

Startup Workshop

PROF. DR. WIWAT VATANAWOOD

ASSOC. PROF. DR. DUANGDAO WICHADAKUL

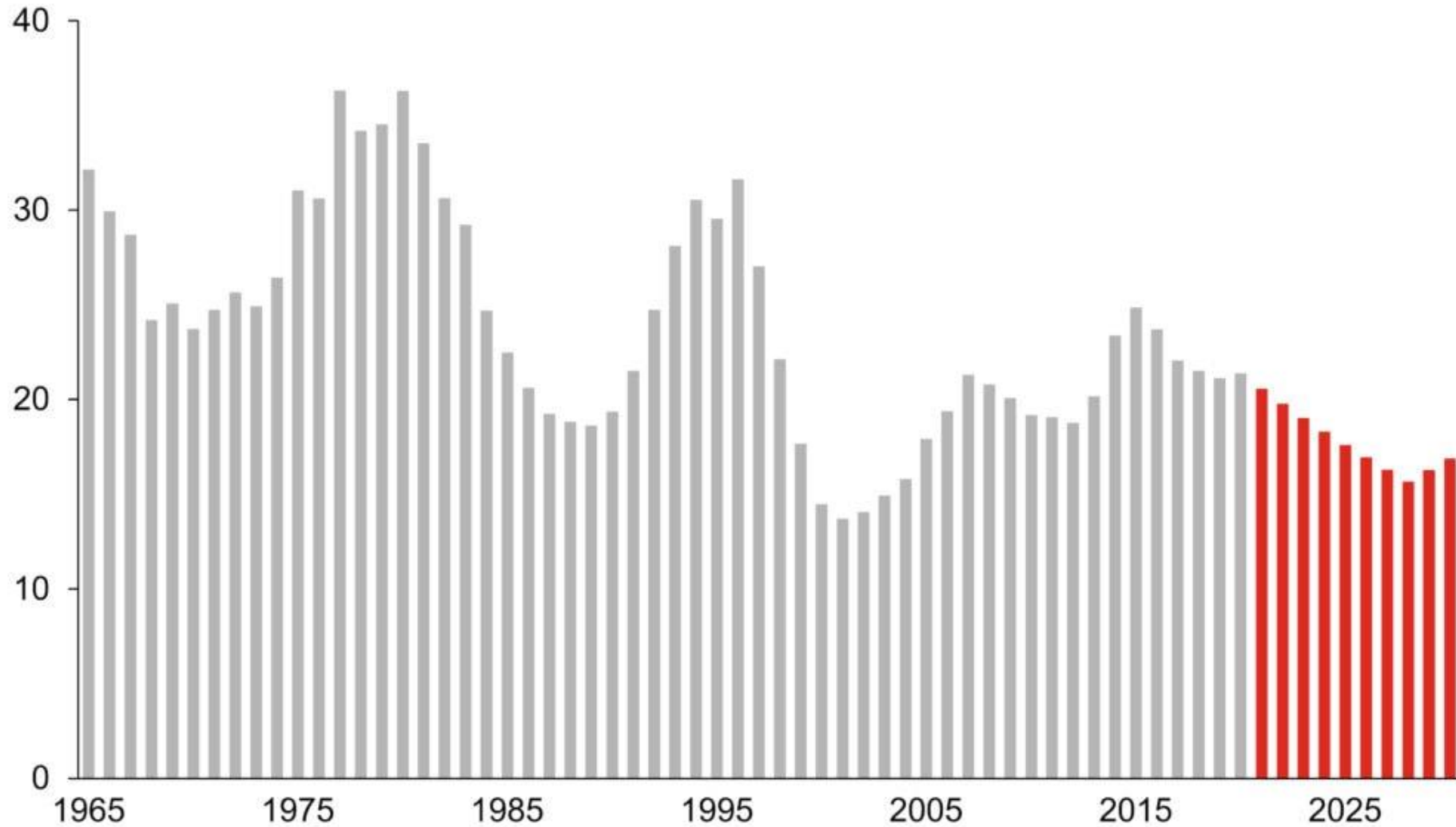
ASST. PROF. DR. PITTIPOL KANTAVAT

ASST. PROF. Dr. NUENGWONG TUAYCHAROEN

Objectives

- Perform innovation process, such as Lean Startup
- Identify the term project topic, its impact, and customers

**Chart 1: Average company lifespan on S&P 500 Index in years
(rolling 7-year average)**



Data: Standard & Poor's; Innosight analysis based on public S&P 500 data sources. See endnote on methodology.

More Data

Assets (\$mm) ▼

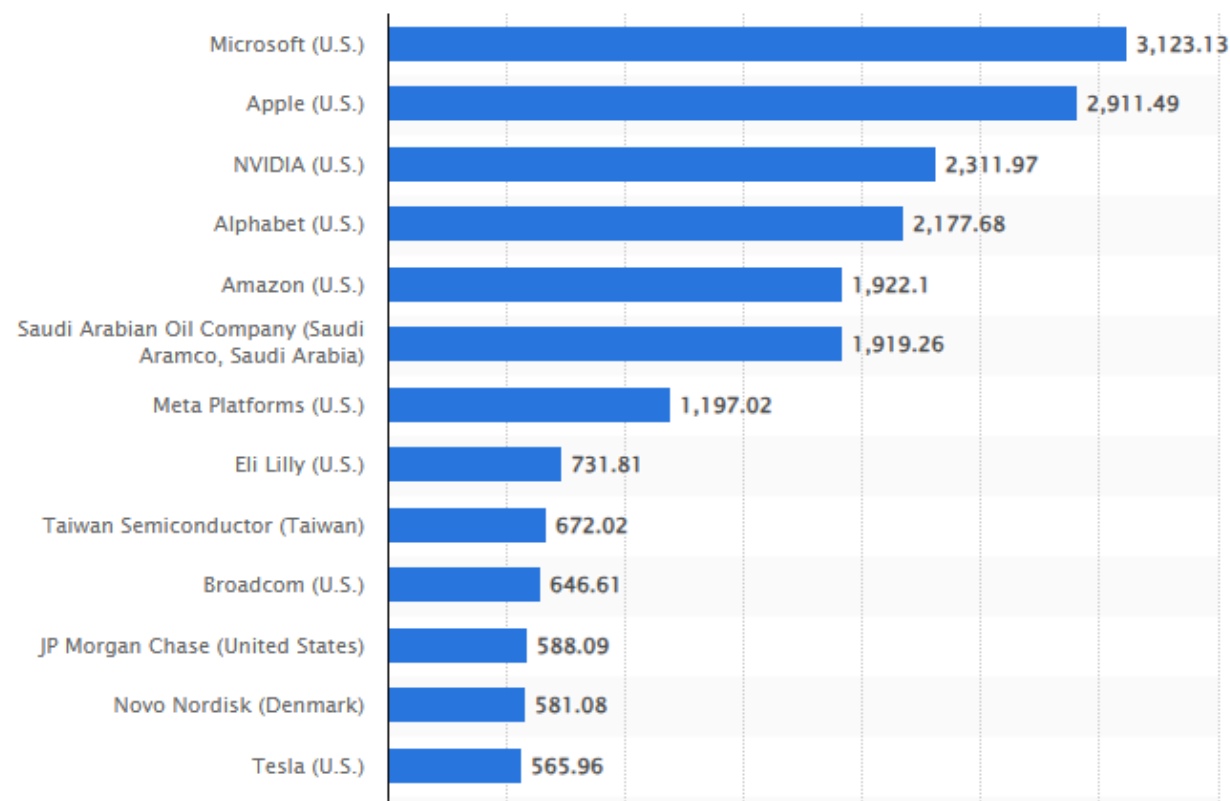
2013

List Rank ▲	Company Name	Revenues (\$b)
Assets (\$mm)		
1	Royal Dutch Shell	481.7
	360.3	
2	Wal-Mart Stores	469.2
	203.1	
3	Exxon Mobil	449.9
	333.8	
4	Sinopec Group	428.2
	314.1	
5	China National Petroleum	408.6
	547.2	
6	BP	388.3
	300.2	
7	State Grid	298.4
	374.5	
8	Toyota Motor	265.7
	377.5	
9	Volkswagen	247.6
	408.2	
10	Total	234.3

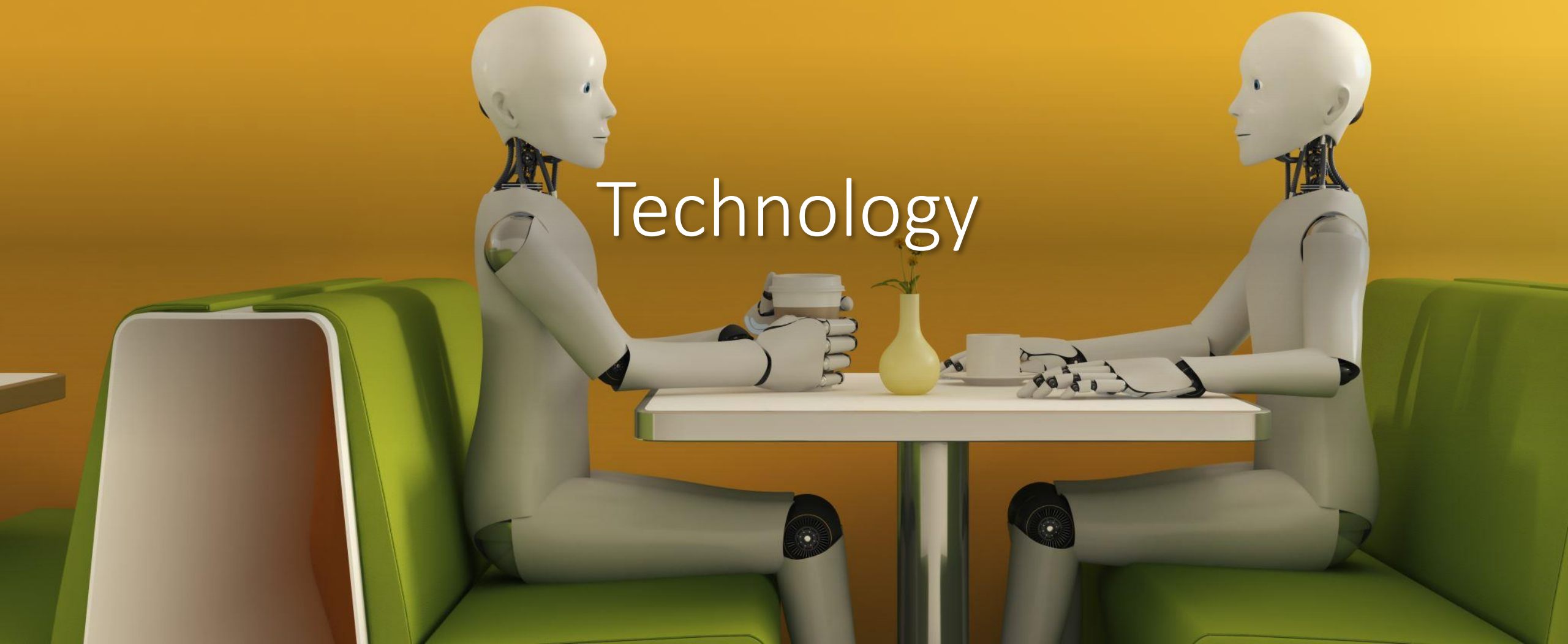
2023

<https://www.statista.com/statistics/263264/top-companies-in-the-world-by-market-capitalization/>

The 100 largest companies in the world by market capitalization (in billion U.S. dollars)

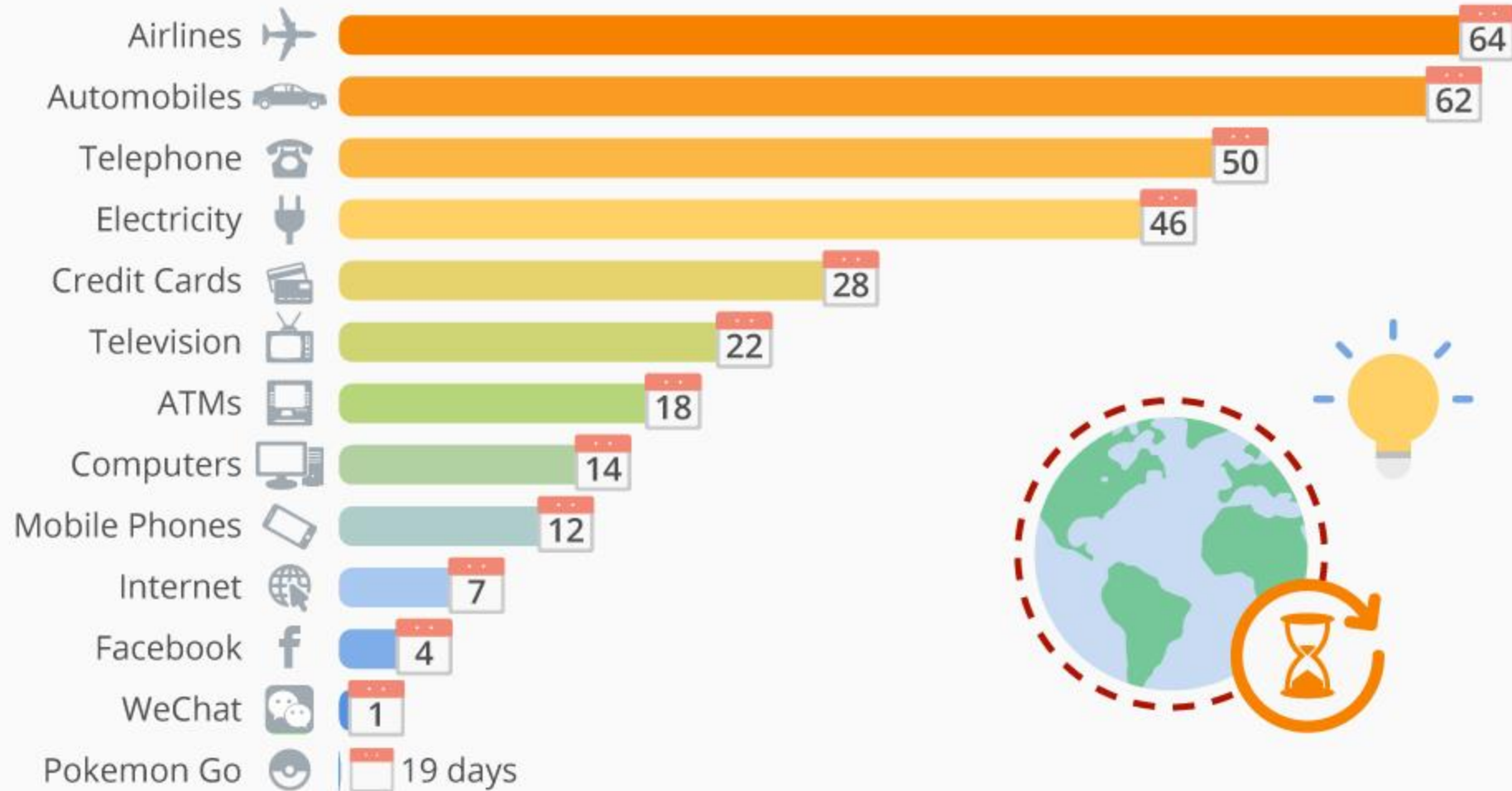


Technology



The Road to Ubiquity is Getting Shorter

Time innovations needed to reach 50 million users (in years)



@StatistaCharts Source: Visual Capitalist

statista

กรุงเทพธุรกิจ

LISA
ROCKSTAR



‘MV ของศิลปินเดี่ยวที่มียอดวิวบน
YouTube ช่วงเปิดตัว 24 ชั่วโมงแรก มากที่สุด
ในปี 2024’ ด้วยยอดผู้เข้าชม 32.4 ล้านครั้ง

**THE
STANDARD**
WEALTH

FLASH
EXPRESS

founder อายุไม่ถึง 30 ปี

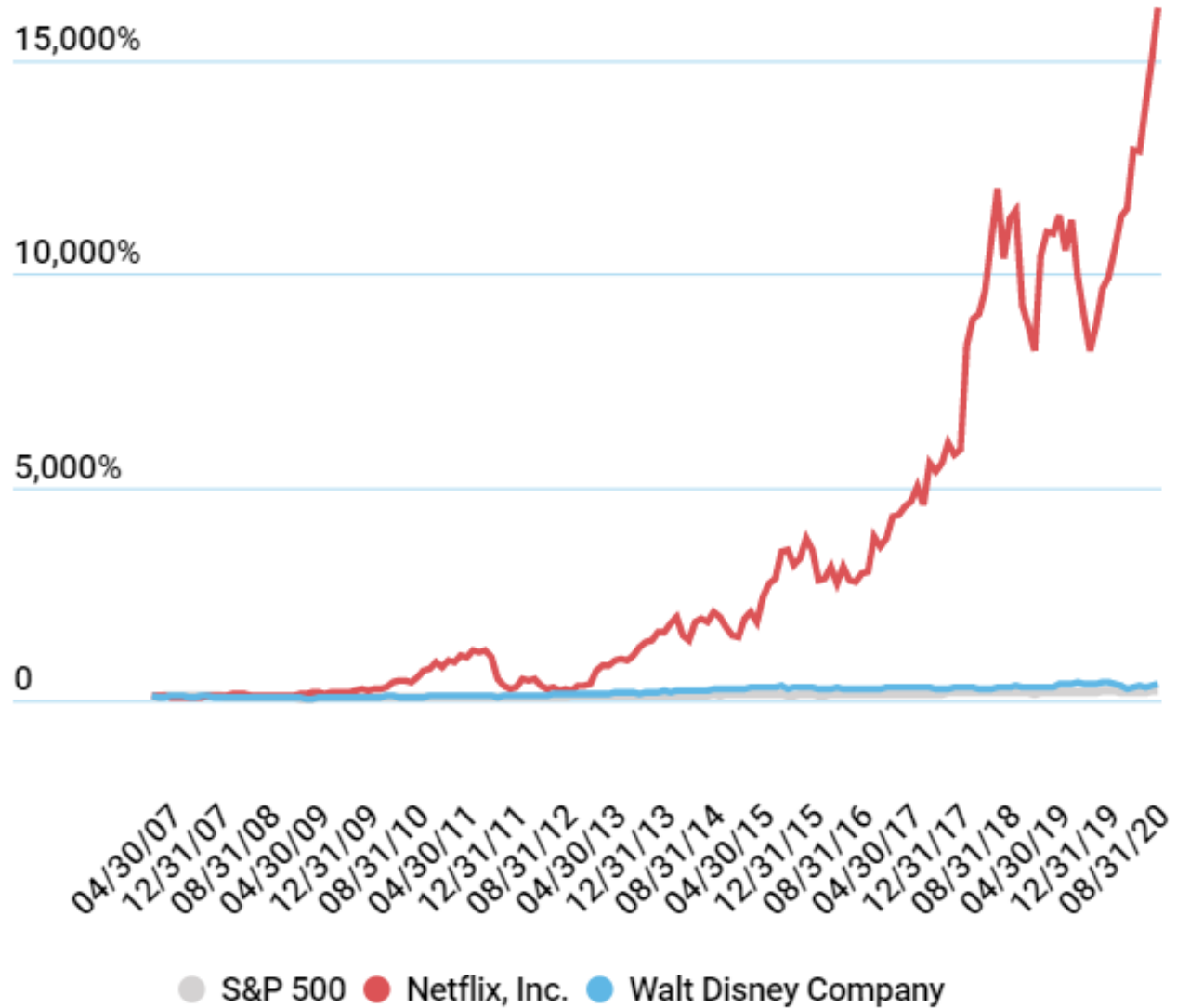
บริษัทเปิดมาประมาณ 4 ปี

มูลค่าบริษัทมากกว่า 3 หมื่นล้านบาท



Reed Hastings has said that he was inspired to start Netflix after a \$40 late fee on a VHS copy of *Apollo 13*.

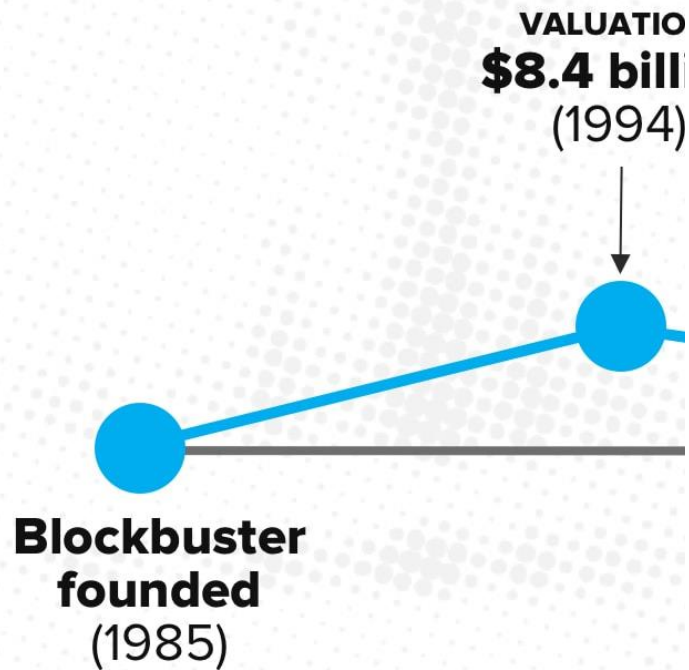
PHOTO BY JUSTIN SULLIVAN/GETTY IMAGES



<https://www.forbes.com/sites/dawnchmielewski/2020/09/07/how-netflixs-reed-hastings-rewrote-the-hollywood-script/?sh=7fa62d9015df>

THE RISE OF NETFLIX (AND THE FALL OF BLOCKBUSTER)

● Blockbuster ● Netflix



YAH

Yahoo: Mother of Bad Luck

1998: **Yahoo** refuses to buy **Google** for \$1 million dollars.

2002: **Yahoo** realizes its mistake and tries to buy **Google** for \$3 billion, **Google** says, "Give us \$5 billion", **Yahoo** says no.

2008: **Yahoo** refuses to be sold to **Microsoft** for \$40 billion dollars

2016: **Yahoo** sold for \$4.6 billion to **Verizon**.

ogle

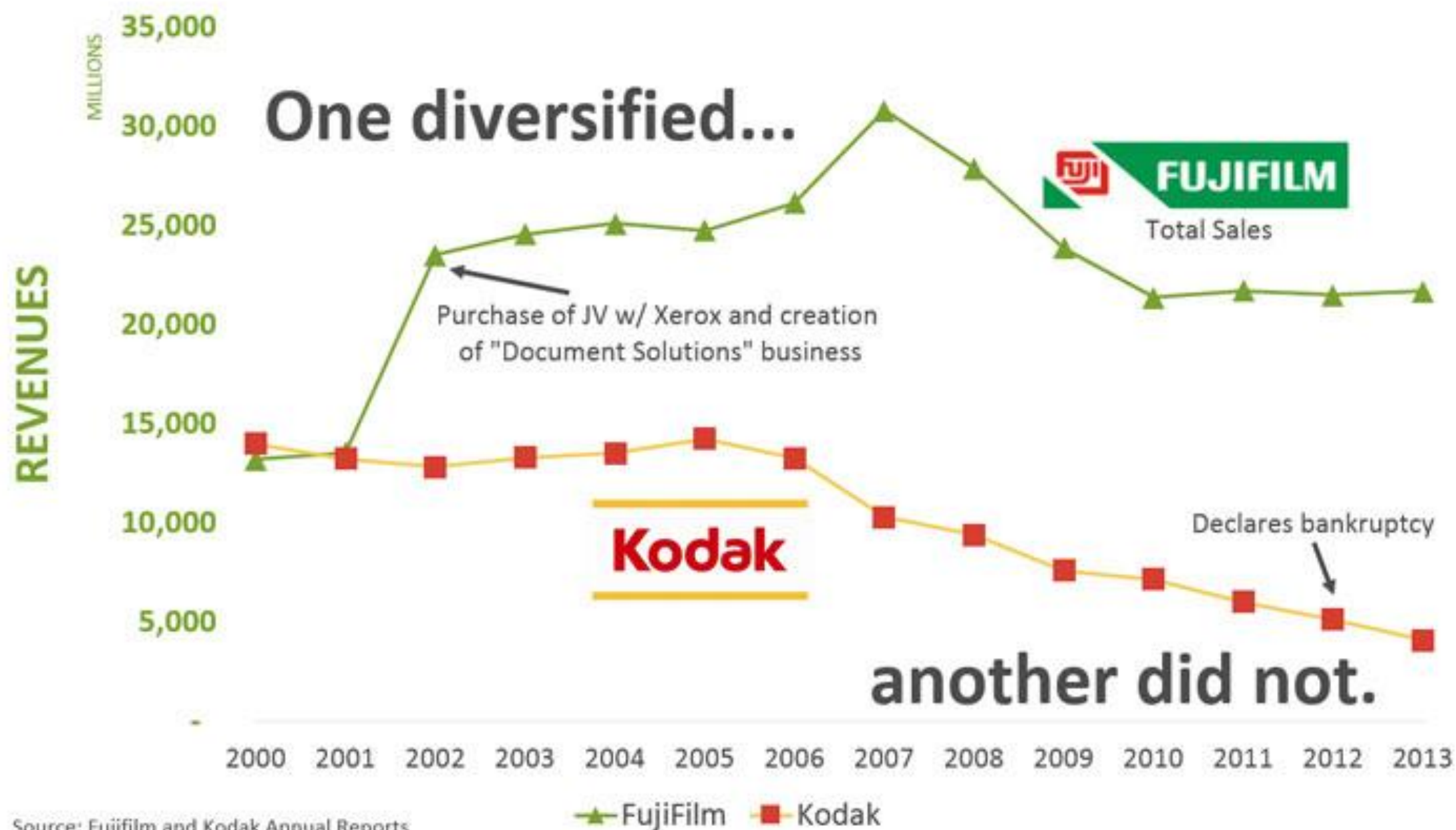
were unknown to the
for \$1 million so they

Yahoo wanted its
bank, which sends a

Back in 1998, two ind
technology company
can resume their stud

AltaVista turned down
users to spend more
user to the most relev

A Tale of Two Film Manufacturers



“Thai job market is also in deep trouble”

People are getting laid off.

Fresh grads are competing in a 12 million ppl job market

37%+ of Gen Y have mismatched job-skills

Source: NESDB, SAB, BBC

Dr. Tarit_TDP...

ผลกระทบภาคแรงงานจาก
วิกฤตโควิด-19 ระลอก 3

7 ล้านคน แรงงานในภาค
ท่องเที่ยว อาจถูกเลิกจ้างเพิ่มขึ้น/
ต้องหาอาชีพใหม่

7.6 แสนคน วางงานใน
ไตรมาสแรกปี 2564

4.9 แสนคน นักศึกษาจบ
ใหม่อาจหางานไม่ได้เพราะตำแหน่ง
งานไม่เพียงพอ

ที่มา: รายงานภาวะสังคมไทยไตรมาสแรก ปี
2564 ของสภาพัฒน์ฯ 24 พ.ค. 2564

zoom

ดร.ธาวิต นิยมานวุฒิพงษ์, GM, True Digital Park

INNOVATE or DIE



Innovation
begins with
creative Ideas

Idea is cheap!





BUILKONE

CONSTRUCTION UNITED

DIGITIZING C+RE INDUSTRY IN SEA
TO INCREASE EFFICIENCY
& MITIGATE RISKS

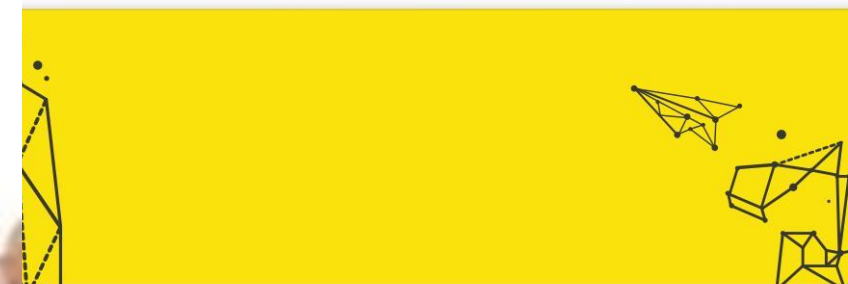
OUR **PRODUCTS**



- วิศวกรโยธา
- ผู้รับเหมาก่อสร้าง

- 2548 - ก่อตั้ง Longkong Studio
ผู้พัฒนาซอฟต์แวร์บริหารจัดการธุรกิจก่อสร้างรายแรกของไทย
- 2553 - ก่อตั้ง BUILK.COM ซอฟต์แวร์บริการ
ธุรกิจก่อสร้างออนไลน์ ที่ใช้มาฟรี 100%

- เกษตรสมาคม Thailand Tech Startup Association



WWW.BUILK.ONE

Start-up Life Cycle

50,000

1000

100

10

(100x)

1

(1000x)

Idea

Seed

Early

Mid

Late

Profit

Positive
\$\$

Negative
\$\$

Time



Valley of Death



Legend

5 Essential Elements lead to success



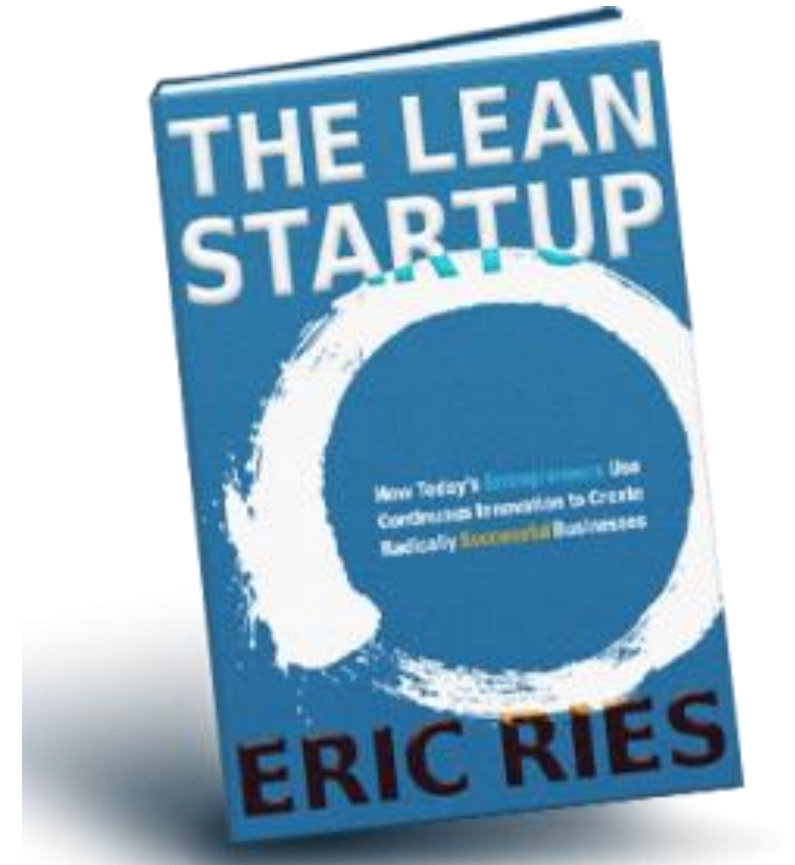
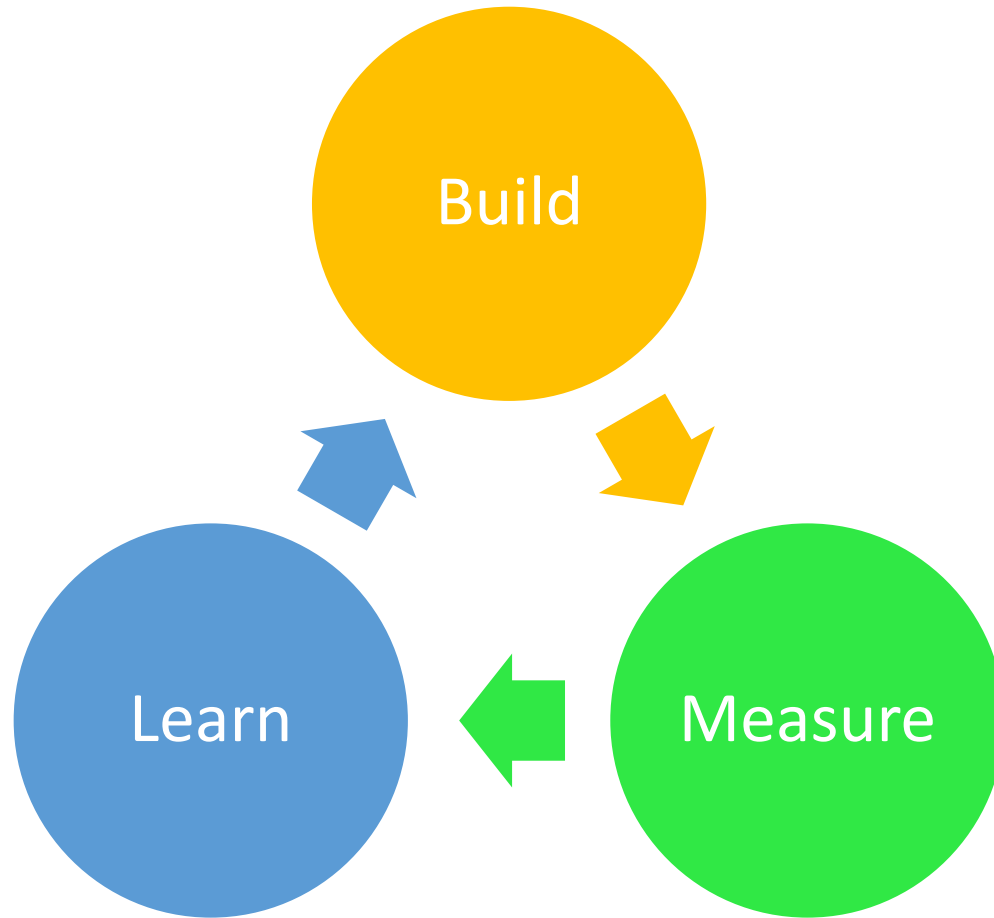
Bill Gross

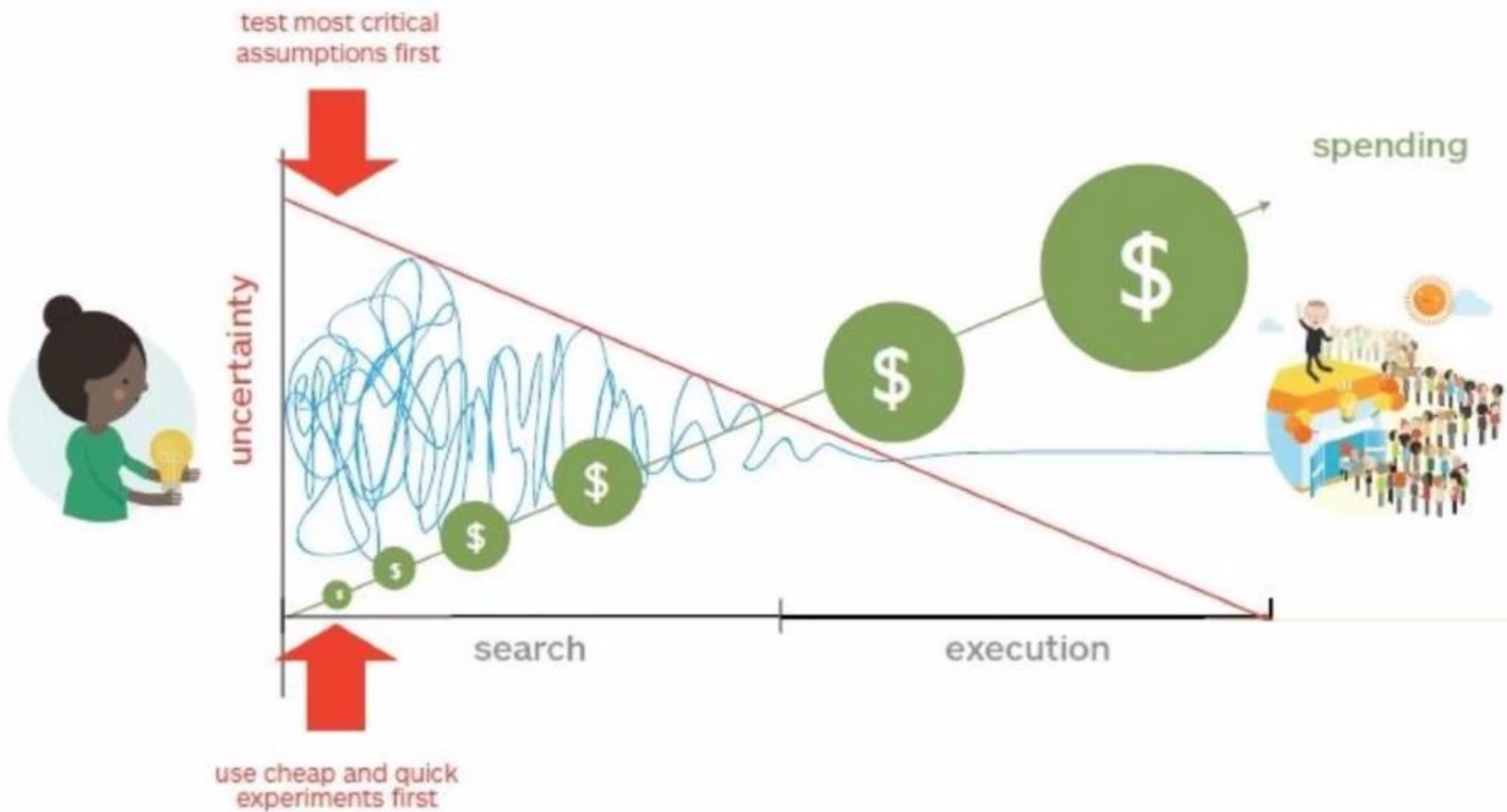
an American investor and fund manager, best known for co-founding Pacific Investment Management Co



อ้างอิง: ดร.พนชิต กิตติปัญญา

Lean Startup

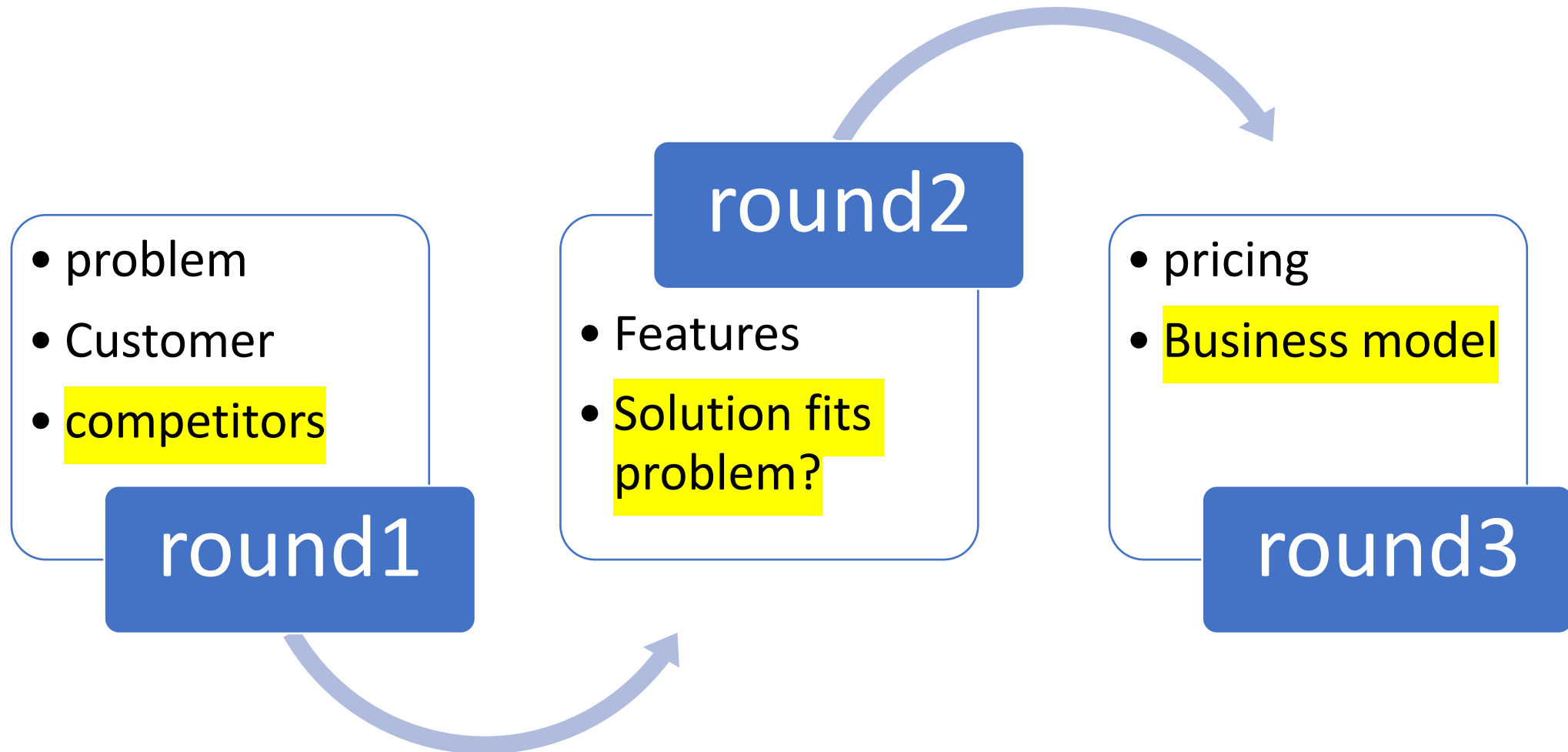






Start here. Brainstorm with stickies, pull it over to the right to start your experiment.		Experiments	1	2	3	4	5
Who is your customer? <small>Time Limit: 5 Min</small>		Customer	People buying Vespas on Craigslist	People with difficult commute NYC	People with difficult commute NYC		
What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small>		Problem	Relying on products that use oil	Understanding safety & time saving of Vespa	Vespa too expensive for identity risk		
Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small>		Solution		Vespa One-Pager + Trial	Rent Vespa & Return It If Not Fit		
List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small>		Riskiest Assumption	Care about environment	No friends Vespa	Pay \$250/month		
Need help? Use these sentences to help construct your experiment.		Success Criterion	INTERVIEW: 5/20 buying Vespa bc environment important	INTERVIEW: 8/10 don't have friend with Vespa	SELL: 15 email addresses in 2 hours		
To form a Customer/Problem Hypothesis: I believe <u>my customer</u> has a problem <u>achieving this goal</u>.	To form a Problem/Solution Hypothesis: I believe <u>this solution</u> will result in <u>quantifiable outcome</u>.						
GET OUT OF THE BUILDING!							
To form your Assumptions: In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.	To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...	Result & Decision	0/20 PIVOT!	5/10 PIVOT!	50+ in 2 hours PERSEVERE!		
Determine how you will test it: The least expensive way to test my assumption is...	Determine what success looks like: I will run experiment with <u># of customers</u> and expect a strong signal from <u># of customers</u>.	Learning	- Skinny Tie! - Buying for lifestyle	- "I'm not a scooter person" - Lifestyle is a risk	- People typing in ALL CAPS - Jumping out of seat to try		

Activity



ตัวอย่างคำถามสัมภาษณ์ รอบ 1

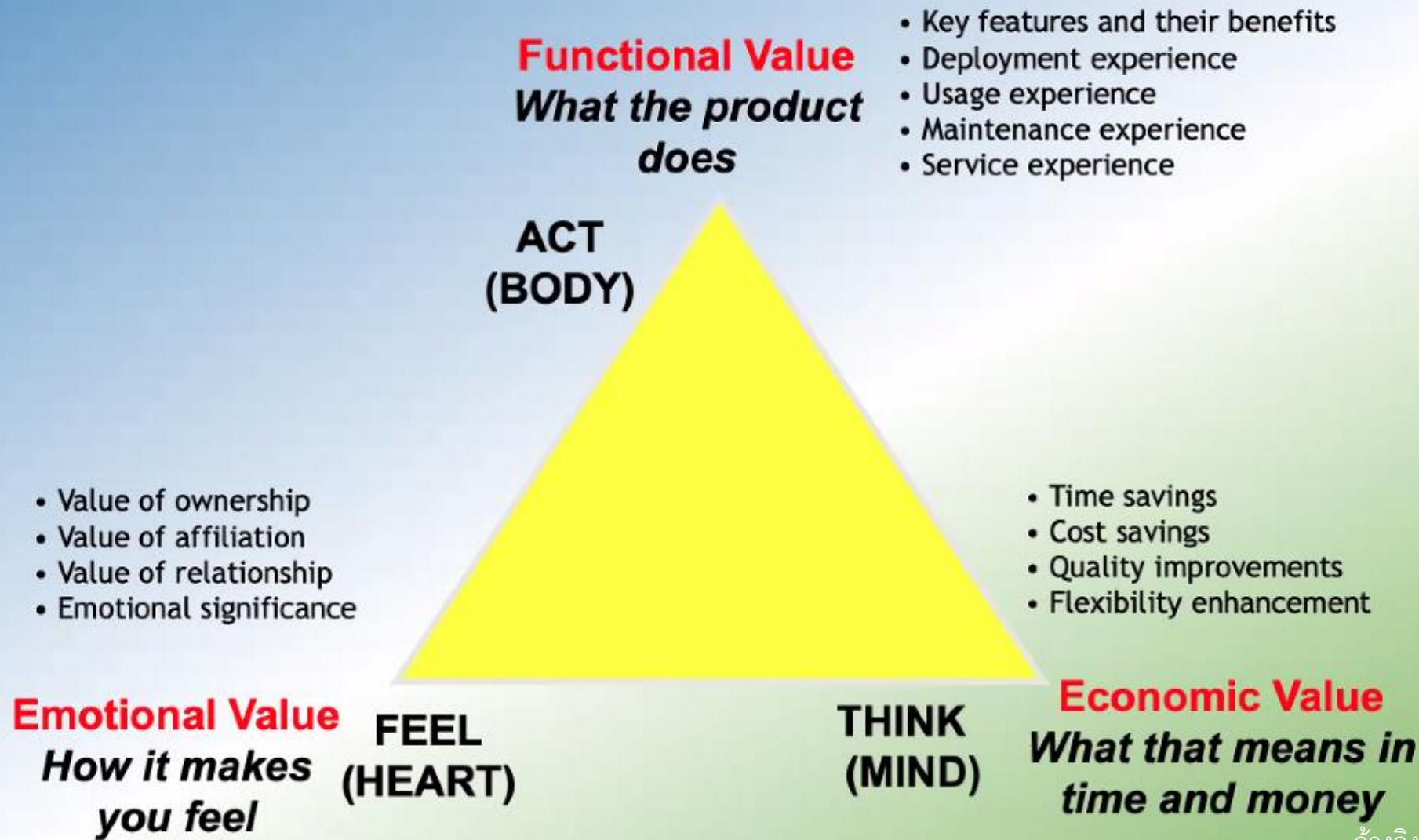
1. คุณมีปัญหา AAA ไหมครับ
2. ถ้ามี ปกติแก้ปัญหายังไงครับ
3. แล้ววิธีแก้ปัญหแบบนี้ BBB นี่ ยังมีอะไรที่ควรต้องปรับปรุงให้ดีขึ้นได้อีกมั้ยครับ

ตัวอย่างคำถามสัมภาษณ์ รอบ2

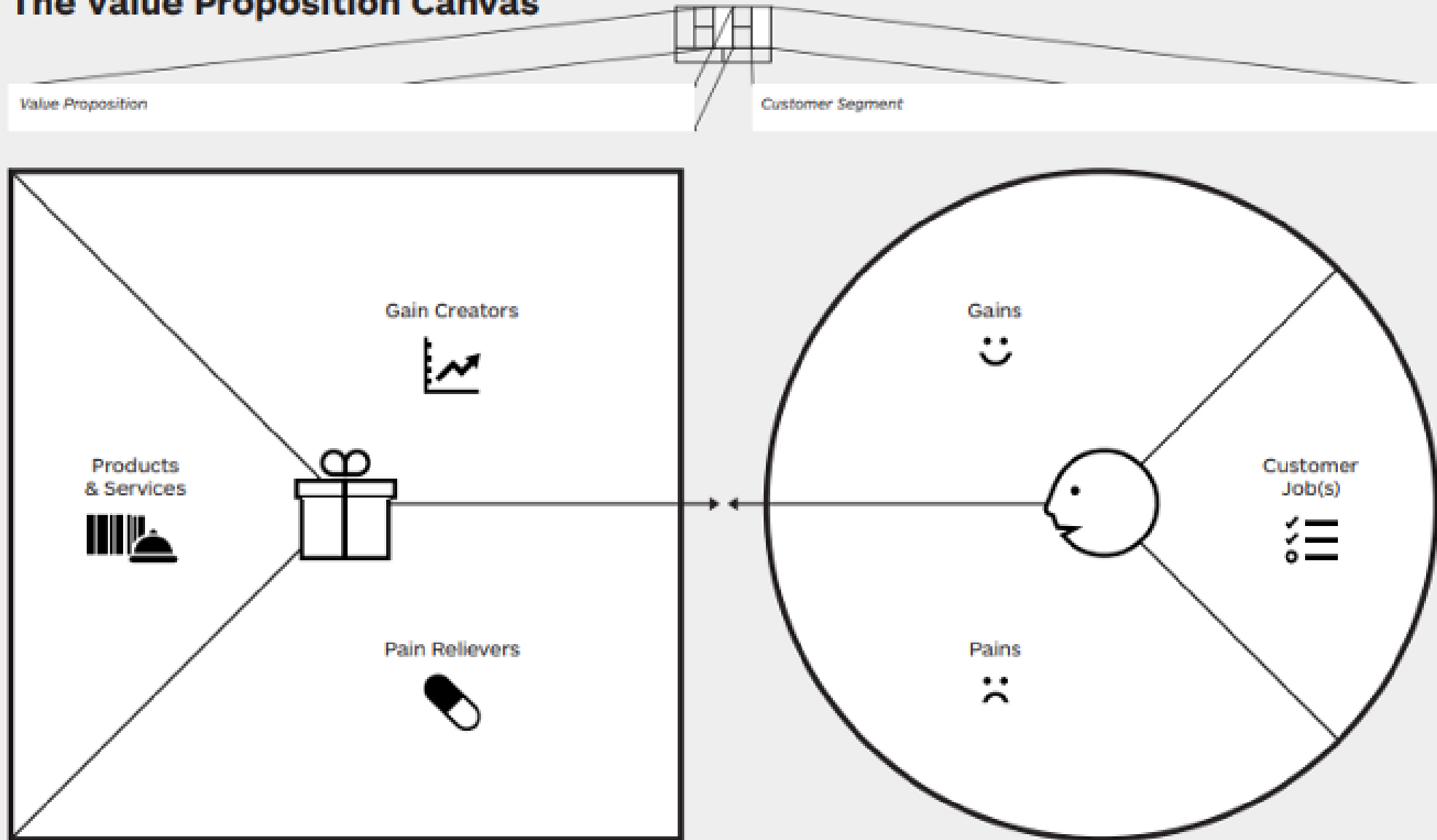
1. คิดว่าแอปที่มี features แบบนี้แก้ปัญหาได้ไหม
2. แอปนี้ควรปรับปรุงตรงไหนอีกบ้าง เพื่อให้ดีกว่าแอปคู่แข่ง

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.		Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible. <small>Time Limit: 5 Min</small> <div>ENG students</div> <div>Ajarn</div> <div>staffs</div>		Customer	ENG students	ENG students			
What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small> <div>café is too crowded</div> <div>no veg</div> <div>food too little</div>		Problem	café is too crowded	café is too crowded			
Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small>		Solution		App with Features1,2,3,...			
List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small>		Riskiest Assumption	customers have this problem	customers will use the app			
Need help? Use these sentences to help construct your experiment.		Method & Success Criterion	3 from 5 students have this problems	3 from 5 students will use the app			
To form a Customer/Problem Hypothesis: I believe <u>my customer</u> has a problem <u>achieving this goal</u>.	To form a Problem/Solution Hypothesis: I believe <u>this solution</u> will result in <u>quantifiable outcome</u>.	GET OUT OF THE BUILDING!					
To form your Assumptions: In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.	To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...	Result & Decision	x from 5 GO! PIVOT!	x from 5 GO! PIVOT!			
Determine how you will test it: The least expensive way to test my assumption is...	Determine what success looks like: I will run experiment with # of <u>customers</u> and expect a strong signal from # of <u>customers</u>.	Learning	Features1 Features2 Features3	Features1 Features2 Features3			

กรอบแนวคิดการสร้างคุณค่า (Value Creation Framework)



The Value Proposition Canvas



PROBLEM

List your top 3 problems

SOLUTION

Outline a possible solution for each problem

UNIQUE VALUE PROPOSITION

Describe your company, mission, and what sets you apart from others and what you're offering

UNFAIR ADVANTAGE

Something that cannot easily be duplicated

CUSTOMER SEGMENTS

List your target customers and users

KEY METRICS

List the key numbers that tell you how your business is doing

CHANNELS

List your path to customers (direct or indirect)

EXISTING ALTERNATIVES

List how other products are solving today's

HIGH-LEVEL CONCEPT

List what 3 key things it is, the goal, a vision for future

EARLY ADOPTERS

List the characteristics of your ideal customer










COST STRUCTURE

List your fixed and variable costs

REVENUE STREAMS

List your sources of revenue

The Business Model Canvas

Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

Growth Hacking

Problem/Solution fit

Product/Market fit

Scale



Assignment

- Project Topic
- Customer
- Project Proposal [deadline: 27 AUG]