Technopreneurship: Creating Technology Enabled Startups And Ecosystem

22nd January- 9th February 2024 (3 weeks)

Rationale:

Technopreneurship is derived from "Technology" and "Entrepreneurship". In other words, it is entrepreneurship in a technology intensive context. It is a process of merging technology prowess and entrepreneurial talent and skills. This process of Technopreneurship promotes and enables startups, which in turn improves the socio-economic picture of a particular region.

Technopreneur is the person who terminates the existing economic order by introducing new products and services, by creating new forms of organizations and by exploiting new raw materials. It is someone who perceives an opportunity and creates an organization to pursue it.

A startup is a young budding company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner. Startups have a far-reaching ripple effect on the socio-economic fabric of the demography in which they operate. Infosys has impacted Bangalore and Alibaba has changed Hangzhou. What Google has done to Mountain View and how Microsoft transformed Redmond are case studies in themselves. When these startups grew, they directly impacted growth of their cities as well. Employment opportunities for youth increased and new employment patterns came into picture. Demand and employment opportunities for engineers saw a steep rise. Local youth had new opportunities to pursue, and experienced talent started moving to these cities in pursuit of a challenging and high-growth career.

As per one published report of Invest India (2022), India has emerged as the 3rd largest ecosystem for startups globally with over 77,000 Department for Promotion of Industry and Internal Trade recognized startups across 656 districts of the country. India ranks 2nd in innovation quality with top positions in the quality of scientific publications and the quality of its universities among middle-income economies.

Indian Startup Ecosystem has seen exponential growth in past few years (2015-2022 till date) :

• 15X increase in the total funding of startups

• 9X increase in the number of investors

• 7X increase in the number of incubators

As per one published report of Inc42 (2022) India has over 84,012 startups and currently ranks 3rd in the global startup ecosystem. It has over 108 unicorns on the last count. Indian upstart-ups attracted about $136 Bn of investment in the 8 years alone and have directly created millions of jobs in the country. The collective valuation of these startups is upwards of 345 Bn USD. The sector has achieved scale and is a crucial link between growth, innovation, employment, and even exports.

Objectives:

The Technopreneurship course will provide you with an introduction to the technology venture creation and management through a mix of experiential learning, skill building and most importantly, mind-set shift. This fast-paced programme follows a structure that covers the major elements of start-up activity, focusing on key challenges faced in starting a technology venture.

Target Group:

Policy-makers, Business Owners, Managers, Executives and Working Professionals from any of following organizations can participate:

• Government Institutions & Government Officials

• Research & Development professionals

• Business and Industrial professionals

• Chambers of Commerce and Industry

• Business Development Organizations

Course Content:

Module 1: Technology Entrepreneurship and Technopreneurial processes

Module 2: Technopreneurship to solve rural / urban issues.

Module 3: Technology Ventures & Commercialization (Patents, Licensing, Legal services)

Module 4: Product Development & Entrepreneurial Marketing

Module 5 : Development of Startup Ecosystem

Module 7 : Ecosystem enablers: Mentors, Investors, Incubators, Funding agencies, Government, Nodal Institutions, R&D Institutions.(Schemes: Startup India Seed Fund Scheme (SISFS), Ambedkar Social Innovation Incubation Mission (ASIIM), MSME Innovative Scheme (INCUBATION, DESIGN & IPR) etc.)

Module 8 : Industrial Visits.

Benefits To Participants:

- Understand Entrepreneurship and Innovation
- Understand about technology transfer and expansion opportunities with collaborative approach
- Develop the process of creating Startup ecosystem
- Ability to commercialize new products, technologies, processes, and arrangements
- Understanding Funding, Mentoring for technology enforced Startups.