



Pulse Q1 2023

QUARTERLY NEWSLETTER

FalconX is a leading **technology accelerator** based in Silicon Valley, dedicated to empowering **global B2B startups for success**. At FalconX, we are committed to fostering innovation and driving growth for our startup and enterprise partners alike. With our comprehensive resources and strategic support, we help startups navigate the complex world of B2B technology and position them for long-term success.

From the CEO's Desk

The Bay Area experienced two tectonic shifts in recent months: both of which were extreme yet similar. One motivated by human weakness and the other marked by human achievement.

The first was the Silicon Valley Bank failure, which almost knocked the life out of several thousand startups. The energy of community collaboration and commitment saved the day not just locally but absorbed the impact only to let minor ripples pass out thru to the world. Despite ongoing turbulence, Silicon Valley will rise again stronger and always emerge more robust. This is the idiosyncratic nature of the forces at play in the Valley.

The second is marked by OpenAI's ChatGPT. As a technology it has for the first time, demonstrated the true potential of AI. This is where the tectonic shift occurs! If the world runs with the buzz then we're in for another Y2K moment, perhaps exponentially more catastrophic. Given that our data and past decisions are flawed, the outcomes of AI will be equally unpredictable. The innovation highway in the Valley has too many skeletons in its rearview mirror (and a healthy dose of sad homelessness), but the future is still bright. We should be wary of hasty investment doomsday predictions, as well as any AI scenarios involving mass-employee-extinctions or Jetson-style predictions.

During times of tectonic change, what we need most is patience, deliberate thinking, and a focus on the facts. During a recent long-haul flight, I experienced several turbulences, but one that was extremely unsettling. Had the pilots reacted like doomsday pundits or acted complacently, the outcome could have been disastrous. Leaders should act like good pilots and not encourage mass hysteria bank-runs or make billion dollar bets mid-flight!

Murali Chirala
CEO, FalconX

Key Highlights of the Quarter



**Global Immersion
Program 2.0
Launch**



**Partnership with
Meta Business
Messaging**



**FalconXconnect- For
women founders, VCs
and Executives**

GLOBAL IMMERSION PROGRAM 2.0



PEROT JAIN

FalconX is excited to announce the upcoming launch of its second cohort for the Global Innovation Program (GIP). The 3-week program is set to begin on May 8th, 2022 and is designed to provide selected startups with the essential resources and support they need to thrive in the US market. The program's main objective is to help startups gain a foothold in the US market and overcome the challenges they might encounter. The GIP cohort 2 will offer the selected startups access to a vast network of experienced mentors, advisors, and investors who can guide them on their journey. Additionally, the program provides a range of resources and tools, including workspace, funding opportunities, and educational sessions. Startups will also receive customized support to help them navigate the complex legal and regulatory landscape of the US market. The program will culminate in a Technology Day event, providing participating startups with a valuable opportunity to pitch their ideas to a curated audience of 200 VCs and CXOs in the Valley on May 19th, 2023 at Meta HQ, Menlo Park. This platform will enable startups to showcase their potential and connect with potential investors and industry leaders.

[APPLY HERE](#)

GIP Cohort 2 India Launch Preview

IMMERSION PROGRAM, INDIA LAUNCH



FalconX successfully hosted two launch events in Bangalore and Hyderabad where FalconX team had the pleasure of connecting with 200+ startup entrepreneurs, sharing with them the finer details of the program. The guest of honor at the event was Narayana Murthy, Founder & CEO of Infosys who lauded the unparalleled potential of platforms like FalconX in facilitating the global expansion of Indian startups. His words served as a clarion call for all the entrepreneurs present to take advantage of the unique opportunities that FalconX has to offer, and to strive towards building world-class businesses that will take India to the forefront of the global startup ecosystem.

The logo for FalconX Connect features the word "Falcon" in a dark blue serif font, followed by a stylized "X" in orange and blue, and the word "Connect" in an orange sans-serif font. Above the "X" is a blue silhouette of a person jumping with arms raised, reaching towards three small white stars.

FalconX Connect

On the occasion of Women's History Month, FalconX hosted a conclave of women VCs, entrepreneurs, and CXOs, this gathering convened in a spirit of celebration, community, and inspiration, to engage in stimulating discourse on the crucial themes of "Embracing Equity" and "Navigating 2023 as Female Founders".

The event was a resounding success, featuring a series of captivating talks and panel discussions that truly captured the essence of the modern female entrepreneur's journey. These speakers shared their insights and experiences on a variety of topics, ranging from the challenges they have faced and overcome, to the groundbreaking innovations they have brought to the fore.

FalconXconnect stands as a testament to the remarkable achievements of women everywhere, a symbol of hope, inspiration, and empowerment for all those who seek to make their mark on the world. For those who were fortunate enough to attend, the memories of this unforgettable event will surely linger on, a source of inspiration and motivation for years to come.



Falcon Xconnect
MARCH 2023





PARTNERSHIP

FalconX is proud to announce an exciting new partnership with Meta Business Messaging Services to help businesses of all types are having to adapt to challenges of communicating and collaborating effectively across various geographies. Facilitating communication has been a core priority for Meta, and they have been making significant strategic investment in the space over the past years. Meta's Business Messaging has seen incredible growth in the past few years with over 1b users a week and a target of expanding that reach to 2-3b users. Through our collaboration with Meta, we look to reinforce their commitment to their mission to ensure that all businesses - from entrepreneurs to established brands - have the tools they need to seamlessly connect with customers and one another.

Startups Bulletin



On February 9th, Aarna Networks and FalconX Accelerator jointly hosted an insightful forum on Edge Computing titled "Edge Computing Forum: What's really working, and where". The event featured distinguished speakers who offered their valuable perspectives and expertise on the subject, providing a unique and comprehensive understanding of the current state of Edge Computing.



Quantela

Quantela, an urban infrastructure solution provider, and Starlite Media, a leading retail media network, announced today a strategic partnership to drive, expand and optimize Starlite's digital retail media network. Digital Alpha, the lead investor, will provide the capital required for the project. Alpha, and Liquid Outdoor on a \$15 Million Project to Create Digital Signage Network across multiple US Lifestyle developments.



OpsVerse Aiden is the new DevOps Copilot that brings the power of LLMs and generative AI to DevOps. Aiden enables everyone in an engineering org to seamlessly interact with all DevOps tools. Aiden can perform all common DevOps tasks - from creating end-to-end CI/CD pipelines to debugging and fixing prod issues. OpsVerse

is releasing Aiden to the early adopters and has a waitlist for early access.

More info here: <https://opsverse.io/aiden/>



Tetrade's Brooklyn update to its distribution of the open source Istio service mesh automates deployment of security policies. In addition, high availability has now been extended across clusters, regions and clouds running the Tetrade Service Bridge (TSB) with no manual intervention required. Finally, the company is making available a set of best practices for deploying TSB and has hardened the platform for use in production environments

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