

Innovation and Incubation Centre

Shri Guru Ram Rai University
Dehradun, Uttarakhand

18th November 2023

Session on: How to plan for Start-up and legal & Ethical Steps

Dr Dwarika P Maithani
Director: IIC

About the Session

On Saturday, the 18th of November 2023, we hosted a session with Mrs. Somya Kaushik, a registered patent attorney serving the Government of India. Mrs. Kaushik explained to incubatees how to plan for a startup, emphasizing legal and ethical steps. The session was engaging, with passionate incubatees presenting their startup ideas. The goal was to deepen understanding of legal and ethical considerations and assist budding startups in refining their concepts. Mrs. Kaushik shared several key insights, highlighting the importance of identifying the right startup opportunity and navigating legal and ethical steps. She emphasized the intricate link between these opportunities and larger global and national trends. In today's rapidly evolving business landscape, successful startups are built upon discovering new, uncertain, and dynamic relationships within the marketplace. Mrs. Kaushik stressed that successful startups involve not only ideation but also the implementation of legal and ethical steps, striking a balance between conception and execution. She encouraged incubatees to adopt a startup mindset characterized by traits like achievement (such as receiving a young scientist award), individualism, control, focus, and optimism. Mrs. Kaushik underscored the significance of linking opportunity analysis to a comprehensive startup model, emphasizing the importance of legal and ethical steps in the startup journey and ensuring a product-market fit. During the interaction, seven startup ideas were presented. One focused on innovative gifting solutions for Non-Residents of Uttarakhand, catering to their specific needs and desires. The others like aimed to enhance agricultural productivity through biotechnology, addressing food security and sustainable agriculture. Mrs. Kaushik's interaction served as an insightful guide for students, providing valuable perspectives on startup thinking, opportunity assessment, and the critical importance of aligning ideas with legal and ethical considerations. It is anticipated that the knowledge shared during this session will contribute to the growth and success of these budding startups as they bring their ideas to life.

Glimpse of Session:



Glimpse of Mentorship:





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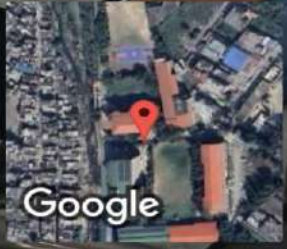


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