

Technopreneurship: Creating Technology Enabled Startups And Ecosystem

November 7, 2022 to December 16, 2022 (6 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.

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. Similarly, Start-Up Chile has proven to be a driving force in putting Chile on the world's entrepreneurial map, including Israel, Africa and others in the chain. 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.

Today, India is already the third-largest start-up ecosystem in the world in terms of number of start-ups, according to NASSCOM - with more than 15,000 start-ups opening shop in 2020, up from 9,000 in 2014. Fuelling this rise has been rapid funding growth - as per data processed from Tracxn, funding increased from \$5.5 billion in 2014 to \$15.6 billion in 2019 and \$12.2 billion in 2020. This trend is continuing in 2021 with \$10 billion funding coming in the first six months of the year alone. As a corollary, India is now a unicorn hub and home to nearly 66 unicorns, 45 of which made the list in the last 3 years. 2021 itself has been an unprecedented year - 15 unicorns being announced in six months, of which 6 were announced in a single week in April. In the year 2022, we have 100 Unicorns which a combined valuation of \$300 Bn+ and \$90 Bn+ total funding raised in just the first six months of the year.

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 Modules:

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: New Venture Creation and Management

Module 5: Product Development & Entrepreneurial Marketing

Module 6: Development of Startup Ecosystem

Module 7: Ecosystem enablers: Mentors, Investors, Incubators, Funding agencies, Government, Nodal Institutions, R&D Institutions

Module 8: Policy Frameworks

Module 9: Industrial Visits

Benefits To Participants:

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