

Market Demands



Technology Push



Technopreneur



No innovation without
business

From idea to Business Creation



- 90% of all new ventures fail
 - Only one out of every ten newly founded firms in the United States grows to a size of more than ten employees (Aldrich, 1999).
 - No hitech ecosystem in Indonesia
 - Start-ups often lack vital resources
 - Must compete against established companies
 - Have little or no track record
 - The goal is to get to market as quickly as possible: timing problems
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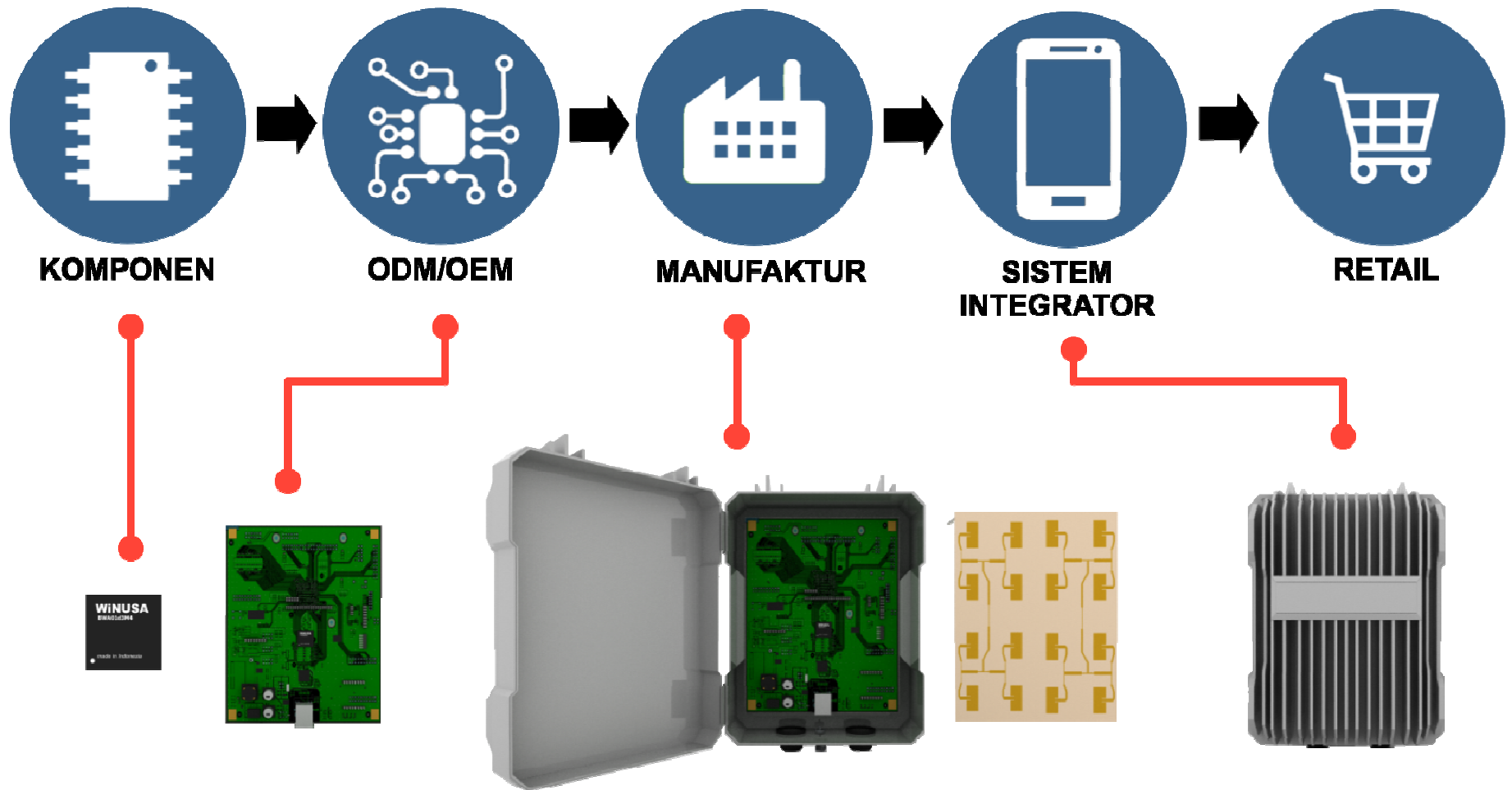


- So how do those one-out-of-ten firms grow into successful, sustained enterprises?
- High Risk = High Gain





Industrial Ecosystem





- We cannot handle every value chain
 - Fill out the value chain with:
 - Partner Companies
 - Partner experts
 - Suppliers
 - Regulators
 - Networking
 - by affiliating with high-status customers/partners= high-status affiliations.
 - Building track record, status, and reputation
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Identify your Business Model

- Understanding your Product and Market
 - Identify your Added Value
 - Talents
 - Skills
 - Identify Time to Market
 - Procon : From The Scratch vs Start From The End
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Lab Business Model

- Mimicking the structures and activities of established firms
 - Ensure that these research projects meet industry/market needs.
 - Focus on products, Topics could be changing
 - Incremental work
 - Revenue Stream:
 - Research Budget
 - Industrial Outsourcing
 - Government Projects
 - Training
 - Big Topics and High Impact are easier and faster
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- Qualified Human Resources
 - Campus is the best sources (Laboratory, Final Project Student)
 - Student have no commitment, full time employment is a must
 - Start up company:
 - Carrier Path
 - Fix Salary
 - Dream
 - Working with High Turn Over
 - Knowledge Management System
 - School vs Industry:
 - School is an excuse to delay failure.
 - Industry is Deadline- high pressure
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- Start Up Company
 - Spin Off
 - Technology Licensing/Providers
 - Outsourcing
 - Incubator
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