

TECHNOPRENEURSHIP

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Purpose :- The purpose of the paper is to study What is Technopreneurship & Technopreneur .Its importance ,impact on growth and economy . Potential of technnlogy on venture Investment .

Keywords :- Technopreneur , technopreneurship , Technology .

Technopreneurship is a jargon that stands for the merging of technology with the entrepreneurial skills. Simply put, a Technopreneur is an entrepreneur who is tech savvy and is using technology for the purpose of entrepreneurship. So, The term “technopreneur” or “techpreneur” means an entrepreneur involved in the technology industry.

Entrepreneurship is a way of thinking and acting that is opportunity obsessed, holistic approach and leadership balanced for the purpose of wealth creation. Searches for change , responds to it, and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploits change as an opportunity for a different business or a different service. Entrepreneurship pursuit of opportunity without regard to the resources currently under one's control.

Technopreneurship it is a simple entrepreneurship in a technology intensive context. It is a process of merging technology prowess and entrepreneurial talent and skills. Technopreneurship is not a product but a process of synthesis in engineering the future of a person, an organization, a nation and the world. In a digital, knowledge based society, strategic directions or decision-making processes will be demanding and complex. This requires tertiary

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level and professional development programs and training to produce strategic thinkers who will have the skills to succeed in a dynamically changing global environment..

A *technoprenuer* is an entrepreneur who is technology savvy, creative, innovative, dynamic, dares to be different and take the unexplored path, and very passionate about their work. They take challenges and strive to lead their life with greater success. They don't fear to fail. They take failure as a learning experience, a stimulator to look things differently and stride for next challenge

Technopreneurs continuously go through an organic process of continual improvement and always try to redefine the dynamic digital economy.

Technopreneurs are entrepreneurs who are into the core businesses involving technology-based industries. They make use of technology to come out with new or innovative products through a process of commercialization. The businesses are generally marked with high growth potential and high leverage of knowledge and intellectual property

Potential Technopreneurs must be equipped with both technical and business skills. Technopreneur Development and Innovation Division (TDID) is the centre responsible for coordinating, promoting, managing and supervising all activities pertaining to technopreneur development and innovation.

Technology and entrepreneurial skills are driving many economies to prosperity. The most famous of them all is, Bill Gates, who makes Microsoft a household name all over the world. Steve Jobs well known for his innovations. iPod – most carried gadget by young population. Look at the success of Google – brain child of Sergey Brin and Larry Page. Who don't know Google?

EXAMPLES OF TECHNOPRENEURSHIP FROM START UP (ORGANIC & EARLY ADOPTOR)

- I. Search in Google
- II. Social Network in Facebook
- III. Online auction in eBay
- IV. Skype
- V. From corporation
- VI. iPhone from Apple (Hardware & OS)
- VII. Logistic Tracking in UPS

Microsoft, Facebook, Google, Yahoo and Apple are household brands today and perhaps the biggest and most well known examples of Technopreneurship. Steve Jobs, Bill Clinton, Larry Page, Michael Dell are Technopreneurs who have changed the face of entrepreneurship.

From the clichéd definition, they have brought forth a form of entrepreneurship so remarkable. They have cleared in minds of everyday people the doubt of whether it was possible to earn from technology. Various websites that enable online education through student teacher interactions or other services that are provided online are other examples of Technopreneurship ventures. Naukri.com, ebay.com and other such sites also serve the same purpose

Recently, renowned Indian singer, Shankar Mahadevan has expressed his interest in starting a Technopreneurship venture to provide coaching in the field of music to students from all corners of the world for a fixed amount decided upon the nature and duration of training.

Technopreneurship has assumed more importance today for the role it plays. It provides the much needed employment to thousands who despite of being a part of the “educated elite” do not have jobs to fulfil their needs. Secondly, this form of entrepreneurship has also enabled the centralization of resources. By allowing almost all forms of services to be available online and technically advanced, pooling in resources is not so much of an arduous task as it used to be. Moreover, with the internet and rapidly changing technology assuming utmost importance in

everyday lives, Technopreneurship is bound to encourage and kindle the entrepreneurial spirit within

The Department of Scientific & Industrial Research (DSIR), Ministry of Science & Technology, Government of India runs a very interesting programme aimed at technology entrepreneurs called PRISM

Via PRISM's Technopreneur Promotion Programme (TePP), DSIR offers grants for individual innovators and budding entrepreneurs to demonstrate proof of concept and/or prototypes of novel ideas.

The Department of Scientific and Industrial Research (DSIR) is a part of the Ministry of Science and Technology, and has a mandate to carry out the activities relating to indigenous technology promotion, development, utilization and transfer. The primary endeavour of DSIR is to promote R&D by the industries, support a larger cross section of small and medium industrial units to develop state-of-the art globally competitive technologies of high commercial potential, catalyze faster commercialization of lab-scale R&D, enhance the share of technology intensive exports in overall exports, strengthen industrial consultancy & technology management capabilities and establish user friendly information network to facilitate scientific and industrial research in the country.

The Technopreneur Promotion Programme (TePP) TePP along with its network partners provide grants, technical guidance and mentoring to independent innovators to emerge as entrepreneurs by incubating their idea and enterprise in two phases. Till date 250 innovations have been supported. Proposals are now invited on for support in the year 2008-09.

However, as gory as Technopreneurship and technology in particular might seem, it too has a dark side that most choose to ignore or rather overlook. The most obvious of these is the fact that technology and hence some forms of Technopreneurship is addictive. Take for example a simple device known as a mobile phone. Industry giants like Nokia, Samsung, Sony and Motorola innovate their exiting models or invent new ones rather frequently. These handsets having

become as essential as food or water and so common that even a beggar on the streets possess one of these. However, has anyone considered the health hazard that one faces due to continuous and excessive usage of these devices? A lot of messages have been issued by authorities in about the same and yet we hold on to them with our dear lives and refuse to let go off them even for a moment. It causes great concern and a feeling of loneliness for many if one does not receive a message. It is then as if the whole world has resorted to ignoring the person. Such is the extent of addiction.

Facebook is another form of Technopreneurship which has become an addiction amongst most people today. Critics openly announce the “faceless” world we live in today. It is evident that we have become too dependent on technology and our world is far worse than incomplete without it. Of course, all a Technopreneur is doing is to take advantage of this booby trap mankind laid for itself

Conclusion :- Technopreneurship Has Greater Potential for Success

I realize this is a bold statement, I believe this greater potential for success is another critical, defining feature that distinguishes technopreneurship from entrepreneurship. Contrast a tech startup with a new retail product, for example:

Tech startups can typically identify a product the market will pay for more efficiently with a minimum viable product (MVP) since the developer absorbs the cost of the MVP build. Build out of a scalable tech product is often far less costly than building a physical product, purchasing inventory, and setting up brick-and-mortar locations (or partnerships). Well-built tech solutions can be carefully developed from top to bottom for risk mitigation where the environment (servers and clients) are highly predictable. Executing the go-to-market strategy can therefore be the primary use of any seed round funding. Technopreneurs are entrepreneurs with a different set of tools and greater potential for success. Arkansas is at the early stages of building communities where technopreneurship can flourish, and it's a thrilling time to be a part of that process.