



# **Entrepreneurship in Asian High-Tech Industries**

**What Asia Entrepreneurship Means in Silicon Valley**

**Stanford University  
US-Asia Technology Management Center**



## Richard's Check List

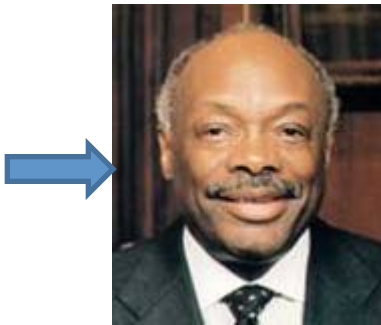
- ✓ Received funding from Asian sources
- ✓ Benefits from their networks of business contacts in Asia
- ✓ See a special opportunity in Asia markets
- ✓ Recognized elements of Asia culture as having influenced my path as entrepreneur



# 1993 – 2006




**The Mercury News**  
The Newspaper of Silicon Valley  
MercuryNews.com





## 2007 – Present

| Projects  | Investor  | Status   |
|---|---|--|
|    | Vietnamese-American<br>Japanese                                       | 2007 - 2009. Co-Founder. A leading multimedia entertainment company in Vietnam. Raised \$2M. |
|    | Vietnamese furniture maker  | Founded 2012. Co-Founder. Private beta. Raising bridge round.                                |
|   | Vietnamese-American<br>Anticipate investment from overseas Vietnamese | Founded 2013. Board of Director. Contract Manufacturer & Design Services. Closed \$200K.     |
|  |   | Instructor. Teaching Cross Marketing Communications and Intercultural Management.            |



# Simple, Fun & Quick

**Kynded** [*kind-ed*] *verb*: The ability to immediately recognize, record and reward an act of kindness that you experience or observe.



Send a Kyndedgram



Simple, fun and quick



# What was it like?

- Quickest way to get seed funding assuming language, personal and community connection. **Must be willing to travel and have thick skin.**
- H.E.P.I, not sophisticated, safe place to park their money. **Understand their needs.**
- Prefer structured agreement over handshake; will assert special relationship to drive a better deal. **Partner with an experienced lawyer who has appetite for start-up.**
- You often deal with one owner who makes all the decisions. Local emissary has no power. **Skip the emissary.**
- They might ask you to help them with some other business stateside. Don't ask where they got their money from. Help their kids find jobs. (Vietnam only) **Find people to help you. Don't say no immediately.**
- Karaoke, long dinner, Las Vegas side trip. **Tell your spouse it's just business.**
- Language helps but it's not the deal breaker. **Team up with someone trustworthy who speaks the language.**



# Cultural Influence

## Influence on me

- Risk taking in my DNA (probably b/c of the boat thing)
- Maximize personal connections
- Role model to overseas entrepreneurs/investors in Silicon Valley
- Global driven not country or regional

## Influence on my start-up

- Asia is a natural market to start or expand
- Work ethics and integrity
- Build long and lasting relationship
- Aggressive mining networks in Vietnam and Asia for investment
- Easy access to Vietnamese outsource firms



# Special Opportunity

- Cultural entrepreneur
- Bridge between Silicon Valley and Asia (2 ways)
- Open up new source of seed funding; not 100% reliant on traditional networks here





# My Vietnam Package

| Networks                                   | Who is Who   |
|--|--|
| Government                                 | Old contacts in government. Officials in high, medium and low places.<br>Ministry, People's Committee, etc. Minister, Chairman, Vice-Chairman, Dir.  |
| Personal networks from business and family | Relied on local eyes & ears for up-to-date info; bounced ideas and validated what other locals told me.  |
| Investor                                   | Personal referral was key for both foreign and local investors. Helpful to be from Silicon Valley. Fluency in local language and custom. Many meetings to build confidence and relationships w/ investors. Each investor has different requirements & standards. |
| Media                                      | Newspapers, reporters; favorable coverage; advance warning.  |