



# TECHNOPRENEURSHIP ECOSYSTEM

*Keeping the right direction*

UNIVERSITY OF  
SANTO TOMAS

# LEARNING OBJECTIVES

- To understand the concept of Technopreneurship Ecosystem
- To identify what are the indicators of a successful technopreneurship.
- To identify and discuss the incubation and innovation.
- To discuss what is SEED Money and its relevance in technopreneurship
- To discuss comprehensively the Intellectual Property (Copyright, Patent and Trademark)

# Technopreneurship Ecosystem

It is similarly for technopreneurial venture to start, grow and succeed, it must also have the required resources, environment and support. Its learning objectives are at the end of this session/lecture, the students should be able to: enumerate the different actors/players for the technology ventures to prosper and define the roles of the different actors/players in techno ventures.





# *Successful Technopreneurship*

***H-E-L-P.***

Techno Ventures *has HUMAN RESOURCES,  
ENVIRONMENT LAWS  
& POLICIES and FINANCIAL RESOURCES*



# *Successful Technopreneurship*

- **Human resources components** are: Research who is the thinker, idea generator and innovator. Developer who is the implementor, technical people. Scanner and marketing people and Financer. **Environment component** are: Science parks and incubation centers, Academic Institutions and R & D centers, Internet access and Communication, Communication and other Support Services, Geographic accessibility and Venture Mentoring Services/Support.

# *Successful Technopreneurship*

- **Incubation** is the programmes provide incubation services to assist technology start-ups in their vulnerable stages, enabling them to grow and flourish. It supports office space and facilities, technical and management assistance, promotion and development assistance, business support and financial aid package. **Laws and Policies**, it is the Intellectual Property Rights Office, Technology Licensing Office – facilities commercialization of Inventions and Legal Services. **Financial Component** is the investor, Business Sector, Funding Agencies and Financial Services (i.e. Accounting)





- **Innovation** who person gets an idea, active search, by chance, present employment or experience. *Triggering Event* - career prospects and deliberate choice. *Implementation* and last *Growth*. There are also three (3) vital common components for business: 1. excellent market opportunity – customer Need and timing, 2. superb entrepreneur (and management team) – with the right opportunity, the business will be successful if led by a person with strong entrepreneurial and management skills, and 3. resources needed to start the company and make it grow.



## □ Types of Innovation

### □ Breakthrough

- Fewest number of innovations.
- Establishes the platform on which future innovations in an area are developed.
- Should be protected by patents, trademarks, and copyrights.

### □ Technological

- Occurs more frequently; not at the same level of breakthrough inventions.
- Offers advancements in the product/market area.
- Needs to be protected.





## ☐ Ordinary


- ☐ Occurs most frequently.
- ☐ Extends a technological innovation into a better product or service or one that has a different market appeal.
- ☐ Usually come from market analysis and pull, not technology push.



## □ Defining a New Innovation (Product or Service)

### □ Newness can be:

- In the consumer concept.
  - A change in the package or container.
  - Slight changes or modifications in the appearance of the product. (Industrial market)
- ### □ Companies also add products to their product line that are already marketed by other companies; products are new to the manufacturer but not the consumer.



# □ Classification of New Products

## □ Consumer's Viewpoint

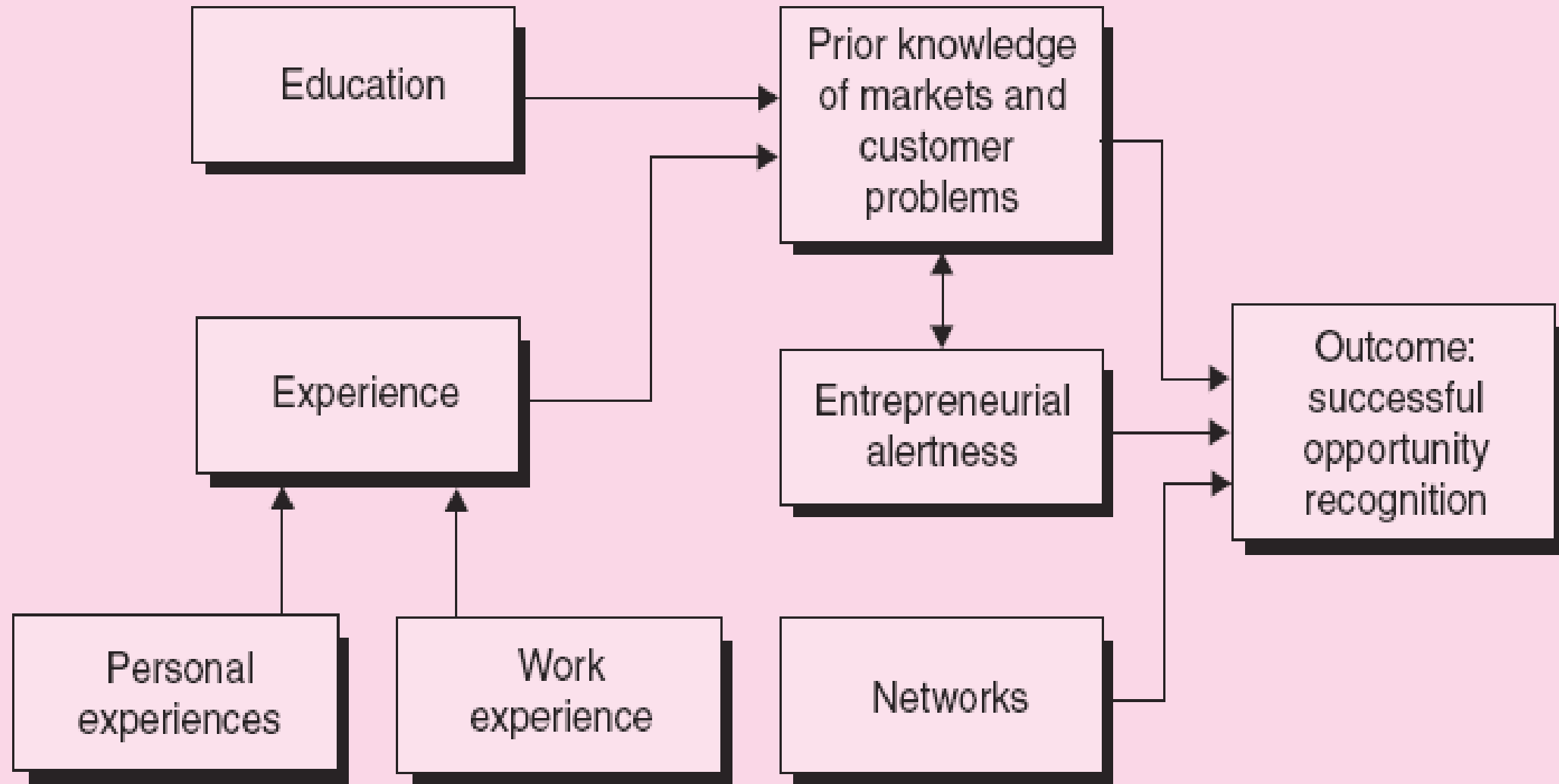
- The continuum proposed by Thomas Robertson is based on the disrupting influence that use of the product has on established consumption patterns.
  - Continuous innovations.
  - Dynamically continuous.
  - Discontinuous innovations.
- This approach is consistent with the marketing philosophy that “satisfaction of consumer needs” is fundamental to a venture’s existence.



# NEW PRODUCT CLASSIFICATION SYSTEM

Market Newness ↓	Technology Newness →			
	Product Objectives	No Technological Change	Improved Technology	New Technology
No market change			<b>Reformation</b> Change in formula or physical product to optimize costs and quality	<b>Replacement</b> Replace existing product with new one based on improved technology
Strengthened market		<b>Remerchandising</b> Increase sales to existing customers	<b>Improved product</b> Improve product's utility to customers	<b>Product life extension</b> Add new similar products to line; serve more customers based on new technology
New market		<b>New use</b> Add new segments that can use present products	<b>Market extension</b> Add new segments modifying present products	<b>Diversification</b> Add new markets with new products developed from new technology

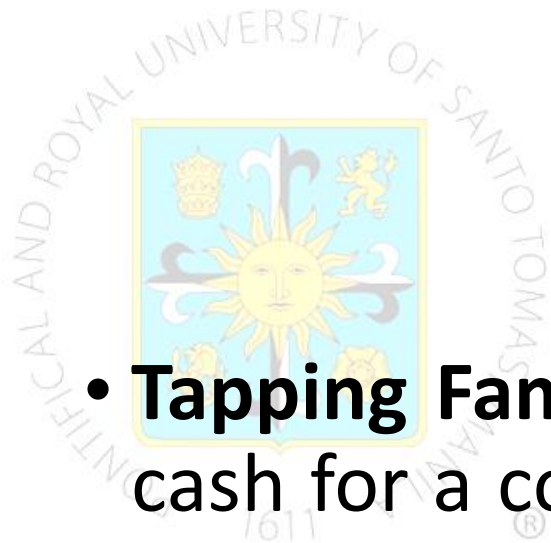
# A MODEL OF THE OPPORTUNITY RECOGNITION PROCESS



# SEED MONEY

- **Seed money** is sometimes known as seed funding. It is a form of securities offering in which an investor purchases part of a business. The term *seed* suggests that this is an early investment, meant to support the business until it can generate cash of its own or until it is ready for further investments. Seed money options include *friends and family funding*, *angel funding* and – *recently* – *crowd funding*.





# TAPPING FAMILY

- **Tapping Family and Friends** is tapping personal ties to raise cash for a company that's either too new or too small to get financing elsewhere is an age-old formula that still makes sense. **Blood money** is hitting up family and friends are the most common way to finance a start-up. It's also the riskiest. **Borrowing** it is avoiding problems with family and friends, when entrepreneurs borrow start-up capital from family member or friends, it's best to prepare for the worst – before it happens.



# TAPPING FAMILY

**Borrowing money for your business** whether you borrow money from a bank or someone you know, you should sign a promissory note – a legally binding contract in which you promise to repay the money. **Steps to borrowing from family or friends** are keeping the relationship professional is the key to successful borrowing from close acquaintances.

# THE NINE (9) FS



- 1.) **Founders**- first class entrepreneurs.
- 2.) **Focused**- focus on niche markets, specialize.
- 3.) **Fast** - decision making and implementation.
- 4.) **Flexible** - open minded and can respond to change.
- 5.) **Forever innovating.**



# The Nine (9) Fs

6.) ***flat*** – organizations.

7.) ***Frugal*** – low overhead, productivity high.

8.) ***Friendly*** – to their customers, suppliers and workers.

9.) ***Fun*** – to be associated with an entrepreneur company.



# INTELLECTUAL PROPERTY

This refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce. IP is divided into categories: industrial property, which includes inventions (patents), trademarks, industrial designs, and geographic indications of source and last is copyright, which includes literary and artistic works such as drawings, paintings, photographs and sculptures, and architectural designs.

# INTELLECTUAL PROPERTY



**Intellectual Property Rights (IPR)**– intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time. Intellectual property code of the Philippines, Republic act No. 8293 on June 6, 1997, this is an act prescribing the intellectual property code and establishing the intellectual property office, providing for its powers and functions, and for other purposes.



# INTELLECTUAL PROPERTY



*Source: Google Images*

# PATENT

- A **patentable invention** has a technical solution to a problem, in any field of human activity, it must be NEW, it must involve an INVENTIVE STEP, and it must be INDUSTRIALLY APPLICABLE. A useful machine for statutory classes of invention is the following: a product or composition, a method or process, an improvement of any of the previous invention, microorganism, and non-biological microbiological process.



# PATENT

Discovery of non-patentable inventions are scientific theory, mathematical methods, scheme, rule and method of performing mental act, playing games, doing business, program for computer, method of treatment for human or animal body by surgery or therapy & diagnostic method, plant variety or animal breed or essentially biological processes for the production of plants and animals, artistic creation and contrary to public order or morality.



# PATENT

Requirements for patentability are novelty – originality, inventive step – creativity and industrial applicability – manufacturing and developed. An inventive involves an inventive step, if having regard to prior art, it is not obvious to a person skilled in the art of obviousness which not beyond normal progress of technology and skilled person which ordinary practitioner who is aware of common general knowledge in specific art. Natural person and juridical person or body of persons, a corporation, a partnership or other legal entity recognized by law may apply for a patent.

# PATENT

*Contents of the specification are the following:*

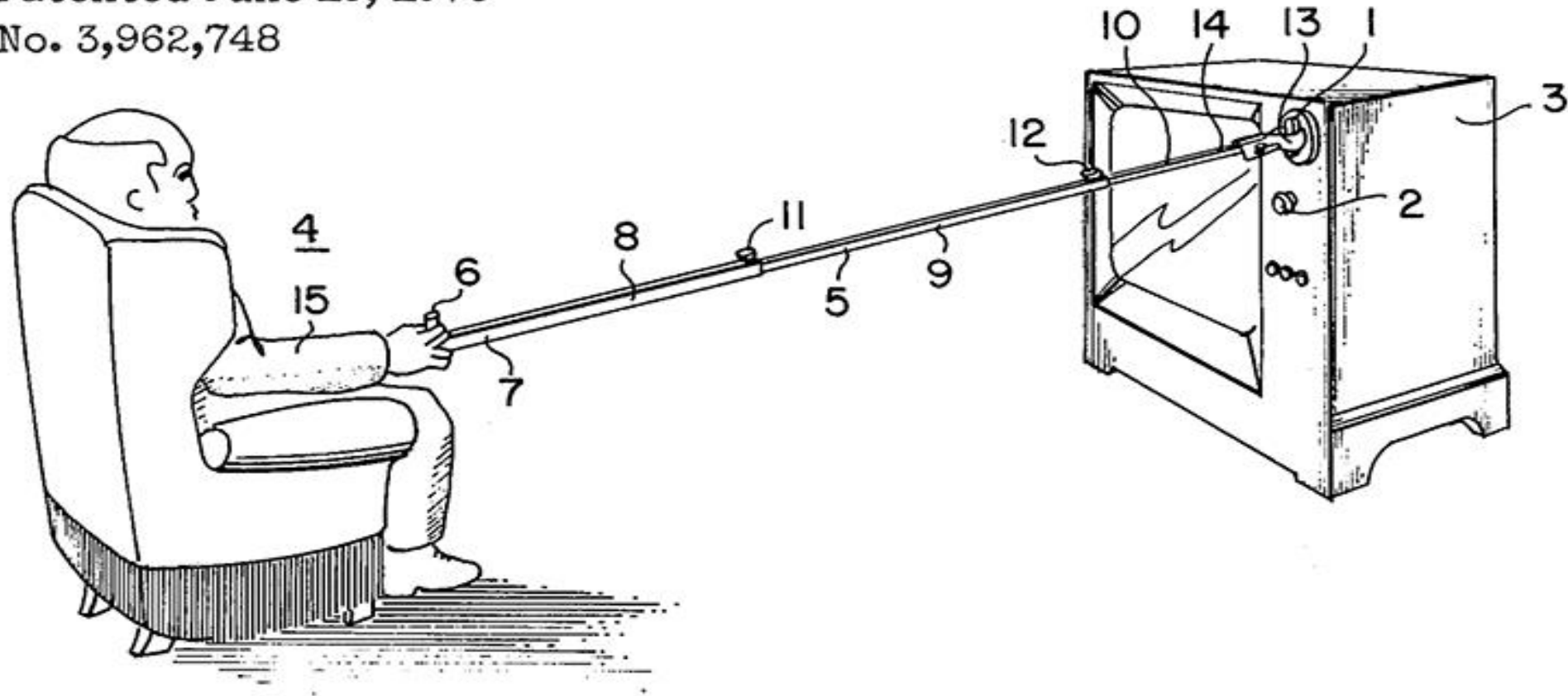
1. Title of the invention.
2. Abstract of the disclosure.
3. Background of the invention.
4. Summary of the invention.
5. Brief description of the drawings.
6. Detailed description; and
7. Claims. Applicants or inventors can prepare the patent application.

# PATENTS

## CHRIS T. MICHAELS TV CONTROL DEVICE

Patented June 15, 1976

No. 3,962,748



Source: Google Images



# TRADEMARK

- **Trademark** is a tool used that differentiates goods and services from each other. A trademark can be one word, a group of words, sign, symbol, logo, or a combination of any of these. Generally, a trademark is a very effective tool that makes the public remember the quality of goods and services. Once a trademark becomes known, the public will keep on patronizing the products and services. Utilized properly, a trademark can become the most valuable business asset of an enterprise.

# TRADEMARK

- In addition to making goods and services distinctive, the owner of a mark may earn revenues from the use of the mark by licensing its use by another or through franchising agreements. *Service mark* is same as trademark, but for a service. Trademark can be protected through registration. Registration gives the trademark owner the exclusive right to use the mark and to prevent others from using the same or similar marks on identical or related goods and services.



# TRADEMARKS



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# COPYRIGHT

It is the protection for authors of original works whether published or unpublished. It covers original works of authors, composers, screenwriters, and computer programmer. Owner has the sole right to print, reprint, sell & distribute, revise, record and perform the work. “Original work” refers to every production in the literary, scientific and artistic domain. Among the literary and artistic works enumerated in the IP code includes books and other writings, musical works, films, paintings and other works and computer programs.

# COPYRIGHT

Works are protected by the sole fact of their creation, irrespective of their mode of form of expression, as well as their content, quality and purpose. Thus, it does not matter if, in the eyes of some critics, a certain work has a little artistic value. So long as it has been independently created and has a minimum of creativity, the same enjoys copyright protection.



# COPYRIGHT



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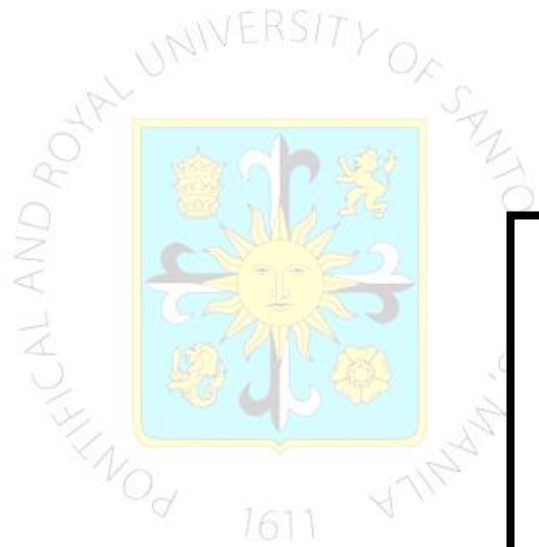
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