

[22MEPS12]

Startup Fundamentals

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Objectives:

- Learn the science of transforming innovative ideas into high-growth enterprises.
- To understand the basic concepts of IPR, and develop a patent draft for a potential IP.

Unit I Entrepreneurial Mindset & Method 9

Introduction to Innovation-led, tech-powered entrepreneurship - Understand from research the attributes of an expert entrepreneur - Effectuation principles - Dealing with the unknowns - Case studies of startup failures.

Unit II Idea to Enterprise 9

Design and Planning of Product Concept - Business Model - Business Planning - Building Proof of Product and Value Testing - Target Market and Revenue Planning

Unit III Minimum Viable Business 9

Framework for Minimum Viable Business - Disruptive Innovation - Theory of Disruption - Competitive advantage - Building proof of viable business model - Demystifying Scalability - Funding Opportunities

Unit IV Intellectual Property 101 9

Introduction and the need for Intellectual Property Rights - IPR Genesis and Development - Copyright - Trademark - Trade Secret - Geographical Indicators - Industrial Designs - Types of Patent – Sample Patent Application - IPR in INDIA; Global trends - Patent fees

Unit V Prior Art Search and Patent Drafting 9

Prior Art Search - IP Licensing – IP Commercialization - IP Infringement- Case Study on Apple vs Samsung, Case study on basmati rice.

The invention as a concept - Keywords formation - Structure of patent - Key attributes in patent drafting - Drafting provisional specifications - Drafting complete specifications - Draft claims - Case studies on patent drafting

TOTAL: 45 PERIODS

Course Outcomes

At the end of the course:

- Develop an entrepreneurial mindset to identify, assess, shape & act on opportunities.
- Demonstrate the potential of an innovative idea to create economic value, as a startup
- Understand the scientific process to explore a viable business model
- Demonstrate knowledge on the fundamental concepts of Intellectual Property

Text Books

1. Steven Blank and Bob Dorf, (2012), The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company, K&S Ranch
2. Dr Saras Sarasvathy, (2008), Effectuation: Elements of Entrepreneurial Expertise, New Horizons in Entrepreneurship series.
3. Elizabeth Verkey, (2005), Law of Patents, Eastern Book Company
4. Prabuddha Ganguli, (2017), Intellectual Property Rights: Unleashing the Knowledge Economy, McGraw Hill Education; 1st edition

References

1. WIPO Intellectual Property Handbook
https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf
2. <https://assets.entrepreneur.com/static/20220301113822-Marketing.pdf>
3. <https://www.deluxe.com/blog/startup-fundamentals-guide/>
4. <https://www.forbes.com/sites/allbusiness/2018/07/15/35-step-guide-entrepreneurs-starting-a-business/?sh=69a6031e184b>