



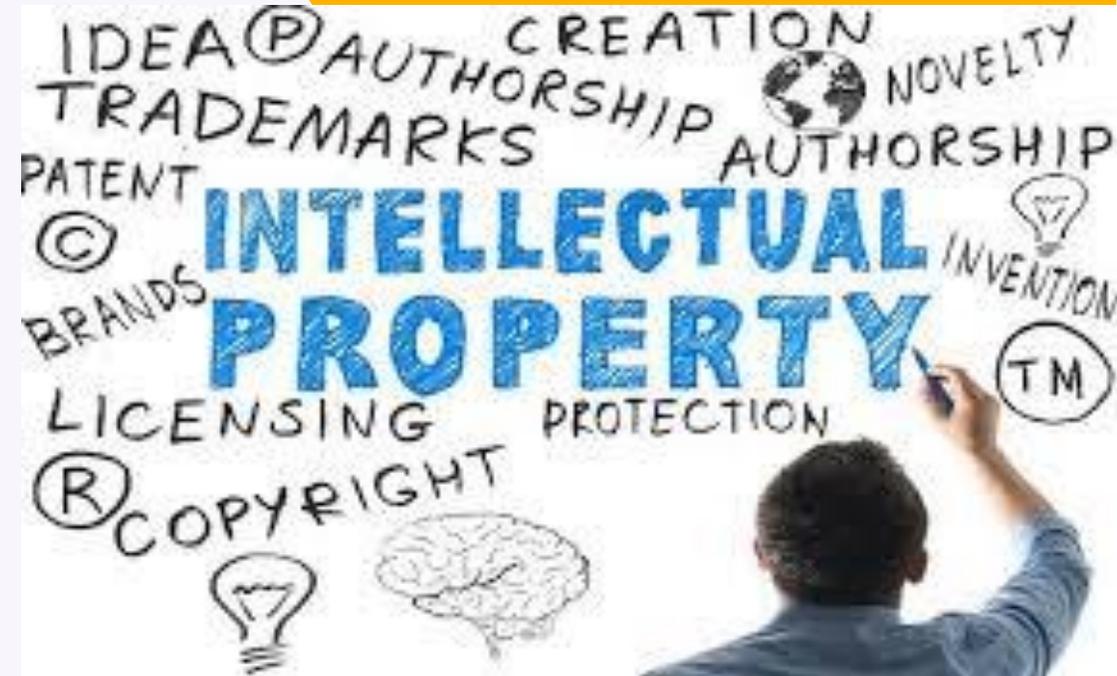
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Department of Computer Applications

Patent



COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT IV : INTELLECTUAL PROPERTY RIGHTS

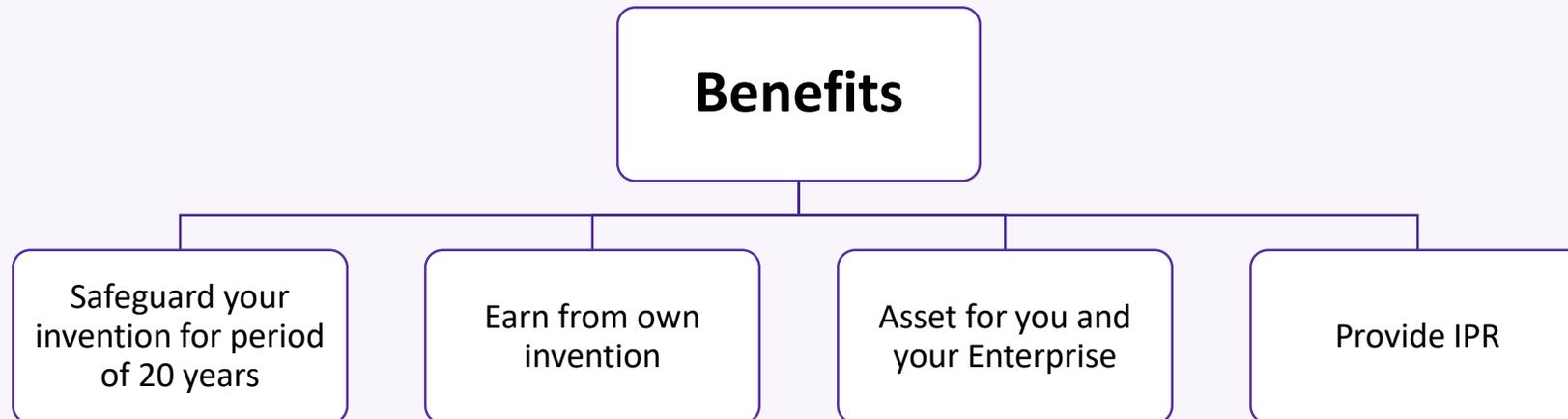
CLASS : I MCA / II SEMESTER





Patent

An intellectual property right granted by the government of a nation to an inventor that gives him or her the exclusive right to the invention for up to 20 years, in exchange for disclosing the details of the new technology to society for its ultimate benefit.





Patentability

Condition

- **Novelty:** Invention not known to public prior to claim by inventor
- **Inventive Step:** Invention would not be obvious to a person with ordinary skill in the art
- **Industrial Application:** Invention can be made or used in any useful, practical activity as distinct from purely intellectual or aesthetic one

Grant

- By national patent offices after publication and substantial examination of the applications
- In India provisions exist for pre-grant and post grant opposition by others
- valid within the territorial limits of the country
- Foreigners can also apply

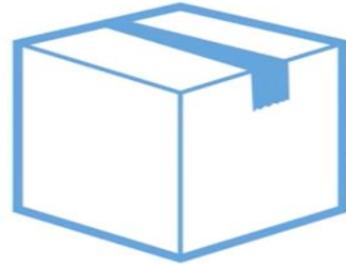


Patents – Not patentable

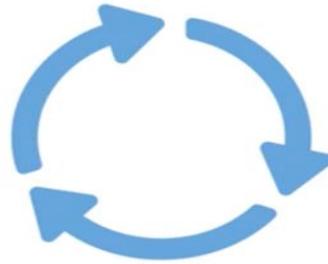
- Agricultural Equipments are patentable, not process of preparation
- Mere arrangements /duplication of known devices
- mere discovery of a new form of a known substance
- Plants & animals in whole or any part thereof other than micro-organisms, but seeds, varieties can be patentable
- Mathematical /business methods
- Presentation of information



Categories of Patent



Products



Processes



Physical Thing



Manufacture



Composition of Matter

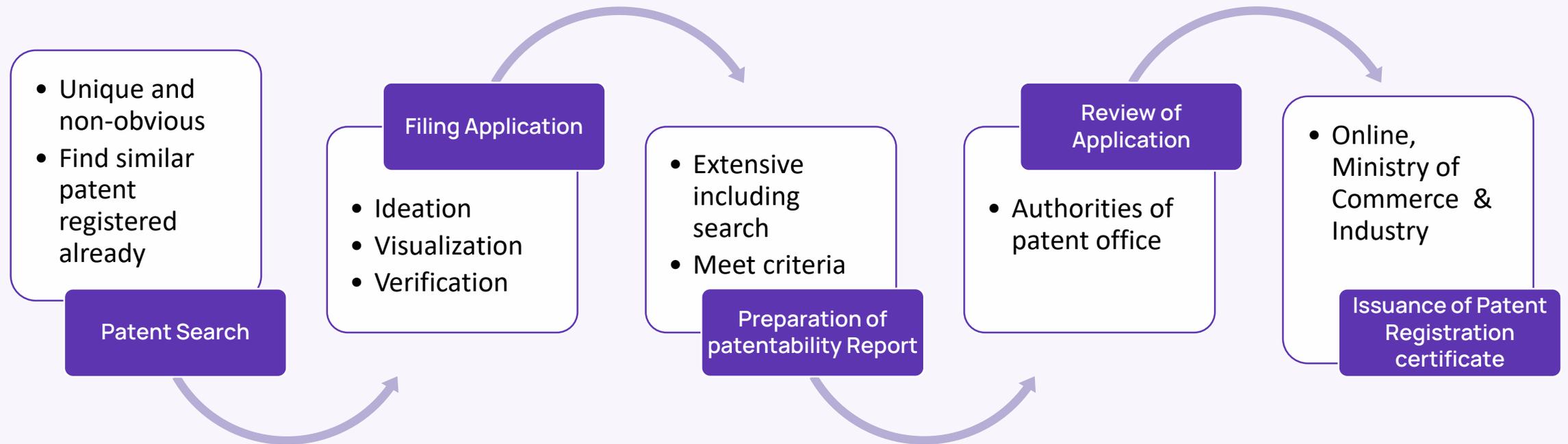


Doing something new or new way of doing something old



Patent Registration

Legal process of securing exclusive rights over a newly invented product. The rights include manufacture, sell, and import the product for the next 20 years





Patent Registration





Copyrights



BENEFITS OF COPYRIGHT REGISTRATION

- LEGAL PROTECTION
- BRANDING OR GOODWILL
- AFTER THE CREATORS DEATH
- PRIMA FACIE EVIDENCE
- OWNER PUBLICITY
- CREATION OF ASSET
- RESTRICTS UNAUTHORIZED REPRODUCTION
- PUBLIC RECORD
- COPYRIGHT HELPS IN ESTABLISHING CREDIBILITY IN MARKET
- GLOBAL PROTECTION



Types of Product innovation

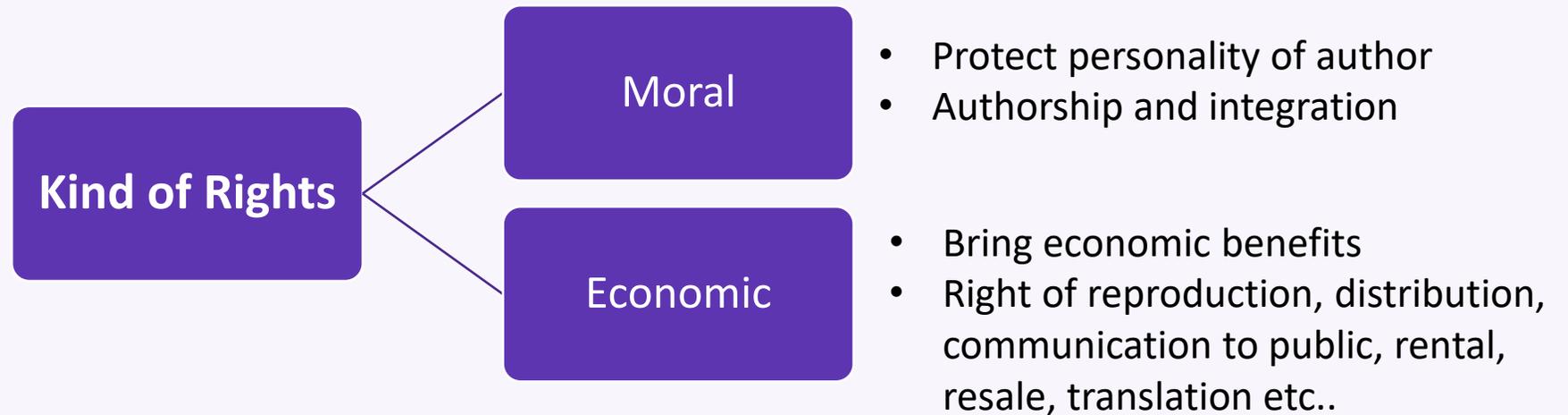
- Product (new product/object)
- Radical (create new solution like cloud computing)
- Process (alternative procedure)
- Business model (rethinking the way products are created, delivered, marketed, or monetized)
- Technological (novel ways to manufacture/produce goods and services, like renewable energy).



Copyrights



An intellectual property right granted by a government to the author of an original literary, dramatic, musical, artistic, or other eligible creative work.





Copyrights - Exception



- Newspaper: Employer- publishing rights, Author –other rights
- Photograph, cinema, painting –person who pay money
- Lectures delivered in public
- Govt. work or public undertaking work or work of international organization
- Question paper – setters
- Music – composer or owner?



Copyrights



Securing Copyrights

- Formality free protection
- Registration, a matter of law describes what is registered (subject matter)
- Duration is 60 years

Performer's rights

- Recording, broadcasting and communicating to the public of a live performance
- Presumption of transfer of performer's right to cinematographic film producer
- Reverse thinking
- Duration : 25 years



Trademarks



An intellectual property right granted by a government to an individual, business, or legal entity that creates and uses a distinctive word, name, symbol, or device to distinguish its products or services from those from any other entity in the marketplace.



Trade Secrets



A law that requires that the intellectual property to be protected, not publicly disclosed.



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Department of Computer Applications

Project Formulation

MCA



COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT II : PROJECT PLANNING

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Project formulation



It is process of critically look at the project idea, weighting its components, analysing with consultants, and the assessment of various aspects of investments

Systematic way of a project idea for arriving at an investment decision



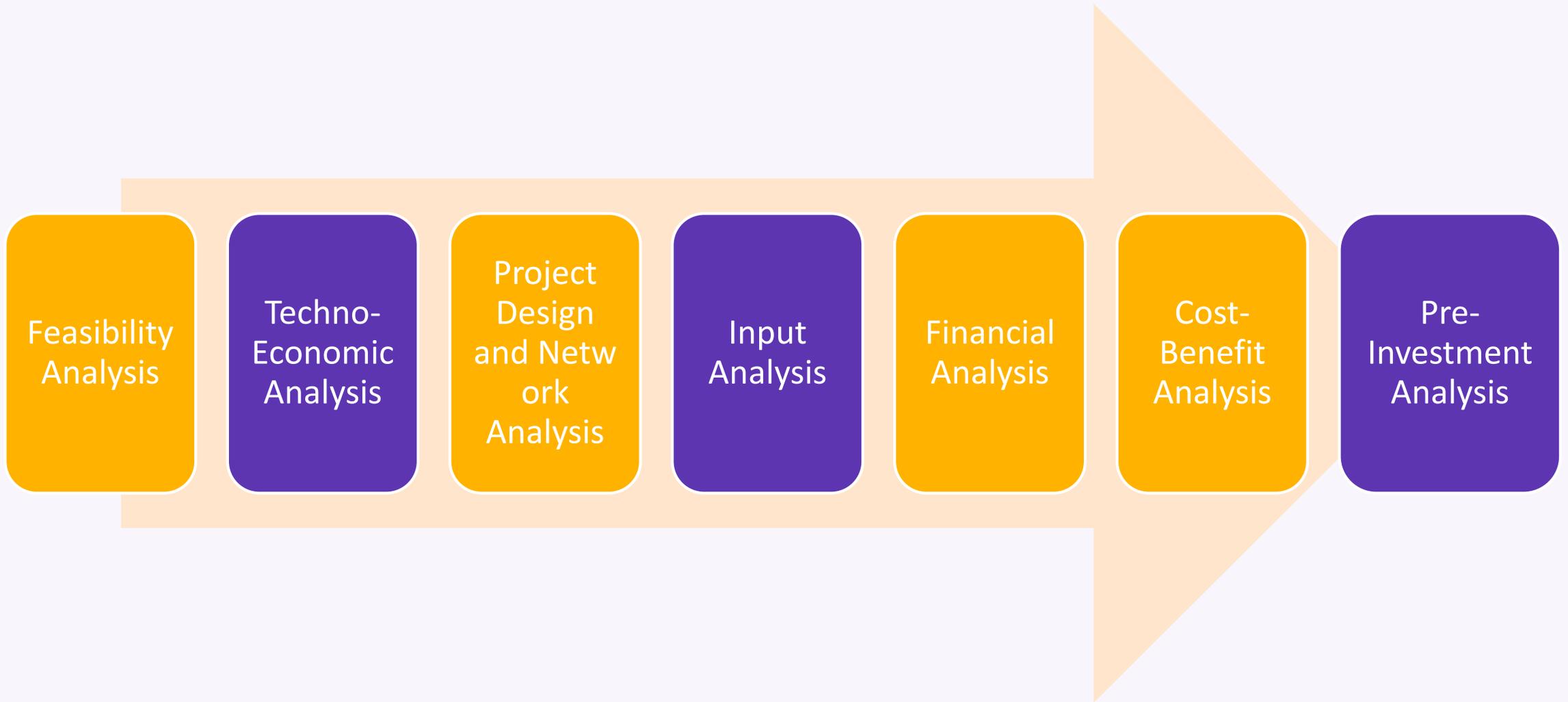
Need for Project Formulation



- Selection of appropriate Technology.
- Influence of external economies.
- Dearth of technically qualified personnel.
- Resource mobilization.
- Knowledge about Government regulations.



Stages of Project formulation





Objectives of Project Formulation



- To identify the requirement of resources – technical, financial, commercial, managerial, and operational.
- To find out the critical component of the project idea.
- To obtain opinion of the experts from various fields.
- To facilitate the financial appraisal of the project by financial institutions, banks, insurance companies etc.



What is Project Report ?

- Written document relating to any investment**
- Consists of information on economic, technical, financial, managerial and production aspects
- It is a business plan
- Outlines the desired goals
- Provides necessary inputs to the entrepreneur.
- Utilization of resources
- Define strategies for the execution of the project.



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Project Report

MCA



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Project Report Contains

- Land and buildings required,
- Manufacturing Capacity per annum,
- Manufacturing Process,
- Machinery & equipment along with their prices and specifications,
- Requirements of raw materials,
- Requirements of Power & Water,
- Manpower needs,
- Marketing Cost of the project, production,
- Financial analyses and economic viability of the project



Objectives of Project Report



- To identify the requirement of the resources (technical, financial, commercial, managerial and operational)
- To find out the critical components of the project idea
- To obtain the opinions of experts from various fields.
- To facilitates financial appraisal of the project by financial institutions, banks, insurance companies, etc,



Project Report Formation

1. General Information

2. Executive Summary

3. Organization Summary

4. Project Description

5. Marketing Plan

6. Capital Structure and operating cost

7. Management Plan

8. Financial and Technical Aspects

9. Project Implementation

10. Social Responsibility



Project Report Formation

1. General Information

- industry
- past experience, present status, problems and future prospects of the industry
- product to be manufactured
- reasons for selecting the product
- demand for the product in the local, national and the global market

2. Executive Summary

- objectives of the business and the methods for attain success
- overall picture of the business with regard to capital, operations, methods of functioning and execution of the business must be stated
- Assumptions and the risks in the business



Project Report Formation



3. Organization Summary

- organization structure and pattern proposed
- ownership is based on sole proprietorship, partnership or Joint Stock Company.
- Bio data of the promoters including financial soundness.
- proprietors or promoters profile

4. Project Description

- Location of the site and area required
- Raw material requirements,
- Target of production,
- Power, fuel, water and Employment requirements of skilled and unskilled labour,
- Technology and Production process,
- Pollution treatment plants/ Standard norms



Project Report Formation

5. Marketing Plan

- Prepare marketing strategies
 - Type of customers and Target markets,
 - Nature of Future prospects of the market,
- Sales objectives
- Marketing Cost of the project
- Market share of proposed venture,
- Demand for the product in the local, national and the global market,
- Distribution channels

6. Capital Structure and operating cost

- Total capital requirements of the project
 - source of finance
 - indicate the extent of owners funds and borrowed funds.
- Estimate of total project cost
 - land, construction of buildings and civil works
 - plant and machinery
 - Miscellaneous fixed assets,
 - preliminary and preoperative expenses and working capital



Project Report Formation

7. Management Plan

- Business experience of the promoters of the business
- Details about management team,
- Duties and responsibilities of team members
- Current personnel needs of the organization,
- Methods of managing the business
- Plans for hiring and training personnel
- Programmes and policies of the management,

8. Financial and Technical Aspects

- Estimated
 - sales revenue,
 - cost of production
 - gross profit and net profit
- Accounting system and the inventory control system will be used
 - Technology selected for the project, Production process, capacity of machinery, pollution control plants etc



Project Report Formation

9. Project Implementation

-
- Current personnel needs of the organization,
- Methods of managing the business
- Plans for hiring and training personnel
- Programmes and policies of the management,

8. Financial and Technical Aspects

- Estimated
 - sales revenue,
 - cost of production
 - gross profit and net profit
- Accounting system and the inventory control system will be used
 - Technology selected for the project, Production process, capacity of machinery, pollution control plants etc



Project Report Formation



9. Project Implementation

- indicate the time within the activities involved in establishing the enterprise can be completed
- indicate the time within the activities involved in establishing the enterprise can be completed

10. Social Responsibility

- Contribution to the society in the form of
 - Employment
 - Income
 - exports
 - infrastructure





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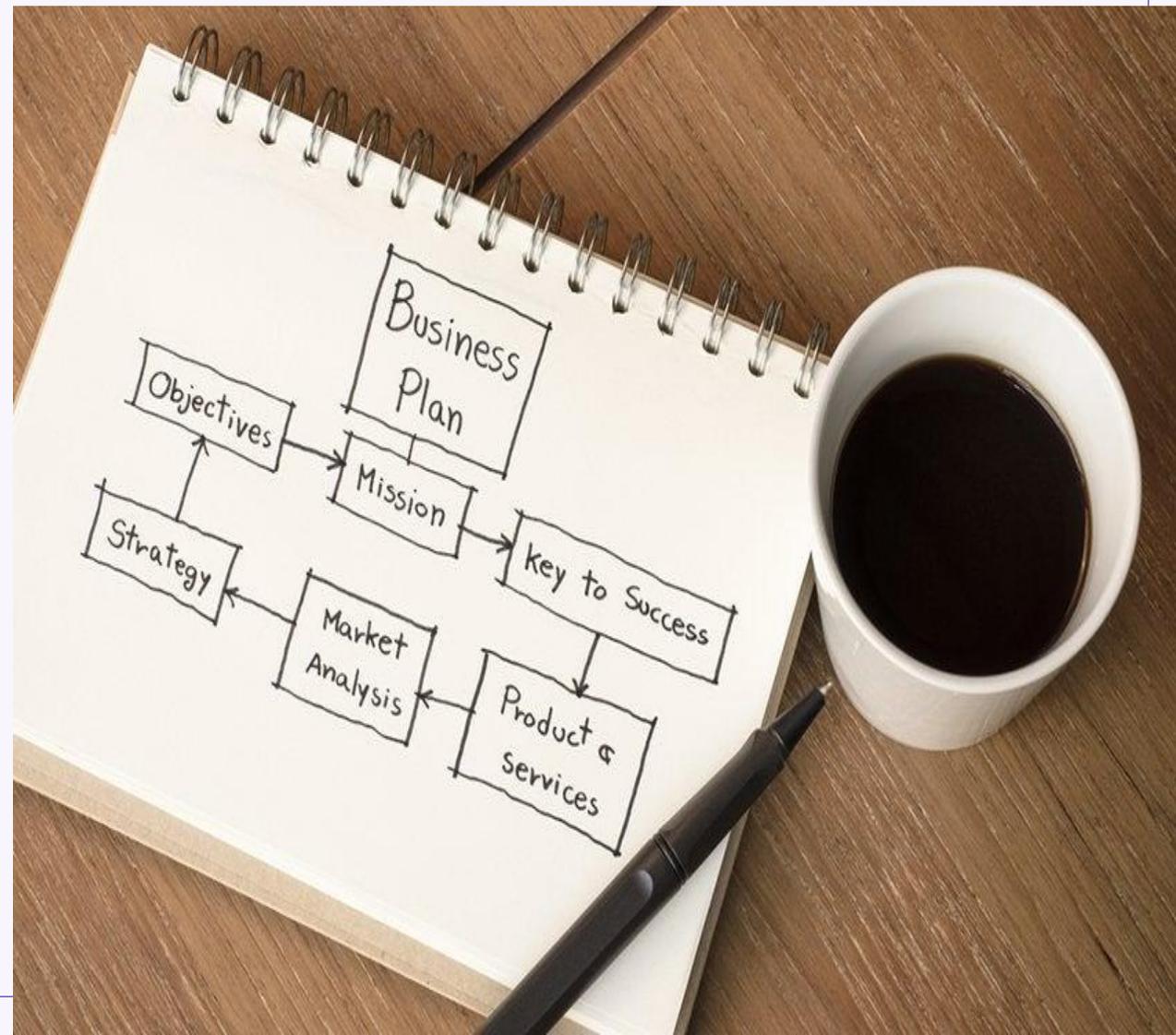
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Business Development Plan

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Business Plan Development



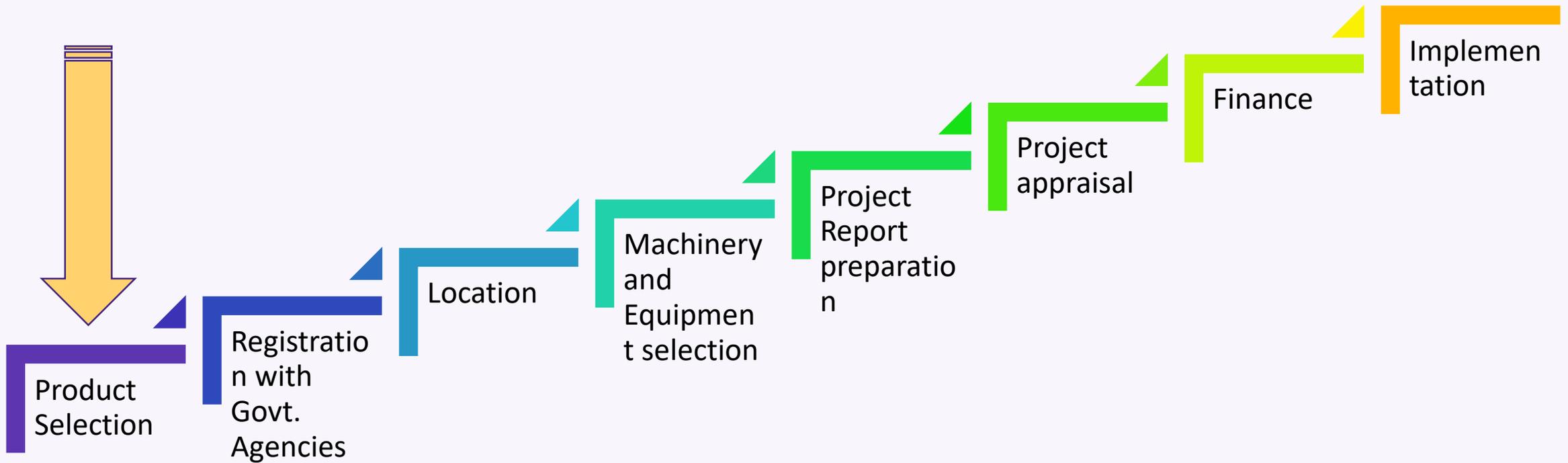
Document that defines the goals of your business and describes how you will attain those goals

It sets objectives, defines budgets, engages partners, and anticipates problems before they occur

worth your considerable investment of time, effort, and energy



Procedure and formalities in setting up an Industrial unit





Why Business Plan Development?



- Attract investors
- See if your business ideas will work
- Set up milestones
- Learn about the market
- Secure additional funding or loans
- Ascertain your financial needs
- Attract top-level people
- Monitor your business



Business Plan Development - Considerations



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Business Plan Development Report Content

Executive
Summary

Business
concept

Product and
Technology

Market Analysis

Management
Team

Marketing
Strategy

Risk Assessment

Operations and
Management



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Project Appraisal

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Project Appraisal



- Processing and assessing of proposals before resources are committed
- Careful checking of project preparation (Basic data & methodology)
- Main objective is to find requirements of funds and expected return



Project Appraisal

