A Quick Intro To Me

- In Thailand 28 years

- Started first business in 1997 (just sold all companies in November 2019)

- Professional background: combination of...

  – Engineering design,

  – Distribution,

  – Entrepreneurship,

  – …with a healthy appreciation for the challenges found in developing countries.

A Quick Intro To Me

- Education:
  - PhD in marketing from Thammasat
  - MM in management from Sasin
  - SB and SM from MIT in mechanical engineering
  - And I learned how to cook!
- Started two MBA-level entrepreneurship programs in Thailand, and now run an innovation center.
- 2008-2012: Director of the Technology Licensing Office of the National Science and Technology Development Agency
- Currently: Program Director of the Innovation Driven Entrepreneurship Center of the University of the Thai Chamber of Commerce.

Thailand as an Entrepreneurial Opportunity

- 70 M Population

- 46 M Internet User (67% penetration)

- 90 M Mobile Subscription (1.3X Population)

- 42 M Active Mobile Social Users (2/3 Population)

- 90% Use Smart Phone

- Bangkok #1 Facebook city in the world

Ecosystem Overview: 2012 - 2017

	2012	2015	2017
Funded Startups	3	60+	90+
Total Funds Raised	$2M	$88M	$271M
Biggest Round	$2M	$11M	$65M
Total VC Funds Raised	$7M	$95	$305M
VC and Corporates that invested in startups	1	56+	96+
Active Angels	2	30+	44+
Accelerators	1	5	8

Types of Startups (2011-2018)

Category	# of deals	# of companies
Ecommerce/ Marketplace	28	20
FinTech	12	6
Logistics	11	6
Payment	11	4
Food/Restaurant	10	6
Marketing	9	7
B2B Platforms	6	3
Recruitment	7	3
Gaming	5	5
Digital Content	6	3
Hotel	5	3
Travel	5	5
Construction	4	3
EdTech	4	3
Property	5	5
Insurance	3	2

An Idea: Hacking for Regional Innovation

Hacking4Regional Innovation: Why?

Current Bangkok/Phnom Penh/HCMC/Yangon startup activity: mini-versions of AirBNB, food delivery, mobile payments, city delivery services.

No scale from Big City Entrepreneurs: every city creates its own local versions, entrepreneurs unable/unwilling to look beyond local market.

H4RI Hypotheses:

- There is a sophisticated, ambitious class of entrepreneur living outside of the major/capital cities of CLMVT countries,
- Big city entrepreneurs are influenced by global startup trends;
- In contrast, Regional Entrepreneurs have direct access to significant problems affecting most of the people in the region.

Hacking4Regional Innovation: What?

- Built on Lean Startup Methodology.

- Develops a class of Regional Entrepreneur who is willing to Think Big:
  - Minimum CLMVT regional scale.

- Has a technology focus: Utilize local and global technologies:
  - Global: Stanford d.School, MIT Tata Center for Developing Technologies,
  - Local: researchers in CLMVT, like NSTDA.

High Potential Regional Entrepreneurs

Two groups represent our target Regional Entrepreneur:

- Young generation of "up-country" business families:
    - Educated in Europe and the US.
    - Strong business acumen from growing up in family businesses.
    - Looking for a challenge beyond their family business.
    - Living in regional cities across CLMVT: closer to big,regional challenges than those in BKK, HCMC, Yangon, Phnom Penh.
- 1st generation college educated from "up-country" areas.
    - Come from rural families.
    - Understand local needs.
    - Bring new capabilities and expectations with their education: local needs can be scaled.

These two groups of entrepreneurs exist in all CLMVT countries.

CLMVT Region

240 million people across Cambodia, Laos, Myanmar, Vietnam, Thailand.

Gross domestic product (GDP) growth over 6.2%

Ripe for technology disruptions in energy, education, information technology, agriculture, health service.

- Similar set of challenges lead to scaling opportunities: a solution that works in one village will likely work in adjacent villages, and then villages across CLMVT.