

STARTUP THAILAND LEAGUE KMUTT 2020

May 30, 2020

สไลด์ชุดนี้ใช้เพื่อประกอบการจัดกิจกรรม Startup Thailand League KMUTT เท่านั้น

Agenda

DAY 1 – May 30, 2020

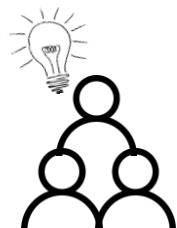
- 12.50 – 13.00 Registration
- 13.00 – 13.15 Program Overview
- 13.15 – 13.45 Startup – What & Why?
- 13.45 – 14.30 Intro to Problem-Solution Fit
- 14.30 – 14.45 Take a break!
- 14.45 – 15.30 Business Model
- 15.30 – 15.45 Pitch Deck Preparation
- 15.45 – 16.00 Wrap-up!!

DAY 2 – May 31, 2020

- 10.00 – 12.00 One-on-One Consultation
- 13.00 – 16.00 One-on-One Consultation (cont.)

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Program Journey



**Team
With Idea**



Basic Knowledge & Tools for
Entrepreneur Coaching Sessions

Startup Thailand League 2020
by **hatch**



**Team +
Potential Biz
Idea**

SET
courses

Select
10
teams



STL Pitching
18 - 19 Jul



STL Demo Day
14 - 15 Sep

Startup Thailand League 2020
by **NIA**

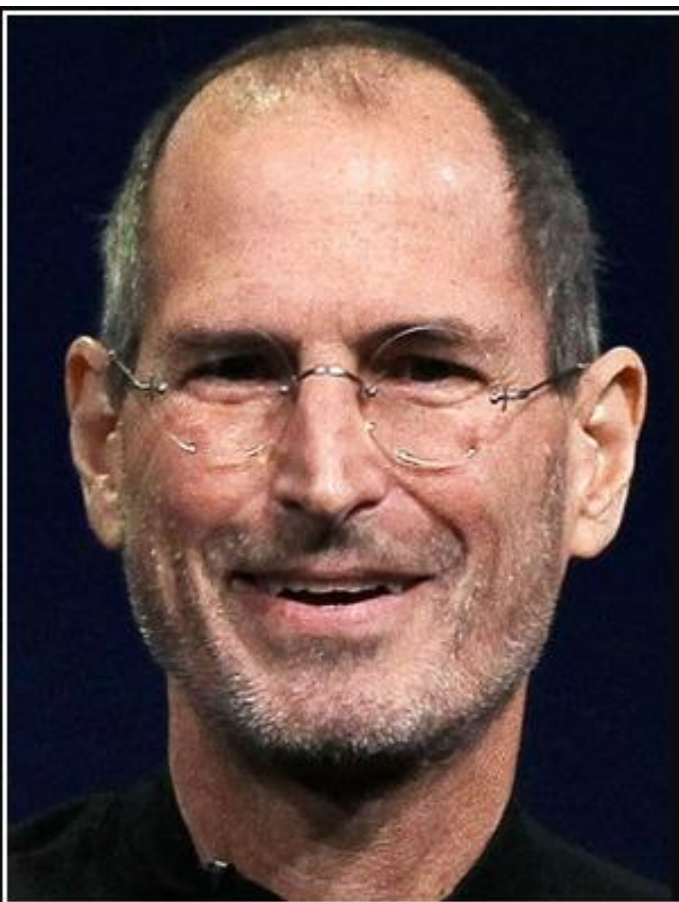
Our mutual agreement

1. Be ready to **engage**
2. **Ask** questions
3. No **right** or **wrong**
4. **Believe** in yourself!!!
5. Show your **enthusiasm** and **effort**



Chance to win these prizes!!



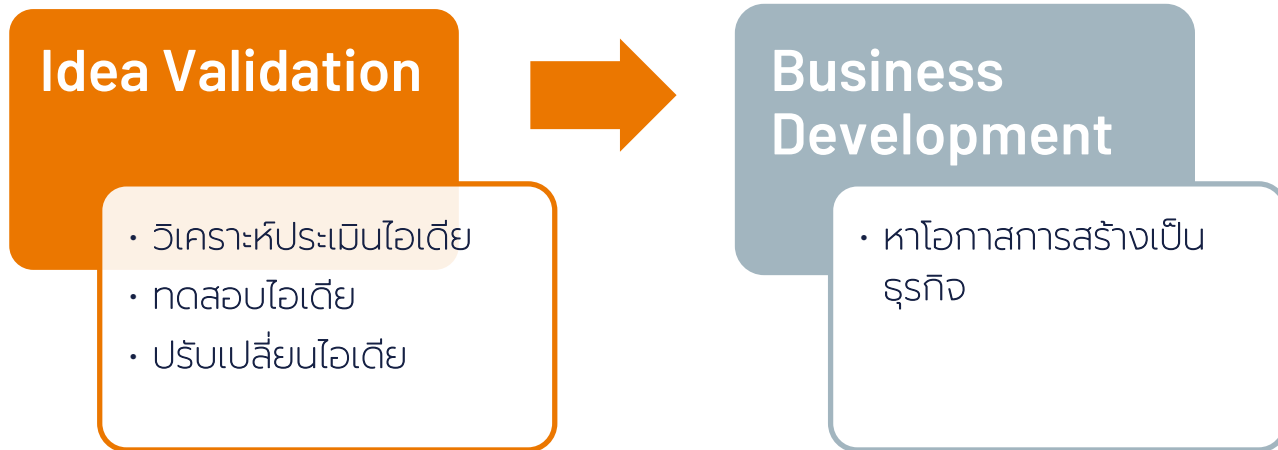


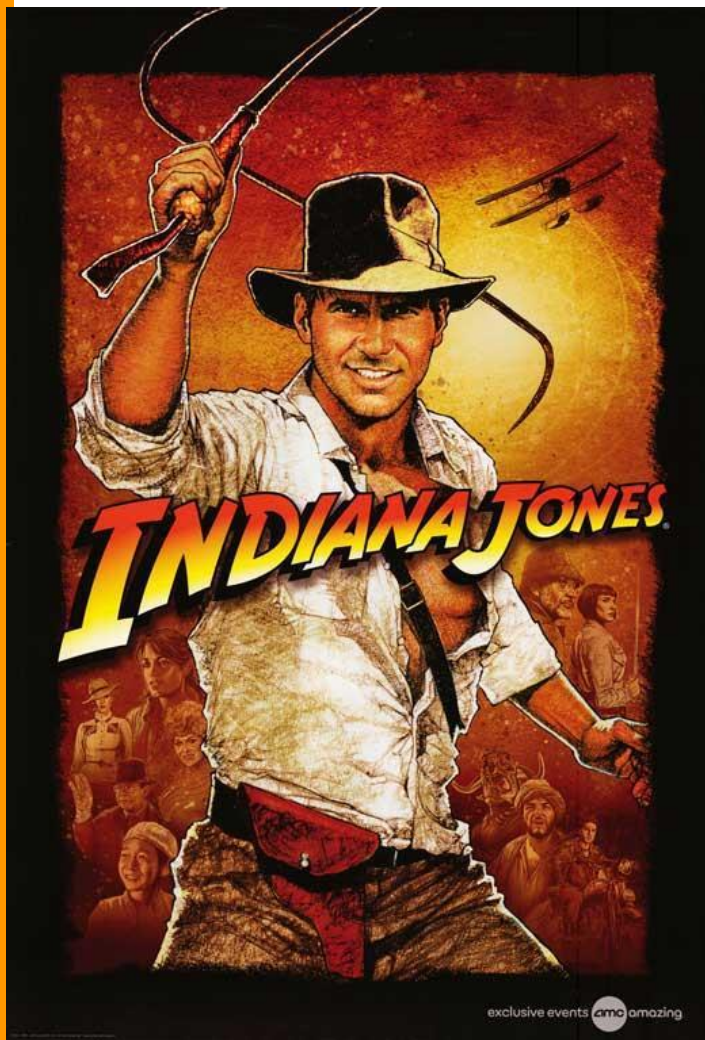
To me, ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions.

— *Steve Jobs* —

AZ QUOTES

Core Framework





Indiana Jones in pitch black room

- What principles do you use to get out?

Act



Learn



Build

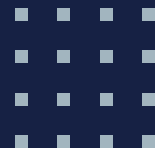
Where it goes next?!?

អីចឹង
ទំហំបំផុត



Startup

What & Why?



Thailand 4.0

“Economic model aimed at pulling Thailand out of the middle-income trap, and developing it as a high-income country.”



Value-based Economy

- Become a high-income nation
- Move toward an inclusive society
- Focus on a sustainable growth and development

More for less

- ✓ Commodities
- ✓ Industries
- ✓ Trade in Goods

Less for More

- ✓ Innovation
- ✓ Technology and Creativity
- ✓ Trade in Services



start-up

noun | \ˈstärt-əp\



Simple Definition of START-UP

: a new business

Popularity: Bottom 10% of words

Full Definition of START-UP

- 1 : the act or an instance of setting in operation or motion
- 2 : a fledgling business enterprise

KNOWN
UNKNOWN



STARTUP DEFINITION

"A startup is a human institution designed to create a new product or service under conditions of extreme uncertainty"

Eric Ries



PAGE 16

The logo for startupzap.com, featuring the text 'startupzap' in a stylized font with a small 'com' in a separate box to the right.

startupzap.com

**A 'STARTUP' IS A
COMPANY THAT IS
CONFUSED ABOUT -**

- 1. WHAT ITS PRODUCT IS,**
- 2. WHO ITS CUSTOMERS ARE,**
- 3. HOW TO MAKE MONEY.**

Dave McClure

Image: <http://archive.constantcontact.com/fs152/1102414221389/archive/1112134124997.html>

SMEs

VS

Start - Ups



ก่อตั้งโดยเจ้าของคนเดียว



ก่อตั้งโดยผู้ร่วมก่อตั้ง ใช้ทีมงานน้อย



ธุรกิจแบบดั้งเดิม ความเสี่ยงต่ำ
โมเดลธุรกิจทั่วไป ทำได้ง่าย



ธุรกิจมีความคิดสร้างสรรค์ หรือ นวัตกรรม
ความเสี่ยงสูงมาก โมเดลธุรกิจมีลักษณะเฉพาะ



ใช้เงินทุนส่วนตัว หรือ เงินกู้ธนาคาร



ใช้แหล่งเงินทุนแบบระดมทุน Crowdfunding
หรือร่วมลงทุน Venture capital



เติบโตแบบค่อยเป็นค่อยไป
ขยายตัวช้า



เติบโตแบบก้าวกระโดด ขยายตัวได้ ทำซ้ำได้



50%-70% ล้มเหลวภายใน 18 เดือน

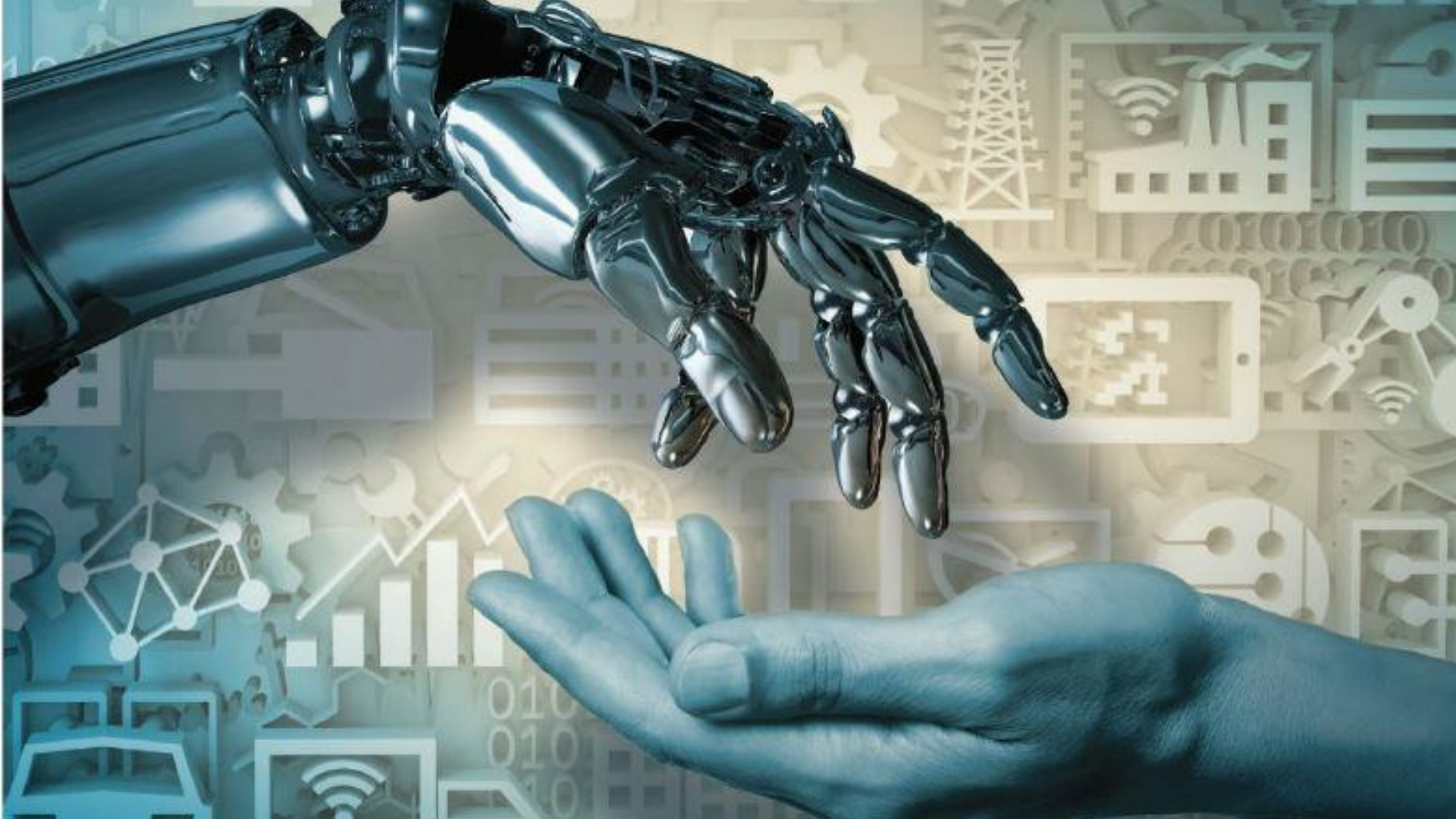


90% ของ Startup
จะไม่ประสบความสำเร็จ

LEAN
ENTREPRENEUR

Let's discuss!

- Pick a startup that you know
- Answer these:
 - ▣ What is it about?
 - ▣ Why is it cool?



Innovation?



Innovation?





Innovation \neq Technology



Innovation =
New + Solve Problem

Innovation



Innovation



Your job as an entrepreneur isn't to come up with an innovative idea. Your job is to **solve a problem**.



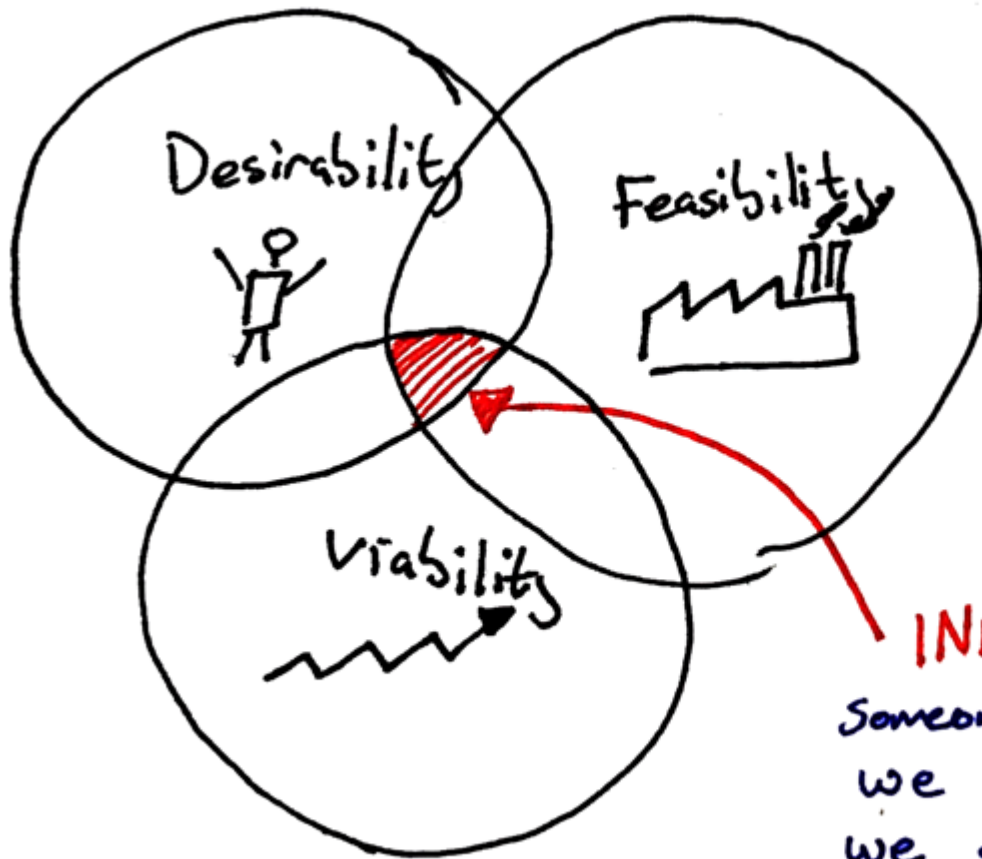


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INNOVATION!

Someone wants it
we can do it
we should do it

Get the most out of your medication by “ingestible sensors”



Wearable Wireless Thermometer



TEMP° TRAQ™













User experience

Design





PEOPLE



PROBLEM



PRODUCT
(solution)



Let's discuss!

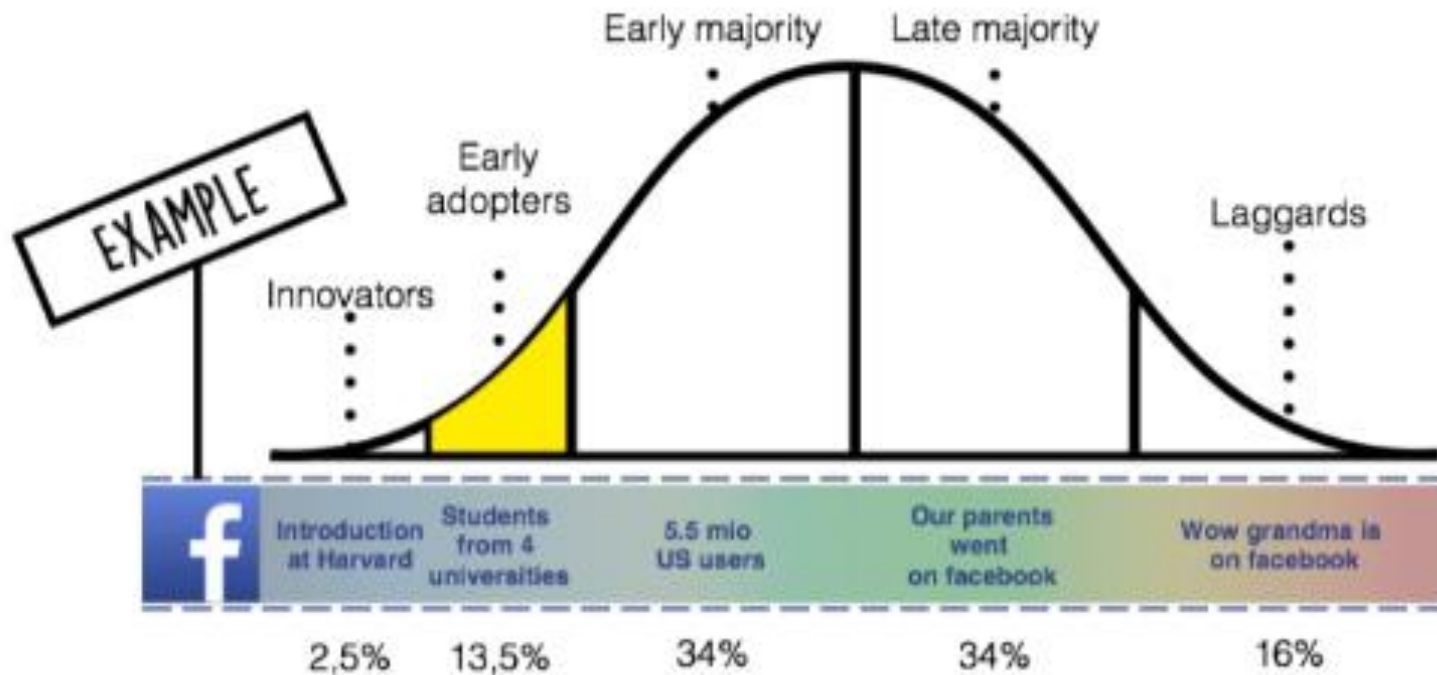
- Based on the startup you picked earlier,
- Answer these:
 - Recap: What is it about (product)?
 - Who's the target users / customers?
 - What problem(s) do they have?

Why is it important to understand customer?

“Customers don’t care about your solution. They care about their problems.”

-Dave McClure, 500 Startups

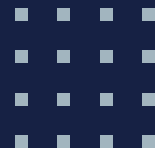




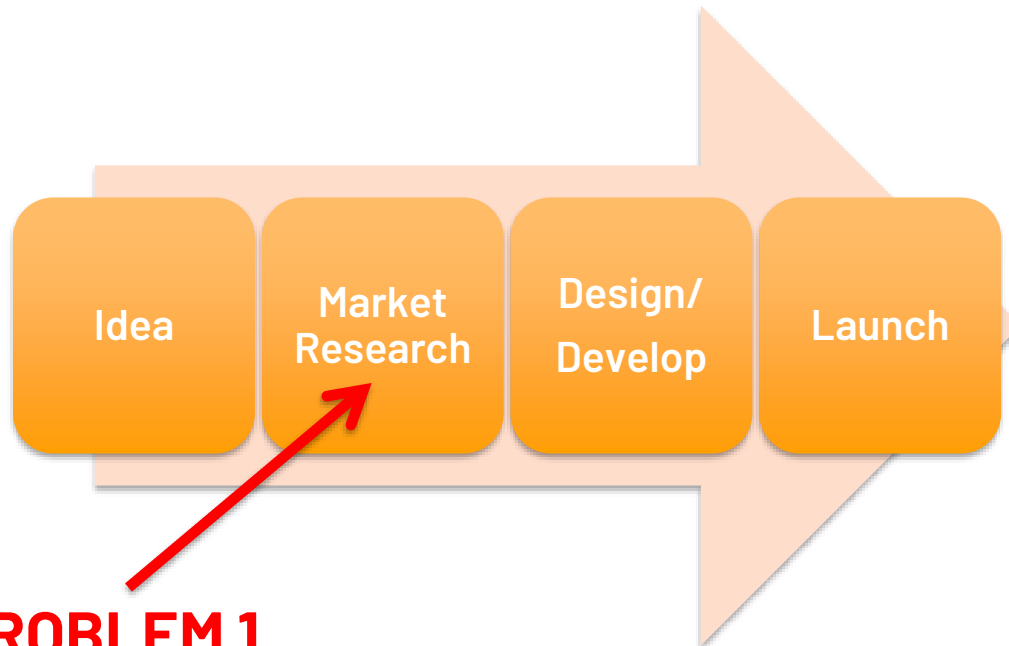


Problem-Solution Fit

using LEAN startup method

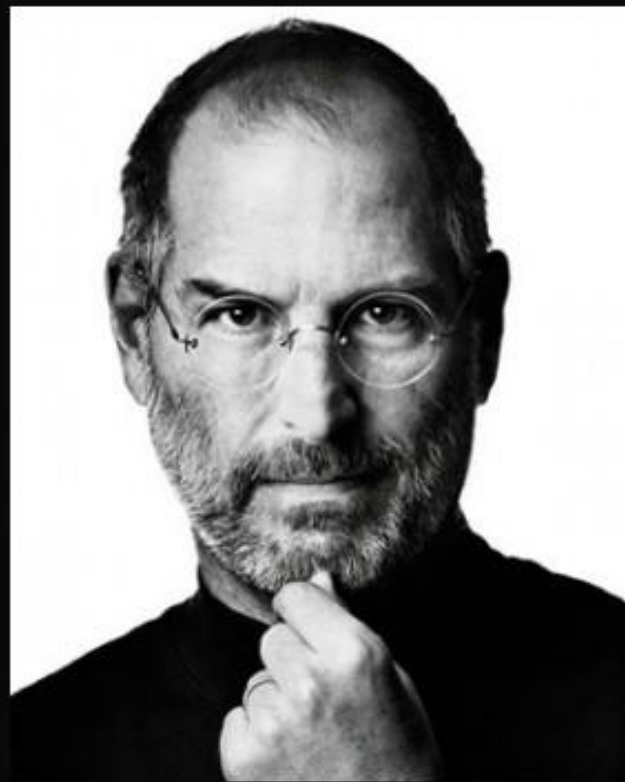


Old Way of Product Development



PROBLEM 1

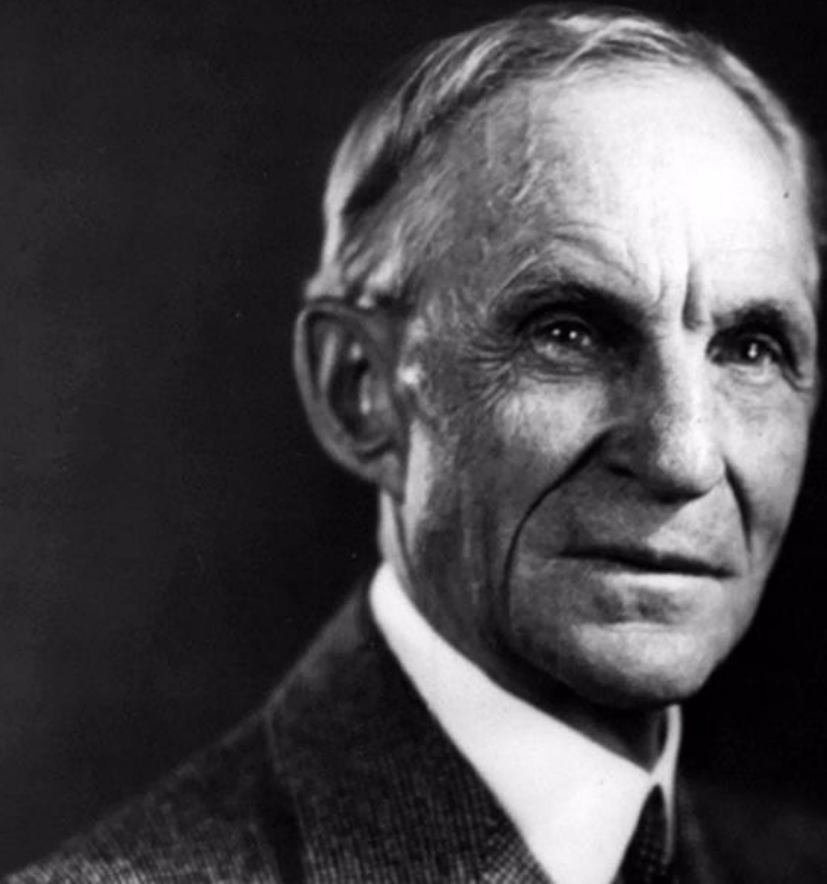
Very difficult for highly INNOVATIVE products



It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.

(Steve Jobs)

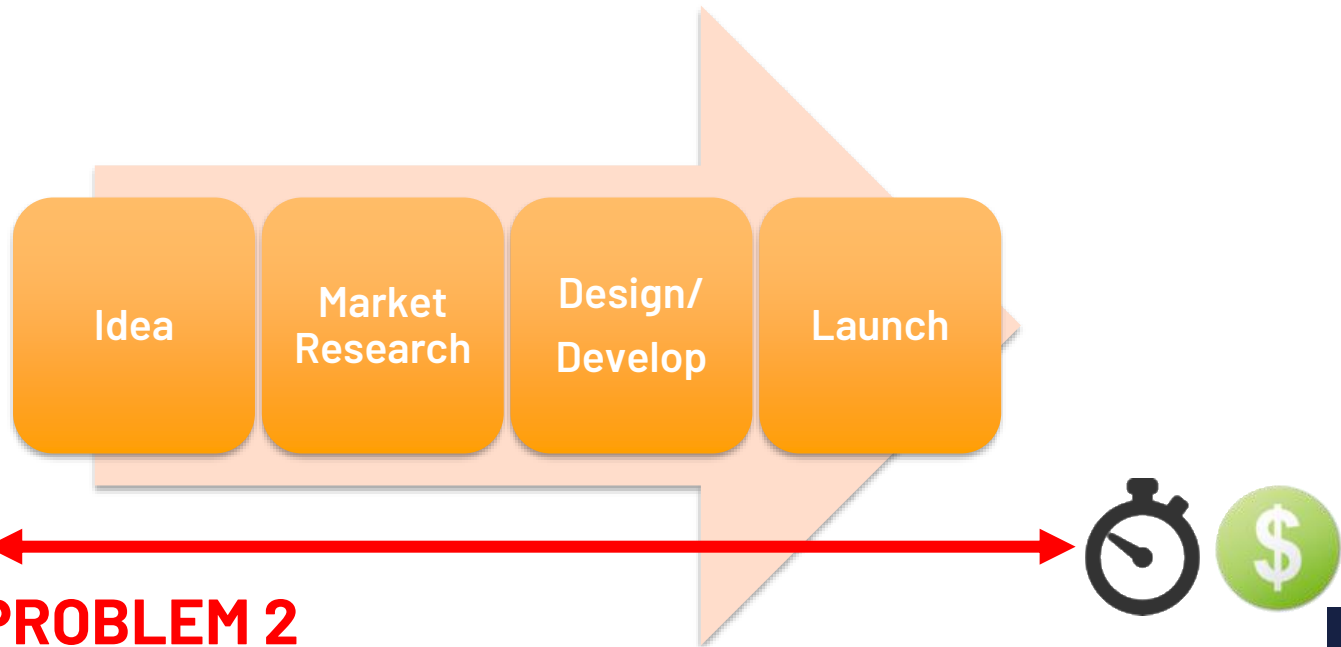
izquotes.com



**“If I had asked people
what they wanted,
they would have said
faster horses.”**

—Henry Ford

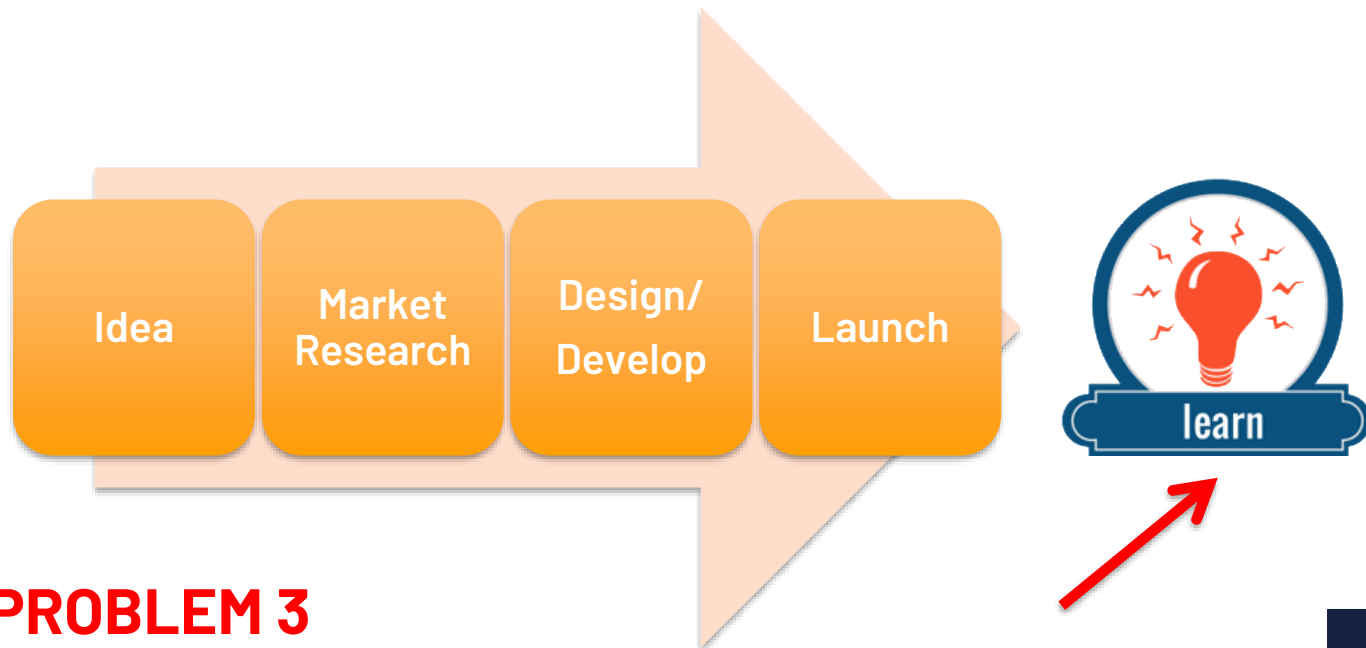
Old Way of Product Development



PROBLEM 2

Building a perfect product costs a lot of time & money

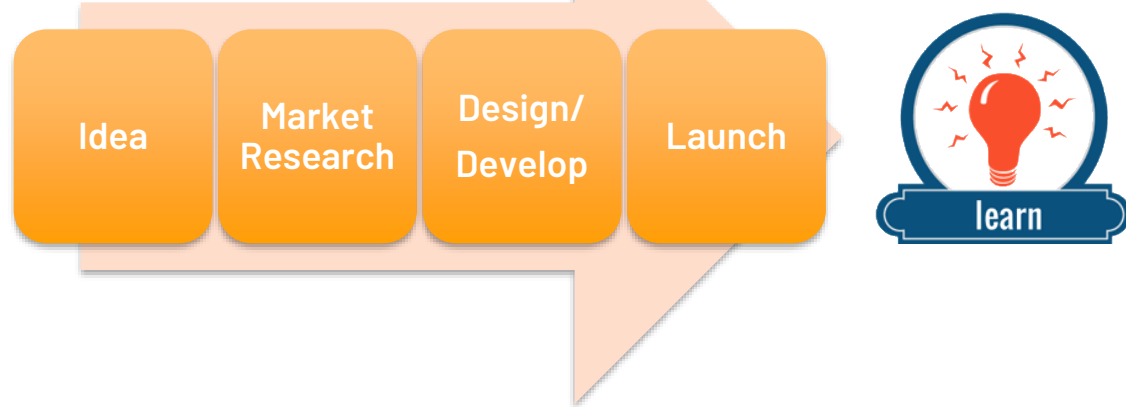
Old Way of Product Development



PROBLEM 3

You don't really learn anything until after you launch

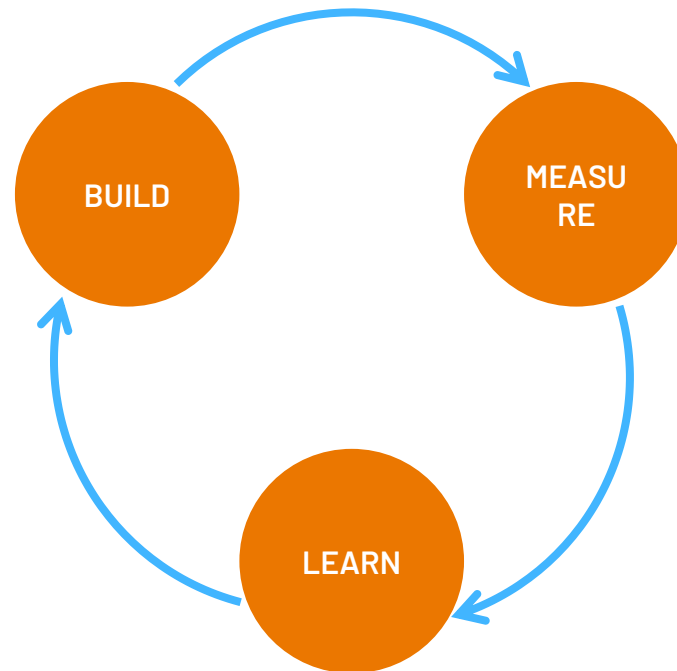
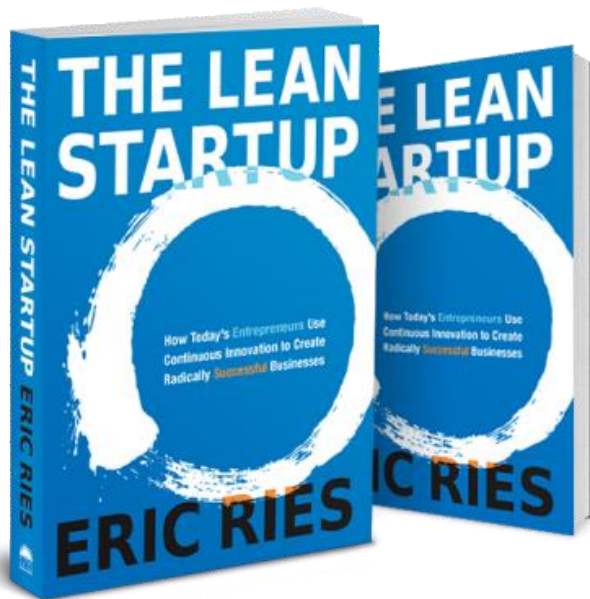
Old Way



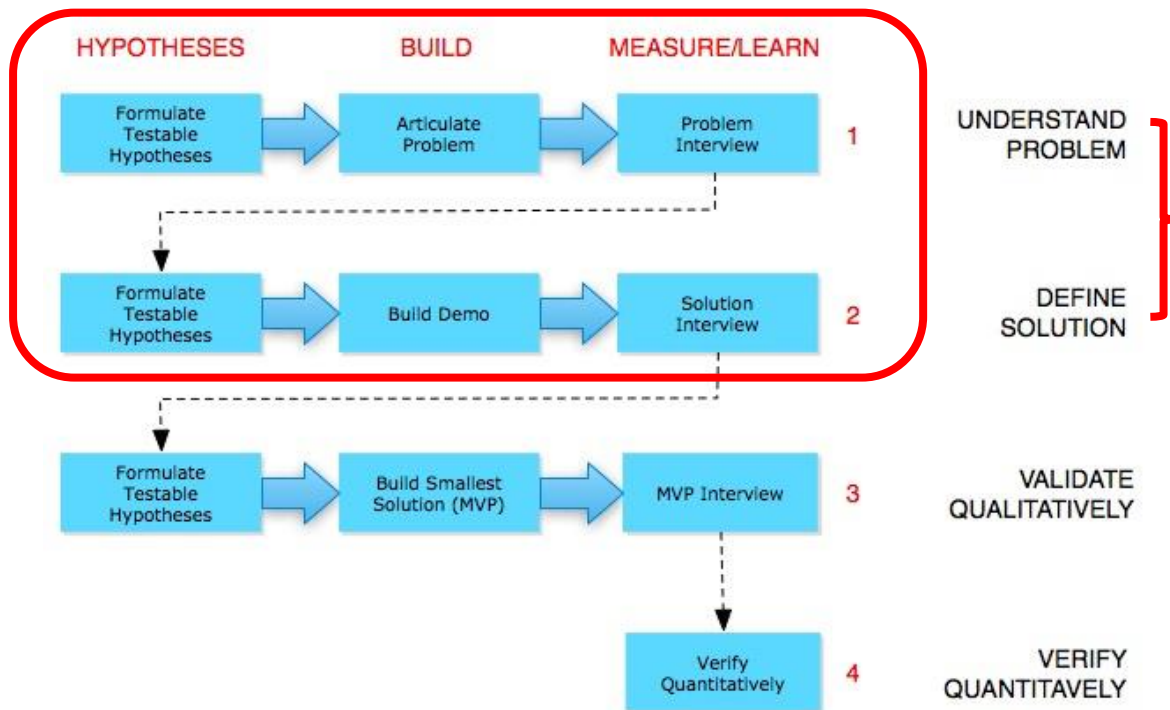
Lean Startup



This is the core principle of the Lean Startup



A more detailed breakdown of the journey



Minimum Viable Product (MVP)

- Include **must-have** features to solve the **#1 problem**
- Not include the nice-to-have's and don't-need features





- They had no product built
- Launched 3-min video
- Increased sign-ups on from 5,000 people to 70,000 overnight
- Convinced investors to invest

STARTING WITH A SOLUTION IS LIKE BUILDING A KEY WITHOUT A DOOR

Ash Maurya



Love the Problem, Not Your Solution.

Competitive Analysis



Do not just say “we have no competitors” just because there is no direct competition.

Problem-solution fit



Factors that contribute to the success of your idea

- Adopter categories and social systems
 - ไอเดียที่เสนอดึงดูด เหมาะสมกับกลุ่มคน
- Compatibility
 - ไอเดียสอดคล้องกับความต้องการ
- Relative advantage
 - ดีกว่าคู่แข่งไหม
- Complexity
 - เข้าใจง่าย หรือต้องการความรู้ ทักษะเพิ่ม
- Trialability
 - ให้คนทดลองใช้ก่อนตัดสินใจซื้อได้ไหม
- Observability
 - ประโยชน์ที่ให้เป็นที่ประจักษ์

Hypothesis

BEFORE



PAIN

**CURRENT
SOLUTION**

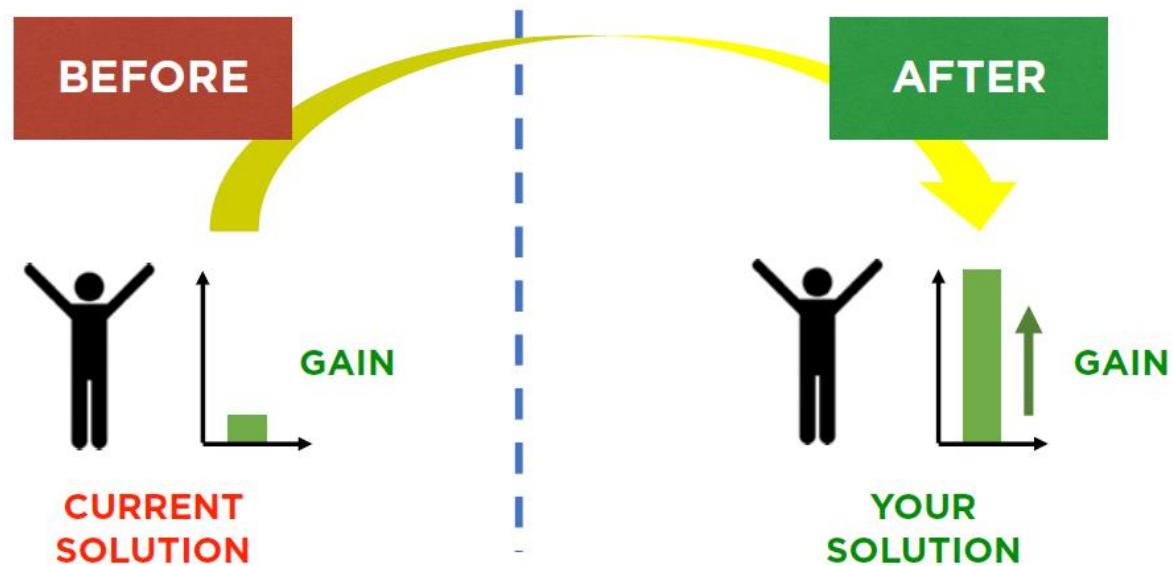
AFTER



PAIN

**YOUR
SOLUTION**

Hypothesis



Let's discuss!

- Based on the startup you picked earlier,
 - What is it about (product)?
 - Who's the target users / customers?
 - What problem(s) do they have?
- Answer these:
 - What were the available solution(s) prior the startup exist?
 - What could be their competitor(s)?



Business Model

Some key points we need to consider



Customer Segments

- Mass Market
- Niche Market
- Diversify
- Multi-Sided Platform / Market

Segmentation based on demographic, geographic, psychographic, behavioral

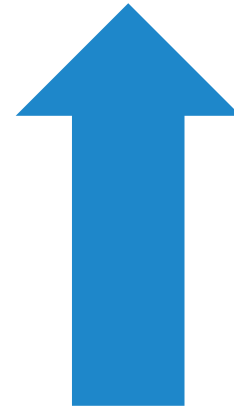
Market Analysis

Market Analysis is like guessing game that is a mixture of statistics and assumptions



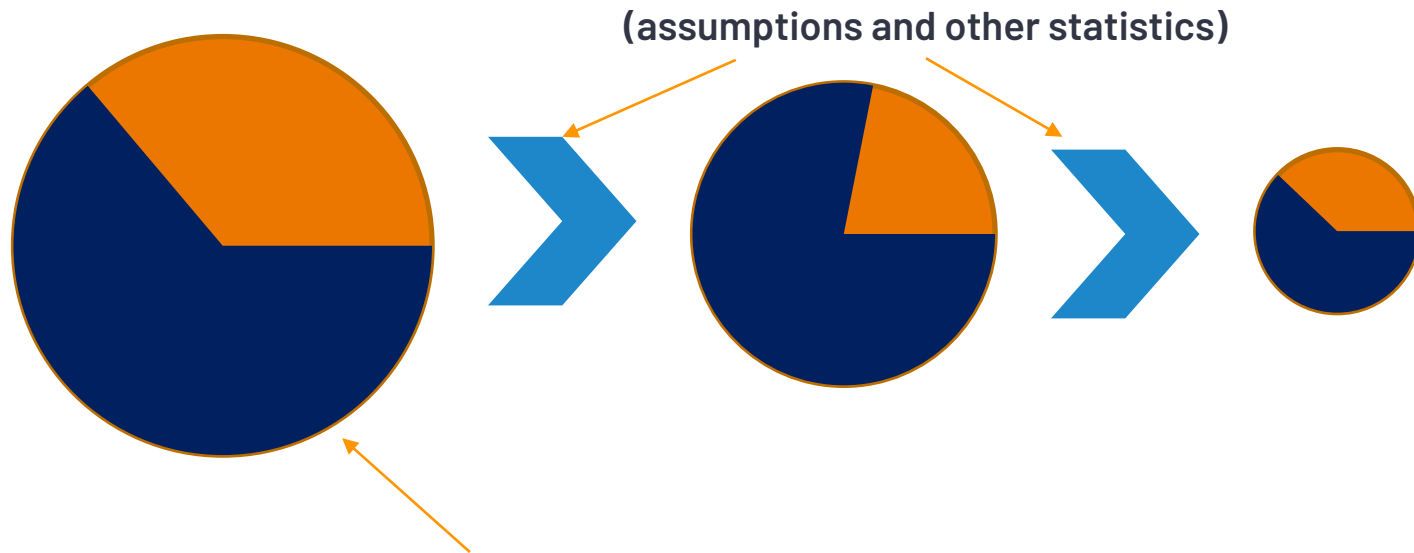
And there are 2 main kinds of Market Analysis

Top Down



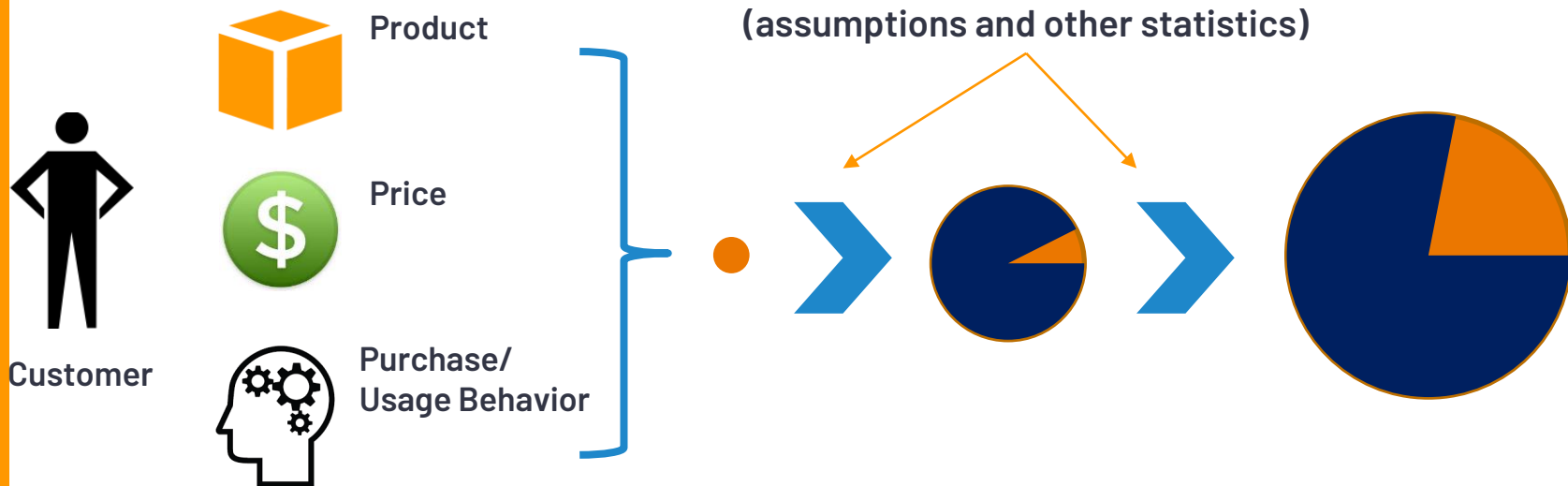
Bottom Up

Top Down analysis begins with the largest possible market size, and then making successive reductions based on assumptions and other statistics



(superset of the market size we're trying to estimate)

Bottom Up analysis begins with the smallest possible factors, and then making successive increases based on assumptions and other statistics



Value proposition

- Value of your product/service that you **promise** will provide to customer
- **Main reason** for customer to use your product / service
- Benefit / usefulness which **solve** or **minimize** customer's **pain/problem**

Value proposition – keywords

Qualitative

- Newness
- Customization
- Getting the job done
- Design & usability
- Brand or status

Quantitative

- Price
- Reducing costs
- Reducing risk
- Save time
- Performance
- Accessibility & convenience

Let's discuss!

- Based on the startup you picked earlier,
 - What is it about (product)?
 - Who's the target users / customers?
 - What problem(s) do they have?
 - What were the available solution(s) prior the startup exist?
 - What could be their competitor(s)?
- Answer these:
 - What's the value proposition? How's the startup better than others?

Channels / Customer Relationships

Paths to customers: match a specific value to a customer segment via an appropriate channel

5 main functions of Channels:

1. Awareness
2. Evaluation/Consideration
3. Purchase
4. Retention
5. Advocacy

Cost structure

Fixed cost & Variable Cost

- Production cost
 - Material, labors, overhead, etc.
 - OEM (Original Equipment Manufacturer)
- Service cost
 - Maintenance, labors, etc.
- Customer acquisition cost
 - Marketing, promotion, etc.
- Distribution cost
 - Logistics, etc.

Revenue streams



Let's practice!

Unit Sales

Sell a product or service to customers.



A lemonade stand sells individual units of lemonade sized by cup to consumers on a per unit basis

Advertising Fees

Sell opportunities to distribute messages.

Franchise Fees

Sell and support a replicable business for others to invest in, grow, and manage locally.

Utility Fees

Sell goods and services on a per-use or as-consumed basis.

Subscription Fees

Charge a fixed price for access to your services for a period of time or series of uses.

Transaction Fees

Charge a fee for referring, enabling, or executing a transaction between parties.

Professional Fees

Provide professional services on a time-and-materials contract.

License Fees

Sell the rights to use intellectual property.

Unfair advantage

“A real unfair advantage is something that **cannot** be easily copied or bought.”

– Jason Cohen

You have resource(s) that is:

- **V**aluable
- **R**are
- **H**ard-to-copy
- **N**on-substitutable

Unfair advantage

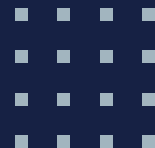
Example:

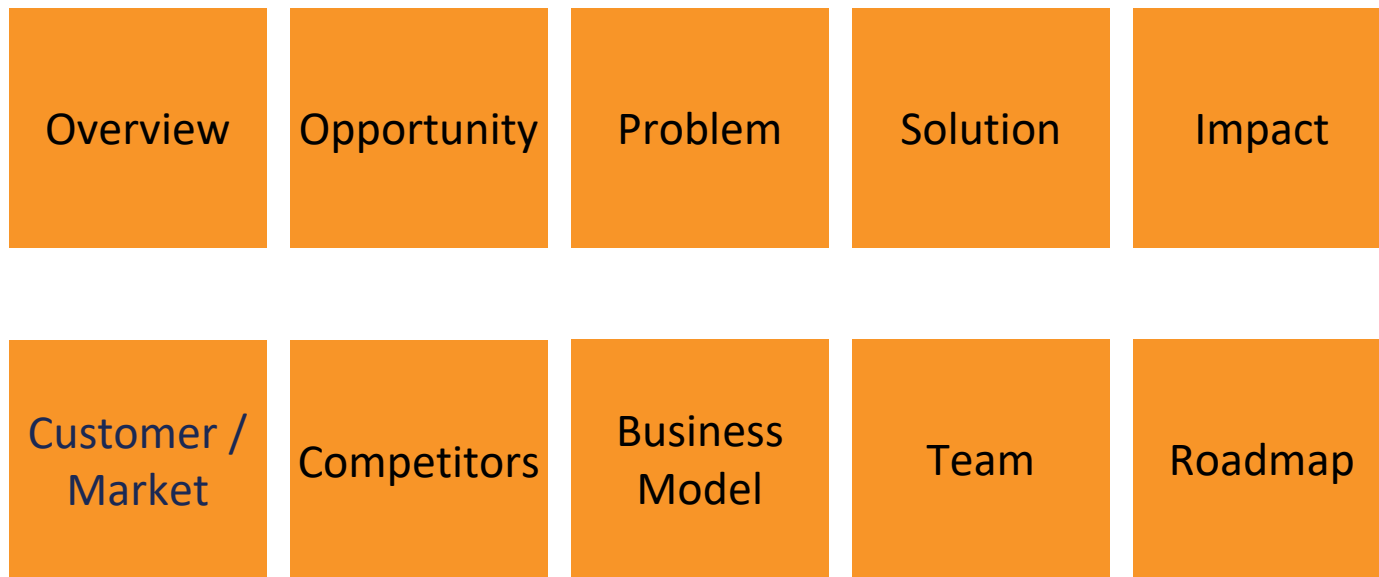
- ~~— Founder has a lot of passion~~
- ~~— Product/service has unique feature(s) and has many features~~
- ~~— Product has very pretty design~~
- First one in the market
- Has insightful information
- Has a large customer base / community
- Partner with big corporates or government agencies
- Authorized to be the only producer / service provider
- Has domain expert(s)

A dark blue icon consisting of three horizontal bars, resembling a menu or hamburger icon, is positioned to the left of the title.

Pitch Deck

What to be included





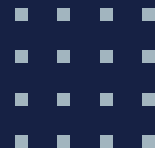
Pitch reminder

- 7 min + 5 min Q&A
- Have a **story** to tell!
- Don't follow the pattern too strictly – modify to suit your story / your strength(s)
- Not everyone will understand technical / specific things
- Deck should be visually **appealing** & **compelling**
- Practice, practice & practice!!!



Homework

In a team – prep for STL



What should you be doing?

- Problem-solution fit
 - Target users(customer segments)
 - Problem / pain / gain
 - MVP
- Competitive analysis
- Business model(cost & revenue)
- Pitch deck
- Proposal



Book your consultation slot!

STARTUP THAILAND

LEAGUE KMUTT 2020



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