

## **Case-1**

### **A Nepali Tech Startup Journey**

SmartSewa is a Kathmandu-based startup that offers a mobile and web-based platform for managing home repair and maintenance services. The idea emerged when the founders realized the lack of reliable, on-demand electricians, plumbers, and cleaners in urban Nepal. They began product development by first identifying customer pain points through surveys and interviews. The product was designed using user-friendly UX principles, allowing customers to book services in just three clicks. After initial development, SmartSewa conducted beta testing with 100 households, collecting feedback to refine the app interface and service quality. Validation came when customer retention and referral rates increased within the first month of the public launch.

For marketing, SmartSewa used a mix of digital strategies including SEO, localized social media campaigns, and influencer partnerships. Their brand identity focused on trust, safety, and efficiency. A catchy tagline, "Reliable help is just a tap away," helped establish strong recall. They also offered loyalty points and referral bonuses to grow their customer base. Effective customer service and consistent service quality led to a 40% rise in returning customers within the first six months.

On the financial side, SmartSewa maintained basic financial statements—income statements to track revenue and expenses, and balance sheets for asset management. They also prepared monthly budgets to manage marketing costs, staff salaries, and app maintenance. Initial funding came from a local startup incubator, and break-even was achieved in the second year through disciplined budgeting and performance tracking.

#### **Questions:**

1. How did SmartSewa validate their product before launching it fully to the market?
2. What marketing tactics did SmartSewa use to attract and retain customers?
3. Describe the key financial practices SmartSewa followed in their early stage.
4. Why is it important for a startup like SmartSewa to maintain a clear brand identity?

## **Case-2**

### **Intellectual Property and Legal Considerations in a Nepali Startup**

In 2023, three young entrepreneurs from Kathmandu launched a tech startup called "SmartAgro Solutions", focusing on IoT-based smart irrigation systems for smallholder farmers in Nepal. As they began to develop and market their products, they faced several legal and regulatory issues. One of the early challenges was the protection of their innovative irrigation software. They consulted a legal advisor and successfully registered the software under copyright law in Nepal. In addition, they designed a unique brand logo and registered it as a trademark with the Department of Industry to prevent others from using similar symbols that could confuse their customers.

As their business grew, they needed to formally register their company. With guidance, they chose a private limited company structure, allowing them to attract investment while limiting personal liability. To avoid internal disputes, they drafted a founders' agreement that clearly outlined each member's roles, responsibilities, equity share, and decision-making powers.

Soon after launching their first product line, they entered into a distribution deal with a national agricultural supplier. This required them to sign legally binding contracts outlining payment terms, delivery conditions, and dispute resolution mechanisms. One mistake they almost made was failing to include a non-disclosure agreement (NDA) when discussing a potential technology partnership, which could have put their trade secrets at risk.

SmartAgro's journey illustrates the importance of protecting intellectual property and understanding legal frameworks in startups. Without registering their brand and software, formalizing their corporate structure, and using proper legal agreements, they could have faced costly disputes or lost their innovations to competitors.

### **Questions:**

1. Why is it important for startups to register trademarks and copyrights early in the business process?
2. What are the advantages of forming a private limited company for a startup in Nepal?
3. How can agreements like NDAs and founders' agreements help prevent future legal conflicts?
4. What are the potential consequences of not addressing legal and regulatory issues in the early stages of a startup?

### **Case-3**

#### **Fostering Economic Development through Technological Entrepreneurship in Nepal**

In the rapidly evolving digital landscape of Nepal, a group of young engineers launched *AgriTech Nepal*, a startup aimed at transforming the traditional agricultural sector using modern technology. The founders identified a significant opportunity: smallholder farmers lacked access to real-time weather forecasts, market price trends, and pest control support, which reduced their productivity and income. Motivated by this gap, the team conducted market research through surveys and interviews with over 200 farmers across the Terai and hilly regions. The research revealed that while mobile phone penetration was high, access to relevant and localized information was minimal.

Using these insights, the team developed a mobile application called *SmartFarm*, which provided weather alerts, crop disease diagnostics using AI, and real-time market prices. They also partnered with local cooperatives and government agencies for validation and piloting. The business model combined subscription-based services with government and NGO support to ensure affordability. This initiative not only introduced technological innovation but also helped

empower rural farmers, improved crop yields, and contributed to food security. Moreover, it created employment opportunities for local youth in tech support, field services, and content generation.

This case demonstrates how technological entrepreneurship, driven by opportunity identification and grounded market research, can lead to economic development. It reflects the critical role of enterprises in job creation, productivity enhancement, and sectoral transformation. As the business grew, *AgriTech Nepal* became a model for integrating innovation with inclusive development, showcasing the powerful intersection of technology and entrepreneurship in emerging economies.

### **Questions:**

1. What role did market research play in the success of *AgriTech Nepal*?
2. How did technological innovation contribute to economic development in this case?
3. What strategies did the entrepreneurs use to identify and validate their business opportunity?
4. In what ways can enterprises like *AgriTech Nepal* contribute to solving broader socio-economic problems?

### **A Pioneer in Technology Entrepreneurship in Nepal**

eSewa, established in 2009, is Nepal's first digital wallet and a notable example of successful technology entrepreneurship. It was founded by Mr. Asgar Ali and Mr. Subash Sharma, visionaries who identified the need for a secure and efficient digital payment system in a country with limited access to traditional banking infrastructure.

eSewa represents the core definition of an entrepreneur: a person who identifies opportunities and organizes resources to bring innovative ideas to life. The founders can be categorized as *innovative entrepreneurs*, as they introduced a new way of conducting financial transactions in Nepal using technology. Initially facing challenges such as low internet penetration and resistance to digital transactions, they focused on user education, security, and partnerships with banks and service providers to build trust.

Technology entrepreneurship is about creating and managing technology-driven ventures, and eSewa reflects this well. It blends entrepreneurial principles with technological innovation to solve real-world problems. Key characteristics of technology entrepreneurship seen in eSewa include innovation, risk-taking, scalability, and high growth potential.

As a technology-based firm, eSewa uses IT infrastructure to offer services such as utility bill payments, fund transfers, mobile top-ups, and online shopping payments. It has grown from a small startup to a robust ecosystem with millions of users, thousands of agents, and integration with over 50 banks.

eSewa's success highlights the fundamentals of entrepreneurship: identifying a problem, providing a solution, managing resources effectively, and adapting to change. It also serves as a role model for aspiring tech entrepreneurs in Nepal and other developing nations.

**Discussion Questions:**

1. How does eSewa reflect the key characteristics of technology entrepreneurship?
2. What type of entrepreneur best describes the founders of eSewa? Why?
3. What are the main challenges technology-based firms like eSewa face in emerging markets?
4. How has eSewa contributed to the development of digital infrastructure in Nepal?