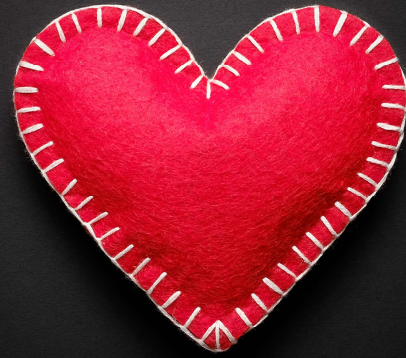


Incentives and Institutions



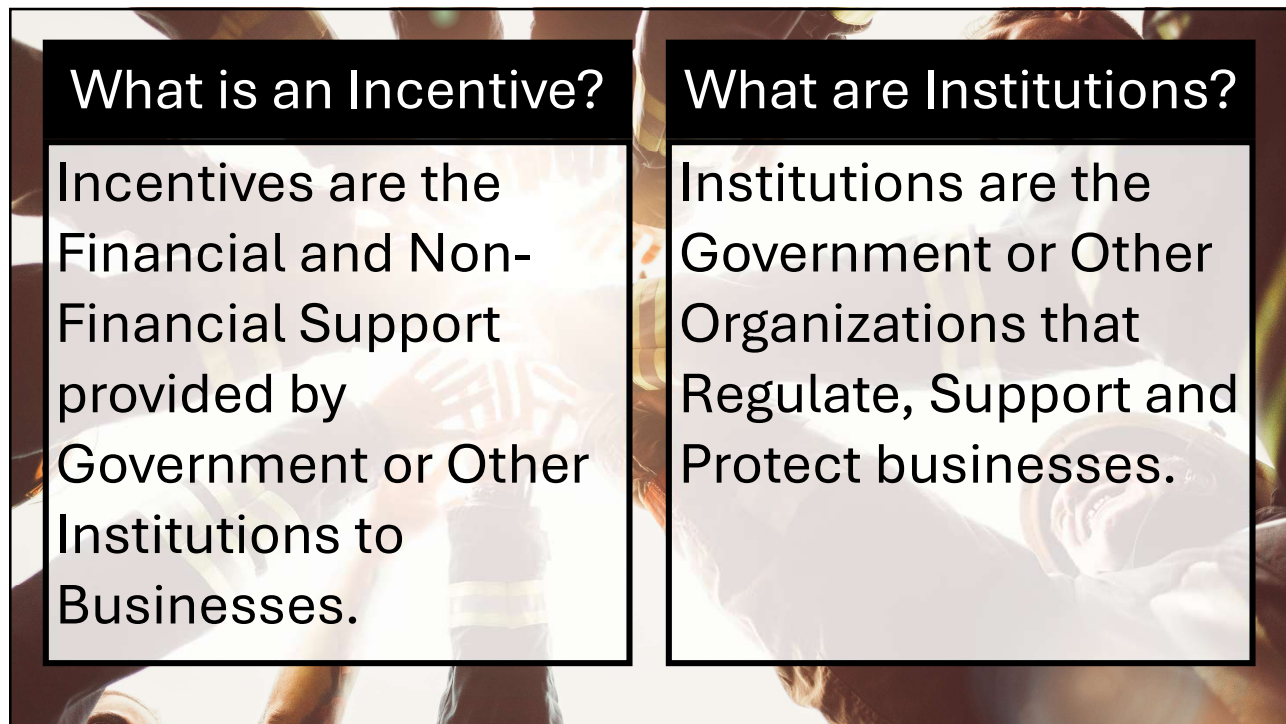
Sandeepa Jayasekera

MBA (PIM-SJP), B.Sc. (Acct.) Hons. Gold Medal Winner, FCA, ACCA (UK), SAT, ACMA (SL), CIMA Passed Finalist, CA Prize Winner for AFR subject in Strategic Level II, CA First in Order of Merit Prize Winner in CAB II Level, CIMA Strategic Level Aggregate Prize Winner

1



2



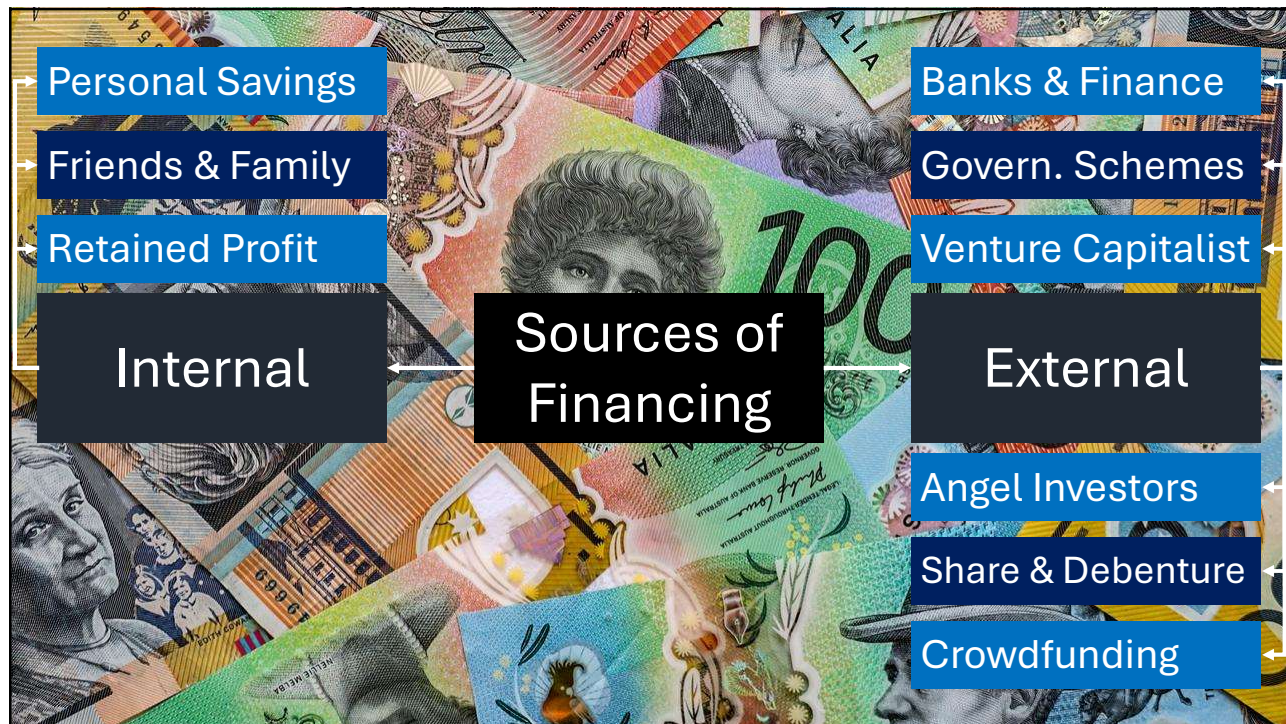
What is an Incentive?	What are Institutions?
Incentives are the Financial and Non-Financial Support provided by Government or Other Institutions to Businesses.	Institutions are the Government or Other Organizations that Regulate, Support and Protect businesses.

3



Finance Institutions

4



5



6

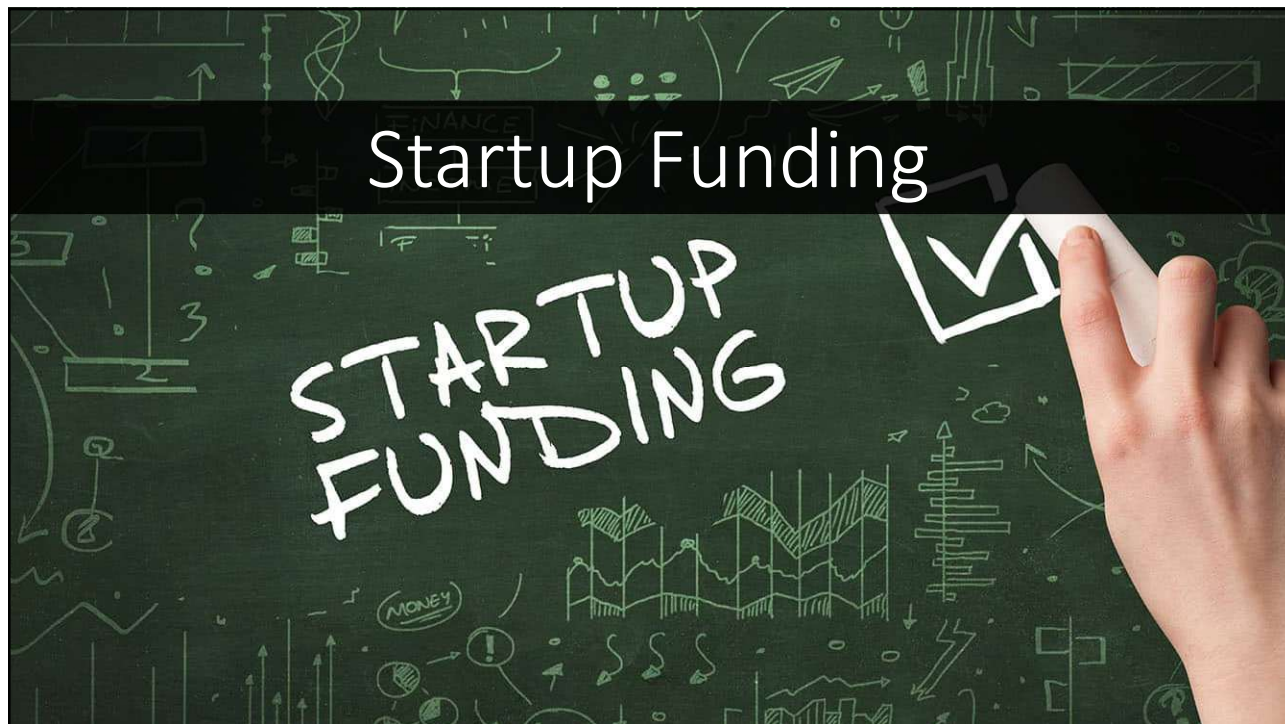
Loans shall be Taken					
For Right Purpose	At Right Rate	At Right Tenure	From Right Institute	At Right Amount	At Right Time
• For an Asset • Not for Expenses • Not to settle another Liability	• Lowest Rate • Fixed or Variable • Cap Rate (Max. Rate)	• Lower Tenure will create High Instal. • Higher Tenure will end in more Interest.	• Credit Ratings • Gov or Pvt • Efficiency • Support • Terms (Guarnt., Mortgage, Charges)	• Lowest Possible Required Amount	• Not at Startup Stage • Not at Decline Stage • At Growth Stage

7

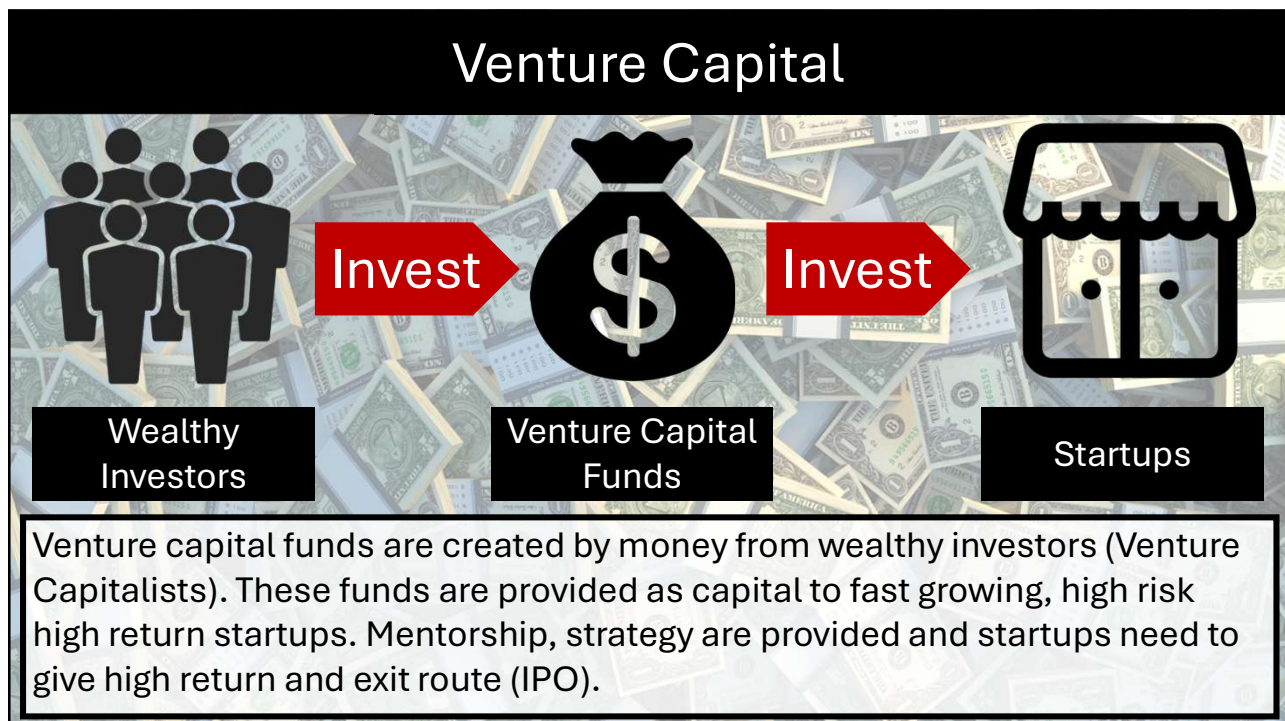
Other Services From Banks and Finance Institutions

- Online Banking
- Cheques/Transfers
- Fixed Deposits
- Foreign Currency
- Bank Overdrafts

8



9



10

StartupsIndia

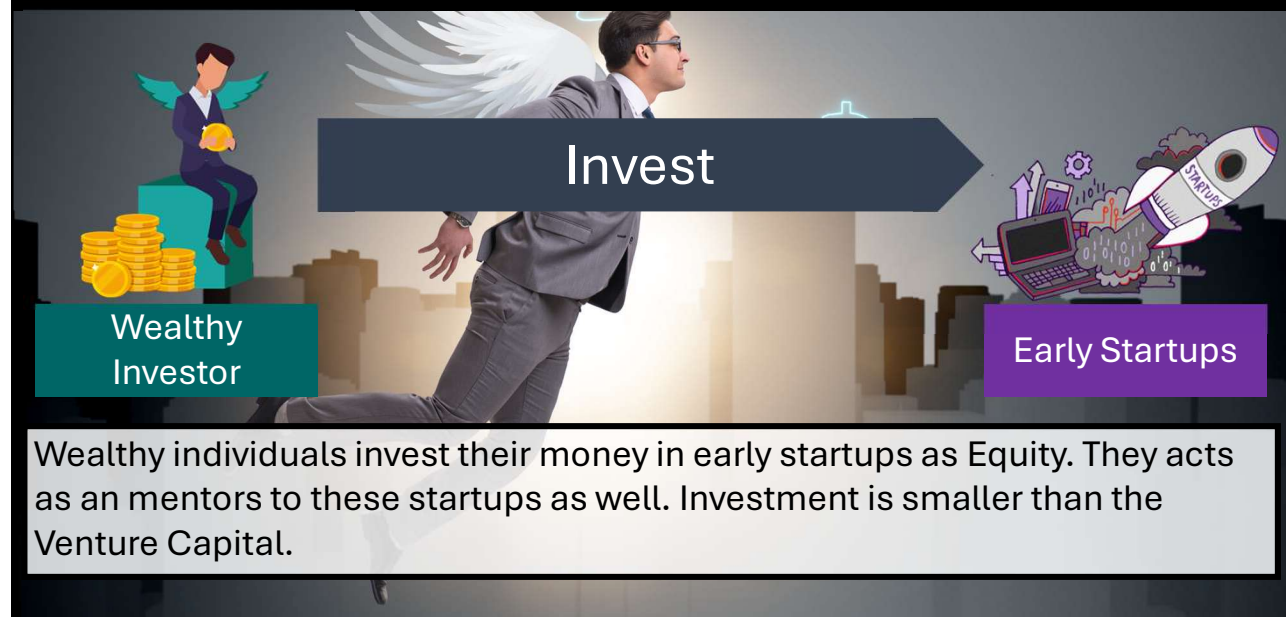
- Sachin and Binny Bansal started in 2007 as an e-commerce site
- Cash on Delivery, No-cost EMI, Discount Offers
- Accel and Tiger Global Management were Venture Capital Providers
- 2018, Walmart purchased 77% of FlipKart for \$16Bn.

THE FLIPKART SUCCESS STORY

FROM A BENGALURU APARTMENT TO A BILLION-DOLLAR EXIT

11

Angel Investors



12



13

Crowdfunding

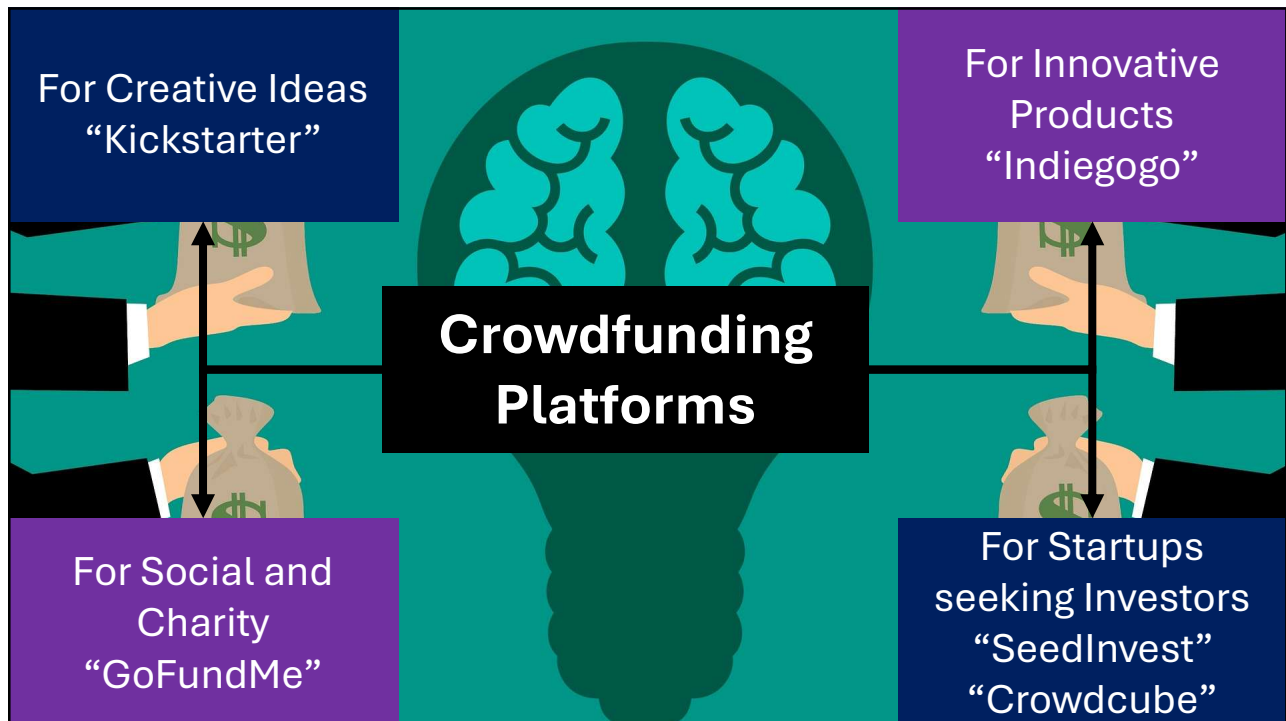
Crowdfunding are online platforms, where people support startups. People around the world invest in these crowdfunds to help startups. There are three types of crowdfunding models available.

Reward Based	Equity Crowdfunding	Donation Based
Investors are getting products or a benefit.	Investors are getting shares.	People donate without expecting anything in return.

14



15



16

Intellectual Property Institutions

Intellectual Properties (IP) are the creations in mind, innovations, artistic work, designs etc.



Intellectual Property Act No. 36 of 2003

17

Why does an Organization need Intellectual Property Protection?

To Prevent Competitors from Stealing and Protect Creators

To Build Consumer Trust

To Create Revenue Streams

To Attract Investors

18

IP	Copy Right	Trademark	Patent
What?	Original creative works. E.g. literary work, music, films, software	Distinctive sign (Word, Logo, Symbol) that identifies one's product, among others.	Protection for inventions, that are new, involves in inventive step and are industrially applicable.
Rights and Terms	Copying, Public Performance, Distrib.	Must be unique. Cancelled, if not used for 5 yr.	Rights to make, use, sell and license.
Symbol	©	®	
Who offers?	No formal registration. Upon creation it receives automatically.	National Intellectual Property Office (NIPO) <i>Search-> Filing -> Checking -> Publication-> Registration</i>	NIPO <i>Spec-> Apply-> Check-> Publication-> Acceptance-> Patent</i>
Protection Period	Lifetime of Author + 70 years	10 years from date filing. Renewable.	20 years from date filing. Renewable

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20



21

License	Trade License	Environmental Protection License (EPL)	Health and Sanitary License
What?	Permission issued to Operate a business in relevant area.	License that ensures business does not cause harm to environment.	To ensure health, hygiene and food standards, this is issued to food & health related businesses.
Who Offers?	Local authority (Municipal, Urban or Pradeshiya Sabha)	Central Environmental Authority.	Public Health Inspector (PHI) and Local Health Authority (LHA)
Period	01 year. Renewed annually.	1 year for non-mining. 3 years for mining.	01 year. Renewed annually.
Process	Application Form-> Inspection-> License Fee-> License	Application-> Evidence on Env. Protec. & Waste Mgt-> CEA Review-> License	Register in LHA-> Inspection-> PHI Approval->
Benefits	Assurance on health, fire, planning compliance.	Builds public confidence. Prevents fines on pollution. Environmental compliance.	Business is safe & hygienic. Avoid public health violations.

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License	Import and Export Licence	Tourism and Hotel License
What?	Legal permission to Import and Export	Compliance on tourism quality, safety and service standards to operate tourism business
Who Offers?	Department of Import and Export Control (IEC) Sri Lanka Customs	Sri Lanka Tourism Development Authority
Period	Single Shipment	01 year Renewable
Process	Custom Reg as Importer/Exporter-> Apply IEC-> Fee-> License	Application to SLTDA-> Inspection-> License
Benefits	Legal permission. International Mkt Access. Avoid fines.	Official Recognition. Advertising Gain. Ability to Partner with Global Travel Networks

23



24





27

The true entrepreneur is
a doer, not a dreamer.

Nolan Bushnell

quotefancy

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