## Global Lab 2020 Project Information

<table>
<thead>
<tr>
<th>Company</th>
<th>Mantra Capital</th>
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<tbody>
<tr>
<td>Industry</td>
<td>Venture Capital &amp; Private Equity</td>
</tr>
<tr>
<td>Location</td>
<td>Hyderabad, India</td>
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<tr>
<td>Web</td>
<td><a href="https://mantra.capital">https://mantra.capital</a> (in progress)</td>
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### Company Background
Mantra is a cross-border venture fund (U.S. domiciled) that invests in deep technology for human good. Mantra invests along three themes: “What we eat,” “Where we live,” and “How we thrive.” We do this by channeling resources and investment into companies with a focus on human good and sustainability. We will advance the human condition in communities and generate returns for our investors and partners.

### Key Deliverables
Develop a proprietary Matrix for Mantra in the Agri and Food Startup Ecosystem in India:
- Conduct market analysis of the agri and food ecosystems in India with special focus on India’s small, land-holding farmers;
- Include Zero Budget Natural Farming (agri-ecological mechanisms), mapping plant-based functional foods, agriculture as employment (focus on youth and women; declining numbers of landholders), impact of microfinance, impact of technology (neo-irrigation strategies, block chain, supply chain, IT platform);
- Develop a new playbook for Mantra that will include the development of a matrix system for investments in this ecosystem.

### Preferred Skills/Industry Experience
Financial engineering -- corporate finance and accounting, Interest in strategy development
Experience in startups / working with entrepreneurs
Ability to think out of the box
Passion about social good

### Travel Location
Hyderabad, India

### Travel Commitment
Begin in-country work: Wednesday, March 18th
End in-country work: Friday, March 27th