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**NATIONAL COLLEGE OF  
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Amafel Building, Aguinaldo Highway, Dasmariñas City, Cavite



**COMPUTER STUDIES DEPARTMENT**



# TECHNO PRENEURSHIP

ICT 039

# Creativity and Innovation

ICT039 TECHNO -  
MIDTERM LESSON WEEK





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# Importance of Creativity and Innovation





# Creativity boosts Business reputation

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In competitive market nowadays, entrepreneurs with same feature of product selling need to find the different and appealing to attract customers. The product and services for certain business should be able to distinguish. Creative entrepreneurs must be able to value add the speciality in their product and services.



# Creativity source of Business survival

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Competitive market nowadays requires entrepreneur to be creative for them to be not left behind. It is essential for business environment to compete in an increasingly challenging world at the moment.



# Creativity spurs to Entrepreneurial quality

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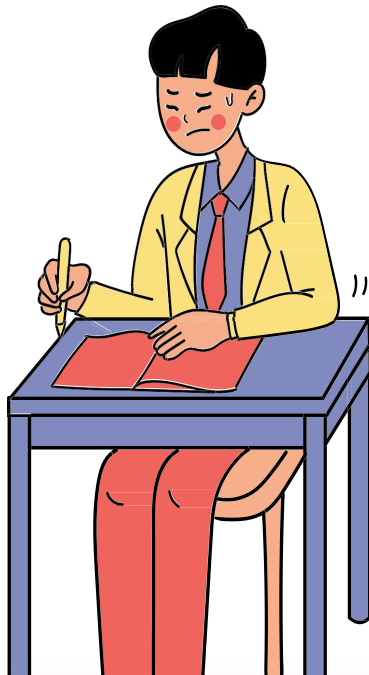
The advantage by taking creativity as priority leads the entrepreneurial towards better quality. Creativity required one's to solve the problem occur and need to come with relevant and reliable solution.





# Creating new ideas for competitive advantages

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The whole process of entrepreneurship itself rooted in creation and exploration of creating and explores new ideas. Creative entrepreneur creates new products for existing services and product.



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Thinking of novel ways to  
develop your product and  
improve the business

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There is always an opportunity  
for improvement in the  
deliverables of an enterprise.  
Creativity and innovation  
helps develop new ways of  
improving an existing product  
or service to optimize the  
business.





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Finding similar  
patterns in different  
areas

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Creative people would  
sometime able to connect  
dissimilar and unrelated  
subject and make  
successful entrepreneurial  
ideas. Interesting ideas  
could come from colliding  
different fields.



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# Creativity is problem solving

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In developing new strategies to keep the business running competitively, creative problem solving provides a competitive advantage that every business wants to achieve.



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# Strategies to encourage creativity and innovation





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# Encourage individuality

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Let your employees know that you value their thoughts. It sounds simple, but employees get used to feeling like part of the pack and can sometimes think it's better to just keep up with their workload, blend in, and not become a squeaky wheel.



# Organizational Motivation and Encouragement of Innovation

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- Organizational Encouragement: This is a culture that encourages creativity through the fair, constructive judgment of ideas, reward and recognition for creative work, mechanisms for developing new ideas, and an active flow of ideas and a shared vision.
- Lack of Organizational Impediments: A culture of innovation doesn't impede creativity through internal political problems, harsh criticism of new ideas, destructive internal competition, avoidance of risk, or an overemphasis on the status quo.





# Resources to Support an Innovative Culture

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- Sufficient Resources: Innovation doesn't happen in a silo, so employees need access to appropriate resources, including funds, materials, facilities, and information.
- Realistic Workload Pressures: Extreme time pressures, unrealistic expectations for productivity, and distractions from creative work are counterproductive when creating a culture of innovation.





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# Management Practices That Support Creating a Culture of Innovation

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- Freedom
- Challenging Work
- Managerial Encouragement
- Support for Teamwork



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# Why Are Intellectual Property Rights Important?





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Intellectual property (IP) refers to **creations of the mind**, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.





# Patent

A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of time in exchange for publishing an enabling disclosure of the invention.

## **In the Philippines:**

File through **IPOPHL** (Intellectual Property Office of the Philippines).  
Undergo patent search → application → examination → approval.







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# Patent in Technopreneurship

- Secures exclusive rights to your invention.
- Attracts investors by increasing your company's value.
- Generates income through licensing or sale.
- Differentiates your product in a crowded market.





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# What Can Be Patented:

New devices, software algorithms, systems,  
hardware designs, processes.







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# Copyright

A copyright is a type of intellectual property that gives its owner the exclusive legal right to copy, distribute, adapt, display, and perform a creative work, usually for a limited time. The creative work may be in a literary, artistic, educational, or musical form. Copyright is intended to protect the original expression of an idea in the form of a creative work, but not the idea itself.





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# Uses of Copyright in Technopreneurship

- Protects your app's source code, e-books, music, videos, UI designs, presentations, photos, and training materials.
- Prevents others from copying, distributing, or modifying your work without permission.
- Helps you license content or sell it as part of your business model.





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# Trademark

A trademark is a form of intellectual property that consists of a word, phrase, symbol, design, or a combination that identifies a product or service from a particular source and distinguishes it from others. Trademarks can also extend to non-traditional marks like drawings, symbols, 3D shapes like product designs or packaging, sounds, scents, or specific colours used to create a unique identity

## **In the Philippines:**

File through **IPOPHL** (Intellectual Property Office of the Philippines).







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# Trade Secret

A trade secret is a form of intellectual property comprising confidential information that is not generally known or readily ascertainable, derives economic value from its secrecy, and is protected by reasonable efforts to maintain its confidentiality.





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# Rights of Publicity

The rights of publicity allow individuals to control the commercial use of their name, image, likeness, or other identifiable aspects of their persona. This legal protection helps prevent unauthorized exploitation of a person's identity for commercial gain





# Intellectual Property Creates and Supports High- Paying Jobs

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- IP-intensive industries employ over 55 million Americans, and hundreds of millions of people worldwide.
- Jobs in IP-intensive industries are expected to grow faster over the next decade than the national average.
- The average worker in an IP-intensive industry earned about 30% more than his counterpart in a non-IP industry
- The average salary in IP-intensive industries pay \$50,576 per worker compared to the national average of \$38,768.





# Intellectual Property Drives Economic Growth and Competitiveness

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- America's IP is worth \$5.8 trillion, more than the nominal GDP of any other country in the world.
  - IP-intensive industries account for over 1/3– or 38%– of total U.S. GDP.
  - These industries also have 72.5% higher output per worker than the national average, valued at \$136,556 per worker.
- IP accounts for 74% of all U.S. exports- which amounts to nearly \$1 trillion.
- The direct and indirect economic impacts of innovation are

# Strong and Enforced Intellectual Property Rights Protect Consumers and Families

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- Strong IP rights help consumers make an educated choice about the safety, reliability, and effectiveness of their purchases.
- Enforced IP rights ensure products are authentic, and of the high-quality that consumers recognize and expect.
- IP rights foster the confidence and ease of mind that consumers demand and markets rely on.

# Intellectual Property Helps Generate Breakthrough Solutions to Global Challenges

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Nearly all of the 300 products on the World Health Organization's Essential Drug List, which are critical to saving or improving people's lives around the globe, came from the R&D-intensive pharmaceutical industry that depends on patent protections. Innovative agricultural companies are creating new products to help farmers produce more and better products for the world's hungry while reducing the environmental impact of agriculture. IP-driven discoveries in alternative energy and green technologies will help improve energy security and address climate change.

# Intellectual Property Rights Encourage Innovation and Reward Entrepreneurs

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- Risk and occasional failure are the lifeblood of the innovation economy. IP rights incentivize entrepreneurs to keep pushing for new advances in the face of adversity.
- IP rights facilitate the free flow of information by sharing the protected know-how critical to the original, patented invention. In turn, this process leads to new innovations and improvements on existing ones.



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