



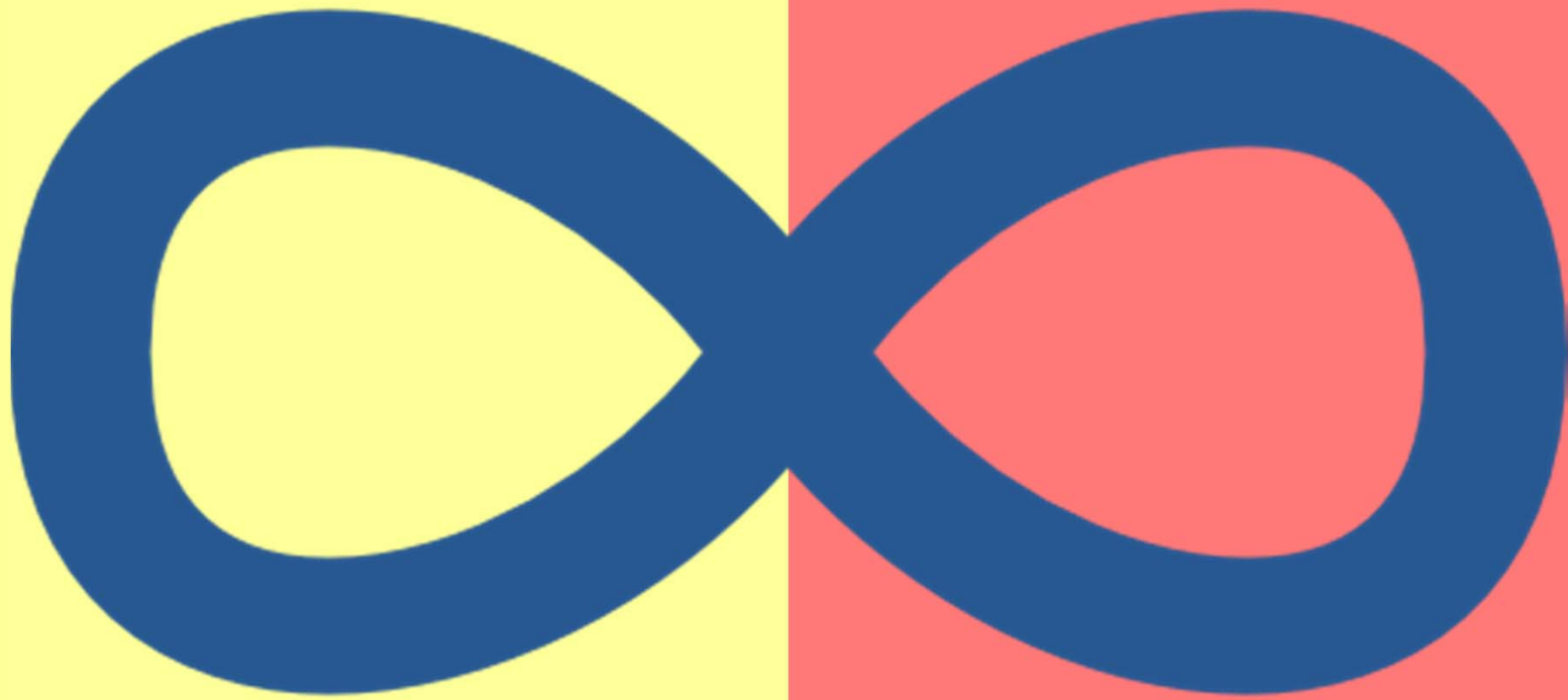
NAC2017
13th NSTDA Annual Conference
การประชุมวิชาการประจำปี สวทช. ครั้งที่ ๑๓

Driving Innovation through **CROWDFUNDING**

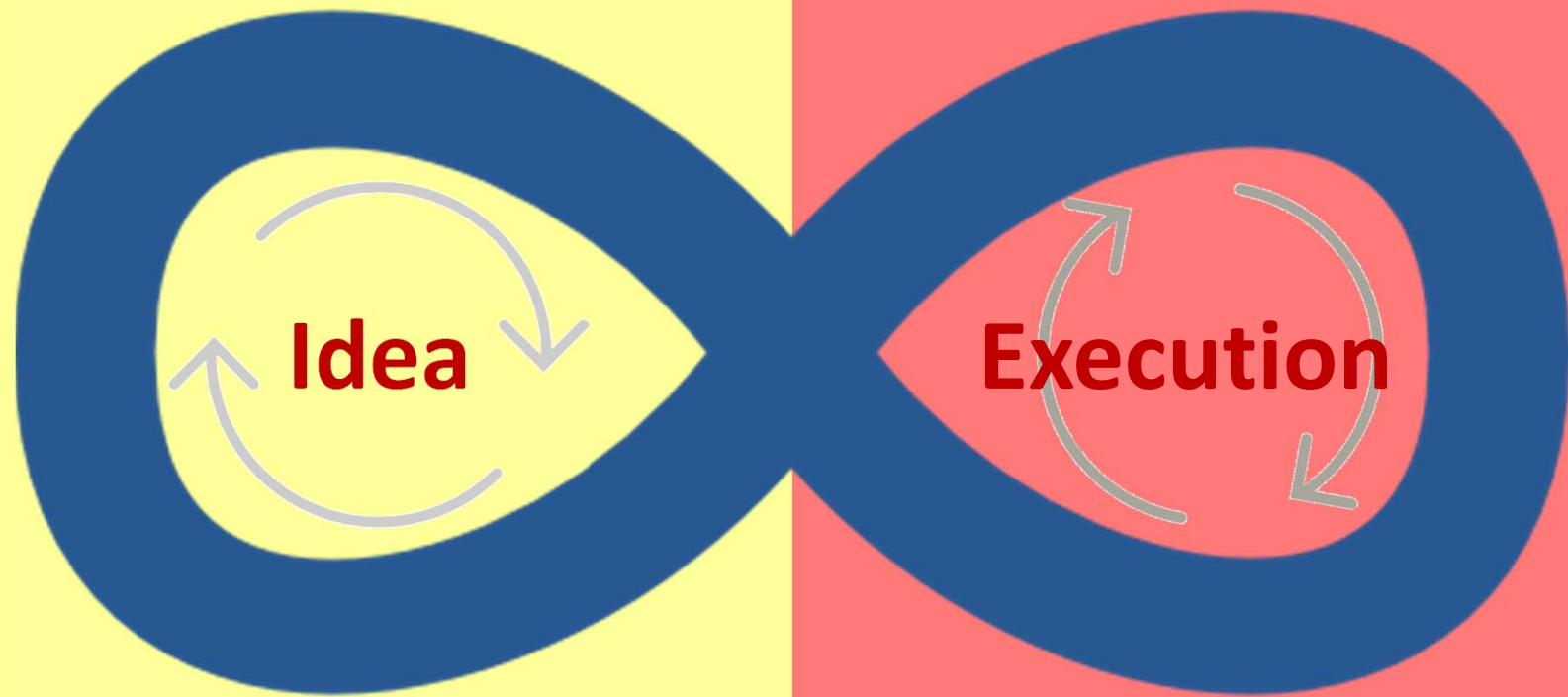
ความสำเร็จของการสร้างมูลค่านวัตกรรม

Chaiyoot Chamnanlertkit

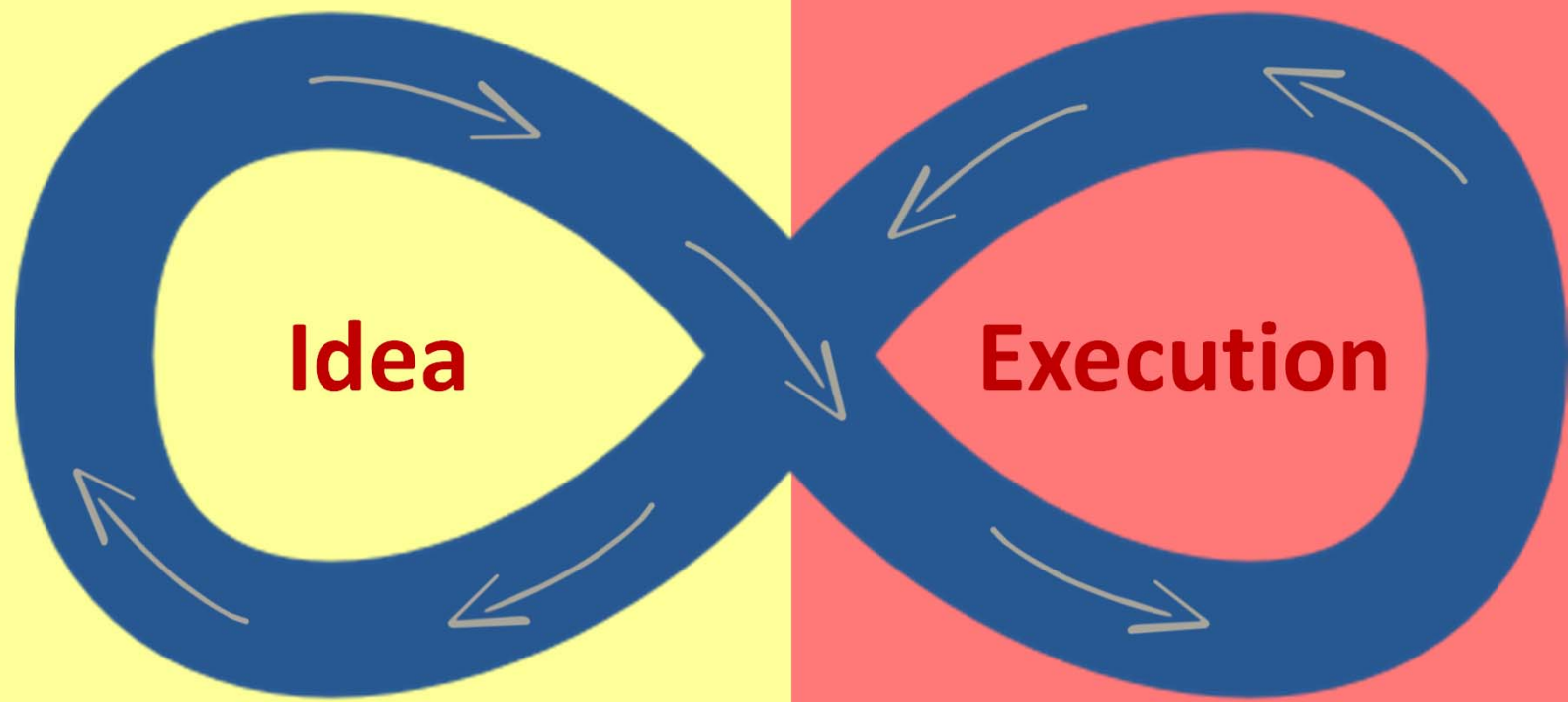
March 30, 2017 @Science Park Thailand, Pathum Thani



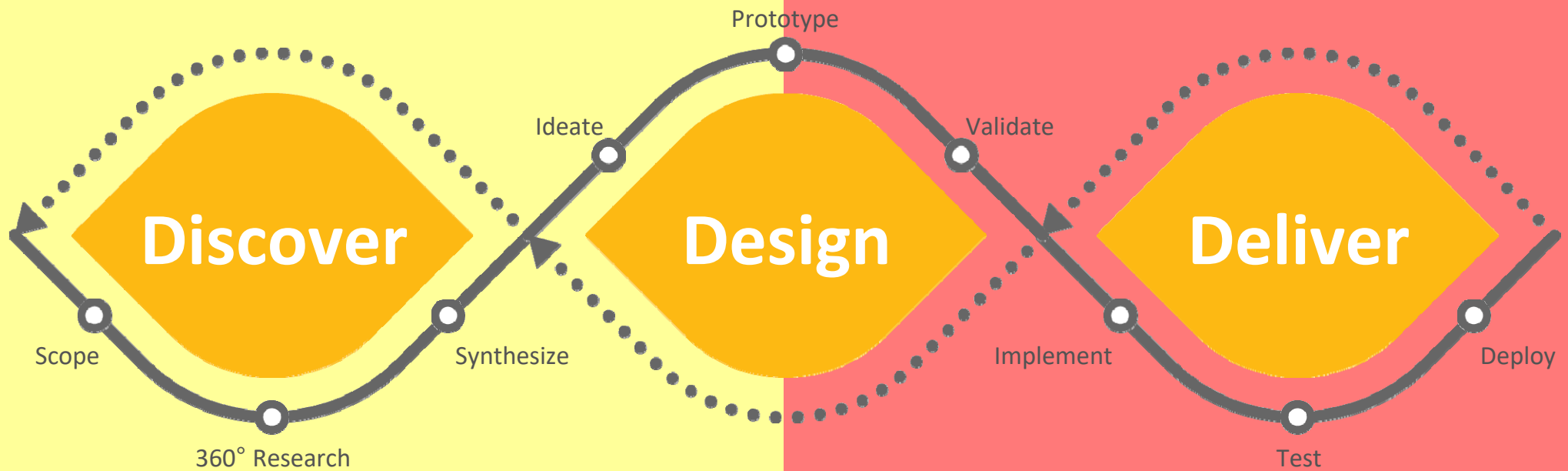
Innovation Cycle



2-Creation Continuum



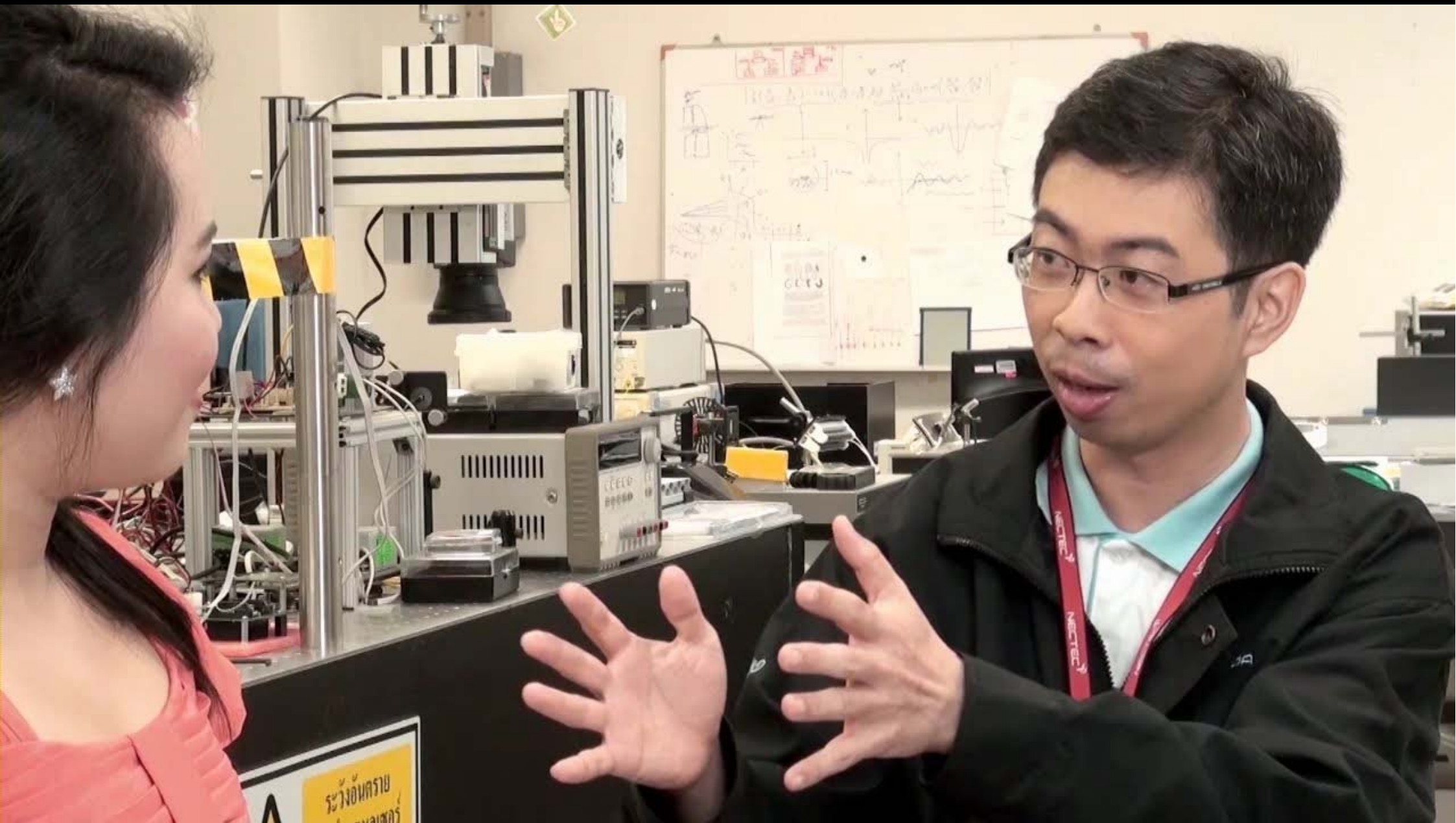
Crowdfunding Keeps Continuum Going



Flipping Your Continuum – Design Thinking Applied

| Picture Captured From: Andreas Hauser, The Value of Design, (Dec 21, 2015)

| <https://www.slideshare.net/AndreasHauser/the-value-of-design-56346469>





| Picture Captured From: นวัตกรรมพร้อมใช้ MuEye: เลนส์มีวอยาย

| <https://www.nectec.or.th/innovation/innovation-hardware-electronics/mueye.html>



Closed

Dual microscope lens for mobile devices: TWI-VIS

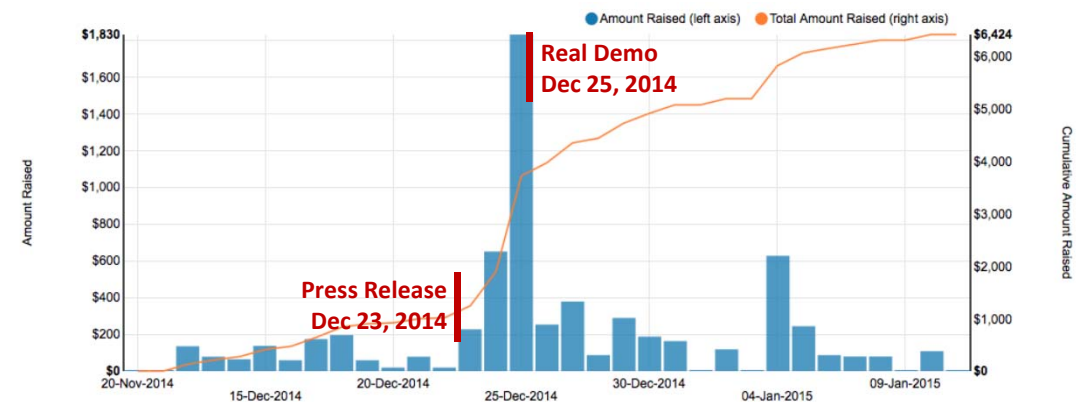
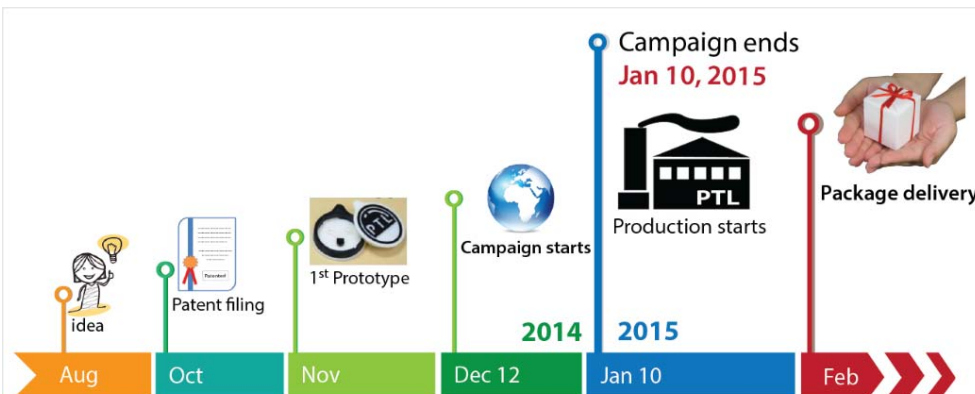
Experience micro-world with 50/100x lenses in just a single piece!!



Tong Atcha
Bangkok, Thailand
[About](#)

\$6,424 USD raised by 100 backers

128% of \$5,000 fixed goal



\$1 USD

Thank you

Thanks for your support^^

0 claimed

Ships Worldwide

\$5 USD

Support us!

Your helps are meaningful. Please accept a big warm hug from us :)

2 claimed

Ships Worldwide

\$19 USD

Early bird - TWI-VIS with case

Early bird TWI-VIS 50/100x lens with case. Free economy International shipping worldwide. Get one before it runs out!! We do appreciate that you decided to use this lens as the New Year gift. Only for the backer who backs before 15DEC2014, we will ship the package on 16DEC2014. Please add \$20 more for EMS option, it normally takes 3-4 days depending on countries. Please check with us if you need more info.

20 out of 20 claimed

Ships Worldwide

\$29 USD

TWI-VIS with case

TWI-VIS 50/100x lens with case. Free economy International shipping worldwide.

28 claimed

Ships Worldwide

ESTIMATED FEBRUARY 2015

\$59 USD

Early bird- Complete set

Be first to get full package of the TWI-VIS 50/100x lens with case, special-designed stage for sample slide and build-in light source. Free economy International shipping worldwide. Get one before it runs out!!

20 out of 20 claimed

Ships Worldwide

ESTIMATED FEBRUARY 2015

| Captured From: Dual microscope lens for mobile devices: TWI-VIS

| <https://www.indiegogo.com/projects/dual-microscope-lens-for-mobile-devices-twi-vis#/>

\$79 USD

Complete set

You will get a full package of the TWI-VIS 50/100x lens with case, special-designed stage for sample slide and build-in light source. Free economy International shipping worldwide.

17 claimed

Ships Worldwide

ESTIMATED FEBRUARY 2015

\$299 USD


Pay less, get more!!

With this perk, you will get five complete sets with retail price! Instead of paying \$395, we offer only \$299. Have fun and enjoy micro-world! Free economy International shipping worldwide.

7 claimed

Ships Worldwide

ESTIMATED FEBRUARY 2015




MuEye.
@MuEyeLens

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We are a group of people who passionately work on photonics technology to bring a better life to Thai people

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Nong Pornprom Ateetan likes this

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| Captured From: MuEye @MuEyeLens
| <https://www.facebook.com/MuEyeLens/>



MuEye. added 4 new photos.
February 23 · 🌐

ภาพวาดสวยๆ แสดงโครงสร้างภายในของพืช ผลงานนักเรียนโรงเรียนชุมชนวิทยาช. แม่ฮ่องสอน น้องๆวาดภาพเทียบเคียงจากสิ่งที่มองเห็นผ่านเลนส์มวียาย #ปรมมให้ดีๆ #เก่งมากๆ

ขอบคุณคุณครูจ๊ะที่นำมวียายไปใช้ในการเรียนการสอนค่ะ 😊



Like Comment Share



MuEye. added 17 new photos.
February 18 · Khlong Luang · 🌐

MuEye ที่ค่าย KidBright




Like Comment Share



MuEye. added 7 new photos.
February 22 · 🌐

ขอบคุณคุณครูหนึ่งจากโรงเรียนหมื่นพุทธ เขียงราย ที่กรุณาส่งรูปการนำมวียายไปใช้ในการเรียนการสอนวิชาวิทยาศาสตร์ค่ะ

ครูบอกมวียาน้องเณรสนุกและตั้งใจเรียนแลปนี้เป็นพิเศษ

และขอขอบคุณน้องเบน ไบโอบเทค ที่ช่วยนำส่งภาพเหล่านี้ให้ทีมมวียายได้มีกำลังใจในการทำงานค่ะ 😊

#มวียาย #โรงเรียนพระปริยัติธรรม




Like Comment Share

Gift Based

Reward Based

SROI Based

Donation Based

Lending Based

Equity Based

Three Models of Crowdfunding

Crowdfunding is the process of raising very small investments from a large number of investors. The process has been facilitated by the development of crowdfunding websites.

OPPORTUNITY:

The opportunity for growth, new start-ups and entrepreneurs whose ideas never make it past the dinner table due to lack of funding is vast. The impact on local business is undoubtedly also going to produce more robust communities and cities where investors can now keep their money local.

1 DONATION MODEL

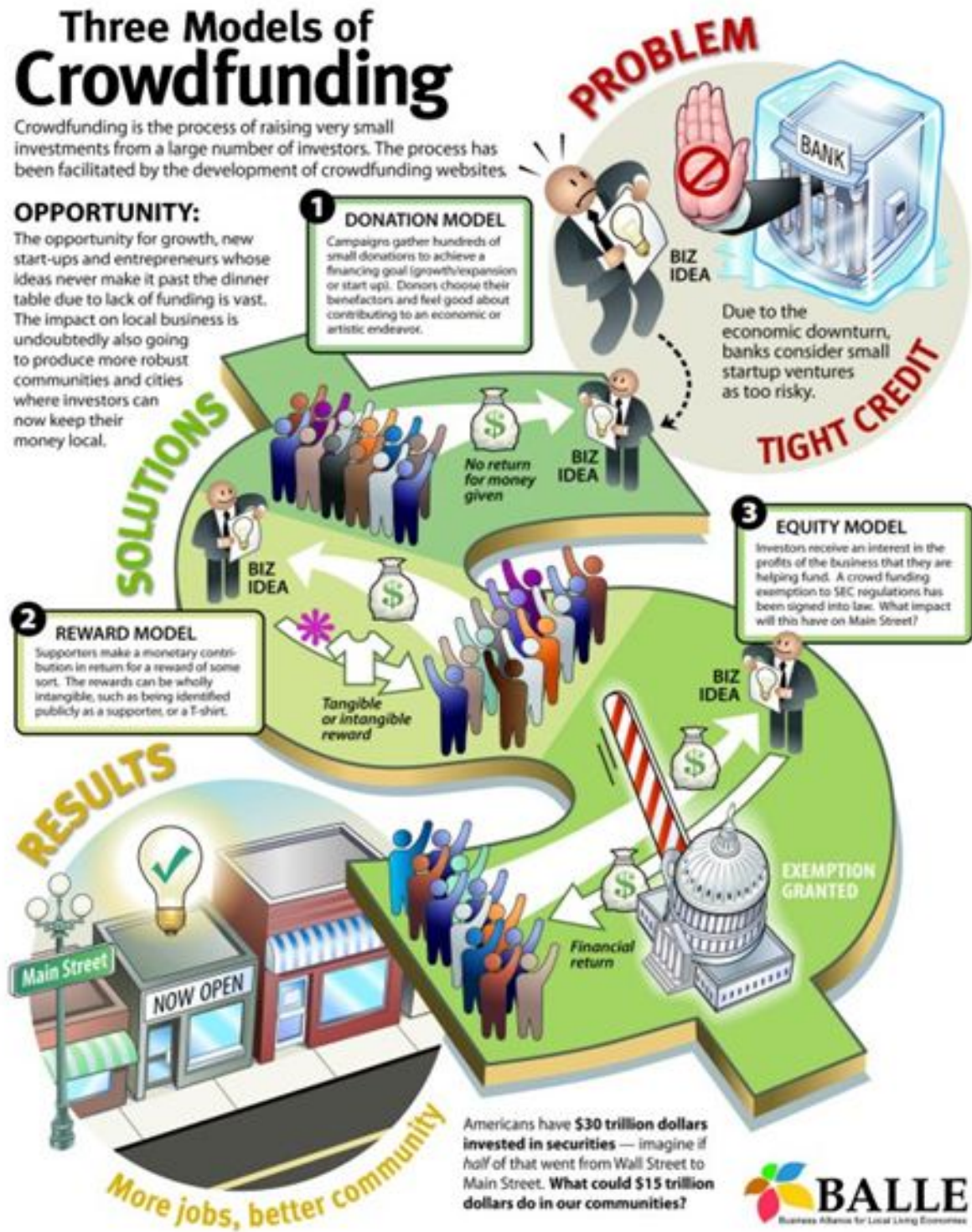
Campaigns gather hundreds of small donations to achieve a financing goal (growth/expansion or start up). Donors choose their benefactors and feel good about contributing to an economic or artistic endeavor.

2 REWARD MODEL

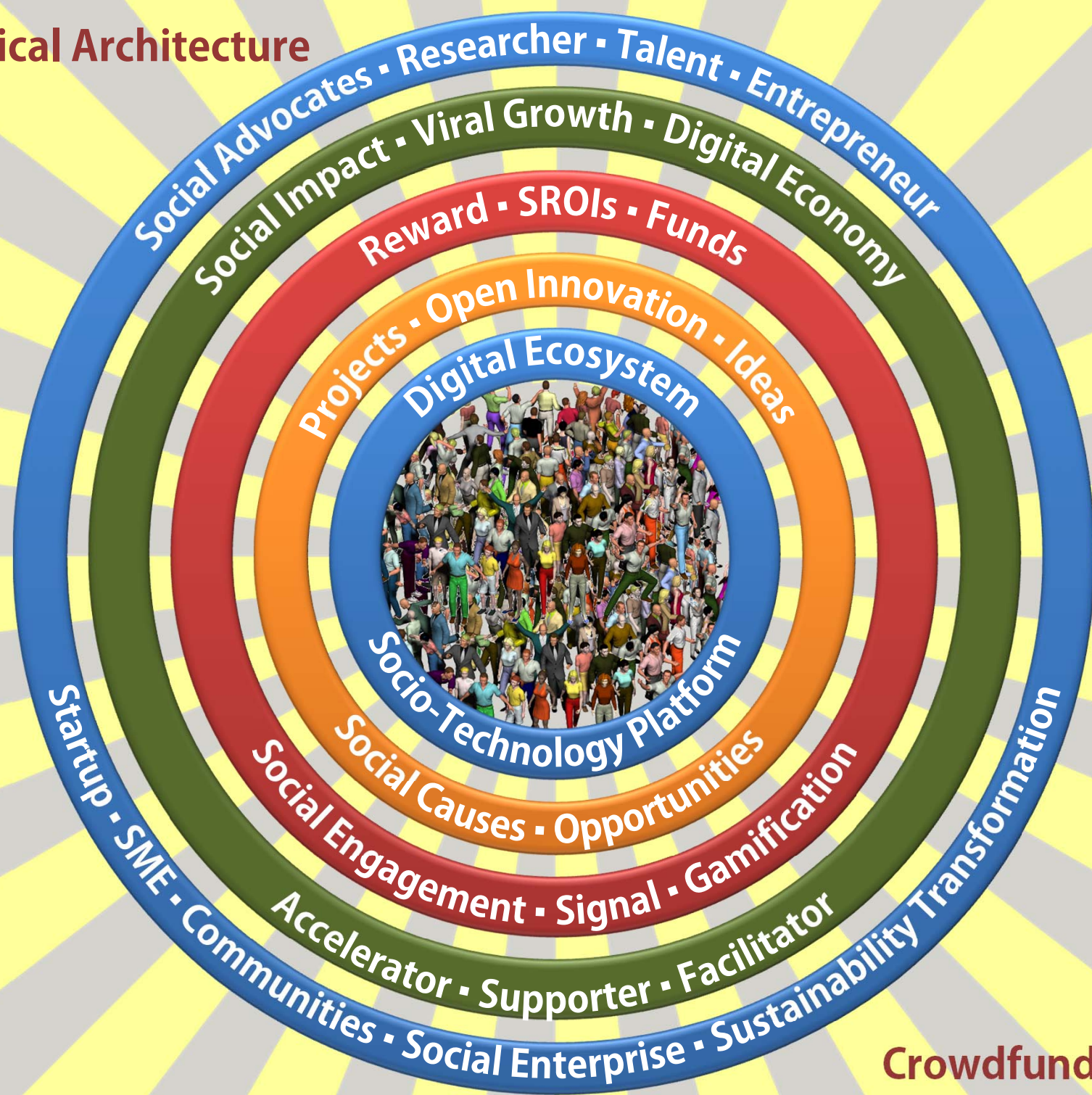
Supporters make a monetary contribution in return for a reward of some sort. The rewards can be wholly intangible, such as being identified publicly as a supporter, or a T-shirt.

3 EQUITY MODEL

Investors receive an interest in the profits of the business that they are helping fund. A crowd funding exemption to SEC regulations has been signed into law. What impact will this have on Main Street?

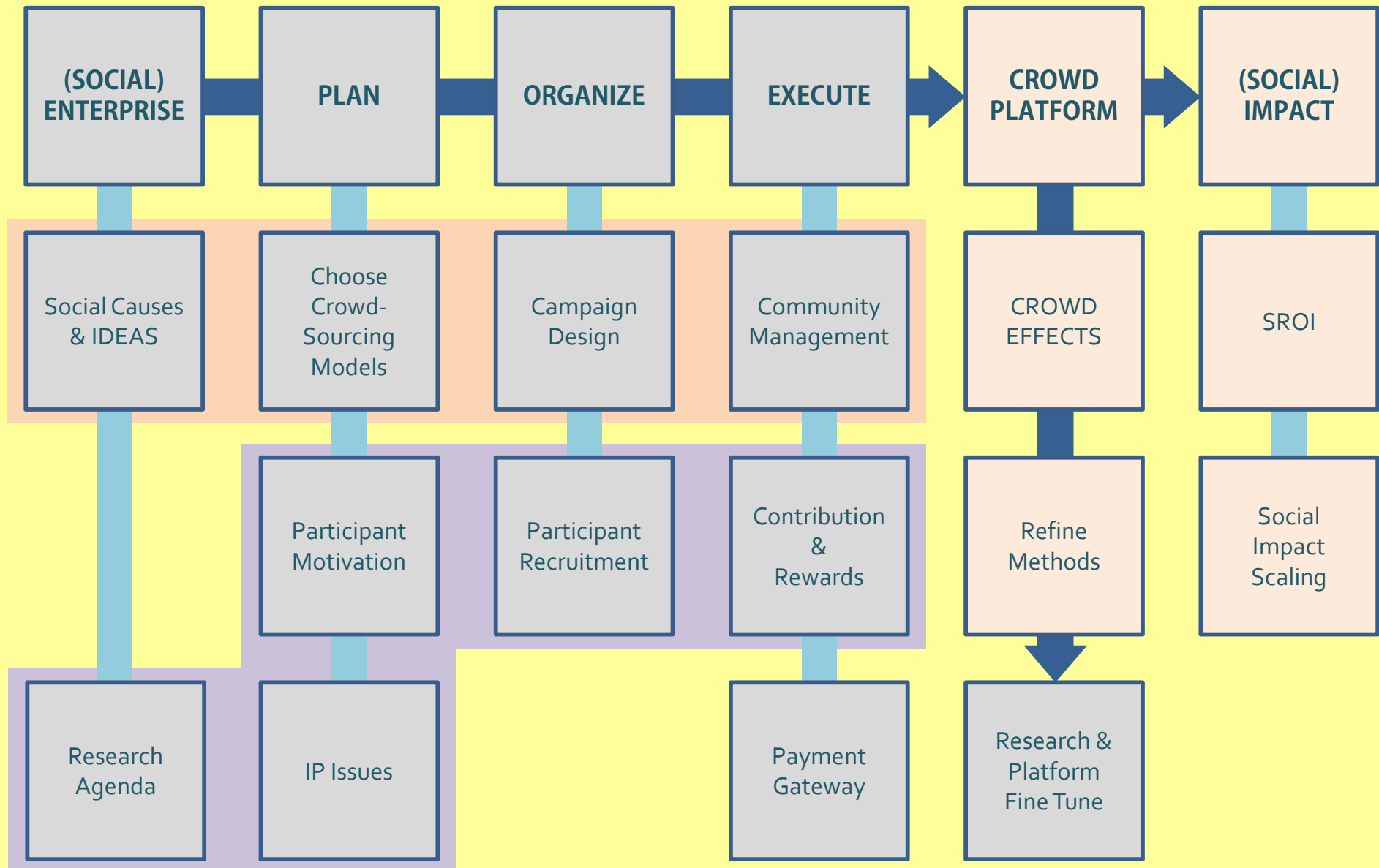


Socio-Technical Architecture



Crowdfunding Platform

Crowdfunding Process



Adapted From: Juhana Aleksanteri Laasonen (2014), "Value Creation in Crowd-Business: Developing a Framework for Successful Implementation of Crowdsourcing Initiatives", Lappeenranta University of Technology, Finland

CROWDFUNDING

GRANT FUNDING



**It's not about being
different for the sake
of being different.**

**It's about being
different in a way that
makes a difference.**

- Toni Newman, professional catalyst