

# Technopreneur

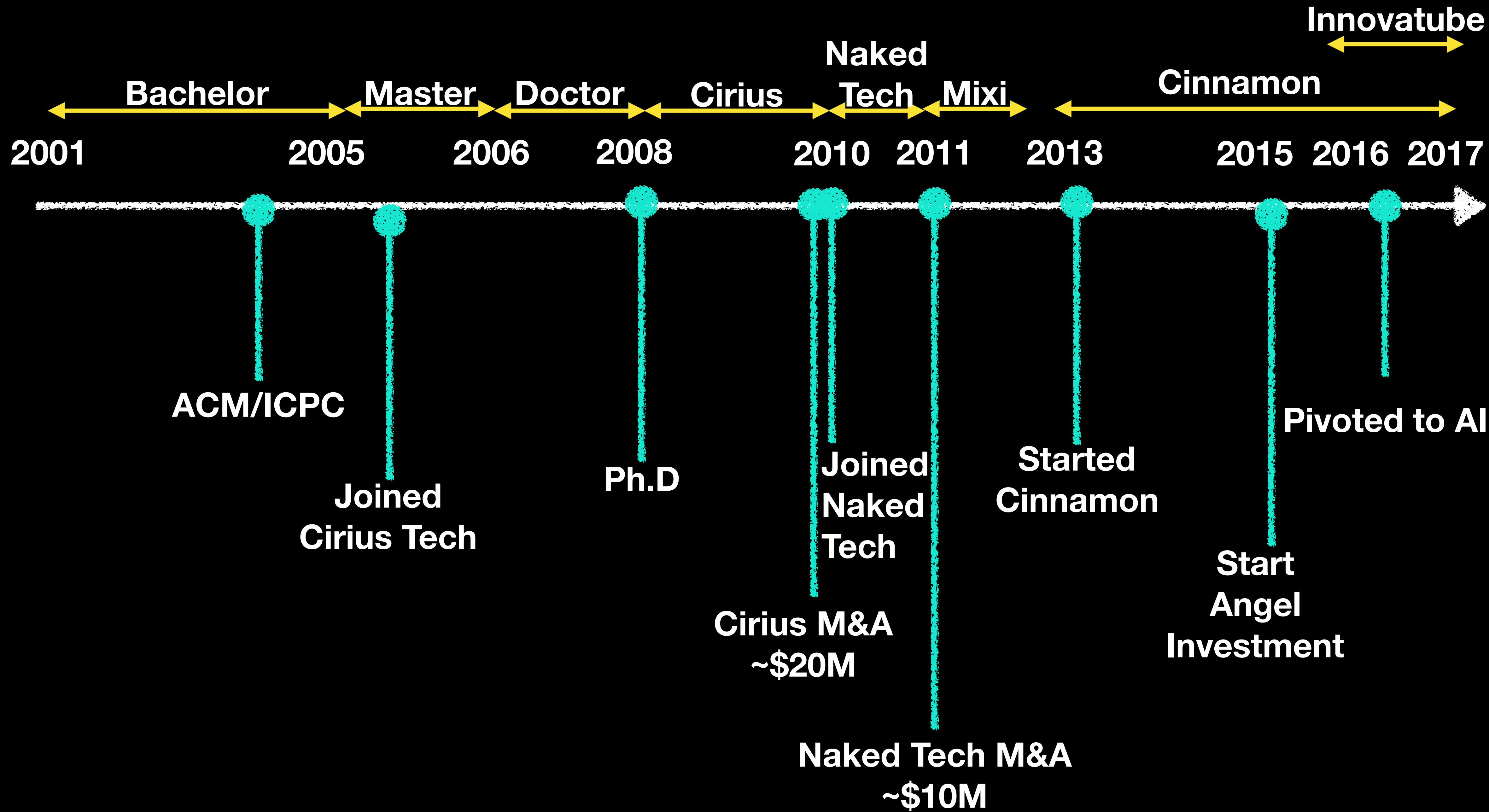
Hajime Hotta,  
Cinnamon Lab

# Self-introduction

- Hajime Hotta
- Ph.D, Neural Networks
- Serial Entrepreneur
- Angel Investors, having invested in 18 startups



**Why Vietnam?**



# SEA Investments Go Down

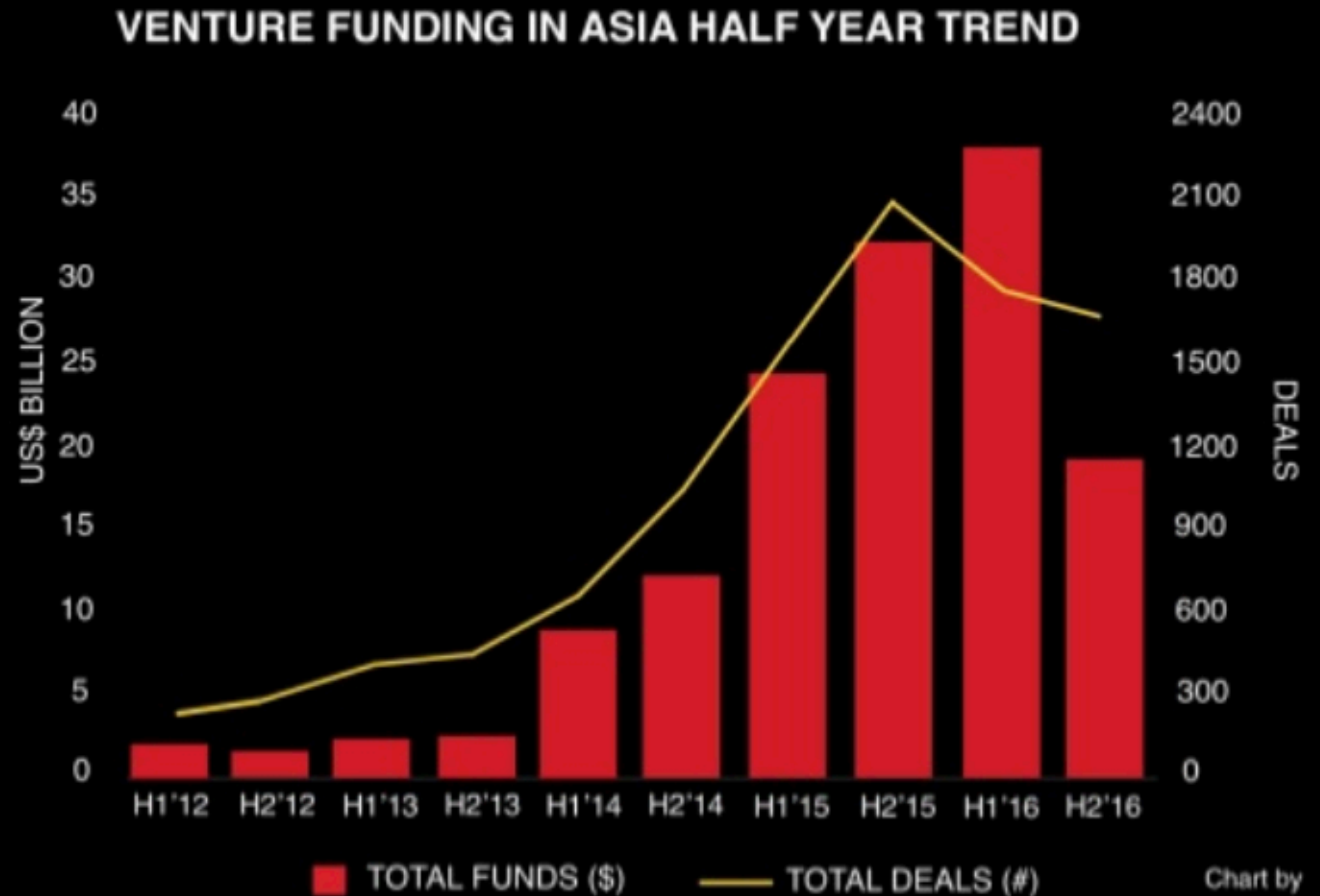
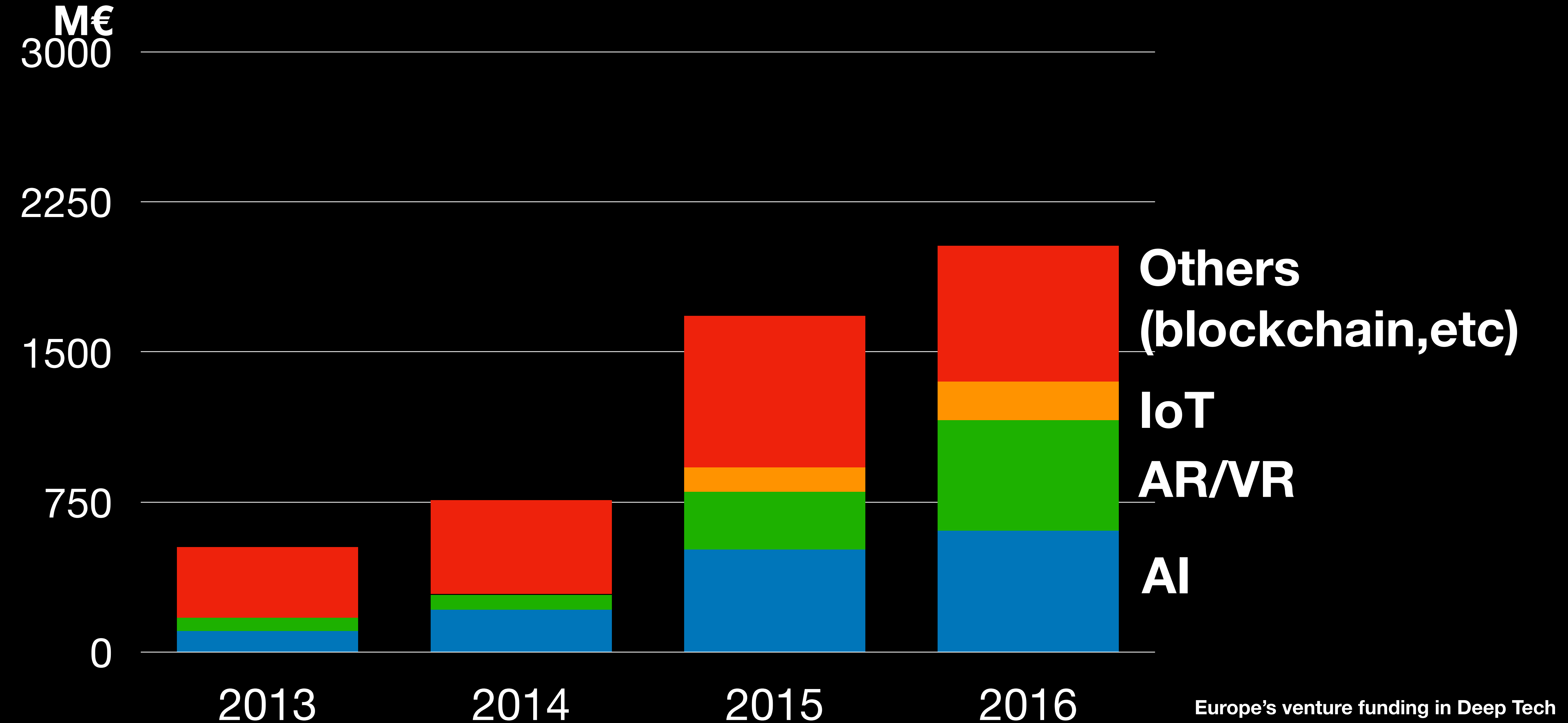


Chart by



# Global Interest comes to Frontier Tech



# Huge Engineering Talent Base

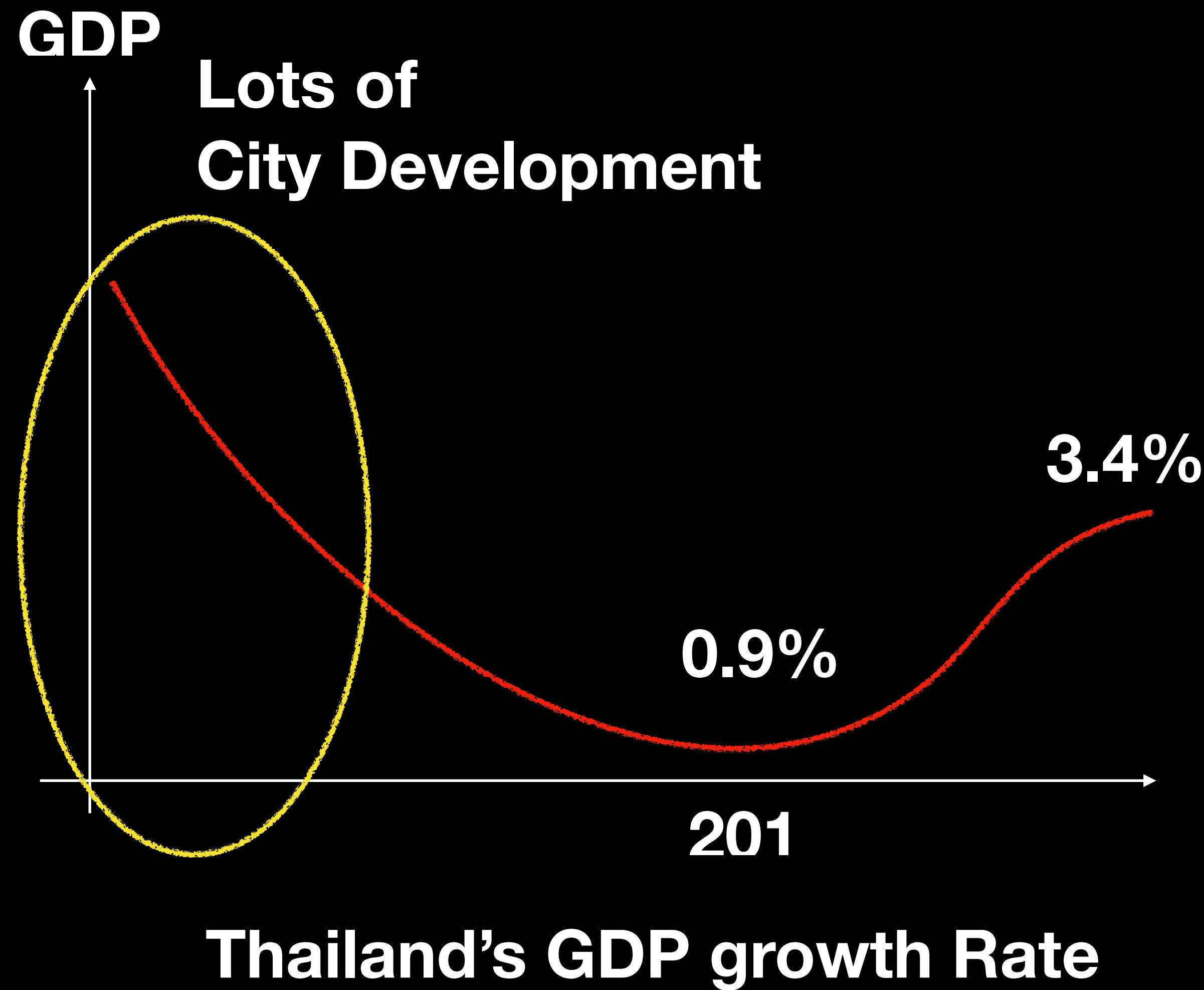
	Japan	Vietnam
Population	126M	92M
born in 1995	1M	2M
Science Major	25%	25%
Top 5% University	5%	5%
CS major	8%	30%
Top Engineering Talents per gen	1000	7500

# Huge Engineering Talent Base

	Japan	Vietnam
Population	126M	92M
born in 1995	1M	0.8M
Science Major	25%	10%
Top 5% University	5%	2%
CS major	8%	10%
Top Engineering Talents per gen	1000	7500

945M





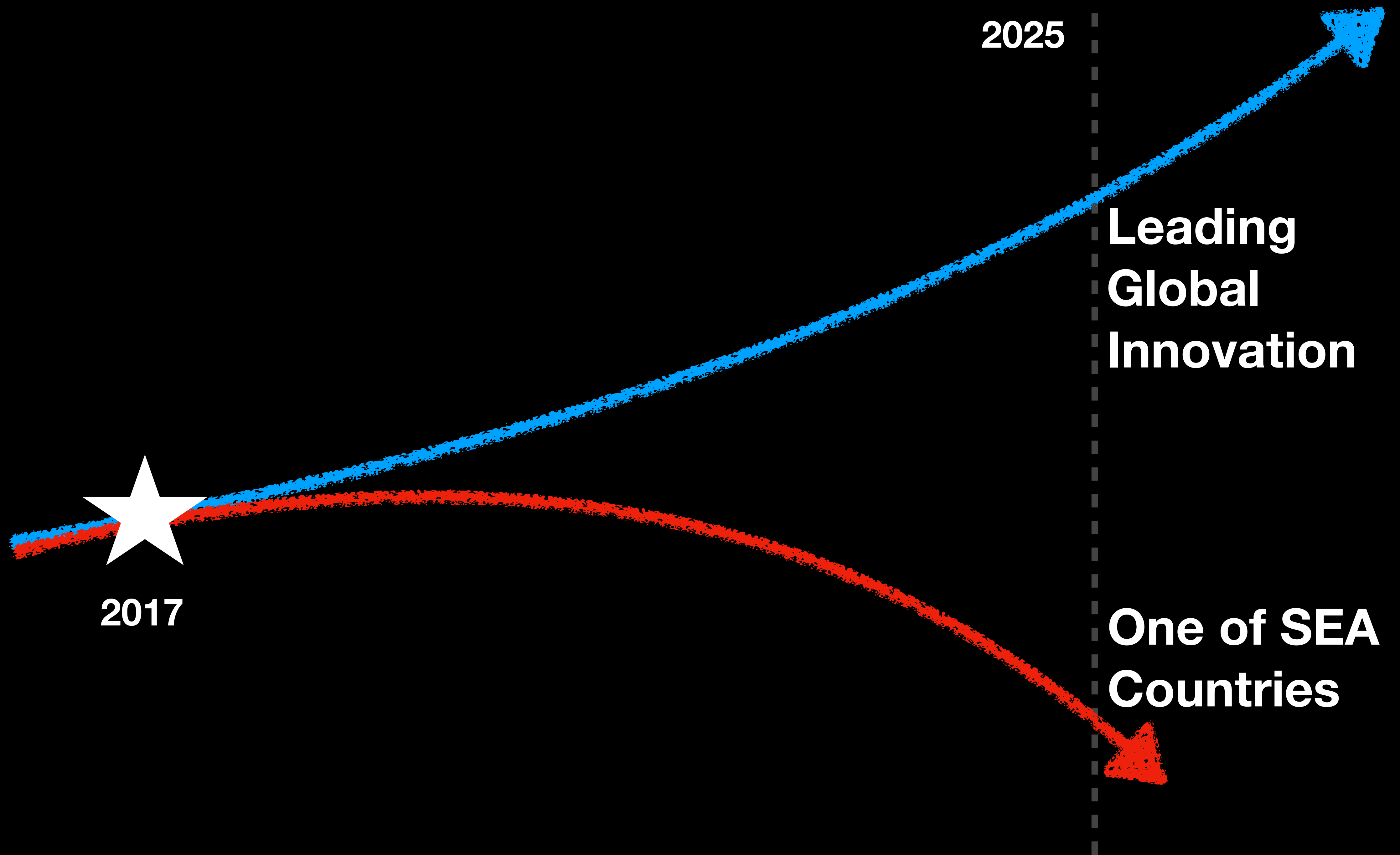
**High GDP growth  
bonus will close  
Someday**

**People don't believe in SEA startups**

**Global market needs Frontier Tech**

**VN has plenty of engineers**

**Rapid growth will finish someday**



**ONCE-IN-YOUR-LIFE  
CHANCE  
IS NOW HERE**

**You are selected**

**Everyone here has NOT-A-SMALL potential to earn**

**USD**

Everyone here has NOT-A-SMALL potential to earn

**\$10M** USD

Everyone here has NOT-A-SMALL potential to earn

**\$10M USD**

+ Be a **SUPERHERO** in Vietnam

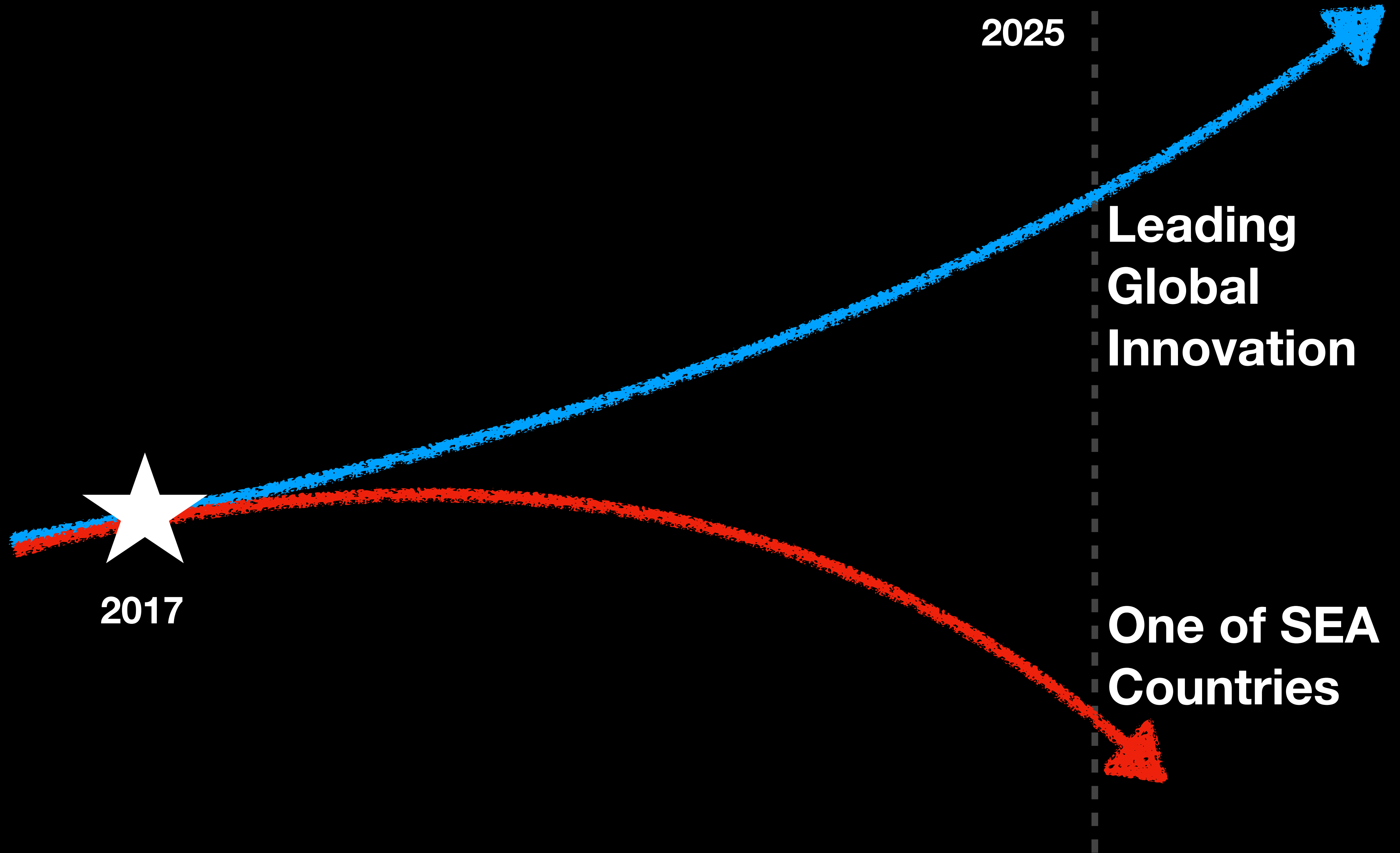


Everyone here has NOT-A-SMALL potential to earn

IN **10** YEARS

+ Be a **SUPERHERO** in Vietnam

**Why 10 years?**



2025

**Leading  
Global  
Innovation**

2017

**One of SEA  
Countries**

**Top Local  
Researcher**

**\$30,000 per year  
(but 35% taxable)**

**\$0.2M**

**Google Engineer  
in the Valley**

**\$150,000 per year  
(but 40% taxable)**

**\$0.9M**

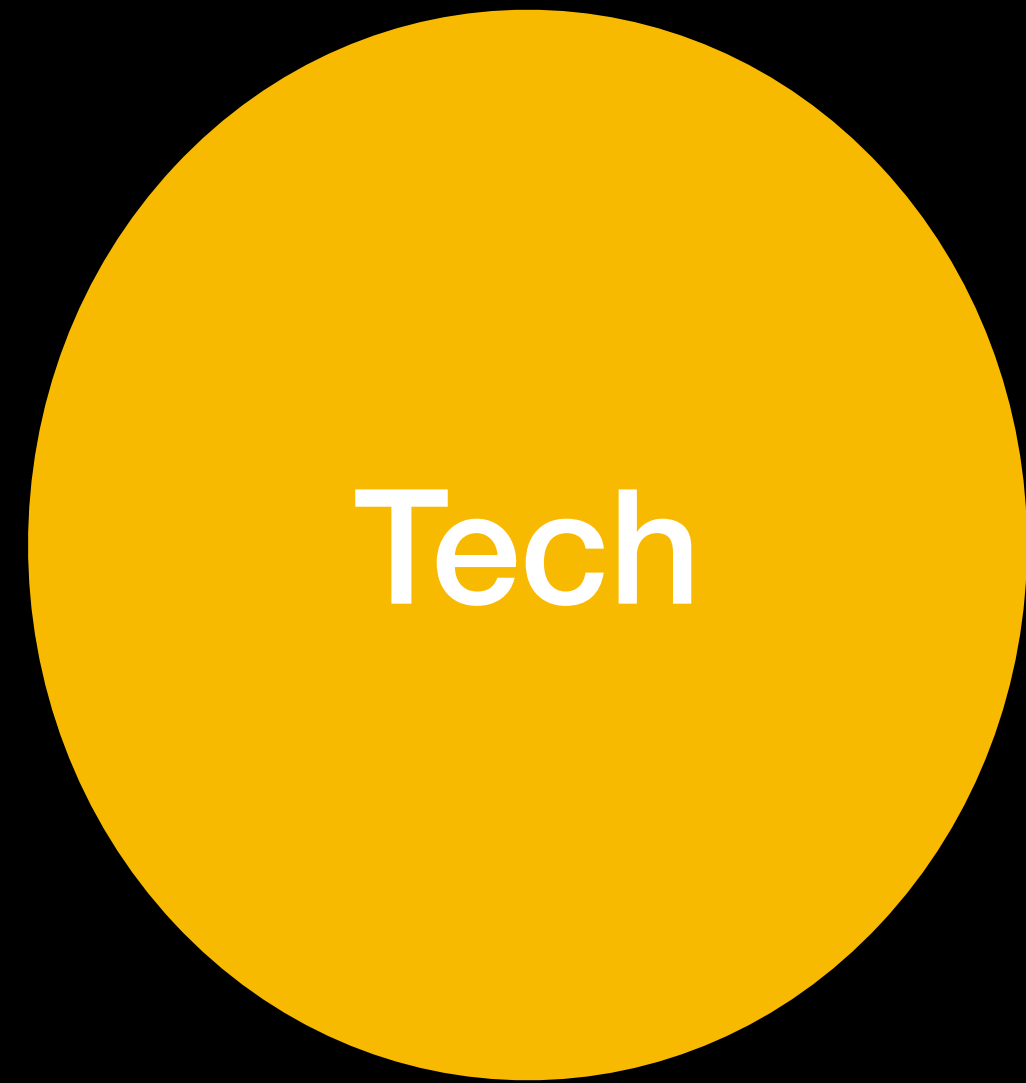
**Technopreneur**

**\$100M  
Company Value**

**\$100M**

**How?**

# Technopreneur



**be a core member of potential startup**

# NOT TO DO



1. **Waste your time**
2. **Avoid failures**
3. **Believe in your idea**
4. **Being one of many**
5. **Manage all by yourself**

# 1. Don't waste your time

**Experiencing big corporations**

Risk-taking  
Mindset goes away

**Spend a few years for Master Course  
without challenging something new**

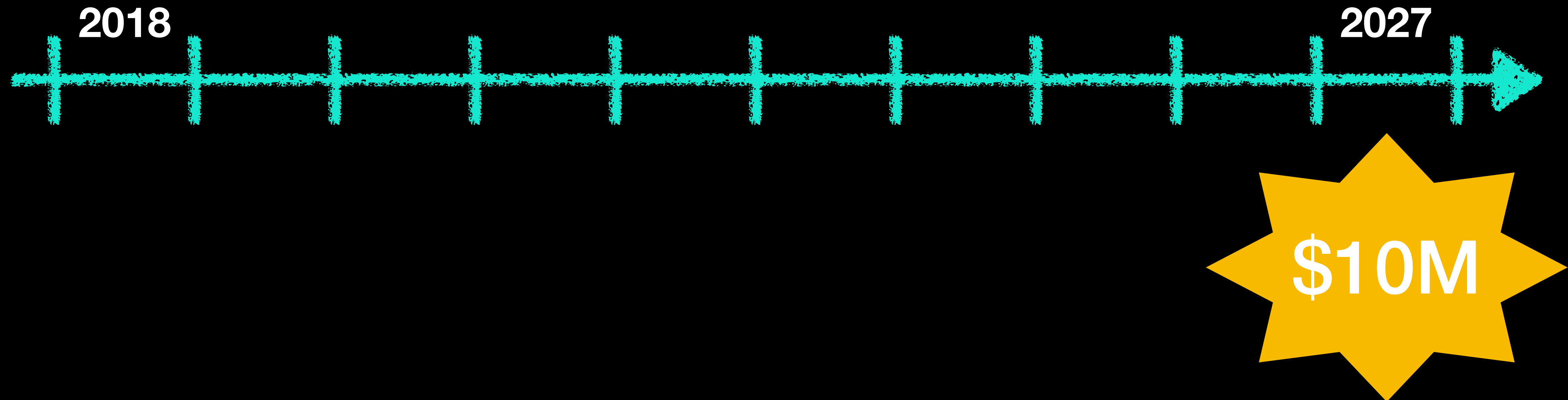
Previously a  
good idea

**Work on your idea without  
really-good professional mentors**

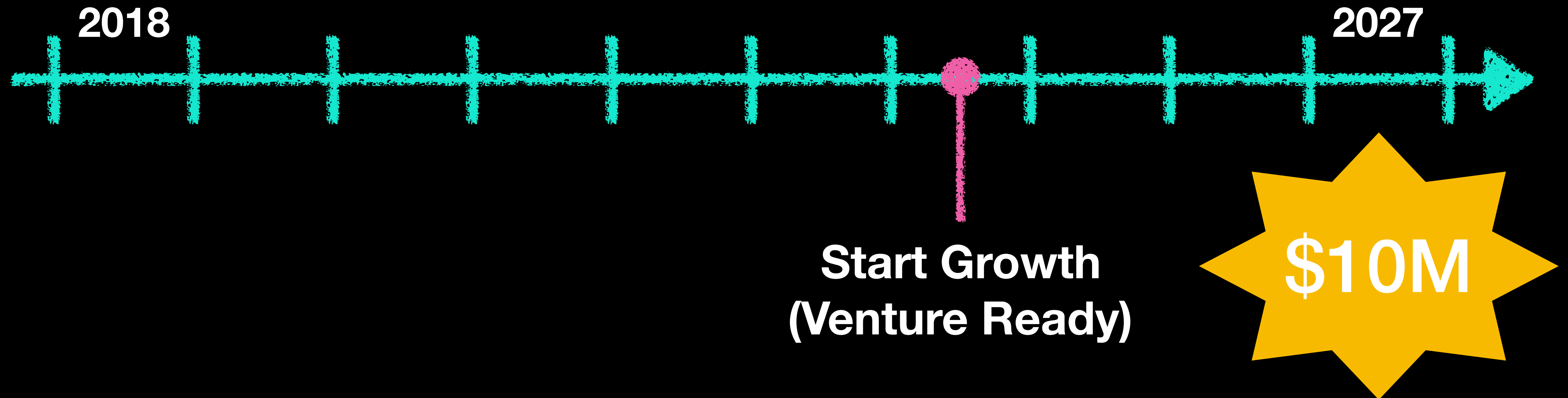
99% of young tech  
guys work on  
not-valid idea



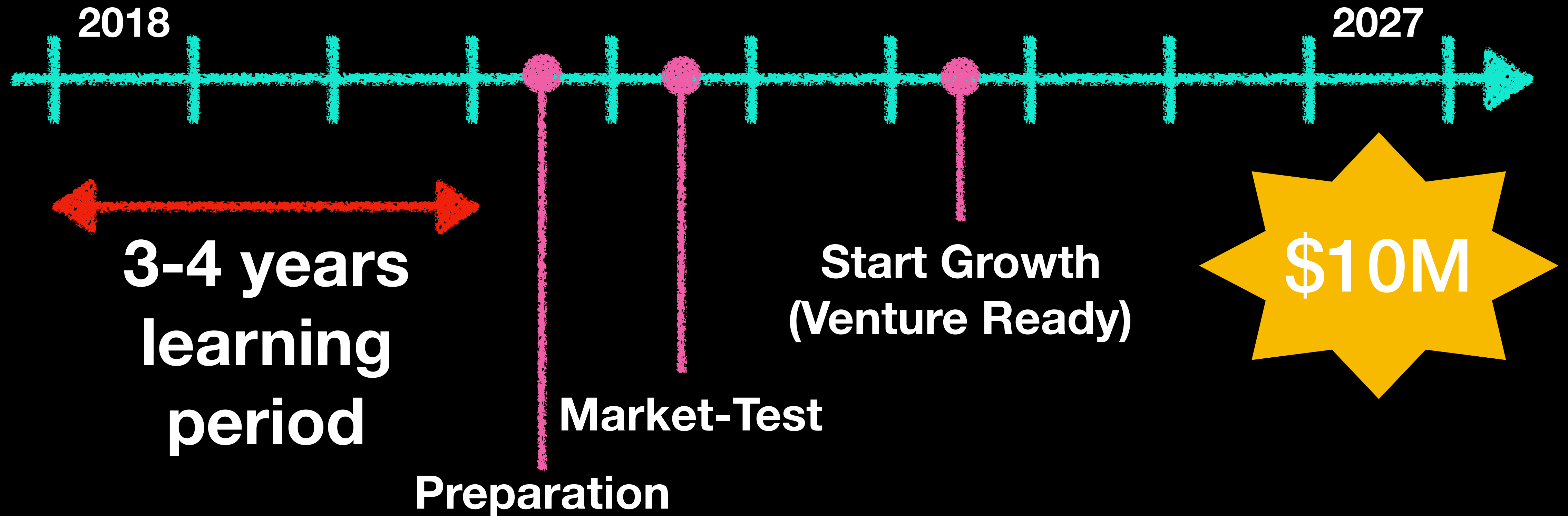
# 1. Don't waste your time



# 1. Don't waste your time



# 1. Don't waste your time



## 2. Fail-first

# Fail as quickly as possible



**SAME FAILURE RATIO**

# 2. Fail-first

## Typical Failures

1. Idea is not good
2. Team work is not good
3. Lack of presentation skills
4. forgot something very important
5. wrong mentors and supporters

...

**No ways to avoid.  
Need to experience  
the pain**

# 3. Don't Believe in your idea



# **3. Don't Believe in your idea**

**What is the main context  
of AI/IoT evolution?**



**Currently, B2B is WAY BIGGER than B2C**



# Use of Technology for Industry Acceleration

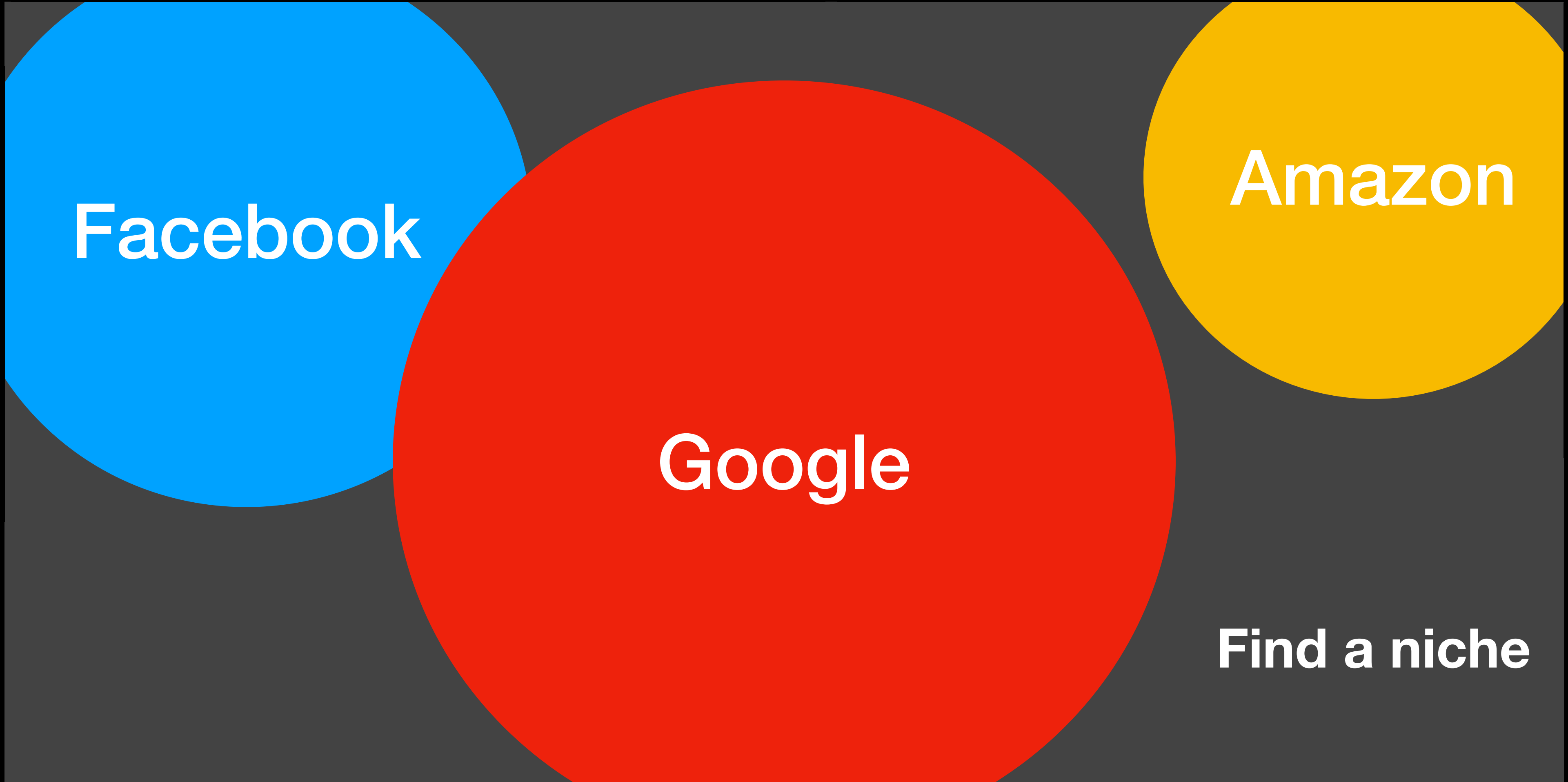
**AI**

**AI can automate some operational process  
e.g. customer support, document work, etc.**

**IoT**

**IoT can automate some manufacturing process  
e.g. Drone to capture building progress check, etc.**

# 3. Believe in your idea



# 4. Be Unique

$$\text{Your Value} = \frac{\text{Demand}}{\text{Supply (Similar ppl)}}$$



Usually, aiming at small supply  
is much easier than winning by demands

# 4. Be Unique

To be unique:

- 1) Friends/Seniors don't understand what you achieve
  - said to you “your output is just ordinary”
  - but some guys feel very prestigious
- 2) Multiplication of your knowledge coverage
  - AI x **Agriculture** x Chemistry Specialist
  - AI x **Islam Finance** x User Experience

# 5. Get Helps

**To be a successful technopreneur**

- 1. Build up great technology**
- 2. Wrapped by beautiful designs**
- 3. Deep understanding of potential customers**
- 4. Manage global sales members**
- 5. Fundraising, business planning**
- 6. Manage product members...**

# Recommendation

**Find a GLOBAL MENTOR  
IN YOUR TARGET INDUSTRY**

# Cinnamon's Share Structure

**1%: Sony computer science lab's CEO**

**1%: biggest news media's CEO**

**2%: Publicity specialist, connected to many media**

**2%: Big media chief editor**

**2%: Very popular financial company CEO**

**1%: IPO specialist**

**...**

# Recommendation



Find

Deal

Take  
Advantage



# Recommendation



**Find**

**Global Startup Event,  
e.g. Echelon**

**Find one mentor  
and get connected**

**Global does not  
mean  
Foreigners!**



**Deal**

**Advisory Contract  
or Angel Investment**

**Even nominal money,  
Investment is better**



**Take  
Advantage**

**Set up the  
Regular meeting  
&  
Facilitate it well**

# TO DO



1. **Don't waste your time**
2. **Fail First**
3. **Don't Believe in your idea**
4. **Be unique**
5. **Get helps**