



10th January 2025

- ❖ **Organized by** : Institute Innovation Cell & ASPIRE Club of Yashwantrao Bhonsale
College of Pharmacy, Sawantwadi
- ❖ **Targeted Participants** : Final Year B Pharmacy Students
- ❖ **Venue** : Yashwantrao Bhonsale College of Pharmacy Sawantwadi
- ❖ **Date** : 10th January 2025, 11:30 AM
- ❖ **Name of Expert** : Ms. Sonam Gandhi
- ❖ **Mode & Type** : Online/Free
- ❖ **Program Coordinator** : Dr. Rohan K. Barse, Mr. Mayuresh R. Redkar
- ❖ **Program Adviser** : Dr. Vijay A. Jagtap.



ASPIRE CLUB and IPR Cell of
**YASHWANTRAO BHONSALE
COLLEGE OF PHARMACY**
Sawantwadi, Sindhudurg, Maharashtra
Organizes
Expert Session

**"Leveraging Intellectual Property for
Successful Startup Ventures: Strategies to
Protect and Monetize Innovation"**



Friday, 10th January 2025, 11.30 AM
Target Audience: Final Year Students



Mrs. Sonam Gandhi
Assistant Professor
Shree Dhanvantari Pharmacy College,
Kim, Surat.



Dr. Vijay A. Jagtap
Principal
Yashwantrao Bhonsale
College of Pharmacy



Dr. Rohan K. Barse
Coordinator
IPR Cell



Mr. Mayuresh R. Redkar
Coordinator
ASPIRE CLUB

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Objectives of the Event

- ✓ To raise awareness about startups and Intellectual Property Rights (IPR).
- ✓ To educate students about the IPR registration process.
- ✓ To encourage students for innovations and startups.
- ✓ To develop the skills and confidence to start their own businesses.

About the Program:

Institution Innovation Council (IIC) and ASPIRE CLUB of Yashwantrao Bhonsale College of Pharmacy, Sawantwadi organized an Expert Webinar on “Leveraging Intellectual Property For Successful Startup Ventures: Strategies to Protect and Monetize Innovation” to guide and create awareness on various aspects of IPRs, its protection modes, different levels of academic research and startups as well as the importance of IPR in establishment of startups to our B. Pharm students. On this day, we invited the expert Ms. Sonam Gandhi ma’am, Assistant Professor, Department of Pharmaceutics, Dhanvantari Pharmacy College Kim, Surat. The students of Fourth Year B. Pharm of our college were participated.

Like all other events, to make this event even a blessing, online welcome ceremony was conducted. The formal welcome of expert speaker Ms. Sonam Gandhi ma’am was done by Mr. Mayuresh Redkar Sir, Coordinator, Institute Innovation Cell and ASPIRE Club, followed by welcome of Dr. Rohan K. Barse Sir, Coordinator, IPR Cell. Later, a welcome speech was given by Mr. Mayuresh Redkar Sir. Dr. Barse sir has given the brief introduction of the guest speaker. Later on the program was put forward to the expert speaker Ms. Sonam Gandhi Ma’am, and she was briefed various aspects of property, intellectual property, industrial property, IPR acts in India, basics of patents and copyrights, etc. particulars along with IP protection and management in academic research and startups industries. The anchoring and vote of thanks of event was given by Mr. Mayuresh Redkar. The event was technically supported by Mr. Anvay Satpute, Mr. Vinay Modak, Mr. Omkar Salunkhe and Mr. Pranit Ringe.

Glimpses of the Event:

sonam gandhi (Presenting)

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	Business (Online or Offline)	Startup
Business Model	Crystal clear idea before embarking	Mostly figured out on the way
Initial Focus	Revenue and Profitability	Revenue and Growth
Team Size	Army of one (+ automation + outsourcing)	Army of one isn't feasible
Market Size	Very Small-Large	Large-Very Large (\$1B+)
Improvement Factor over State of the Art	Very Small-Large	Large-Very Large (x5-10)
Initial Capital Requirement	Low-Moderate	High-Very High
Typical Profit Margins	High-Very High (it depends)	Moderate-High (it depends)
Income Type	Mostly Passive (Online)	Mostly Active
Risk Profile	Moderate	High-Very High
Funding Source	Mostly self-funded	Mostly venture-funded

Private Label Mastery

10:20 AM | vcn-dqvm-spx

Participants: rohan barse, sonam gandhi, Vinay Modak, Omkar Salunkhe, Mayuresh Redkar

sonam gandhi (Presenting)

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Importance of Intellectual Property (IP) for Startups

- Differentiation**
IP helps startups stand out in a crowded market by creating unique products, services, or technologies.
- Protection**
IP rights provide legal protection against unauthorized use or copying of a startup's valuable assets.
- Investment**
Strong IP portfolios can attract investors who see the potential for future profitability and growth.

10:22 AM | vcn-dqvm-spx

Participants: rohan barse, sonam gandhi, Vinay Modak, Omkar Salunkhe, Mayuresh Redkar

sonam gandhi (Presenting)

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Navigating the IP Landscape: Avoiding Infringement

- Due Diligence**
Conduct thorough research to ensure your IP does not infringe on existing rights.
- Clear Agreements**
Establish clear licensing or collaboration agreements to define IP ownership and usage rights.
- Ongoing Monitoring**
Stay informed about new IP filings and potential conflicts that may arise.

10:28 AM | vcn-dqvm-spx

Participants: rohan barse, sonam gandhi, Vinay Modak, Omkar Salunkhe, Mayuresh Redkar

sonam gandhi (Presenting)

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Miticool - Village Fridge

Innovator: Manish Pragasat Gogoi

It is a fridge made from special clay. It has three chambers, one just for cooling water. It requires no electricity and is a perfect solution for rural areas.

DISCOVERY CHANNEL

National Innovation Foundation

sonam gandhi

rohan barse

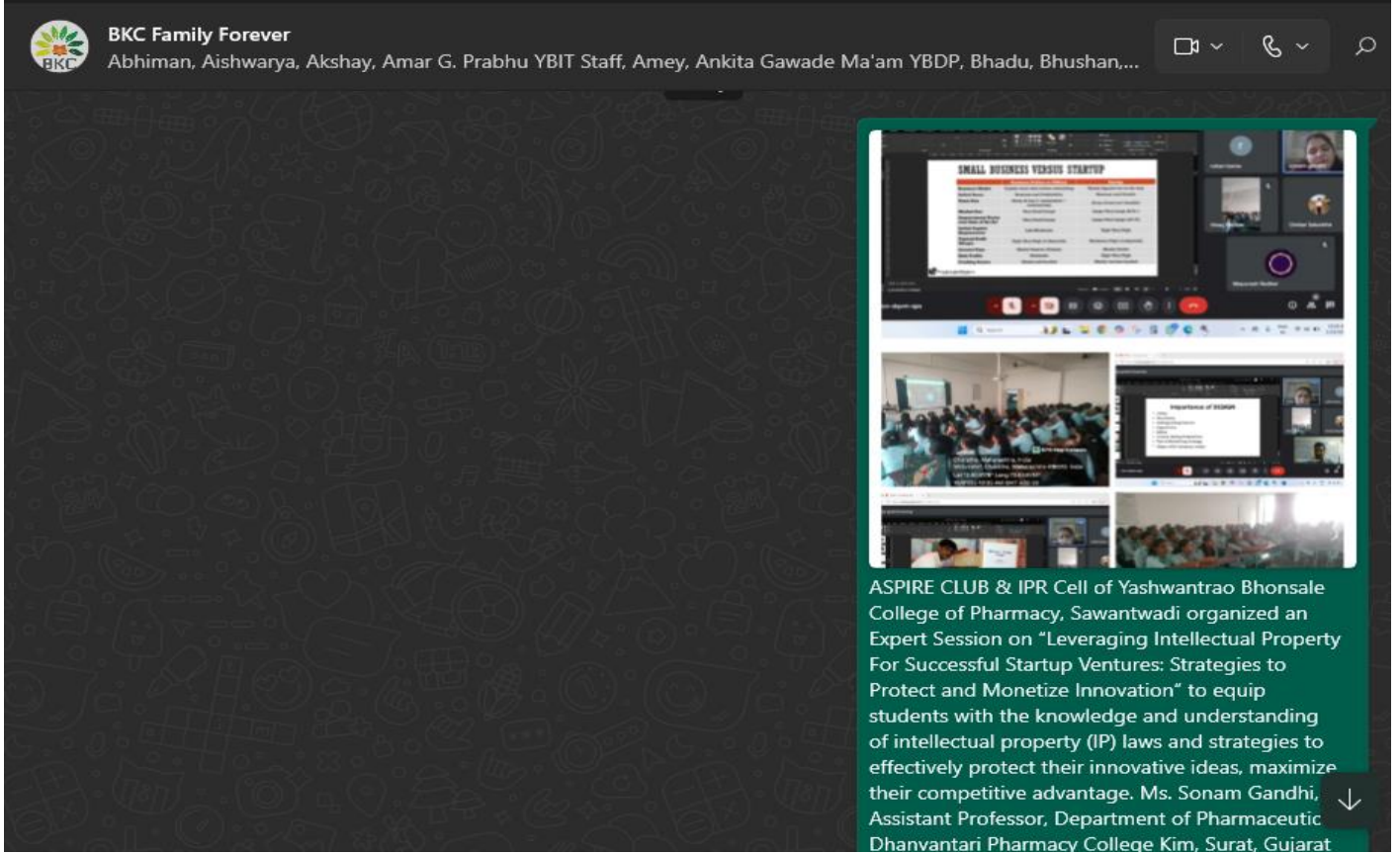
Vinay Modak

Omkar Salunkhe

Mayuresh Redkar

10:43 AM | vcn-dqvm-spx





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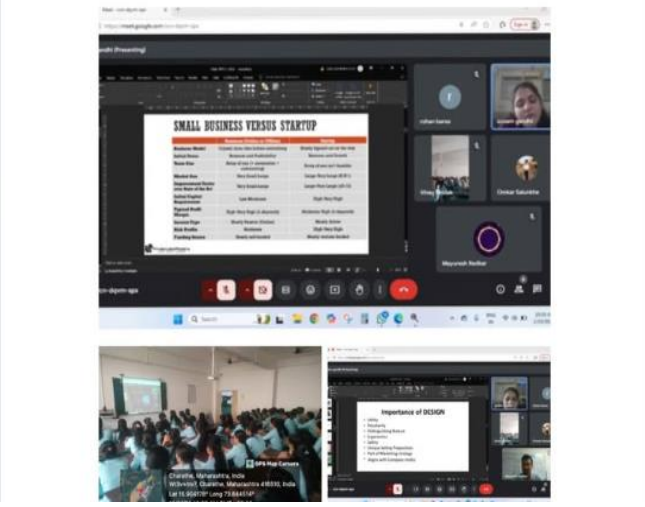
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Yashwantrao Bhonsale College of Pharmacy, Sawantwadi, Dist: Sindhudurg, MH
January 12 at 5:32 AM

ASPIRE CLUB & IPR Cell of Yashwantrao Bhonsale College of Pharmacy, Sawantwadi organized an Expert Session on "Leveraging Intellectual Property For Successful Startup Ventures: Strategies to Protect and Monetize Innovation" to equip students with the knowledge and understanding of intellectual property (IP) laws and strategies to effectively protect their innovative ideas, maximize their competitive advantage. Ms. Sonam Gandhi, Assistant Professor, Department of Pharmaceutics... See more



No. of Students Participated- No. Faculty Participated- 02

Total No. of Beneficiaries - 120

Report Prepared & approved by

Mr. Mayuresh R. Redkar
IIC & ASPIRE Club Coordinator YBCP

Dr. Vijay A. Jagtap
Principal