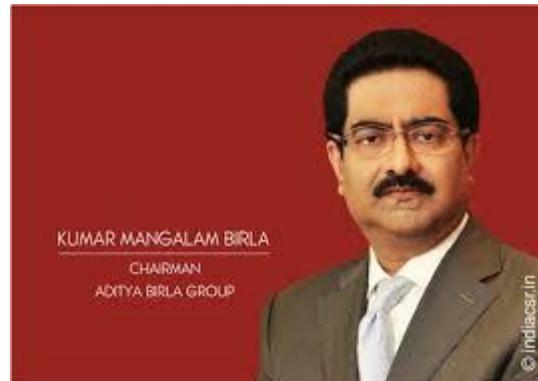
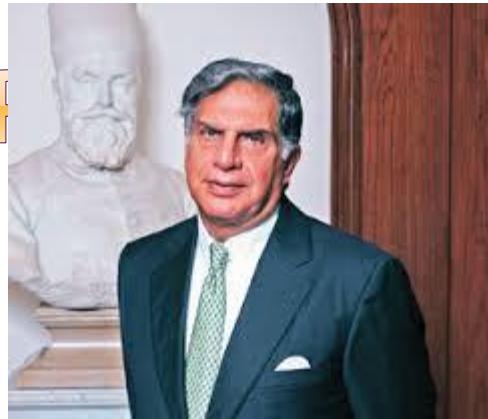


**“I FAILED in
some subjects
in exam,
but my friend
PASSED in all.
Now he is an
engineer
in Microsoft
and I am
the owner
of Microsoft”**







The Taste of India



7 MYTH OF A SUCCESSFUL ENTREPRENEUR

- ✓ Entrepreneurs are leaders and born
- ✓ They are academic and social misfits
- ✓ A great idea is only ingredient in a recipe for success
- ✓ All you need is money and luck
- ✓ My best friend will be a great business partner
- ✓ Life must be much simpler if I work for myself
- ✓ I can make lot of money
- ✓ No boss will have more fun as I will be the boss

7 REALITIES OF A SUCCESSFUL ENTREPRENEUR

- ✓ Entrepreneurs as well as leaders can be made
- ✓ Risk and courage is the key factor
- ✓ Acceptance and flexibility should be there
- ✓ They may not have impressive profile
- ✓ Money and luck is a secondary thing
- ✓ Initial success is not promised
- ✓ No guarantee of easy life after become an entrepreneur
- ✓ Business is restricted to some areas only

Wealth Creation
and Sharing



Community
Development



Create Jobs



Balanced
Regional Development



Exports



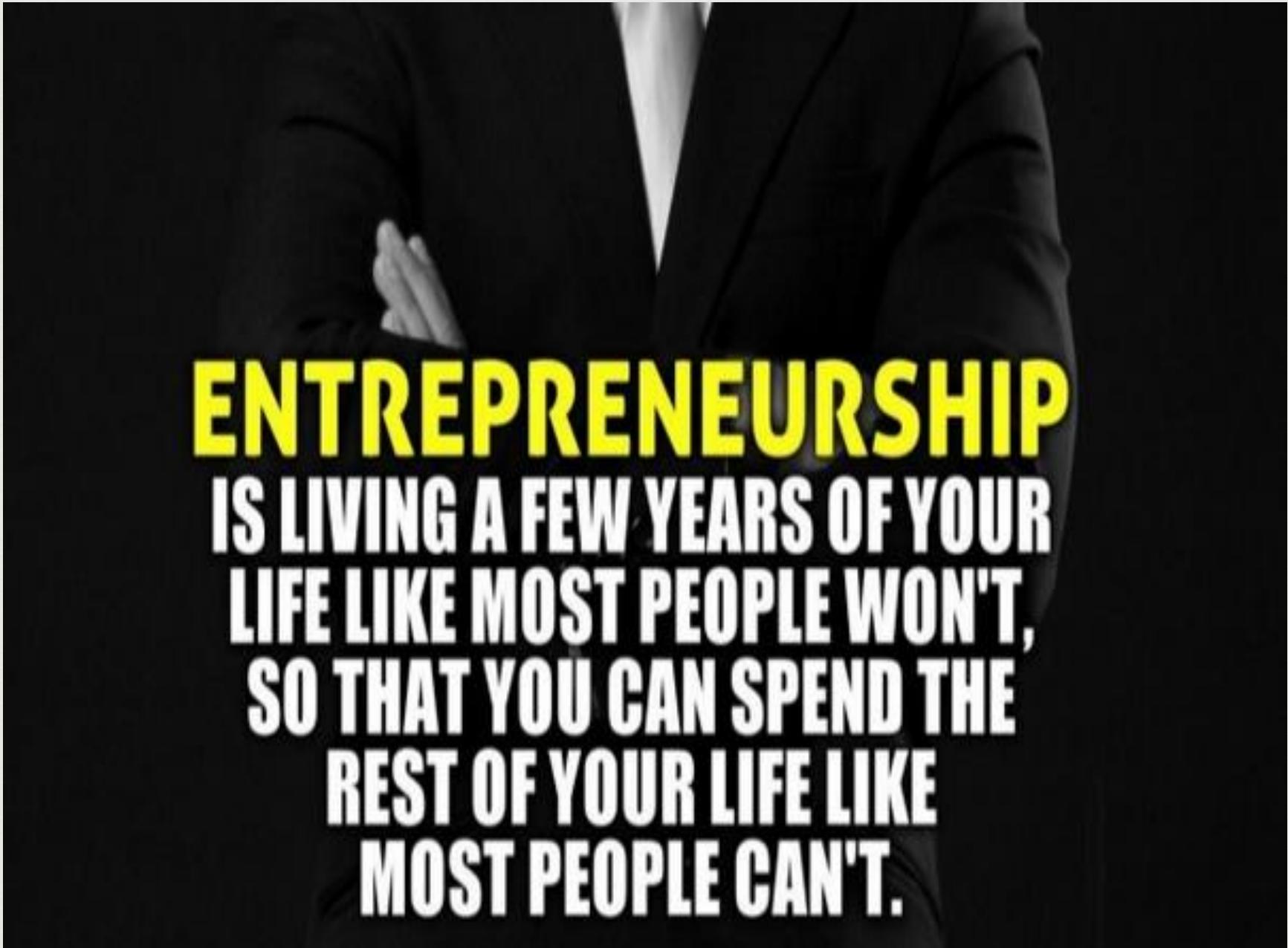
Entrepreneurship



Standard of Living



GDP and
Per Capita Income



ENTREPRENEURSHIP
IS LIVING A FEW YEARS OF YOUR
LIFE LIKE MOST PEOPLE WON'T,
SO THAT YOU CAN SPEND THE
REST OF YOUR LIFE LIKE
MOST PEOPLE CAN'T.

UNIT 1



- ❖ Entrepreneurship - functions, needs and importance
- ❖ Process - Pros and Cons
- ❖ Entrepreneur - definition



Entrepreneurship -Meaning

- ❖ “Entrepreneurship means the **function of foreseeing** investment and production opportunity, organizing an enterprise to undertake a new production process, raising capital, hiring labor, arranging for the supply of raw materials and selecting top managers for the day-to-day operation of the enterprise”.

D.C. McClelland

- ❖ “Entrepreneurship is neither a science nor an art. **It is a practice**. It has a knowledge base. **Knowledge in entrepreneurship is a means to an end**. Indeed, what contributes knowledge in practice is largely defined by the ends, that is, by the practice”.

Peter F. Drucker

- ❖ An enterprise is created by an entrepreneur. The process of creation is called “entrepreneurship”
- ❖ Richard Cantillon was the first to introduce it as the **agent who buys means of production at certain prices in order to combine them into product** that he is going to sell at prices that are uncertain at the moment at which he commits himself to his costs.
- ❖ Entrepreneurs are people that **notice opportunities and take the initiative to mobilize resources to make new goods and services**.

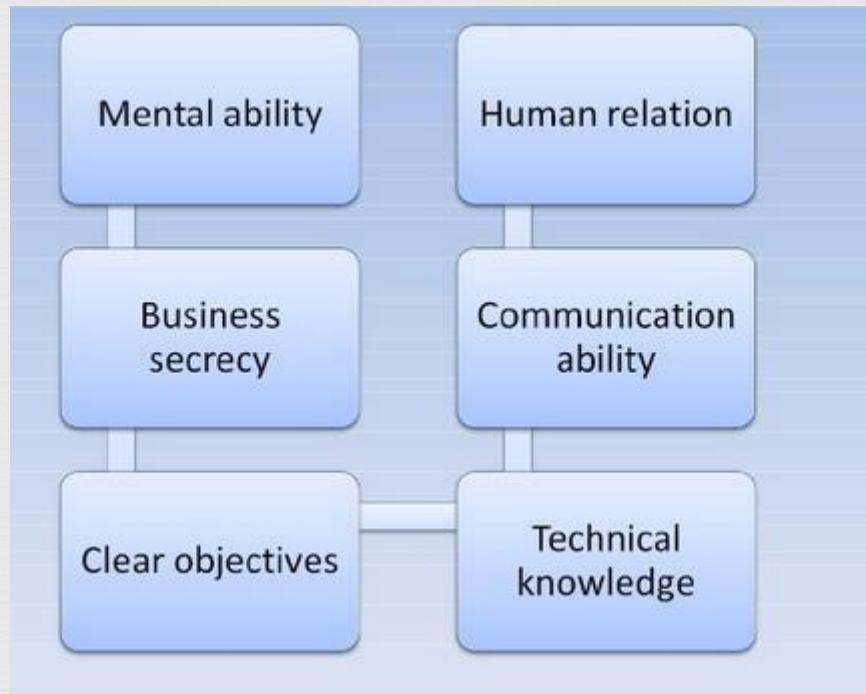
Technology Entrepreneurship

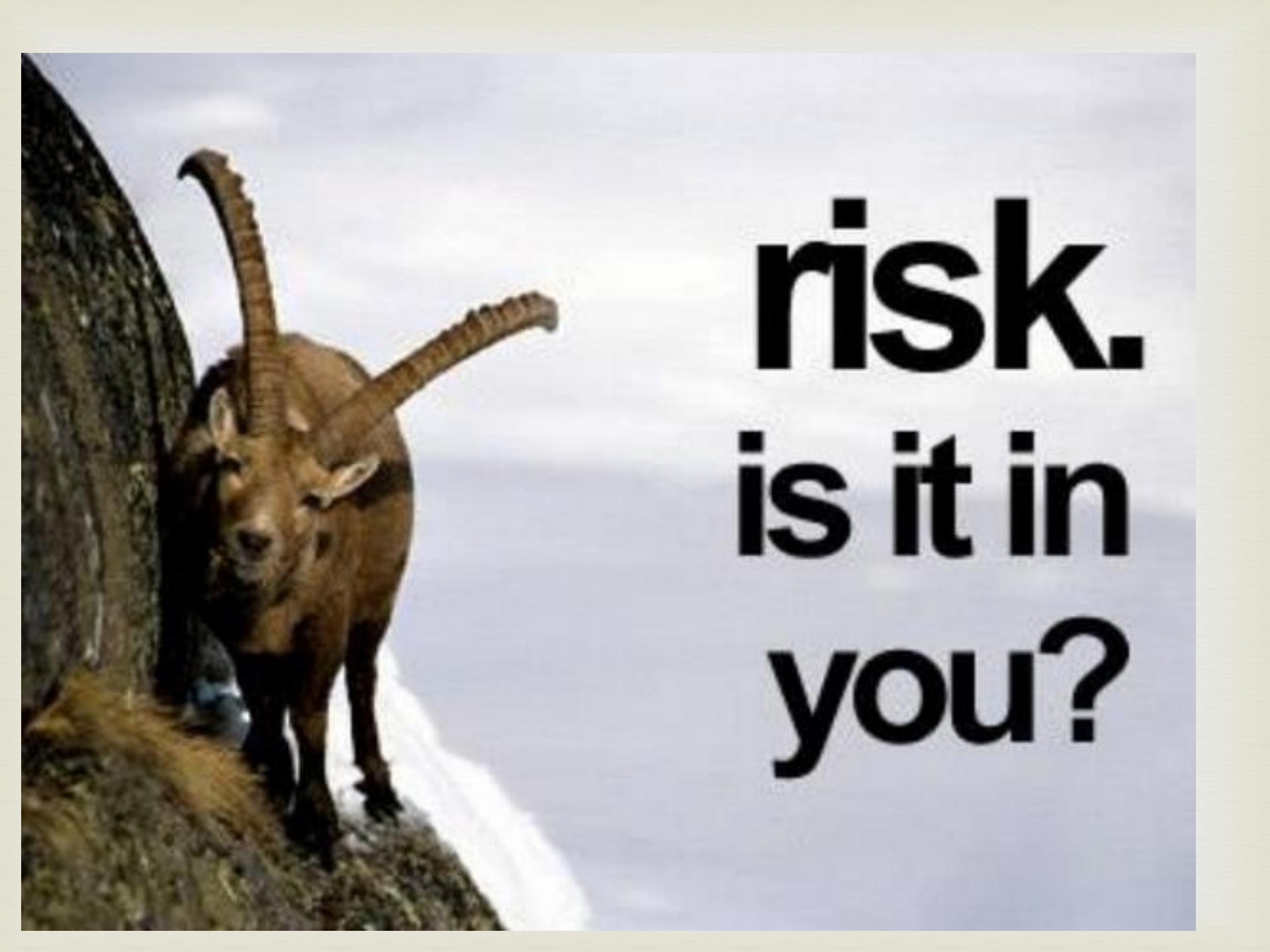


- ❖ **Technology Developers**:- those who develop a unique technology capable of diving a new business

- ❖ **Technology users**:- those who sees new technology development and understand how it can be applied to meet a market need.

Characteristics of an Entrepreneur



A photograph of a brown mountain goat with long, curved horns standing on a dark, craggy rock face. The goat is looking down at the steep, light-colored slope below. The background is a bright, overexposed sky.

**risk.
is it in
you?**

Qualities of an entrepreneur



The Dark Side of Entrepreneurship

- The Entrepreneur's Confrontation with Risk
 - Financial risk versus profit (return) motive varies in entrepreneurs' desire for wealth.
 - Career risk—loss of employment security
 - Family and social risk—competing commitments of work and family
 - Psychic risk—psychological impact of failure on the well-being of entrepreneurs

Getting Over Fear

on the way to becoming an entrepreneur

act with
limited info -
it's normal



trust
your gut

Do i
know
enough?

CEOs
have 10%
of data they
need when they
make a decision.

Gut
feeling
works.

What if
I'm wrong?

What's
your worst
case scenario?
Living with parents?
Losing all you have?
Do you have that much
anyway?

imagine
the worst



What if I fail?

realize
the value
of "unscared"

Most
people
are scared,
that's being
"unscared" will
put you ahead
of most people.

Is everyone
else afraid?

Just do it.

You'll
only
be afraid
until you
just do it.

Functions of an entrepreneur

Identify Opportunity

Personal Initiative

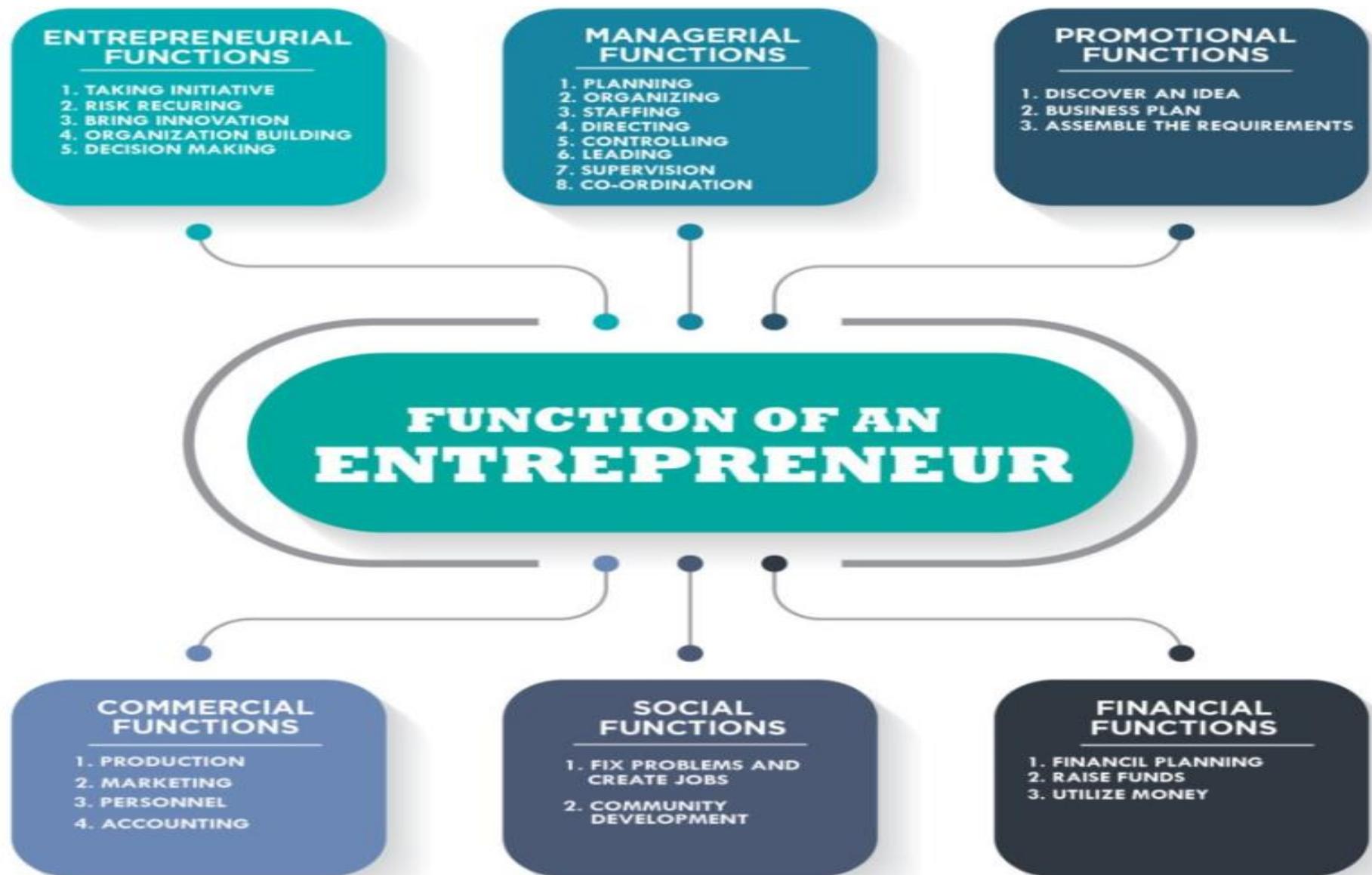
Feasible Study and Planning

Innovation

Risk taking and Uncertainty Bearing

Taking Business Decision

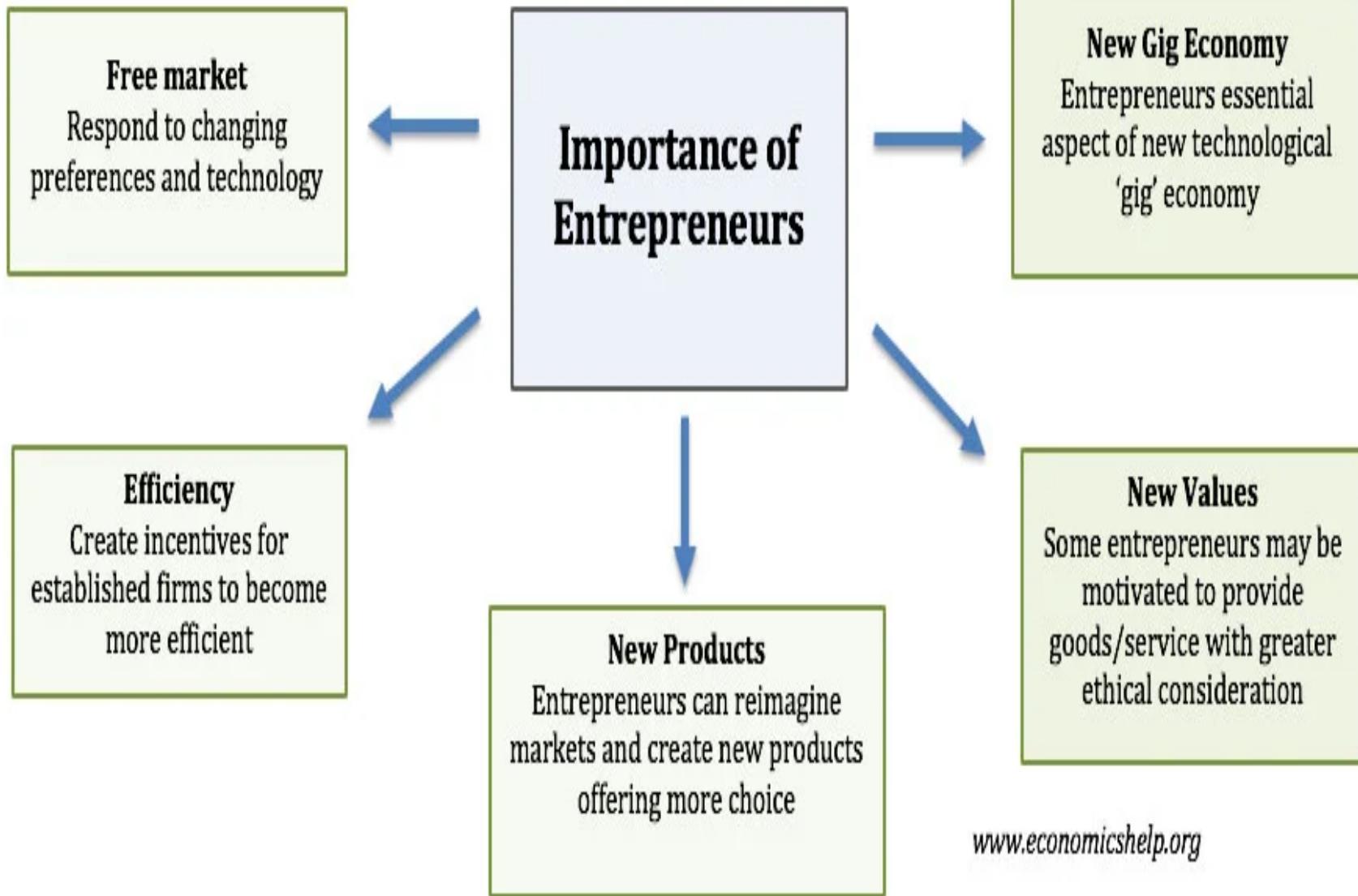
Area wise function



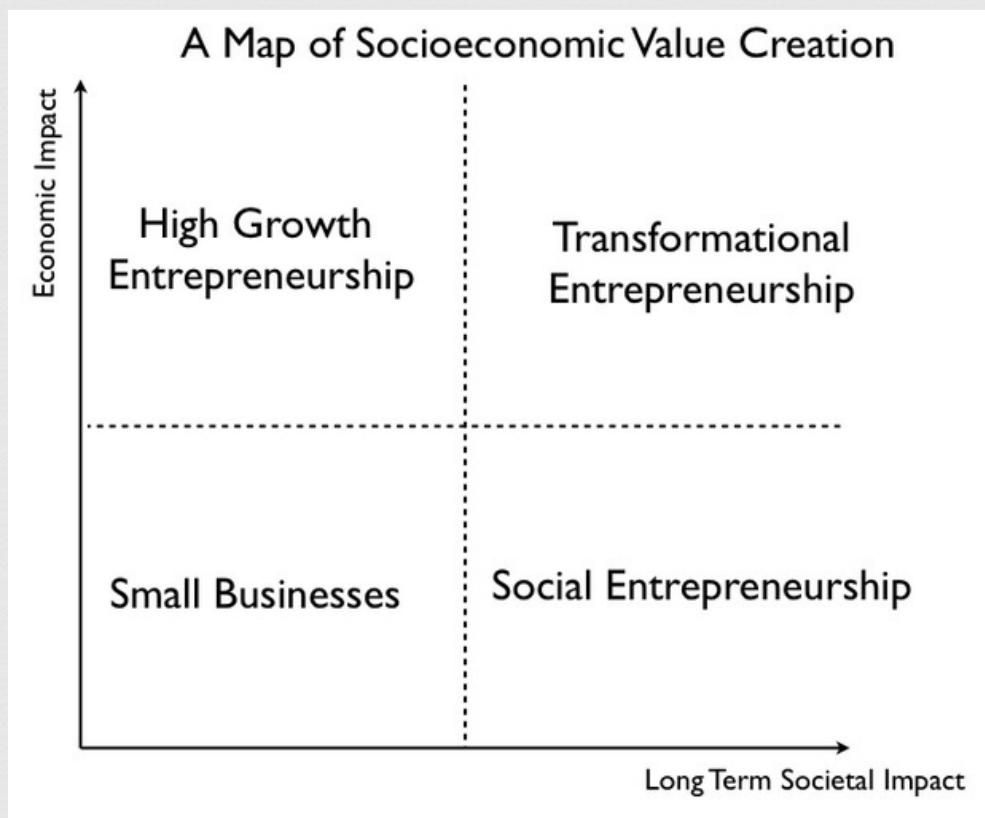
Need & Importance



- Technology Development
- Key driver of any country
- Creates opportunity and jobs
- Ensure social justice
- Stimulates the economy
- Become creative, inventive and innovative (*Innovation is the process of turning a new concept into commercial success or widespread use. Invention is the creation of a new idea or concept. Creativity is the act of turning new and imaginative ideas into reality.*)
- Creating an organization leads to improve standard of living and economic development
- Backward and forward linkages



Value creation of technology entrepreneurs



Process



Entrepreneurs

- ❖ Derived from the French verb **entreprendre**, which means '**to undertake**'. This refers to those who "undertake" **the risk of new enterprises**.
- ❖ An entrepreneur is defined as "**person in effective control of commercial undertaking; one who undertakes a business or an enterprise**"
- ❖ Who innovates, raises money, assembles inputs, chooses managers and sets the organization going with his ability to identify them.

Entrepreneurs



- ▶ Refers to a person
- ▶ Visualizer
- ▶ Creator
- ▶ Organizer
- ▶ Innovator
- ▶ Technician
- ▶ Initiator
- ▶ Decision-maker
- ▶ Leader
- ▶ Motivator
- ▶ Administrator
- ▶ Planner

Entrepreneurship

- ▶ Refers to a process
- ▶ Vision
- ▶ Creation
- ▶ Organization
- ▶ Innovation
- ▶ Technology
- ▶ Initiative
- ▶ Decision
- ▶ Leadership
- ▶ Motivation
- ▶ Administration
- ▶ Planning



Typology of Entrepreneurial Styles

		Level of Personal Financial Risk	
		Low	High
Level of Profit Motive	Low	Risk avoiding Activity seeking	Risk accepting Activity seeking
	High	Risk avoiding Profit seeking	Risk accepting Profit seeking

I BELIEVE ANYTHING IS POSSIBLE
I SEE OPPORTUNITY WHEN OTHERS SEE IMPOSSIBILITY
I TAKE RISKS. I'M FOCUSED. I HUSTLE
I KNOW THAT NOTHING IS UNREALISTIC
I FEEL OVERWHELMING LOVE
I EMBRACE MY CHILDLIKE WONDER & CURIOSITY
I TAKE FLYING LEAPS INTO THE UNKNOWN
I CONTRIBUTE TO SOMETHING BIGGER THAN MYSELF
I CREATE. I LEARN. I GROW. I DO.
I BELIEVE IT'S NEVER TOO LATE TO START LIVING A DREAM

I AM AN ENTREPRENEUR

Employée Vs. Entrepreneur - Intrapreneur

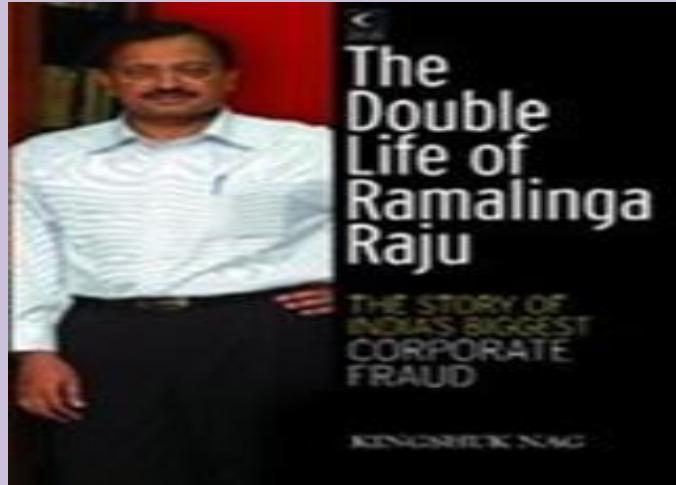
Competencies and Characteristics of a successful entrepreneur



- **INTEGRITY**:- Must have clear sense of values and beliefs that underpin the creative and business decision that they make and that influence the actions they take specially in challenging circumstances

- **CONCEPTUAL THINKING**:- Prepared to use fresh approaches, comes up with crazy ideas that may just work, leading to radical change or significant improvements and takes time to listen to new ideas without pre-judgement

- **RISK TAKING**:- Understands that risk taking means trying something new and possibly better in the sense of stretching beyond what has been done in the past and that the constant challenge is to learn how to assess choices responsibly weighing the possible outcomes against his/her values and responsibilities.



- **NETWORKING**:- Understands that networking is a key business activity which can provide access to information, expertise, collaboration and sales and that careful planning and preparation helps achieve desired results.

- **STRATEGIC THINKING**:- Understands and values the planning process, thinking and planning over a significant timescale, recognises external trends and opportunities and is able to think through any complex implications for the business

- **COMMERCIAL APTITUDE** :- the entrepreneur keeps up to date with developments in the sectors: seeks out the best practice: and identifies and seizes opportunities that are not obvious to others



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Bata

BATA Women's Comfi Fashion Sandals

★ ★ ★ ★ ★ 20 ratings

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Syeraa

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Fit As expected (54%)

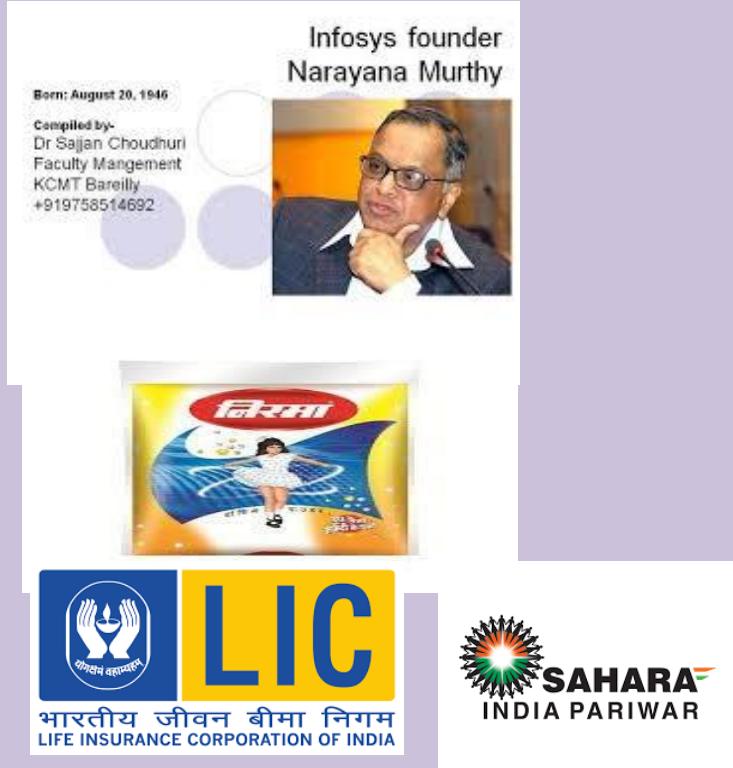
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- **DECISIVENESS** :-Entrepreneur resolves issues as they arise: does not get bogged down in analysis during decision making and responds flexibly to deal with changing priorities.

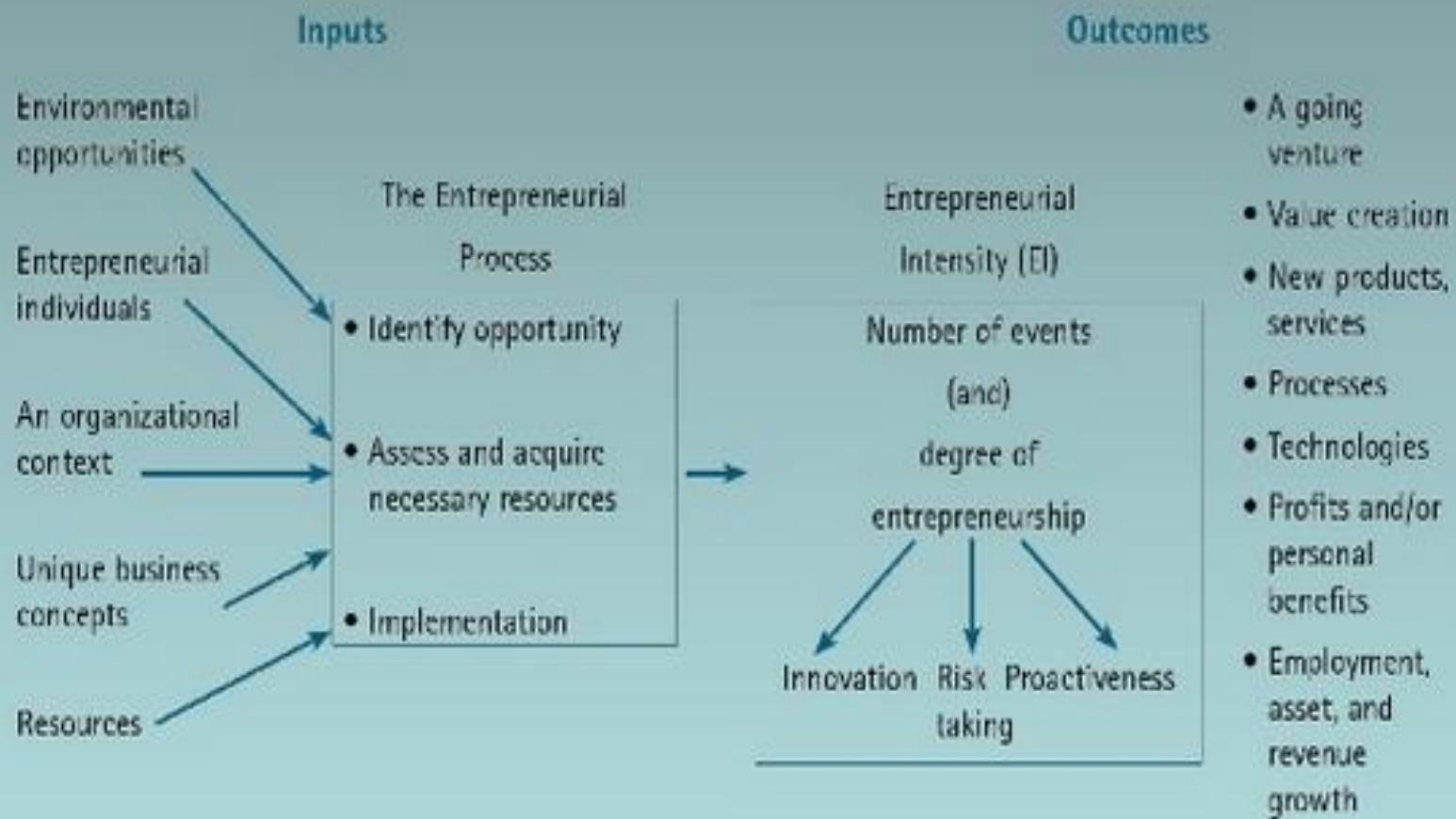
- **OPTIMISM**:- The entrepreneur persists in pursuing goals despite obstacles and setbacks; operates from hope of success rather than from fear of failure and sees setbacks as due to manageable circumstances rather than a personal flaw

- **CUSTOMER SENSITIVITY** :- Builds trust and long term relationship with customers; generates and expectations of high level of customer service; and regularly exceeds customer expectation

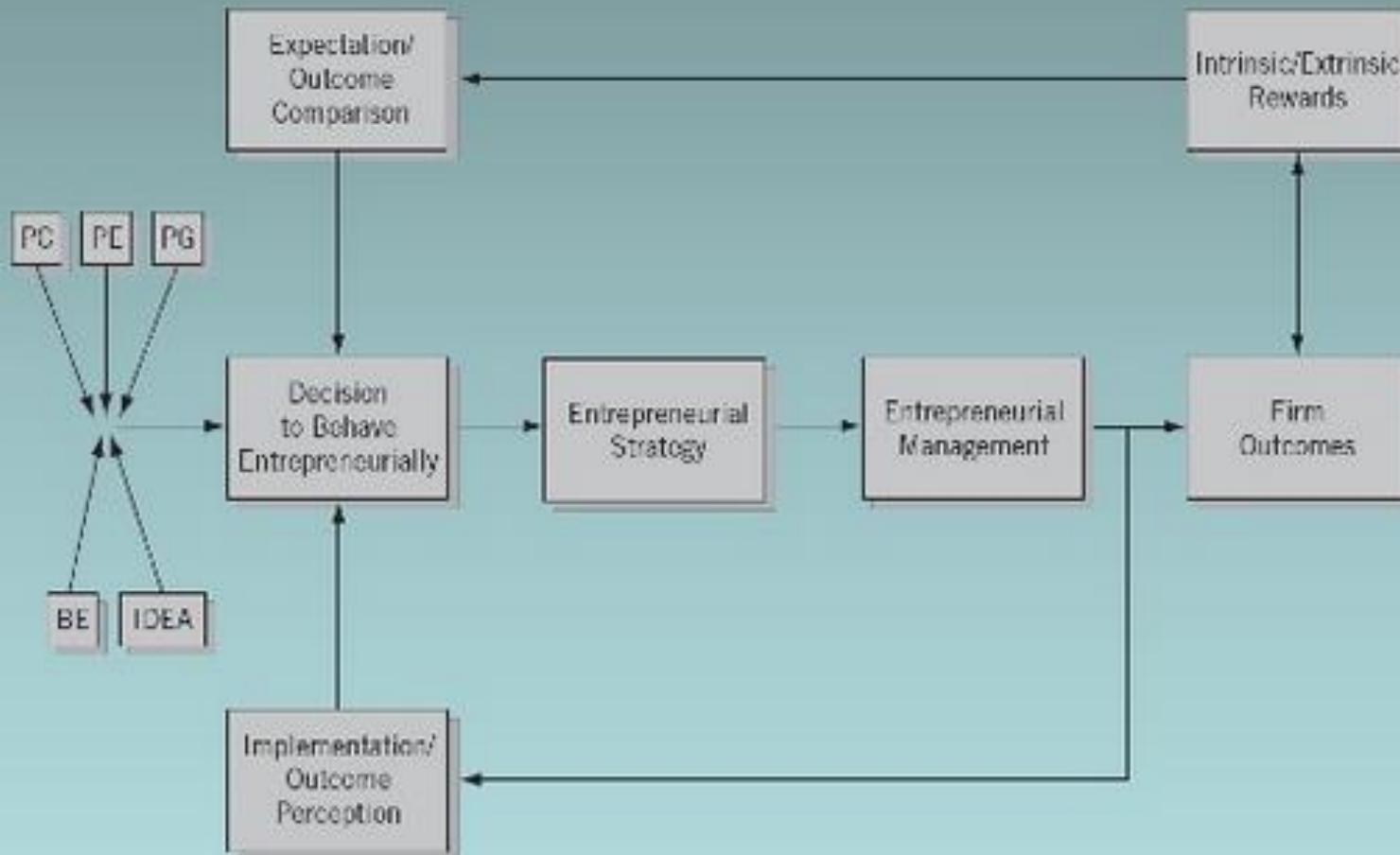
- **PEOPLE'S FOCUS** :- He creates common purpose with colleagues through shared vision and values; walk the talk; sees and values the best in others; builds the total capability of the immediate and wider team; and always considers the principles of inclusiveness in planning and dealing with others.



An Integrative Model of Entrepreneurial Inputs and Outcomes



A Model of Entrepreneurial Motivation



Source: Douglas W. Naffziger, Jeffrey S. Hornsby, and Donald F. Kuratko, "A Proposed Research Model of Entrepreneurial Motivation," *Entrepreneurship Theory and Practice* (spring 1994): 33.

Entrepreneurial Value

1. Create and delivers something of value
2. Identification of peoples want or need
3. Affordable price people able to pay
4. Should be able to satisfies customer's needs and expectations



1. Entrepreneurs improve their skills; employees improve their weaknesses.
2. Entrepreneurs may produce lousy work; employees are perfectionists.
3. Entrepreneurs say 'no' to irrelevant opportunities; employees embrace them.
4. Entrepreneurs delegate; employees practice 'DIY.(Do it yourself)
5. Entrepreneurs mono-task; employees (try to) multitask.
6. Entrepreneurs thrive on risk; employees avoid it.
7. Entrepreneurs believe in seasons; employees believe in balance
8. Employees are threatened by smarter people; entrepreneurs hire them

Employees vs Entrepreneur

EMPLOYEE VS ENTREPRENEUR

EMPLOYEE



VS

ENTREPRENEUR



WORK

"Something to get away from"



SERIOUS EFFORT

"Something to do for a short period of time"



SUPPORT

"Something they deserve"



INCOME

"Something to be received immediately"



WORK

"Something to be excited about"



SERIOUS EFFORT

"Something to do all the time"



SUPPORT

"Something they create"



INCOME

"Something to be earned later"

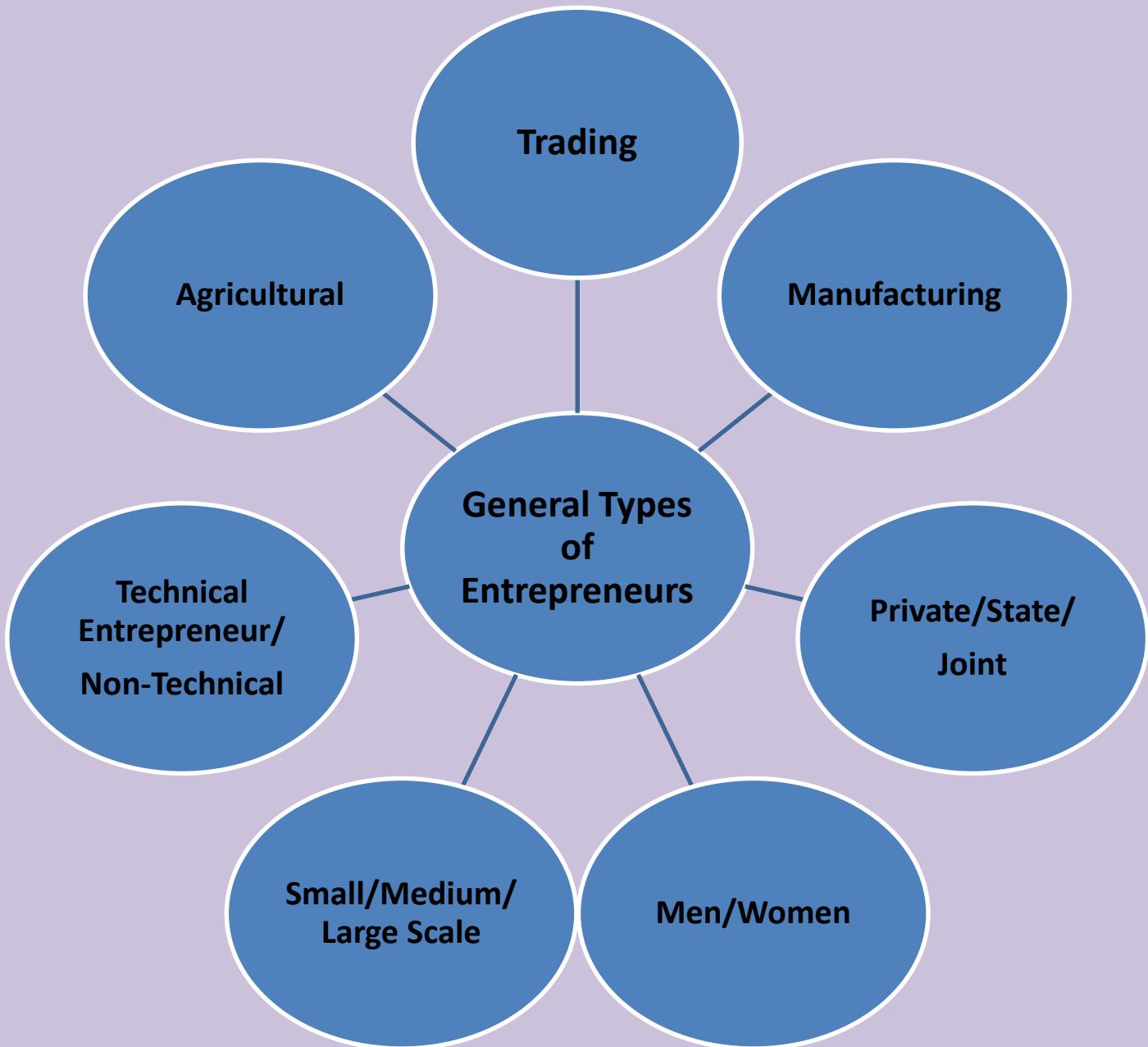
Entrepreneurship Theory

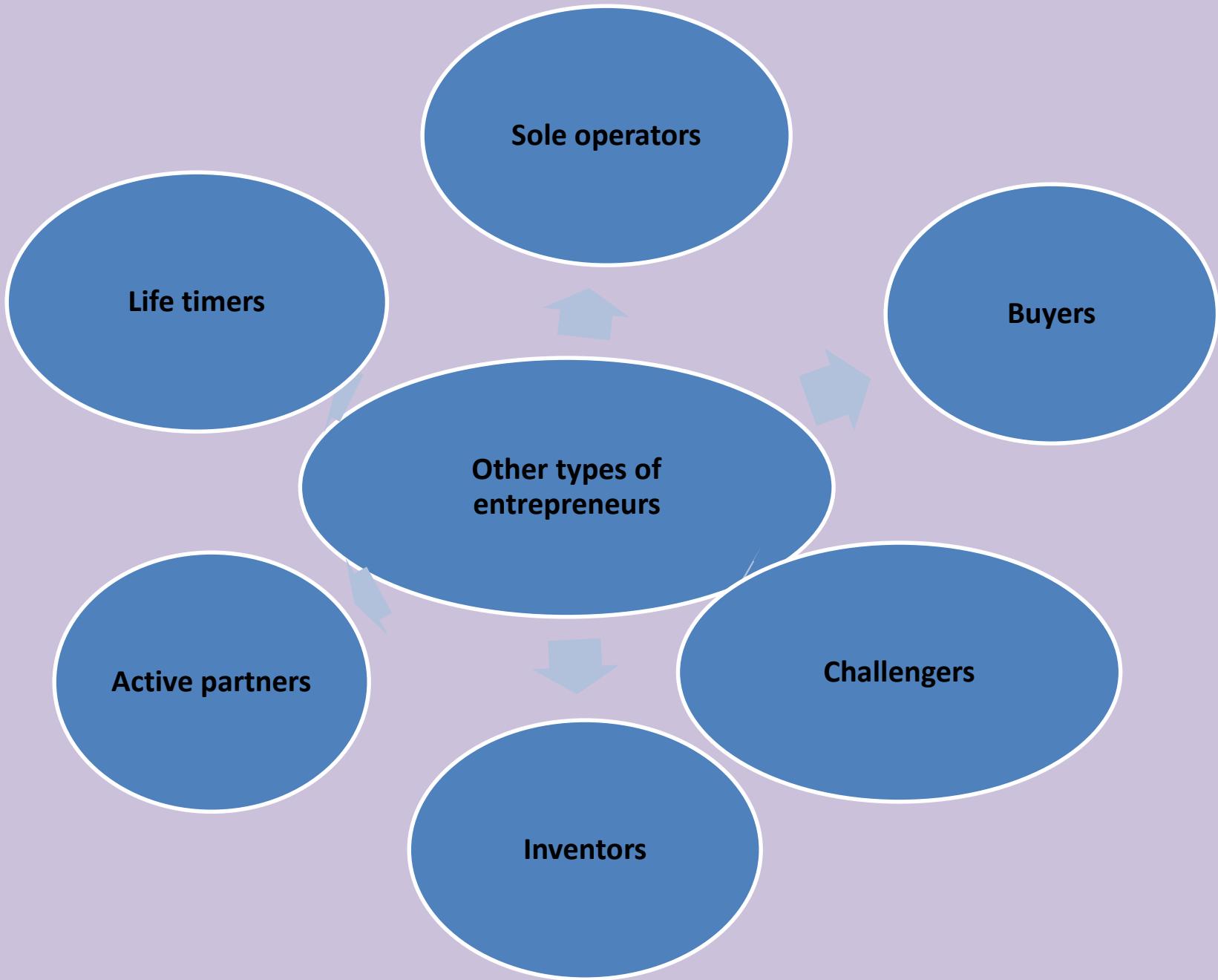
- Entrepreneurs cause entrepreneurship.
 - Entrepreneurship is a function of the entrepreneur:

$$E = f(e)$$

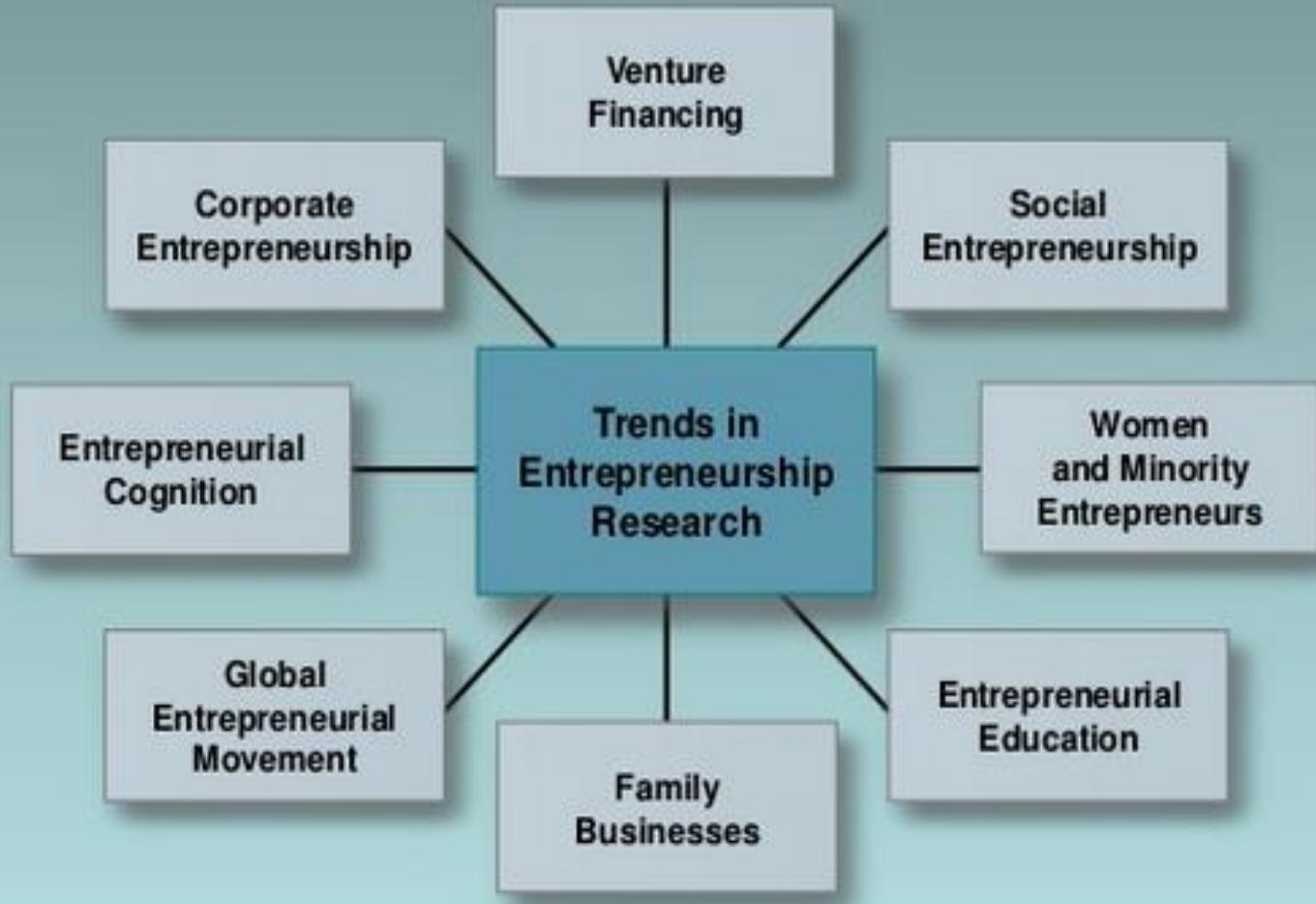
- Entrepreneurship is the interaction of skills related to inner control, planning and goal setting, risk taking, innovation, reality perception, use of feedback, decision making, human relations, and independence.







Aspects of Entrepreneurship



Specific Types of entrepreneurs

- ✓ **Innovating**:- who introduces new goods, methods, etc.
- ✓ **Imitative** :- characterised by readiness to adopt successful innovation innovated by other entrepreneur
- ✓ **Fabin**:- Very great cautious and scepticism in experimenting any change
- ✓ **Drone**:- Refuses to adopt opportunities to make changes
- ✓ **Nascent**:-Who is in the process of starting a business
- ✓ **Novice** :- Has a prior business ownership experience as a business founder, inheritor of a business or a purchaser of a business
- ✓ **Habitual**:- Prior business ownership experience
- ✓ **Serial**- Sold or closed an original business established another new again sold or closed and continue
- ✓ **Portfolio** :- who retain an original business and builds a portfolio of additional business

Intrapreneurs

- A person does entrepreneurial work within an organization is called Intrapreneurs and the process by which he affects change is intrapreneurship
- Acting like an entrepreneur within a larger organization
- Blending of entrepreneurial skills with managerial skills

ENTREPRENEUR

1. Enters the business with his own money – **more risks**
2. Has **ownership** to the business
3. Is **entitled to returns/profits** from the business

INTRAPRENEUR

1. Gets resources from employer **company-less risk**
2. Only manages the business-**no ownership**
3. Is entitled to **fixed salary+ bonus(if any)**

TRADITIONAL MANAGER

1. Consider himself as a **BOSS**
2. Primary motive is **power**
3. Follows a defined **chain of command**
4. Manages information
5. Has the confidence to **make decision alone**

INTRAPRENEURIAL MANAGER

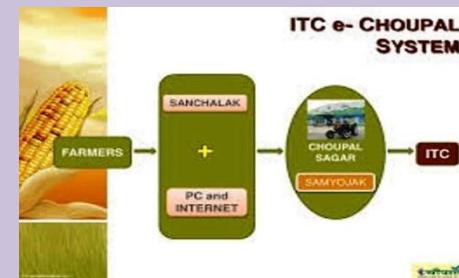
1. Consider himself has a **team leader** mentor and Role model
2. Primary motive is **autonomy**
3. Deals with **anyone necessary to make a decision or do the job**
4. Share Information
5. Accepts responsibility but **involves others in the decision**

Examples of Intrapreneurs

- ❖ **KINETIC ZING**:-The idea for their variant Zing, came through one of their employees who suggested that they must have a mobile charger in their mobike

- ❖ **INTEL**:-Anil Paranjape, an intrapreneur built a retail automation project that neighbourhood kirana stores could use to compete with large retailers. Intel launched this as the pilot project, installing the point-of-sale (POS) device at small retail outlets in Mumbai

- ❖ **ITC E-CHOUPAL**:-The idea of e-choupal, an ITC division germinated when Sivakumar a manager in the ITC Group's agribusiness unit, approached ITC's chairman, with a request of Rs 50 lakh to test an idea. He wanted to procure farm produce from soya farmers in Madhya Pradesh, thereby eliminating middlemen.



Innovative Ideas

***CREATIVITY LEADS TO INNOVATION
AND CREATIVITY COMES FROM PAST, PRESENT FUTURE.....***



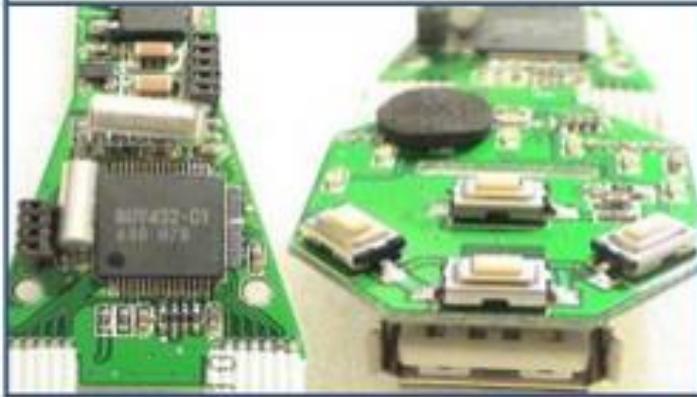
**Innovation
distinguishes
between a leader
and a follower.**
Steve Jobs

***How Can we Know Where We're Going Without Knowing First Where We
've Been?"***

"Commercially successful exploitation of an Idea"

Invention

Formulation of new ideas for products or processes



Innovation

Practical application of inventions into marketable products or services



Invention



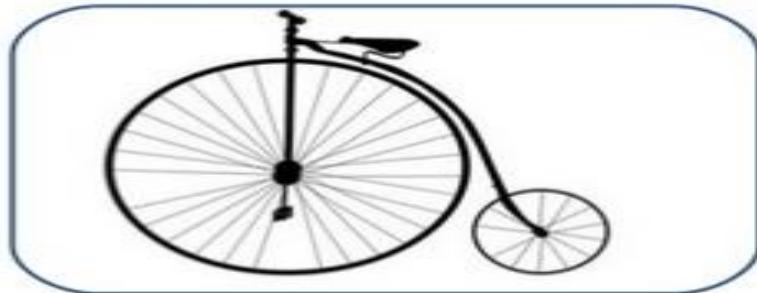
Tim Berners-Lee invented the
World Wide Web (Internet)

Innovation



Mark Zuckerberg used the
Internet to define social
networking

Invention



Innovation



What is innovation

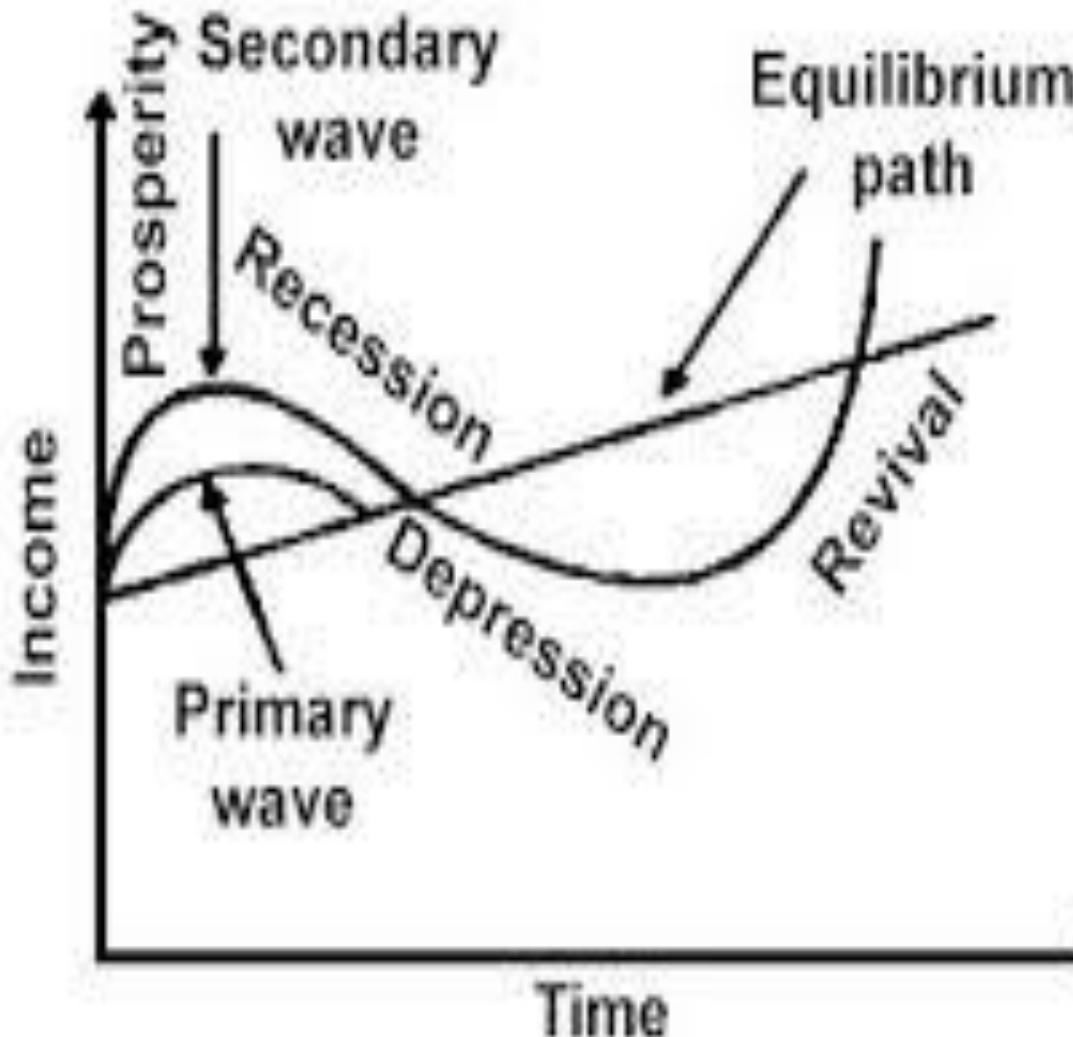
- **Newness & Adding Value**
 - Functional Value: Technology-Driven
 - Symbolic Value: Design-Driven
- **Degree of Newness:**
 - Radical Innovation
 - Incremental Innovation



Innovative Idea

- Innovative idea leads to drive new product into market
- Either a very **new product or a product type** which represents a total package of features , forms and functions which marketing program converts into benefits for satisfying the needs and wants of the customer.
- Putting a new idea into action

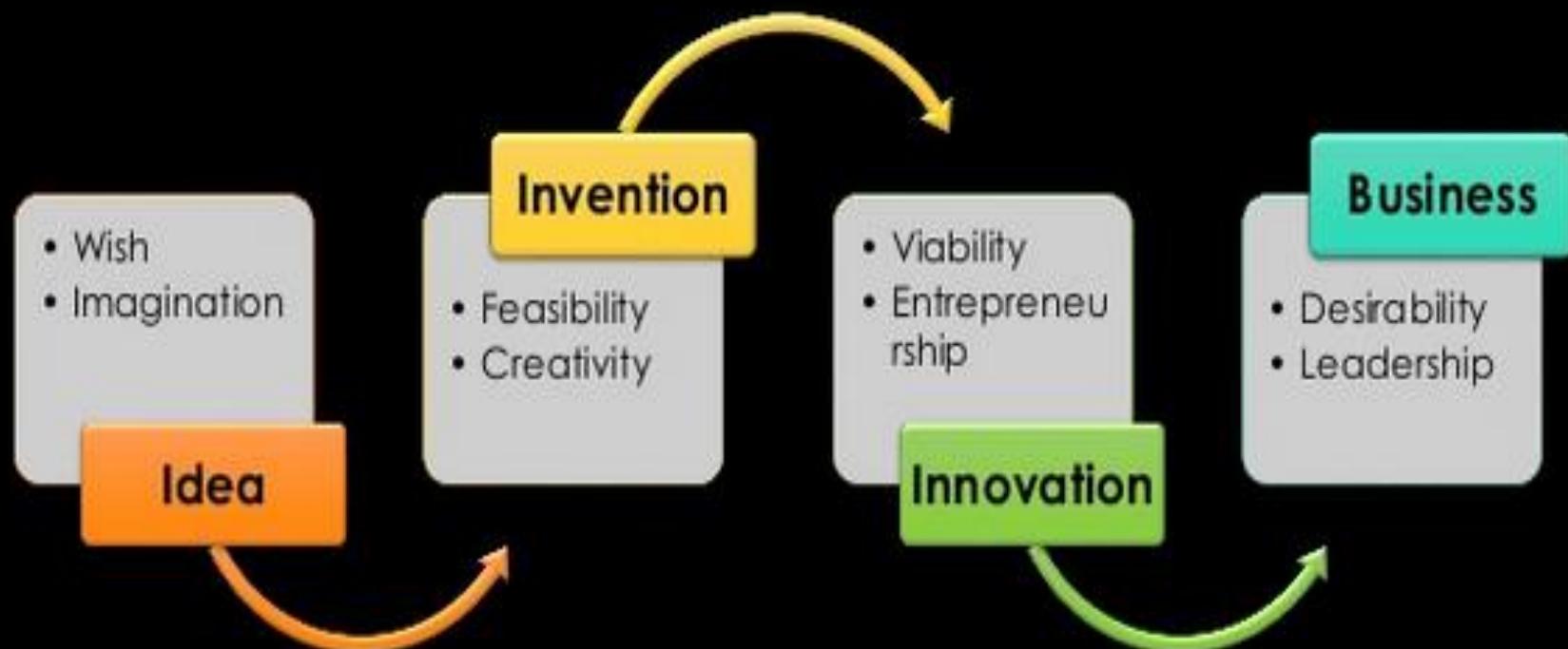
Innovation Cycle



Forms on Innovation

- **Product Innovation:** the changes in the things (product or services) that an organization offers. E.g. new design of car, new generation of aircraft A380.
- **Process Innovation:** the changes in the ways in which product/services are created and delivered.
- **Position Innovation:** the changes in context in which products/services are introduced. E.g. Johnson & Johnson product not only for babies, but also for adult.
- **Paradigm Innovation:** the changes in underlying mental models which frame what the organization does. E.g. shift to low-cost- airlines, online insurance.

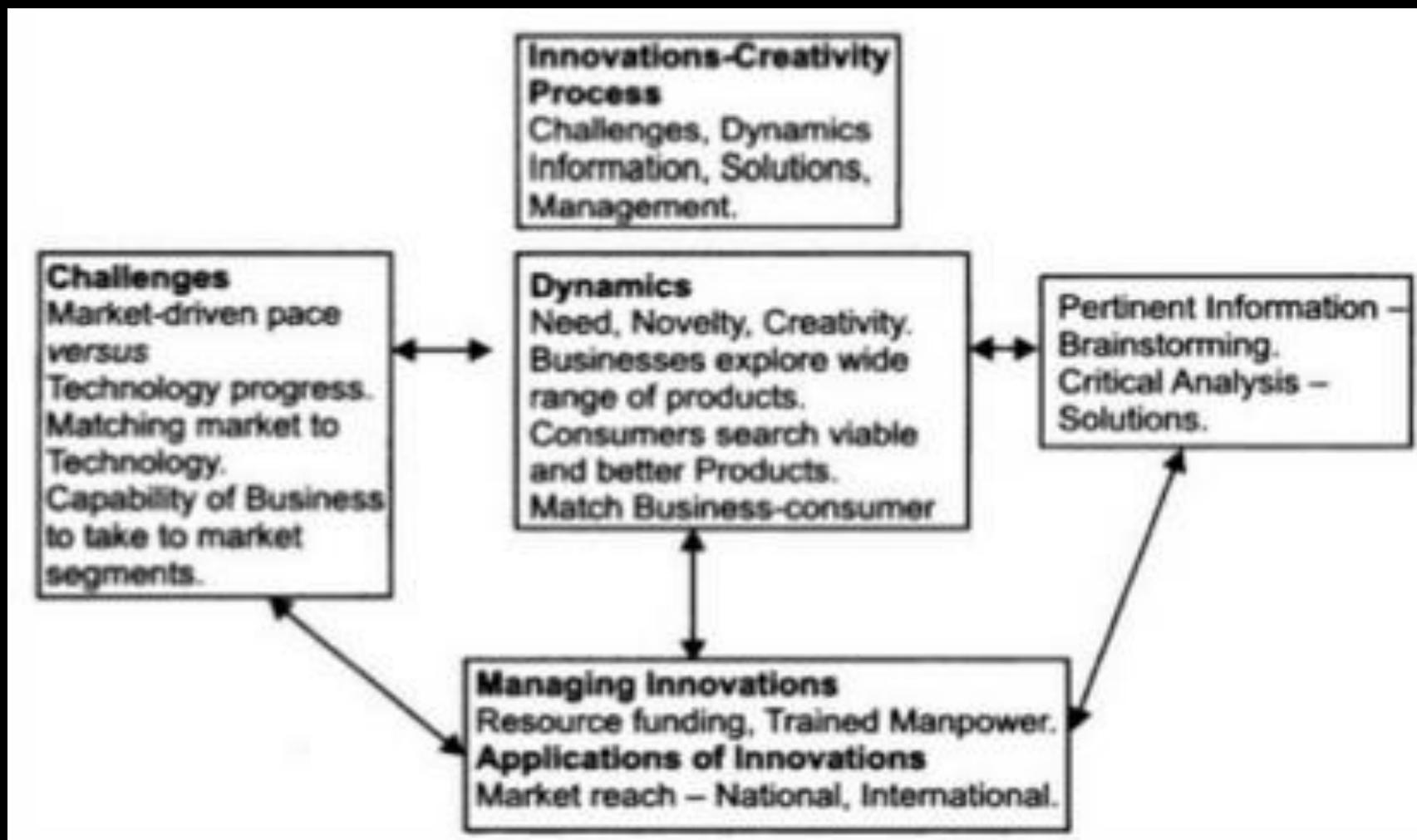
Innovation Flow



INNOVATION= CREATIVITY+ INVENTION+COMMERCIALIZATION



Composite Model of Innovation



INNOVATIVE IDEA RESULTS

Pocket-Sized Washing Machine



3 in 1 Breakfast Maker



Solar-Powered Camping Tent



The Stormproof Umbrella

problem



solved



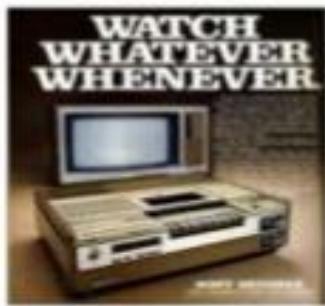
Heated Butter Knife



NOT ALL INNOVATIONS ARE SUCCESSFUL

Global Products

Betamax



Laser Disc



Ford Edsel



Colgate



Indian Products



Tata Nano



Tata Estate

(Failures due to wrong positioning)



Bajaj Geared Scooter



2- Stroke Bikes

Six Thinking hats of innovation

Managing Blue - what is the subject? what are we thinking about? what is the goal? Can look at the big picture.

Information White - considering purely what information is available, what are the facts?

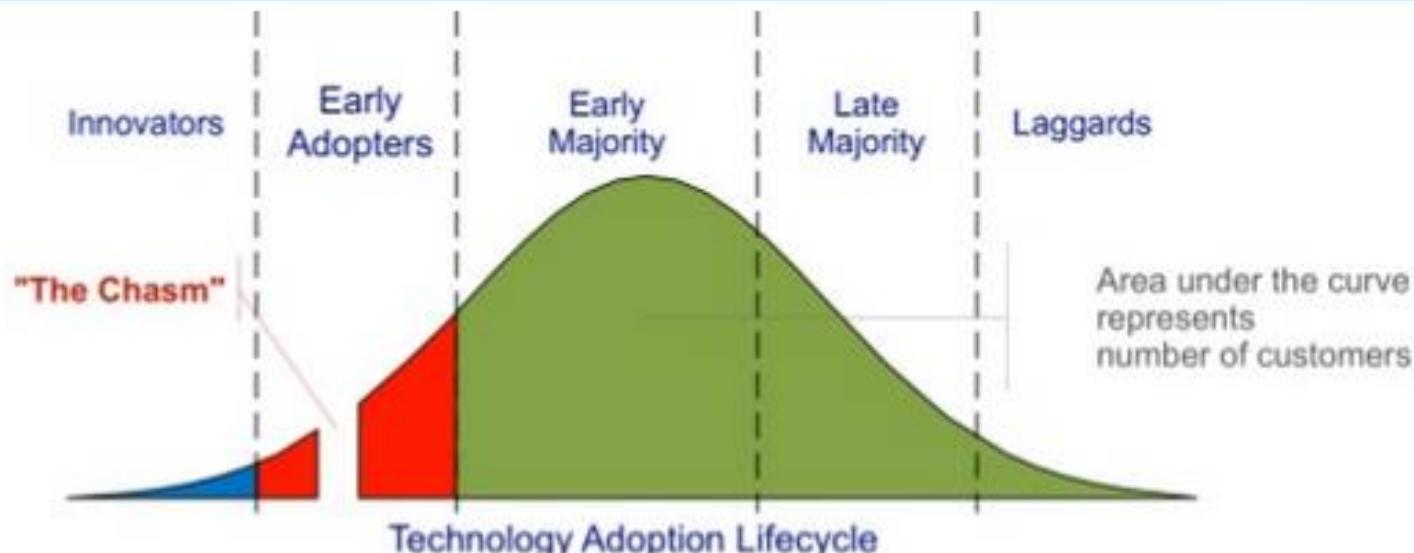
Emotions Red - intuitive or instinctive gut reactions or statements of emotional feeling (but not any justification)

Discernment Black - logic applied to identifying reasons to be cautious and conservative. Practical, realistic.

Optimistic response Yellow - logic applied to identifying benefits, seeking harmony. Sees the brighter, sunny side of situations.

Creativity Green - statements of provocation and investigation, seeing where a thought goes. Thinks creatively, out of the box.

Diffusion of Innovation & Adopter Categories



- **Innovators** : First 2.5% of individuals to adopt an innovation.
 - Adventurous, comfortable with a high degree of complexity and uncertainty
 - have access to substantial financial resources
- **Early Adopters** : 13.5%
 - Adopt the innovation
 - are excellent "missionaries" for new products or processes.
- **Early Majority** : 34%.
 - Adopt innovations slightly before the average member of a social system.
- **Late Majority** : 34%
 - Adopt innovation with a skeptical air
 - They may have scarce resources.
- **Laggards**: 16%

OPPORTUNITY IDENTIFICATION



Click to add text

OPPORTUNITY IDENTIFICATION

- ✓ **Process that involve the search for and discover business opportunities. A business idea starts with an opportunity.**
- ✓ **Approaches:-**
 - ✓ **Observe changes in the environment**
 - ✓ **Recognize a need that customers have that is not being satisfied**
 - ✓ **Recognize problems and find ways to solve it.**
Click to add text
- ✓ **A business opportunity exists when there is demand for goods and services to meet the needs and wants of community.**
- ✓ **Changes in the environment create opportunities; cultural, social, legal, economy, political,& technology (C-SLEPT).**

Illustrations - Environment changes

- **Good economic condition**
 - ↑ demand luxury cars, homes
- **Increase number of working couples**
 - ↑ demand maids, babysitter
- **Introduction of ICT**
 - ↑ demand computers, repairs, knowledge, spare parts

Process of Identifying, Evaluating and Selecting Business Opportunity

Step 1

**Identifying
the needs & wants of
customers**

Step 2

**Scanning
the environment
&
evaluating
of self the
community**

Step 3

**Screening
of business
opportunities**

Step 4

**Selecting a
business
opportunity
&
preparing
a business
plan**

Step 1: Identification of NEEDS & WANTS of consumers

- **Need** - is something basic in life such as food, drink, clothing and shelter.
- **Want** - is extension of need; craving for better than the basic need.
 - **Need for food:** Rice
 - **Want for food:** Chicken Rice (Chicken Rice Shop)
 - **Need for shelter:** Renting a flat with 10 housemates
 - **Want for shelter:** Renting a condo
- The better the economy of people, the more business opportunities available for the entrepreneurs.

- Human **NEEDS** and **WANTS** are unlimited.
- Next, translate the **NEEDS** and **WANTS** into **PRODUCTS** or **SERVICES**.
- **PRODUCTS** - are physical forms e.g. car, handphone, books.
- **SERVICES** - non-physical form, intangible product e.g. cab service, telco network, training.

Step 2: Environmental Scanning, Self Analysis & Community Values

3 factors to be considered:

1) *Environmental Scanning*

- ***help identify business opportunities.***
- ***2 approaches:***

i) Macro scanning

e.g. population, ethnics, average income,

ii) Micro scanning

e.g. family size, eating habits, individual income.

Step 2: Environmental Scanning, Self Analysis & Community Values

2) Self Evaluation

- to see what is available in oneself:

i) Experience

- match business with experience

e.g. engineer work with Public Work Dept (JKR) will become a Civil Engineer.

ii) Knowledge & Skill

- do business on what he really knows what to do e.g. Contractor must not only knows how to manage his business but also how to construct the buildings.

Step 2: Environmental Scanning, Self Analysis & Community Values

2) Self Evaluation (cont.)

- to see what is available in oneself:

iii) Financial situation

- business that is planned to be implemented must match with financial ability. E.g. Land owner can do housing business.

iv) Interest

- select business based on his interest e.g. a person with gardening hobby can open nursery.

v) Networking

- good networking generate business opportunity e.g. trading

Step 2: Environmental Scanning, Self Analysis & Community Values

3) Values/Norms of the Community

- business opportunities need to be coordinated with the religious' and society's values or norms.
- Values and Norms = what is perceived as useful and beneficial to the community.
- E.g. Incinerator in Kuala Langat, Nuclear-powered electricity generator, poultry farm nearby residential areas.

Step 3: Screening of Business Opportunities



- ***Legality:***
 - ensuring the business opportunity is a legal one.
 - E.g. selling pirate DVD, imitate product e.g. Crocs.
- ***Degree of competition:***
 - choose business that is not monopolized.
 - E.g. supplying Sugar
- ***Capital requirements:***
 - to identify sufficient funds to finance the business.
 - E.g. own money, debt financing, FDI.
- ***Risks involved:***
 - expecting the potential uncertainties & considering the percentage of success & failure.
 - E.g. sell 2nd hand cars

2 types of risks:

1) *Business Risks:*

Types of Business Risks	Description	Examples
Transferable Risks	Risk that can be transferred to another party.	Insurance scheme that cover fire, stolen stocks and accident at work.
Controllable Risks	Risk that can be somewhat controlled by an entrepreneur.	Cannot fully control the situation involving market expectations, labor turnover, product quality & machine breakdown.
Uncontrollable Risks	Risk that cannot be controlled by an entrepreneur.	Economic downturn, natural disaster e.g tsunami.

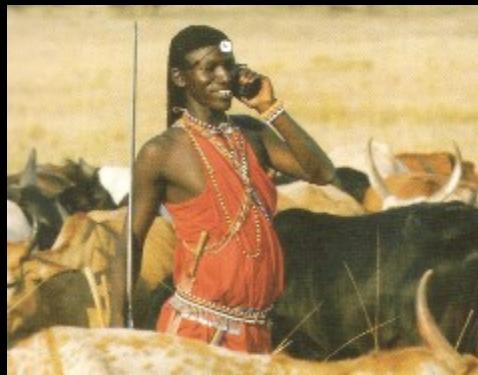
2 types of risks:

2) Financial Risks:

Types of Business Risks	Description	Examples
Liquidity level	Low liquidity – problem of setting short term debt; Too high liquidity – overspending.	Lack of stocks, too much cash in hand
Loan	Risk due to non-servicing of financial loan.	Finance business through bank's loan – still have to pay bank monthly despite no profit.
Credit	Risk when company give credit facility to customers.	Buy on installment - potential to be bad debt if not able to recover from customer for a long period of time.
Foreign exchange	Risk due to increase or decrease of foreign currency rate.	Import/Export business – RM[] foreign product expensive; RM[] our product becomes cheap =increase Profit Margin

Seeing Opportunities

- Simply understand that there is little difference between obstacle & opportunity
 - able to turn both to their advantage
- The opportunities for potential entrepreneurs are unlimited.



Technology is perhaps the most dramatic force shaping the marketing environment.

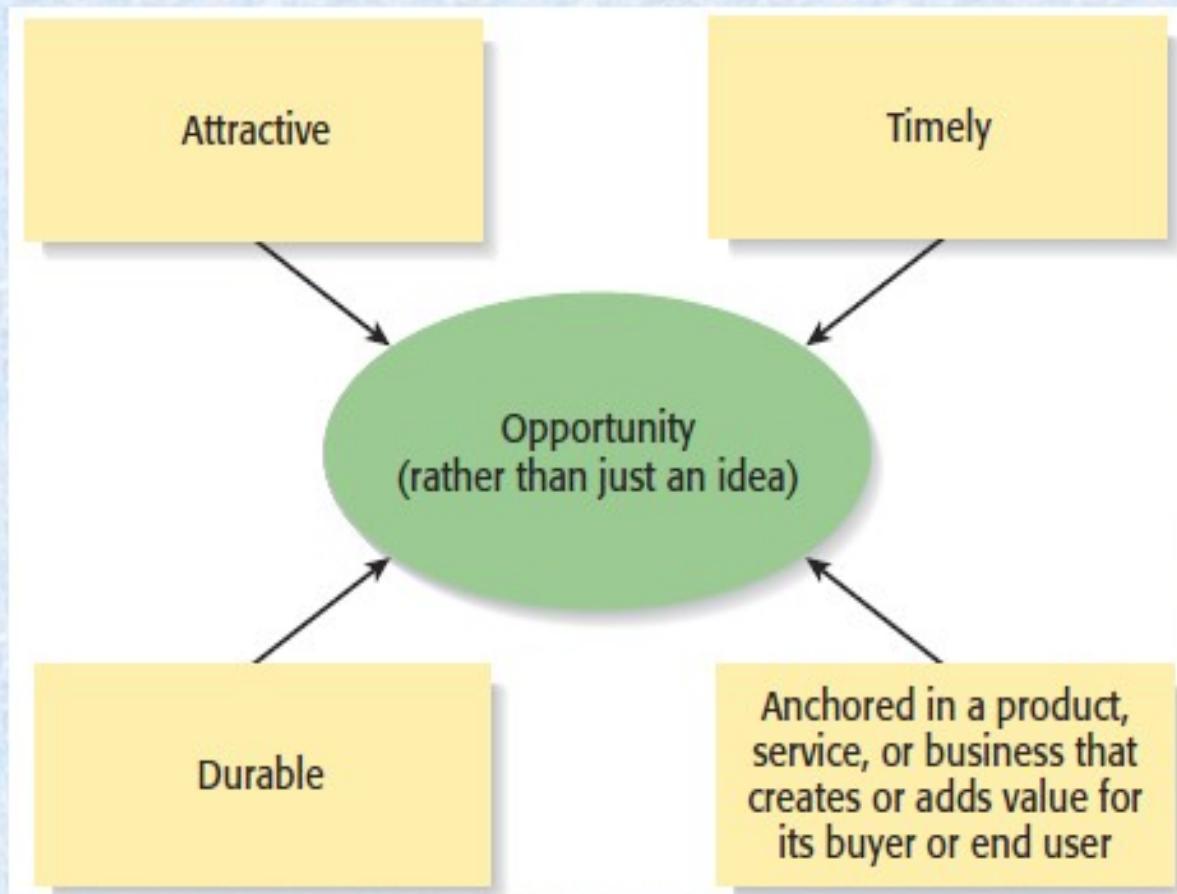
Here, a herder makes a call on his cell phone

Step 4: Selecting a business opportunity and preparing a business plan

- After fulfill step 1 to 3, it is time for the entrepreneur to select a business opportunity.
- Then to prepare the business plan.



Essential Part of Opportunity



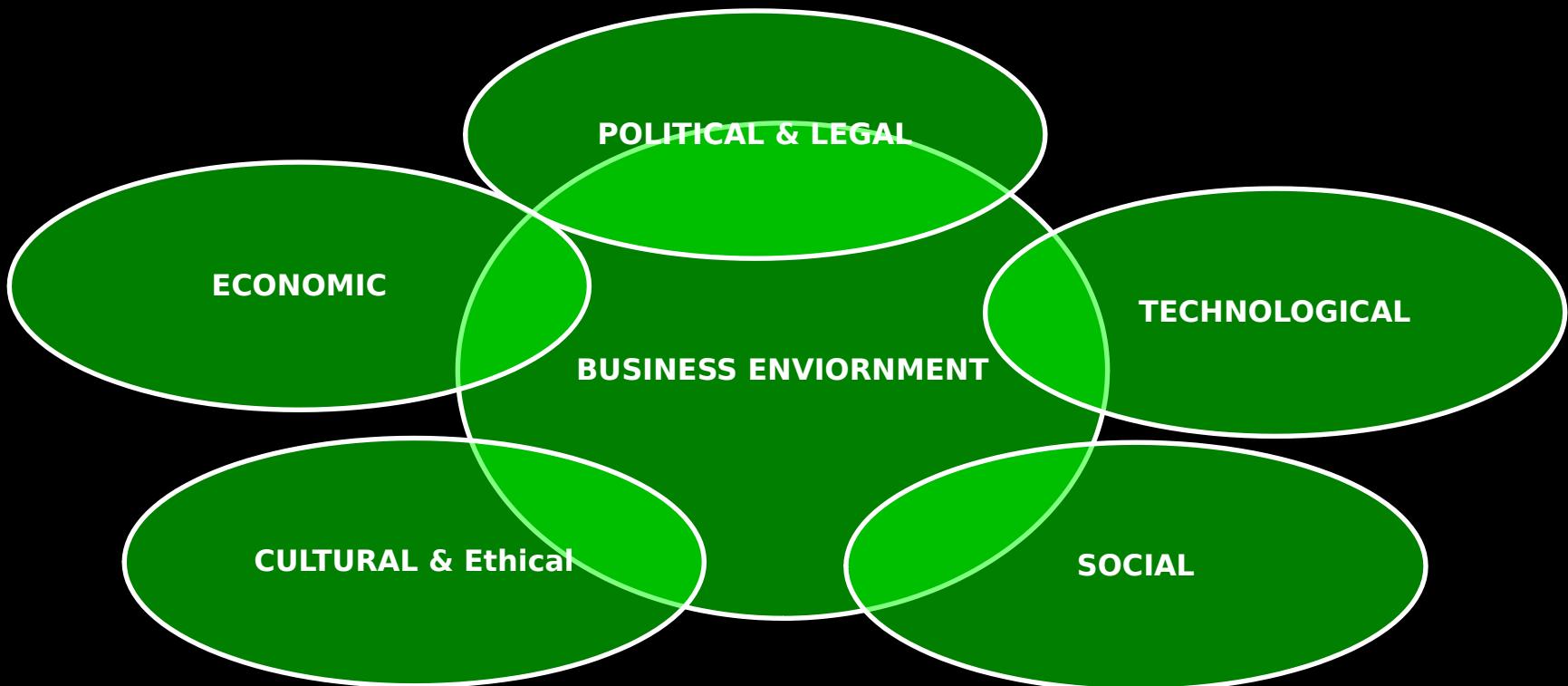
Ways to find out opportunity

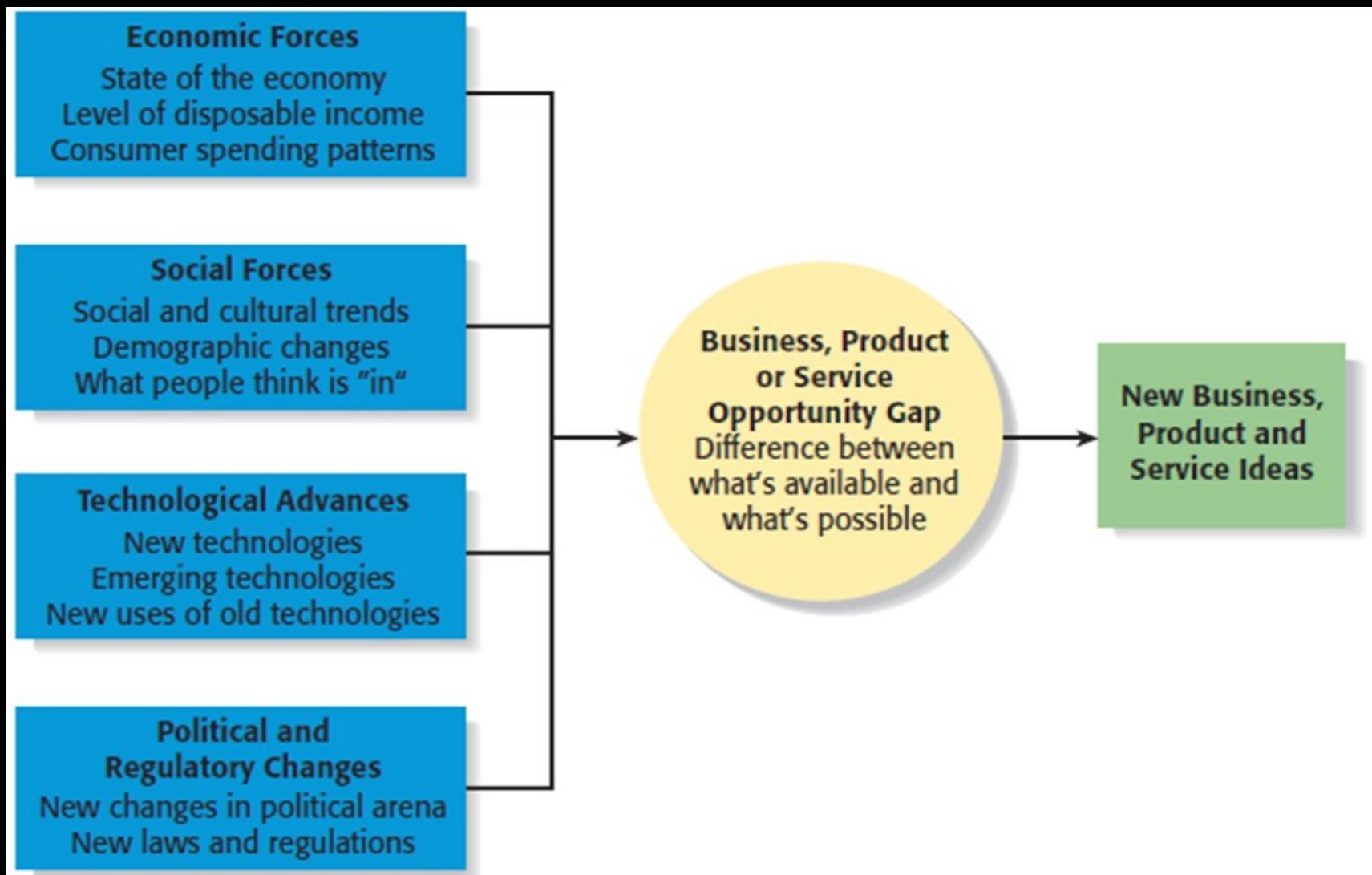
Observing Trends

Solving a Problem

Finding Gaps in the
Marketplace

FIRST APPROACH-OBSERVING TRENDS





Examples

- **Pizza Hut(U.S)- Saudi Arabia- separate cabins for single men and families**
- **McDonald's(U.S)-India- does not use beef**
- **USA- Men & women are equal-Middle East- Women are subordinate of men**
- **USA- Bribery is unethical- Saudi Arabia- generally accepted**
- **USA- present exact profit to tax. dept.- Italy- people understate profits as tax authorities overstate the profit and impose greater amount of tax**

Customs

- Silence means acceptance in USA but not in Japan
- In Mexico Campbell sells large cans of soup but not in Britain
- Spicy food in China & Japan but light food in European and many of American countries

SECOND APPROACH SOLVING PROBLEM

- A problem faced in the rural India is finding alternatives to wood stove
- A large number of entrepreneurial firms, like this wind farm, are being launched to solve this problem.



Third Approach: Finding Gaps in the Marketplace

- A gap in the marketplace is often created when a product or service is needed by a specific group of people but doesn't represent a large enough market to be of interest to mainstream retailers or manufacturers.

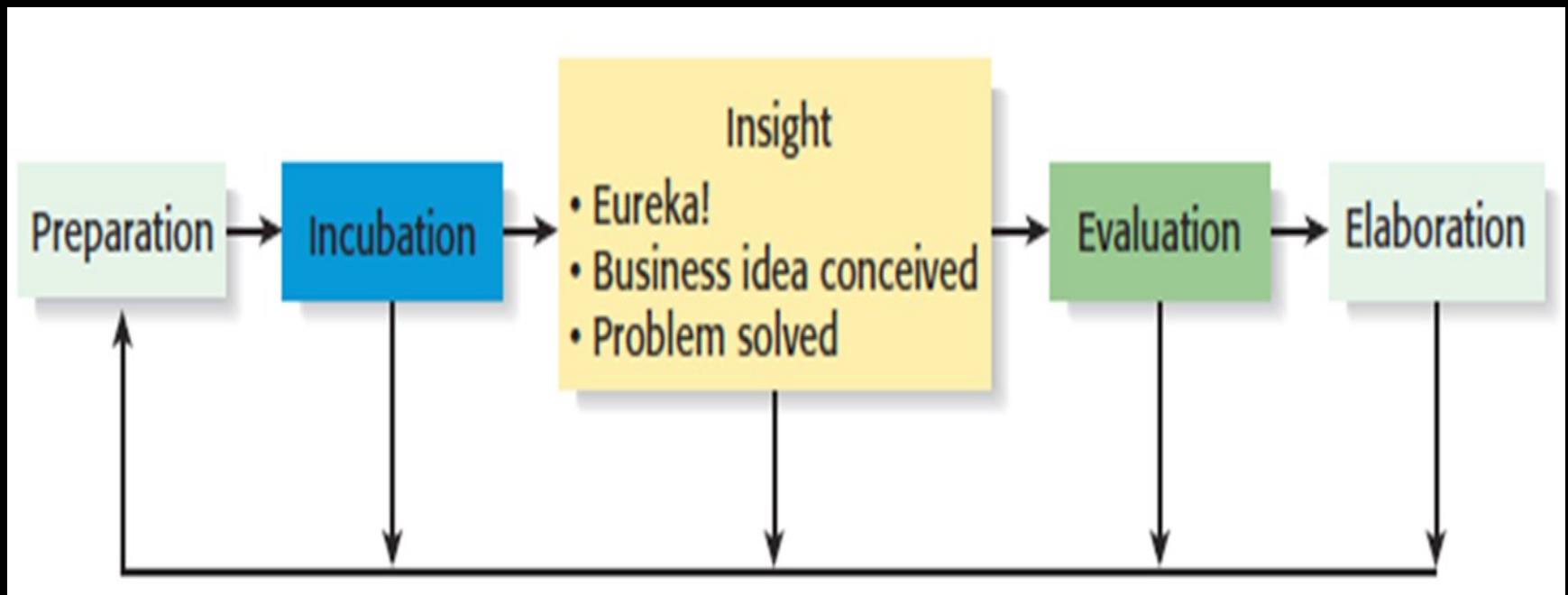


Connect charging treasure

Connecting data cable

Data cable connected to mobile phone

Steps to generate creative ideas





Prior Analysis of Customers Identification



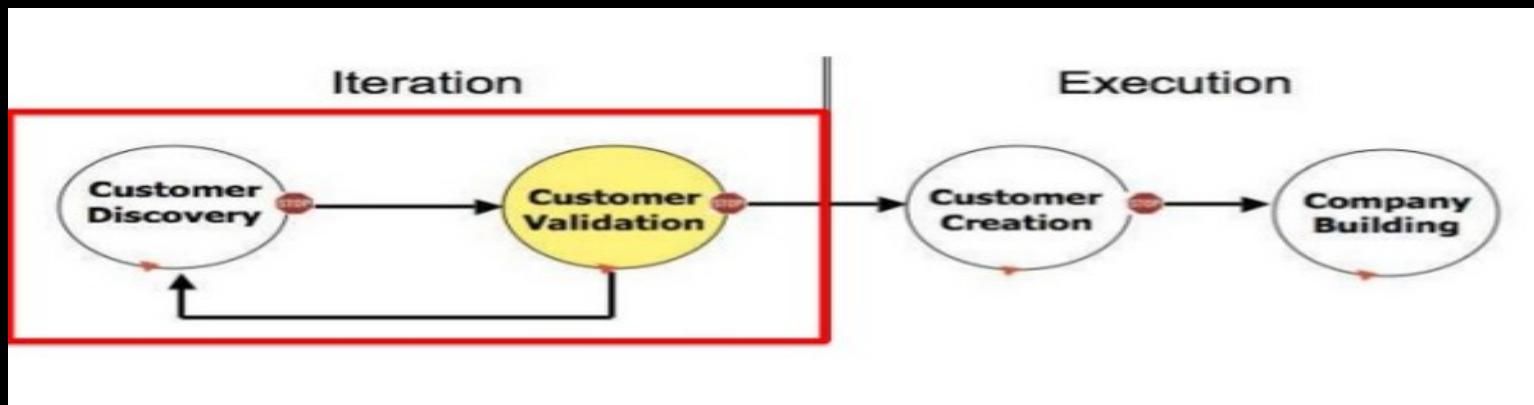
- **Can you identify any customers?**
 - what customer pain will your business idea resolve
 - evidence that your idea is superior (better, faster, cheaper) enough to get customers to change what they are doing now
 - evidence that customers will buy
 - list of initial customers
- **Defining a targeted market segment**
 - who, in terms of demographics or psycho-graphics
 - where, in terms of geography
 - benefit expected
- **Will this segment lead to others?**



Customers Development Model

The four steps of the framework are:

- **Customer discovery** – Understand customers and their needs that you may be able to satisfy.
- **Customer validation** – Have a product that will fulfil your customer's needs.
- **Company creation** – You determine whether your product will fulfil all the customers needs
- **Company building** – You can grow your organization in order to support the demand for your product.





Identify Assumptions

Business Environment, Dependencies, Minimum requirement for a solution Change

management required

Validate Assumptions

Hypothesize potential solutions

Start Delivering

CUSTOM ER DISCOVERY

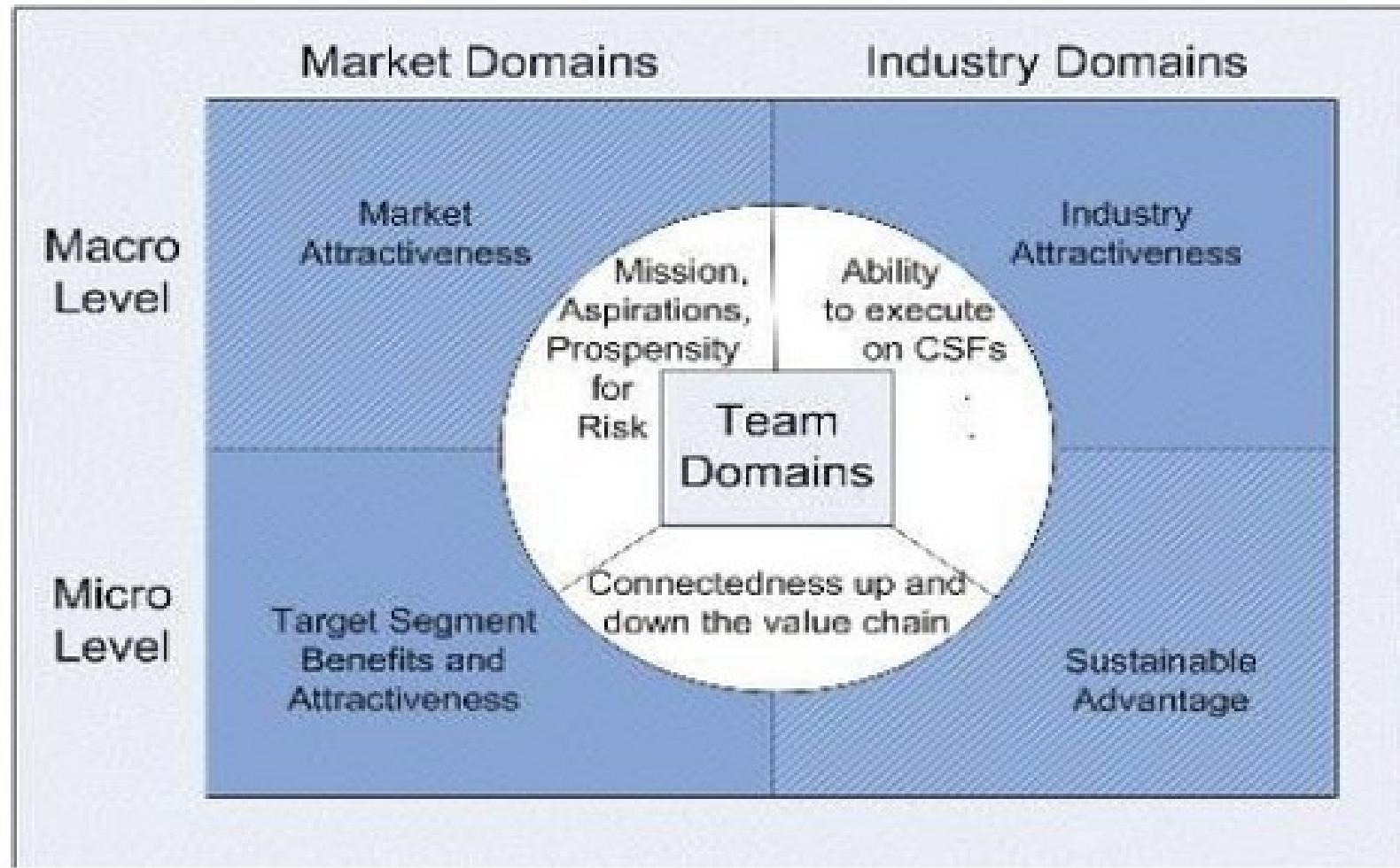
Identification the need

Constantly Reevaluate your solution



- Teams - Opportunity assessment - Customer validation -
- Feasibility Study -
- Business plan - Preparation and Execution - Challenges
- [https://www.youtube.com/watch?
v=OkNpsVMT84w](https://www.youtube.com/watch?v=OkNpsVMT84w)

Team Domain



1. Market Domain/Macro Level Market Attractiveness :-

looks at

- the size in terms of the number of customers
- the sales value and the quantity of units sold.
- recent growth and whether previous growth is likely to continue
- ***whether the market is healthy enough to welcome new products or if it is declining in growth.***

2. Market Domain/Micro Level: Sector Market Benefits and Attractiveness:

This domain looks at

- the market segment on a micro level
- which segment is most likely to benefit from the new product,
- how is the product being considered than the ones currently being offered
-





3. Industry Domain/Macro Level: Industry Attractiveness

- how difficult is it to enter the industry and how overburdened it is with competition.
- how fierce the competition is currently
- whether there is theft of ideas and strategies among the participants.
- investigate the power of buyers and suppliers within the industry and their ability to set their own terms,
- how this might affect the new product or service being considered.

4. Industry Domain/Micro Level: Sustainable Advantage:

- how easily the competition will be able to duplicate the product or service you are considering
- how you can minimize this possibility
- possible advantages on either side, such as patents, technological processes, and financial backing.



5. Team Domain: Mission, Aspirations, Propensity for Risk:

- the analysis turns inward, toward the team in place to start the venture.
- to look at the level of commitment that both leadership and individuals have to the idea being considered.
- Whether the team is willing to work hard in order to see the idea succeed
- is willing to live with the level of risk involved are also factors that need to be considered.

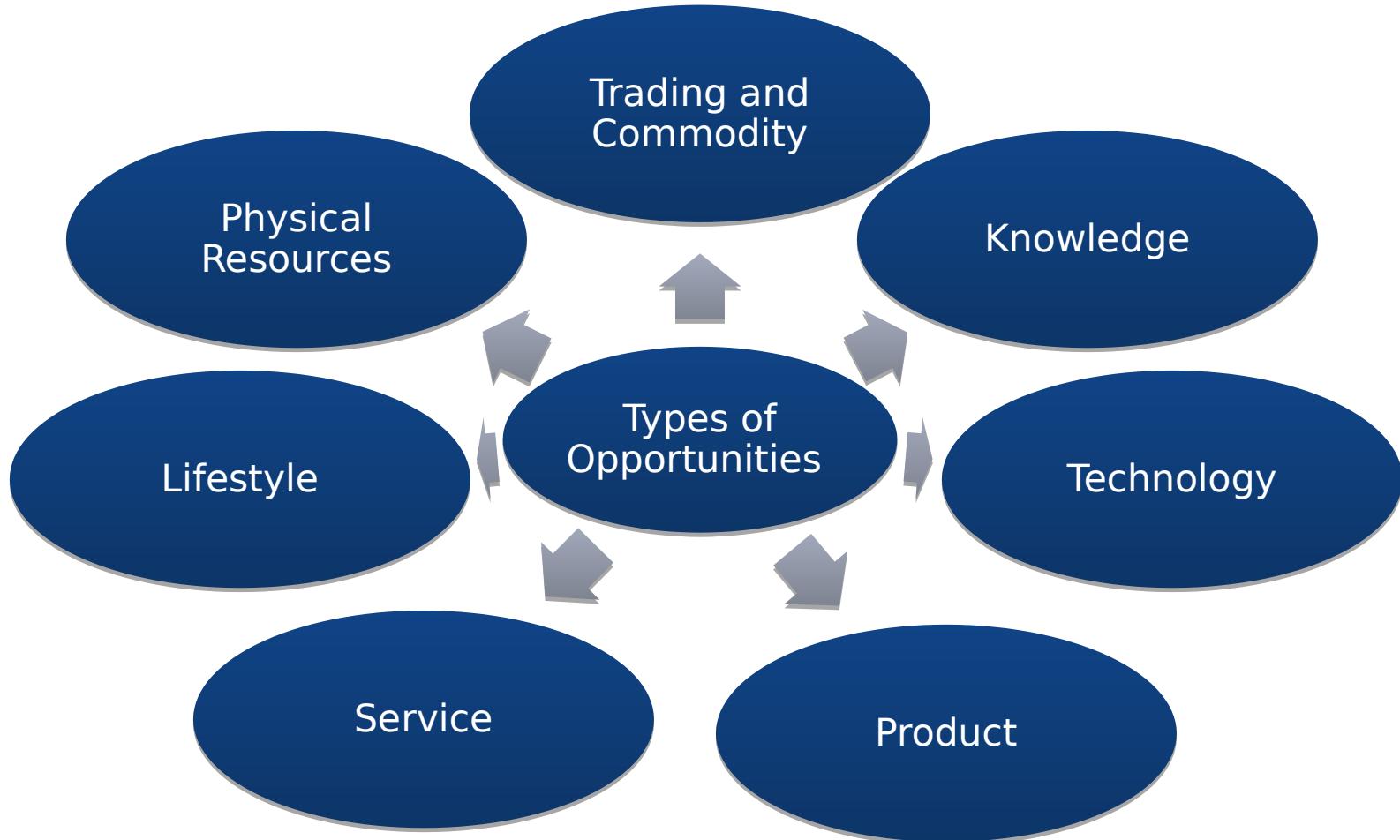
6. Team Domain: Ability to Execute on Critical Success Factors:

- whether the internal team in place is able to deliver on them.
- which decisions can be made that have the potential to significantly harm or help the business succeed
- who is responsible for making these decisions.
- If there are gaps in talent or decision-making ability, think about what positions can be filled to minimize those gaps.

7. Team Domain: Connectedness Up, Down, Across Value Chain:

suppliers, investors, customers, distributors, and the competition. how they can potentially help or hurt the business being considered will help to head-off or prepare for potential conflicts in the future.

Opportunity Assessment

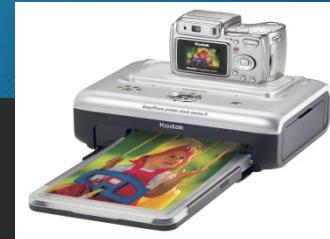


KNOWLEDGE



- Knowledge opportunities exist where specialist information, know-how or expertise can be applied to create value
- Knowledge resources can have major new markets, and knowledge opportunities are continually expanding.
- Universities, research institutes, consultancy practices, publishers and many others are players in the knowledge economy.

TECHNOLOGY-BASED



- Technology-based opportunities apply a technology to solve a problem, meet a need or create a new product or process.
- The technology may be physical, such as an engineering or manufacturing process, or a chemical, biological, or information-based technology.
- Biotechnology, physical, material and earth science, organic and inorganic chemistry and computer programming are all examples of technology-based opportunity.
- It is usually highly skill and resource intensive, requiring significant research and development support and budgets.

PRODUCT OPPORTUNITIES



- Product opportunities are where existing products can be used to meet market demand as they are, or can be adapted by incremental innovation where new markets can be found.
- It is advantageous if a product has intellectual property that can be protected through patents or design rights.
- Otherwise, it would become a commodity, and can be easily copied and sold at a lower price.

SERVICE OPPORTUNITIES



- A service is intangible; there is no physical product, and whilst knowledge and technology are likely to be used in providing the service, they are generally not significant outputs from it.
- Barriers to entry are often low as is the level of investment required.
- Services can include health, child and social care, office services, personal and social, telecommunications and computing, education and training, and financial, legal and property services.
- There is little intellectual property to protect other than the brand name.

LIFESTYLE OPPORTUNITIES



- Lifestyle opportunity is a sub-set of the service sector.
- It is where customers are provided with an experience which makes their life easier or more pleasant.
- These include leisure, tourism, hospitality, culture and entertainment.
- These are all areas of discretionary expenditure, where people wish to consume or experience sports, food and drink, films, music, drama, dance and other pleasures.

PHYSICAL RESOURCE



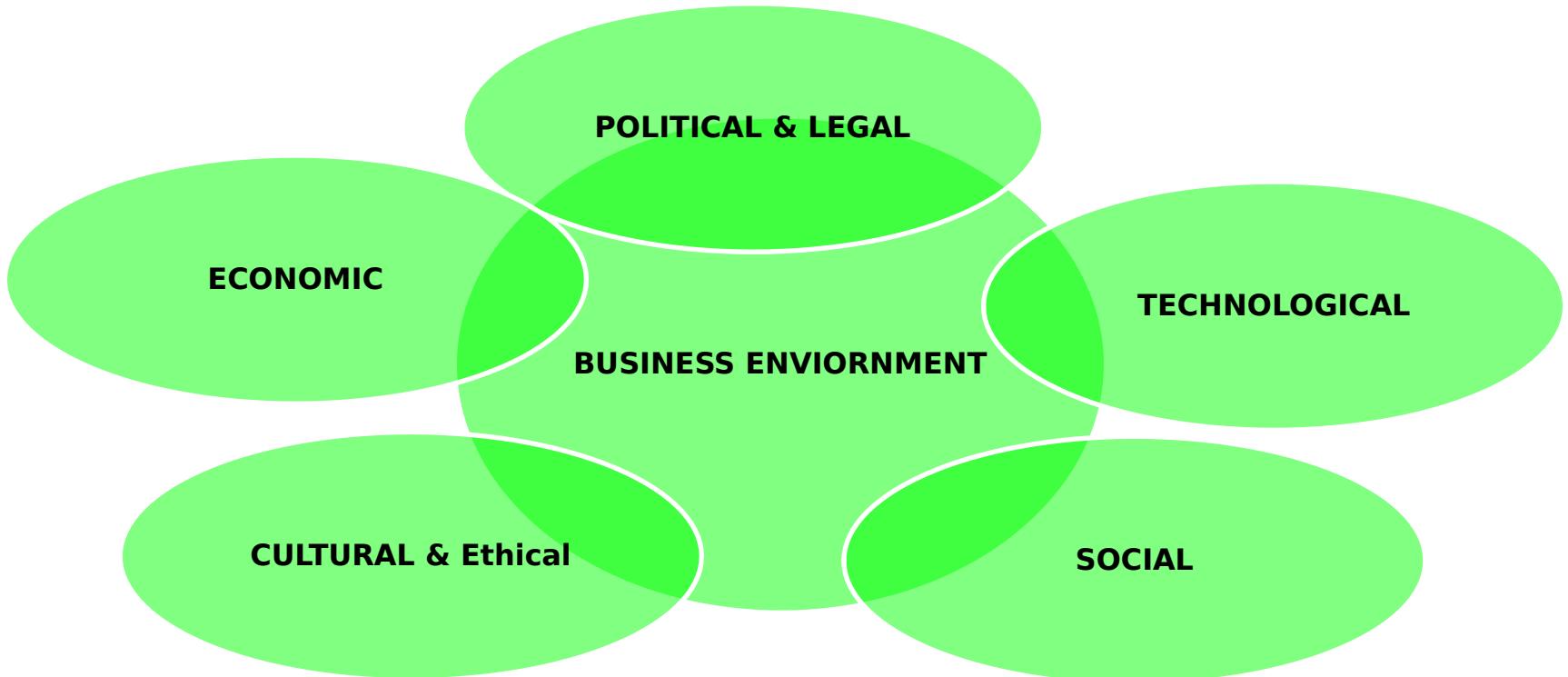
- These include the exploitation of land, water or naturally occurring resources. This includes extracting basic resources, such as oil, gas, and minerals. It also includes land use such as agricultural production and land, property and real estate development.
- Advantages include the increasing demand and pressure for access to and consumption of resources as the world population, energy needs and economic development increase.
- Physical resources tend to involve long-term investment, with significant capital employed for long periods in land ownership, resource extraction or renewable power generation.

TRADING AND COMMODITY

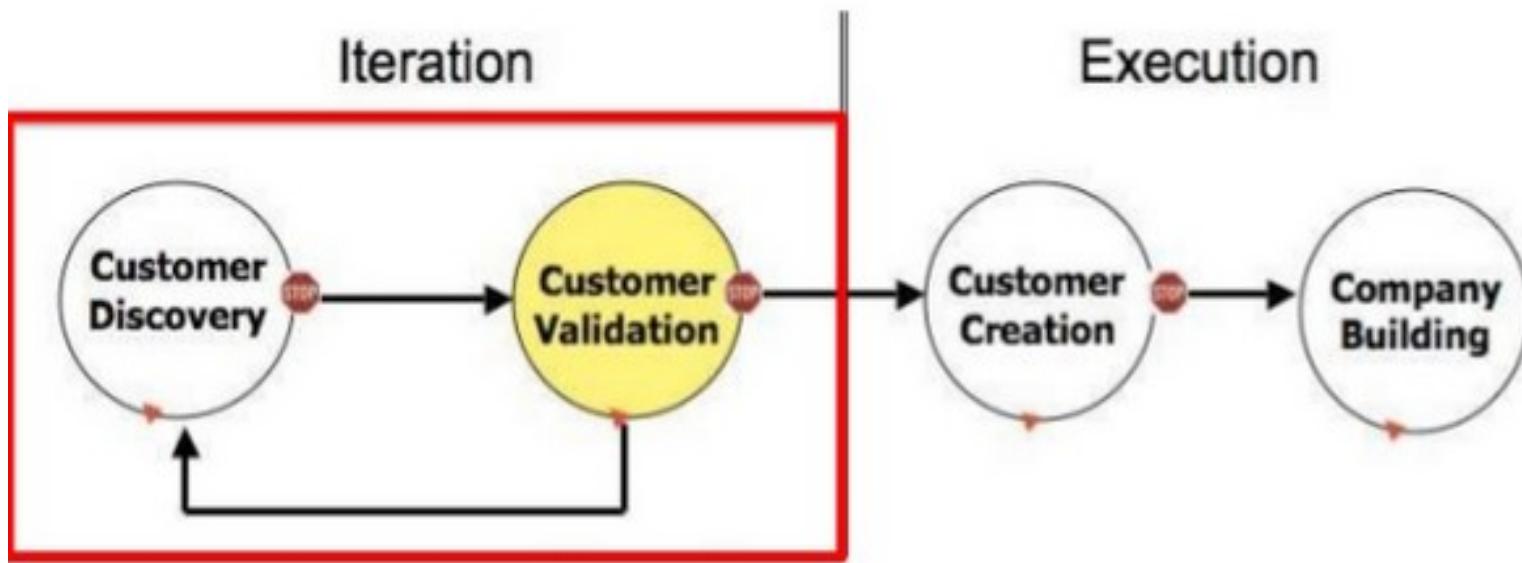
- These are based on buying and selling in relation to market conditions of supply and demand.
- These include wholesale and retail, energy (oil, gas, electricity), chemicals, raw materials, semi-manufactured items, food and agricultural produce, and any commodity which can be bought, traded, or sold, including securities, currency, stocks and purchase options.
- Trading requires the ability to predict and act on market trends, with exposure to risks of changing market demand and pricing.



Assessing Opportunity



Customer Validation



FEASIBILITY

Step 1: Conduct preliminary analysis

- outline the planned idea or action.
- examine the market space and the **commercial viability** of the action.
- examine the **unique characteristics of the idea** and whether they are strength or a weakness.
- determine if there are **insurmountable risks** to the action.

Step 2: Outlining the project scope and conducting current analysis

- Outline the area of study
- Objectives
- Proposed action or idea (launching a new product, service)
- Proposed action for staff, location, scale of business
- SWOT Analysis

FEASIBILITY

Step 3: Comparing your proposal with existing products/services

Step 4: Examining the market conditions

- Defining the **target market**.
- Studying the **buying habits of the target market**.
- Understanding the **sale and market share outlook** of the proposal.
- Outlining the **product awareness** required for the use of your product or service.

Step 5: Understanding the financial costs

- The **resources required** to implement the idea or action.
- The source for these resources: **internal or external financing**.
- The realistic **benefits of the idea** or action
- The **break-even schedule** for the proposal.
- The **financial risks associated** with the idea or action.
- The **financial cost** of failure.

Business Plan

- It is the next step after developing the feasible business concept
- Objective:-
 - ✓ Alignment of team
 - ✓ Operating Plan
 - ✓ Communication across company , department, partners
 - ✓ Investment Capital
 - ✓ Expansion capital(banks,eases)
 - ✓ Mergers/acquisition process

The Parts of a Business Plan

Cover Page

Market Analysis

Title Page

Competitive Analysis

Table of Contents

Marketing Plan

Executive Summary

Operations Plan

Management Plan

Organizational Plan

Company Description

Financial Plan

Product and Service Plan

Growth Plan

Mission and Vision Statements

Contingency Plan

Industry Overview

Supporting Documents

Format of Business Plan

- **TITLE PAGE**
 - Name of the business
 - Owner /Owners
 - Contact Details (Addresses, Phone & email etc)
- **EXECUTIVE SUMMARY**
 - Business ideas & Goals : Over view of business
 - Marketing : Products & services being sold?
 - Operations : Business Location & staff
 - Finances : Breakeven period, finance required.

Format of Business Plan

- **BACKGROUND**

- Mission Statement
- Company history (existing business)
- Business Goals (Short term/Long term)

- **MARKETING**

- Market Research
- Market Analysis (Industry / Seasonality /Competitors /SWOT)
- Marketing Plan (Target market/ distribution channel /pricing)
- Evaluation of Marketing

Format of Business Plan

- **OPERATIONS & PRODUCTION**
 - Legal & Licensing requirements
 - Management details
 - Organization structure & staffing
 - Insurance & Security needs
- **FINANCIAL PROJECTIONS**
 - Income & Expenses
 - Financial forecasts
- **IMPLEMENTATION TIME TABLE**
 - Time needed to set up & run the business

Sample business plans

- <https://www.slideshare.net/sakurashu28/feasibility-study-28843825>
- <https://www.youtube.com/watch?v=Fqch5OrUPvA>
- <https://www.youtube.com/watch?v=GBEPYDLD3vg>
- <https://www.smallstarter.com/know-the-basics/100-free-sample-business-plan-templates-for-african-entrepreneurs/>

Technology entrepreneurs - Business Incubators

WHY WE NEED ENTREPRENEURS?

NEED FOR ENTREPRENEURS

- India, today, is an emerging economy that is destined to achieve milestones, on various fronts, in the near future.
- India, to acquire the status of a "developed" nation, it needs to create 100 million jobs, statistics point out.
- India has almost 300 million youth, but only 100 million jobs.
- Therefore, the country faces a 200 million employment gap. There is only way to fill the gap by nurturing innovation and Entrepreneurship

NASSCOM 2014 REPORT ON

STARTUPS

- Key Highlights
- 3100 startups present in India, 3rd largest base in the world
- 800+ start-ups setting up annually
- By the end of 2020 there would be ~11500 startups; employing over 250k people

TYPE OF INCUBATORS

- Information & Communication Technology (ICT)
- Bio Technology New Materials including Nano Materials
- Instrumentation and Maintenance
- Manufacturing and Engineering Design and
- Communication (Media & Infotainment)
- Health and Pharma
- Agriculture and Allied Fields
- Energy and Environment
- ...

WHO SET-UPS INCUBATORS?

- Government / Funds . E.g. DST, State Government, MSME
- Communities – E.g.. Municipal Incubators
- Universities – E.g.. IIT, IIM, ISB foremost, even has a large tech park near campus
- Private Businesses – E.g.. Startup Village, Microsoft Ventures (for profit)
- Within Businesses – E.g.. Paypal, Target

Technology entrepreneurs - Business Incubators

- A Business incubator is a company that helps new and start companies to develop by providing services like training, office space, etc.
- Main goal is to nurture young firms, helping them to survive in their early stage ,launch profitable, sustainable entrepreneurial companies.
- India, today, is an emerging economy that is destined to achieve milestones, on various fronts, in the near future.
- At present there are approx. 200 incubators

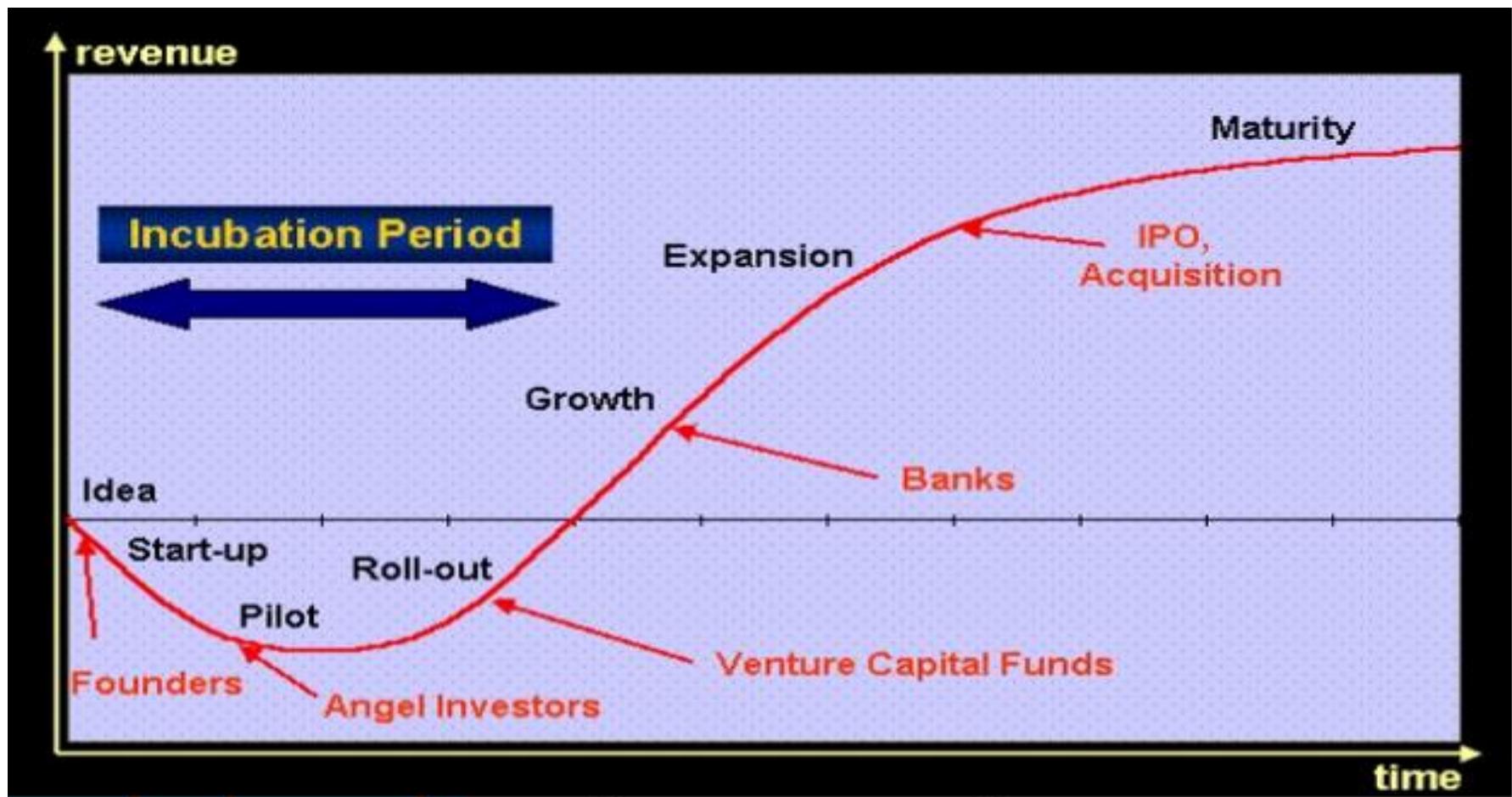


- There is only way to fill the gap by nurturing innovation and Entrepreneurship
- MSME-Ministry of micro, small and medium enterprises
- TIE- The Indus Entrepreneurs
- NEN- National entrepreneurship Network
- NRDC-National Research Development Corporation



Technology Business Incubators(TBI)

Companies growth stage & funding sources



Role of TBI



Services provided by TBI

- Help with business basics
- Networking activities
- Marketing assistance
- Infrastructure Support
- Help with accounting/financial management
- Access to bank loans, loan funds and guarantee programs
- Help with presentation skills
- Links to higher education resources
- Links to strategic partners
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification
- Help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management

Types of Incubators

- ✓ **Corporate accelerators**:-a particular type of seed accelerator, sponsored by a profitable company.

Ex:-TLabs, Z Nation Lab, BusinessWorld Accelerate, Nasscom Initiative, Venture Nursery, Microsoft ScaleUp and others

- ✓ **VC operated accelerators and incubators**:-To facilitate faster growth of startups.

Ex:-Kalaari Capital, Axilor Ventures, ACCEL Partners, Sequoia Capital, Blume Ventures, Alacrity, GSF, Venture Gurukool and Infuse Ventures.

- ✓ **State or central government-run programs**:-To give an impetus to the start-up ecosystem in their respective states, the government has initiated new programs.

Ex:-iStart Nest Incubator in Rajasthan, Kerala Startup Mission (KSUM) and Maker Village in Kerala, Center for Incubation and Business Acceleration (CIBA) in Goa, International Centre For Entrepreneurship and Technology in Ahmedabad, SRIJAN in Indore, Zone Startups India, Electropreneur Park and a few others.

Types of Incubators

- ✓ **Privately run programs:-** Some privately-run accelerators and incubators are Antfarm, StartupEd, Startup Incubator and Accelerator Services, Start Up! Private Limited

Ex:-Shriram Institute for Industrial Research, Surge Ahead and others.

- ✓ **Education sector programs:-** There are many education-sector backed accelerators and incubators

Ex:— FITT, EDUGILD, IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship (CIIE), Pune-based MIT and others.

Top 10 Incubators in India

- NSRCEL,IIM BANGLORE
- CIIE,IIM AHMEDABAD
- SINE,IIT BOMBAY
- TECHNOLOGY BUSINESS INCUBATOR(TBI), IIT BHU, VARANASI
- SIDBI INNOVATION & INCUBATION CENTRE, IIT KANPUR
- TECHNOLOGY BUSINESS INCUBATOR,IIT DELHI



- <https://qz.com/771727/chinas-factories-in-shenzhen-can-copy-products-at-breakneck-speed-and-its-time-for-the-rest-of-the-world-to-get-over-it/>
- <https://www.youtube.com/watch?v=3bim1tFE6Tg>

2019

	Country	Number of patents
1	China	473
2	United States	65
3	South Korea	41
4	Australia	14
5	India	6
6	Canada	5
7	United Kingdom	2
8	Germany	2
300	186	649

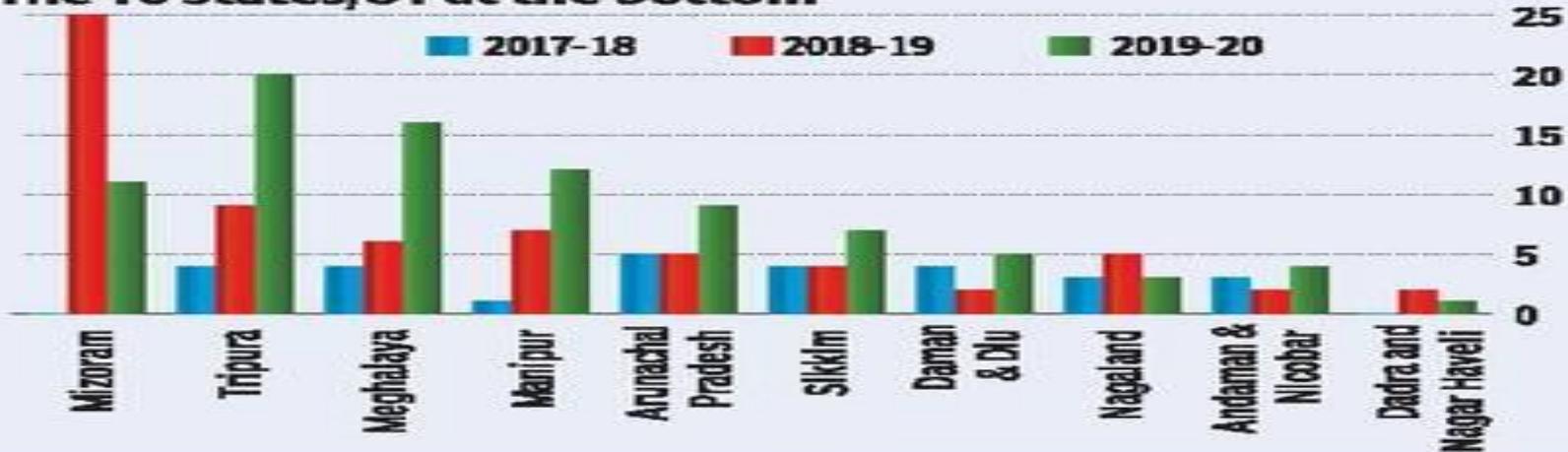
Patents filed by Indian applicants, State/UT-wise



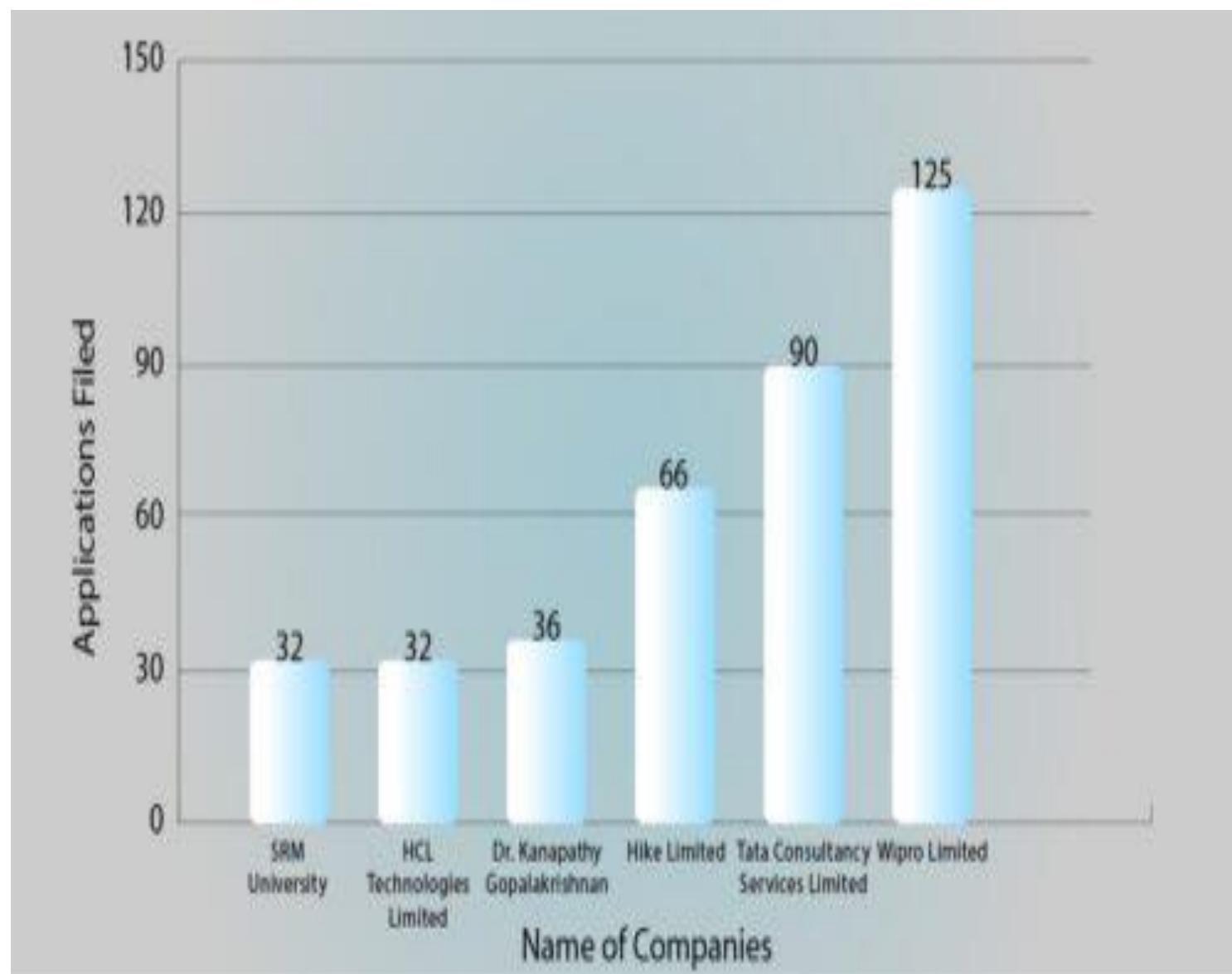
The top 10 States/UT



The 10 States/UT at the bottom



Source: Lok Sabha question and answers Feb 12, 2021



- Intellectual Property Creation - Key Elements
- Protection and infringement - Patents and Trade Marks
- Patent licenses and purchases - legal actions and Litigations

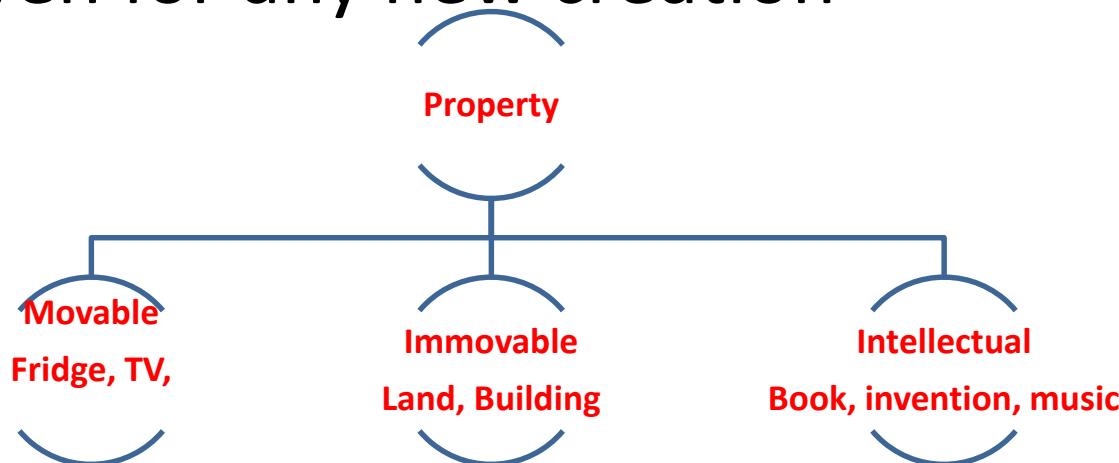


Intellectual Property

- It refers to creation of the mind like
 - Inventions
 - Literary and artistic works
 - Symbols, names and images used in business
- ✓ It enables people to earn recognition or financial benefits from what they invent or create
- ✓ IP system aims to foster an environment in which creativity and innovation can flourish
- ✓ Examples:- patents, copyright ,trademarks. and industrial design

Intellectual Property Rights(IPR)

- It is a right which give monopoly of any intellectual creation of mind
- A combination of science and technology both
- It is given for any new creation



Patent System in India

Ministry of Commerce & Industry
Dept. Of Industrial Policy & Promotion



Types of IPRs

Intellectual Property



Industrial Property

Industrial Designs



Coca-Cola



M

I'm lovin' it[®]
TM
orange[™]

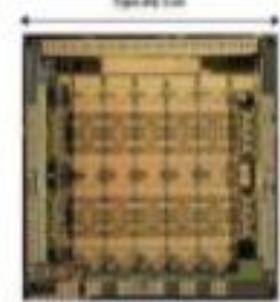


Geographical Indications

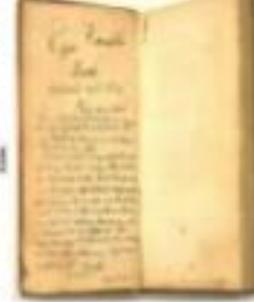


Copyrights and related rights

Layout Designs of Semi Conductor ICs



C

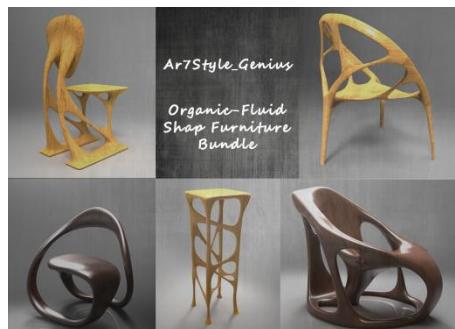




Industrial Design



- An IPR that protects the design or shape, colour pattern, no. of lines, 2d or 3d design of object.
- It is applied to a wide variety of products of industry or handicrafts like watches, jewellery, medical implements, etc.
- It deals with features, shapes, patterns, etc. applied to an article.

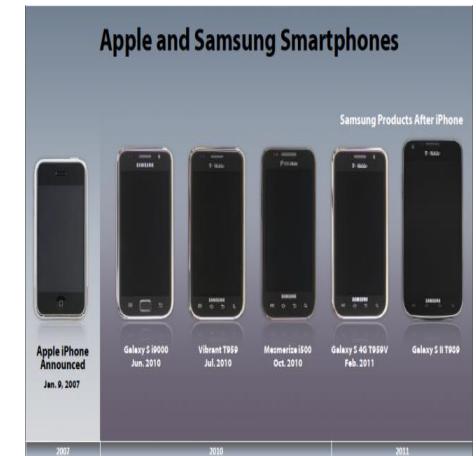




Patent / Design/Copyright



- Patents deal with how the article works-functional aspect
- Design deal with how the article looks- aesthetic aspect/appealing to eye.
- Designs Act calls the right "copyright in the design though copyright deals with the artistic work in 2 dimension, designs act deals with such work in 3-dimension





Patents



- An exclusive right granted for an invention. It provides the patent owner with the right to decide how or whether the invention can be used by others.
- It is a monopoly right granted to a person who invented a new product or process of making an article.
- An inventor has to file for patent first and then make his invention to public and has to be applied in each country by the inventor to claim his rights in the country.



- Criteria to get patent that invention
 - has to be Novel-not previously made available to public
 - has to be Inventive steps
 - Must have Industrial application
- Types
 - Utility Patent:-The way the invention is used and works
 - Plant Patent:-Whosoever discovered any distinct and new variety of plant including cultivated, hybrid, newly found seedling, etc. other than a tuber propagated plant or a plant found in an uncultivated state.
 - Design Patents:- Protects the way invention looks

What Can be Patented?

- Machines
- Articles of manufacture
- Processes or business methods
- Compositions of matter

What Cannot be Patented?

- Laws of nature (e.g. $E=mc^2$)
- Natural phenomena or discoveries (a new element)
- Mathematical algorithms ($a^2 + b^2 = c^2$)
- Human beings
- Abstract ideas
- Nuclear weapons

Patent Infringement

- Use by a person other than the patentee or his assignee or licensee would be an infringement of the patent



Trade Marks/Service Marks



- It can be a word, name, brand symbol, label, etc., used by a company to create a unique identity for the product.
- It is a sign used on or in connection with the marketing of goods or services.
 -  It is for an **unregistered trademark**, a mark used to promote or brand goods
 -  It is for an **unregistered service** mark used to promote or brand services
 -  It is used for **registered trademark**





- Brand:-

- Brand Name:- which can be vocalized or sung
- Brand marks:- Which can be recognized by symbol, design
- Device :- Pictorial representations, animal, birds, landscape, etc.
- Letters:- A mark is the identify created out of letterforms
- Numerical:- Only numbers are used





Trade Secrets

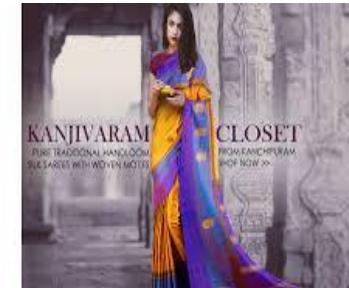


- ✓ Any intellectual work or product used for a business purpose that can be classified as belonging to that business provided it is **not based on information in public domain**.
- ✓ It is a formula, practice, process, design, instrument or pattern which is not generally known by which a business can obtain an economic advantage over competitors or customers
- ✓ Those who know the secret formula have to sign **non-disclosure agreements**
- ✓ It can only be protected through employment contracts or maintaining tight security
- ✓ **Recipes, ingredients, etc.**





Geographical Indicator



- Signs used on goods that have a specific geographical origin and possess qualities , a reputation or characteristics that are essentially attributable to that place of origin
- Geographical indication of goods act of 1999 prevents unauthorised use of registered GI promotes the economic prosperity of the producers of goods produced in a geographical territory which in turn boost exports



Kashmir Pashmina,
Handicraft, J&K

Kullu Shawl,
Handicraft, HP



Kota Doria, Handicraft,
Rajasthan



Agates of Cambay,
Handicraft, Gujarat



Mysore Silk,
Handicraft, Karnataka



Bidriware,
Handicraft, Karnataka

Aranmula Kannadi,
Handicraft, Kerala



Lucknow Chikan,
Handicraft, UP



Madhubani Paintings,
Handicraft, Bihar



Naga Mircha,
Agricultural, Nagaland



Santipore Saree,
Handicraft, West
Bengal



Tirupathi Laddu, Foodstuff,
Andhra Pradesh

EXAMPLES OF GIs INDIA

- Basmati rice
- Mysore silk
- Mysore sandalwood oil
- Mysore sandal soap
- Mysore jasmine
- Coorg orange
- Madhubani paintings
- Darjeeling tea
- Dharwad pedha
- Alphonso mango
- Tirupathi laddu
- Kolhapuri chappal
- Nanjangud banana



Glossary: A pair of Tirupathi laddus. The GI status is granted to identify a product as having a specific provenance, and with a certain quality or reputation associated with that origin.

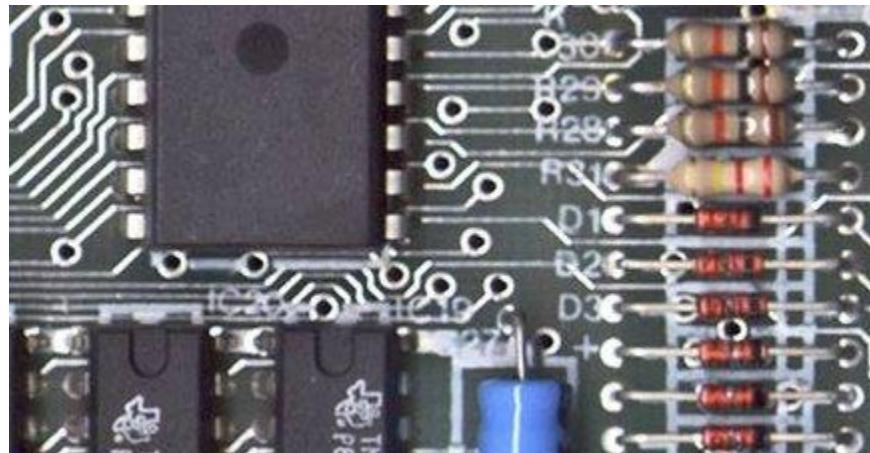


WORLD

- Canadian whisky
- Swiss watches
- Florida oranges
- Champagne
- Tequila.

Layout designs of semi conductors

- It provides protection for semiconductor Integrated Circuits (IC) layouts of transistor's and other circuitry elements.
- A person when creates another layout design on the basis of scientific evaluation of registered layout design shall not be causing any infringement
- Reproducing, importing, selling, distributing the IC layout design for commercial purposes only constitutes infringement.



Plant Variants & Farmers Right

- In order to protection a breeder must file an individual application with each authority entrusted with the granting of breeders right.
- International Union for the protection of **New Varieties of Plants (UPOV Convention) 1961** provides and promotes an effective system of plant variety protection
- With the aim of encouraging the development of new varieties of plants for the benefits of society.
- In India Protection of Plant Variety and Farmers Rights Act enacted in India in 2001 and came in force in 2005.

Farmers Right

- To produce, save, use, exchange and sell his farm produce or seeds of a variety protected under this act.
- Farmers cannot sell branded seeds of a registered variety
- Chhohartu is the first crop variety in the state to be registered under the protection of Plant variety and Farmers Rights Act in 2013





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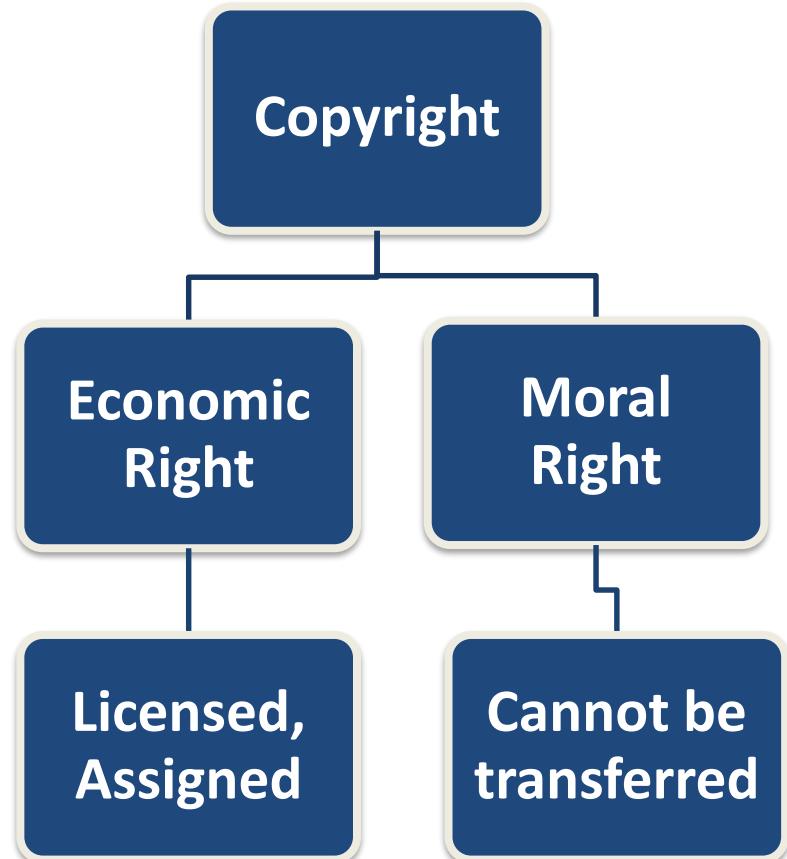
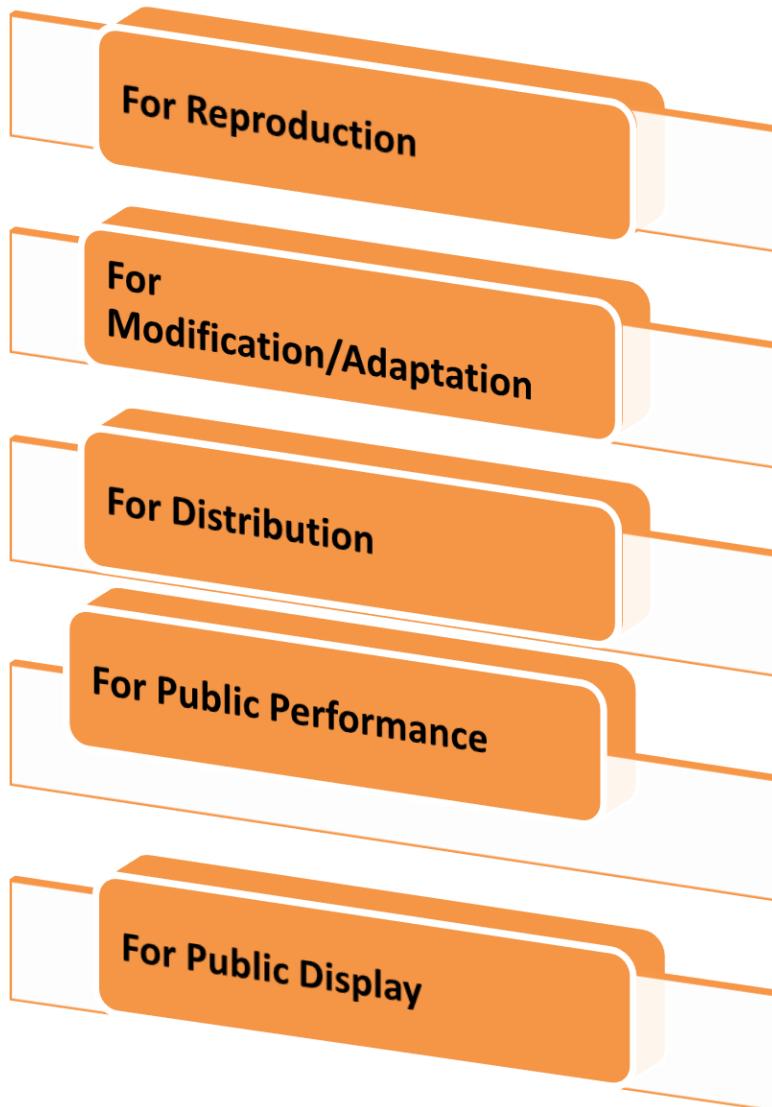
Sorry about that.

Copyright



- It gives the creator of an original work exclusive rights to it **usually for a limited time.**
- It may apply to a wide range of creative intellectual or work
- Copyright **does not cover ideas and information themselves only the forms or manner in which they are expressed**
- It is negative legal right to reproduce an original work of authorship fixed in any tangible medium of expression to prepare derivative works based on original work
- Eligibility:- Work must be **original, fixed or presented in a tangible form like writing, film or photography** and must be created by qualified person.
- Duration:- If work **for hire**, 95 years from publication or 120 years from **creation whichever is first**
- If not work of hire, **life of author +70 years**

Rights of Copyright Owners



Apple Vs Samsung Design Patent War

- ✓ Apple sued Samsung for copying its product idea, copied look, product design, packaging in Galaxy S, Galaxy S II, Nexus S, etc.
- ✓ April 2011-Apple claimed that Samsung infringed four industrial design patents, covering the look and feel of the devices and three utility patents which cover how the gadgets work.
- ✓ June 2011- Samsung countersued saying that Apple infringes on several of its patents having to do with wireless communication technology and camera phones.

Details of IPR and India

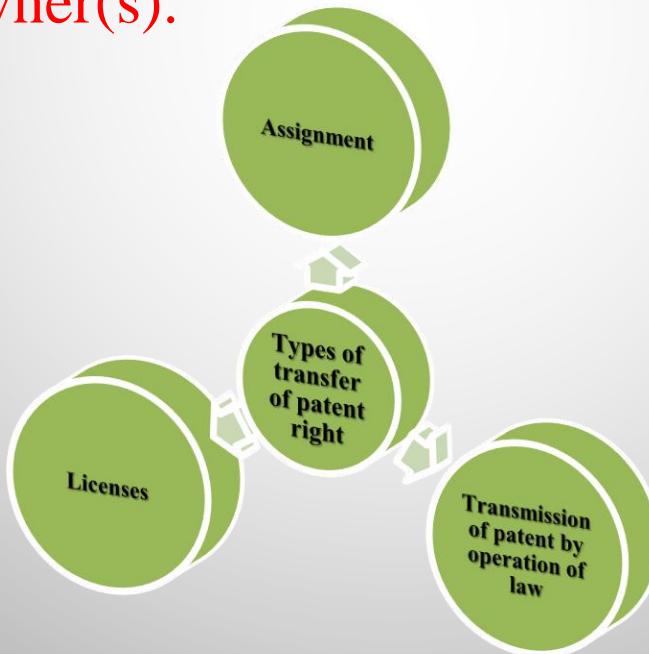
patent procedure , time line and cost of patent filing in India short introduction

- <https://www.youtube.com/watch?v=0SS0B9IY30s>
- <https://www.youtube.com/watch?v=nBOeGrhUhm8>

- Patent licenses and purchases - legal actions and Litigations - no-aggression agreements, Rights and duties, Information and idea sources

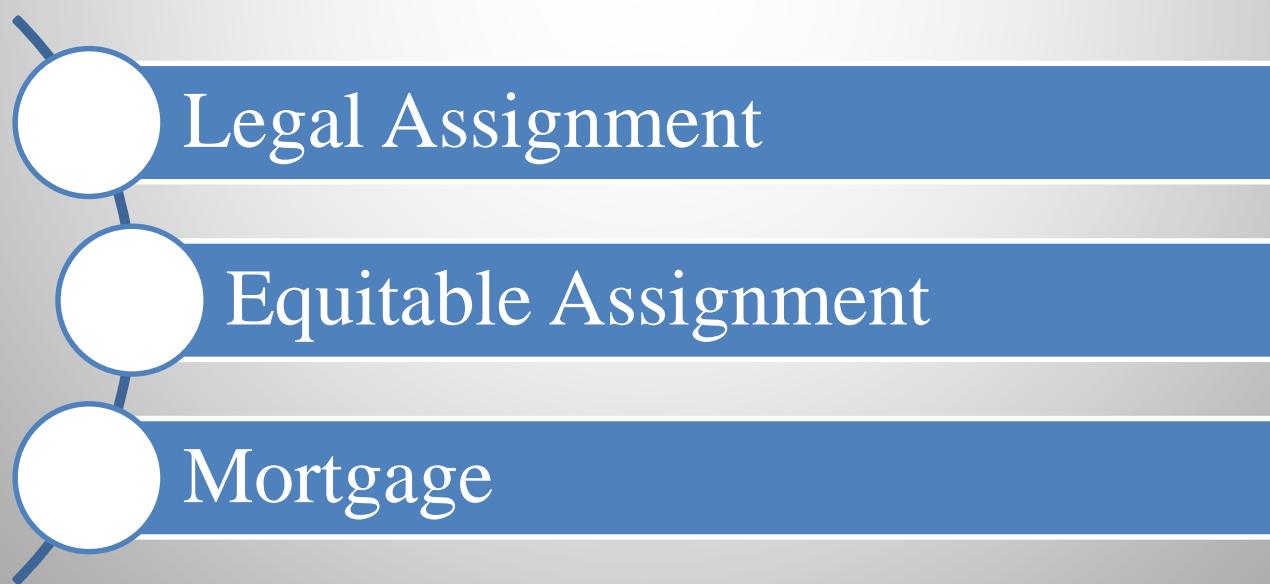
Patent licenses and purchases - legal actions and Litigations - no-aggression agreements

- A patent is **a transferrable property** that can be transferred from the original patentee to any other person by assignment or by operation of law. A patent can be licensed or assigned only by the owner of the patent. **In case of co-owners or joint-owners, a co-owner can assign or license the patent only upon consent of the other owner(s).**



Assignment

- It is an act by which the patentee assigns whole or part of his patent rights to the assignee who acquires the right to prevent others from making, using, exercising or vending the invention. There are three kinds of assignments



- **Legal Assignment:** An assignment of an existing patent is a legal assignment, where the assignee may enter his name as the patent owner. A legal assignee entitled as the proprietor of the patent acquires all rights thereof.
- **Equitable Assignments:** Any agreement including a letter in which the patentee agrees to give a certain defined share of the patent to another person is an equitable assignment of the patent. However an assignee in such a case cannot have his name entered in the register as the proprietor of patent.
- **Mortgages:** An agreement in which the patent rights are wholly or partly transferred to assignee in return for a sum of money. Once the assignor repays the sum to the assignee, the patent rights are restored to assignor/patentee. The person in whose favour a mortgage is made is not entitled to have his name entered in the register as the proprietor, but he can get his name entered in the register as mortgagee.

Licenses

- A patentee by the way of granting a **license may permit a licensee to make, use, or exercise the invention**. A license granted is not valid unless it is in writing. It is contract signed by the licensor and the licensee in writing and the terms agreed upon by **them including the payment of royalties at a rate mentioned for all articles made under the patent**. Licenses are of the following types,



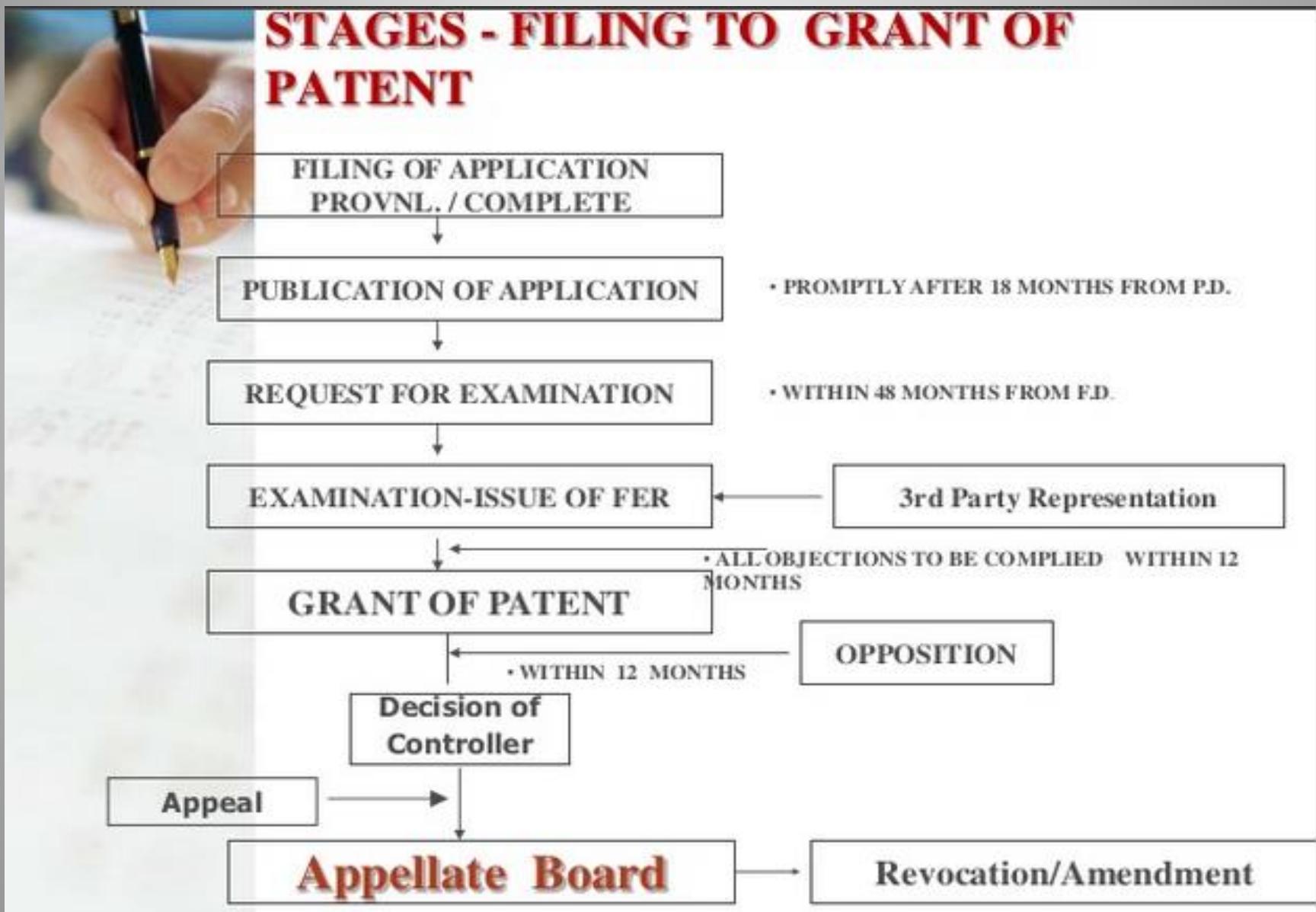
- **Voluntary licenses:**
 - ✓ Given to any other person **to make, use and sell the patented article as agreed upon the terms of license in writing.** Since it is a voluntary license, the Controller and the Central government do not have any role to play. The terms and conditions of such agreement are mutually agreed upon by the licensor and licensee. In case of any disagreement, the licensor can cancel the licensing agreement.
- **Statutory licenses and Compulsory licenses :**
 - ✓ Statutory licenses are **granted by central government by empowering a third party to make/use the patented article without the consent of the patent holder in view of public interest.**
 - ✓ **Compulsory licenses** are generally defined as "**authorizations permitting a third party to make, use, or sell a patented invention without the patent owner's consent**

- **Exclusive Licenses and Limited Licenses:**
- ✓ Depending upon the degree and extent of rights conferred on the licensee, a license may be Exclusive or Limited License, it excludes all other persons excluding the patentee from the right to use the invention. Any one or more rights of the patented invention can be conferred from the bundle of rights owned by the patentee.
- ✓ The rights may be divided and assigned, restrained entirely or in part. In a limited license, the limitation may arise as to persons, time, place, manufacture, use or sale.
- **Express and Implied Licenses:**
- ✓ Permission to use the patent is given in express terms. Such a license is not valid unless it is in writing in a document embodying the terms and conditions.
- ✓ In case of implied license though the permission is not given in express terms, it is implied from the circumstances, where a person buys a patented article, either within jurisdiction or abroad either directly from the patentee or his licensees, there is an implied license in any way and to resell it.

Transmission of Patent by Operation of law

- When a patentee dies, his interest in the patent passes to his legal representative; in case of dissolution or winding up of a company or bankruptcy transmission of patent by operation of law occurs.
- In case no legal representative is there the patent dissolves and becomes government entity

Information and idea sources



Rights & Duties

Renewal Fee

- To be paid within 3+6 months from date of recording in the register [sec 142 (4)]
- No fee for 1st and 2nd year
- Renewal fee, on yearly basis, is required to be paid for 3rd to 20th for keeping the patent in force
- Delay upto six months from due date permissible on payment of fee for extension of time
- Patent lapses if renewal fee is not paid within the prescribed period

Rights & Duties

Rights of a patentee



Clip slide

1. Right to exploit the patent.

- ✓ The patentee has a right to prevent 3rd parties, from exploiting the patented invention.

2. Right to grant license.

- ✓ The patentee has a power to assign rights or grant license.

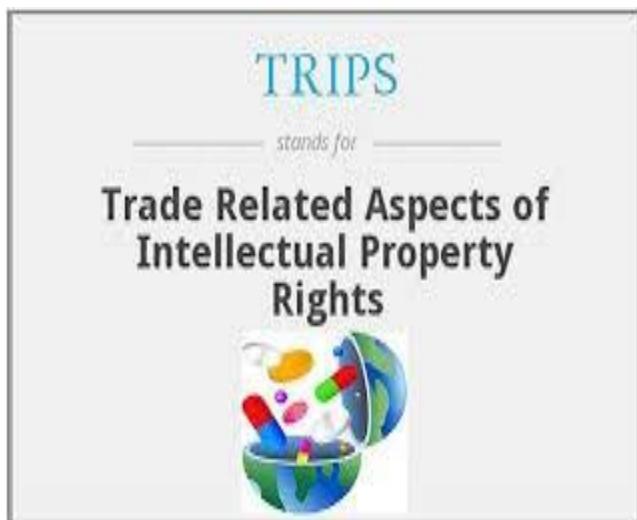
3. Right to surrender.

- ✓ The patentee is given the right to surrender the patent by giving notice in prescribed manner to the controller.

4. Right to sue for infringement.

- ✓ A patentee is given the right to institute proceeding for infringement of the patent in a district court .

IPR-SOURCE OF FINANCE



Trade Related Investment Measures (TRIMs)



IPR-Sources of Finance

- Multinational corporations as well as small and medium sized enterprise, are leveraging their IP assets in exchange for finance, and lending institutions around the world are increasingly extending their business to provide loans on the basis of IP.
- IP rights are not only valuable assets but can also be important sources of financing. The desire to enhance innovation is a very important issue for all nations, and access to financing is critical for start-up companies and innovative SMEs
- Most of the people are familiar with traditional IP financing tools such as licensing (royalties) and direct sales of patents or trademarks. Recently, however, companies have found new ways to raise funds using intangible assets: one is by auctioning their IP

Franchising

- In terms of distribution, the franchisor is a supplier who allows an operator, or a franchisee, **to use the suppliers trademarked**
- Operator pays the supplier a fee. It is a practice of using another firms successful business model.



Licensing

- The method of foreign operation where by a firm in one country agrees to permit a company in another country to use the manufacturing, processing , trademark, know-how or some other skill provided by the licensor
- Involves little expense and involvement, the only cost is signing the agreement and policing its implementation
- Generally used in permits, copyrights, etc.

Types of trademarks



Product & Service



Geographical Indicators



Collective



Certification



LOGO

Turnkey Projects

- It is an agreement by the seller to supply a buyer with a facility fully equipped & ready to be operated by the buyer, who will be trained by the seller
- Mostly used in fast food franchising when a franchiser agrees to select a store site, build store, equip it, train the franchisee and employee



Benefits of IP backed financing

- **Potential for value appreciation** – the IP assets of a well-run business increase in value over time, whereas the value of most tangible assets depreciates.
- **Stronger repayment incentives** – where intangibles are core to business activity, they provide a powerful incentive for borrowers to honour repayment commitments.
- **Improved security** – Defining intellectual assets as part of a lending agreement puts a bank in a stronger position with an administrator in the event of financial difficulties.
- **Alternative to personal guarantees** – IP and intangibles provide an additional source of security that **is directly related to a company and not an individual**, thereby making it easier to recover funds if necessary.

Challenges

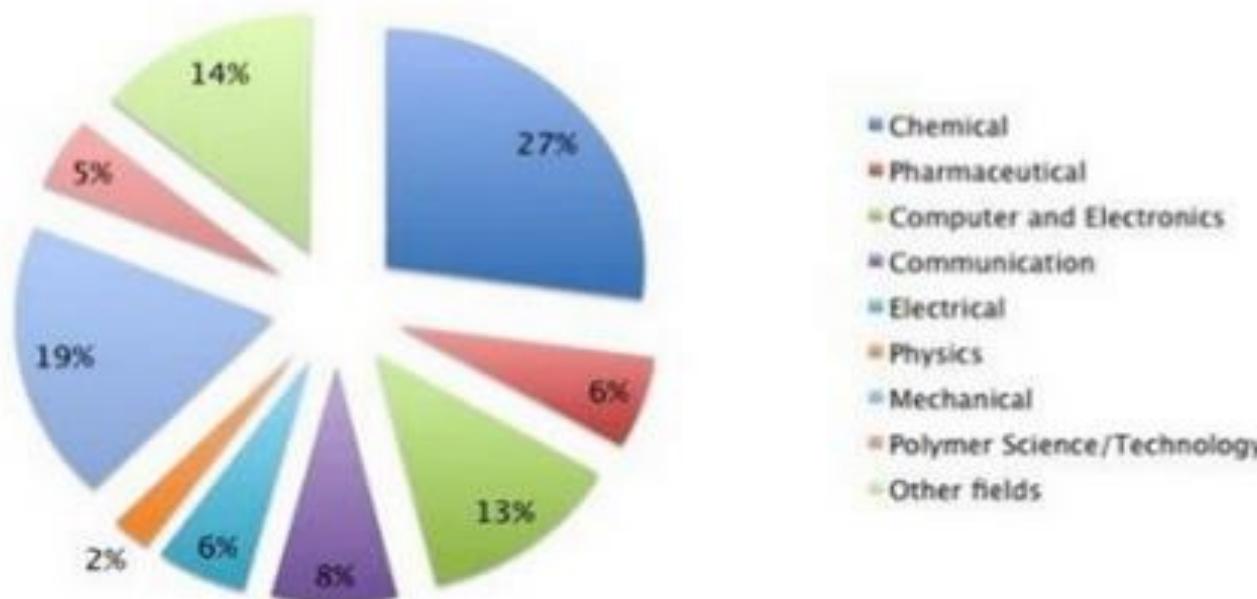
- **Understanding value/managing risks:** the value of some intangible assets, such as brands, can change rapidly in line with company fortunes.

- **Training and the adoption of recognized standards are required** for intangible asset value management in managing the risk profiles associated with these assets.



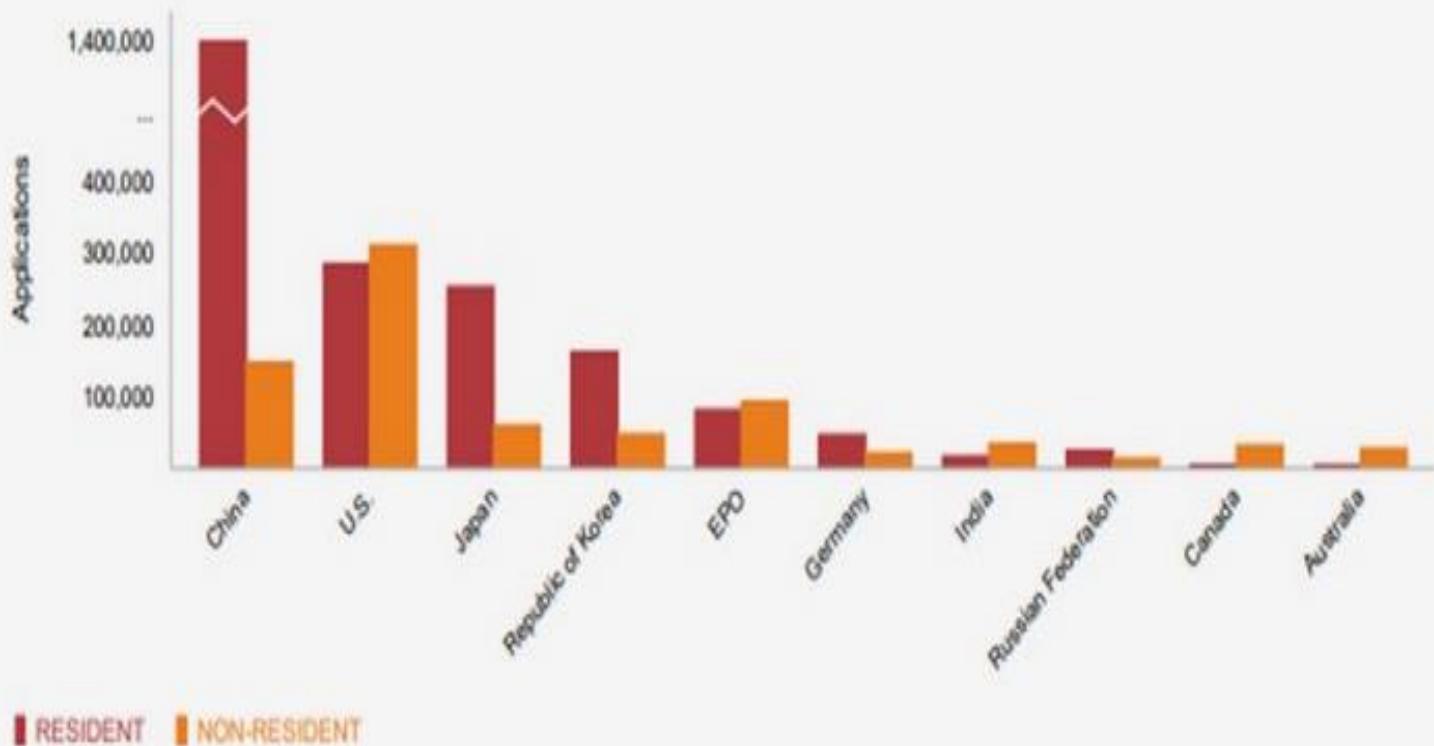
Source: WIPO

Fields in which patents granted (2012–2017)



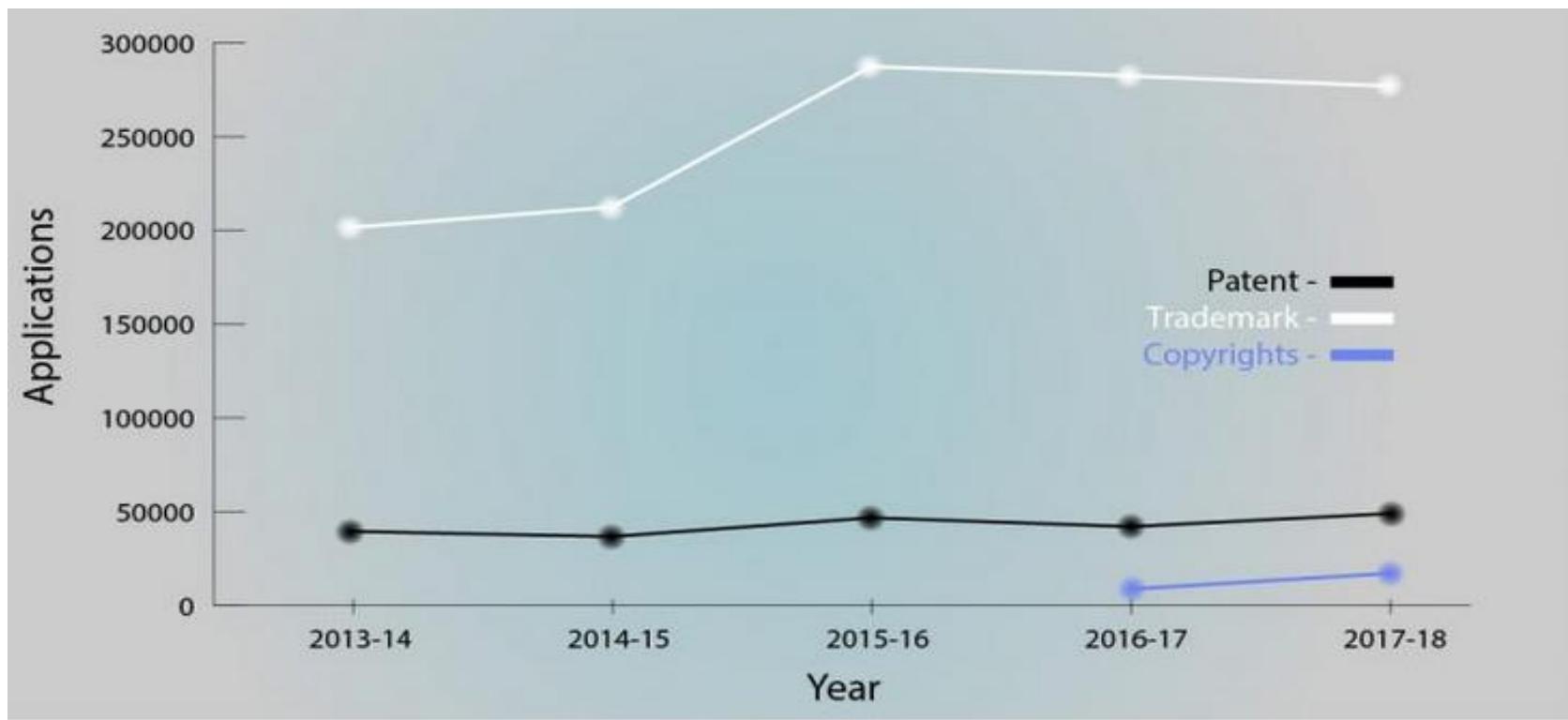
China received 46.4% of all patent applications filed worldwide

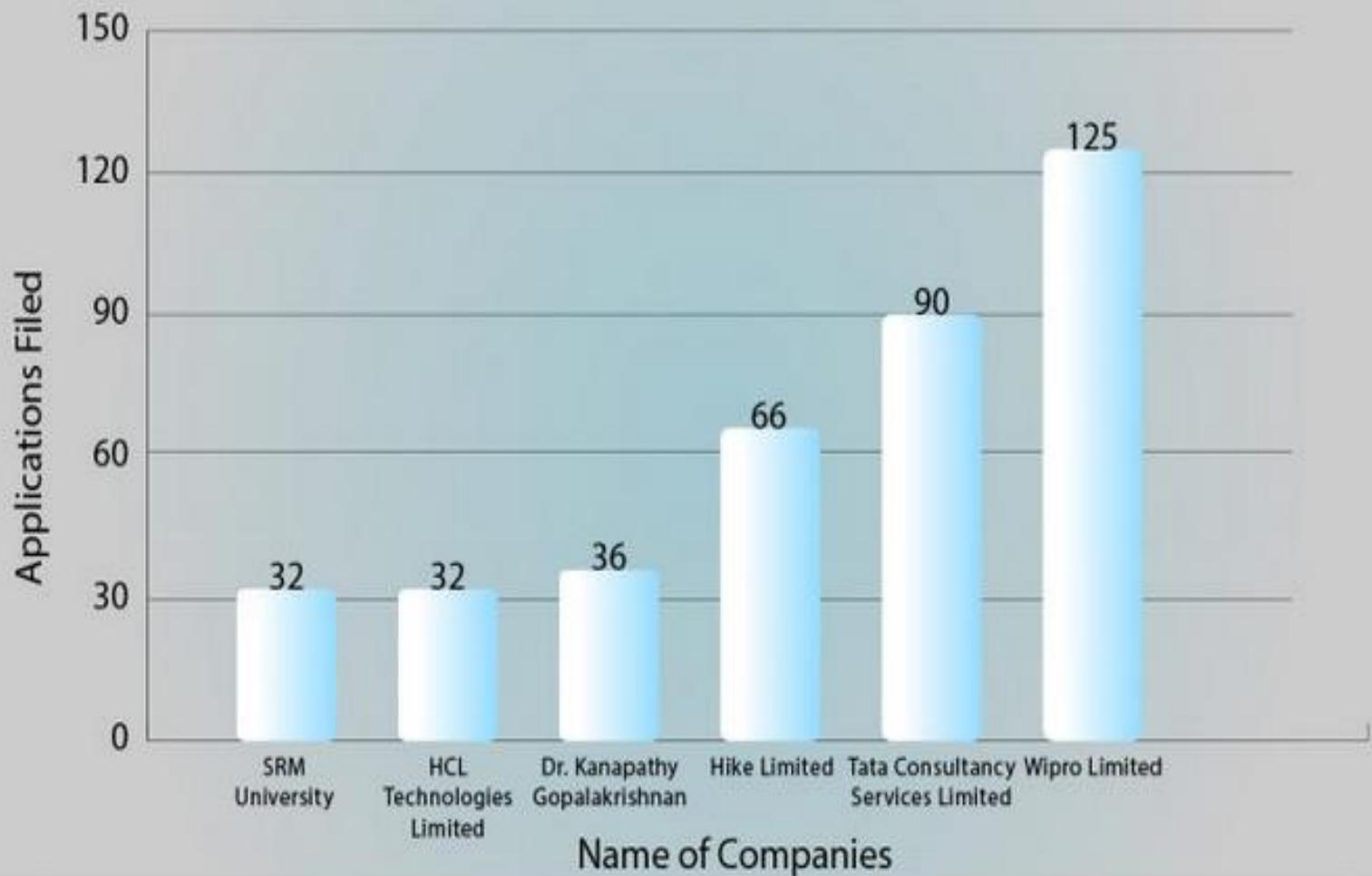
1.2. Patent applications at the top 10 offices, 2018



Application	2013-14	2014-15	2015-16	2016-17	2017-18
Patent	42,951	42,763	46,904	45,444	47,854
Design	8,533	9,327	11,108	10,213	11,837
Trade mark	2,00,005	2,10,501	2,83,060	2,78,170	2,72,974
Geographical Indication	75	47	14	32	38
Copyrights	Copyright administration shifted to DIPP/ CGPDTM in 2016-17			16,617	17,841
Semiconductor Integrated Layout Designs (SCILD)	SCILD administration shifted to DIPP/ CGPDTM in 2016-17				02
Total	2,51,564	2,62,638	3,55,898	3,50,467	3,50,546

Source:-IPR.India.nic





- The list of top 10 patents holder in India comprises only pharmaceutical and bio-tech companies.
- In India 184 patents are held by the Council of Scientific and Industrial Research, followed by ‘Ranbaxy’
- Top 10 patents holders across the world are IT companies, in India no IT firms has patents
- In 2017 Govt. of India has launched “Scheme for Facilitating Start-ups IPR(SFSIPR) for encouraging IPR practices in India

INDIA'S RANK

2015	81
2016	66
2017	60
2018	57
2019	52

MOST INNOVATIVE NATIONS IN 2019

1	Switzerland	6	Finland
2	Sweden	7	Denmark
3	USA	8	Singapore
4	The Netherlands	9	Germany
5	United Kingdom	10	Israel

BUT WIDE DIFFERENCES IN INNOVATION ACROSS ECONOMY EXIST

Pillars in GII	2018	2019	Change
Knowledge & technology outputs	43	32	11
Market sophistication	36	33	3
Human capita and research	56	53	3
Business sophistication	64	65	-1
Institutions	80	77	3
Creative outputs	75	78	-3
Infrastructure	77	79	-2

Source : Global Innovation Index 2019

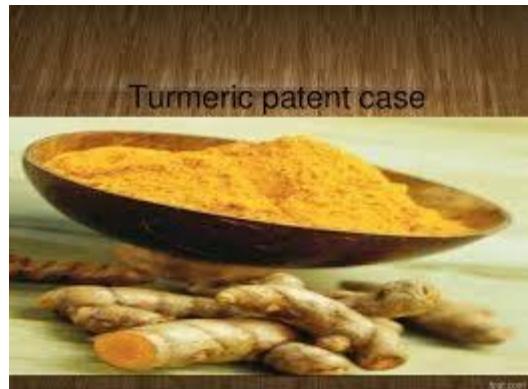
Positives

- Indian firms like Wipro, TCS, Bharat Petroleum, Reliance industries have **topped the list of Indian firms which have created intellectual property (IP) assets in the US**
- **Emerging technologies** such as Artificial Intelligence, Cyber Security, IoT and Cloud Computing accounted for over 50 per cent of the tech patents filed in 2017 to 2018
- Cyber Security (193), IoT (107) and cloud computing (88), digital payments (31), e-commerce (87) and navigation (58).

Negatives

- Hindustan Unilever, Maruti and others repatriating to their parent companies hundreds of crores of rupees in royalty payments that added up to a fifth of whatever came into India by way of foreign direct investment, commerce and industry minister

Examples of Inventions and uniqueness but lacking with IPR



The slide features the Indian National Emblem at the top. The title 'IPR ISSUES IN CONTEXT OF AYURVEDIC DRUGS' is centered. Below the title are three screenshots of websites related to Ayurvedic drugs: 'www.susmahanayak.org', 'www.susmahanayak.org/TraditionalMedicine.aspx', and 'www.susmahanayak.org/TraditionalMedicine.aspx'. At the bottom left is an orange button labeled 'E-mail' with the address 'anandchaudhary@bhu.ac.in'. At the bottom right is a green button labeled 'Prof Anand Chaudhary, Banaras Hindu University'.

The slide has a black background. The title 'INTELLECTUAL PROPERTY RIGHTS (IPR) & PATENTS' is in white capital letters. Below the title is a small illustration of a plant with flowers. At the bottom, there is text: 'Prof. B. Ravi Prasad Rao', 'Department of Botany, Sri Krishnadevaraya University', 'Ananthapuramu: Andhra Pradesh', and a small logo of the university.



Technology Evolution - Factors influencing technology firms

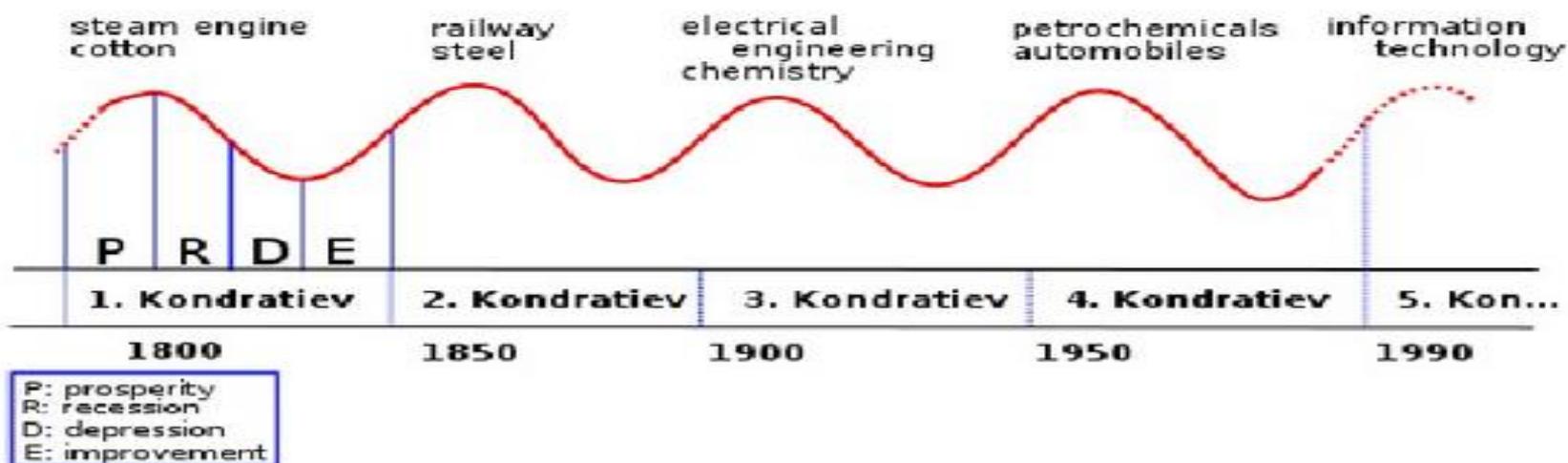


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Technology Evolution

- Kontrativ Wave:- Technology innovations are in long cycles, 40-60 years each representing the application of new group of technology which eventually will lead to another wave

Kontrativ Wave

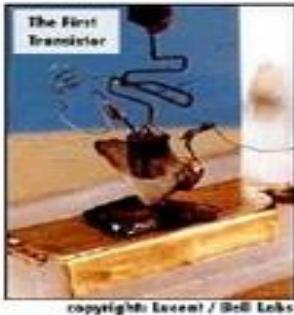


Kontrativ Wave

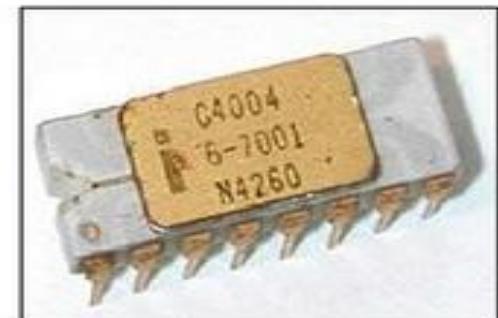
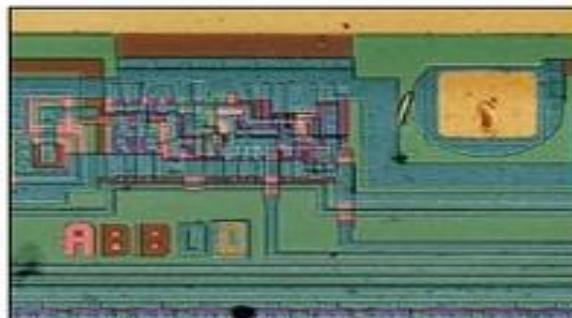
	Wave	Years
1	First Industrial Revolution	1787–1842
2	Railroad and Steam Engine Era	1842–1897
3	Age of steel, electricity and internal combustion	1897–1939
4	War and Post-war Boom: Suburbia	1939–1982
5	Post Industrial Era: Information Technology	1982? – ??

The Digital Revolution

Transistor, 1947



Intel 4004, 1971



Integrated circuit, 1959

- Digital Revolution:- First computers were built using vacuum tubes and today cell phone is a powerful computers.

Technology Life Cycle

In the early days

The innovators and technology enthusiasts drive the market
They demand technology
Small percentage of the market



In the later days

The pragmatists and conservatives dominate; they want solutions and convenience
The big market



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iPad 2 as fast as Cray 2 supercomputer, fraction of the size

Cray 2 1985

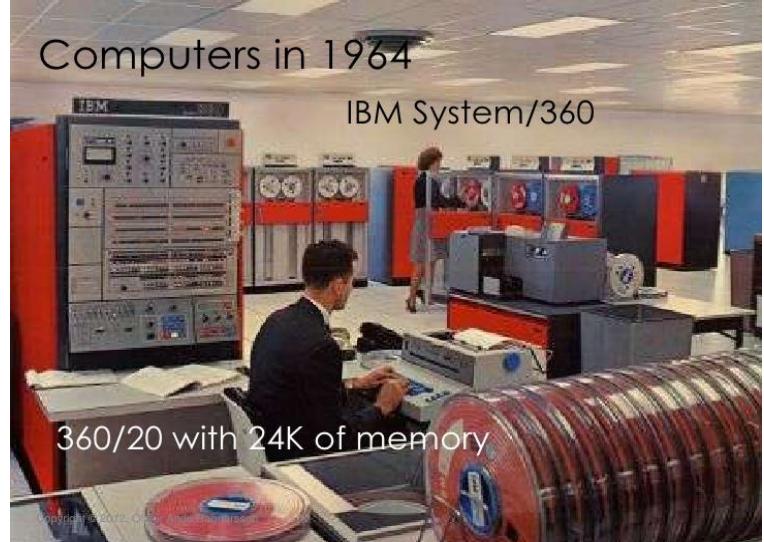


Apple iPad 2 2011



Computers in 1964

IBM System/360



360/20 with 24K of memory

Read more: http://www.electrónica.com/articles/11/05/10/ipad_2_benches_as_fast_as_cray_2_from_1985/#ixzz1dOS0Es4

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New technologies are constructed from ones that already exist and these offer themselves as possible building-block elements for the construction of still further and more improve technologies.



Apple Computer Design Evolution

with Base Prices



Apple I - \$660*

1976



Apple II - \$1,299

1977



Apple III - \$4,999*

1980



Apple Lisa - \$9,999*

1983



Macintosh - \$1,995

1984



Apple IIgs - \$1,999

1986



Macintosh II - \$2,999*

1987



Power Mac G4 - \$1,999

1995



iMac G3 - \$1,299

1998



iPod - \$1,299

2002



iMac G5 - \$1,299

2004



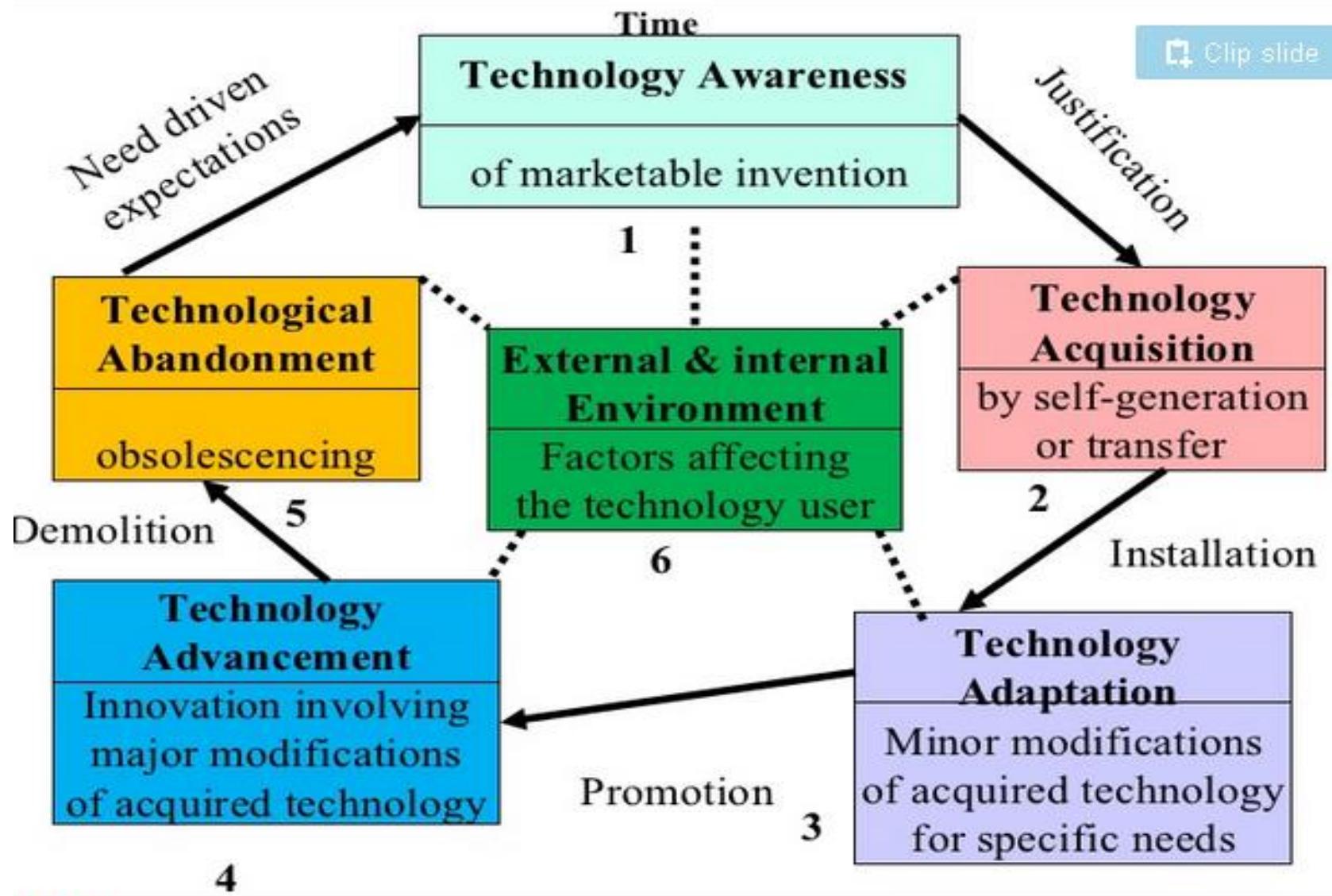
iMac (late 2009) - \$1,199

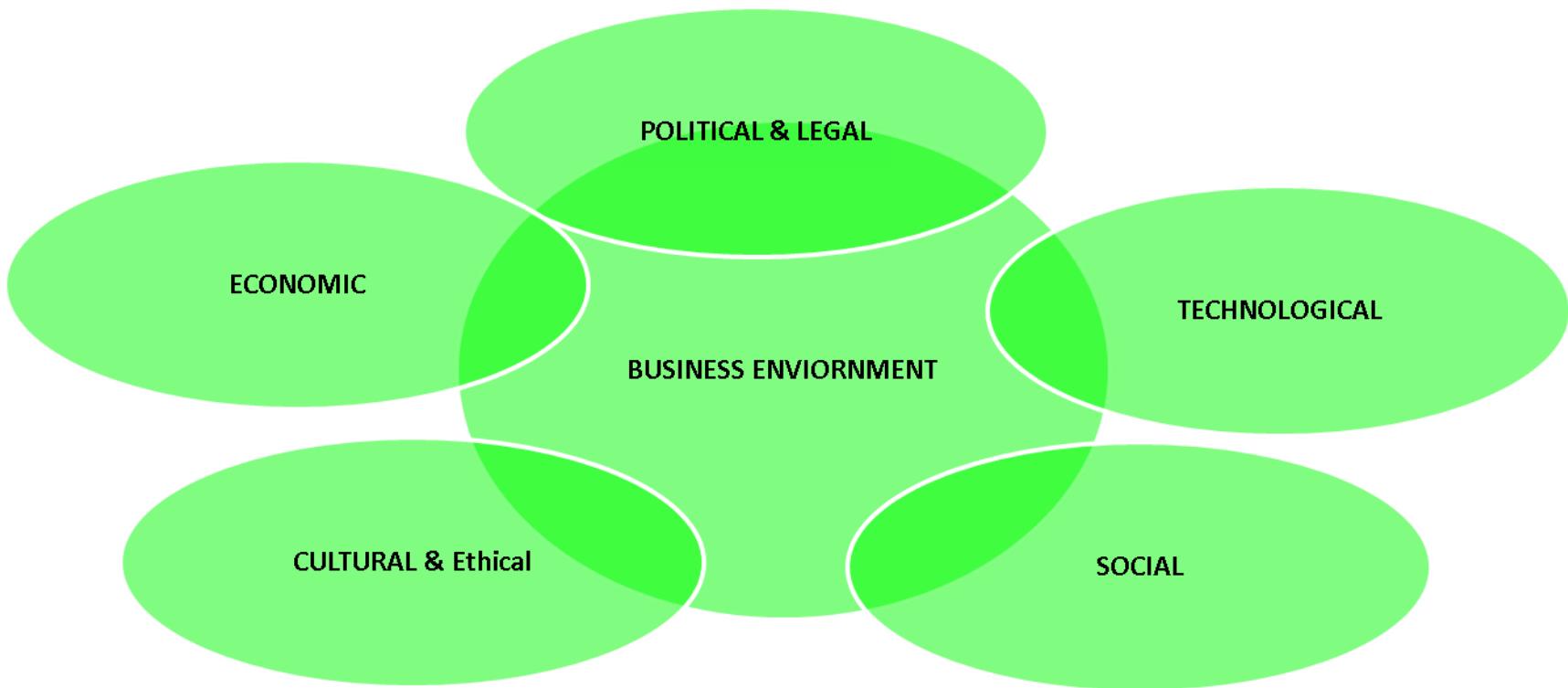
2009

Technology Evolution - Factors influencing technology firms

- ✓ In recent years, much attention has been given to high technology firms.
- ✓ Entrepreneurs, governments, investors, and academicians have been studying them with different objectives.
- ✓ Several studies have addressed the creation of new high-technology firms, but most of them focus on specific aspects of the process or on the characteristics of the technical entrepreneur.
- ✓ Technology-based companies can play a key role in the economic development and competitive position of an industrialized country.
- ✓ Although widely recognized, the capabilities of new technology-based industries for generating important areas of techno-economic activity and new market growth have still not been measured.

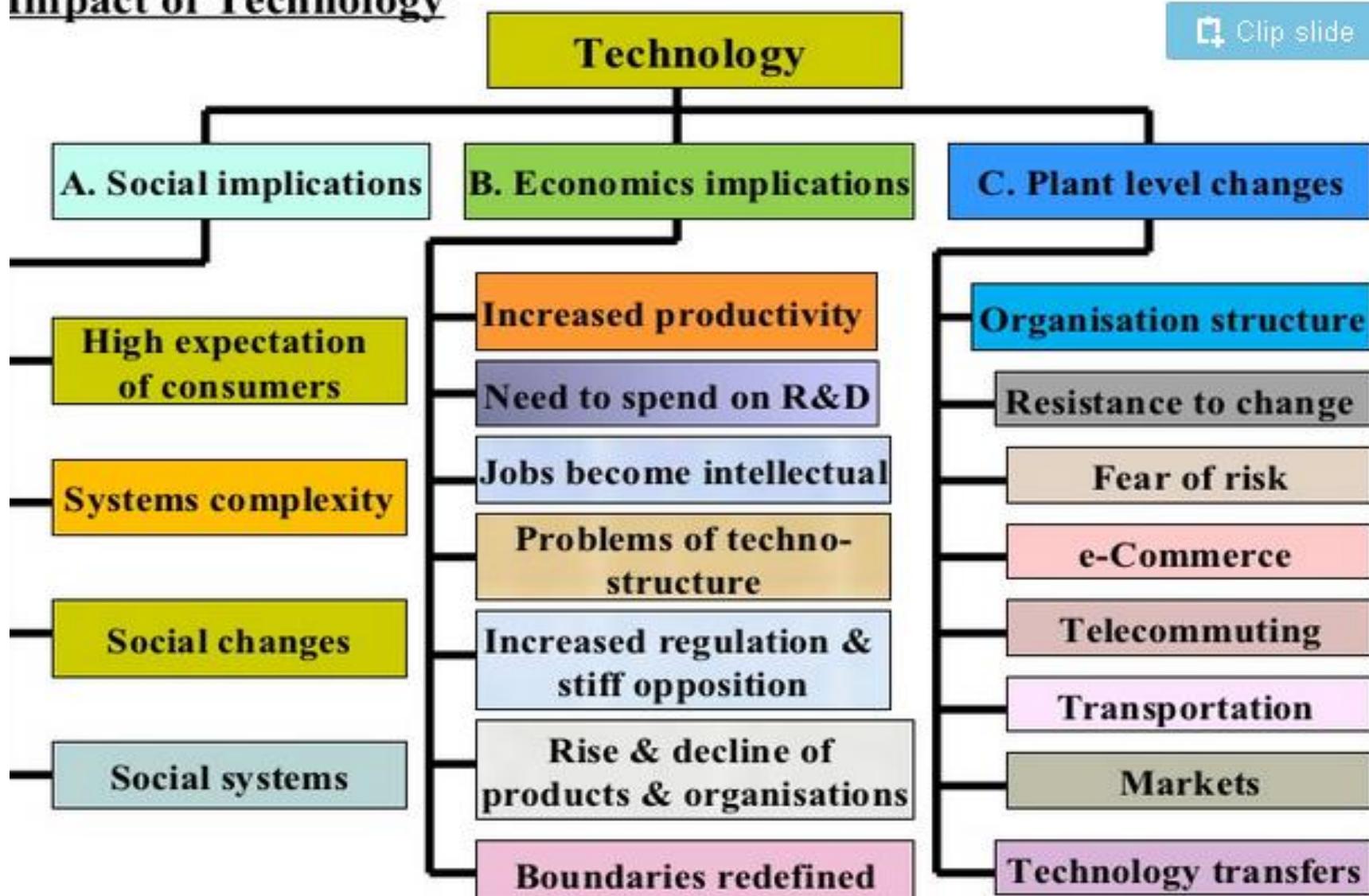
Factors Influencing Technology Firm





Impact of Technology

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1. **Awareness phase**:- Company has a formal mechanism to become aware of emerging technologies, from ‘think-tank’ with engineers & scientist, who research from around the world & put in short internal report form for the benefit of corporate strategic planners & technology policy makers
2. **Acquisition phase**:- In this stage company’s technology group, in collaboration with the industrial engineering group would conduct technical feasibility, & economic feasibility studies before justifying & acquiring a new technology.
3. **Adaption phase**:- Virtually every enterprise ends up adapting an acquired technology for its particular needs, if done correctly the transition from acquisition to adaptation becomes much smoother & less expensive. But if not it will only frustrates the people acquiring the technology and will cause major losses.

4. Advancement Phase:- When capital is limited one can not indiscriminately purchase & abandon technologies with scarce money.

5. Abandonment Phase:- It is the last phase but most critical. Bad timing in prematurely abandoning a product could result in lost revenues & on the other hand waiting too long to abandon might result in loss revenues because a customer may find better alternative in competition

- Technology transfer mechanisms
- Government support for new technology start ups & Funding of new technology firms

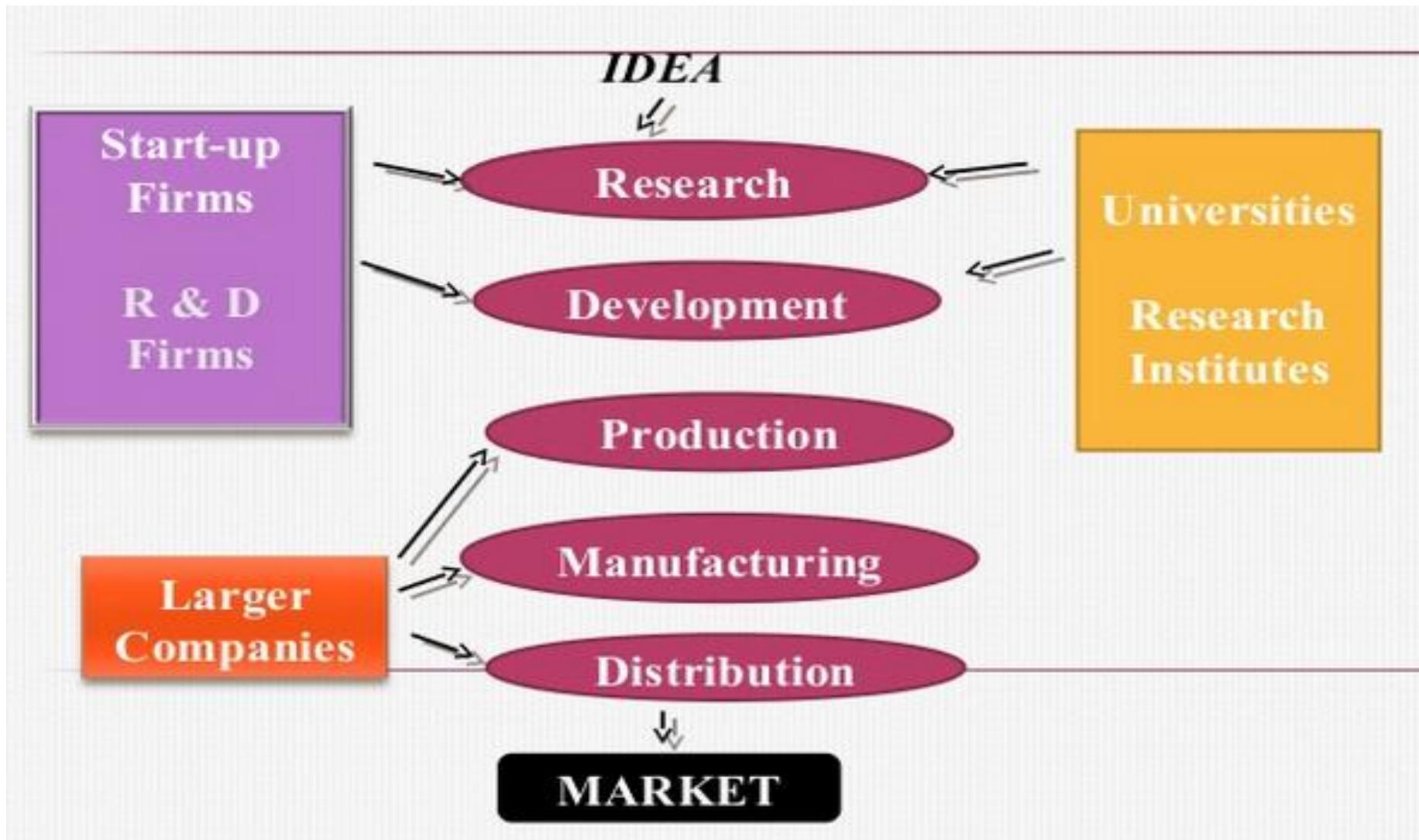
Technology transfer mechanism

- It is the process which is **mainly concerned with the transfer of technology from the research areas to the “Production and Quality Assurance” environment**
- Technology can be acquired in two ways:-
develop it or purchase it.
- Purchase of technology can be said as technology transfer.

Technology transfer process



Technology transfer agents



Categories of technology transfer

CATEGORY	DESCRIPTION	EXAMPLE
Horizontal technology transfer	Near maturity technology may shift between countries	Licensing
Vertical technology transfer	From R & D organization to a firm	Nano technology
International technology transfer	Transfer across national boundaries	From industrialized countries to developing countries
Regional technology transfer	From one to another region of the country	Andhra Pradesh to Punjab
Cross industry technology transfer	From one industrial sector to another	Space program to commercial application
Inter-firm technology transfer	From one firm to another	Machine tool manufacturing firm to a producing furniture firm
Intra-firm technology transfer	Within a firm from one location to another	Mumbai factory to factory at chennai.

Government support for new technology start ups & Funding of new technology firms

- Consider this. Close to 4,400 technology startups exist in India and the number is expected to reach over **12,000 by 2021.**
- **India is also at third place** behind US and Britain in terms of the number of startups.
- India has its own billion dollar club to boast about.
- This includes startups like Flipkart, Snapdeal, Ola, InMobi, Hike, MuSigma, Paytm, Zomato, and Quikr.
- With the next \$100 Mn funding raise, fintech startup MobiKwik too looks to join the unicorn club.(over \$1 billion)

10 Most Viable Start-Up Schemes

- 1) MUDRA The Micro Units Development and Refinance Agency
 - provide funds to **micro and small enterprises**
 - **No collateral** is required to avail this loan.
 - Applicable for **manufacturing, trading, and even allied agricultural services.**
 - 3 modules, Shishu (loan up to 50,000), Kishor (Loan between 50,000 and 5 lakh) and Tarun (Loan between 5 lakh and 10 lakh).

- 2) NABARD – The National Bank for Agriculture And Rural Development
 - primarily aimed towards providing credit benefits to agriculture as well as other cottage and village industries.
 - Also provides finance to lending institutions in villages.
 - **Schemes for food processing plants and integrated rural development,**
 - **Its Dairy Entrepreneurship Development scheme offers up to 90% of the project cost (minimum 10 lakhs to maximum 150 lakhs) to budding entrepreneurs.**

10 Most Viable Start-Up Schemes

3) Credit Guarantee Scheme –Credit Guarantee Fund Trust for Micro and Small

- **provide business loans to micro and small industries, with zero collateral.**
- New and upcoming startups can avail loans at **highly subsidised interest rates** without providing any security.
- Working along with SIDBI (**Small Industries Development Bank of India**), the **government provides a maximum amount of up to 100 lakhs under this scheme**, for boosting new enterprises **as well as rehabilitating existing ones.**
- Primarily for manufacturing units, this loan can be availed in the form of **working capital or term loan.**

4) NewGen IEDC – NewGen Innovation and Entrepreneurship Development Centre

- Centre is applicable to industries like healthcare services, chemicals, hardware, aeronautical/defence, IT, AR/VR, construction, design, food and beverages, textiles, nanotechnology, and renewable and non-renewable energy sources, among others Also provides finance to lending institutions in villages.
- It provides a **one-time non-recurring loan of up to 25 lakhs to finance startup units**

10 Most Viable Start-Up Schemes

5) Stand Up India Scheme

- To cater to **women entrepreneurs, as well as those from SC and ST communities.**
- Ranging from **10 lakh to 100 lakh**, it is available for **Greenfield ventures** in manufacturing, trading, and service units.
- It is mandatory for every bank to lend money to at least one woman entrepreneur and one SC/ST unit per branch.
- **In case of non-individual businesses, the woman entrepreneur must hold at least a 51% stake in the unit.**
- The loan can be provided as working capital with a **maximum return period of 7 years.**

6) AIC –Atal Incubation Centres

- Provide grant-in-aid of **Rs. 10 Cr to every AIC.**
- Duration of the grant is a maximum of **5 years.**
- Provide financial aid and infrastructure assistance to startups in sectors like chemicals, technology hardware, healthcare & life sciences, aeronautics/aerospace & defence, agriculture, AI, AR/VR (augmented + virtual reality), automotive, telecommunication & networking, construction, design, non-renewable energy, renewable energy, green technology, fintech, Internet of Things, nanotechnology, and food & beverages, among others.
- **Conducting training and entrepreneurship workshops**, organizing inspirational programs, enabling access to necessary infrastructure, prototyping or research facilities, as well as creating a group of mentors to guide the entrepreneurs, are some of the tasks that an AIC is expected to perform

.

10 Most Viable Start-Up Schemes

7) CLCSS – Credit Linked Capital Subsidy Scheme

- to provide subsidy to manufacturing units who have **upgraded their machinery with state-of-the-art equipment.**
- To encourage manufacturing units to buy the latest equipment, and facilitate technology upgradation.
- Any SSI unit which has upgraded its machinery can apply for a **15% subsidy on a loan amount of up to 1 Cr.**

8) SMILE –SIDBI Make in India Soft Loan Fund for Micro, Small, and Medium Enterprises

- provides soft loans to MSME units at reasonable terms, **to meet the debt-equity ratio of a unit or to help in its growth and expansion.**
- Applicable for a maximum period of **3 years.**
- Amount disbursed varies on the category the unit falls under, **with 10% or a maximum of 20 lakhs for General category, and 15% or a maximum of 30 lakhs for SC/ST, PwD, and women**

10 Most Viable Start-Up Schemes

9) Loan for Rooftop Solar PV Power Projects – Headed by the Indian Renewable Energy Development Agency (IREDA)

- promotes renewable energy development **by providing support for solar PV projects on rooftops.**
- **Provide 70% of the project cost**, while the entrepreneur will contribute the remaining 30% of the amount.
- May **extend the loan amount to 75% of the project cost**. The loan has to be repaid in a **maximum of 9 years**.

10) M-SIPS – Modified Special Incentive Package Scheme

- provides **capital subsidies to manufacturing and electronic units in sectors of technology hardware**, IoT, automotive, renewable and non-renewable energy sources, nanotechnology, green technology, and aerospace and defence industries.
- There is a provision for **20% capital subsidy in SEZ**, and **25% in non-SEZ**, for business units in manufacturing and electronics

Individual Activity

- Go to the following link and find out the best suitable start up scheme for you
- Write a short note about this scheme and reason of choosing it.
- <https://www.startupindia.gov.in/content/sih/en/government-schemes.html>

- Global Market Research
- Finding Supply Opportunities in global market trade
- Markets and Offshoring , financial feasibility

Global/International Market Research

International marketing research is the systematic
**design, collection, recording, analysis,
interpretation, and reporting of information**
pertinent to a particular marketing decision facing a
company operating internationally.

- Identification of opportunities
 - accessibility
 - profitability
 - market size
- Scanning international markets to identify and analyze **opportunities**
- Building **marketing information systems** to monitor environmental trends
- Carrying out primary marketing research for input into the development of marketing strategies

Primary research in international markets

Multi-country studies

- 1. Project discussed at length with the client
- 2. Fieldwork agencies in each country selected
- 3. Questionnaire designed centrally
- 4. Translated locally, translation checked centrally
- 5. Piloted locally
- 6. Finalised centrally
- 7. Interviewers briefed locally by executive of central company
- 8. Fieldwork carried out locally
- 9. Coding and editing plan provided for the local agencies
- 10. Edited and coded questionnaires returned to head office
- 11. Coding and editing check carried out centrally
- 12. Computing and analysis carried out centrally

Finding supply opportunity in global market

Researching the geographical segments that are competitive

12 Pillars of competitiveness

- | | | |
|---------------------------------|----------------------------------|---|
| 1. Institutions | 5. Higher education and training | 9. Technology readiness |
| 2. Infrastructure | 6. Labour market efficiency | 10. Market size |
| 3. Macroeconomic environment | 7. Goods market efficiency | 11. Business sophistication |
| 4. Health and primary education | 8. Financial market efficiency | 12. Research and development innovation |

Finding supply opportunities with the help of global leaders

- **Walmart** sets up global sourcing centre in Bengaluru that sources India-made products for catering to 14 foreign markets. It procures over 95 per cent of the goods sold in Best Price stores from local companies
- **Amazon** takes ‘Make in India’ to the world, bolstered by its Global Selling Programme. It is empowering sellers from small towns in India by scaling up their businesses and leveraging the digital economy

Supply Opportunity by exporting

1. **Market Development Assistance Scheme** -Entrepreneurs get funding for participating in trade fairs. It assists exporters for export promotion activities.

2. **Export Oriented Unit (EOU) Scheme** - Provides an internationally competitive duty-free environment coupled with better infrastructural facilities for export production.

3. **Market Access Initiative (MAI) Scheme** - Export Promotion Scheme, envisaged to act as a catalyst to promote India's exports on a sustained basis.

4. **Software Technology Park (STP) Scheme** - 100 per cent export-oriented scheme for undertaking software development for export using.

5. **Services Exports from India Scheme (SEIS)**-The SEIS has been introduced to increase exports of notified services. The duty credit scrips and goods imported/domestically procured against them shall be freely transferable

Global Market & Offshoring

- It is a natural extension of global resourcing, transfer of worker's productivity to abroad as a part of an in-house transfer of work.
- Reallocation of a business process or entire manufacturing facility to the foreign country.
- MNE's are particularly active in shifting production facilities or business processes to foreign countries to enhance their competitive advantages.
- It is common especially common in the service sector, including banking, software code writing, legal services and customer-service activities

- **Offshoring** is when production operations are performed in another country. It allows companies to maintain complete control over the operation and production of the business.
- **Outsourcing** relies on an outside vendor to complete tasks, **offshoring** relies only on those within the same company.

Offshoring

Types

1. Product Offshoring
2. IT enabled offshoring
3. Innovation offshoring

Evolution

1. Initially started with blue collar jobs in early 70's
2. By 80's white collar job people also moved to other countries
3. Development of internet accelerated R&D and manufacturing offshoring

Reasons

1. Competitive pressure & access to skilled personals
2. Long term benefit and cost cutting
3. Lack of skilled labour and decrease in age population

Models of Offshoring

- **Global Shared Services** - Mass insourcing, something like captive centres, this is followed primarily to combine internal operations to large centers.
- **Hybrid Model** - Known as "Dual Shore" - 30% work onsite (requirement gathering, client interaction) and 70% offshore (coding, testing and fixes).
- **Multi-sourcing model** - Having multiple off-shores to get wide range solutions or "best-of-breed" strategy.
- **Global Delivery model** - also termed as blended outsourcing, this model has advantage of backup delivery locations in case of failures. Eg: TCS, CTS, Accenture etc.
- **Build-Operate-Transfer Model (BOT)** - company can create a shared services or development center in offshore and manage it for a limited period of time by signing a contract with an offshoring corporation. This ensures quick time to achieve stability in the project progress.

How effective is offshoring?



Financial Feasibility

- ❑ Skilled labor at cheap price will boost the economy in developed country.
- ❑ Creation of new wealth and jobs in developing country.
- ❑ With the theory of comparative advantage, both countries can enjoy greater total consumption and well-being in aggregate by trading with each other.
- ❑ Offshoring firms to lower costs and save scarce resources.
- ❑ Capture domestic market and generate revenues.
- ❑ What goes around comes around - Developing countries look back at US for more complex work.
- ❑ Total exports from US companies to India / China have grown manifold.
- ❑ Economic benefits are also linked to improved political relations.

Recent trends in global entrepreneurship



1. Supply Opportunity of an Indian Entrepreneurs in global market.

- Supply Opportunity with the help of global market leaders**

Scenario of supply opportunities for an Indian Entrepreneurs in global market has changed drastically by the introduction of Economic Reforms in 1991, later the scenario of globalization has also changed and extended by the trend of e-commerce and online business in India, it has extended the opportunity for supply chain of Indian entrepreneurs to the global market via Walmart, Amazon, and so many.

Even the consumer's behaviour also changed and inclined to online shopping, which is a booster or an encouragement for Indian entrepreneur to get a global platform to sell their goods.

Today Indian Industries is not a case study in isolation. Hordes of home-grown Indian manufacturers and sellers are profiting from the business models and facilitation offered by India-focused multinationals such as Walmart and Amazon. Walmart, with its sourcing model, and Amazon, by offering a Global Selling Programme, are raising the aspirational bar on small Indian businesses, elevating them to earn the coveted tag of 'global entrepreneurs' Indo Count Industries is not a case study in isolation. Hordes of home-grown Indian manufacturers and sellers are profiting from the business models and facilitation offered by India-focused multinationals such as Walmart and Amazon. Walmart, with its sourcing model, and Amazon, by offering a Global Selling Programme, are raising the aspirational bar on small Indian businesses, elevating them to earn the coveted tag of 'global entrepreneurs'.

Walmart has set up a global sourcing centre in Bengaluru, which sources an array of India-made products — textiles, apparel, pharmaceuticals, and handicrafts — for catering to 14 foreign markets.

"India is an important sourcing market for Walmart. Not only do we procure over 95 per cent of the goods sold in our Best Price stores from local companies, including SME (small & medium enterprises) and women entrepreneurs but also we have a global sourcing centre in Bengaluru. We work closely with and engage our suppliers to understand and meet our responsible sourcing and compliance standards," said Marilee McInnis, director of corporate affairs, Global Communication, Walmart.

Making ready for world

- Walmart sets up global sourcing centre in Bengaluru that sources India-made products for catering to 14 foreign markets
- It procures over 95 per cent of the goods sold in Best Price stores from local companies
- Amazon takes 'Make in India' to the world, bolstered by its Global Selling Programme
- It is empowering sellers from small towns in India by scaling up their businesses and leveraging the digital economy

- **Supply Opportunity by exporting**

There are few schemes which boost supply at international level

1. Market Development Assistance Scheme

Description: Entrepreneurs get funding for participating in trade fairs. It assists exporters for export promotion activities.

Nature of assistance: The scheme offers funding up to 90 per cent in respect of to and fro air fare for the participation by MSME entrepreneurs in overseas fairs/trade delegations. The scheme also provides funding for producing publicity material (up to 25 per cent of costs) sector specific studies (up to Rs 2 lakh) and for contesting anti-dumping cases (50 per cent up to Rs 1 lakh).

Who can apply: Exporters, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council and Ministry of Commerce

2. Export Oriented Unit (EOU) Scheme

Description: EOU Scheme provides an internationally competitive duty-free environment coupled with better infrastructural facilities for export production.

Nature of assistance: The units are allowed to import or procure locally without the payment of duty all types of goods including capital goods, raw materials, components, packing materials, consumables, spares and various other specified categories of equipment.

Who can apply: Exporters, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council and Ministry of Commerce

3. Market Access Initiative (MAI) Scheme

Description: MAI Scheme is an Export Promotion Scheme, envisaged to act as a catalyst to promote India's exports on a sustained basis.

Nature of assistance: The scheme is formulated on focus product focus country approach to evolve specific market and specific product. These activities are eligible for financial assistance - marketing projects abroad, capacity building, support for statutory compliances, studies, project development, etc.

Who can apply: Exporters, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council

4. Software Technology Park (STP) Scheme

Description: STP Scheme is a 100 per cent export-oriented scheme for undertaking software development for export using.

Nature of assistance: The approvals are given under single window clearance mechanism. All imports of hardware and software in STP units are completely duty free, and import of second-hand capital goods and re-export of capital goods are also permitted.

Who can apply: Exporters, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council and Ministry of Commerce

5. Services Exports from India Scheme (SEIS)

Description: The SEIS has been introduced to increase exports of notified services.

Nature of assistance: The rewards under SEIS shall be admissible for exports made/services rendered on or after the date of notification of this policy. The duty credit scrips shall be granted as rewards under SEIS. The duty credit scrips and goods imported/domestically procured against them shall be freely transferable.

Who can apply: Exporters, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council and Ministry of Commerce

6. The Merchandise Exports from India Scheme (MEIS)

Description: The MEIS has been introduced for the export of specific goods to specified markets.

Nature of assistance: Rewards for the export of notified goods to notified markets under MEIS shall be payable as percentage of realised FOB value.

Who can apply: Exporters, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council and Ministry of Commerce

7. Export Promotional Capital Goods (EPCG) Scheme

Description: The objective of the EPCG Scheme is to facilitate import of capital goods for producing quality goods and services to enhance India's export competitiveness.

Nature of assistance: EPCG Scheme allows import of capital goods for preproduction, production and post-production at zero customs duty.

Who can apply: Importers, entrepreneurs, etc.

From where to apply: FIEO, Export Promotion Council and Ministry of Commerce

2. Recent trends in global entrepreneurship in relation to technology

As technology has become more and more disruptive in the last few years, it has become crucial for future entrepreneurs to pay attention to the ever-changing and evolving tech trends to create a more dynamic workplace powered by a productive team.

By understanding the right tech trends, you will be able to create strategies according to the changing market in order to stay ahead of the competition. Here are the top tech global trends for future entrepreneurs:

1. Digital workplace

As employees join your organization, what digital tools do they need to get started? Email, shared storage, internal operations, messaging, collaboration, and the list go on and on. A digital workplace is the full set of tools that employees use to complete their work, regardless of where they are sitting. In addition to communication tools, you must think about how teams manage processes, projects, and how they share ideas. Right now, most organizations must use dozens of digital applications to accomplish their work. Digital workplaces are suites that consolidate many of these applications to a single platform and allow users to stay in one environment and remain in context with other users.

2. Automation

Over one-third of the companies around the world are already taking advantage of automation tools for their finance, accounting, IT, procurement, and HR processes. Many of the companies have established large scale projects to automate thousands of business processes. It's important to note that for the number of companies that have already adopted automation, there are just as many that are planning to implement automation as part of their digital transformation strategy. 2019 will be the year of adoption and acceleration of automation tools. When combined with

other proven technologies like machine learning and artificial intelligence, automation will give budding organizations even more traction for unstructured, semi-structured, and structured content.

3. No-code development

With no-code programming, it becomes possible for users to build and launch applications according to their requirements without writing even a single line of code. No-code application development platforms are designed specifically for citizen developers or business users who might understand the logic behind the application that needs to be developed, but they may not have the coding or programming skills to create the application the traditional way. No-code platforms have drag-and-drop tools with intuitive interfaces that simplify the development process for business teams and allow them to create full-fledged applications without any help from the IT department. Once the application is launched, you can bring the IT team in to scale the application and integrate it with the existing system.

4. Blockchain

Blockchain is one of the most powerful technological concepts of this decade, and yet many of the current blockchain initiatives do not take advantage of all of its attributes. Instead of just developing blockchain inspired solutions because it is the latest trend, future entrepreneurs should analyze their business requirements to understand if they truly need blockchain for their business needs. Even if you aren't ready to aggressively adopt blockchain just yet, you should at least begin to consider implementing blockchain to help reduce friction across different ecosystems, create transparency, and improve cash flow.

5. Artificial Intelligence (AI)-driven development

Application developers can partner with data scientists to create AI solutions that the developers can efficiently operate alone. For the developers, this means they will have access to AI algorithms as well as development tools to better integrate different AI capabilities into the existing systems.

In fact, it is expected that by 2020, over 40 percent of the application development projects will have AI co-developers working alongside.

6. Edge computing

Majorly driven by IoT, edge computing processes data close to the user, instead of using a centralized cloud service because it helps reduce traffic and latency. But instead of creating a whole new architecture to take advantage of edge computing, tech entrepreneurs can focus on developing cloud services that can be managed as a

centralized service, run on centralized services, on-premises distributed services, and on-edge devices.

7. Ethics around digital privacy-Cyber Crime

Users are growing more and more concerned about how their data is being used and where it goes. Digital privacy has become a big conversation, especially after the enforcement of the new General Data Protection Regulation (GDPR) rules. It is inevitable that organizations who fail to address digital privacy concerns will face backlash from their users. As a result, tech entrepreneurs should keep privacy at the forefront of everything.

Future entrepreneurs need to see where the latest tech trends are moving to know where the best opportunity is for a competitive advantage. Whether it is offering employees a better digital experience, or being able to develop deeper proprietary software, there are many new advantages available. Entrepreneurs will be best served by staying informed of what is legitimate tech trends that will change the industry, and what is just hype.