

SSIP2.0 Sensitization Sessions

Event Name: EF-Day-06 Startup Launch Essentials: Finance, Funding, Legal Setup & Go-to-Market

Date: 25/05/2026

Venue/ Mode: Seminar Room, SPU-SSIP-Navadhārā / SPSEC, Sardar Patel University

No of Participants: 24

Speakers Name: **Dr. Krishna Mehta**, (PhD (Law) Academician | Legal Consultant | PoSH Trainer), Mo.: 9426404018, E-Mail: lawyer117@gmail.com

Coordinator: **Mr. Nirav Patel** (Sr. Manager, SPSEC), Mo.: 90992 08790,
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Event Overview

The fourth day of Entrepreneurship Fundamentals – 2026 (EF-Day-05) was successfully conducted on 25th May 2026 by the Sardar Patel Startup & Entrepreneurship Council (SPSEC) at Sardar Patel University, Vallabh Vidyanagar. The full-day program (10:30 AM – 4:30 PM) featured two expert sessions that guided participants through the legal, financial, and branding aspects of building and growing a startup.

The session was delivered by **Dr. Krishna Bipin Mehta, Academician, Legal Consultant, and POSH Trainer**, who provided participants with an insightful understanding of the legal and strategic aspects of entrepreneurship. Through an interactive and engaging presentation, Dr. Mehta explained how intellectual property serves as a valuable asset for startups and innovators, enabling them to safeguard their creations and maximize commercial potential.

Participants were introduced to the fundamentals of **patents, trademarks, copyrights, industrial designs, and branding**, along with an overview of the intellectual property registration process and basic filing procedures. Using practical examples and startup-oriented case studies, the speaker demonstrated how founders can identify protectable assets, avoid common legal pitfalls, and strategically manage their intellectual property portfolios.

The session also highlighted the importance of integrating IPR considerations into the early stages of venture development. Participants learned that protecting original ideas, technologies, and creative works is not merely a legal formality but a strategic business decision that enhances investor confidence, strengthens market positioning, and contributes to long-term growth.

Interactive discussions and question-and-answer sessions encouraged participants to explore real-world scenarios involving innovation ownership, licensing, and commercialization. The program successfully broadened their understanding of how legal awareness complements entrepreneurship and innovation.

Outcomes:

The session enabled participants to develop a strong foundational understanding of Intellectual Property Rights and their significance in the startup ecosystem. They gained practical knowledge about patents, trademarks, copyrights, branding, and the basic procedures for protecting innovative ideas and creative works. The program enhanced participants' awareness of the legal dimensions of entrepreneurship, encouraged them to incorporate intellectual property strategies into their venture planning, and reinforced the importance of safeguarding innovation to create sustainable business value and competitive advantage in the marketplace.

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Event Photos

