



Lloyd Business School, Greater Noida

Session on “IPR as a Competitive Advantage: Leveraging Innovation for Startup Growth”

Event Report

Event Name: Session on “IPR as a Competitive Advantage: Leveraging Innovation for Startup Growth”	Event Date: 27 th April 2024
Faculty Coordinators: Dr. Nakshatresh Kaushik	Event Timings: 3:00 PM - 5:00 PM
Number of Participants: 150	Venue: Lloyd Business School, Lloyd Institute of Management and Technology, Lloyd Technology & Business Incubator Foundation (LTBIF)
Guest Speakers: Ms. Pooja Kumar, Registered Patent Agent, Government of India.	MOC: Online (Zoom Webinar)

Expected Outcomes:

Under the theme ‘Intellectual Property Rights (IPR)’, this session was designed to make the attendees aware of how IPR can be a competitive edge in a startup and how innovation can be protected and leveraged by businesses. This session was jointly organized by Lloyd Business School, Lloyd Institute of Management and Technology, Lloyd Technology & Business Incubator Foundation (LTBIF) under the able coordination of Dr. Nakshatresh Kaushik.

Detailed Report:

On 27th April 2024, a web session titled "IPR as a Competitive Advantage: Leveraging Innovation for Startup Growth" was organized with Mrs. Pooja Kumar, a Registered Patent Agent with the Government of India, as the distinguished speaker. The session, which lasted for two hours, drew a substantial audience of over 270 participants eager to delve into the realm of Intellectual Property Rights (IPR). The event commenced with an insightful introductory address by Dr. Ripudaman Gaur, setting the stage for the importance of IPR in today's competitive landscape. Dr. Gaur emphasized the critical role of innovation and intellectual property in fostering startup growth and sustainability. Dr. Nakshatresh Kaushik skillfully moderated the session, ensuring a seamless flow of discussions and engagement with the audience. The event was effectively compered by enthusiastic students, adding a dynamic touch to the proceedings.

Throughout the session, Mrs. Pooja Kumar elucidated on various facets of IPR, elucidating how startups can leverage intellectual property as a strategic asset. The attendees actively participated, posing insightful questions to Mrs. Kumar, which she addressed comprehensively, enriching the discussion further.

Learning Outcomes:

The session concluded on a high note, leaving participants with a deeper understanding of IPR's significance in the entrepreneurial ecosystem and its potential as a catalyst for startup success. The event successfully achieved its objective of enlightening and empowering startup enthusiasts with valuable insights into leveraging innovation through IPR.

Report Prepared by

(Dr. Nakshatresh Kaushik)