



From the desk of Rajeev Surana

Financial year is proceeding at an accelerated phase for SCPL. With a lot of traction and potential leads coming away, SCPL is all poised for lead conversion. Brand consistency is upheld with enhanced value addition to the portfolio. The DSIR and IP verticals have been strengthened with better channelization of resources and time. New relationships are focused with precision and the SCPL expertise. With an advanced delivery mechanism and refurbished business development strategy, we hope that the coming year will be a fruitful one for SCPL.

This month we bring to you Spiqi (a brand of Start-up Labs InfoTech Pvt. Ltd.), a powerful and innovative venture, committed to spine health of corporate employees in sitting jobs. Corporate jobs (IT, banking, back office, analysts) have become synonymous with back and neck pain because they require sitting all day while working in front of computers. Spiqi is currently focusing on the innovations to monitoring, prevention & management of such chronic neck & back pain and disorders like slipped (herniated) disc, cervical spondylosis, hunched back (Thoracic Kyphosis).

Bencil Writes July'18 edition

Spiqi, your companion on the journey to a pain free back

“Motion is good for the body and stillness is good for the mind”. We are doing just the opposite. Our bodies are still all day. We are thinking and over thinking everything, and the omnipresent social media is adding fuel to the fire, causing anxiety. This reversal of the natural law of the human body is causing a lot of trouble. One such problem is back pain primarily due to bad sitting posture and long sitting hours at work. When this problem worsens, it leads to chronic back & neck pain, and disorders like slipped (herniated) disc, cervical spondylosis, hunched back (Thoracic Kyphosis).

Our solution to the problem is Spiqi, India’s first, patent pending, posture improvement wearable device. It monitors your posture in real time, alerts you to correct it when it’s wrong and also alerts you to take breaks from sitting at work, so that the fatiguing muscles get relaxed. Spiqi is world’s only device to have auto calibration. Our US and Europe based competitors require the user to push a button on the device at least once a day to calibrate the device to their body.

Spiqi is very small and sleek, it measures just 20mm x 40mm x 2mm and weighs just 18 grams. The user wears/sticks it on their back using a inexpensive hypoallergenic (non allergenic), medical grade, double sided adhesive tape which we provide in packets of 35 (one for each day of the month and 5 extra).



All the posture, breaks and activity data that Spiqi gathers is stored in the device. The device can store up to 30 days of

UPCOMING EVENTS

. ARSS - International Conference on Business Management and Social Innovation will be held in Pune, India on 05th August 2018.

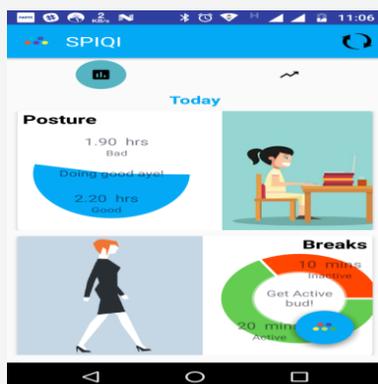
. 440th International Conference on Environment and Natural Science will be held in New Delhi, India on 15th August 2018.



Trivia / Think about it!

.IIT Madras develops super-absorbent, eco-friendly Diapers from Seafood wastes

data. It get's charged using any regular micro USB mobile phone charger in less than 1 hour and the battery can last for 2 days in ideal conditions. The data is synced using Bluetooth with the Spiqi mobile app and is shown in the form of progress graphs.



Jai Vikram Singh Verma, the ambitious and energetic founder of Spiqi (and Start-up Labs InfoTech Pvt. Ltd.) is proud to state that his smart posture monitoring and correction device has helped many users improve their posture and regain a healthy back. His venture is one of the winners of the Huddle Kerala, a start-up competition organized by Internet and Mobile Association of India (IAMAI) and Kerala Start-up Mission (an initiative of the Government of Kerala) for encouraging start-ups. Spiqi has also been covered by the Indian Express and tracxn.com.

Spiqi, your companion on the journey to a pain free back, as we say, will go a long way in ensuring that your work is not affecting your spine health negatively and vice versa



What's new at Scinnovation?

. We are very glad to inform you that SCPL have shifted to a new office.

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