

Ref: ICSII-SSIP04/DEC24/01

Date: Tuesday, December 3, 2024

Event Report

Event: SSIP Guidelines for Entrepreneurs & Businesses

Type: Seminar

Time: 3:00 PM - 5:00 PM

Venue: LH6, Indus University

Overview

The **SSIP Guidelines for Entrepreneurs & Businesses** seminar, led by **Prof. Shaswat Padalia** (Assistant Dean R&D, Indus University), provided entrepreneurs with crucial information about the **Student Startup and Innovation Policy (SSIP)** and its benefits for businesses and startups. The seminar aimed to help students and entrepreneurs understand how to utilize SSIP to launch and scale their startups with support from **ICSII** and other initiatives.

Key Topics Covered

1. Introduction to SSIP and ICSII

- Understanding the **Student Startup and Innovation Policy (SSIP)** and its role in supporting student entrepreneurs.
- How **ICSII** (Indus Center for StartUp Innovation & Incubation) acts as a guiding resource for startups and provides mentorship, resources, and networking opportunities.

2. Eligibility and Benefits under SSIP

- The eligibility criteria for accessing SSIP grants and support, including the **types of businesses** that qualify for assistance.
- Benefits of registering under SSIP, including **funding opportunities, mentorship, access to resources**, and the ability to **collaborate with other startups**.

3. Grant and Funding Opportunities

- Detailed explanation of how **startups** can apply for **SSIP grants** and the process for submitting applications.
- Insight into different **funding opportunities** available through SSIP, including grants for **product development, market research, and prototyping**.

4. Startup Support Mechanisms

- How **ICSII** offers support in the form of **business incubation, mentorship**, and guidance through each stage of the startup journey, from ideation to commercialization.

- The importance of **building a strong business model** and developing **innovative solutions** to address market needs.
- 5. **Navigating Intellectual Property (IP) Issues**
 - Guidelines on **protecting intellectual property (IP)** under SSIP and how to ensure that **innovations** are properly safeguarded.
 - How SSIP helps entrepreneurs with **patent filings, copyrights, and trademarks** through support from **IPR attorneys**.
- 6. **Pitching Your Startup Idea**
 - The essential elements of creating a compelling **pitch deck** for investors and stakeholders.
 - How to highlight your **unique value proposition** and **market opportunity** in a clear and persuasive manner.
- 7. **Compliance and Legal Aspects**
 - The legal framework startups must adhere to when participating in SSIP, including **company registration, compliance with tax laws, and intellectual property rights**.
 - The role of **SSIP** in ensuring that startups follow **regulatory guidelines** to avoid legal pitfalls.
- 8. **Connecting with the Startup Ecosystem**
 - Opportunities to network and **collaborate** with **mentors**, investors, and other entrepreneurs in the **ICSII** and SSIP community.
 - The importance of building relationships within the **startup ecosystem** for growth and sustainability.

Event Highlights

- **Interactive Session:** Attendees actively engaged in a Q&A session where **Prof. Shaswat Padalia** clarified their doubts regarding SSIP guidelines and provided insights on **applying for SSIP grants** and **registering their startups**.
- **Real-World Examples:** Prof. Padalia shared case studies of **successful startups** that have benefited from SSIP support, showcasing the practical advantages of being part of the **startup ecosystem**.

Key Takeaways

- **SSIP** offers a variety of resources for **entrepreneurs**, from **funding** to **mentorship**, enabling them to **launch** and **grow** their startups.
- Entrepreneurs need to be aware of the **eligibility criteria** and **application process** for SSIP support, as well as how to utilize ICSII for business incubation.
- **Intellectual property** protection is vital, and SSIP offers guidance on how to secure patents, trademarks, and copyrights.

- Networking within the **ICSII ecosystem** provides **valuable opportunities** for entrepreneurs to grow their businesses and find partners, investors, and mentors.

Conclusion

The **SSIP Guidelines for Entrepreneurs & Businesses** seminar was an essential session for aspiring entrepreneurs, giving them a clear understanding of how to leverage the resources available through **ICSII** and **SSIP**. Participants gained insights on how to secure grants, protect intellectual property, and effectively pitch their startup ideas. The seminar was well-received and provided entrepreneurs with the tools they need to navigate the startup ecosystem.

Attendance: 75 Participants

Speaker: **Prof. Shaswat Padalia** – Assistant Dean R&D, Indus University

Organized by: ICSII, Indus University