CET310 Software Enterprise Week 2









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IPR

https://www.gov.uk/intellectual-property-an-overview/ what-ip-is

What is it?

Intellectual property is something unique that you have created.

An idea does not count.

The software you create counts as intellectual property, but the idea doesn't.

It can be:

the names of your products or brands your inventions

the design or look of your products things you write, make or produce

Having the right type of intellectual property protection helps you to stop people stealing or

Who can own it?

You own intellectual property if you:

created it (and it meets the requirements for copyright, a patent or a design)
bought intellectual property rights from the creator or a

previous owner

have a brand that could be a trade mark, eg a well-known

You usually won't own the intellectual property for something you created as part of your work while you were employed by

Intellectual property can:

have more than one owner belong to people or businesses be sold or transferred

Types of Protection









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Types of Protection

Design right





Patent

https://www.gov.uk/patent-your-invention









Trademark

You can register your trade mark to protect your brand, eg the name of your product or service.

When you register your trade mark, you'll be able to: take legal action against arryone who use your brand without your permission, including course felters put the 8 symbol next to your brand - to show that it's yours and warn others against using it

Copyright

You automatically get copyright protection when you create

original Norary, dramatic, musical and artistic work, industing flustration and photography original non-literary written work, eg software, web concent and discubuses secund each music recordings.

the layout of published editions of written, dramatic and musical works

You can mark your work with the copyright symbol (8), your name and the year of creation Whether you mark the work or not diseast affect the level of protection you have.

Copyright prevents people from

copying your work distributing copies of it, whether free of charge or for as restling or lending copies of your work performing, showing or playing your work in public making an adaptation of your work putting it on the internet.

Product

Goods - Services - Ideas

Goods - Physical product that can be delivered to the purchaser and involves the transfer of ownership

Services - A service is an action resulting in a measurable change of state for the purchaser caused by the provider

Ideas - any intellectual creation that is not a good or service

Where does this leave software?

What is a product

defined as "a thing produced by labour or effort"

In marketing - anything that can be offered to a market that satisfies a want

In retail - products referred to as merchandise

Manufacturing - products are created from raw materials and sold as finished goods

Commodities are generally raw materials

Tangible or Intangible

Goods - Tangible

Services and ideas - intangible

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Basic Bookkeeping

http://www.smetoolkit.org/smetoolkit/en/content/ en/28/Bookkeeping-and-Record-Keeping-Basics

Accounts Payable

These are gayments that your company owes for goods and services. You should record when you pay for these goods and services. You can then keep track of what you owe.

Why keep a record of income and expenditure?

For the inland revenue

To manage your business - understand your cash flow - is your business successful or failing?

Revenues and expendi

Single entry bookkeeping - just record the transaction in a journal as a credit (money in) or a debit (money out)

Double entry bookkeeping record each entry as a debit and a credit in a ledger - more cumbersome and not

Accounts Receivab

If you produce goods or sorbices, which you stupply be free mentine progress, you need to be able to identify progresser, and the control of the sorbice of the processer and with a customers on own you. For instance, if you supply cornstalancy, of the costalancing or count and or once a control of what the client covers you. A few excellent product a record of what the client cover you. A few models was not provided to the control of the

Invent

Stock inventory - is a companies goods intended for rule - can include new materials, work in progress and finished goods.

Asset inventory consists of goods not for sale but which a company own a in order to carry out it's business.

You should keep a record of anything you buy, anything you donate to the liusiness and anything you produce for sale

Cash Expenditur

Record small amounts of cash spent by

If you spend money on consumables make sure you record it so you can claim it back through petty cash. These expenses should not be taxable so keep them separate from taxable income Why keep a record of income and expenditure?

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Accounts Receivable

If you produce goods or services, which you supply before receive payment, you need to be able to identify payments received and what customers owe you. For instance - if you supply consultancy at £100 / hour, you will invoice your client for the outstanding amount and create a record of what that client owes you. A few weeks later a payment comes in from that client. It should refer to the invoice number that was originally sent. You can then record that the amount was paid against the invoice. This will help you keep track of debtors

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Revenues and expenditure

Money in - money out

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Double entry bookkeeping record each entry as a debit and a credit in a ledger - more cumbersome and not really needed for a small business

Activities

Activity 1 Agile

Hold your weekly planning meeting You may want to rotate the role of scrum master and appoint someone to take the minutes

You should review last weeks enterprise activities against the last weeks minutes

Have all the actions been completed? if not why not? and do any actions need to be carried forward.

You should now discuss what needs to happen this week and who should do it.

Activity 2 presentation/discussion

Each enterprise should make a short presentation on their progress over the week.

They should share their achievements and any pitfalls they have had with the other enterprises

After each presentation a group discussion will be held on progress

Activity 3 Mission Statement

A mission statement should define your company objectives in (at most) a couple of short paragraphs

people should be able to read your mission statement and discover what your companies aspirations are.

It should answer questions like - what does your company do what do you stand for and why. What is your ethical stance, what problems do you solve.

In your groups - spend 30 minutes formulating a mission statement.

Each group should be able to justify what they have written.

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