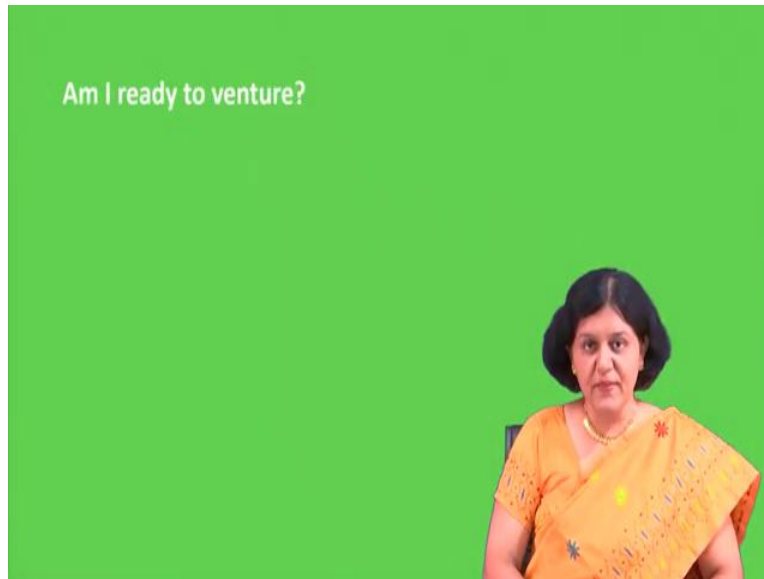


**Entrepreneurship and IP Strategy**  
**Professor Gouri Gargate**  
**Rajiv Gandhi School of Intellectual Property Law**  
**Indian Institute of Technology, Kharagpur**  
**Lecture 40**

**Am I Ready to Venture My Strat Up? (Course Applicability)**

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A very warm welcome in the fifth module of week eight of the course, Entrepreneurship and IP Strategy, titled Am I Ready to Venture My Startup? Now, this is the last module of the course, it is a fourteenth video session. With this journey of twenty hours, forty video sessions, two live interactive sessions, eight assignments, we hope everyone is ready with your venture and you are ready to get take that challenge and you will start that your journey of a entrepreneurship, probably you have already started that.

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Now, in this eighth week what we have kind of gone through which will help you to do your entrepreneurial activity is like, we have started with understanding the relationship between entrepreneurship and intellectual property. Now, we have like seen the definition, concepts related to intellectual property and then its relation with entrepreneurship. And then, we have tried to understand how exactly or where exactly IP strategy will be followed or where it will be involved in the entrepreneurship. Then, in the next week, we have concentrated on the innovation.

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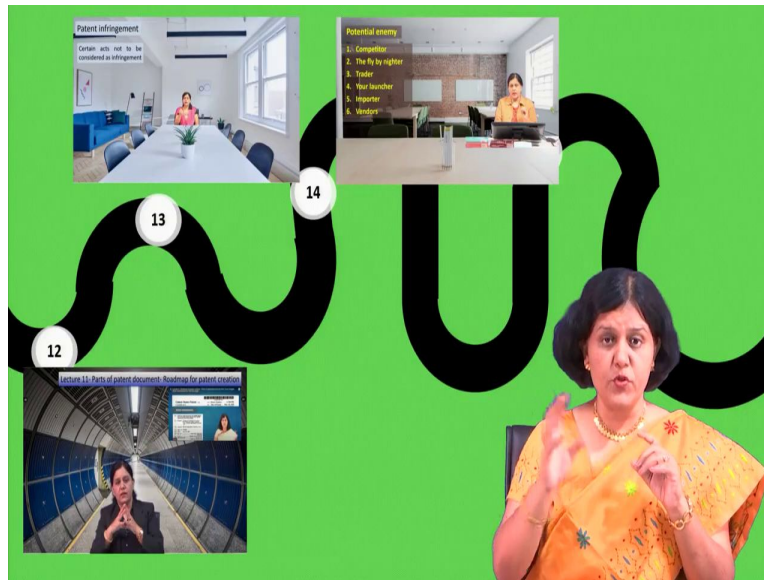
Now, innovation, you are very well aware about that innovation, but the thing is that we have just tried to relate it in a sense of IP, because we have to understand that open innovation concepts and how organizations are using open innovation and IP, maturely that strategy they are using, interchangeably that strategy organizations are using. And we have seen the example of a Tesla for that, and then we have seen the various types of innovations and then what is the difference between innovation and venture and all these details we have seen in week two.

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Then in week three, we have concentrated on trademark, one of the type of a intellectual property. And we have like know now that, almost every kind of entrepreneurial activity will require a trademark. And I guess, that with this kind of information which you have received in the four sessions along with the case study, probably you are ready to file your own trademark and using the reading material and the forms which are available in that folder, which is hosted on the website of the course. And probably you will use it effectively for your entrepreneurial activity.

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Now, next, the type of IP which concentrated, which we concentrated is in week four, we have seen details about a patent. And yes, it was a little bit heavy week we understand that thing. But the thing is like that when we study patent, it itself is a very vast kind of a subject. And we have already one kind of NPTEL course, that is a RFPC “Roadmap for patent creation”, where 40 videos are dedicated on patent only. So, we have given you the references and that only sessions probably will be sufficient for you, if you are like looking patent to kind of your technological intervention, that much information probably will be useful to you as an entrepreneur.

If you are, if you want to go details of that particular patent, you can go through the entire 40 videos, but whatever it is necessary, we have given that information to you. And then the important point we have seen like a patent infringement and then the patent strategies. Patents strategies like a various patent strategies, we have seen and that there are various types of kind of strategies are there and the two sessions we dedicated for that particular thing. And the another thing we covered in the fourth week is a capsule version.

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Now, next, we have concentrated on a copyright and its relation with the entrepreneurship. And we have seen that what is meant by that copyright, and then what is the subject matter of copyright, what are the related rights, and then how you yourself can do the registration of a copyright. It is a, I will say that, and we have already kind of insisted when we were dealing with that particular subject that is a copyright in week five, that it is a simplest kind of registration procedure. And you can yourself definitely do copyright registration without help of any kind of assistance from any legal kind of an expert.

So, it is like that course is like, that week is like a self-explanatory and you can go for a registration of a copyright, after going through only these five sessions, we have like taken that caution that it will be sufficient for you to go for the copyright registration. So, copyright and trademark probably, you yourself can do that kind of a registration.

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Then we have concentrated on week six, which was dedicated to industrial design. Now, that is a fourth type of industrial property or the type of intellectual property. And here you have seen the details about industrial design, then the act that key features of the act, then how it is related to business, then what are, what are the chances are how exactly infringement occur, and what are the remedies available to you if something like unfortunate kind of event happened how exactly you will handle that particular thing, that was week six.

So, these four IPs and its central relationship with the intellect this, entrepreneurship we, I guess, this four weeks are sufficient for you to understand the relationship between this entrepreneurship and IP. And you can use this for IPs effectively in your entrepreneurial activity.

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Now, next week like that is a week seven we have dedicated on a kind of the holistic approach towards this kind of IP strategy and entrepreneurship. And we have given you a few examples of kind of success stories and business models of a few startups and the startups which we have considered here these are like become very successful giant organization. So, that examples we have given you. So, the two kind of objectives where there behind selection of these kind of case studies, that yes, it will be like a motivation for you.

And the second kind of objectivity is like that, you can just think over how exactly they have followed the path to develop from that scratch and they become a giant organization. So, that was two objectives, and then the effective use and which IP they are like focused on. So, that way we have planned this module, which was a success story and business model. Then we have given you glimpses about IP valuation, and then the bank loan and insurance because fundraising is important.

You are pretty well aware about that other modes of fundraising, that is angel investor is there, equity kind of shedding is there or grantee net from government is available, so that you are available. But yes, IP valuation if you do, and then the you can think of kind of a fundraising from a bank loan, that is another way kind of fundraising is there. And then we have seen like a few examples of IP transaction, and then that strategy which startups and MSMEs are following.

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Now, then next, we move to the week eight and week eight, we concentrated on the government facilities which are available for a entrepreneurial activity with much specificity towards the intellectual property. And we know that there are IP facilitators, we have explained or given you idea about that IP facilitators, the list is already available on the IP India website. And then we have given you the idea about the schemes for IP financing, what support government is giving you, that policies.

And only 10 kind of a schemes, we have concentrated including very focused IP related, and then a little bit kind of a related or whatever the schemes are available, there are 125 schemes available, we could able to discuss only 10 schemes here. And then we have given you the idea about a incubators and research parks, so that you can maybe visit the details of that further and you can identify or locate the nearby incubators or research parks and you can go there for a understanding the procedure, if you want to incubate your startup there.

So, that kind of information is given in that incubator and research park. And then we have seen that yes, lastly, how exactly this entrepreneurship activity like you are starting, and we have taken only one example, that there are various kind of ways you start with your entrepreneurial activity.

But the standard kind of activity which generally starts with a ideation, and then the business plan, then pitching, fundraising, and then the incubation, scaling up, and then you are entering



into that particular kind of a ready to go for the market from the incubator graduating from the incubator, that path.

And then we have given you the relationship of IP related to that, and how you exactly should plan the IP activities. So, that holistic approach we have like studied or we have just gone through that particular approach, that is integrative approach in between that entrepreneurship and the IP.

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Now, the most important thing after this we get, we will say that the case studies. We have given you a six case studies, I guess. And if you go through these six case studies, these six case studies itself is like a very good kind of a motivational things like, Google, Tesla, Arvind Mill, Bhansali production, Biocon all these are like a, yes, they have started with a very small kind of, local kind of activity and then the they have like scaled up and then they have grown into like a big organization, giant organization.

So, along with a dedicated one module on the examples of startups, we have also given you the dedicated case studies, so that it will be helpful for you to use IP effectively to develop your entrepreneurial activity. Now, most of these startups are like now, you have seen that these are the giant organizations. Now, next, like after these two capsule versions, we have a live session.

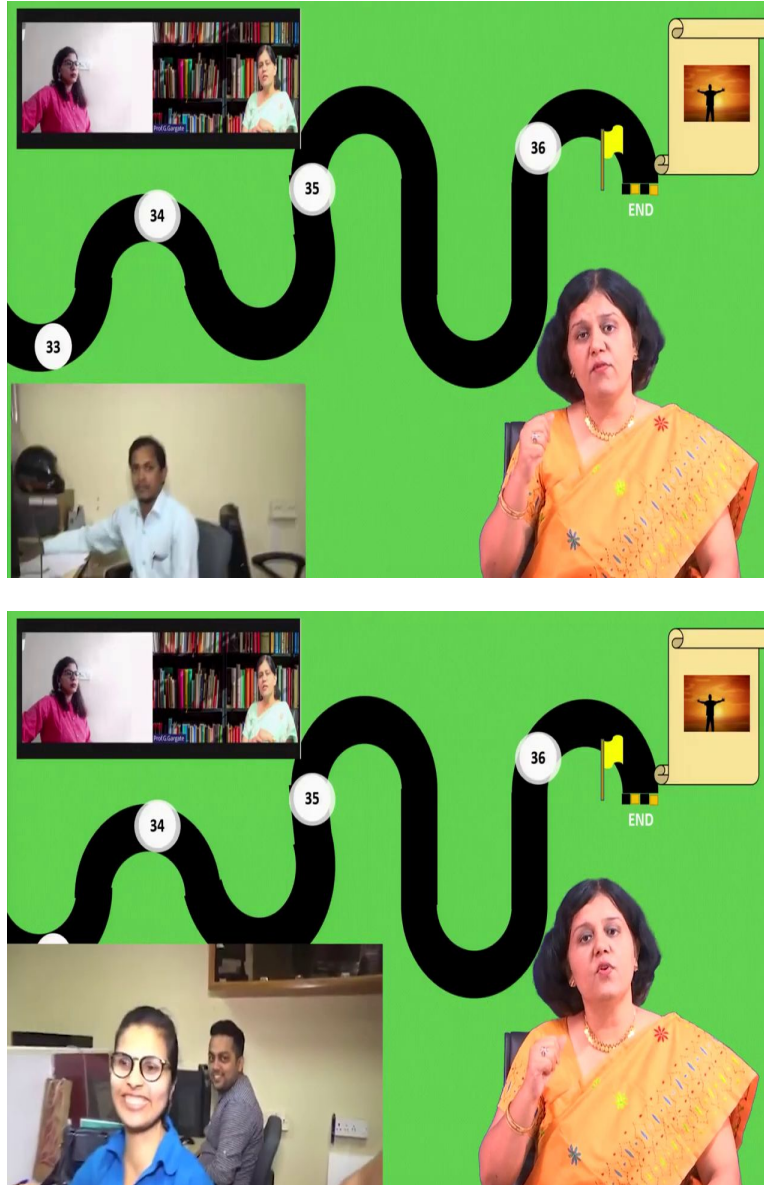
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This slide features a green background with a large black wavy line containing four white circles labeled 33, 34, 35, and 36. A yellow flag is positioned at the end of the line, with the word "END" written below it. In the top-left corner, there is a small video inset showing two women in a library. In the bottom-left corner, there is another video inset showing a woman in a black t-shirt sitting at a desk with a laptop. The main video shows a woman in an orange saree with floral patterns, speaking and gesturing with her right hand.

This slide is identical in layout to the one above, featuring a green background with a large black wavy line and four white circles labeled 33, 34, 35, and 36. A yellow flag is positioned at the end of the line, with the word "END" written below it. In the top-left corner, there is a small video inset showing two women in a library. In the bottom-left corner, there is a video inset showing a man in a yellow and black striped shirt sitting at a desk with multiple computer monitors. The main video shows the same woman in an orange saree from the previous slide, now with her eyes closed and hands held together in a prayer-like gesture.

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So, these two live sessions if you see, that whatever questions you have asked us on the forum, we, wherever it is possible, we have answered there, but the questions which need a little bit elaborate answer we have taken it into the live session and also mentioned in the live session that in the live session, you have like a chance to write down your questions and that questions you are answering.

And in the capsule version what we are doing exactly is like a the questions which we are not able to answer in that forum, we have taken it and we have developed two capsule version so that this will get, we can get a chance to give you answer a little bit elaborate so that you can use it effectively for your entrepreneurial activity.

So, these two capsule versions, and then the two live sessions, and then the discussion forum. And I guess these are the lot of activities that eight weeks, six case studies, two capsule versions, two live sessions. And yes, you are now ready with your venture we suppose that. With this like eight weeks dedicated kind of activity, you are ready now, for your entrepreneurial activity.

Now, yes, the examination will be there that will be MCQ type, and that definitely, means if you take a examination probably it gives you like go through this material little bit carefully. And yes, if you go little bit carefully in this material, probably it will help your entrepreneurial activity.

Now, with this we are coming to the end of this module and also with this we are coming to the end of the course. Thank you for attending the course, we hope you enjoyed this course if you have any queries please do write to us. If you have any suggestions or inputs or comments, please do let us know. Our contact details you can type the either course name or that Gouri Gargate only and you can just go to the IIT KGP website and there the contact details are available.

Then the like we have already offered one eight week course that is RFPC and this is our second kind of course that is a Entrepreneurship and IP Strategy. Now, for this both courses we have, few things I like to mention here that yes, for both the courses our team was same and key persons were Priyadarshini and Ramu Sir I should mention these name specifically. Priyadarshini have already made in capsule version, she is doing PhD here and we are working on IP evaluation.

She's in her third year of research. And Ramu Sir, you have not met him but he is the key person for all the recordings and very special thanks to him. Along with him Deveshda, Priyanka, and so many have contributed for a successful offering of the course. And we are sharing a small video here after this, and this is like giving you the, like who are the team members who are relentlessly working here for this course offering.

The other NPTEL team along with IIT, Kharagpur NPTEL team yes, I should mention that IIT, Madras team they are doing amazing task and excellent management. Your all examination related things and the coordination everything is managed by IIT, Madras NPTEL team. Now,

we can say that without you this course will not be a a success and we are very thankful to you that you have enrolled. And yes, you are now taking examination eventually.

And best of luck for your examination. We will wait for your communication regarding your startups and we are like eager to know that yes, if this course helped you to start your entrepreneurial activity. So, we would like to know more from you about your entrepreneurial activity. Thank you to all and best luck for your examination. Take care, bye.

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