



## KURUKSHETRA UNIVERSITY TECHNOLOGY INCUBATION CENTRE (KUTIC)

### **Event: Workshop on Start up, Spin up and Accelerate**

**Date:** October 17th & 18th, 2019

**Invited Speakers:** **Dr. Sangeeta Devni**, Senior Scientist and Coordinator of TOCIC,  
**Ms. Sarita Mishra**, Founder, Green Cosmos and Only Naturals, Bengaluru  
**Mr. Narinder Jassal**, Principal ISTC & Sr. Scientist, CSIR-CSIO, Chandigarh

**Venue:** Senate Hall, KUK

### **BRIEF REPORT**

On 17th and 18th of October, the Kurukshetra University Technology Incubation Centre organised its first workshop on Start up, Spin up and Accelerate. The event was held in Senate hall, Kurukshetra University, Kurukshetra in the presence of invited speakers **Dr. Sangeeta Devni**, **Ms. Sarita Mishra** and **Mr. Narinder Jassal** Prof. Anurekha Sharma, Coordinator KUTIC, Prof. C. C. Tripathi, Director U.I.E.T, PAG Members of KUTIC and students. The purpose of the workshop was to encourage the students and budding entrepreneurs to develop new set skills and fostering entrepreneurship.

**Ms. Sarita Mishra**, started her talk by introducing the audience about some famous scientist entrepreneurs of all the time. She then discussed various elements bridging the gap between science and business. Followed by she gave a detailed overview of types of business entities for registering a business such as private limited company, Limited Liability Partnership (LLP), sole proprietorship, etc. She also addressed the students that choosing the right form of company or sector for any business helps in improving the chance of financial and operational success. Further, she discussed how one can take startup leap by considering few important elements such as scientific and business training, mentors support at every stage of startup journey, and personality traits. Followed by next speaker of the day, **Mr. Narinder Jassal**, enlightened about PRISM's Technopreneur Promotion Programme which allows individuals to avail the govt. Grants up to rupees 20 lakh for their start-ups. He also defined innovation as the sum of creativity and commercialisation.

**Dr. Sangeeta Devni**, in her talk, stated that a Guru or a Mentor is the light who guides us through the dark to great heights and explained the Kundli for the business. She then discussed about the technology, business models and platforms and the revenue models. Dr. Sangeetha, has shared her experience in drafting a business plan for their business. The event wrapped up by felicitation of the guests and vote of thanks with a short inspiring quote by Jim Rohn. - Whatever good things we build, end up building us.

Second day of the workshop was started by an invited talk on Intellectual Property Rights(IPR) by Ms. Sarita Mishra. In her talk, she introduced the audience how Intellectual Property Rights is most valuable asset of technology startup. She then discussed the advantages of IPR such as, increases valuation of a startup, generate revenue streams through licensing and cross licensing, earn royalties by licensing and can be sold to generate revenue.. Further, she discussed type of intellectual properties available and gave a detailed overview on each and every type. Finally,

she shared few examples of IPR such as types of IPR, confidential agreements and how a balance sheet important for a startup.

