Thailand 4.0

Medical Technology & Industry
Deep Tech Startup
Business, Innovation and Commercialisation
Research to Business

MPVenture
MEDTECH & LIFESCIENCE

AGENDA

9:00 - 9:30 ประเทศไทย 4.0 อุปกรณและนวัตกรรมเครื่องมือแพทย์ 2560-79

9:30 - 10:20 Deeptech Startup ในยุค Thailand 4.0

10:20 - 11:00 กลไกธุรกิจ มุมมองของความสำเร็จในเชิงพาณิชย์

11:00 - 11:30 การจัดทำวิจัยให้สำเร็จเป็นธุรกิจ

11:30 - 12:00 ถามตอบ

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GOAL

1. Knowledge Overview (ไม่ลงลึกในรายละเอียด ให้ข้อมูลความรู้ทั่วไป)
2. Know the know (ไม่เข้าใจอะไรถามได้ทันที)
3. Ask more question than we have answer (ถามเยอะๆ เพื่อจุดประกายความคิด)

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ประเทศไทย และการนำเข้าอุปกรณ์ และนวัตกรรมเครื่องมือแพทย์

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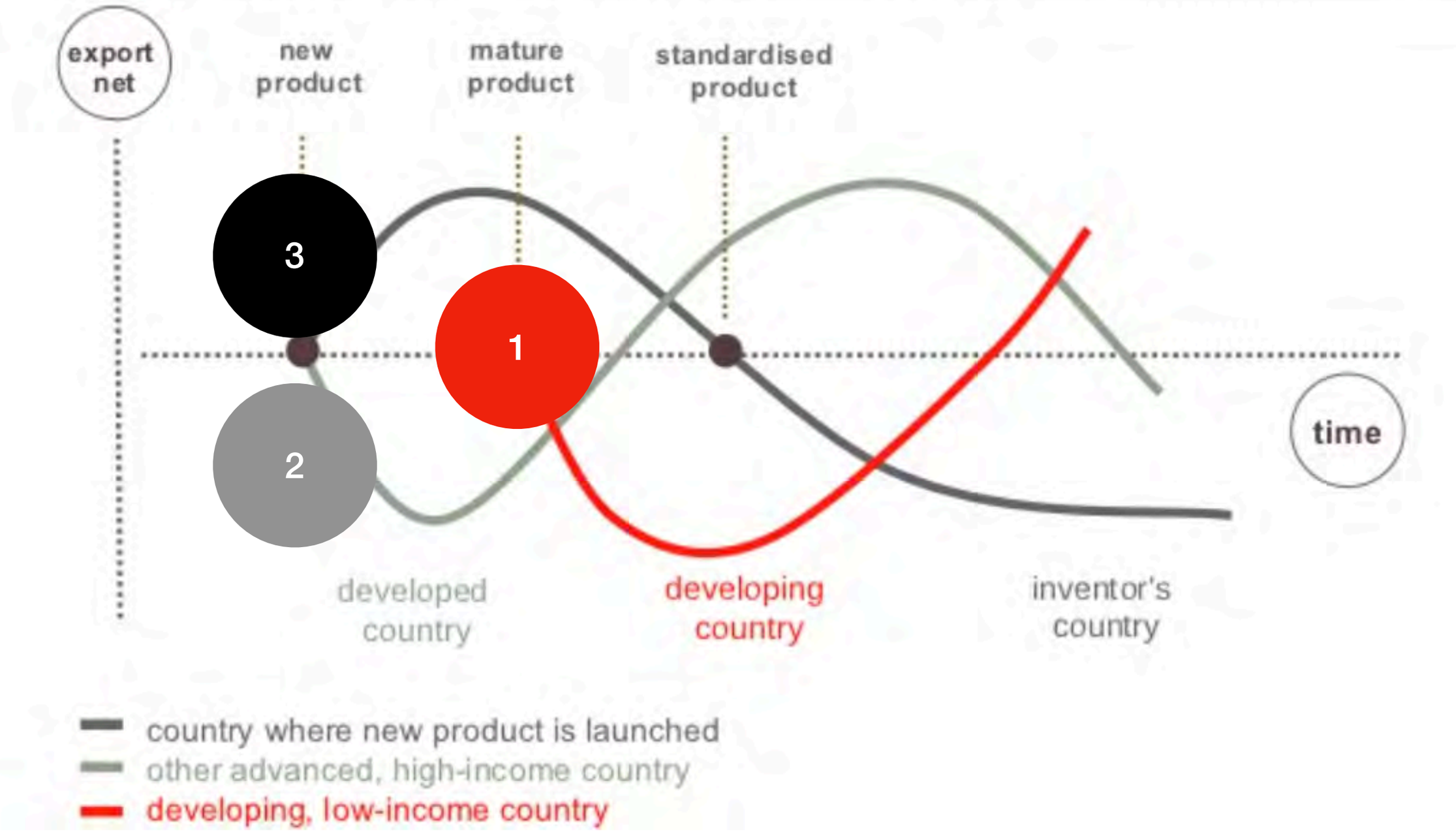
Thailand 4.0

Major Economic Shift



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Thailand 4.0

Major Economic Shift

Thailand 1.0

1960 - 1980

GDP growth 4.1% per year and employed over 70% of Thai population. Declined due to rise of industrialisation and westernisation.

Thailand 2.0

1980 - 1990

Devaluation of USD / THB against other major currency made Thailand strategically an export economy. Thailand started to move into manufacturing.

Thailand 3.0

1995 - 2015

Thailand developed into export economy and invested much into factory and machinery for full scale manufacturing. Booming industry includes car, petrochemical, and construction material.

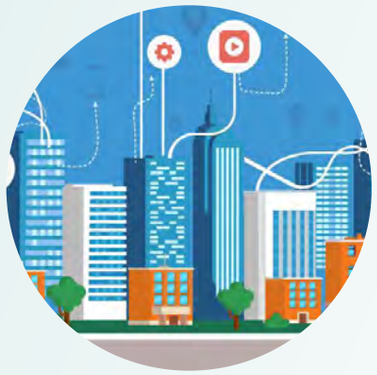
Thailand 4.0

2015 to Future

60-79 (ยุธศาสตร์)

มั่นคง มั่งคั่ง ยั่งยืน

Thailand declared t's transition into innovation driven economy. Government start to setup and support Startup economy and innovation based Technology. Period of booming social media and e-commerce.



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เป้าปี 79	มั่นคง	มั่งคั่ง	ยั่งยืน
ศัพท์	Inclusive	Productive	Green
How	เท่าเทียมทั่วถึง	เพิ่ม สร้าง	เป็นมิตร
Tool	SME	Startup	Renewable Energy
For	ลดเหลื่อมล้ำ	แก้รายได้ปานกลาง	เพิ่มสมดุล

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Major Economic Shift

“VALUE BASED ECONOMY”
ขับเคลื่อนด้วย Technology, Creativity, Service

1. Food, Agriculture, biotechnology
2. **Public Health & Medical Technology**
3. Robotics & Electronic Device
4. Internet Technology, IoT, AI, Machine Learning
5. Culture, Creativity, and increase value sector (tourism)

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Major Economic Shift

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Thailand Economy

Combined GDP

4.1% YoY 2018

Export 65%: Mainly manufactured products

8.7% YoY 2018

Import: Mainly raw material & intermediate goods

11.23% YoY 2018

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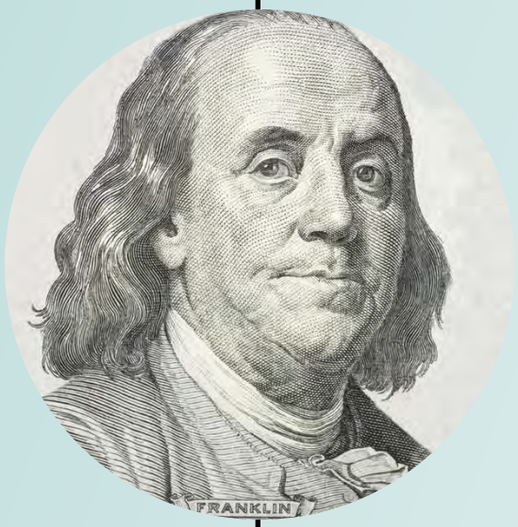
Example: USA - Economy driven by Technology

Franklin Technology Fund

13.4% YoY 2018



Economic growth continue to be possible after technology have matured

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USA Medical Industry Investment

USA Venture Industry

Biotechnology 6,000,000,000 USD 470 deals
Average deal size: 12.7M USD

Lifescience 8,600,000,000 USD 789 deals
Average deal size: 10.8M USD

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USA Medical Industry Investment

Biotechnology
6,000,000,000 USD
470 deals
Average deal size:
12.7M USD

- Early Stage 68%
- Expansion 14%

Lifescience
8,600,000,000
USD 789 deals
Average deal size:
10.8M USD

Internet Specific
& SW

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Laboratory Instrument (Analysers)

99%

USA
European
Japan
Korea
China

Effect on our GDP is negative income (MNC transfers business profit back to HQ)

Thailand does not focus on manufacturing of medical technology & equipment

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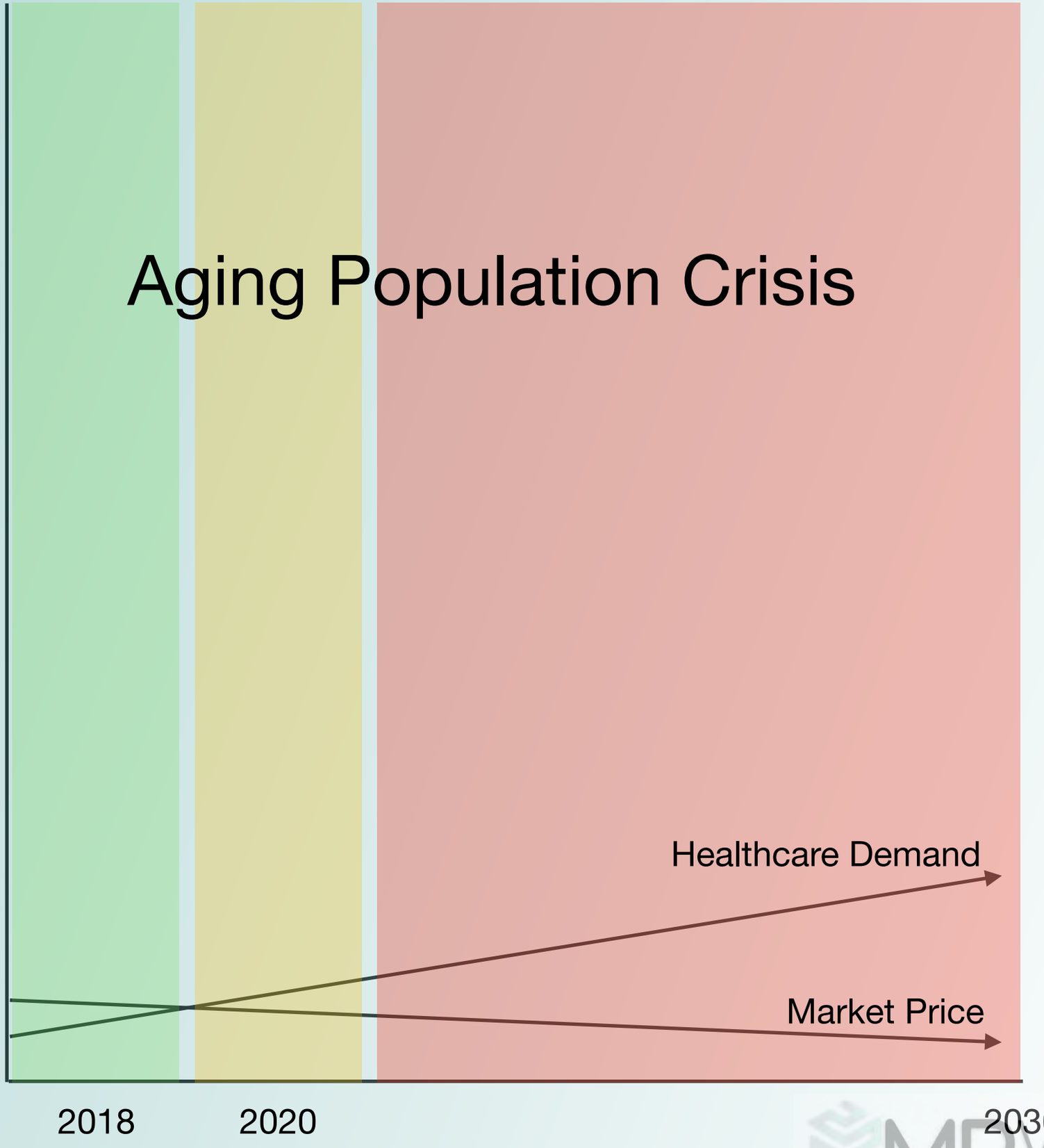
Aging Population Crisis



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2019

Import

TH Develop support system for Deeptech & Healthtech

2025

Import

TH Foster utility & first wave of successful company

2030

Import

TH Scaling of 1st to 3rd wave of successful company into market

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2018

TH

Current Startup Success rate in Thailand

> 1% compare to USA 5%

Only 3 venture have exited in some form

TH

Number of Deeptech Venture

Government & Public support and interest

Funding

Access to customer

Business Competency

Adaptability to market

Regulation

Import

TH

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Deeptech Startup ในยุค Thailand 4.0

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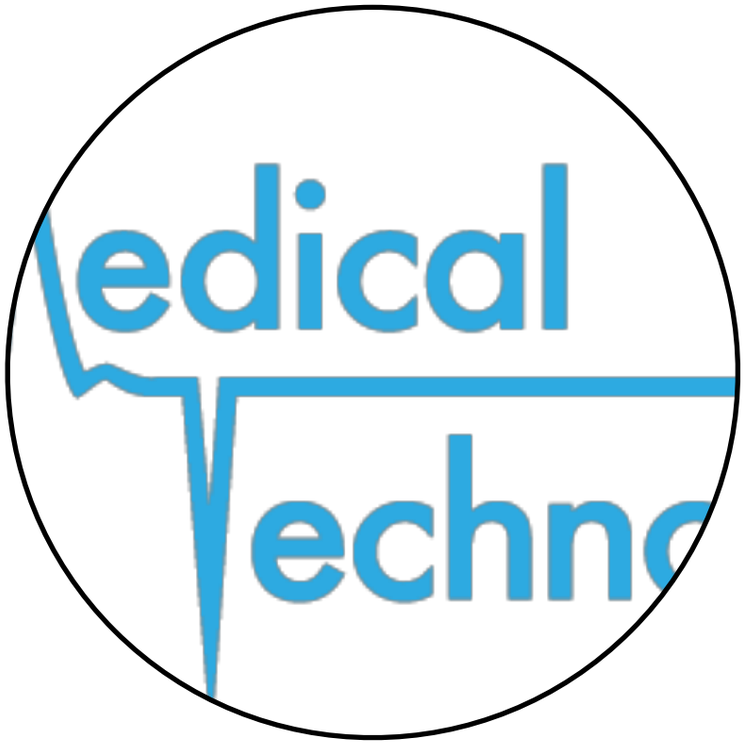
COMMERCIAL INNOVATION



SME

Trading company of medical technology, innovation, and services

Startup

Company focusing on disruptive technology & commercial scalability

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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

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SKOOTAR

Work Venture

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Small Business VS Start-up Business

Small Business	Start-up Business
ก่อตั้งโดยเจ้าของคนเดียว แล้วจ้างพนักงานทำงาน	ก่อตั้งโดย Co-founder มีทีมทำงานเล็กมาก
ก็อปปี้โมเดลธุรกิจทั่วไป มาใช้ทำธุรกิจได้ไม่ยาก	ไม่มีโมเดลธุรกิจให้ก็อปปี้ ต้องสร้างโมเดลขึ้นมาเอง
กลยุทธ์ธุรกิจ หาได้จากแหล่งความรู้ทั่วไป	กลยุทธ์ธุรกิจ ต้องคิดเอง และต้องมีความสร้างสรรค์
หาแหล่งเงินทุนผ่านระบบทั่วไป เช่น เงินเจ้าของ กู้ธนาคาร	ใช้แหล่งเงินทุนแบบใหม่ เช่น Venture Capital
ขายลูกค้าทั่วไปในช่องทางเดิม เช่น ร้านค้าปลีก เว็บไซต์	ขายลูกค้าที่มีไลฟสไตล์ ปรับตัวกับเทคโนโลยีได้ง่าย

เพื่อนสนิท SMEs

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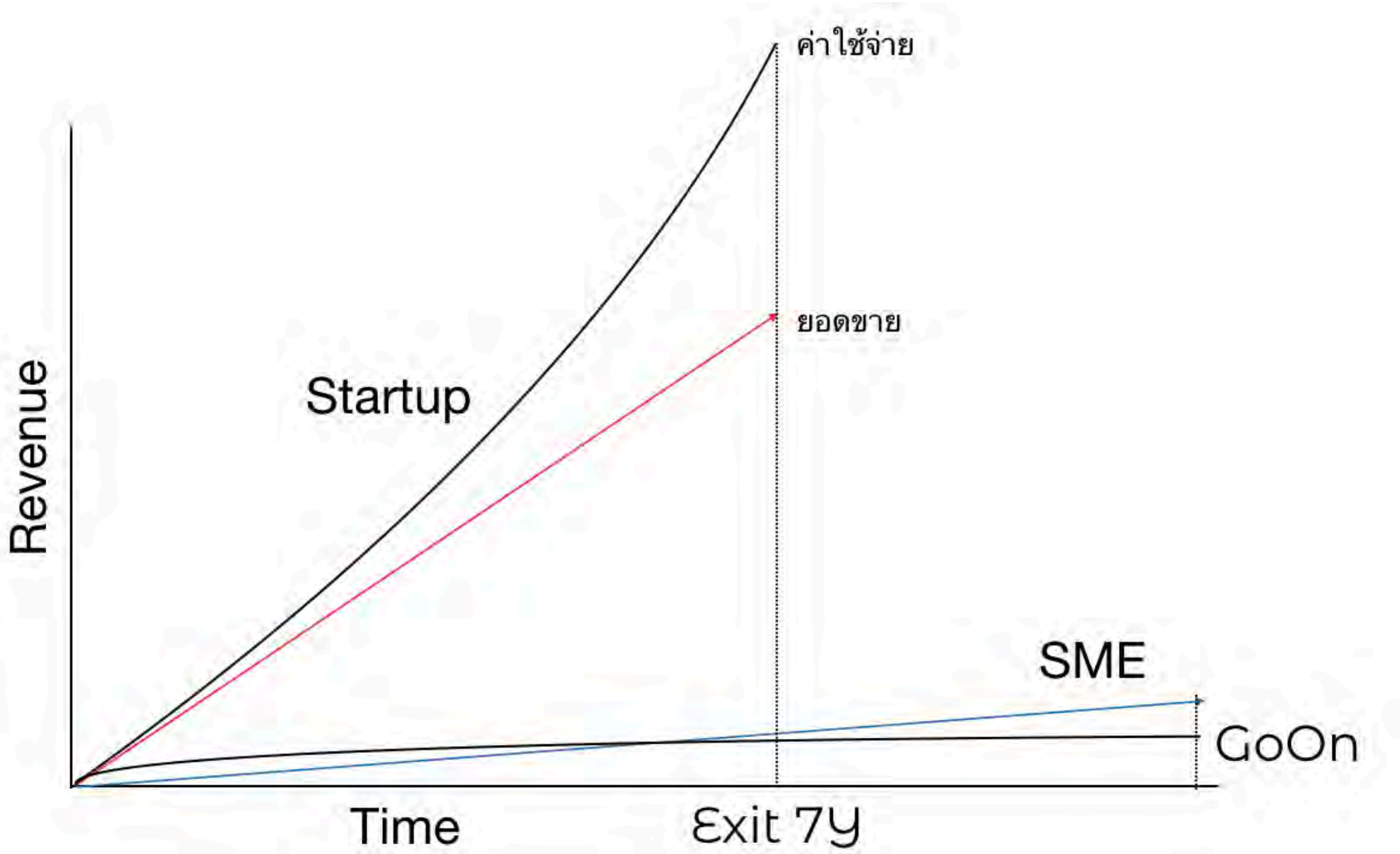

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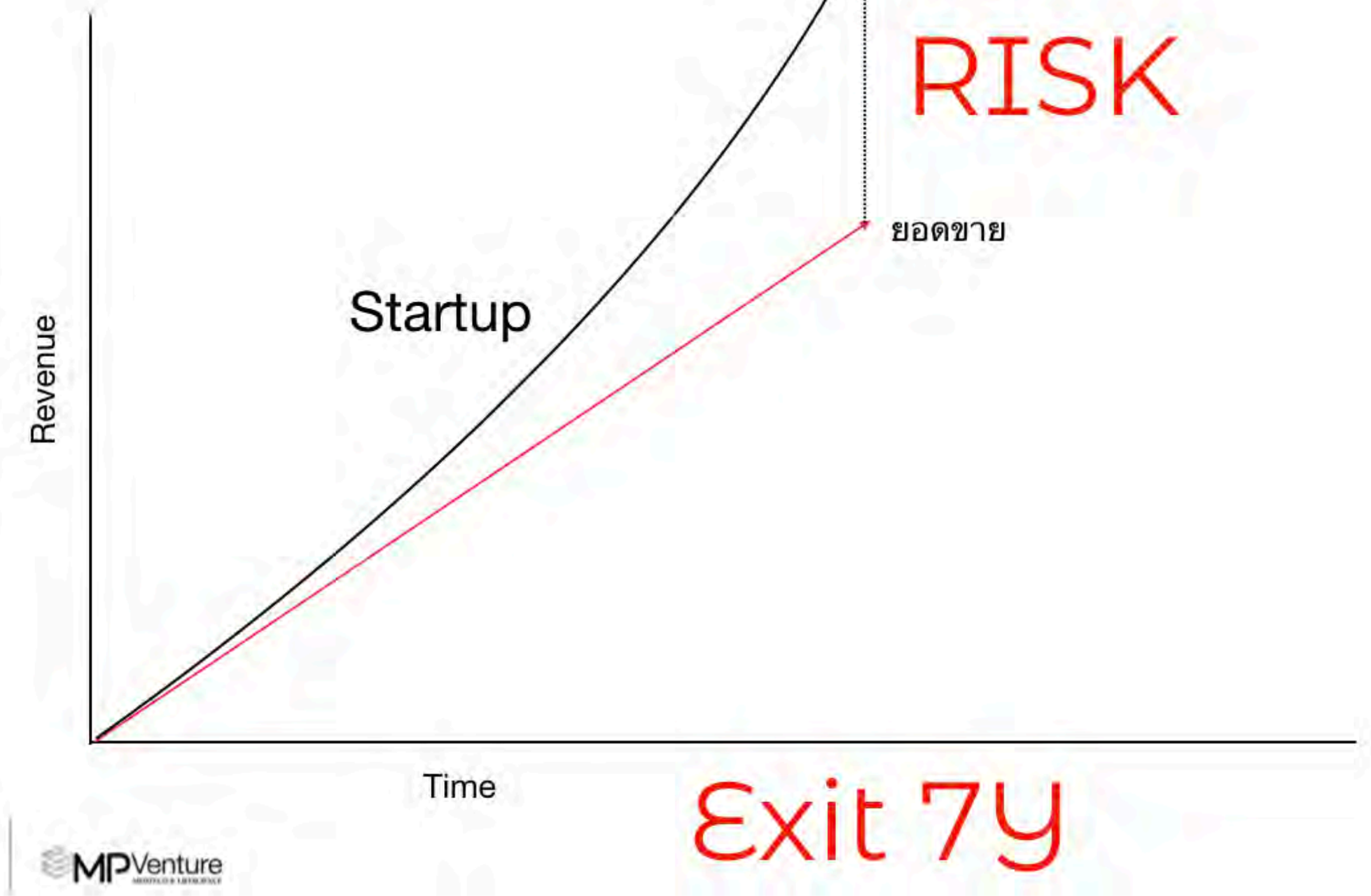

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COMMERCIAL INNOVATION

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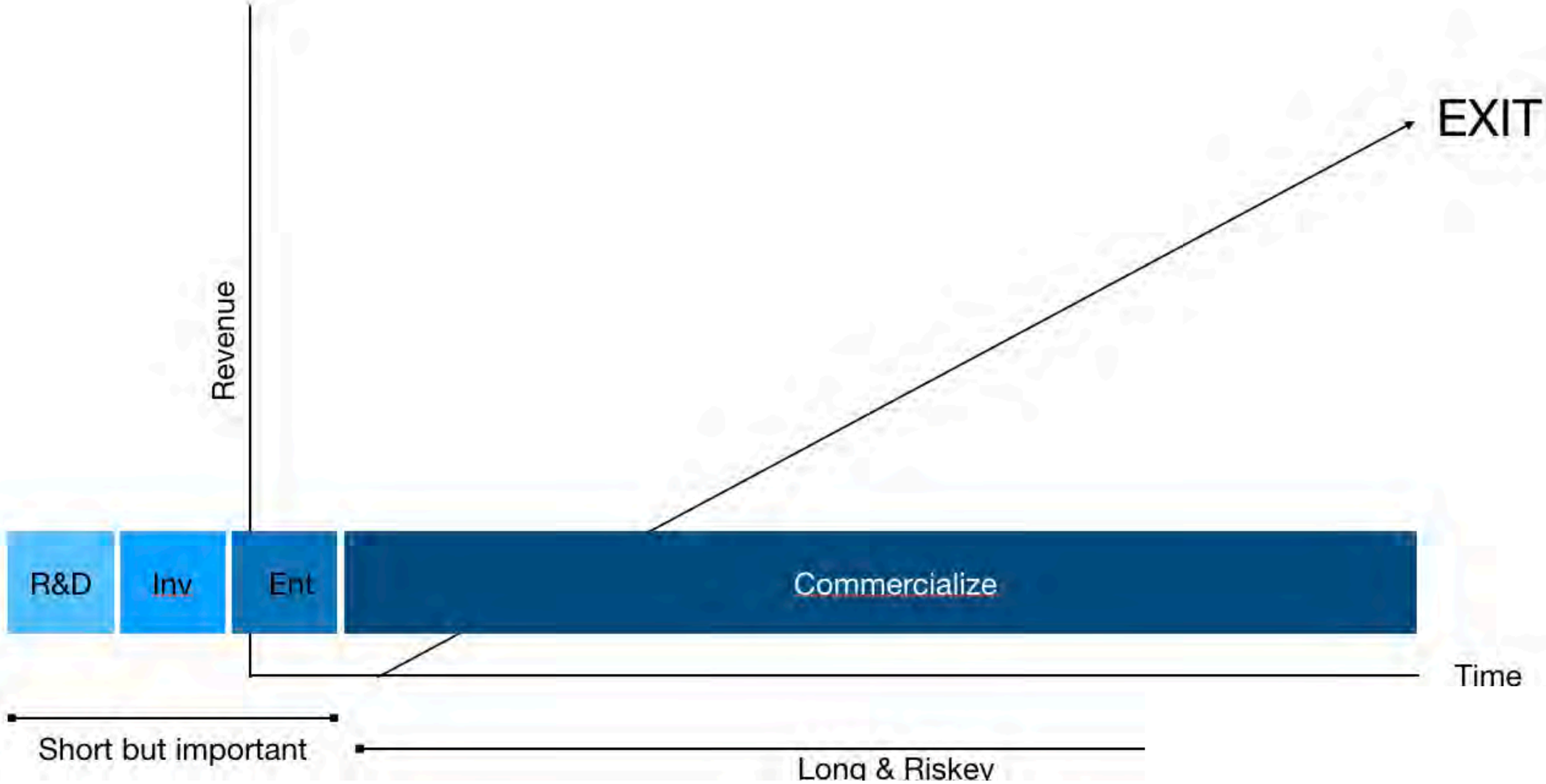

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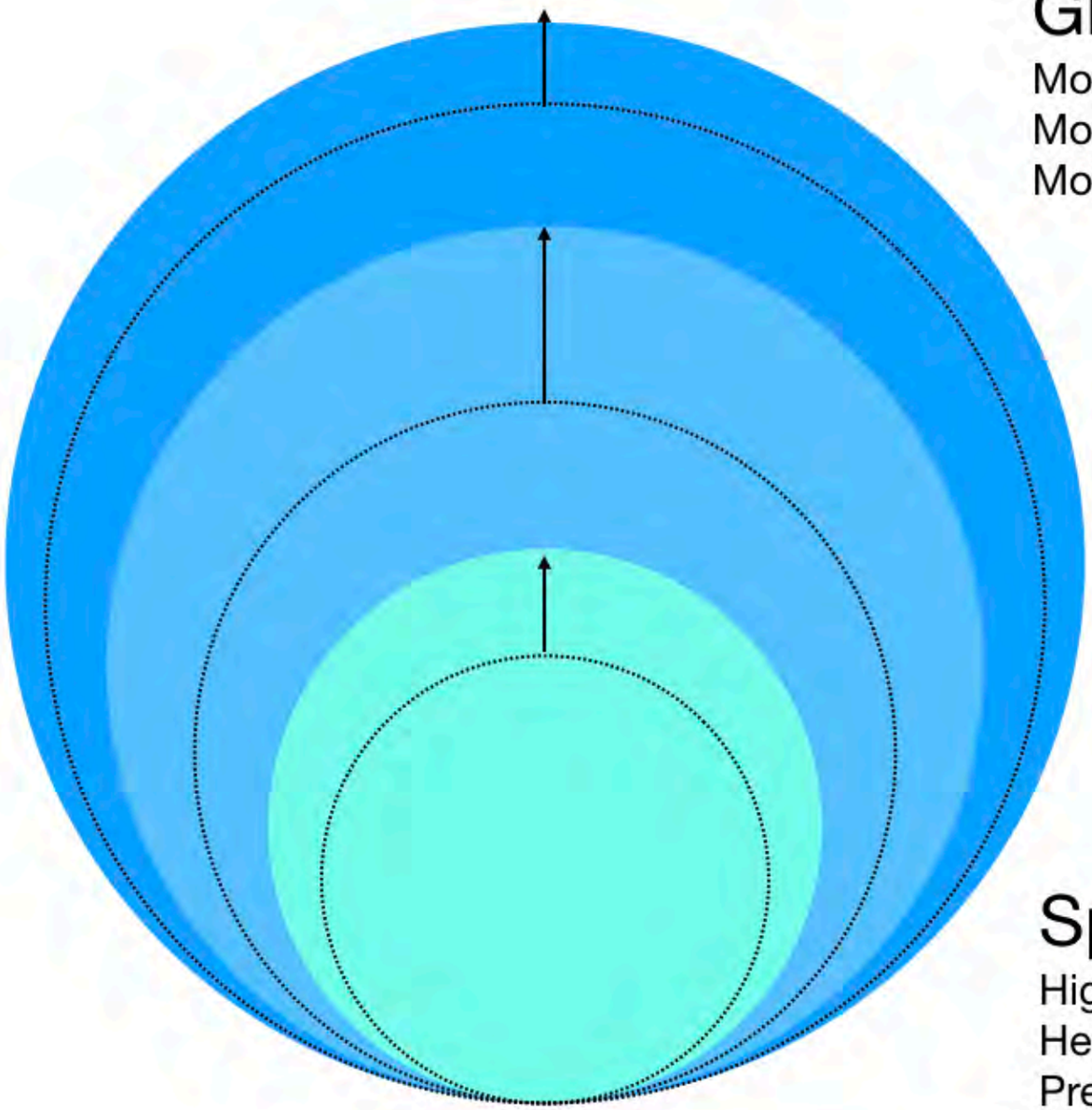
COMMERCIAL INNOVATION



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

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COMMERCIAL INNOVATION

SME

Trading company of medical technology, innovation, and services

Healthtech

Company utilising platform technology, existing market resource, or improvement & market pain point as business product

Deeptech

Company utilising tangible engineering innovation, scientific advances and discoveries (life science application). Set apart by profound enabling power.

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COMMERCIAL INNOVATION

Healthtech

Platform for PT

Sensor for old people falling

Data tracking through fitness tracker

Diabetic remote monitoring

Clinic searcher

Deeptech

Hemostatic would treatment

Parkinson Screen & Diagnosis

Nano-encapsulation

Synthetic Womb

Gene Therapies

Immune System programming

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COMMERCIAL INNOVATION

Healthtech

Platform for PT

Sensor for old people falling

Data tracking through fitness tracker

Diabetic remote monitoring

Clinic searcher

Moderate Value

Deeptech

Hemostatic would treatment

Parkinson Screen & Diagnosis

Nano-encapsulation

Synthetic Womb

Gene Therapies

Immune System programming

Immense Market Value

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Thailand Health Tech Startup Ecosystem

Partners

ERP / Unified Communication

Service Search

DOCTOR A to Z · Optimize Care · ZeekDoc · LOKPAKOB · APPROACH · Health at Home · HealthRecord · ITAAM · U CARE · HealthSmile · REFIT · MEDICAL DEPARTURES

HIS/EMR/EHR

TheVCGroup · BLOCK M.D. The Electronic Health Record (EHR) on Balockchain

Personal Health & Fitness

Diamate · PharmaSafe · Get»FIT Be Healthy Be Rewarded

Big Data & Analytic

NUDMOR · IQMED INNOVATION SMART LIFE: SMART HEALTH · Botmai Doctor · TELY 360

Stone Lab · INFINIX

Funding

RUCK DEE

TeleHealth

ooca LIVE+FREE · Chiiwii · See Doctor Now · DOCTORCOUNSELING · Raksa · vitaboost Your Vitamin Specialist

Clinic/Pharmacy Management System

ARINCARE The Free & Friendly Healthcare Solution · MCS Miracle Clinic System · MeDiSee

Digital Transformation

Cello · 2Q · QUEQ NO MORE QUEUE LINE · GRIDSIGNAGE · pillpocket · medvine

Remote Monitoring

ME*D FLIP & SCAN · MIDAT Medical ID Alliance of Thailand · 2ER · HEXTECHTHAI

Insurance / Finance

TQLD · UTU

Doctor Network

THAI REFER · VetList · EMGALLERY.org · DiagMe Sosspecialist · Chiiwii · MEDIC

Communication Aid

MediTech Solution · BRAIN DYNAMICS

55 Health Tech Startups

Source : Health Tech Startup Thailand, Aug 2018
www.facebook.com/HealthTechThailand

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COMMERCIAL INNOVATION

Healthtech

Deeptech

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COMMERCIAL INNOVATION

Healthtech

Savvy
Utilisation of market imbalance
Platform base
Easy to gain traction
Less resistance & challenge
More target VC & Fund source
Existing association

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COMMERCIAL INNOVATION

Research Challenge
Market Application
Longer to market cycle
High capital requirement
High technical requirement
Difficult to find direct investment
Small support system

Deeptech

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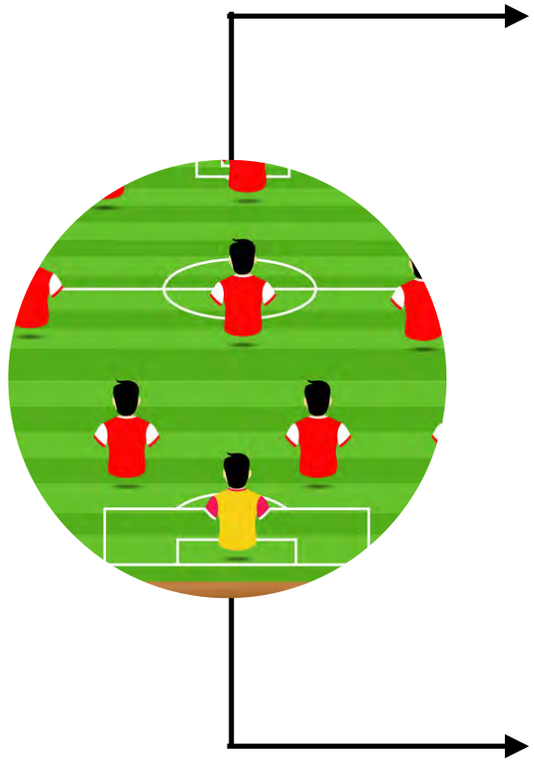
Deeptech startup process

R&D, or find existing IP

An IP have been found to have viability of utility in market and can be developed via a deep tech startup method



Team formation

A founding team of approximately 5 are typically the founding member of the company. Team member typically consist of all researchers.

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Deeptech startup process

CEO

CFO

CTO

COO

CMO

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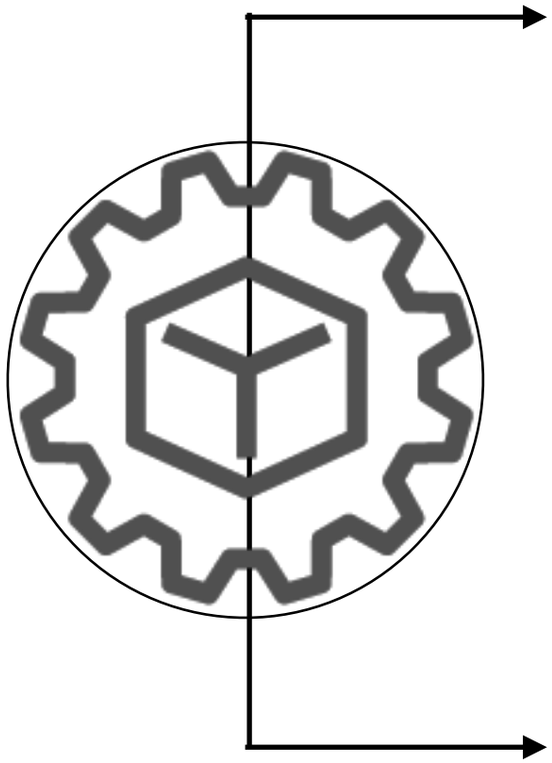
Deeptech startup process

Incubation & Acceleration

Certain members of the team would branch out to enter IC & AC program to search for increase competency, exposure, and search for funding. A company would typically do 3 of these programs.



Development

Certain member of the team would continue to develop the product, rapid prototyping, searching for manufacturer, and pushing for MVP.

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Deeptech startup process

Funding

Startup company needs to be continuously fund to keep the company alive. Most company fail to receive funding beyond the second round.

Clinical Trial

Once MVP is in place along with some basic fundings, company needs to file additional IP (to meet investment criteria) and start to validate product via clinical trial.

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Deeptech startup process

Business Partner

Once the product is almost ready, company needs to find market access either through Business partner or via self selling system.

Regulation

Startup company needs to ensure that they face no regulation block for commercial use, this maybe difficult esp. for new technology.

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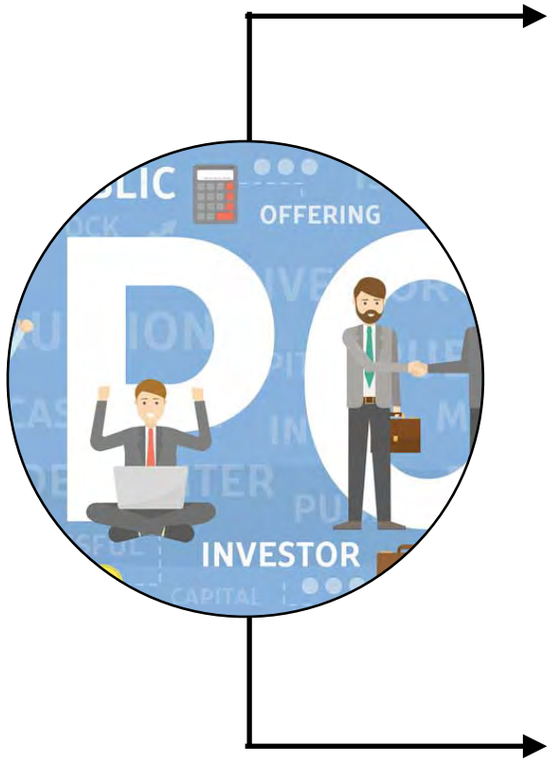
Deeptech startup process

Business Management

Once company finds market access and starts to generate revenue, company must use best management practice to grow as much as possible.



Sustainability & Exit

Once company become sustainability and profitable, it will look for it’s exit within 7 years, via IPO or MA.

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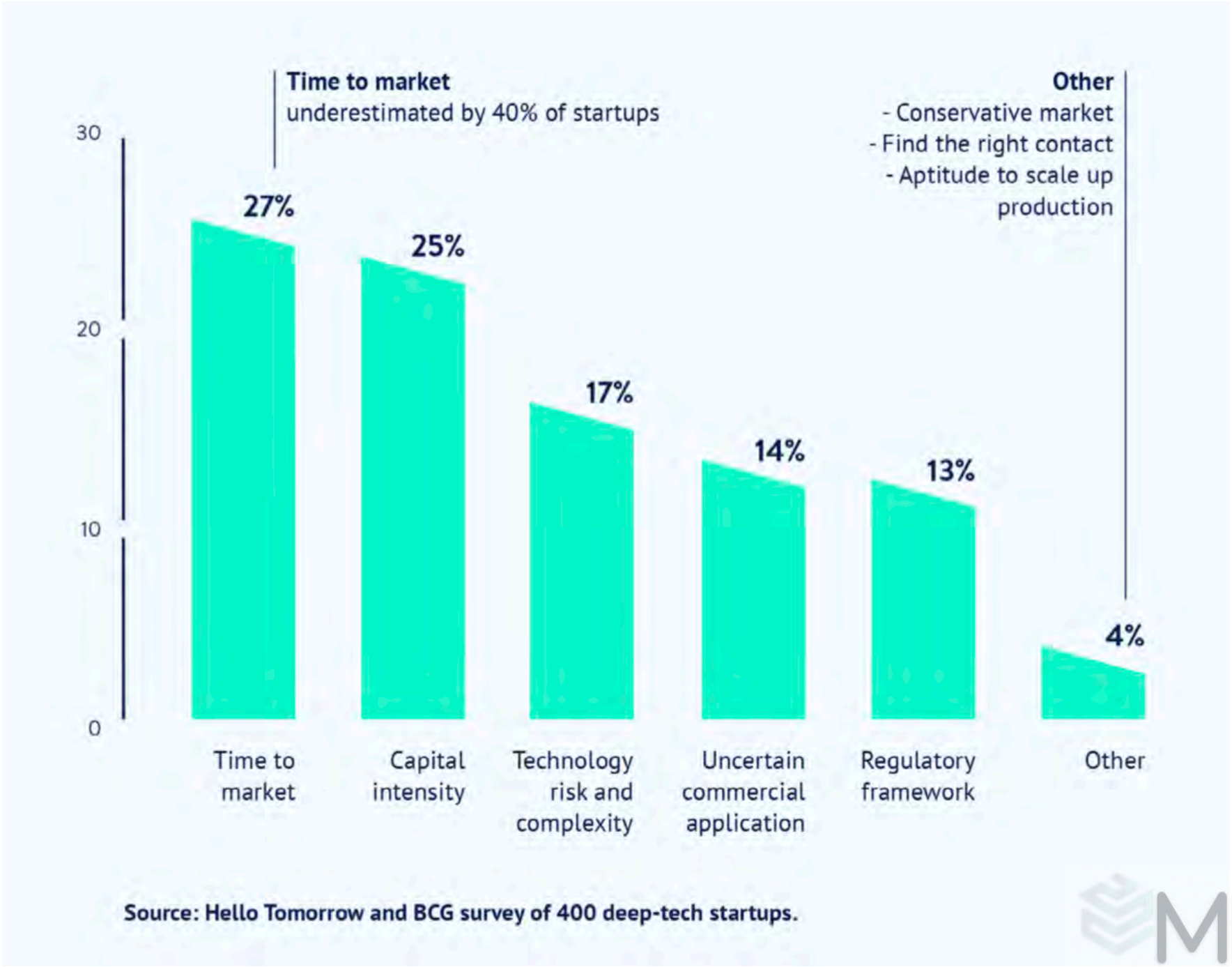
Deeptech Challenge

Challenges: Time to Market, Capital Intensity, Technology Risk & Complexity



Source: Hello Tomorrow and BCG survey of 400 deep-tech startups.

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Deeptech Challenge

Need: Market Access, Technical Expertise, and Business Knowledge

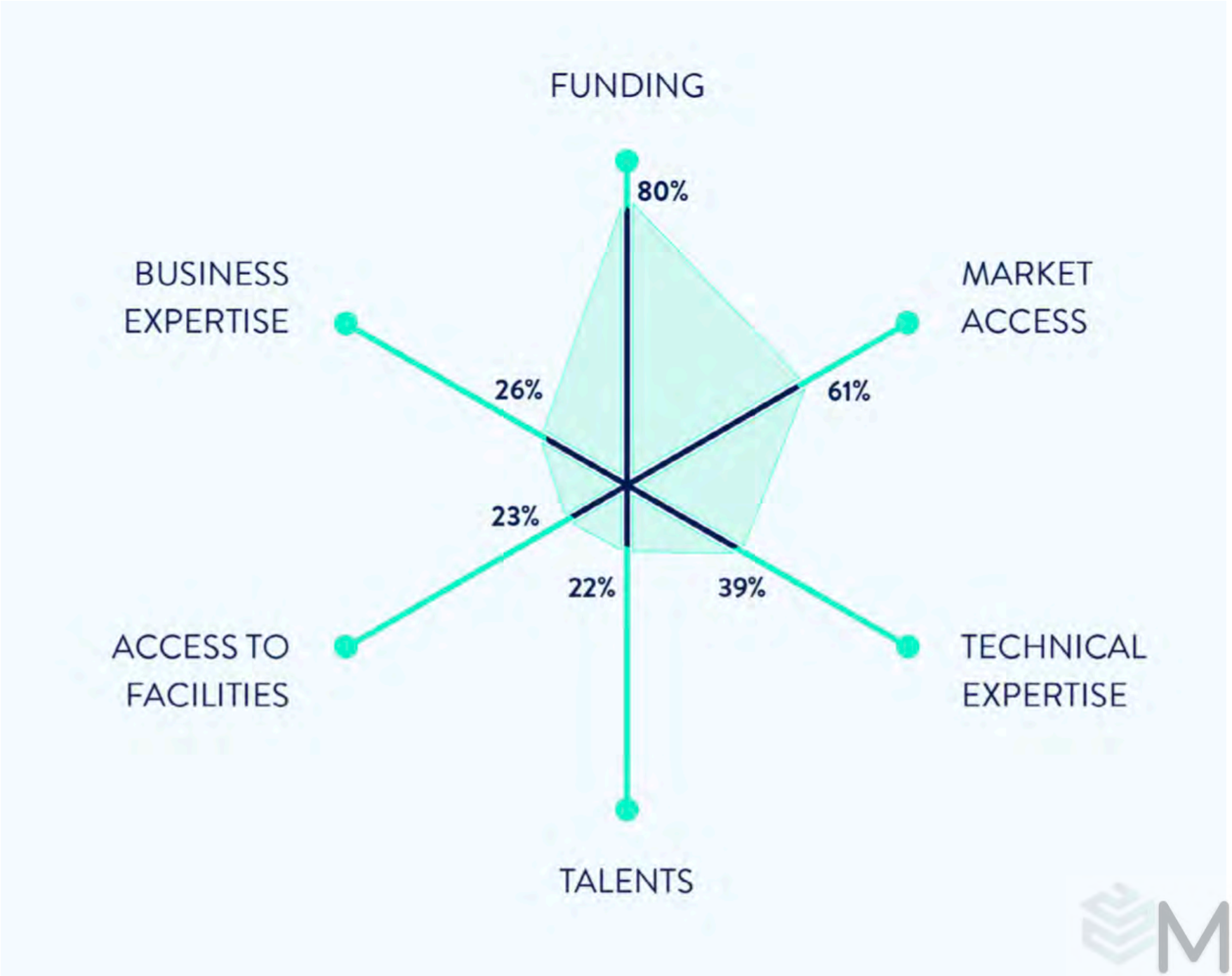

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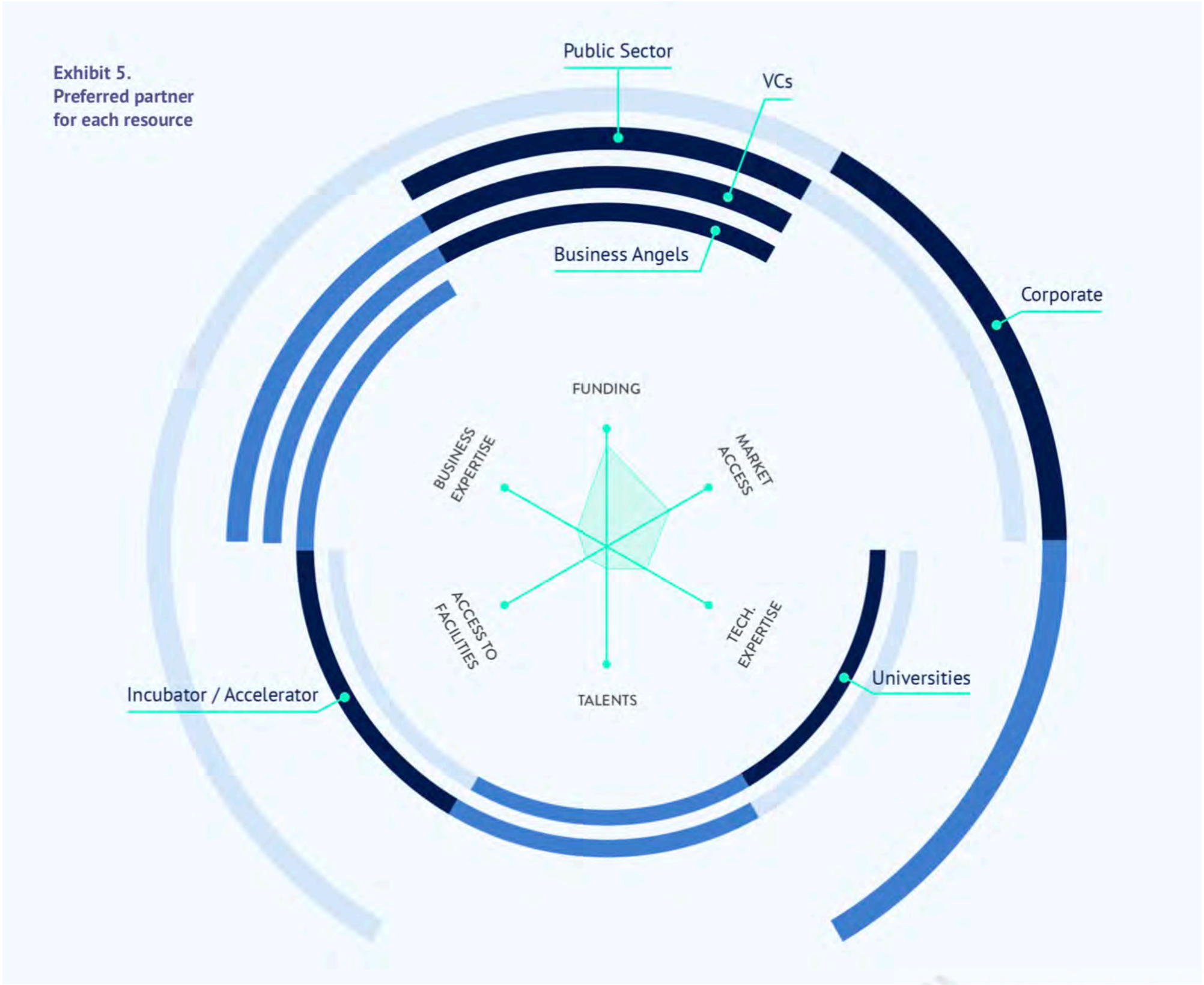
Exhibit 5.
Preferred partner for each resource



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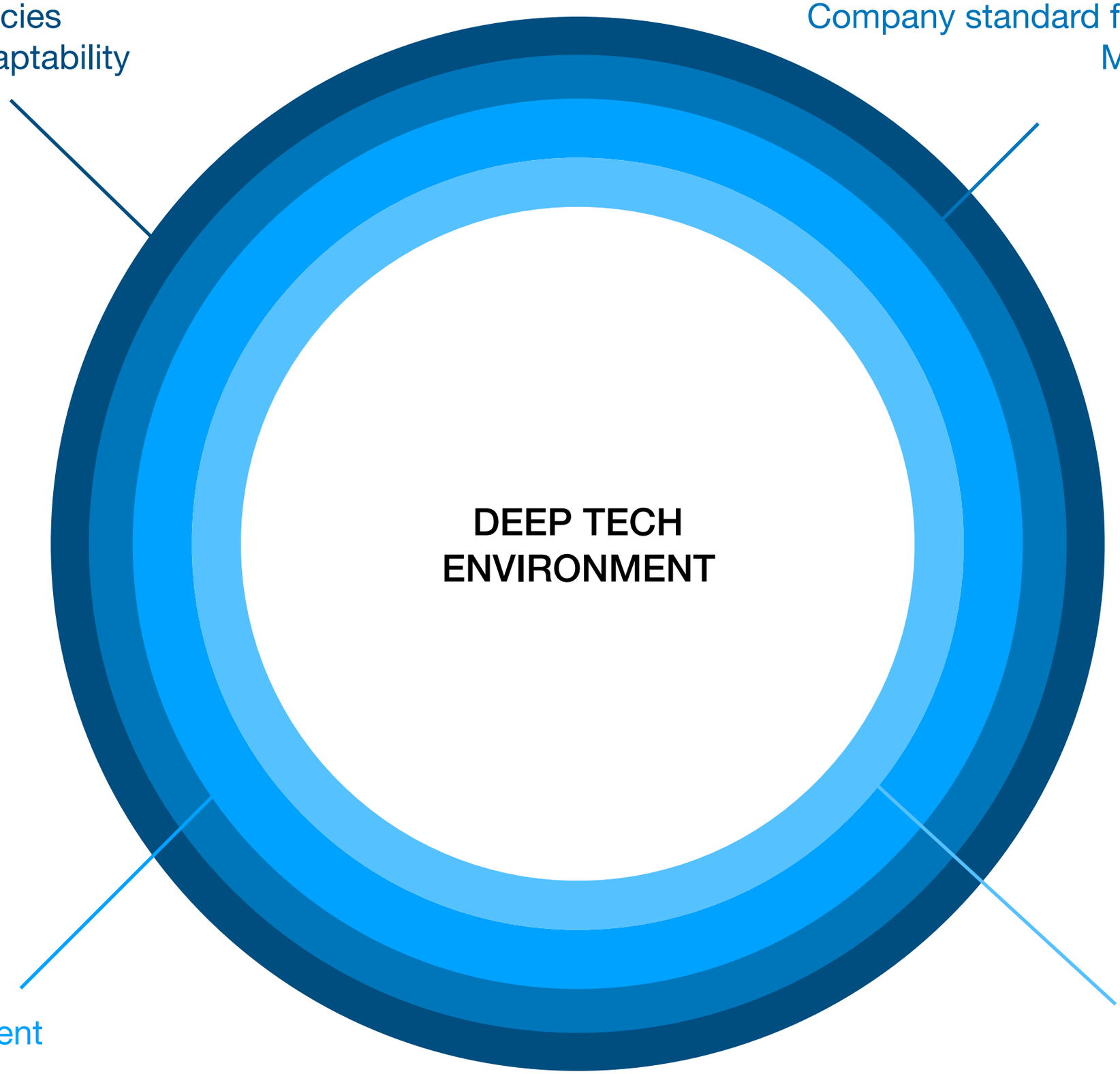
Deeptech Environment

Public Sector

Government support
Public policies
Facing adaptability

VCs

Provide investment & funding
Company standard for investment
Market Access



Institutions

Development
Visibility
Incubator & Accelerator

University

Facilities
Talent
Technical Expertise

MP venture
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กลไกธุรกิจ มุมมองของความสำเร็จในเชิงพาณิชย์

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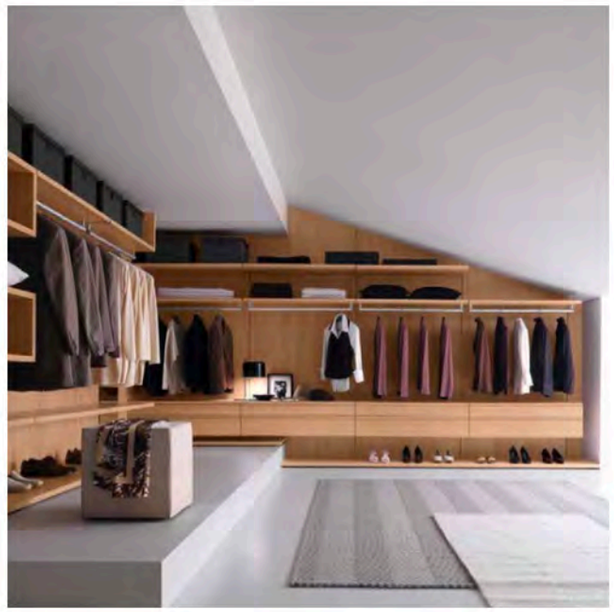
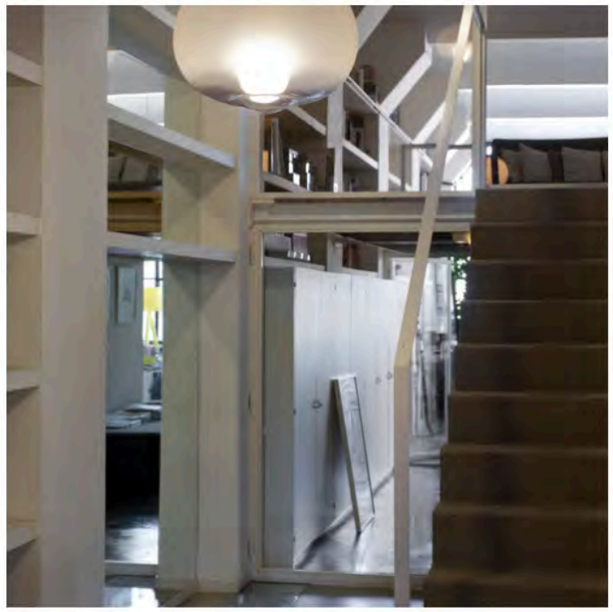
Designs that make every story extraordinary.

As an agency to some of the world's top design brands, we are the curator that brings everything extraordinary to your business.





Quick win & Fail

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1. ทำกำไร ให้ผลตอบแทนผู้ถือหุ้น

2. มีความสามารถในการแข่งขันทางการตลาดและการขาย

3. มีความสามารถในการบริการจัดการ

4. Sustainable สามารถอยู่ได้ด้วยตัวเองได้

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เงินลงทุน

เวลา

บุคลากร

ทรัพย์ากร

ความสามารถ

สินค้า

การตลาด

ธุรกิจ

กำไร

การเจริญเติบโต

การช่วยเหลือสังคม

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เงินลงทุน

Personal Fund
(Limited)
(Risky)

Private Loans
(Cost to money)
(Extremely Riskey)

Institution Debt
(Cost to Money)
(Collateral)

RISK & RETURN

What risk are these vehicle undertaking and how much return are they expecting

Depending on type of risk and expected statistical return, they are classified into instrument (what car)

DEEPTECH ARE CAPITAL INTENSIVE

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บุคลากร

ความสามารถ

Talent Acquisition

Talent Retention

Talent Reward & Incentive

Recruitment

Policy Management

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ทรัพย์ากร

Office Space

Long Term asset

Short term asset

Inventory

Lease

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สินค้า

What to buy

Product Design

Competitive Advantage

What to stock

How to stock

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การตลาด

B2B B2C

Offline vs Digital

Event

Pricing

Marketing Material

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Net Profit after Tax

กำไร

การเจริญเติบโต

การช่วยเหลือสังคม

G

Dividend

CSR / Social Impact

Sustainability

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Central

ucn.

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accenture

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AP

TOYOTA

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Business Model

(Grab & Netflix)

Value Proposition

Subscription, unlimited

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Business + Deeptech Startup

DTSU is just another type of business

KEY SUCCESS FACTOR

Product + Pricing + Timing to Market

Why?

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Product

(Is there demand for this specific product?)

(What shape or form?)

(HW & SW?)

(How can it be priced)

(What is it competing against?)

(Sales Channel or Service Channel)

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Product

Market Demand
Cost to produce
Market Price & Pricing Mechanic
Sales & Marketing Channel
UX / UI
Customer feedback & Dev
Time to Market

Team

Diversified & Competent team
Skills complement each other
Positive work culture
Rewarding for everyone

Environment

Public policy and environment support
No market block
Access to customer
Access to manufacturer
Few obvious road blocks
Wiggle room of adaptability

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Craft Beer

Right Business in the good market but wrong environment, how craft beer in Thailand is now sending money abroad.

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PRODUCT

TEAM

ENVIRONMENT

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PRODUCT

1. ทำกำไร ให้ผลตอบแทนผู้ถือหุ้น

2. มีความสามารถในการแข่งขันทางการตลาดและการขาย

TEAM

3. มีความสามารถในการบริการจัดการ

4. Sustainable สามารถอยู่ได้ด้วยตัวเองได้

ENVIRONMEN

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Conclusion

Business is a complex topic, success are very dependent on many factors.

Depending on that business, how each factor play a role in a business success are always different.

Business success are also widely different (startup vs SME success), they are subjective

Successful business don’t get lucky. Most of the time, they did the right thing a the right time working in the right environment.

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การจัดทำวิจัยให้สำเร็จเป็นธุรกิจ

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ความล้มเหลวของ PDEVICE

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What happen to most of the researches?

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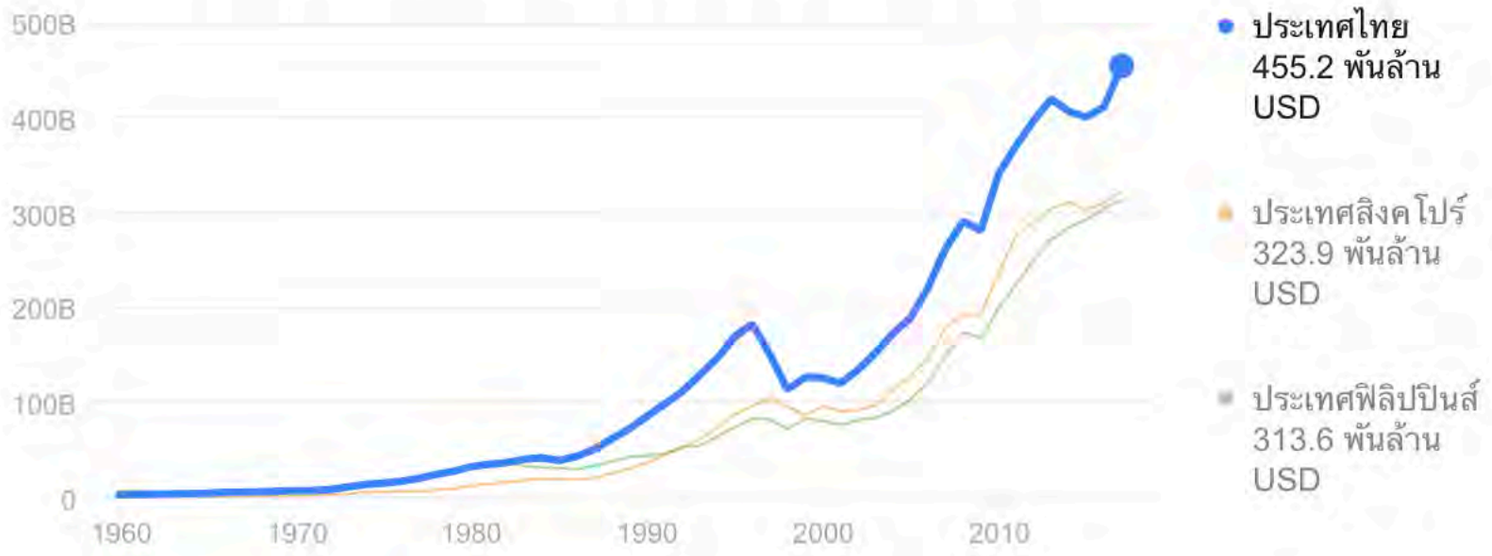
ประเทศไทย / ผลิตภัณฑ์มวลรวมในประเทศ

455.2 พันล้าน USD (พ.ศ. 2560)



สำรวจเพิ่มเติม

People also search for

Vietnam	Cambodia	Malaysia
223.9 billion USD	22.16 billion USD	314.5 billion USD

1% GDP
-> Research

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Framework of Research to Product

Technology readiness level (TRL)	Definition
1	Basic principles observed and reported
2	Technology concept or application formulated
3	Analytical and/or experimental critical function or characteristic proof-of-concept conducted
4	Component or breadboard validated in laboratory
5	Component or breadboard validated in a relevant environment
6	System/subsystem model or prototype demonstrated in relevant environment
7	System prototype demonstrated in space
8	Actual system completed and flight qualified through test and demonstration
9	Actual system flight proven through successful mission operations

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Research

Company

Manufacturer

Validate
Regulate

To Market

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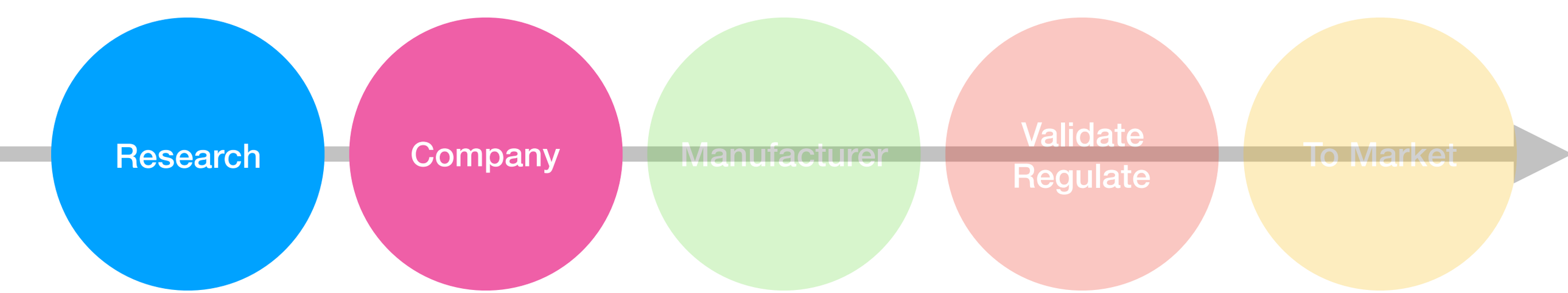
คนขาย



คนซื้อ - ความต้องการซื้อของสำเร็จ

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งานวิจัยที่เป็นของสำเร็จคืออะไร

ทำงานแทนผู้ซื้อ

เช่นชุดตรวจโรค x

หลักการ (เอาไปลงเครื่องไหน หรือมีเครื่องเอง)
IP (ต้องแบ่งผลประโยชท์ให้กับใคร เท่าไร)
การผลิด
ราคา
ความต้องารตลาด

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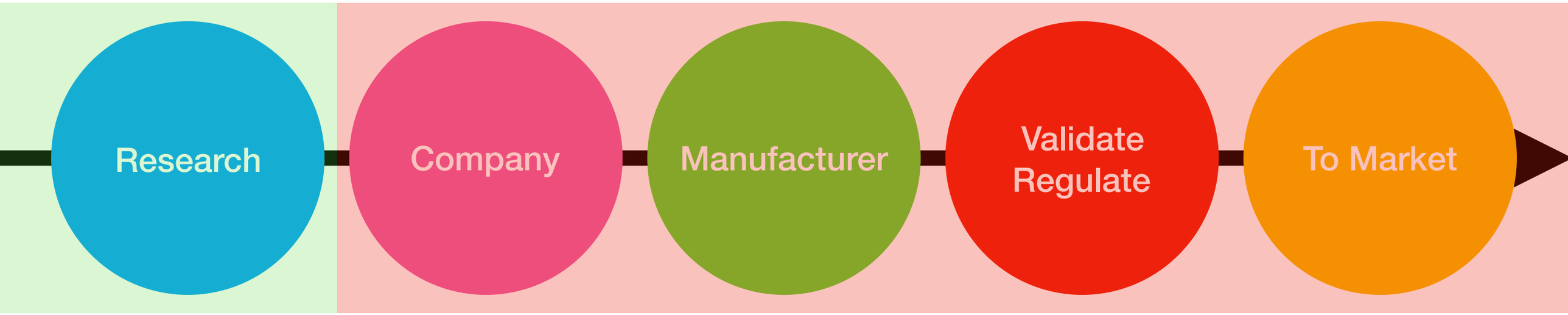
Common



Uncommon

What are some common research KPIs?

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Research

INNOVATION

ENTREPREN
UERSHIP

Company

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RESEARCH

FOUNDATION OF RESEARCH

Is it business viable?

What method of statistic are used? (Relavancy of statistic)

Does it increase value to market?

Are the IP terms fair to all stake holder?

Can it be developed into a real product?

What kind of product and application?

How will the product be use?

How can it be priced?

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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?

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ENTREPRENUERSHIP

FOUNDATION OF ENTREPRENEURSHIP

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?

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WHAT IS THE OBJECTIVE OF MY RESEARCH?

จุดประสงค์ของงานวิจัยคืออะไร?

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IS MY RESEARCH BUSINESS VIABLE

งานวิจัยสามสารถนำไปต่อยอดทำธุรกิจได้หรือไม่

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The Business Model Canvas

Designed for:	Designed by:	Date:	Version:

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquairing from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATERGORIES
Production
Problem Solving
Platform/Network

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. *Awareness*
   How do we raise awareness about our company's products and services?
2. *Evaluation*
   How do we help customers evaluate our organization's Value Proposition?
3. *Purchase*
   How do we allow customers to purchase specific products and services?
4. *Delivery*
   How do we deliver a Value Proposition to customers?
5. *After sales*
   How do we provide post-purchase customer support?

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation (bargaining)
Yield Management
Real-time-Market

DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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Strategyzer
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SUCCESS BY DESIGN

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RESEARCH
BUSINESS

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

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Format

Problem

Solution & Innovation

Addressable Market

Team

Funding

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PITCHING

https://bit.ly/2rtwbfm

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Next time when you do research:

Business & Market application

Environment (whats out there?)

How to make the research interesting? (Packaging)

Who would be interested in this project?

How to find answer?

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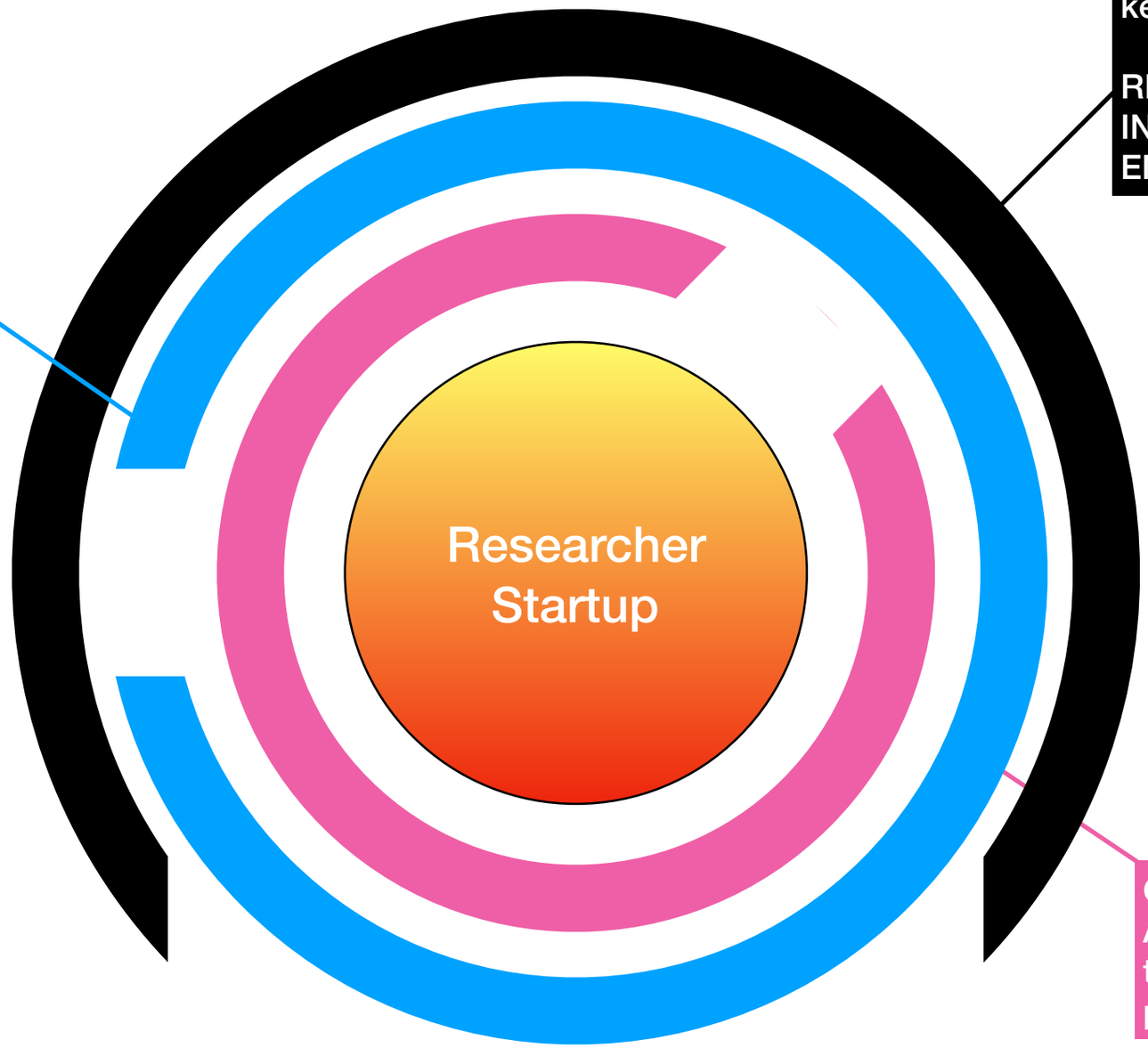
ACCELERATOR

3-5 Months intensive learning program, by key knowledge speaker

RESEARCH
INNOVATION
ENTREPERNUERSHIP

Support by Government & Private

Team development and access to talent



Competition of Applicants and Demoday to showcase talent, providing exposure

Previous Project

TCELS
ศูนย์ความเป็นเลิศด้านชีววิทยาศาสตร์ (องค์การมหาชน)
Thailand Center of Excellence for Life Sciences (Public Organization)
กระทรวงวิทยาศาสตร์และเทคโนโลยี

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ACCELERATOR

Q&A

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