, designers, and innovators, Transcent Labs was able to strengthen its team and drive its projects forward.



## THE OUTCOME OF THE PROGRAM

Through strategic support from AIC T-Hub, Transcent Labs has propelled its capabilities to develop cutting-edge battery technologies that are reshaping the future of energy management systems. Here are the key outcomes and developments:

- **Advanced Battery Technology:** Partnership with AIC T-Hub has accelerated the development and prototyping of AI and ML-powered batteries, significantly enhancing performance and safety. These smart batteries are capable of predictive maintenance and intelligent energy management, reducing hazard risks while increasing battery efficiency by upto 30%.
- **Innovation Labs:** With access to state-of-the-art facilities provided by AIC T-Hub, Transcent Labs have received the support to establish innovation labs that foster creativity and technical exploration, supporting all levels of development from ideation to market readiness. This environment enables us to innovate and refine our technology continuously.
- **Certification and Compliance:** AIC T-Hub has also helped them with partnerships with critical regulatory bodies like ARAI, which grants us a roadmap for AIS-156 certification for our smart batteries, ensuring they meet the highest standards of safety and reliability. This not only enhances their product credibility but also assures compliance with stringent industry regulations, making their products suitable for a wide range of automotive applications.
- **Market Access and Expansion:** Transcent Labs plans to leverage the extensive network and industry connections of AIC T-Hub, to increase their market reach. This includes establishing robust partnerships with vendors and customers across multiple sectors, enabling them to tailor their battery solutions.
- **Comprehensive Financial Support:** The financial backing from AIC T-Hub, which helps them access research grants and its network of investors, is instrumental in supporting their strategic growth initiatives. The support has given Transcent Labs the confidence to scale operations, enhance research capabilities, and accelerate the commercialisation of our advanced battery solutions.

## TESTIMONIAL & CONCLUSION

Pranav remarks, *"Joining AIC T-Hub shifted our trajectory from a reseller-based business model to a cutting-edge innovator, enabling us to tackle real-world energy challenges effectively. The vast strategic resources provided by AIC T-Hub have been pivotal to this transformation. A few years ago, this level of support seemed unattainable, but now, the Indian ecosystem increasingly recognises the importance of innovation. Our partnership with AIC T-Hub has been essential to our evolution into a leader in innovative battery technology. This collaboration has driven our advancements in safety, efficiency, and technological progress within the energy sector, enhancing our industry standing and market access with comprehensive support and strategic resources."*