



STARTUP

INTRODUCTION TO STARTUP INDUSTRY



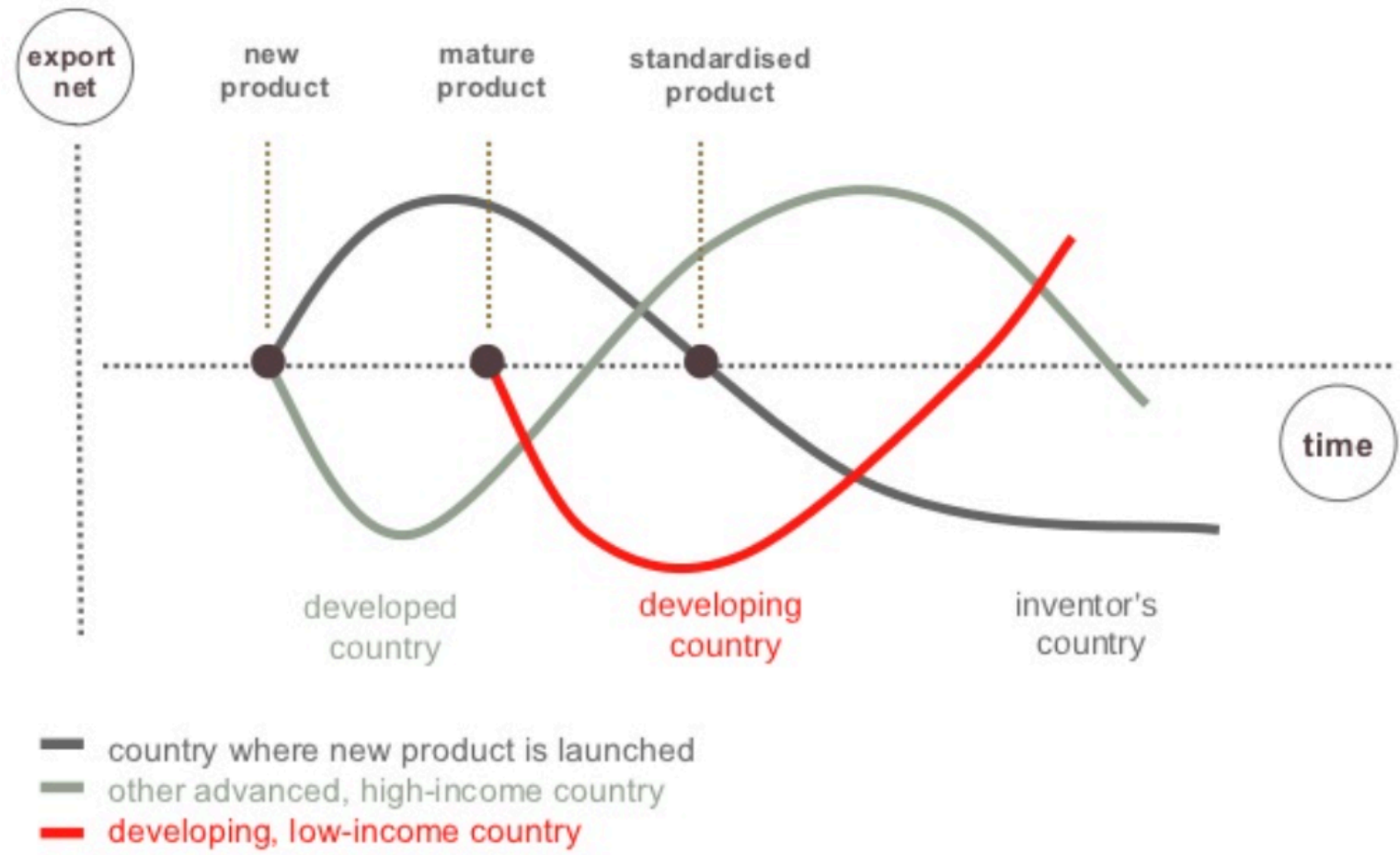
FIND
THE
YES!

STARTUP



FIND
THE
YES!

What is Startup?



FIND
THE
YES!

What is Startup?

2%

What startup are told about how likely they will succeed

5%

Rate of startup success in mature startup market like US

.01%

Thailand's actual startup rate of success



FIND
THE
YES!

What is Startup?

SU

Startup companies are
designed by nature to Exit

SME

SME are companies whose aim is to
create constant safe cashflow



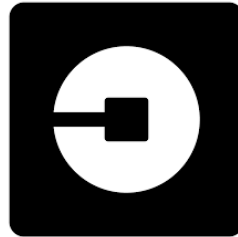
FIND
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YES!

What is Startup?



Facebook

Early Startup, already IPO



Uber

Unicorn, not exit
Partial sales of business to Grab



Grab

Unicorn
Purchase partial business from Uber

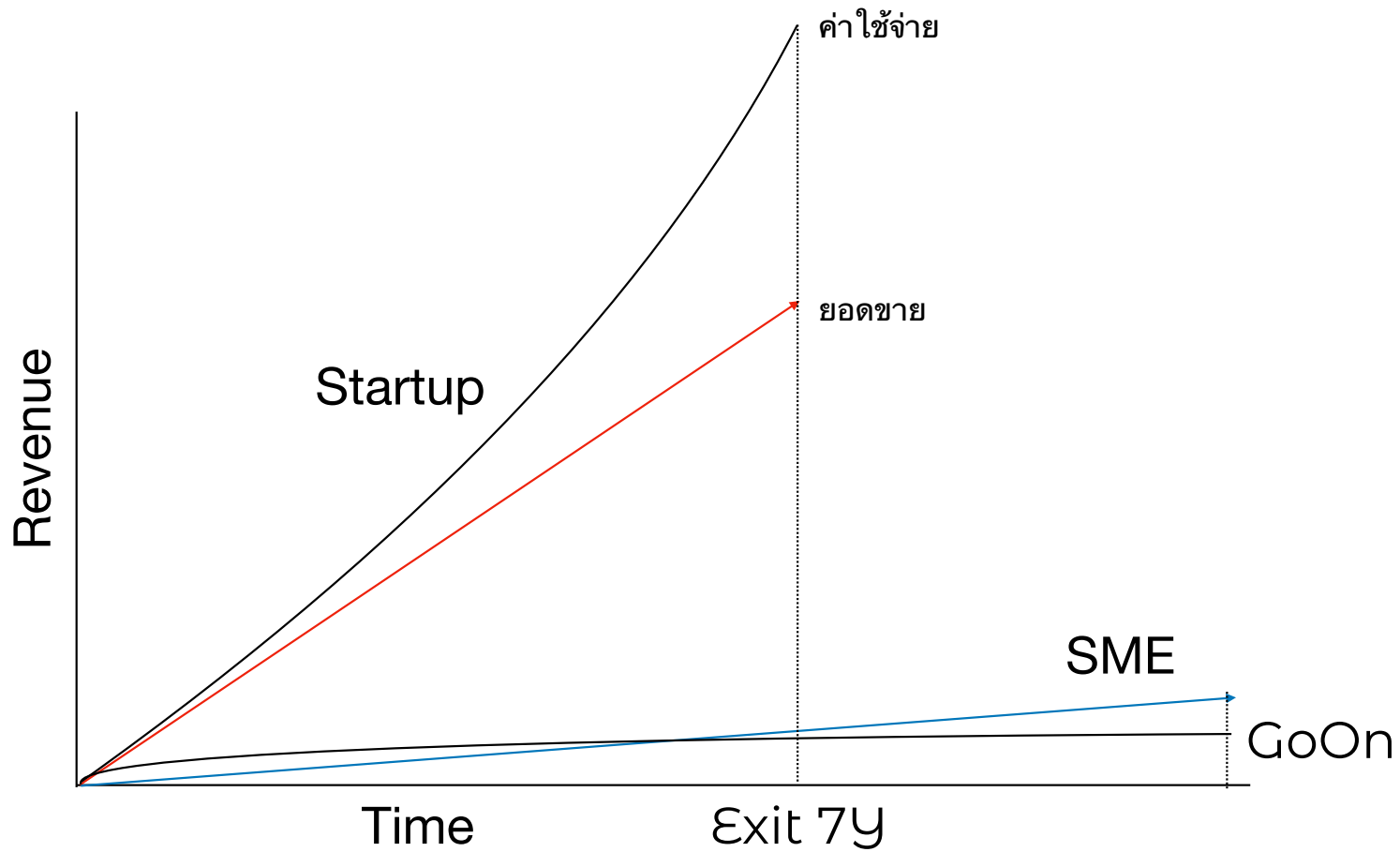


SKOOTAR



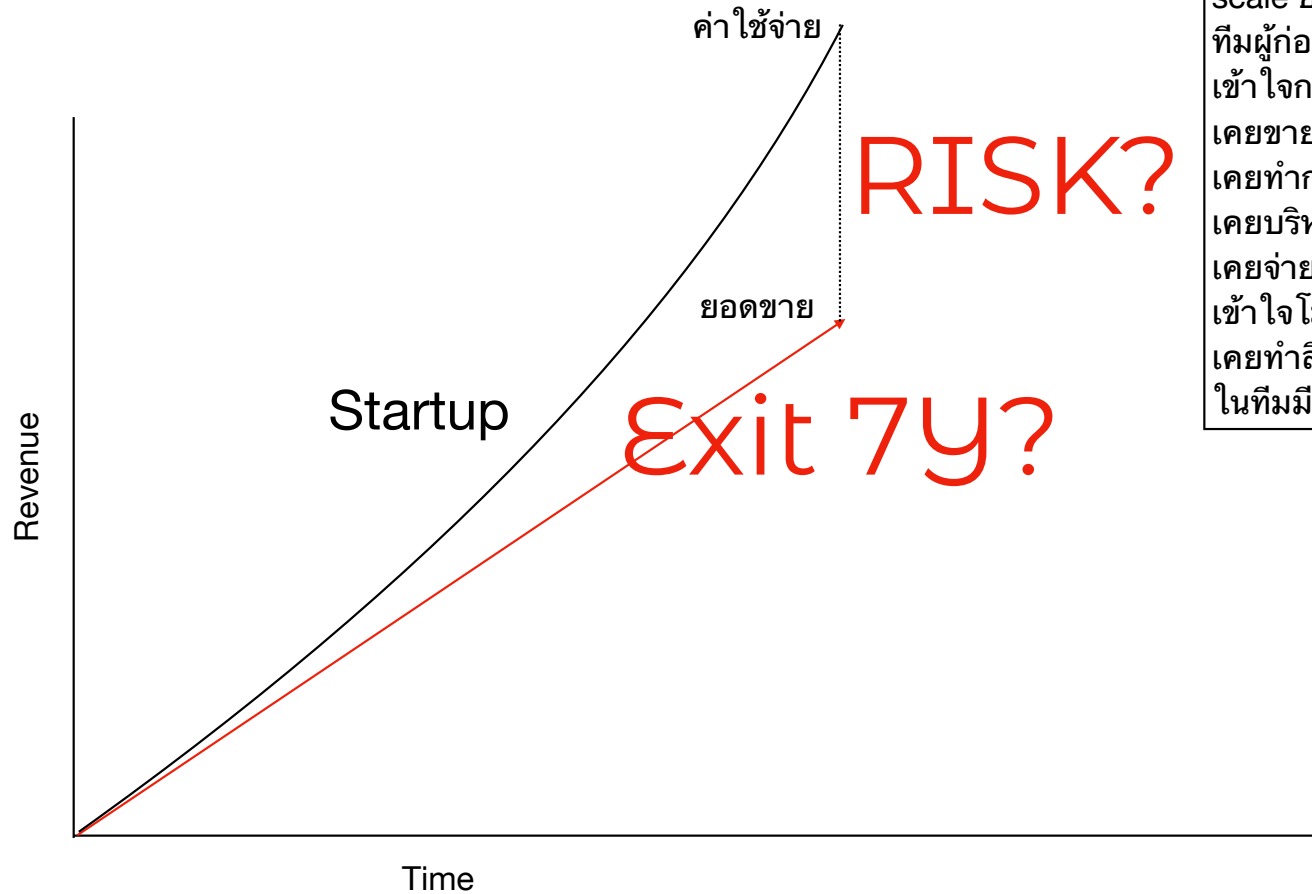
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What is Startup?



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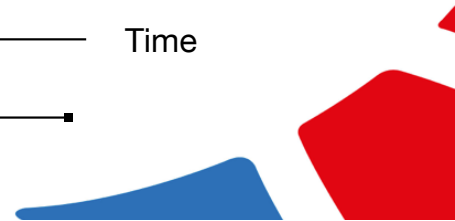
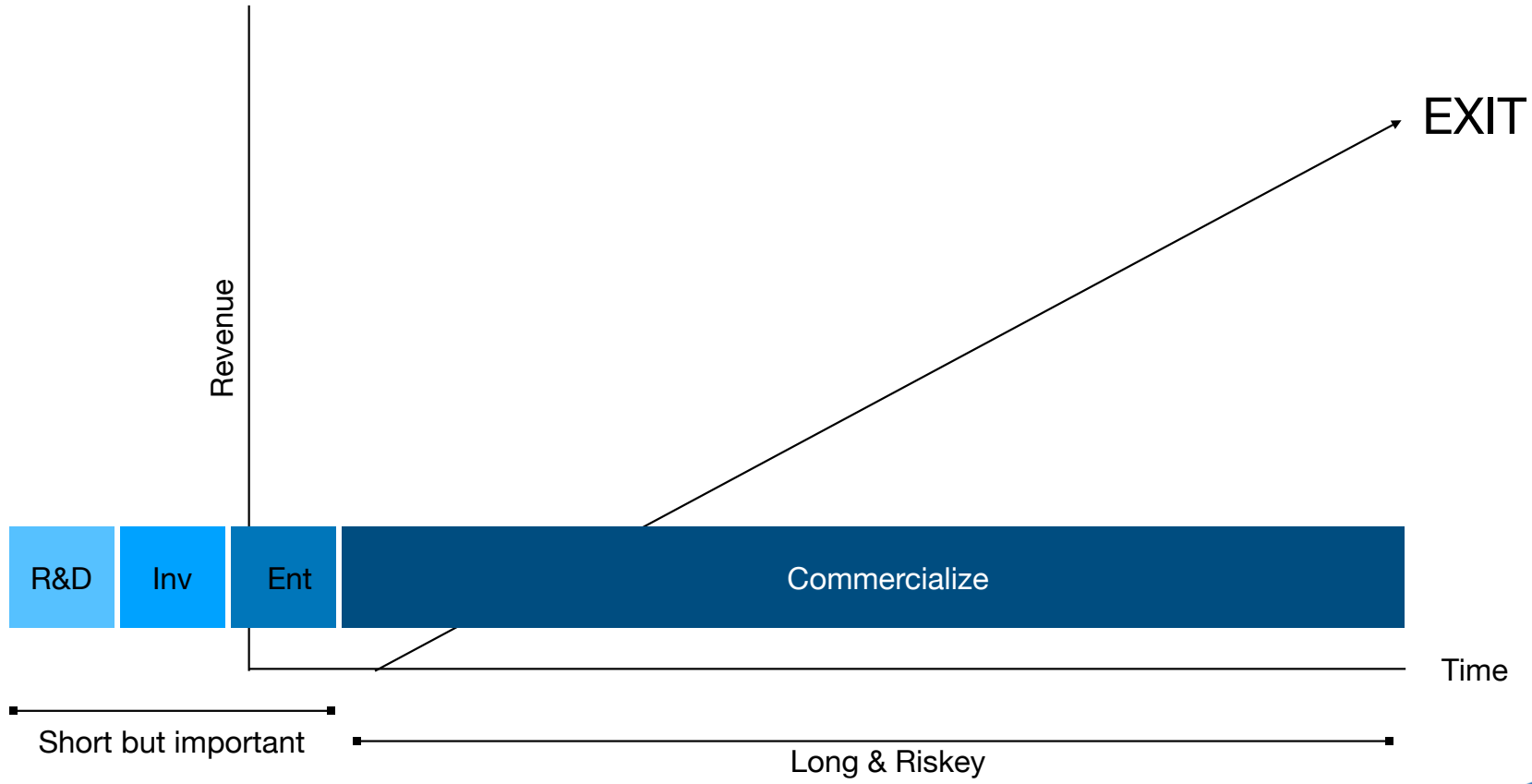
What is Startup?



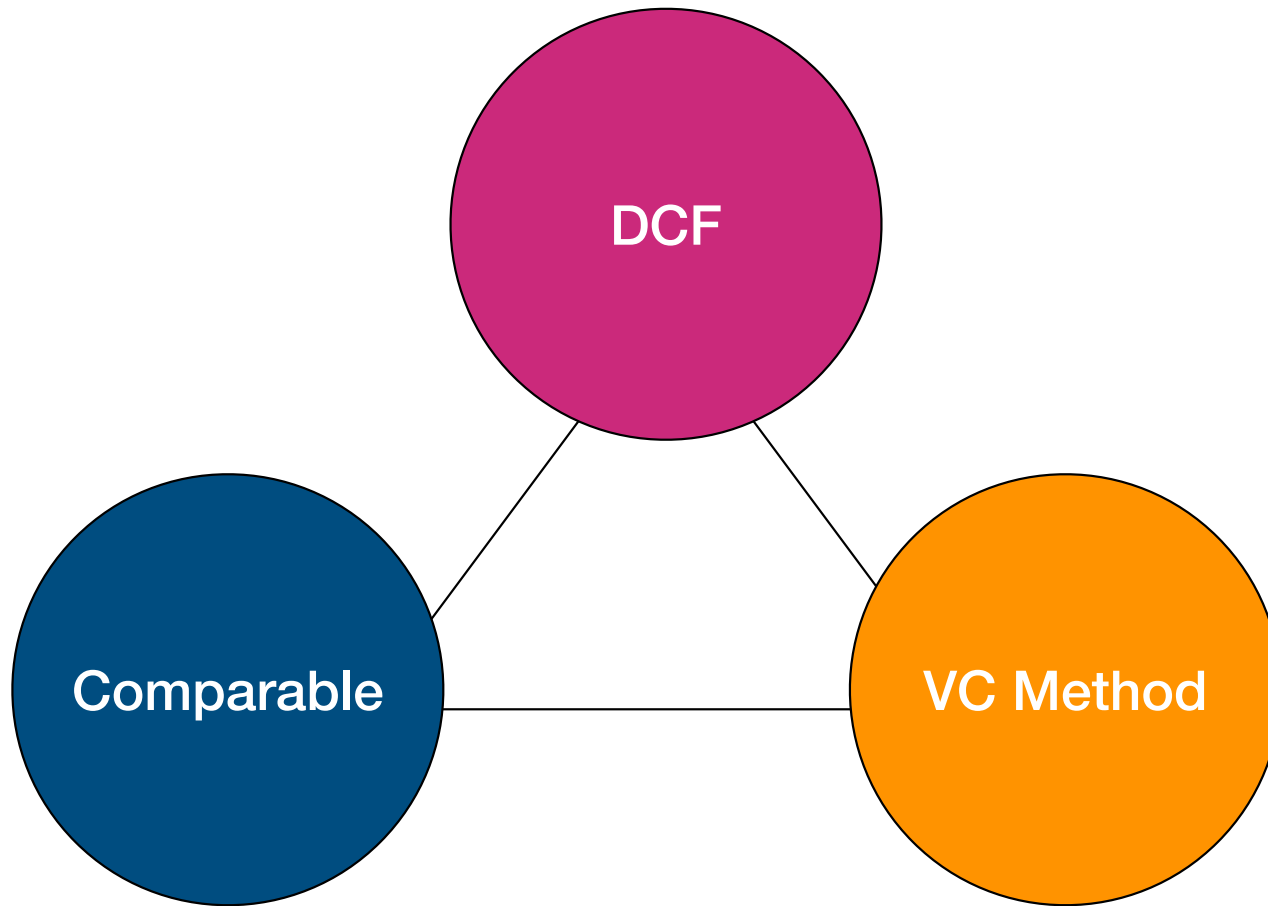
เคยทำธุรกิจใหม่
scale ยังไงไม่ให้ล้ม
ทีมผู้ก่อตั้งตกลงเรื่องผลประโยชน์ยังไง
เข้าใจกลไกการตั้งราคาหรือปล่าว
เคยขายของระดับ 10-100 ล้านไหม
เคยทำการตลาดหรือปล่าว
เคยบริหารเงินไหม
เคยจ่ายภาษีไหม
เข้าใจ โมเดลธุรกิจหรือปล่าว
เคยทำสินค้าไหม
ในทีมมีใครเข้าใจ technology หรือปล่าว

FIND
THE
YES!

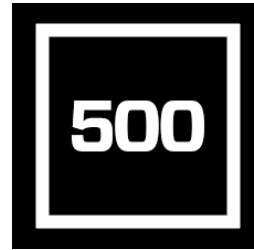
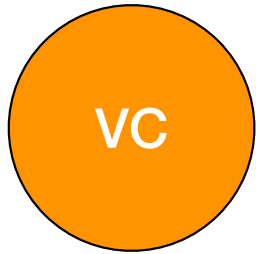
What is Startup?



FIND THE YES!
VALUATION



FIND THE YES!
VALUATION

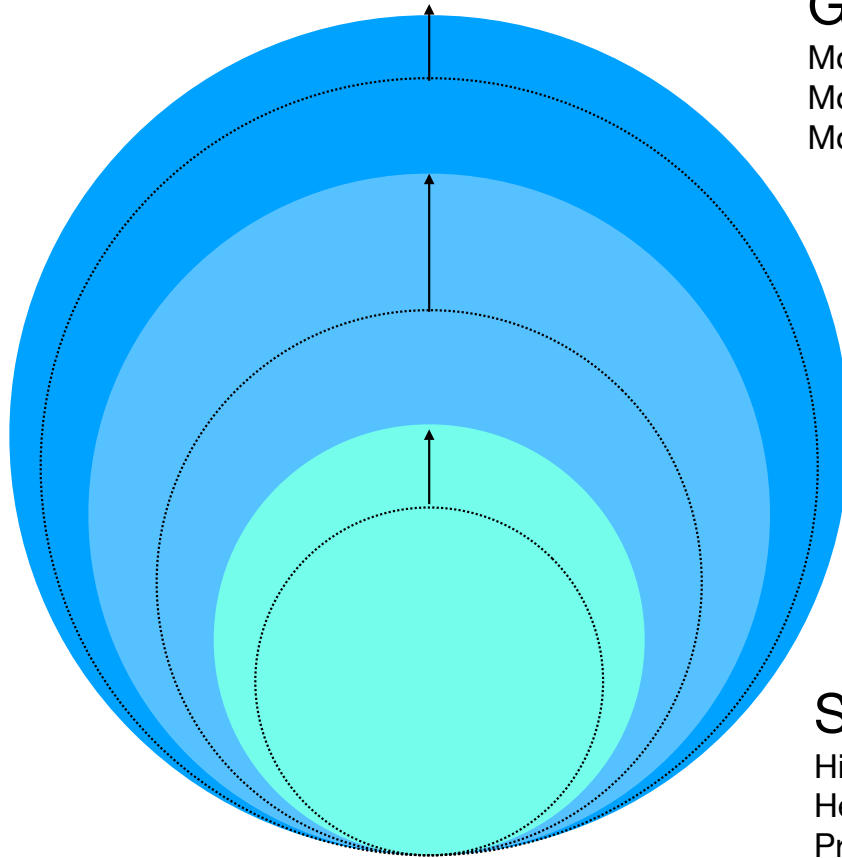


HEALTHTECH?
MEDTECH?



FIND THE YES!

MED & HEALTHTECH



Global Healthcare Market

More Population
More Emerging Disease
More Healthcare Need

Thai Healthcare Market

Aging Population
Labor migration and tourism
Medical Tourism

Spending per Head

Higher access to healthcare
Health conscious & awareness
Preventive healthcare



FIND
THE
YES!

LAUNCHING STARTUP



RESEARCH

INNOVATION

ENTREPRENEURSHIP

BUILDING
FOUNDATIONS

FIND
THE
YES!

LAUNCHING STARTUP



RESEARCH

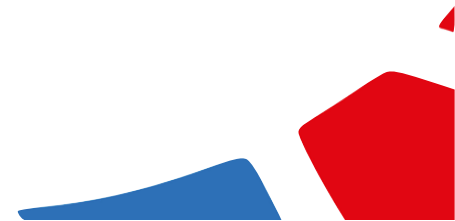
FOUNDATION OF RESEARCH

Is it business viable?

Does it increase value to market?

Are the IP terms fair to all stake holder?

Can it be developed into a real product?



FIND
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YES!

LAUNCHING STARTUP



INNOVATION

FOUNDATION OF INNOVATION

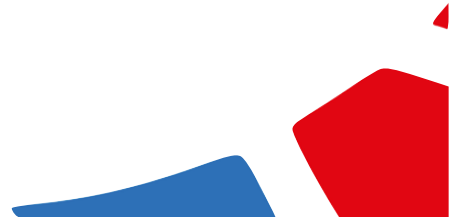
What technology is available in market today?

What are technology trend & cost?

How can technology give research benefit?

How can technology give business access to market?

How to make innovation hard to copy?



FIND
THE
YES!

LAUNCHING STARTUP



ENTREPRENEURSHIP

FOUNDATION OF ENTREPRENEURSHIP

What kind of business understanding do we need?

How do we setup business strategy?

How to minimize chance of business failure?

How can I learn business management skills?

How can I learn how to make good presentation?

How can I learn how company operate financially?

RESEARCH ACCELERATOR

3

Months

Landscape of change
Research & Business
Innovation Trend
Market Viability
Business Viability
Formulating great proposal
How to pitch
How to find funding

DEMODAY

U

University

STARTUP INCUBATOR

3

Months

Landscape of change
Forming the right team
Idea Validation
Market Viability
Prototyping
Business Model
How to Pitch
How to find funding

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U P P

University Public Private

ENTREPRENEUR ACCELERATOR

3

Months

Understanding business
Business management
Launching crash course
Business Model
Value Proposition
Art of story telling
How to Pitch
How to find funding

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U P P

University Public Private



FIND
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YES!

