

Alternative & Innovative
Finance helps fund the
next waves of
breakthrough in Science &
Technology

นวัตกรรมทุนวิจัย
ทางเลือกและคลื่นลูก
ใหม่ของงานวิจัยทาง
วิทยาศาสตร์และ
เทคโนโลยี

An **Impactful** & **Inclusive** platform

www.Sinwattana.com

Phoenixict Co., Ltd
Hong Sin KWEK, CEO, Founder & Investor
hsk@Phoenixict.biz



SINWATTANA

- What got me started with Crowdfunding?
- What is my motivation to stick my neck out?
- Why Thailand?
- Is that myth or facts?
- Where do we see crowdfunding in Science & Technology?
- What do we need to get started?
- How willing are we to explore this alternative option?
- Are we ready to collaborate to co-create and bring Thailand R&D into world scene?

Topics for sharing...

2014

History



2015
Feb



2015
July



2015
Nov

An illustration featuring five hands of different skin tones (olive, dark brown, medium brown, light grey, and purple) raised in the air. Each hand is holding a white dollar sign (\$). The hands are positioned at various heights and angles, creating a sense of movement and collective action.

**Funding should never be a show-stopper for genuine research,
movement, business expansion to create IMPACT & drive CHANGE
for global trade and innovation.**

ไทยแลนด์ที่อดทน

THAILAND'S GOT ★TALENT

When will we pride on our work?



Westernization to Easternization
The bridge for globalization and gateway to Asia

China is the world's largest online alternative finance market by transaction volume, registering \$101.7 billion in 2015. It grew from a relatively low base of \$5.56 billion in 2013 to reach \$24.30 billion in 2014 and then went on to reach \$101.7 billion in 2015

In comparison, the total size of the UK online alternative finance market was \$4.5 billion.
an average growth rate of 328% between 2013 and 2015.

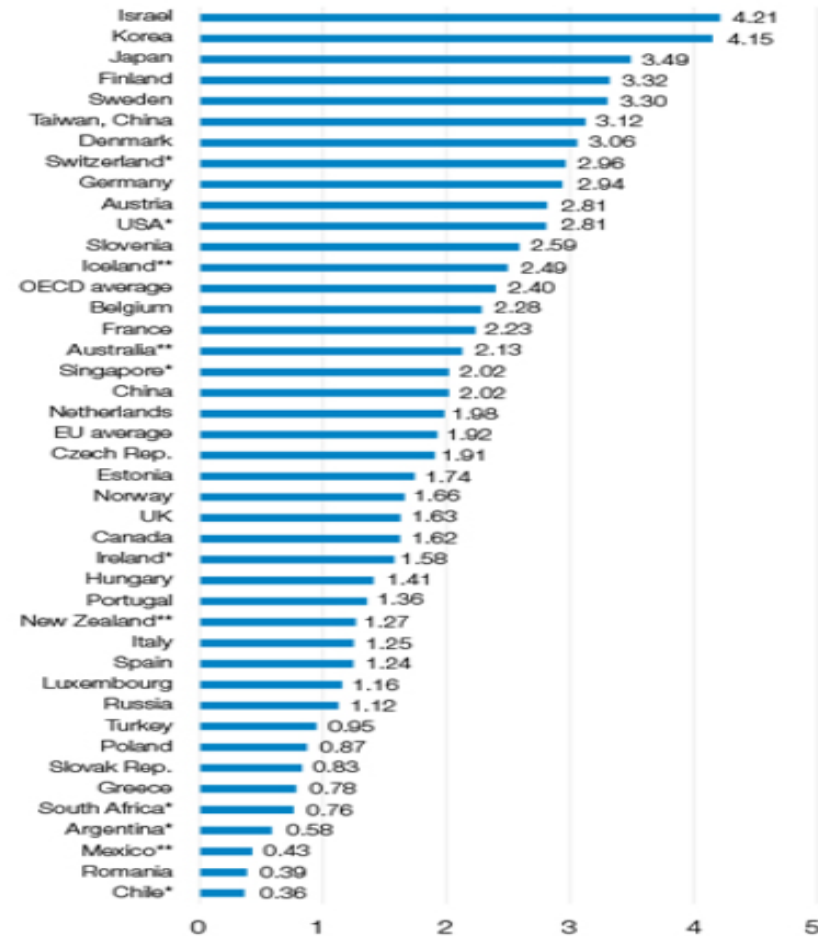
The Asia-Pacific region recorded a volume of USD \$1.12 billion in 2015 with a **313% year-on-year growth rate** from the \$271.94 million raised in 2014. Japan's online alternative finance market accrued \$360.23m in 2015, followed by \$348.37m originated in Australia, \$267.77m in New Zealand, \$41.18m in South Korea, \$39.91m in India and \$39.76m in Singapore. However, New Zealand has the highest alternative finance volume on a per capita basis outside of China with \$59.37 per capita, followed by Australia (\$14.83), Singapore (\$7.27), Japan (\$2.83) and Hong Kong (\$1.28).

Types of Crowdfunding



Spending on R&D

Percentage of GDP (2013)



Source: OECD

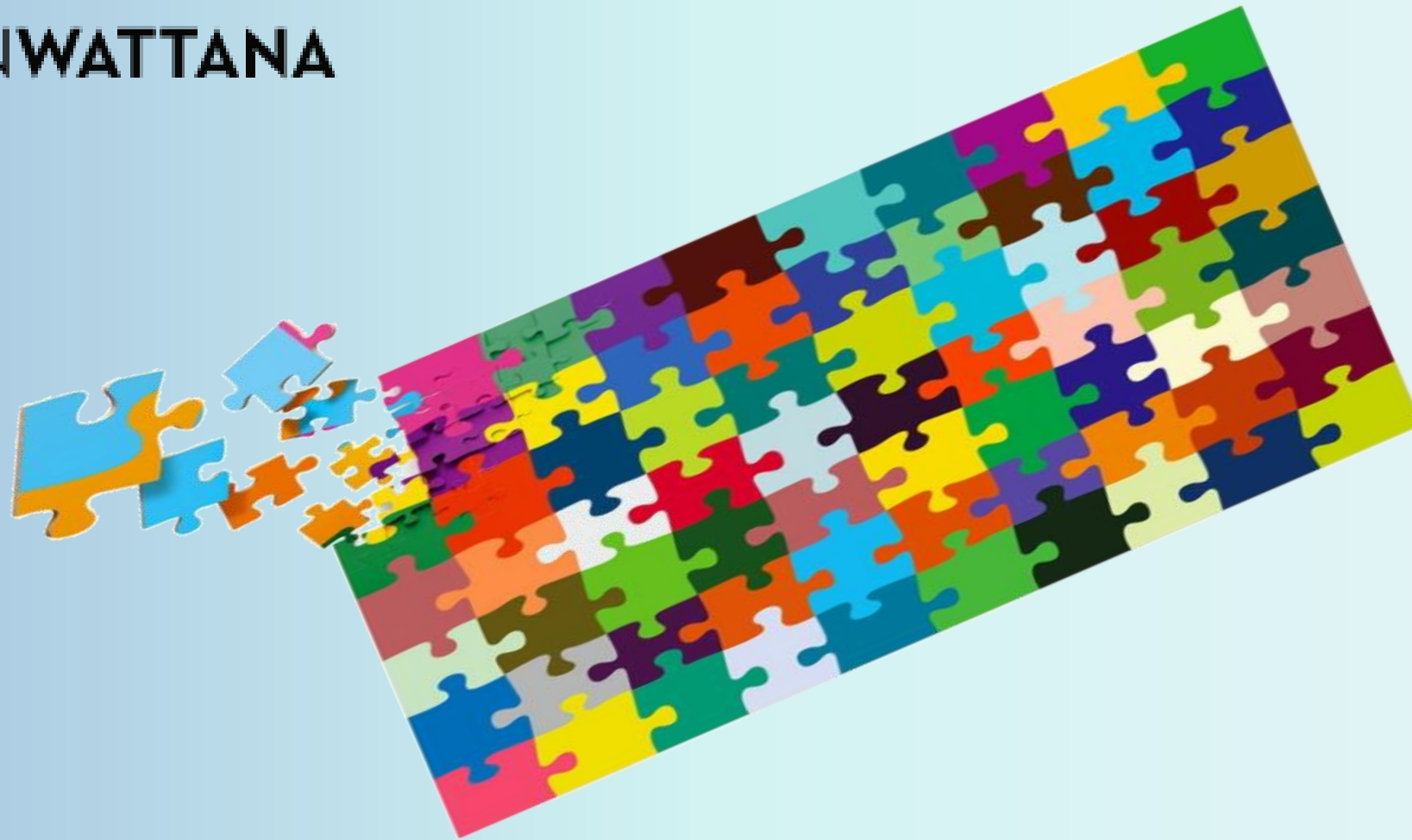
* figure from 2012

** figure from 2011

Which countries spend the most on research and development?

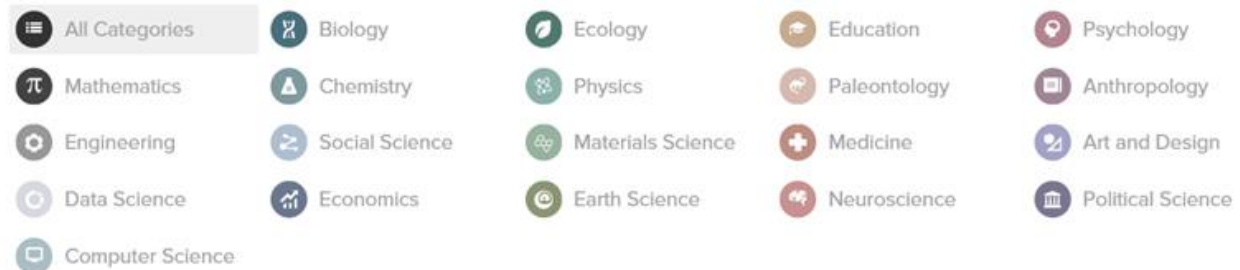
- The US National Institutes of Health is cutting \$1.7 billion from its 2013 budget.
- Federal R&D investments have been reduced by 30% since 2004.
- 80% of 2013 Nondefense Discretionary Science Survey respondents spend more time writing grants now than in 2010.
- 67% received less grant money than in 2010.
- Only 2% received funds from their organizations to make up for the loss of grant funds.
- 60% funded by government and 40% is self funded by NSTDA

An Emerging Funding Mechanism for Science Research



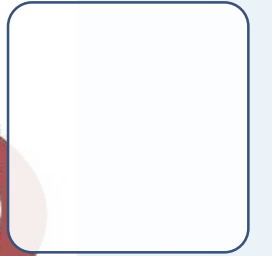
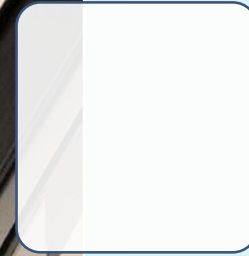
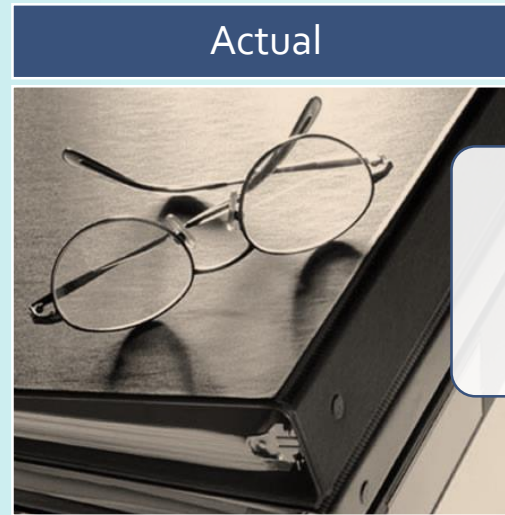
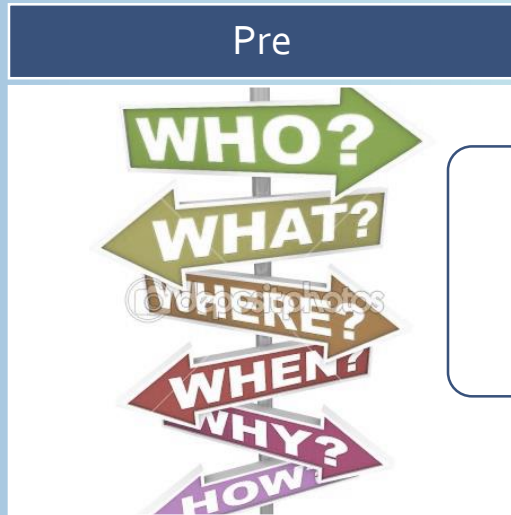
681 funded projects
37,745 backers
\$7,258,471 pledged

Anything goes...



- Objective with Campaign - what do you want to fund and how much?
- Who is your CROWD? Who are you speaking to exactly? Who are the alternative crowd?
- What are the values on which they will say to you?
- What is your call to action? What are you asking from the crowd specifically?
- Who is your user and what is their problem? What pain are you solving for them? Which need are you addressing?
- What is your product and its 3 key features and corresponding benefits?
- What's in it for the crowd?
- Personal WHY - Who are we? What is our personal passion? What is our why? Reason for being etc?
- Product WHY - What is our big vision? What is the impact we will have on the world? How will we change people's lives?
- Simple statement of what change you and your product are making in the world
- What are the values on which they will say Yes to you?
- Unique value proposition - 7 words or less

Your 12 commandments...



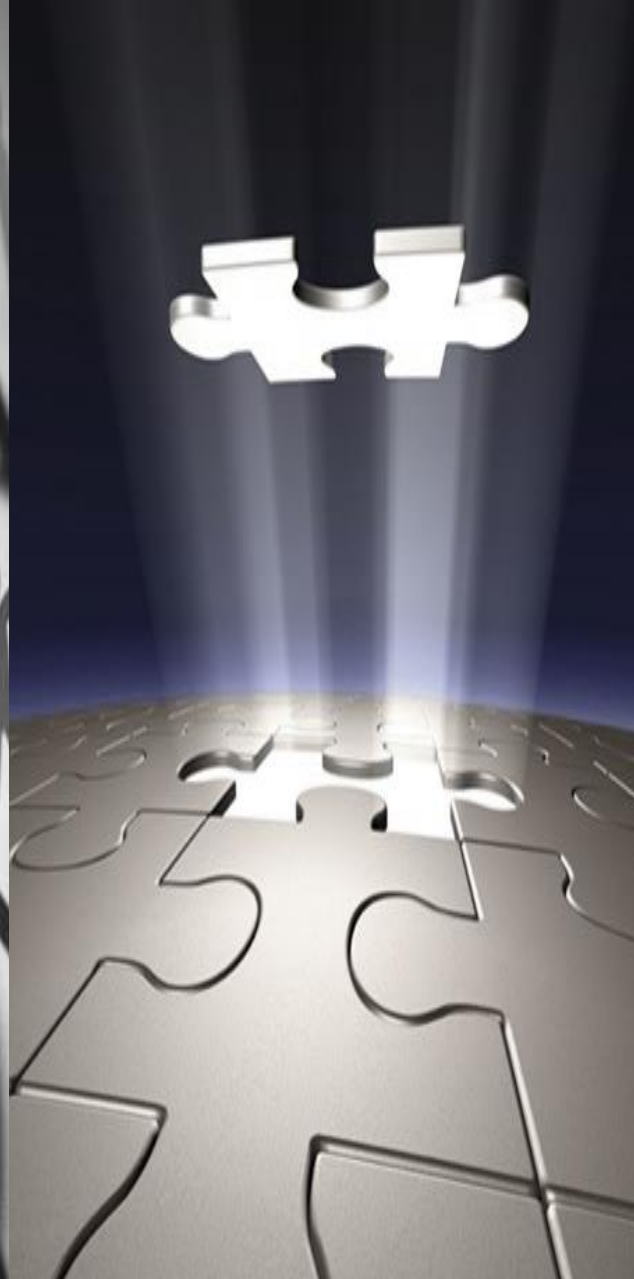
Work to be done...no free ride, no short cut



What's needed for successful campaign?

PERSONAL BRANDING

www.chexomine.wordpress.com



Crowdfunding – Game Changer

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Why Sinwattana?

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Be onboard...

Adoption, Application and Advocacy

Be the GAME-CHANGER!

Create the next breakthrough
and keep exploring