

Startup Workshop

PROF. DR. WIWAT VATANAWOOD

ASSOC. PROF. DR. DUANGDAO WICHADAKUL

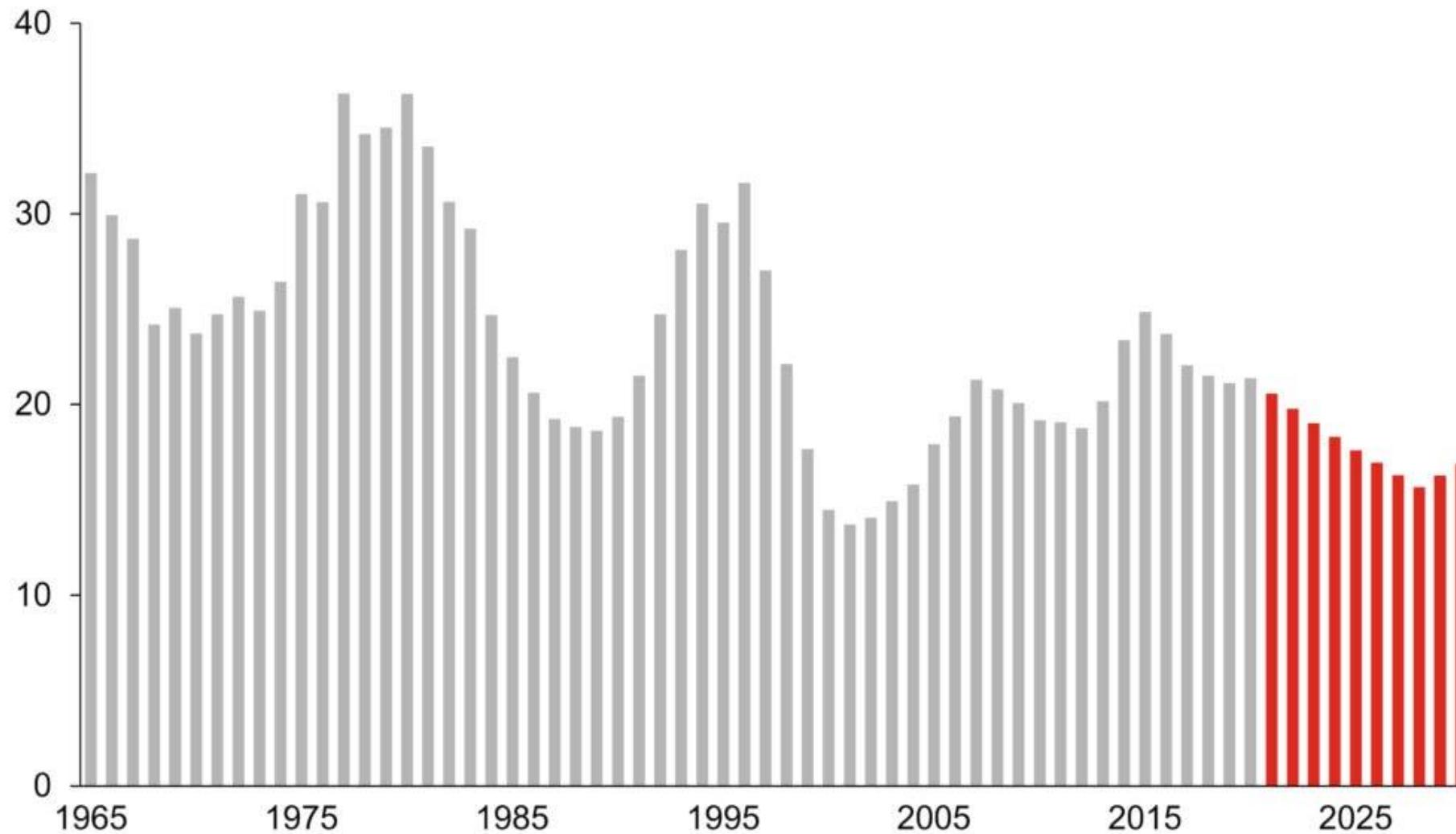
ASST. PROF. DR. PITTIPOL KANTAVAT

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)

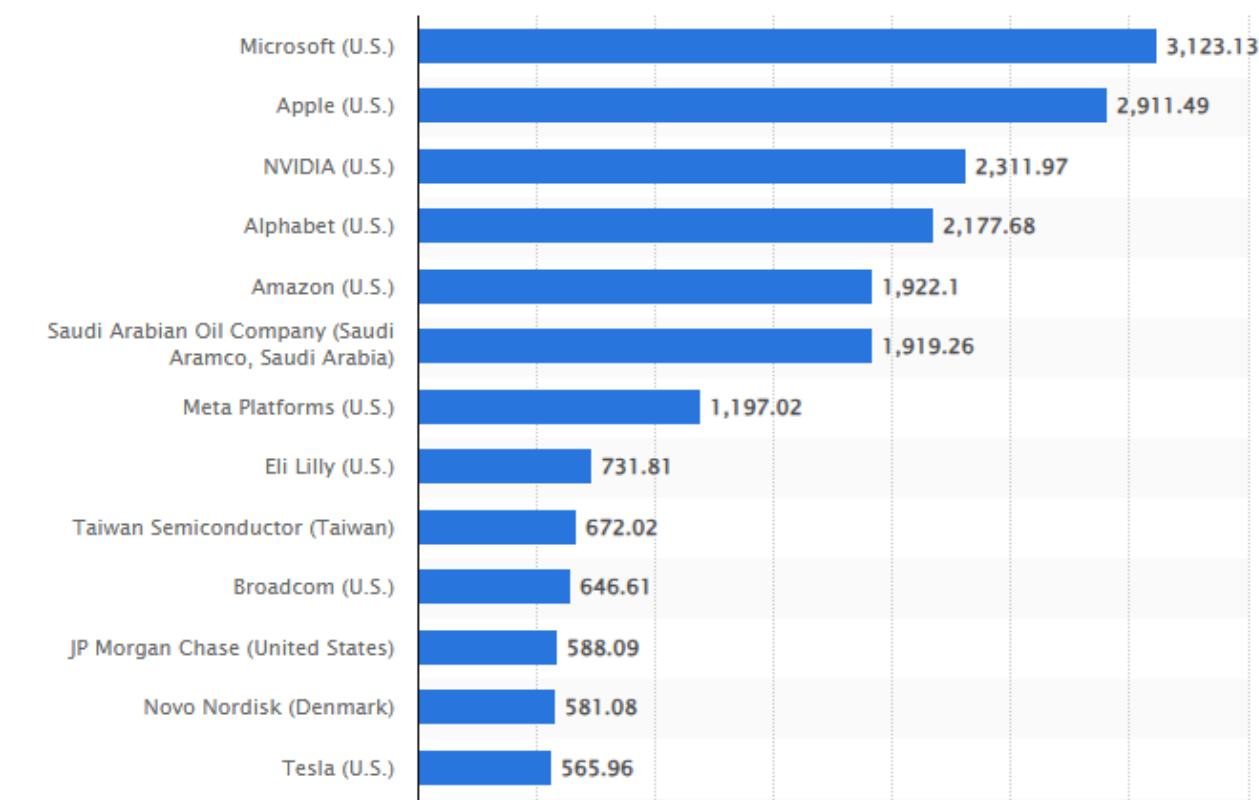
2013

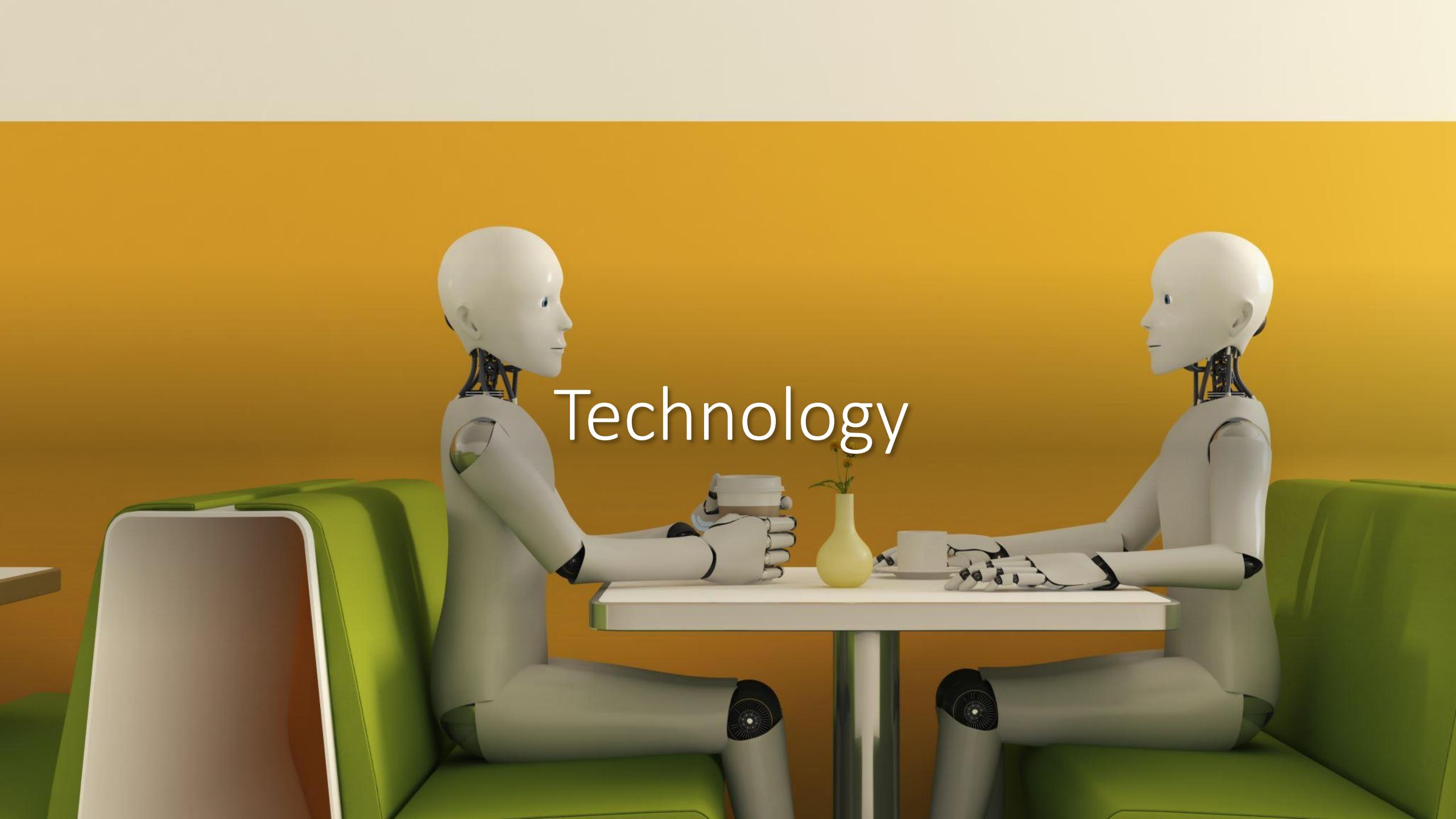
List Rank	Company Name	Revenues (\$b)
	Assets (\$mm)	
1	Royal Dutch Shell	481.7
	360.3	
2	Wal-Mart Stores	469.2
	203.1	
3	Exxon Mobil	449.9
	333.8	
4	Sinopec Group	428.2
	314.1	
5	China National Petroleum	408.6
	547.2	
6	BP	388.3
	300.2	
7	State Grid	298.4
	374.5	
8	Toyota Motor	265.7
	377.5	
9	Volkswagen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

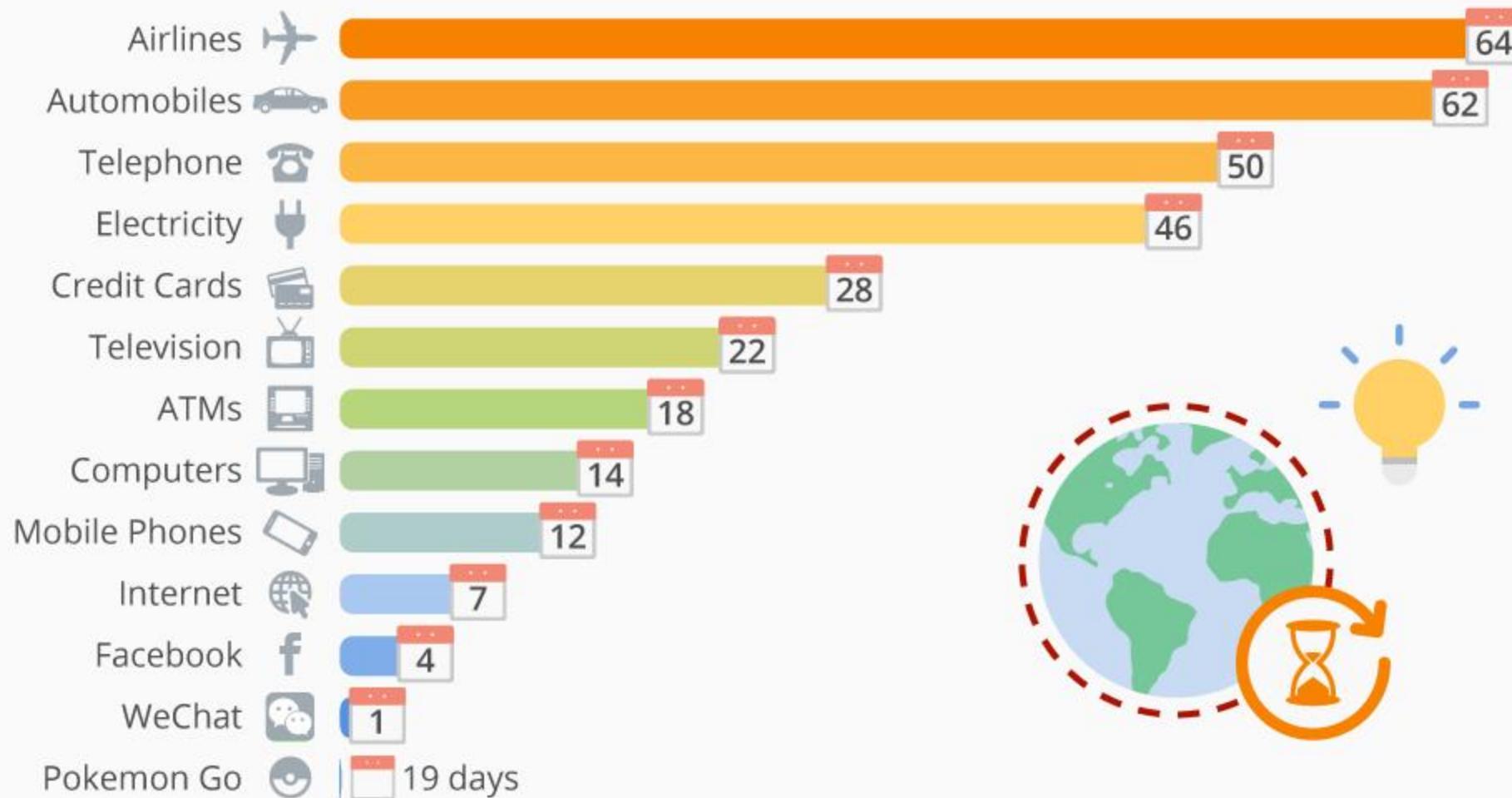


A photograph of two white humanoid robots with black mechanical components on their joints, sitting across from each other at a small white table. They are holding white coffee cups. The background is a solid yellow.

Technology

The Road to Ubiquity is Getting Shorter

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



@StatistaCharts

Source: Visual Capitalist

statista

กรุงเทพธุรกิจ



‘MV ของศิลปินเดี่ยวที่มียอดวิวน
YouTube ช่วงเปิดตัว 24 ชั่วโมงแรก มาที่สุด
ในปี 2024’ ด้วยยอดผู้เข้าชม 32.4 ล้านครั้ง



THE
STANDARD

WEALTH



founder อายุไม่ถึง 30 ปี

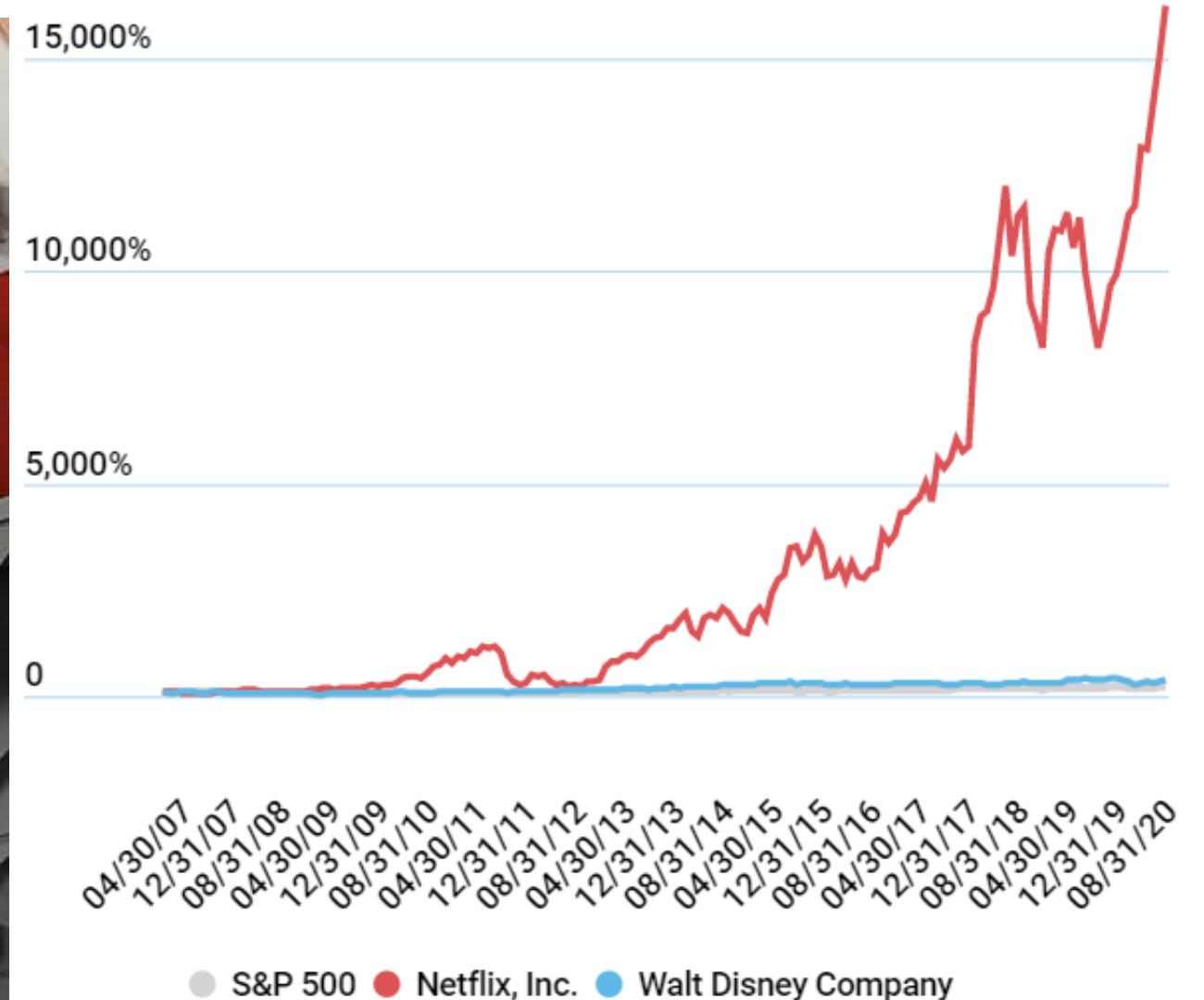
บริษัทเปิดมาประมาณ 4 ปี

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.

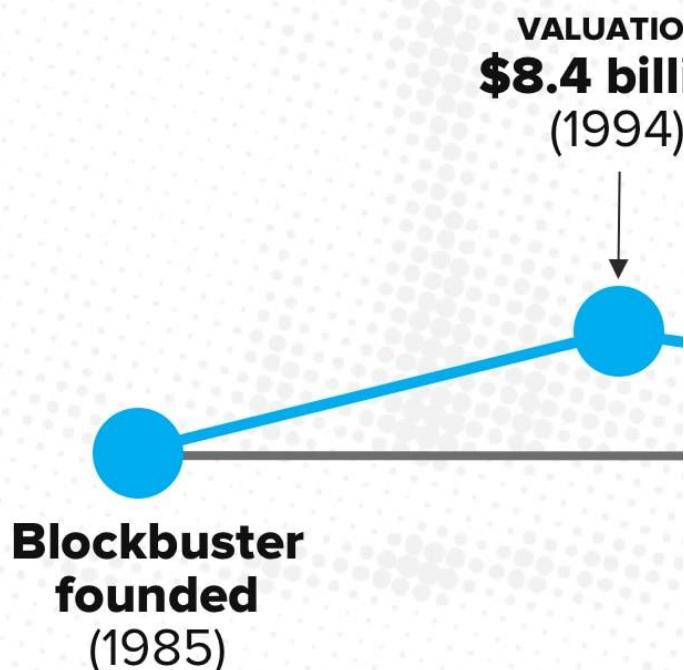
PHOTO BY JUSTIN SULLIVAN/GETTY IMAGES



<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





Yahoo: Mother of Bad Luck

Back in 1998, two independent technology companies can resume their studies.

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

https://finance.yahoo.com/news/remember-yahoo-turbo-305083.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuYmFyLmNvbS8zMDUwODM4LmNz

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

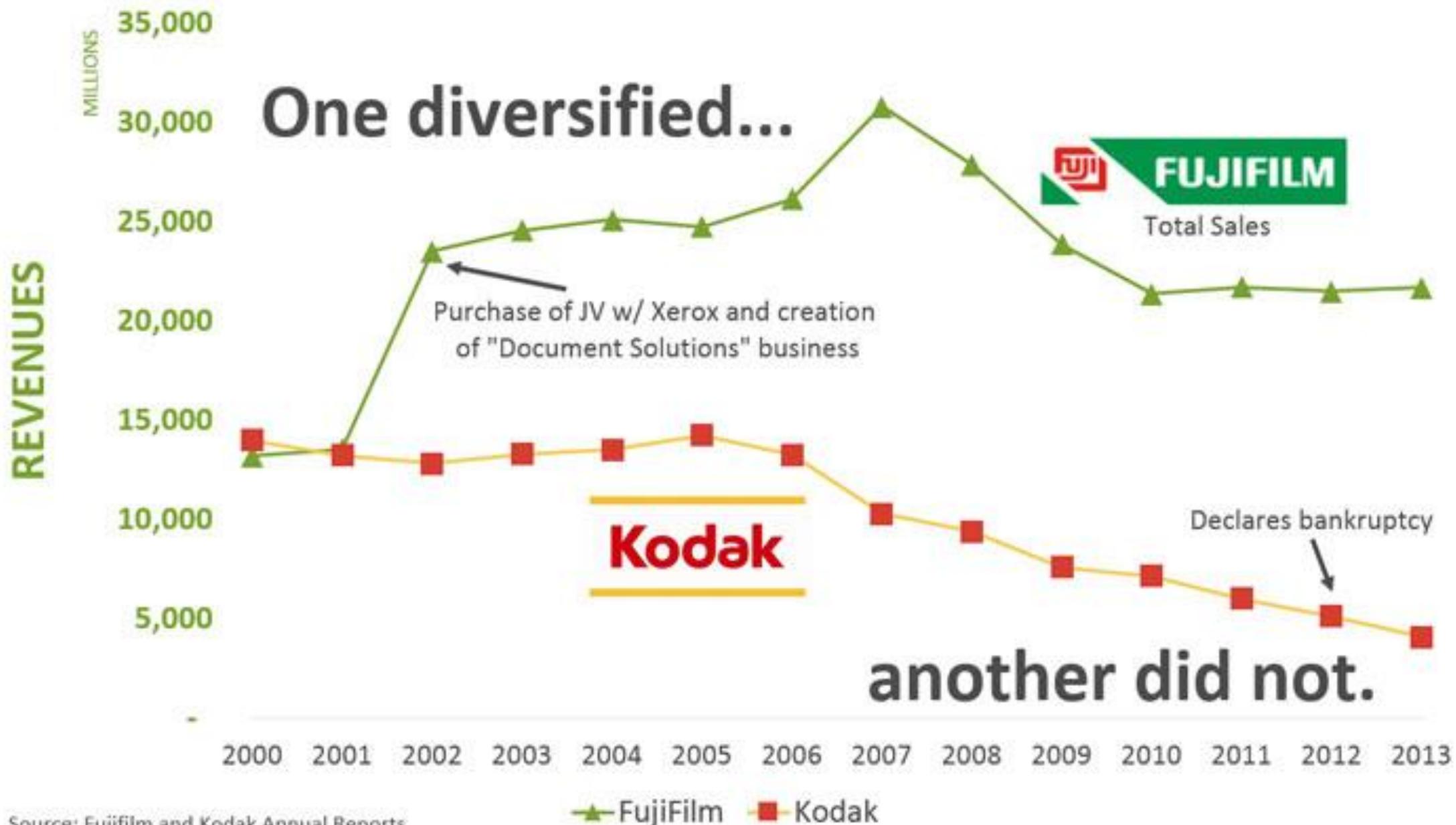
2016: Yahoo sold for \$4.6 billion to Verizon.

g~~o~~gle

for \$1 million so they

Yahoo wanted its bank, which sends a

A Tale of Two Film Manufacturers





Dr. Tarit_TDP...

“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

ผลกระทบภาคแรงงานจาก วิกฤตโควิด-19 ระลอก 3

7 ล้านคน แรงงานในภาค ท่องเที่ยว อาจถูกเลิกจ้างเพิ่มขึ้น/ ต้องหาอาชีพใหม่

7.6 แสนคน ว่างงานในไตรมาสแรกปี 2564

4.9 แสนคน นักศึกษาจบใหม่อาจหางานไม่ได้ เพราะตำแหน่งงานไม่เพียงพอ

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

zoom

ดร.ธาริต นิมมานวุฒิพงษ์, GM, True Digital Park

INNOVATE or DIE



A cluster of dark blue lightbulbs of various sizes are scattered across a dark blue background. In the center, one lightbulb is brightly lit, emitting a white glow that fades into the surrounding dark bulbs.

Innovation
begins with
creative Ideas

Idea is cheap!





- วิศวกรช่าง
- บุรุษเหมาท่องรัฐ
- 2548 - ก่อตั้ง Longkong Studio บุรุษเหมาอักษรพัฒนาระบบการดูแลกิจกรรมสร้างรายได้ทางโลก
- 2553 - ก่อตั้ง BUILK.COM ซอฟต์แวร์บริหารธุรกิจก่อสร้างรายได้ทางโลก 100%
- งานทดสอบ Thailand Tech Startup Association



BUILKONE

CONSTRUCTION UNITED

DIGITIZING C+RE INDUSTRY IN SEA

TO INCREASE EFFICIENCY
& MITIGATE RISKS

OUR PRODUCTS



Pojjaman



BUILK
construction united.



JUBILI
by BUILK



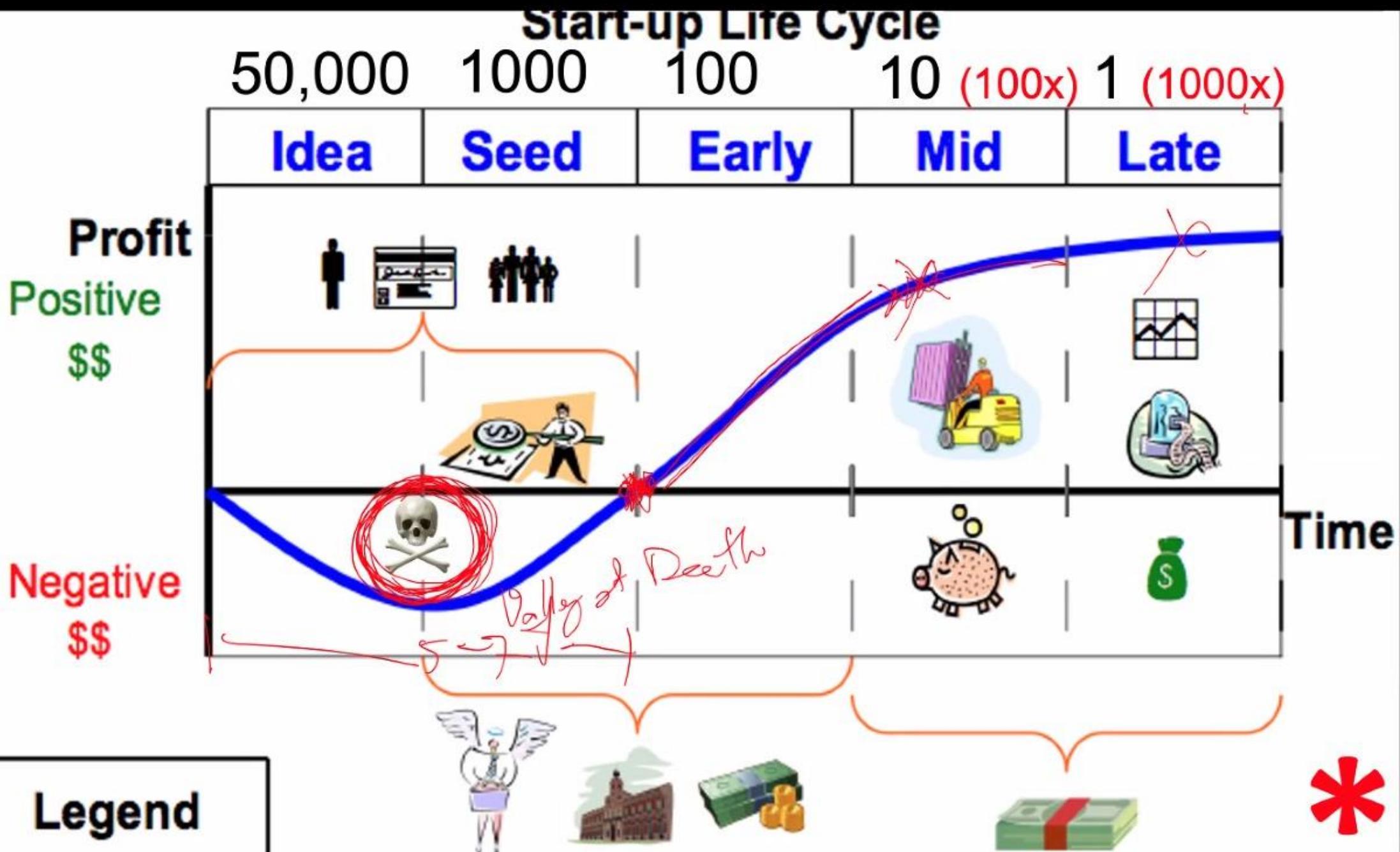
TELLO
วิศวกรช่าง ออนไลน์



ploy
by BUILK



KwanJai
by BUILK



5 Essential Elements lead to success

Idea

Team

Business
Model

Funding

Time

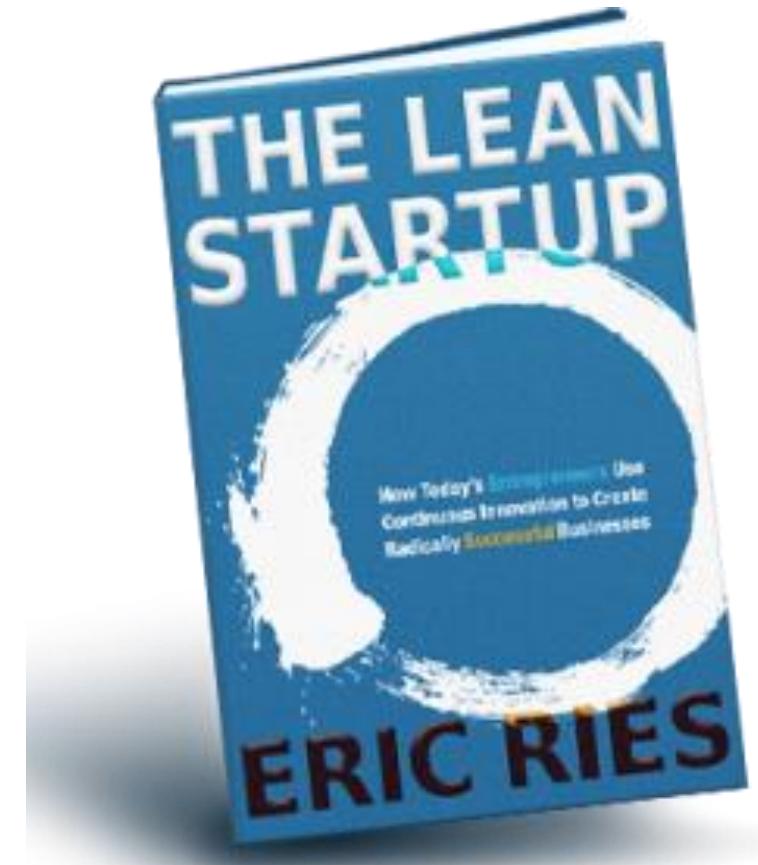
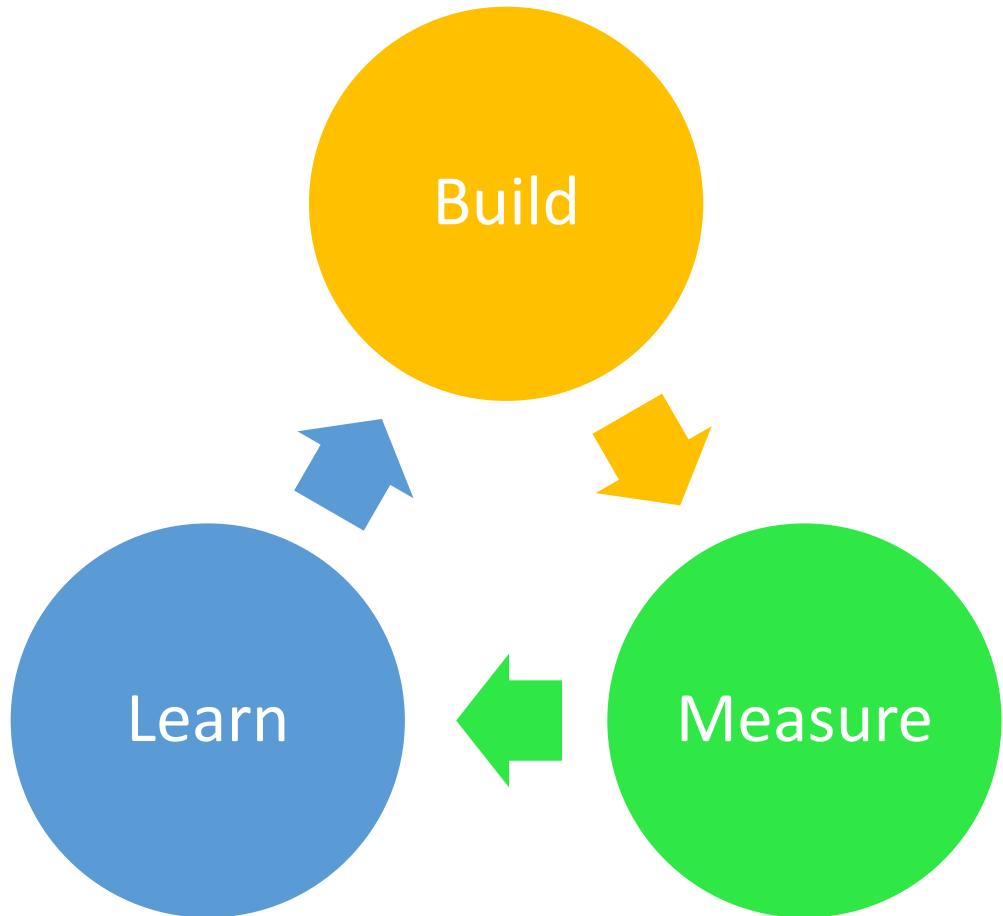


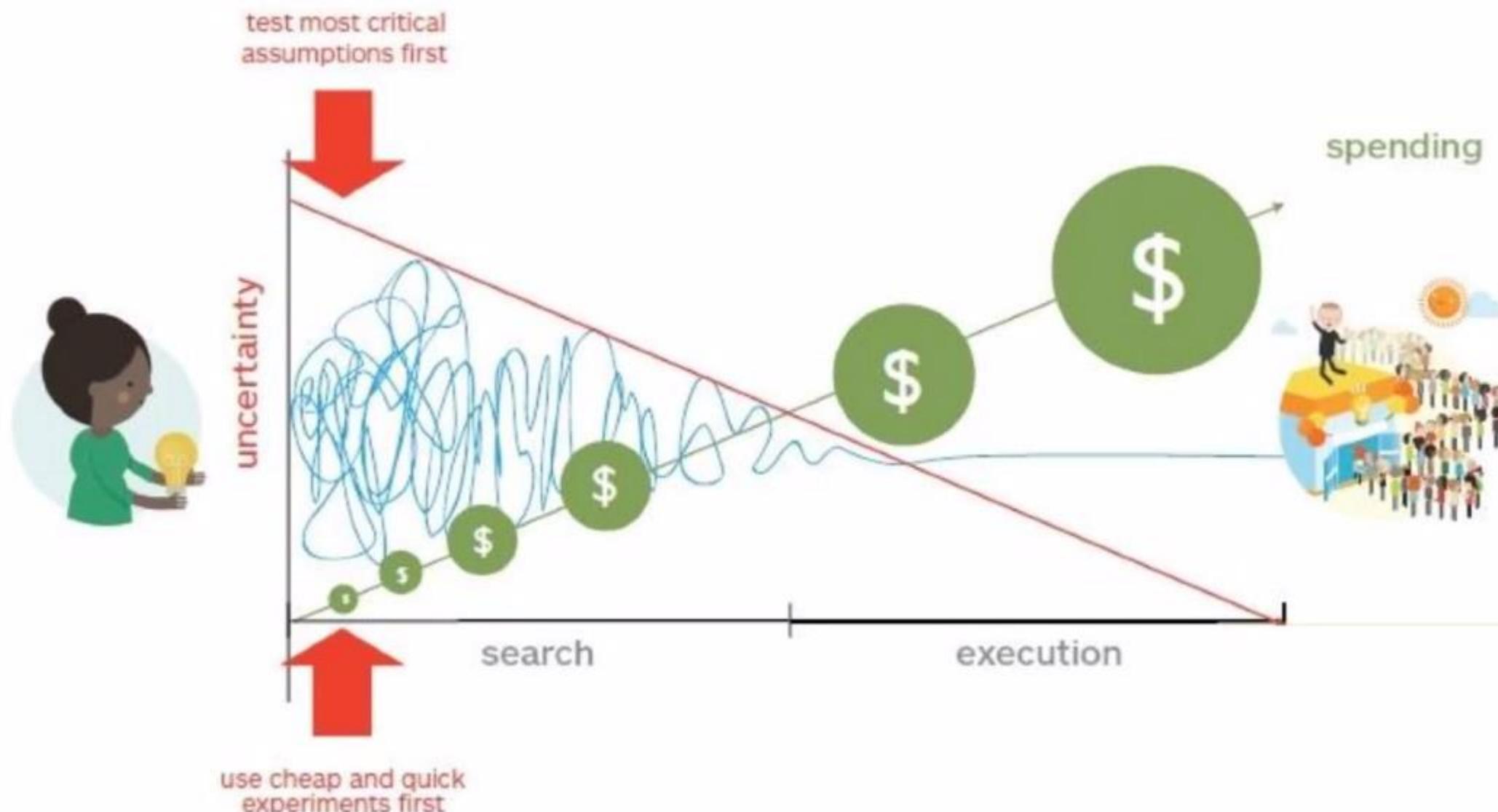
Bill Gross

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

อ้างอิง: ดร.พนชิต กิตติบัญญา

Lean Startup





ข้างอิง: ดร.พนธิต กิตติปัณญาภรณ์

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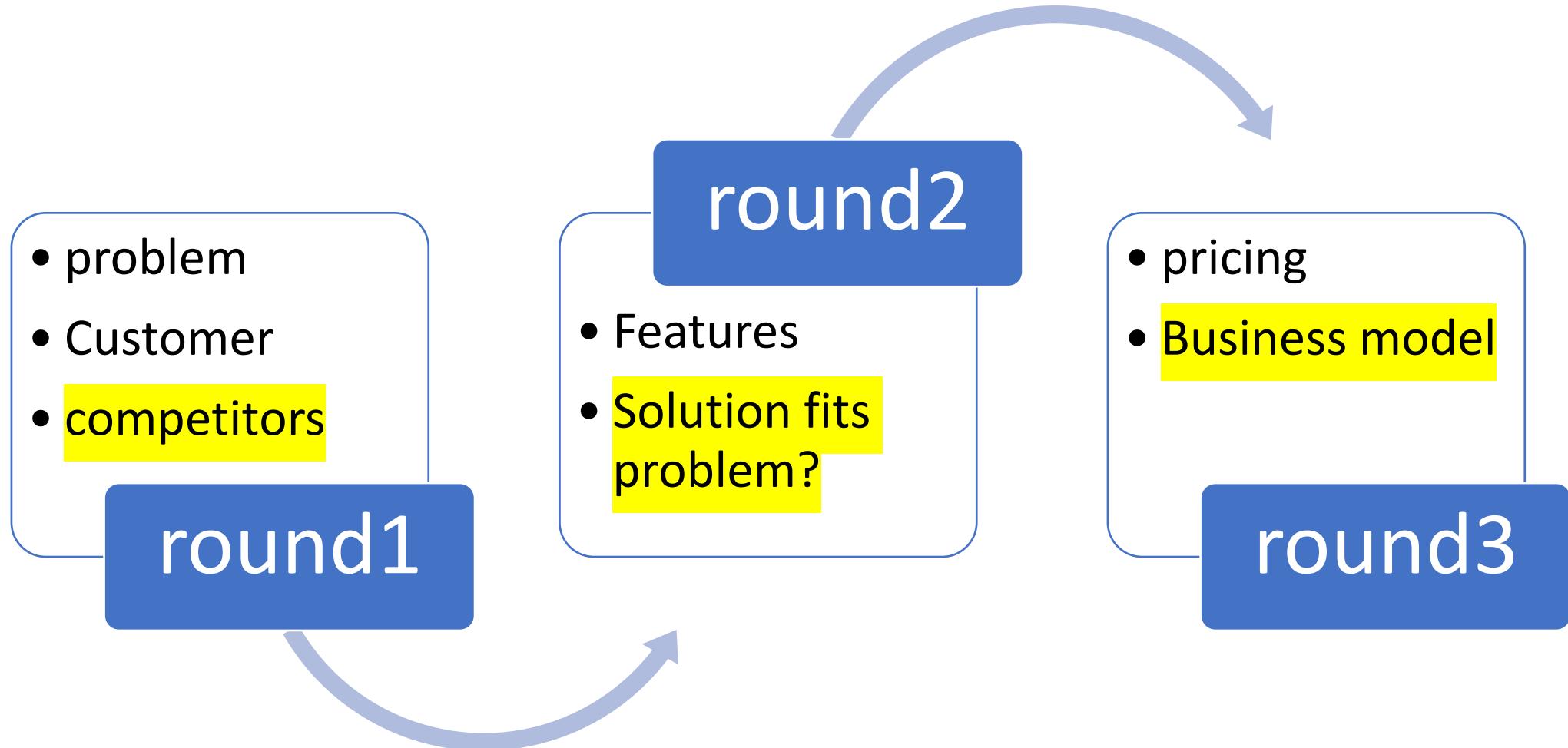
method created by
leanstartupmachine

Project Name:

Team Leader Name:

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?	Time Limit: 5 Min	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.	Time Limit: 5 Min	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.	Time Limit: 5 Min	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.	Time Limit: 10 Min	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 achieving this goal.	To form a Problem/Solution Hypothesis: I believe <u>this solution</u> will result in quantifiable outcome.	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 # of customers and expect a strong signal from # of customers.	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



ตัวอย่างคำถางส้มภาษณ์ รอบ 1

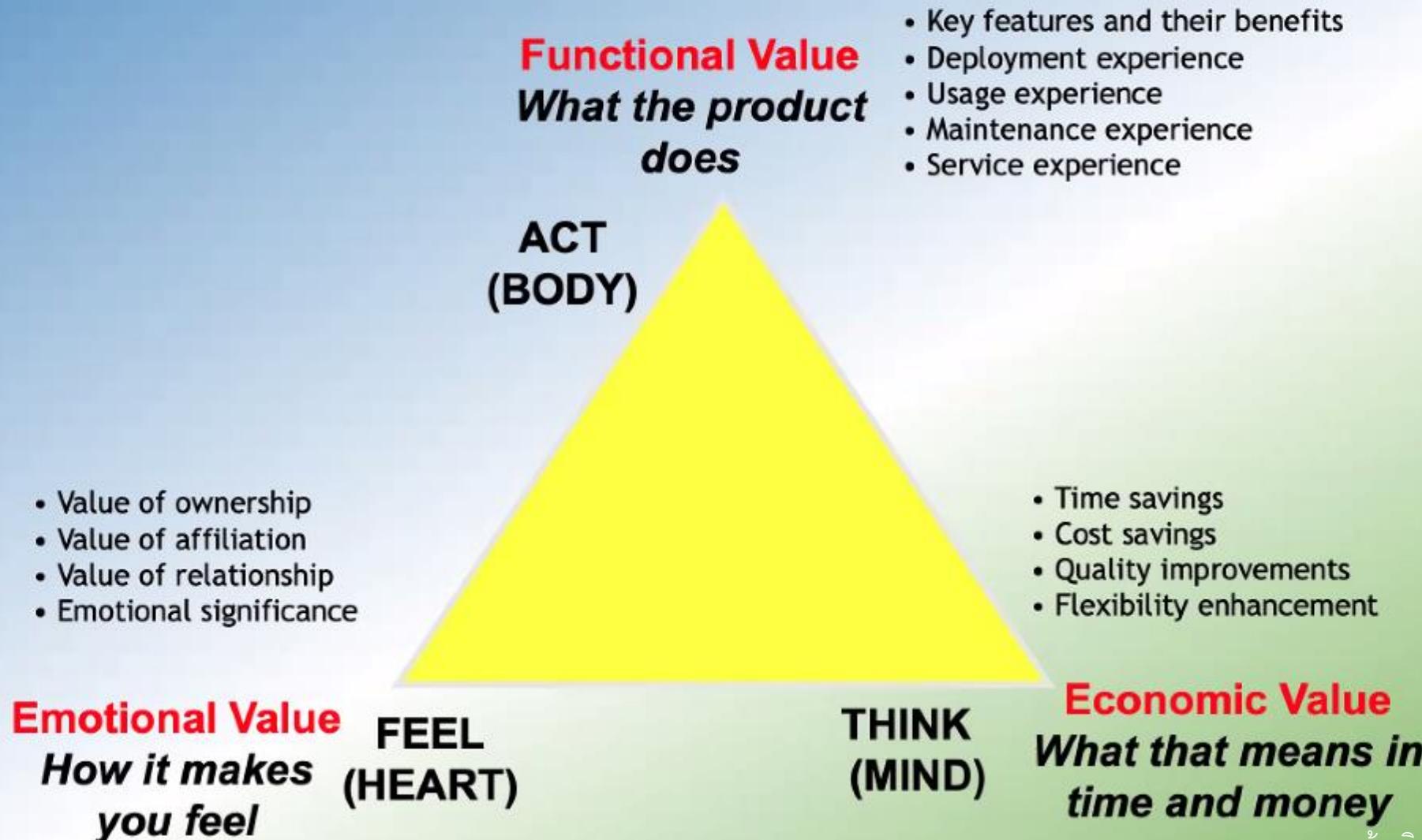
1. คุณมีปัญหา AAA ใหม่ครับ
2. ถ้ามี ปกติเก็บปัญหายังไงครับ
3. และวิธีเก็บปัญหาแบบ BBB นี้ ยังมีอะไรที่ควร
ต้องปรับปรุงให้ดีขึ้นได้อีกมั้ยครับ

ตัวอย่างคำถามสัมภาษณ์ รอบ2

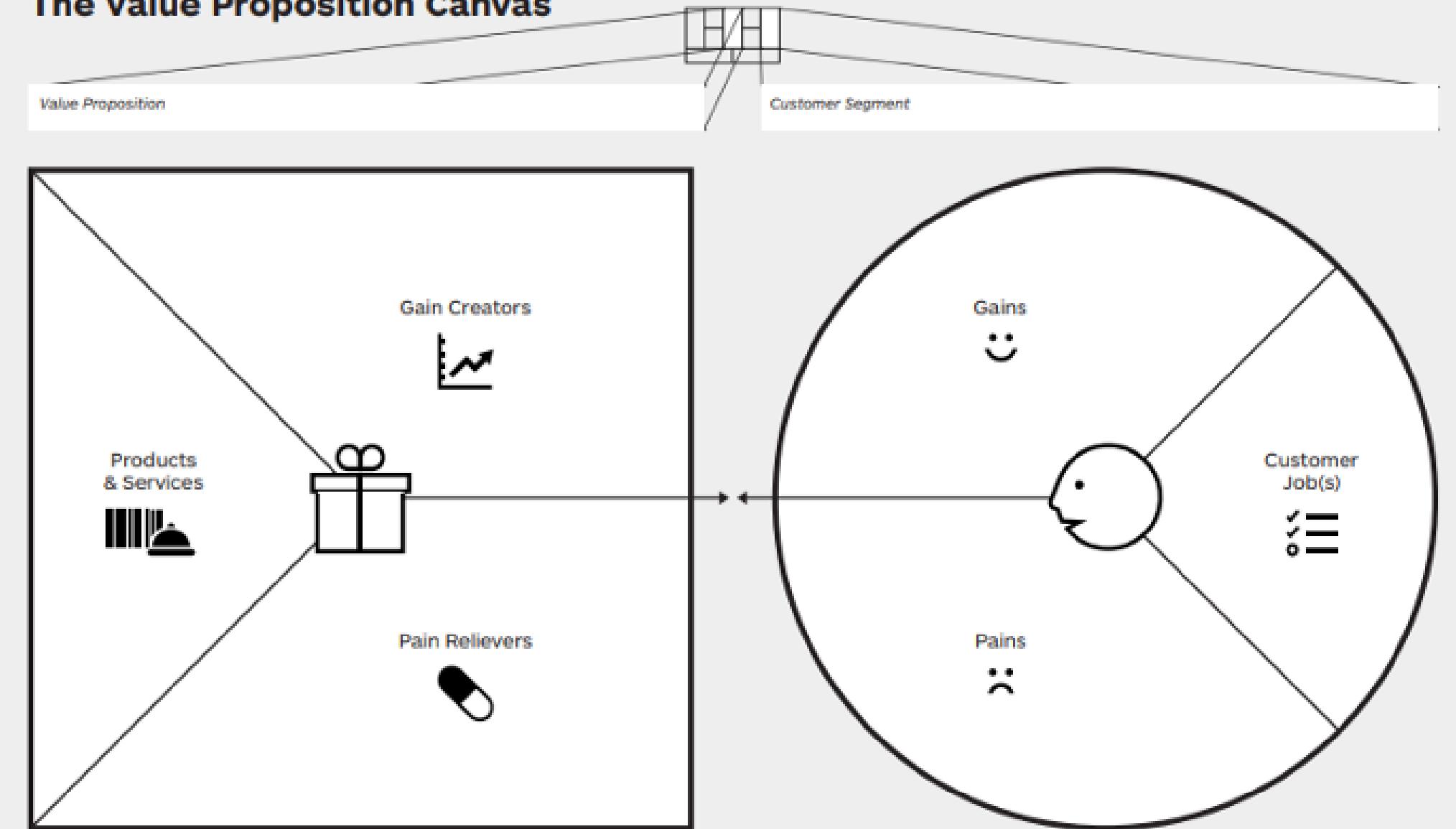
1. คิดว่าแอปที่มี features แบบนี้แก้ปัญหาได้
ไม่
2. แอปนี้ควรปรับปรุงตรงไหนอีกบ้าง เพื่อให้
ดีกว่าแอปคู่แข่ง

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.			Customer	ENG students	ENG students			
ENG students	Ajarn	staffs	Problem	café is too crowded	café is too crowded			
café is too crowded	no veg	food too little	Solution		App with Features1,2,3,...			
Define the solution only after you have validated a problem worth solving.			Riskiest Assumption	customers have this problem	customers will use the app			
List the assumptions that must hold true, for your hypothesis to be true.			Method & Success Criterion	3 from 5 students have this problems	3 from 5 students will use the app			
Need help? Use these sentences to help construct your experiment.			Result & Decision	x from 5 GO! PIVOT!	x from 5 GO! PIVOT!			
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>.		Learning	Features1 Features2 Features3	Features1 Features2 Features3			
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...							
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 customers and expect a strong signal from # of customers.							

กรอบแนวคิดการสร้างคุณค่า (Value Creation Framework)

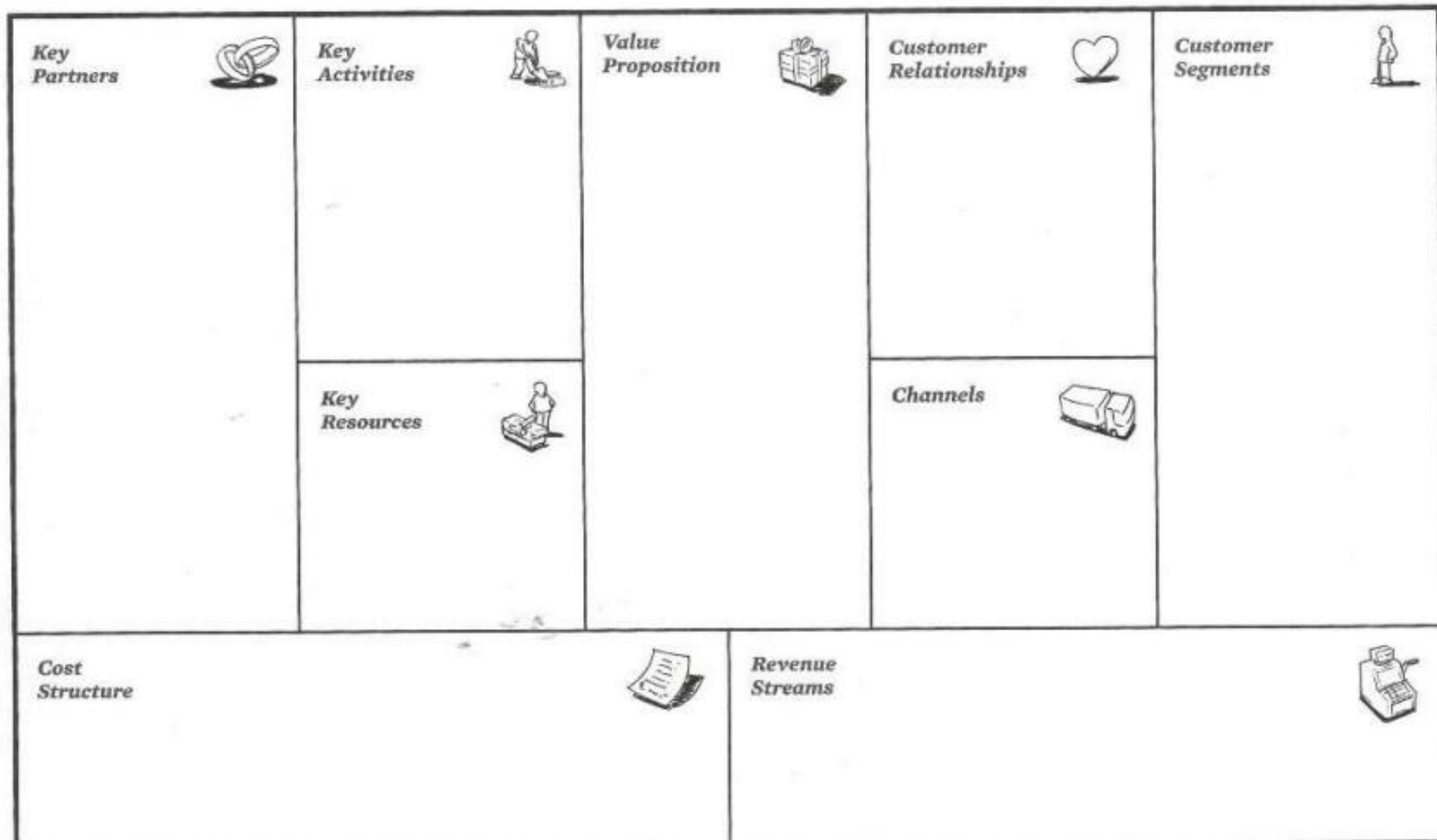


The Value Proposition Canvas



PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<small>List your top 3 problems.</small>	<small>Outline a primary solution for each problem.</small>	<small>Outline your community members they share with you are different and most appealing.</small>	<small>Summarize the unfair advantage you have.</small>	<small>List your target customers and clients.</small>
KEY METRICS			CHANNELS	EARLY ADOPTERS
<small>List the metrics that tell you how your business is doing.</small>		<small>High-level concept</small>	<small>List your path to customer delivery.</small>	<small>List the characteristics of your first customers.</small>
EXISTING ALTERNATIVES				
<small>List the main positives you want to highlight.</small>				
COST STRUCTURE		REVENUE STREAMS		
<small>List your fixed and variable costs.</small>		<small>List your source of revenue.</small>		

The Business Model Canvas



Growth Hacking

Problem/Solution fit

Product/Market fit

Scale



Assignment

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