

CEO of Legal Clinic Gives Startup Mentoring to UGM Students

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Being a businessman in startup venture is different from conventional business. Startup business does not always correspond to money, because money is not everything. But it needs the right strategy to develop the startup through the creative application they produced.

This was said by CEO of Startup Legal Clinic, Ivan Lalamentik, who gave a mentoring on *Startup Legal and Intellectual Property* to participants of incubation programme of *Innovative Academy Batch 5* on Saturday (28/4) in the Entrepreneurship Development Service (EDS) building at UGM on Asem Kranji, Sekip K7.

Ivan said that to make a startup business competitive, it needs talent in engineering and ability to run an entrepreneur business.

“The phase to run a startup starts from the formation of the founders, joint capital, funding concept, and business form,” he said.

The legal aspect and intellectual property right of a startup needs to also be prepared by the digital business players. “Aspect of legality of startup founding is an important part of the business,” he

explained.

He added the success of a startup to survive and be competitive would depend on the ability of the founders to always think dynamically, enthusiasm towards their business, response to change and development in the future by adjusting technology applications to their business needs.

Ivan gave some tips to obtain venture capital from others. In his opinion, a startup needs to reach out to many people with their application. “The challenge that exists is not the application that can help everyone, but how those people can generate income from our application,” he said.

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