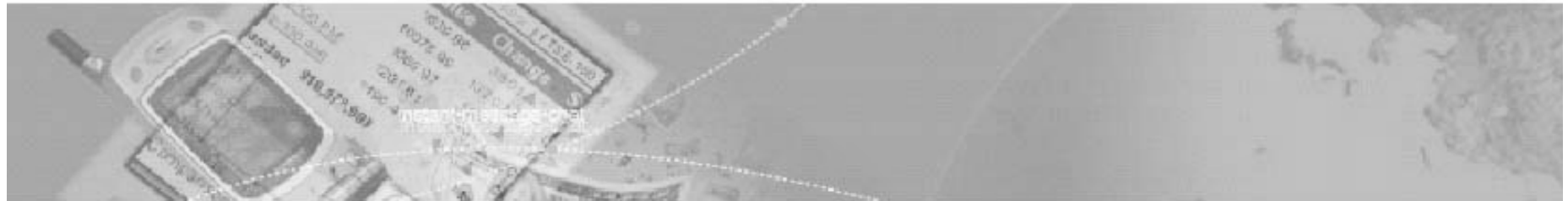


# ***Fostering Innovation & Entrepreneurship – Silicon Valley***



***Asia Pacific Innovation & Entrepreneurship Conference  
October 24, 2003***





# **Start-up's/Entrepreneur's 4 P's**

***People, Product, Potential, Problem***

# Infancy of Start-ups

- Evolution versus Revolution
- Enhancement versus Abruption
- Turnkey Solution, Platform, Components, ..., etc.
- Value Chain and Solution/Product Positioning
- Vertical Market versus Horizontal Market
- Customer Intimacy versus Technology Superiority
- Cautious versus Aggressive
- Time-To-Market is the King
- Financing – Venture Capital Firm (your best friend and your worst enemy)
- Success of First Commercial Deployment
- Customer, Customer and Customer
- Cross the Chasm

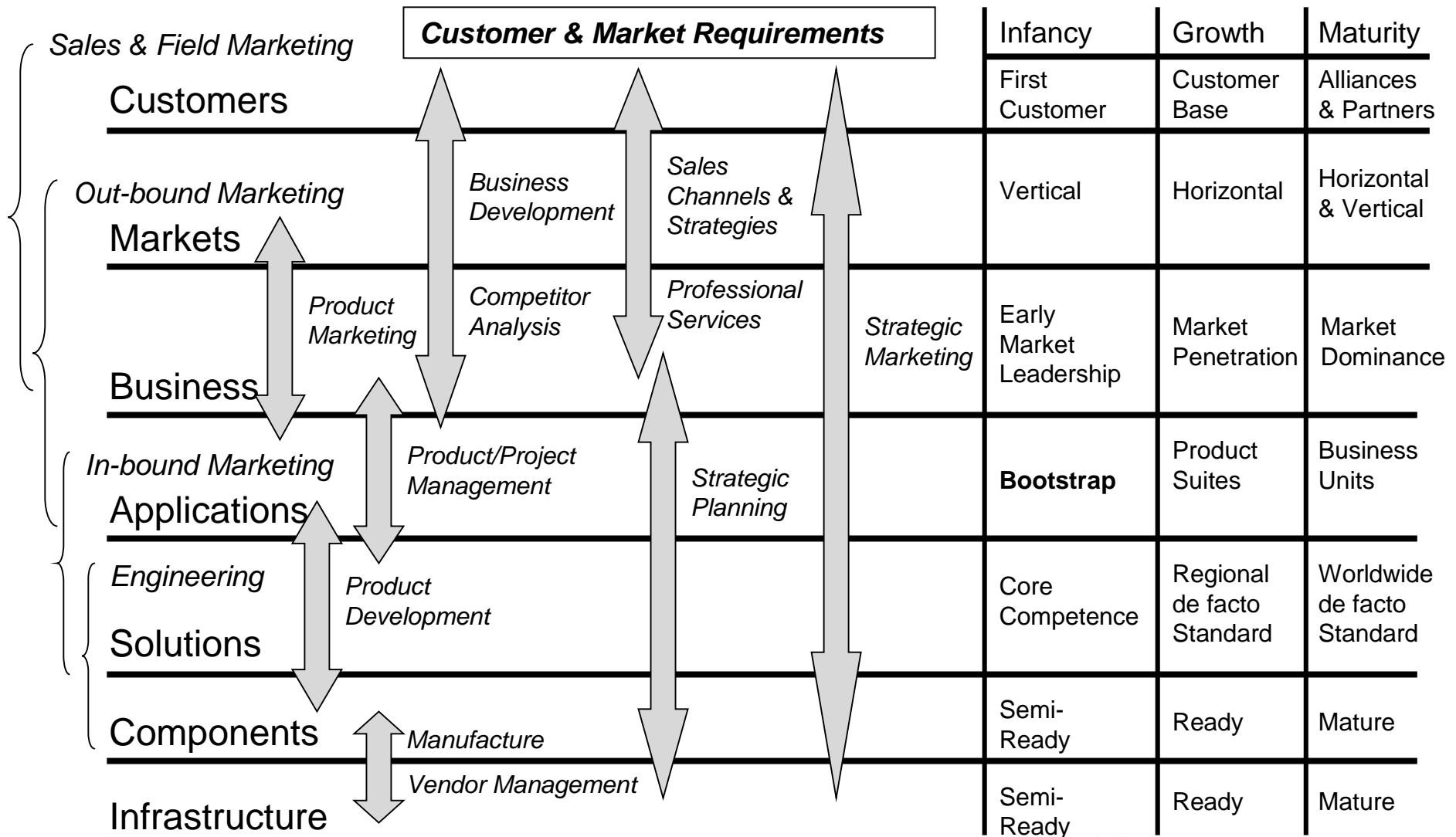
# Growth of Start-ups

- Establishing the Leadership
  - catching up versus to-be-caught
- Sales and Marketing
- Organization Infrastructure
- De facto Standard versus Customization
- Partnership and Alliances
- Expanding Customer-base and Creditability
- Financial Planning (both short-term and long-term)
- Horizontal Market versus Vertical Market
- Tipping Point and Growing Pains
- Initial Public Offering or Merge/Acquisition

# Maturity of Start-ups

- Operation Efficiency and Sustainability
- Professional Management
- Mainstream Market and Customer Intimacy
- Vertical Market versus Horizontal Market
- Revamping The Company
- Back to the 4 P's
  - People, Product, Potential, Problem (except this time both directions need to be well thought through)
- Entrepreneurs of Future

# Startup's Fundamental Matrix for Your Reference



# Characteristics of Bootstrapping a New Market

- Proper Company and Product Positioning
- Show-Case Account with Early Adopter
- Cookie-Cut Framework
- Flexible Business Model
- Application Demonstration and Demo Kits
- Marketing Program and Business Incentives
- Product Promotion and Revenue Generation

# The Final Touch

- Don't forget the basic
  - People, Product, Potential & Problem
- Start-ups' ABCDE
  - Alert, Believe, Consistency, Determination & Effectiveness
- Yet Another 4 P's
  - Principle, Perfectness, Persistency & Pray



# **Entrepreneurs of Future**

*Keep Your Dream Alive, Never Give up*

*Be Humble and Stay Calm*

*Tomorrow Will Always Be Better*

# Reference Books

- **Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers** - by Geoffrey Moore, Regis McKenna
- **Inside the Tornado: Marketing Strategies from Silicon Valley's Cutting Edge** - by Geoffrey Moore
- **The Chasm Companion: A Field-book to Crossing the Chasm and Inside the Tornado** - by Paul Wiefels, Geoffrey Moore (introduction)
- **The Gorilla Game: Picking Winner in High Technology** - by Geoffrey Moore
- **The Tipping Point: How Little Things Can Make a Big Difference** - by Malcolm Gladwell
- **Good to Great: Why Some Companies Make the Leap... and Others Don't** – by Jim Collins

***Thank You***



***Asia Pacific Innovation & Entrepreneurship Conference***  
***October 24, 2003***

