

Protection of Business idea

A business idea is a reason for setting up a firm. It drives everything about the company, from what products and services are offered to how these products are marketed. This idea doesn't need to be unique, but it must have the potential to capture part of its target market. Many people have had their dreams or idea stolen from them because of a lack of protection for their ideas. my business idea was to offer premium software installation to students and non-students and other services at a small fee. Since I am not doing any invention the best way, I can protect my business idea would be by information restriction. The number of people who would get to know about this idea would be limited to investors and trusted friends, which I would ensure by the use of NDAs and contract that whatever I tell them stays between us.