



HOW TO USE IP FOR STARTING A BUSINESS IN POST-COVID-19 ERA

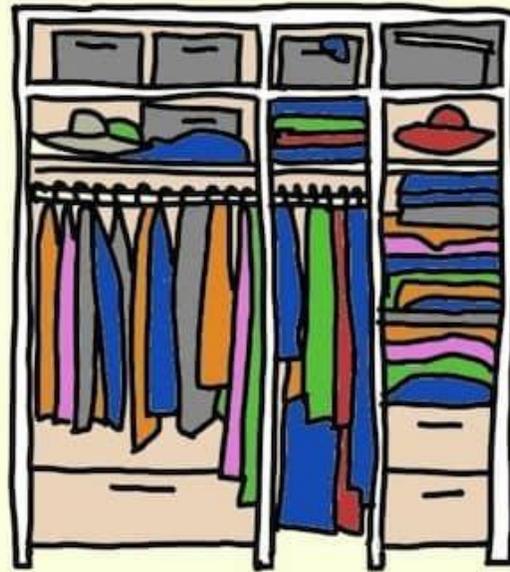
10 March 2022

IP Collegium, Tokyo
Japan Institute for Promoting Invention and Innovation (JIPI)

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something to wear

BEFORE COVID



AFTER COVID



Irina Blok

After

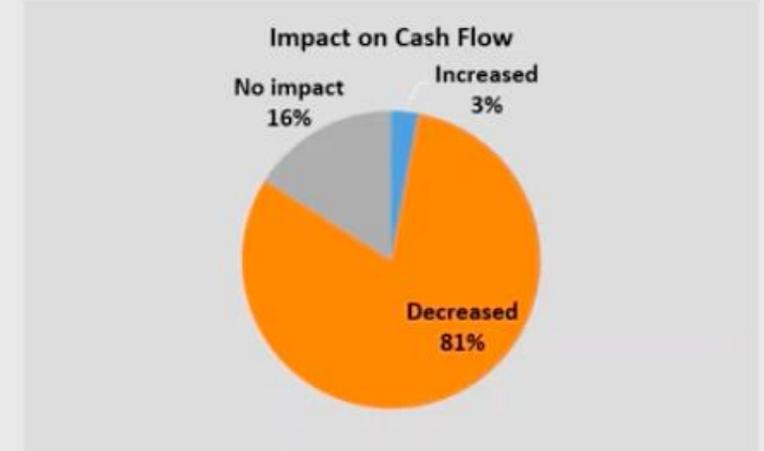
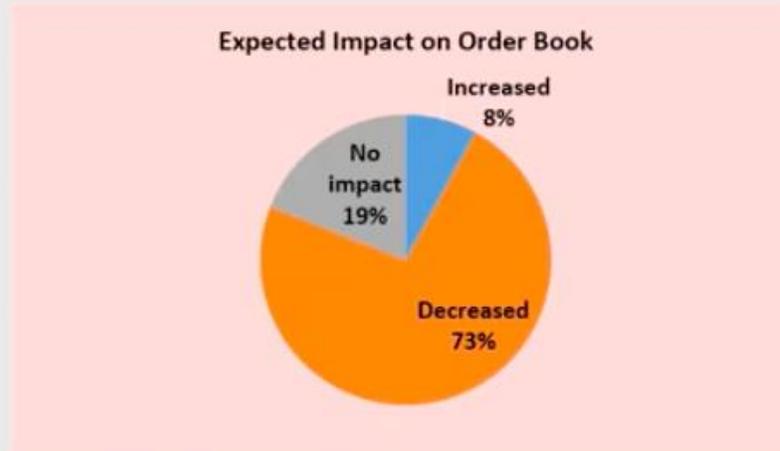
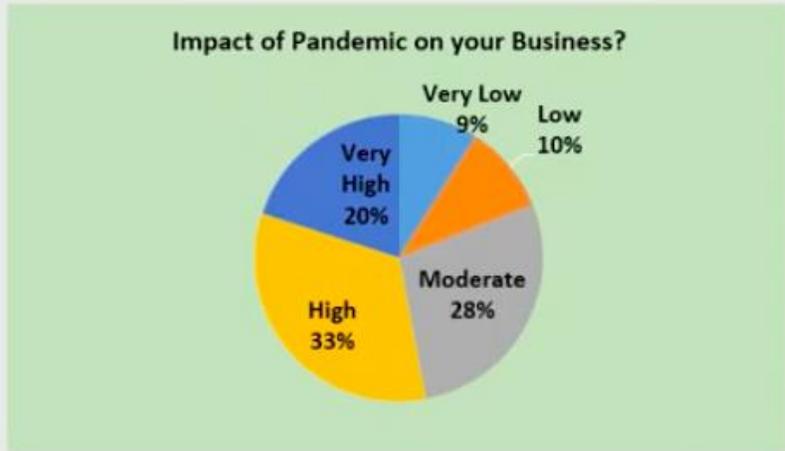
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COVID-19 Pandemic – FICCI Survey Findings*



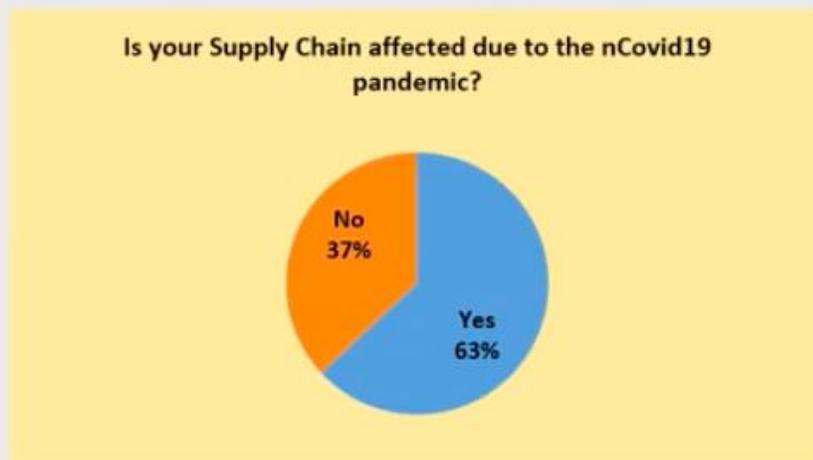
Percentage of Respondents



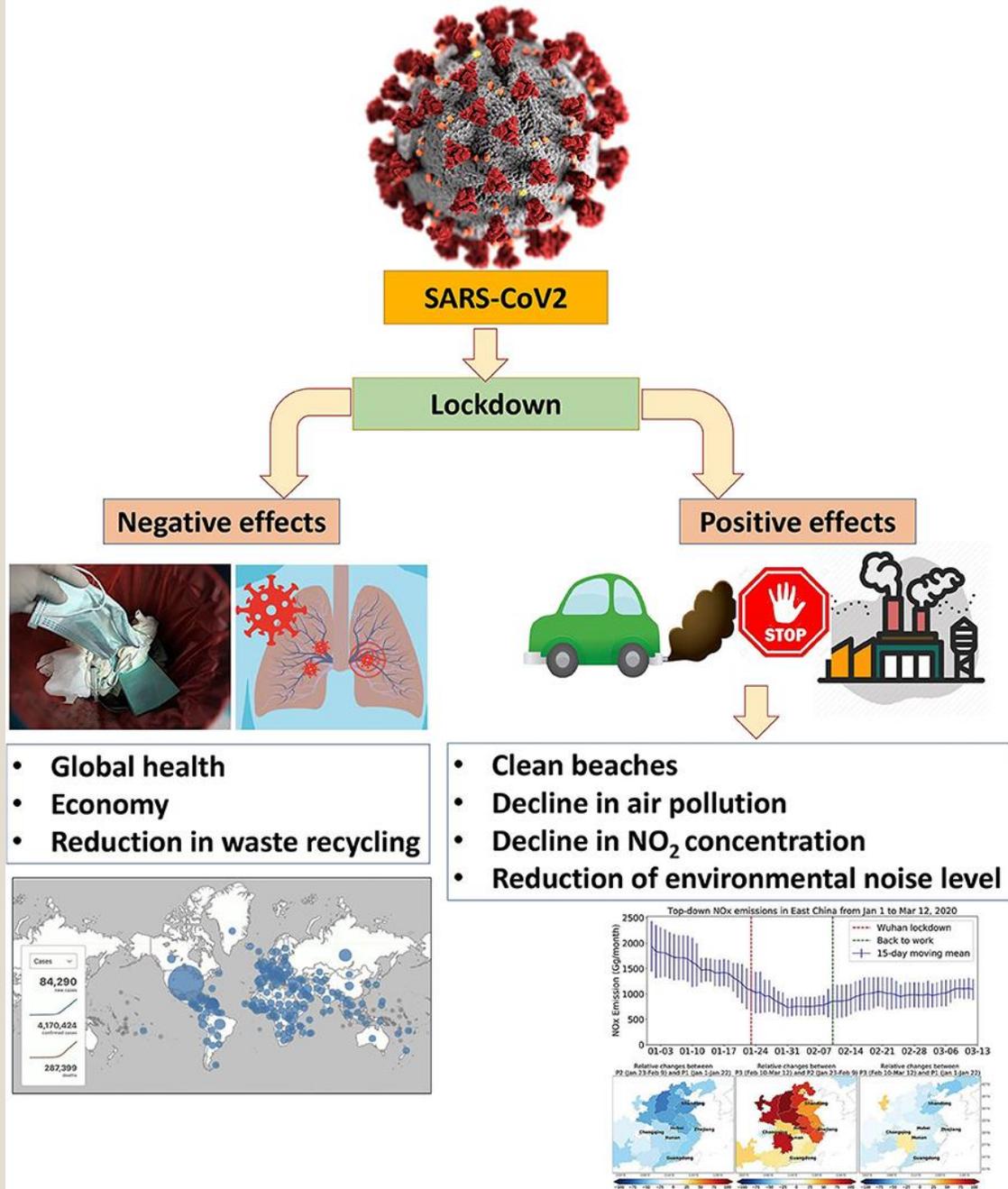
53% of Indian businesses indicated a marked impact of the Covid-19 pandemic on business operations even at early stages

The pandemic has significantly impacted the cash flow of organisations

Percentage of Respondents



* The survey was conducted between March 15 and March 19 2020 among FICCI members



Innovation is the only key for
success

But

Innovation without protection is
just a Philanthropy...!!!

Post Covid scenario of Business

- Online
- Digital
- Technology
- Pharmaceutical / Biotech
- E-commerce
- Edutech
- Agritech
- Fintech

Start UP

Use of IP in Business?



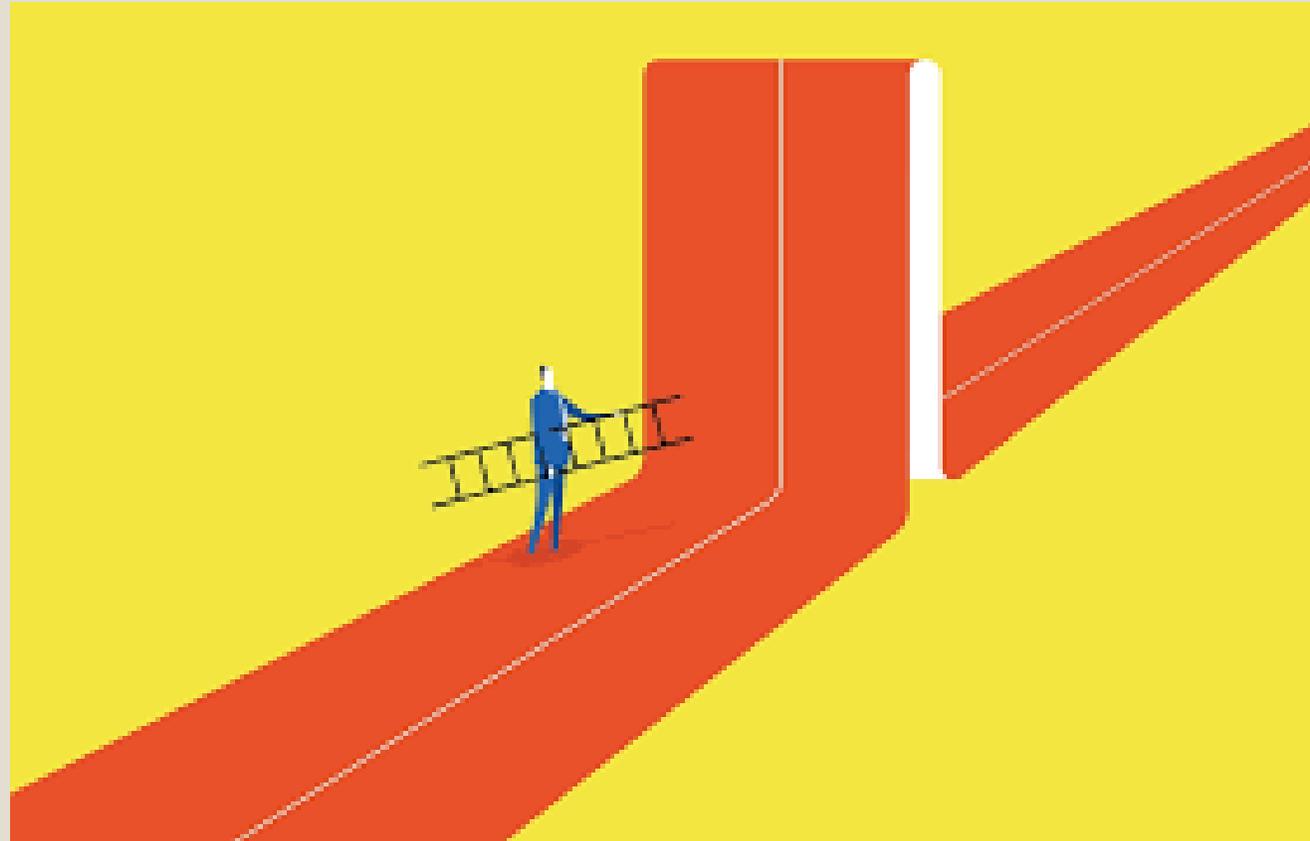
- Irrespective of type of Business, at least one type of IP is applicable
- Manufacturing
- Trading
- Service
- Marketing
- Education
- Consultancy
- Contract Research
- Contract manufacturing

Why IP is important?

Establishing Goodwill



Creating a barrier



Reducing competition



Premium price



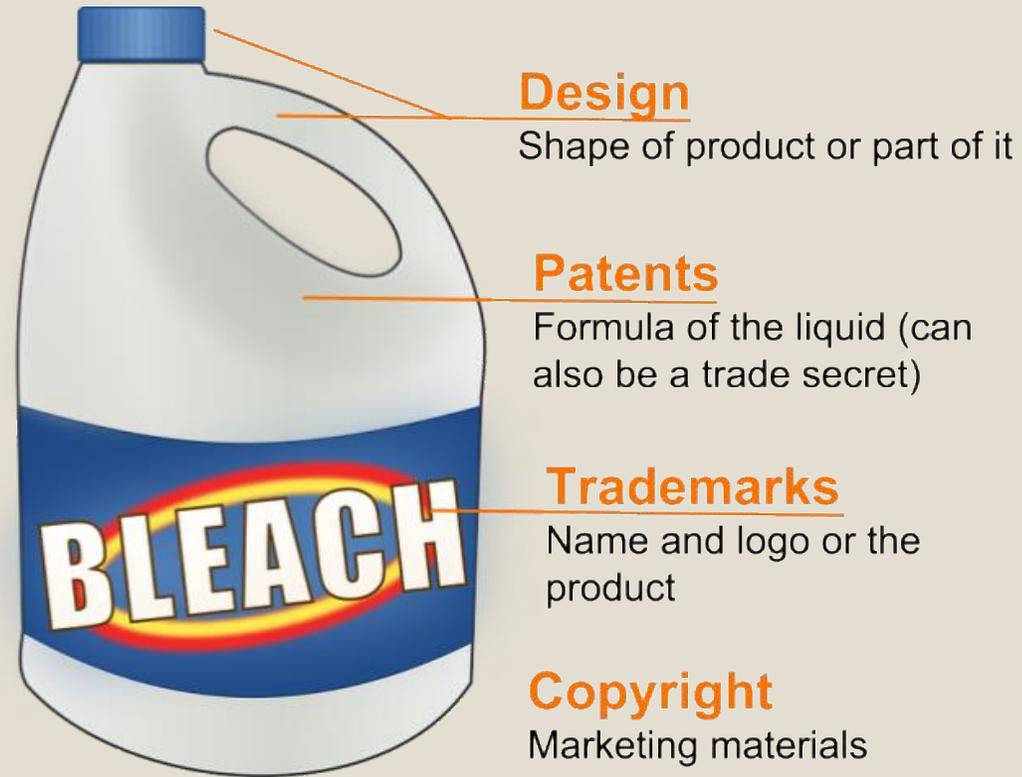




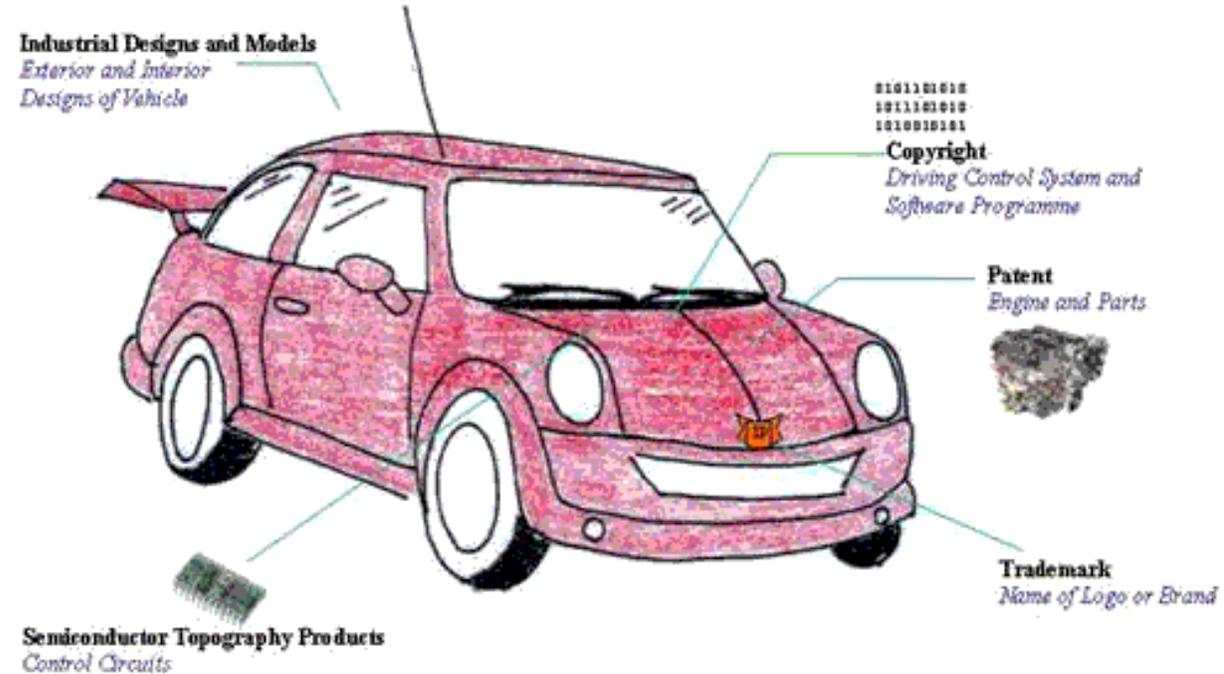
Funding



How to use IP in best way?



How to use IP in best way?



No Innovation

Yes Innovation

Innovation not protected

Innovation Protected

Protected but not Commercialised



Doom to Failure

Commercial Success, but ...

Disaster: everyone can copy

Commercial Success, but ...

Waste of Opportunities



Sanjaykumar Patel

Founder- Patent & Trademark Attorney

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