



TECHNOPRENEURSHIP: CREATING TECHNOLOGY ENABLED STARTUPS AND ECOSYSTEM


November 7, 2022 to December 16, 2022 (6 weeks)



Entrepreneurship
Development
Institute of India
Ahmedabad



Ministry of External Affairs
Government of India
Under ITEC Programme



Technopreneurship : Creating Technology Enabled Startups and Ecosystem

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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. 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 of 07th September 2022, India is home to 107 unicorns with a total valuation of \$ 340.79 Bn. Out of the total number of unicorns, 44 unicorns with a total valuation of \$ 93.00 Bn were born in 2021 and 21 unicorns with a total valuation of \$ 26.99 Bn were born in 2022.

Objectives:

The Technopreneurship course will provide the participant with an introduction to the technology venture creation and management through a mix of



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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 : Product Development & Entrepreneurial Marketing

Module 5 : New Venture Creation and Management

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.

About the Institute:

A national resource institute in entrepreneurship training, research, education and institution building; EDII has successfully brought about a change in the way entrepreneurship is perceived. The Institute is recognized as Centre of Excellence by the Ministry of Skill Development and Entrepreneurship, Govt. of India and anchors academic programmes, conducts research and implements projects in the areas of micro, small and medium sector entrepreneurship.



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Institute's Association with ITEC

EDII's association with Indian Technical & Economic Cooperation (ITEC) Division of the Ministry of External Affairs, Govt. of India, started in 2000-2001. Over these 21 years of fruitful association, the Institute has organized 175 training courses [171 short-term (6/8 weeks) and 4 long-term (2-year Post Graduate course)], encompassing various facets of entrepreneurship / investment promotion and groomed over 4200 professionals across the world. Representatives from 137 ITEC countries have participated in these courses which not only build the skill capacities of officials but also focus on strengthening bilateral and regional ties with ITEC countries.

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