

**FEAR THE  
KNOWN**



**IMBA Thammasat**

# A Quick Intro To Me

- In Thailand 20 years.
- Started four businesses in Thailand since 1997, in automotive sector.
- Professional background: combination of engineering design, distribution, and technology marketing.
- Education:
  - PhD in marketing from Thammasat,
  - MM in management from Sasin,
  - SB and SM from MIT in mechanical engineering.



# My Most Recent Past

- During the last 15 years, invited regularly to give guest lectures on entrepreneurship, which led to starting two entrepreneurship programs in Thailand (at Mahidol University and Thammasat University)
- Goal: to create technology spin-offs.
- Learned from the experience:
  - Met NSTDA and the research it creates;
  - Found a large gap that must be overcome for technology to become part of a business.
- On Jan. 1 2008, linked with the TLO of NSTDA in Thailand



Entrepreneurs in  
Developing Countries  
are More Innovative  
than Entrepreneurs in  
Silicon Valley



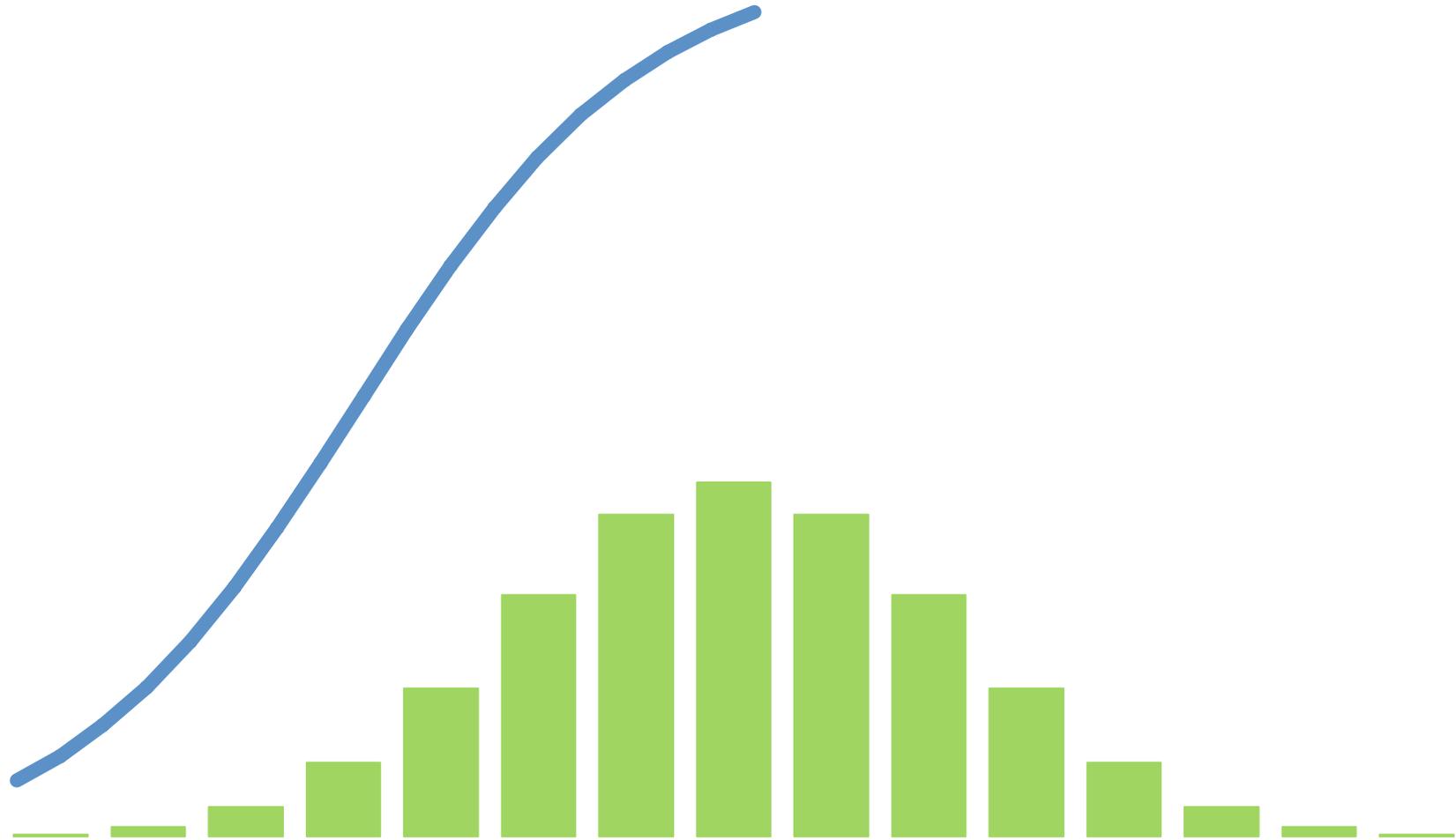
# Some Basic Innovation Theory...

## Adopter's Curve



# Some Basic Innovation Theory...

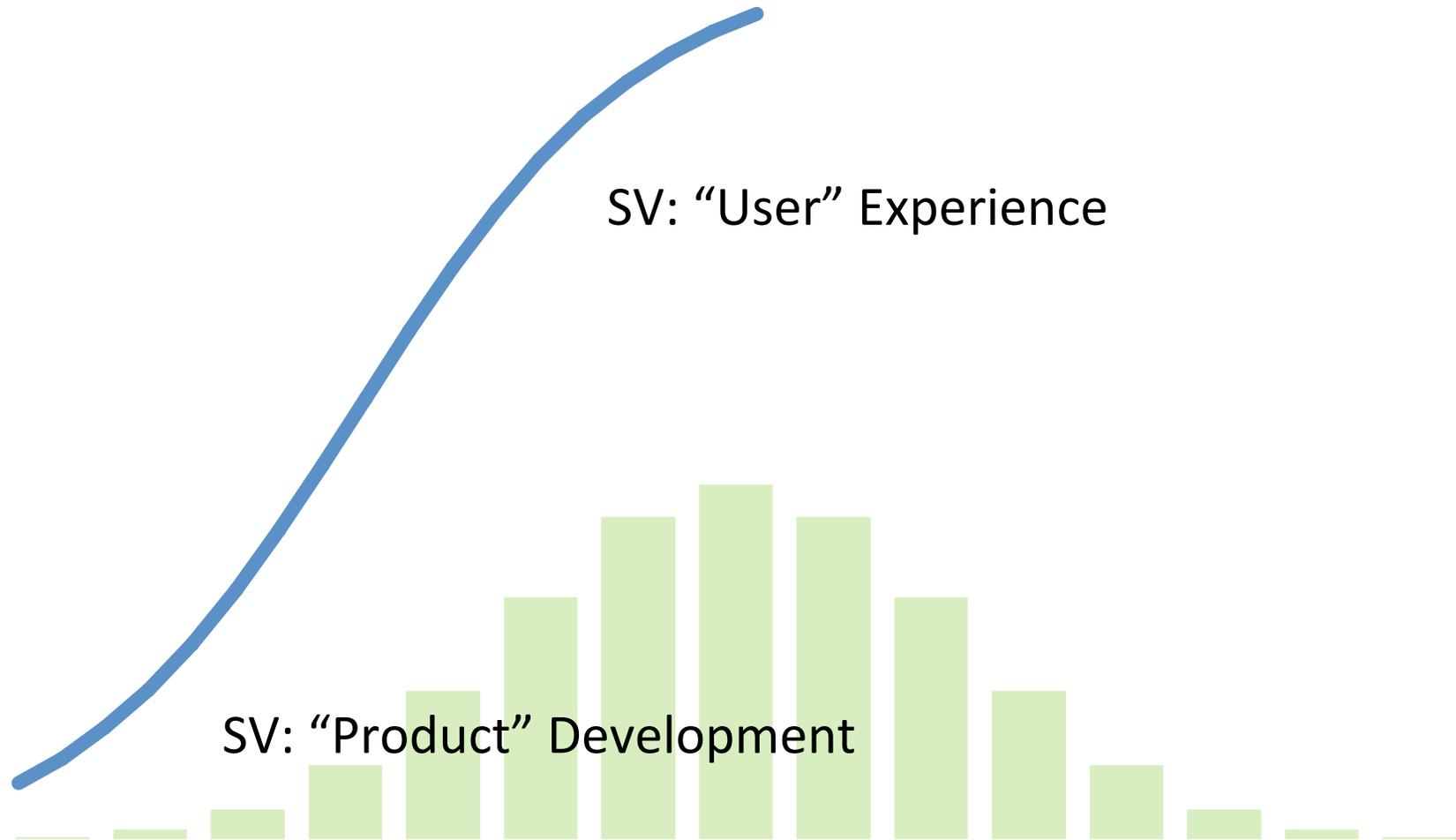
## Adoption Into Market



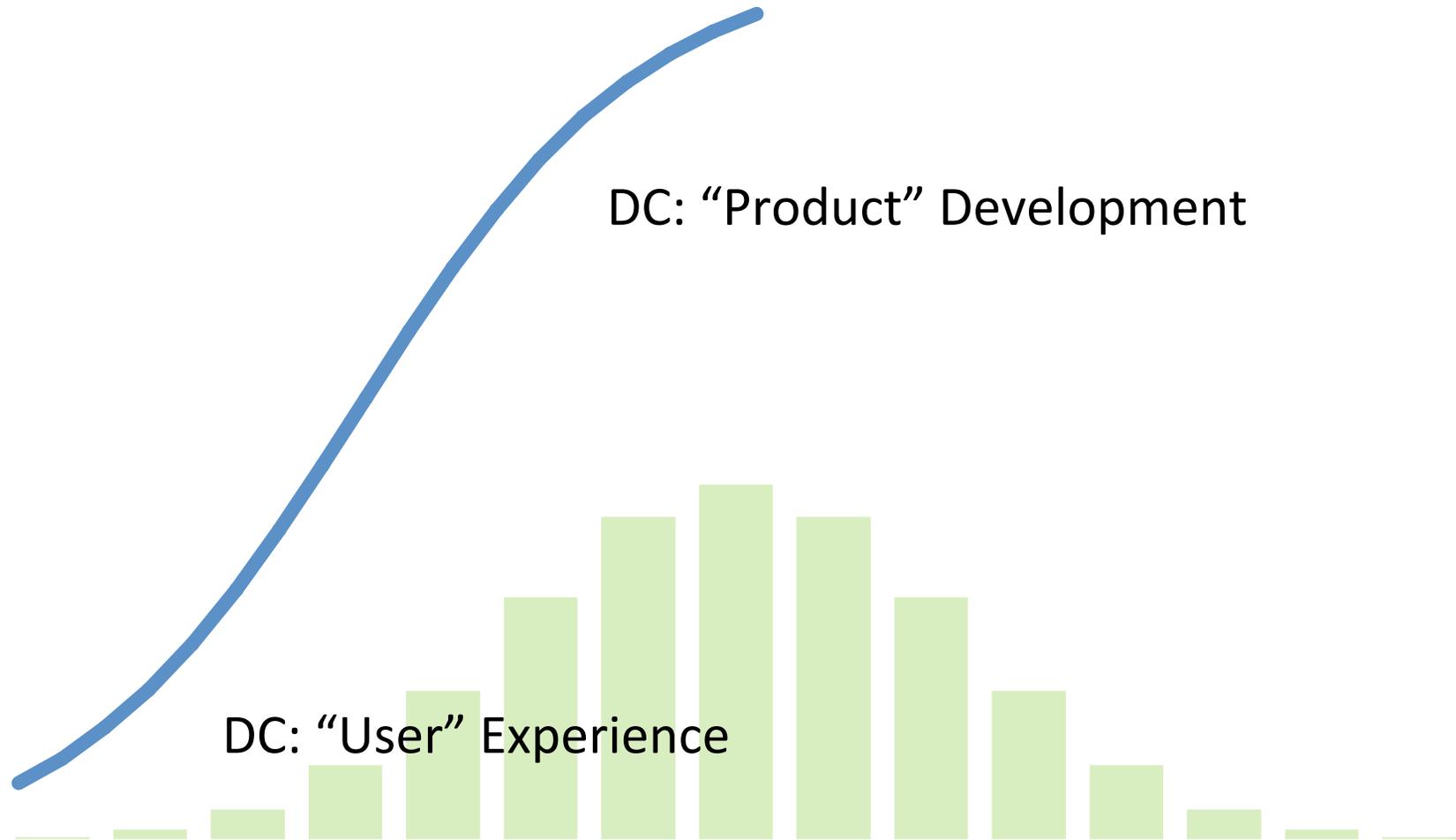
# Adoption Into Market: What Customers Think



# Apply this to being an entrepreneur: Silicon Valley



# Apply this to being an entrepreneur: Developing countries



# SV vs DC

- SV: entrepreneurs do not need to innovate in the entrepreneurial process
  - Although they may be making some very innovative products
- DC: entrepreneurs need to find their own path, without clearly defined rewards
  - Although their opportunities may come from more commonplace products or services



# Fred Terman

*(Thanks to Steve Blank for the first introduction)*

- Professor, Electrical Engineering
- Dean of Engineering, Stanford
- Provost, Stanford



# Fred Terman

- Determined to move the center of engineering from the East Coast.
- Encouraged students to open companies:
  - William Hewlitt and Dave Packard
  - Charles Litton
- Encouraged companies to be nearby:
  - Stanford Research Park
- Encouraged companies to stay linked:
  - Contract research
  - Students employed by companies
  - Continuing and professional education



# Fred Terman

“When we set out to create a community of technical scholars in Silicon Valley, there wasn't much here and the rest of the world looked awfully big. Now a lot of the rest of the world is here.”



# The real opportunities of being an entrepreneur in a developing

country...

*"Compete on cost, but there is always somebody cheaper than me."*

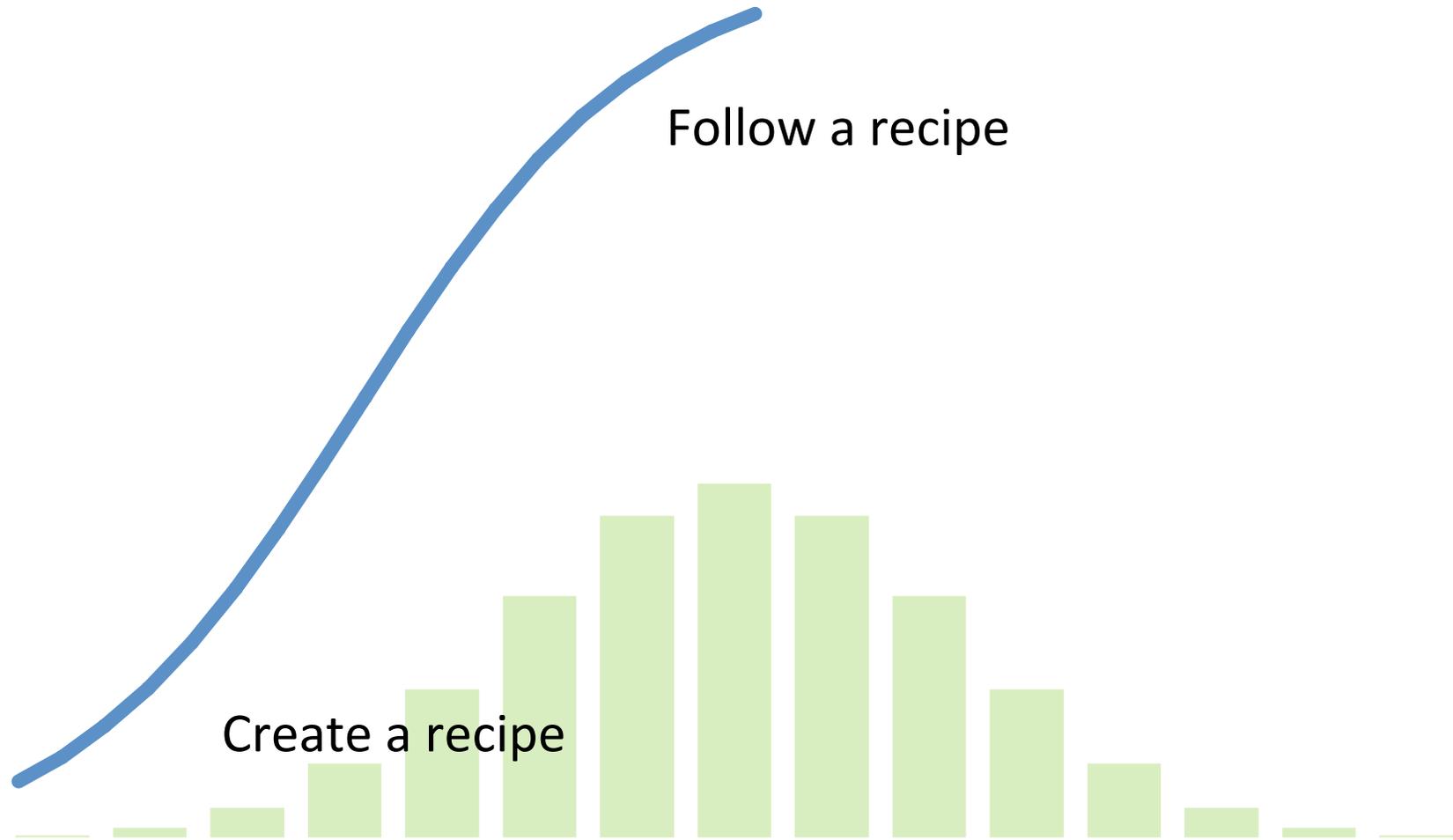
*"Willing to take risks"*

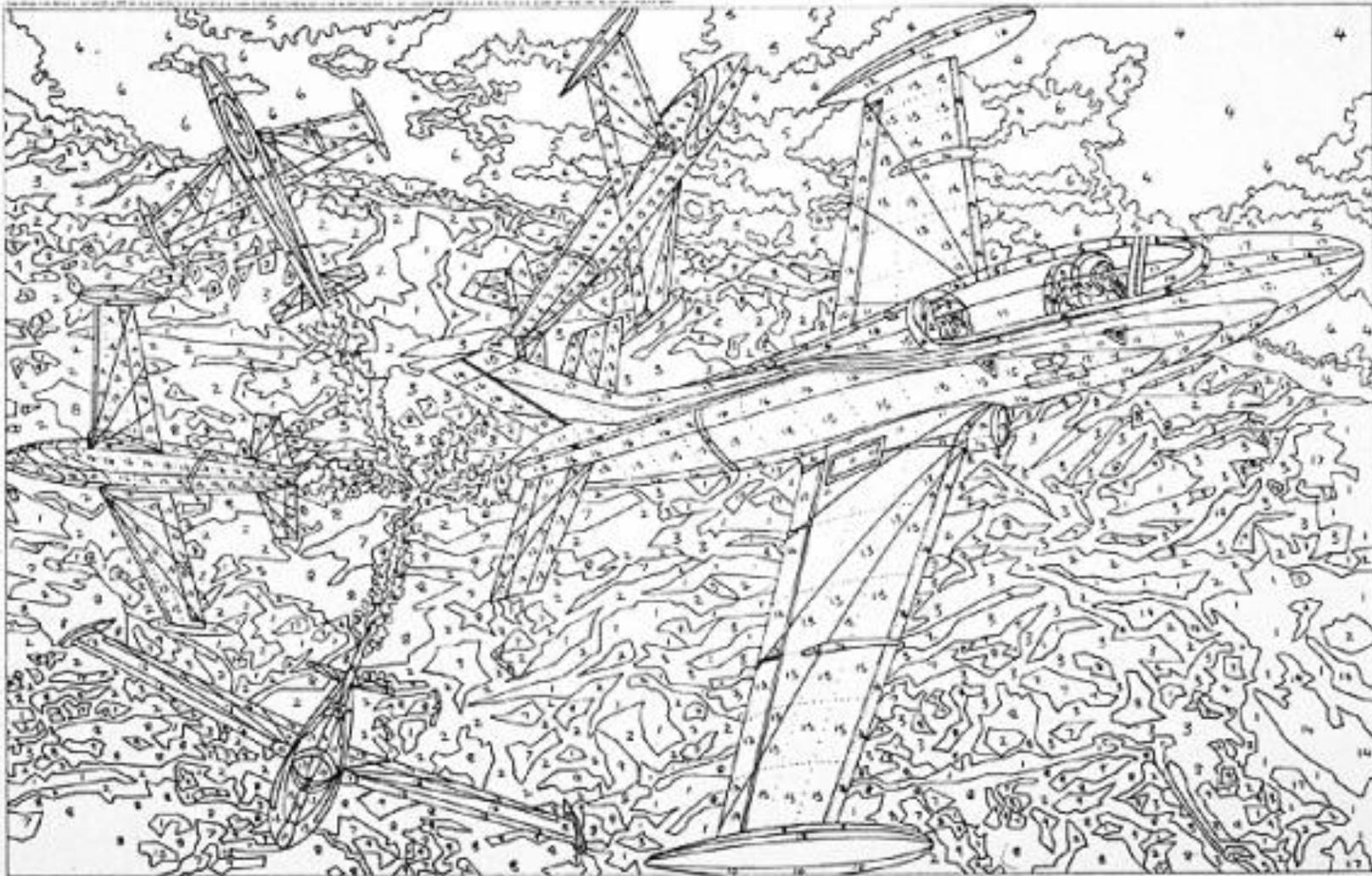
*"Thinking out of the box"*

*"Fear the Known"*



# To be a better innovator, consumer, or live a more exciting life...





If you're not with Momentum Life, this may come in handy while you wait for your policy payout to arrive.

If they tell you the checks in the mail, you're not with Momentum Life. You are. We use the most advanced technology available so all payments can be deposited electronically directly into your bank account. That way, we're assured things are consistent. It's called service. What we mean is great service. For more information, call toll free 800 774 036.

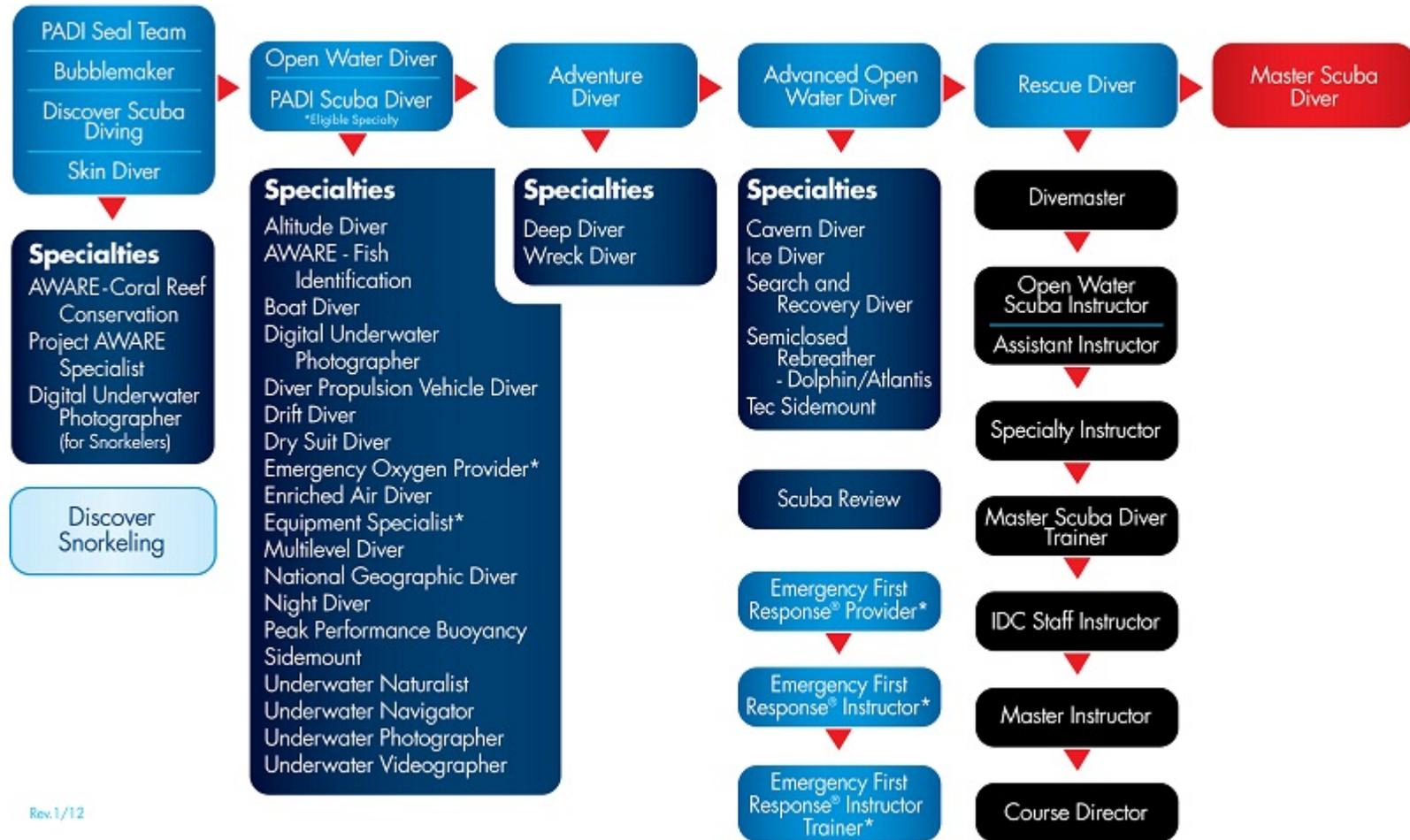


For you. For life.



IMBA Thammasat

# Want to learn how to scuba dive?



Rev. 1/12



IMBA Thammasat

# Write Your Own JD.



Need willingness to Think  
Big, and to Scale...

(all about mindset!)



What's all this excitement  
about mobile apps???



# Not everything can be done with an iPhone App



# TaraFresh Station

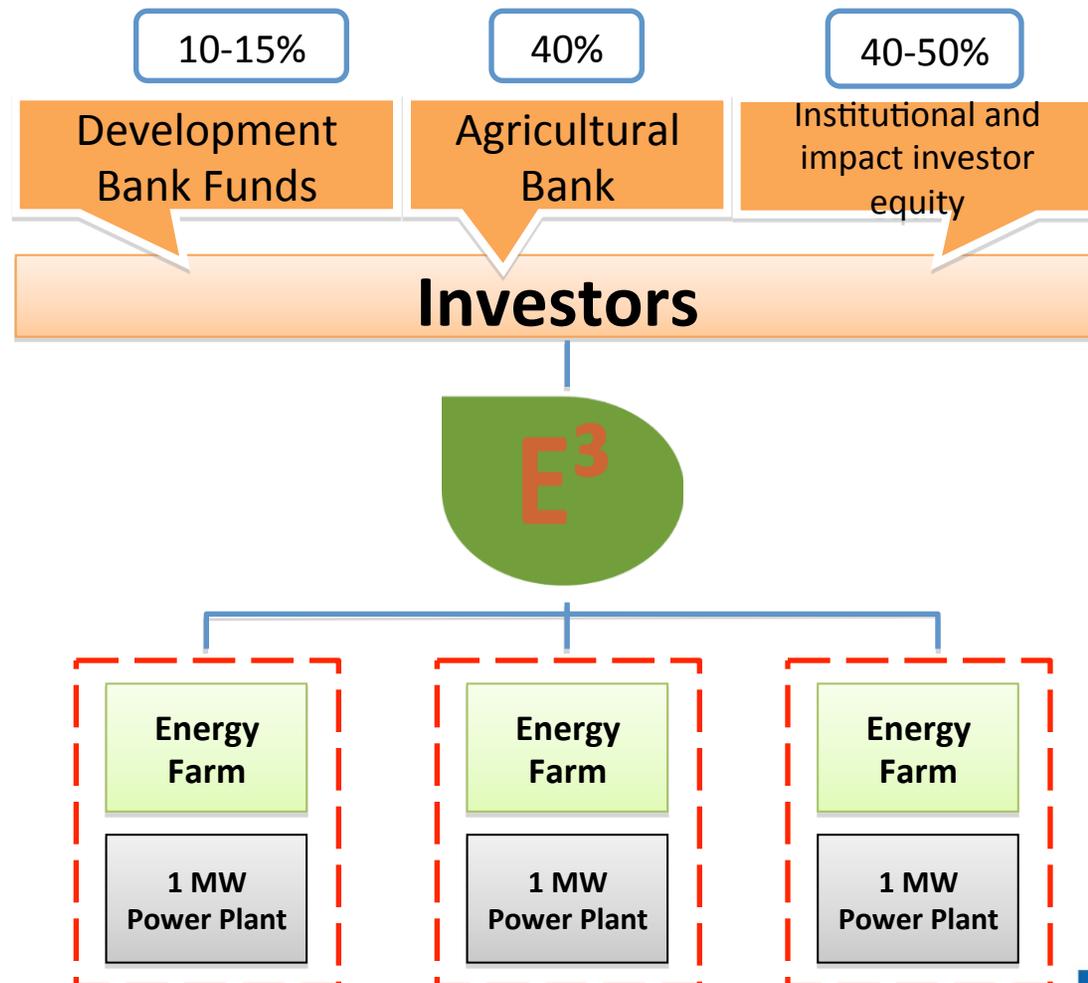


780 Million people no access to clean water

100 Million USD opportunity

- Invest \$20,000
- Profit \$7,500 every year
- Save 400 people
- Lifetime 25 years

EThree Fund provides necessary **financial support** farmers to grow LAM or switch to growing crops of LAM.

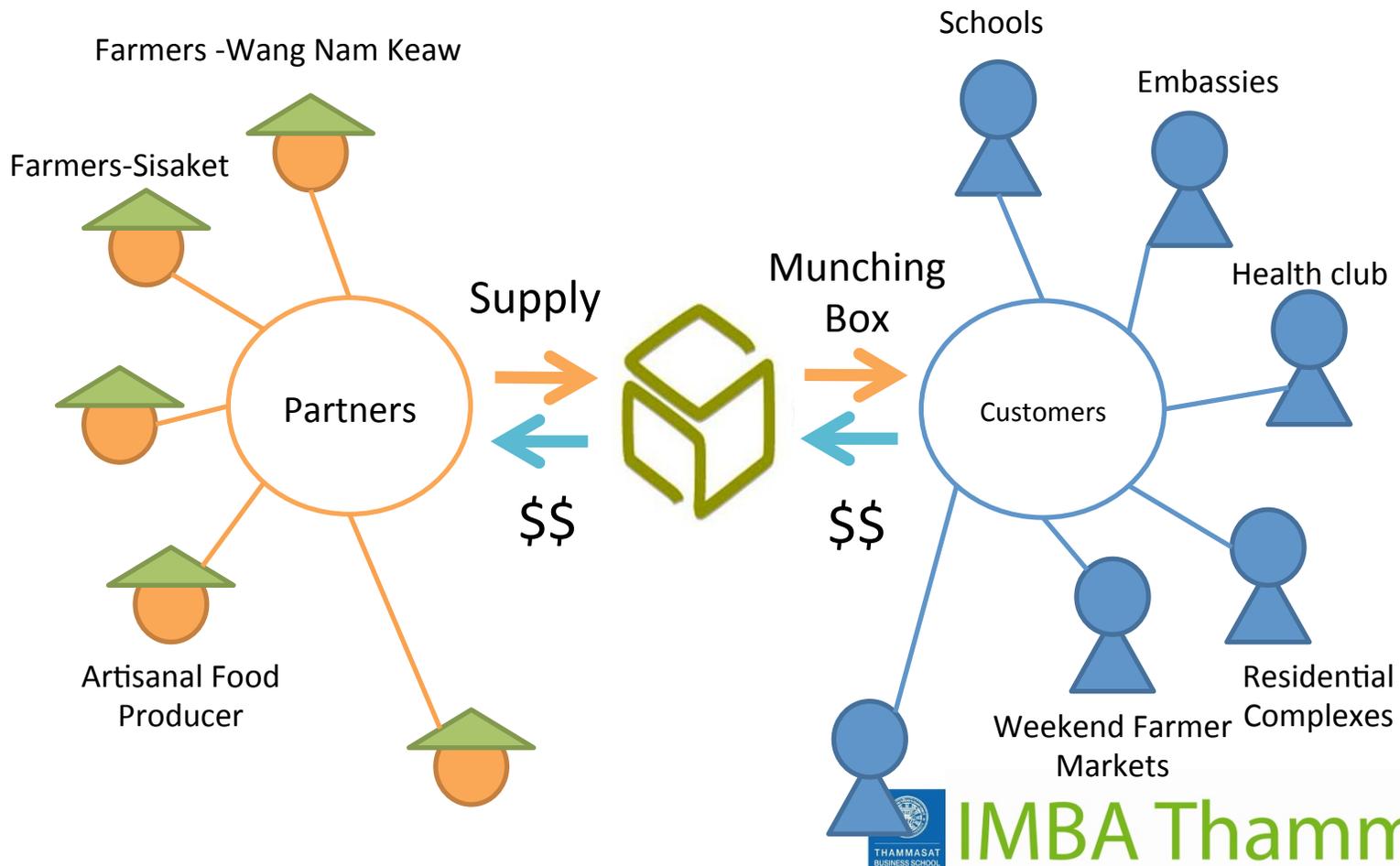


**7 Million Farmers**  
earn less than **US \$30** per month



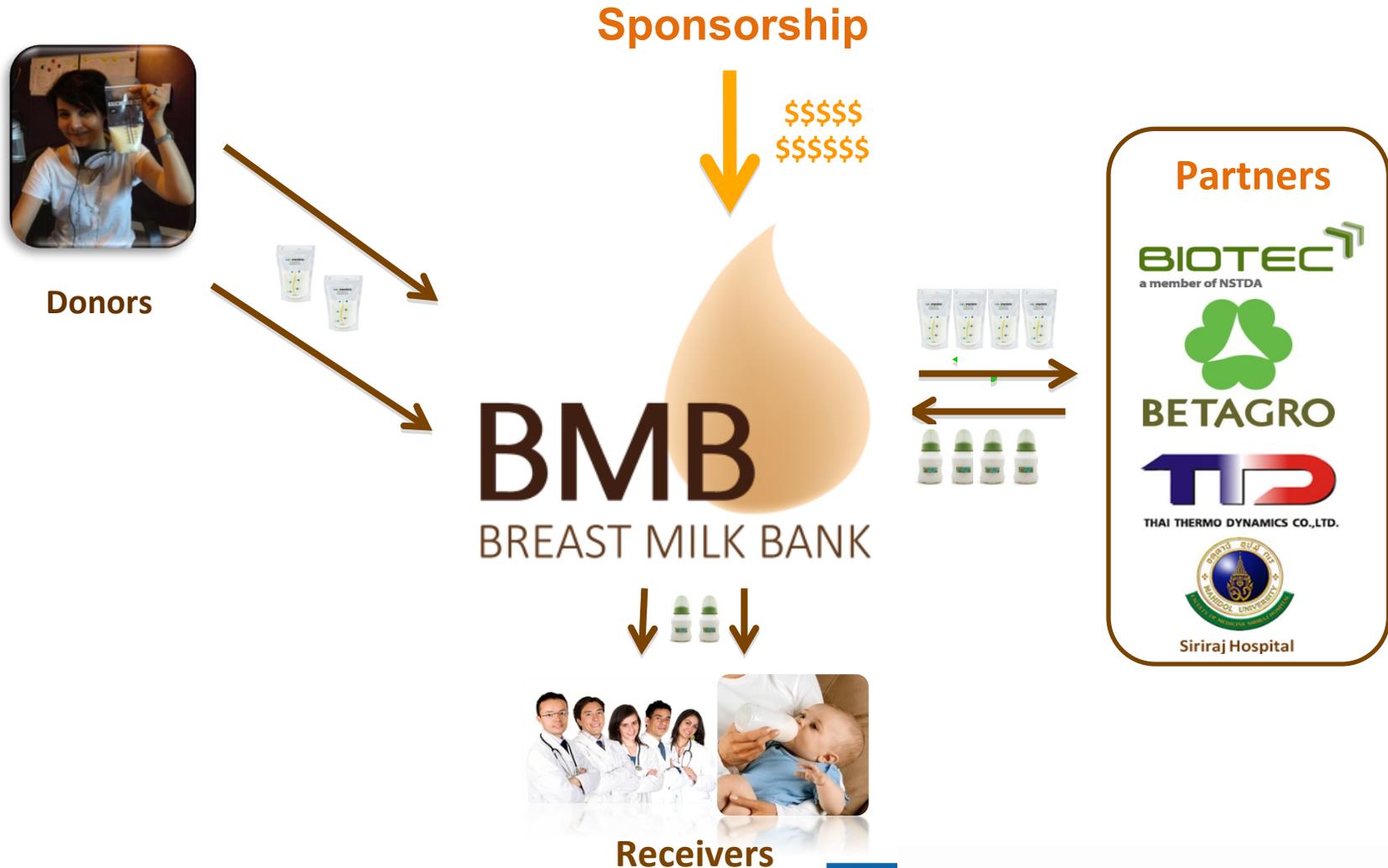
# csa munching box

**10,000 subscribers**  
**3.6 million USD to farmers**



**IMBA Thammasat**

*“We allow **access to pasteurized breast milk** for infants whose mothers are unable to breastfeed.”*



IMBA Thammassat