



PROGRAM STUDI
TEKNIK INFORMATIKA – S1
FAKULTAS ILMU KOMPUTER
UNIVERSITAS DIAN NUSWANTORO

MATA KULIAH
StartUp Bisnis



[Technology vector created by sentavio - www.freepik.com](https://www.freepik.com/vectors/technology)

Pengembangan StartUp Digital “IDEA Generation”

TIM DOSEN PENGAMPU

Idea Generation

“How do I get a good idea to start a company ... and how much does it really matter?”

Mini-Case Study

- Idea generation
- Person 1 (S) will be -----
- Person 2 (T) will be -----
- Person 3 (B) will be -----
- Person 4 (P) will be -----

Profiles

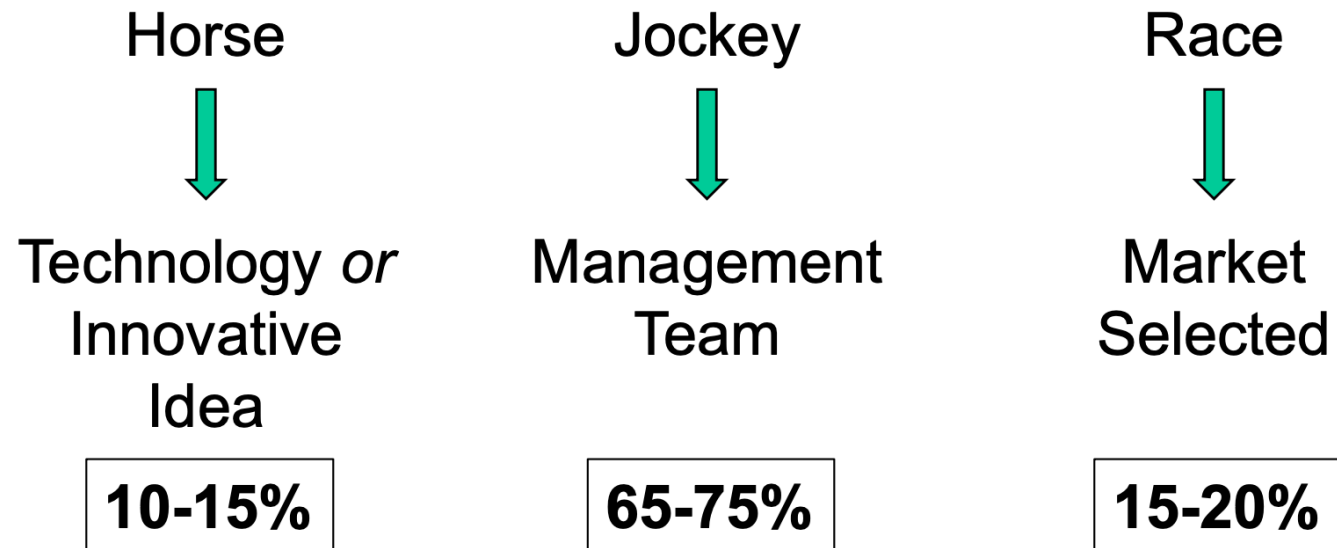
- **(S = Suit)** *setelan*
 - Represents personal & financial drive
 - Good later but need much more for idea generation
- **(T=Technology)** *inovasi / engine*
 - Represents “technology push”
 - Good or bad depends on how handled & specific scenario
 - Can you find a good match?
- **(B=Balance)** *seimbang*
 - Looking for customer need to meet
 - Domain expertise is important
 - Passion matters
 - Looking at trends
- **(P=Propulsion)** *penggerak*
 - You must iterate an idea

In summary

Three ways to start a new venture

- I have a technological breakthrough!
- I have an idea!
- I have a strong desire and drive!

Company Success



Source: David Morganthaler, Morganthaler Ventures

Tech Push Vs Market Pull

	Technology Push	Market Pull
Risk	-	+
Unit Profitability	+	-

Potential Topics

- Megatrend: Smart phones
- Megatrend: Mobility
- Megatrend: Social Media
- Megatrend: Big Data
- Tech Push – Sensors
- Tech Push – GPS
- Tech Push – Voice Recognition
- Tech Push – Graphene
- Market Pull – Personal: Fitness
- Market Pull – Education
- Market Pull – Personal: Aging Population
- Market Pull – Arts
- Market Pull -- Sports

Team (4 – 5 person)

- **Idea** : Was the idea for the new venture presented in an understandable manner? Was the idea, as stated, viable?
- **Customer** : Was an analysis done of who the customer is? Was the value proposition clear for this customer?
- **Market Analysis** : Was there an early estimate of the size of the receptivity of a broad market? Was it credible and based in factual analysis?
- **Product** : Was it clear what the offering was? Was there some competitive advantage (e.g., technology) involved for your team? What is a relevant current advantage for your team?
- **Competition** : Was a thoughtful analysis presented on who the competitors are and would be?
- **Go To Market** : Was a thoughtful (i.e. analysis based on quality research) and specific analysis done of how the new venture will acquire customers and deliver the product? Is the business model clear how they will extract value for the value they create?
- **Financial** : Was an estimate made of how big the company will be and how profitable it will be in the short, medium and long terms (e.g., 1, 2, and 5 years but depends on the business)? Was a credible estimate made of what the capital requirements would be for the business and when you expect to reach cash flow positive?
- **Team** : Did you state who the founding team was? Were roles clear? Was it clear why they were the right team for this opportunity? Did you provide a convincing plan of how you would continue to grow your HR resources & that they would provide you with sufficient support & increasing competitive advantage?