



# Thai Startup Opportunities

## Global Vision, Local Showcase

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ZTRUS

# จะก็ชาติก็สู้ทุเรียนไทยไม่ได้ มั่นใจคุณภาพยืนหนึ่ง แห้วพันธุ์จีนฮุบสวนเพื่อนบ้าน (คลิป)



- 1) บุกจับ "นารา เศรษฐ" ฉ้อโกงประชาชน เจ้าตัวฝากข้อความก็...
- 2) ผนกล่ม ลมแรง เข็ก จังหวัดได้รับผลกระทบ "พายุฤดูร้อน" ช่วง...
- 3) "เฉลิมชัย" ชวนซื้อผลไม้ไทย สินค้า ช่วยเกษตรกร พร้อมรับ...
- 4) สหรัฐฯ พยายามแบน TikTok อาจละเมิดเสรีภาพ และขัด...

กรณีจีนปลูกทุเรียนเองจะออกสู่ตลาดกว่า 2 พันตันกลางปีนี้ ชาวสวนทุเรียน **พันธุ์จีน**ไม่กลัว คุณภาพไทยเหนือกว่า แต่ระยะยาวต้องปรับตัว ส่วนล้งผลไม้ ยอดส่งออกยังดี ห่วงทุนจีนฮุบสวนทุเรียนเพื่อนบ้าน

เมื่อวันที่ 23 มีนาคม 2566 หลังจากมีกระแสข่าวทางโลกโซเชียล ถึงการรอดโผล่ผลผลิตทุเรียน ที่มีการเพาะปลูกในประเทศจีน และกำลังจะออกสู่ตลาดในประเทศกว่า 2,400 ตัน กลางปีนี้ ซึ่งข่าวดังกล่าวออกมาในช่วงที่ทุเรียนภาคตะวันออก โดยเฉพาะ จ.จันทบุรี ที่ขณะนี้ทยอยออกสู่ตลาดไปแล้ว ในช่วงต้นฤดูการ ผู้สื่อข่าวได้มีโอกาสสอบถาม ถึงกระแสข่าวดังกล่าว จากเกษตรกรชาวสวนทุเรียน และผู้ประกอบการล้ง บรรจุทุเรียนส่งออก ในพื้นที่ จ.จันทบุรี ความวิตกกังวลกับกระแสข่าวนี้อหรือไม่



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Article Knowledge News Featured Sub Header

# ตลาดทุเรียนต้องสู้สะเทือน คนจีนปลูกทุเรียนได้สำเร็จแล้ว เตรียมเก็บเกี่ยวตุลา 65

By ปาริชาติ โชคเกิด - 04/08/2022

ต้องบอกว่า งานนี้ตลาดทุเรียนไทยมีหนาว สั่นสะเทือนแน่นอน เพราะคนจีนมีทุเรียนเป็นผลไม้สุดโปรด สั่งนำเข้าจากไทยแต่ครั้งมหาศาลหลายแสนตัน ถ้าจีนผลิตเองได้ ปัญหาเรื่องการขนส่ง โลจิสติกส์ การคาดการณ์วันล่วงหน้า สำหรับการสุกในระยะที่ไปถึงจีนแล้วได้ทานในรสชาติที่อร่อย สุกกำลังดีจะไม่เป็นปัญหาอีกต่อไป เพราะปลูกได้เอง ปลูกเอง ขายเอง ซื้อมากินภายในประเทศเอง ก็อาจนำไปสู่การลดการส่งออกทุเรียนจากไทยได้





What do we want to export?

Products, Tourisms or Technologies?

We need to export ALL!!

**Technologies are repeatable, reusable and scalable with economies of scale!**

# 3 Things you need to know

- Understanding

**USERS (Future Demand)**

- Understanding

**LANDSCAPE (Future Opportunities)**

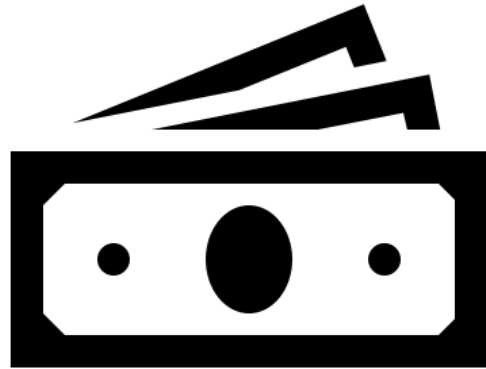
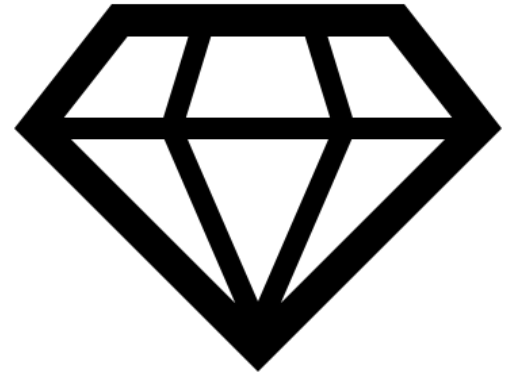
- Understanding

**GAMES (Today Strategy)**

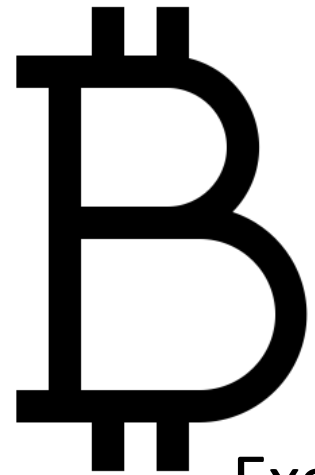
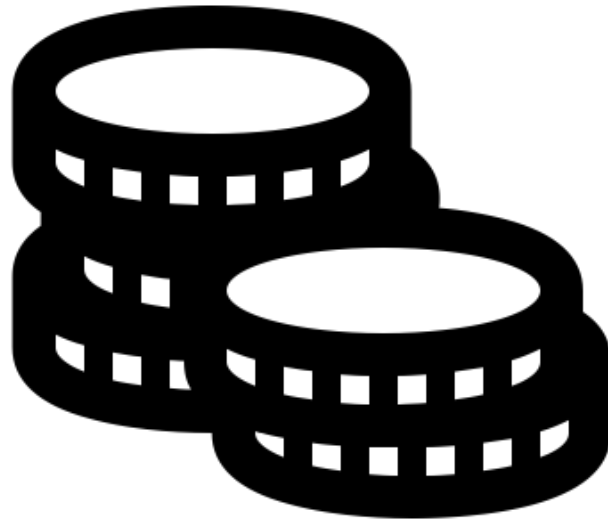
Saving



Assets



Loans



Exchange

ACCOUNTING SOFTWARE		BUSINESS INTELLIGENCE		CRM		PAYROLL		
HR	HOSTING	ERP	WORKFLOW	BILL PAY	TIME TRACKING	INDUSTRY SOLUTIONS	DMS	
PRACTICE MANAGEMENT	FUNDING	INVENTORY MGMT	TAX PREP SOFTWARE	FIELD SERVICE MGMT	ACCOUNTING ADD-ON	TAX TOOLS	EXPENSE MANAGEMENT	PROJECT MANAGEMENT
MERCHANT SERVICES/ E-COMMERCE	POS	EDI	SALES TAX	DATA INTEGRATORS	APP INTEGRATOR	RECURRING SUBSCRIPTION MANAGEMENT	AUDIT/RISK SUPPORT	OCR/DATA ENTRY

# Global Marketing Landscape for Technologies

# SMEs vs Startups

Opportunity

Dividend - **ปันผล**

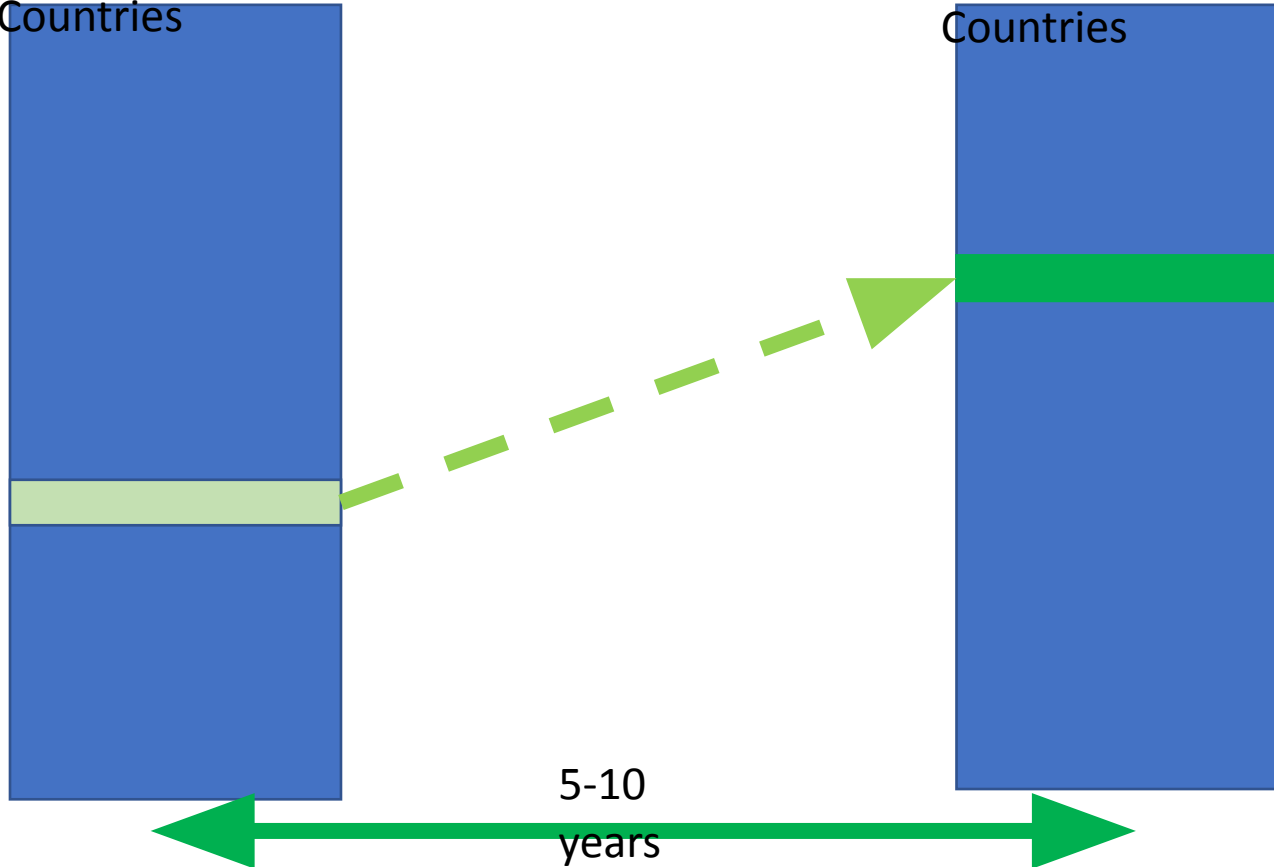
Value

Capital Gain - exit

# Demand Lagging

Developing Countries

Developed Countries

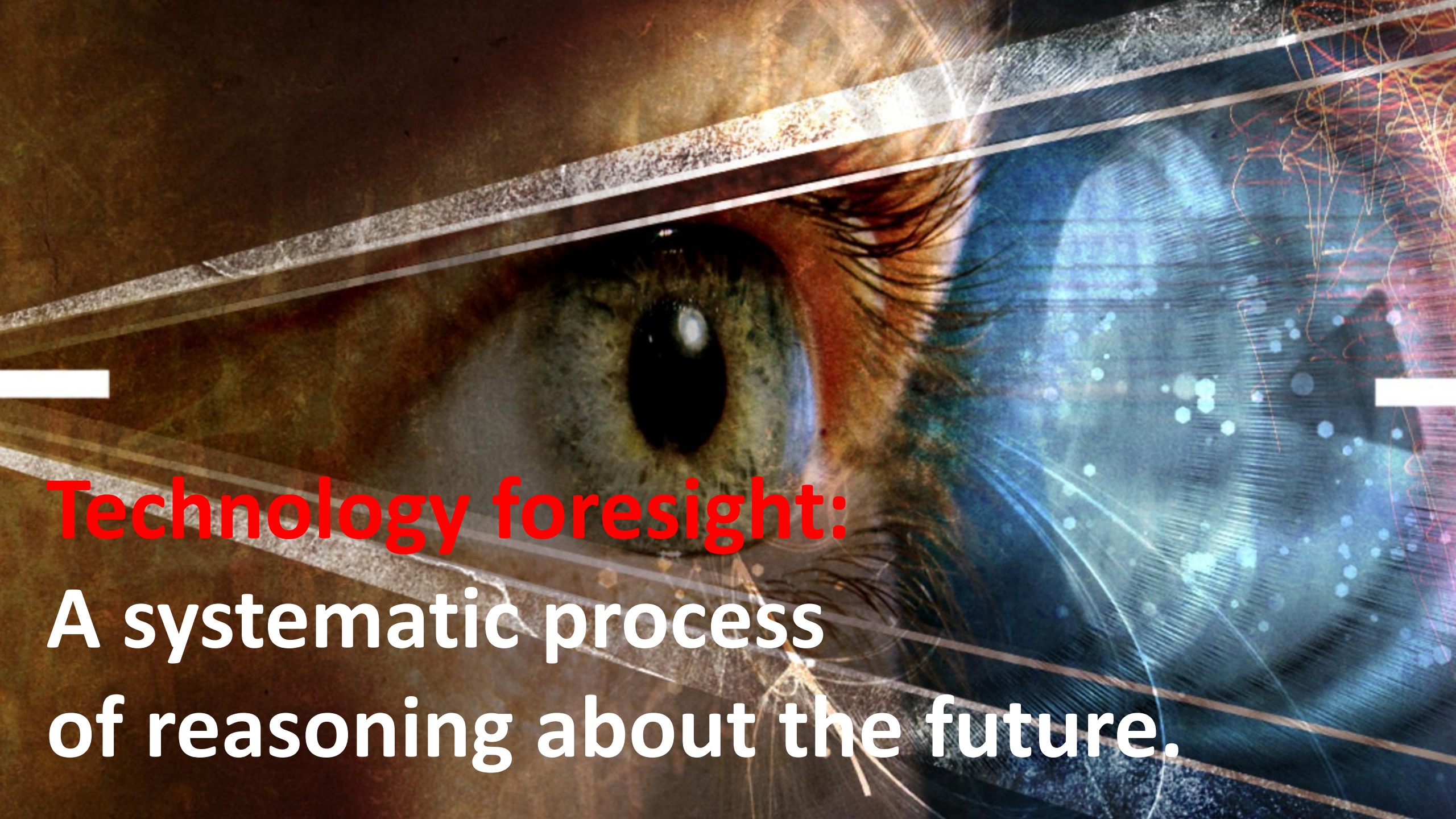


**ACCOUNTING ECOSYSTEM TECHNOLOGY MARKETPLACE 2019** Version 3.4 | Updated 5/21/19

ACCOUNTING SOFTWARE	BUSINESS INTELLIGENCE	CRM	PAYROLL
<p>Microsoft, Sage, Intuit, Xero, NetSuite, Oracle, SAP, Workday, etc.</p>	<p>Tableau, PowerBI, QlikView, QlikSense, Alteryx, etc.</p>	<p>Salesforce, HubSpot, Marketo, Pardot, etc.</p>	<p>Gusto, ADP, Paycom, Ripstone, etc.</p>
HR	HOSTING	ERP	WORKFLOW
<p>Workday, SAP SuccessFactors, Oracle HCM, etc.</p>	<p>Amazon AWS, Microsoft Azure, Google Cloud, etc.</p>	<p>SAP S/4HANA, Oracle ERP Cloud, Microsoft Dynamics 365, etc.</p>	<p>UiPath, Automation Anywhere, Blue Prism, etc.</p>
BILL PAY	TIME TRACKING	INDUSTRY SOLUTIONS	DMS
<p>Bill.com, Linnworks, eInvoicing, etc.</p>	<p>Harvard Business Review, etc.</p>	<p>Healthcare, Manufacturing, Retail, etc.</p>	<p>SharePoint, OneDrive, etc.</p>
PRACTICE MANAGEMENT	FUNDING	INVENTORY MGMT	TAX PREP SOFTWARE
<p>Practice Fusion, etc.</p>	<p>FundRazr, etc.</p>	<p>NetScout Systems, etc.</p>	<p>Drake, etc.</p>
FIELD SERVICE MGMT	ACCOUNTING ADD-ON	TAX TOOLS	EXPENSE MANAGEMENT
<p>Corrigo, etc.</p>	<p>NetScout Systems, etc.</p>	<p>UFile, etc.</p>	<p>Expensify, etc.</p>
RECHARGING/DESCRIPTION MANAGEMENT	AUDIT/RISK SUPPORT	OCR/DATA ENTRY	
<p>NetScout Systems, etc.</p>	<p>NetScout Systems, etc.</p>	<p>NetScout Systems, etc.</p>	

ACCOUNTENTX  
Should your company be included?  
www.accountentxusa.com/ecosystem  
diorsified





# **Technology foresight:**

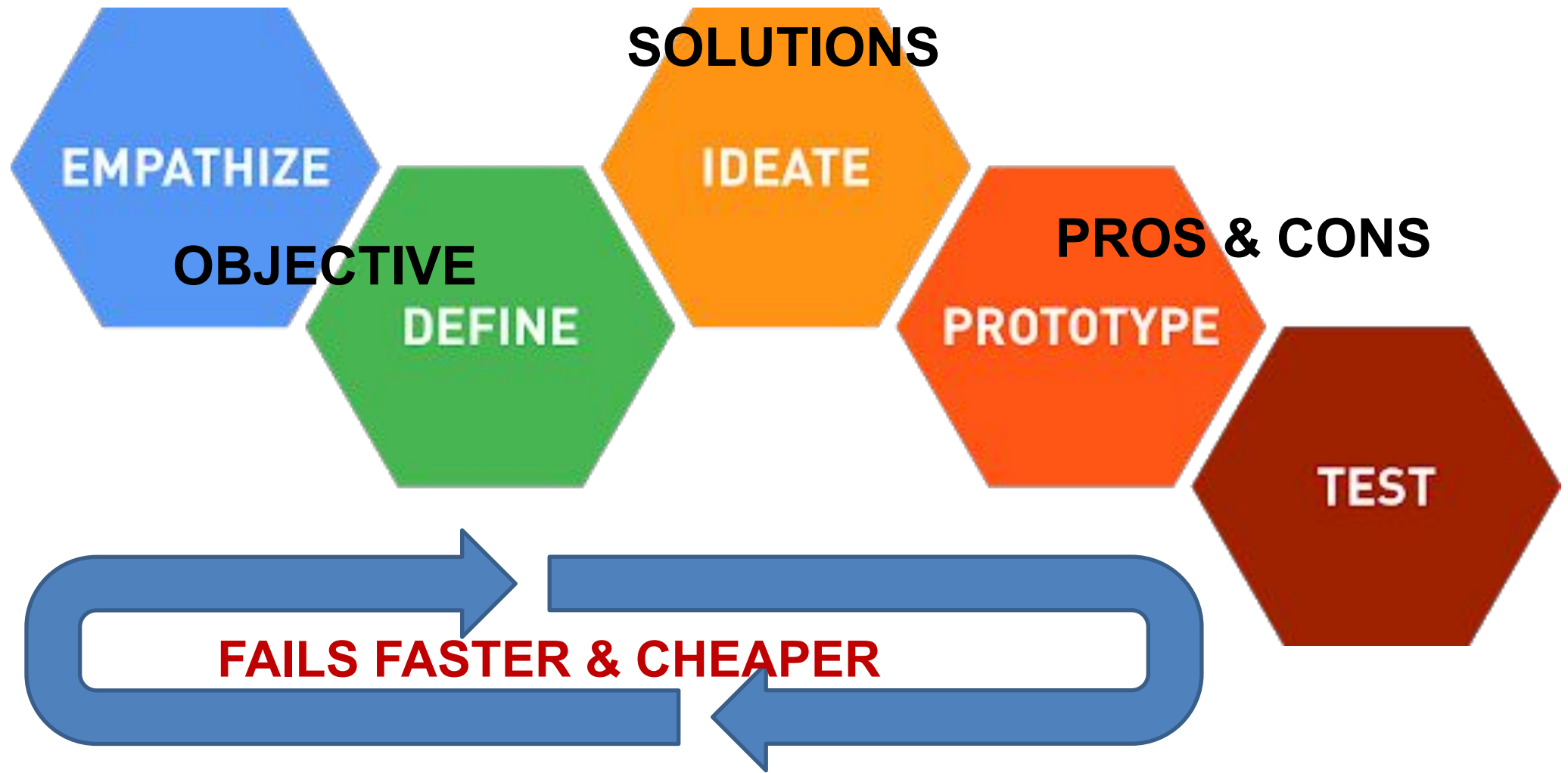
**A systematic process  
of reasoning about the future.**

# PESTEL Analysis



# Opportunity Landscape

- Technology Landscape (IP, Research Paper) - Vision
- Product Landscape (Startup Landscape or Investment) - Development
- Market Landscape (Customer pain points) - Sale & Marketing



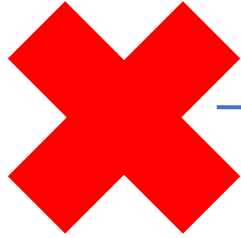
# Design Thinking Process

## PROBLEM

List your top 1-3 problems.

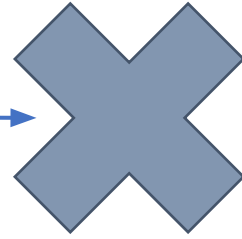
## SOLUTION

Outline a possible solution for each problem.



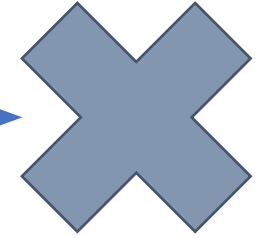
## UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.



## UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

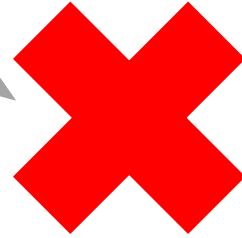


## CUSTOMER SEGMENTS

List your target customers and users.

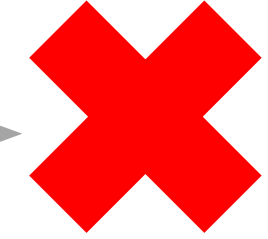
## KEY METRICS

List the key numbers that tell you how your business is doing.



## CHANNELS

List your path to customers (inbound or outbound).



## EARLY ADOPTERS

List the characteristics of your ideal customers.

## EXISTING ALTERNATIVES

List how these problems are solved today.

## HIGH-LEVEL CONCEPT

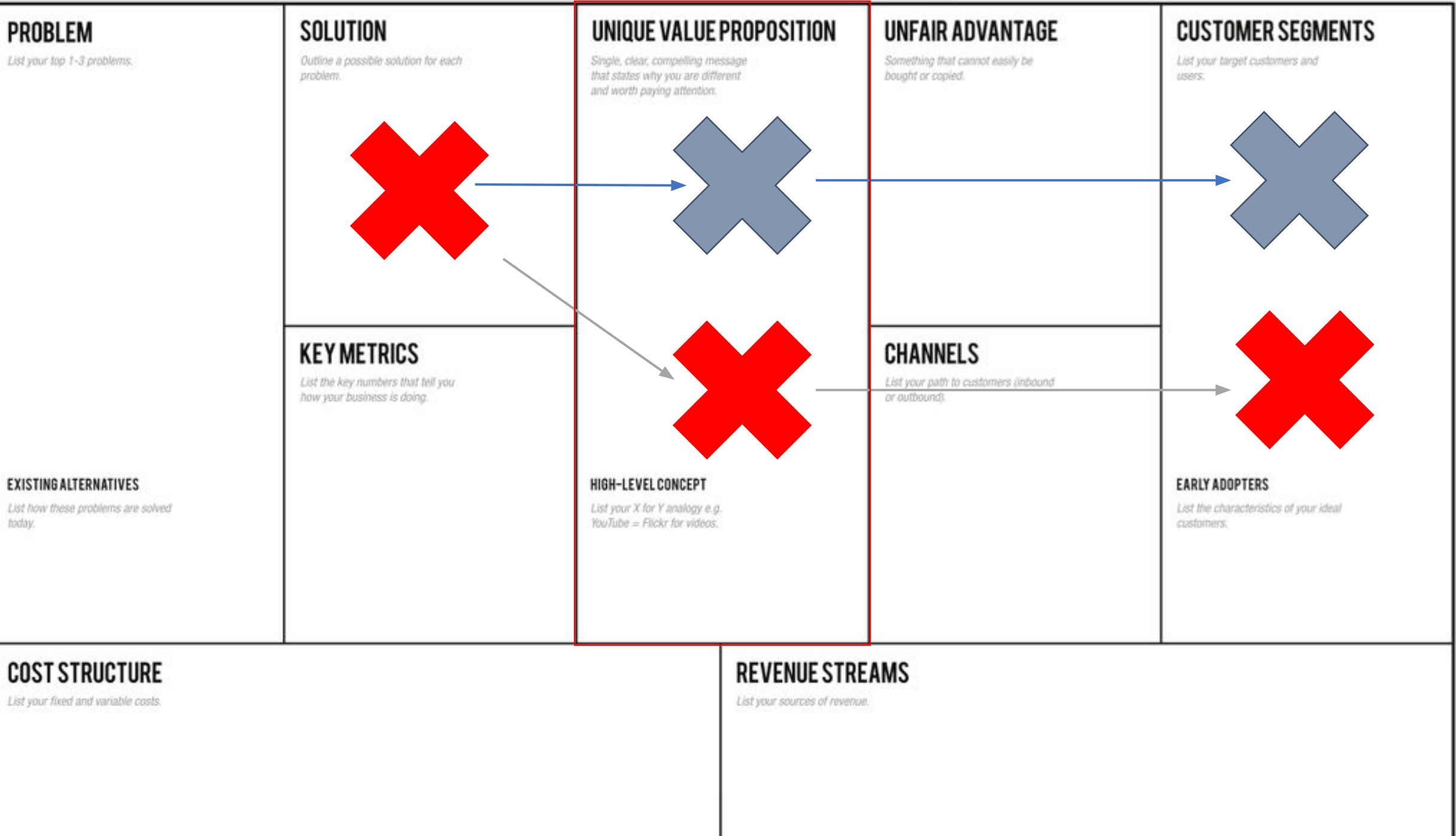
List your X for Y analogy e.g. YouTube = Flickr for videos.

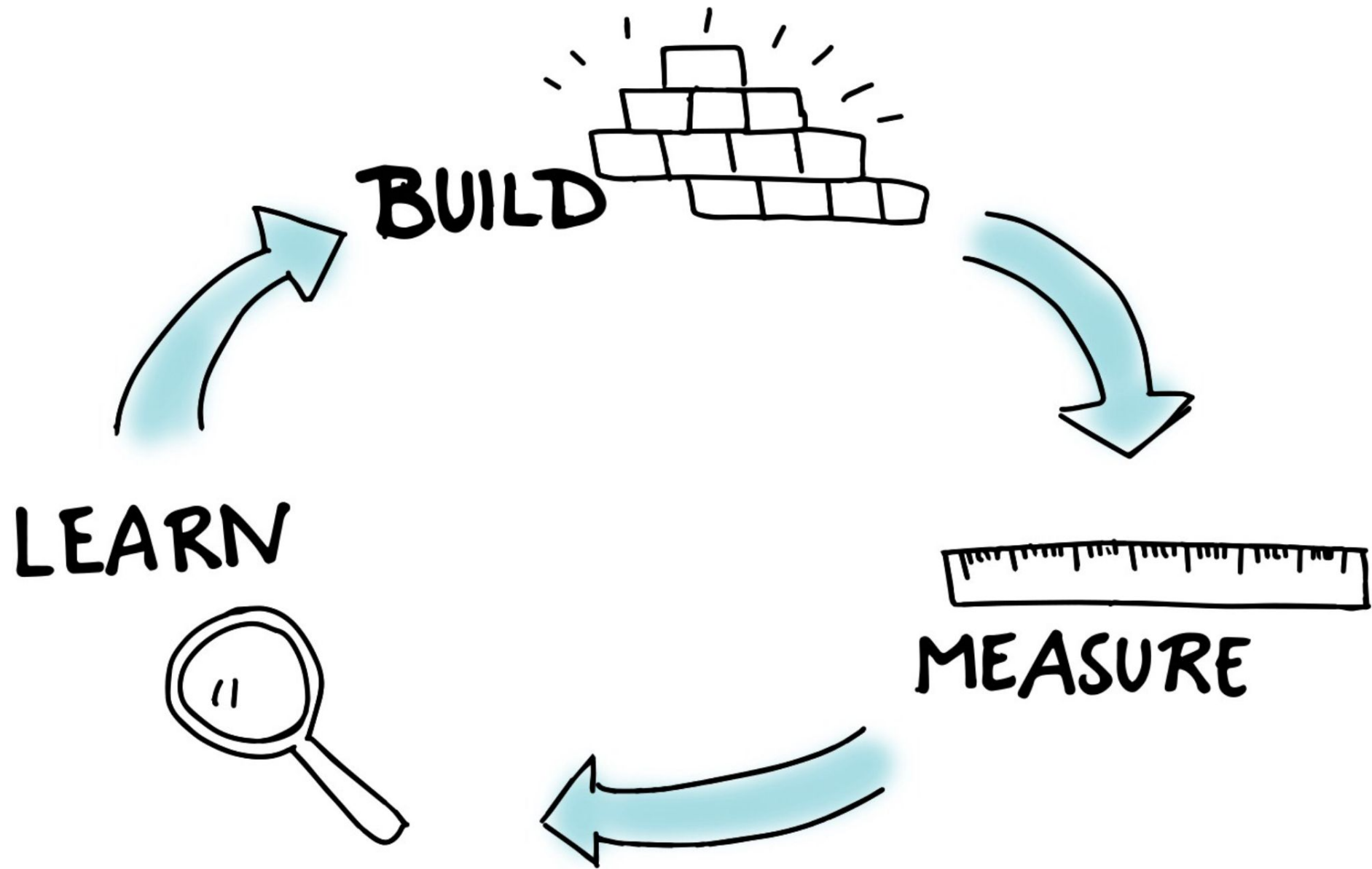
## COST STRUCTURE

List your fixed and variable costs.

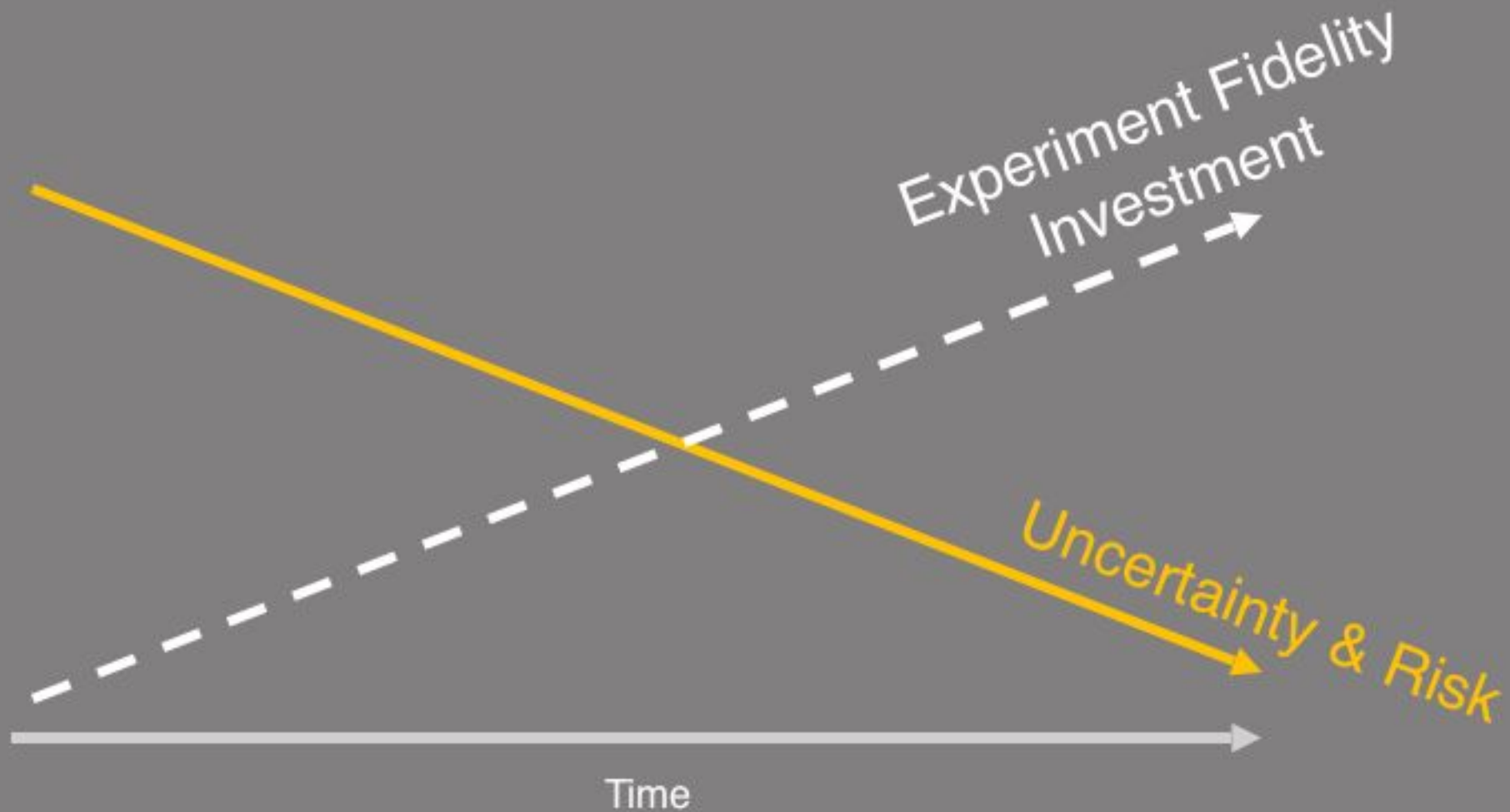
## REVENUE STREAMS

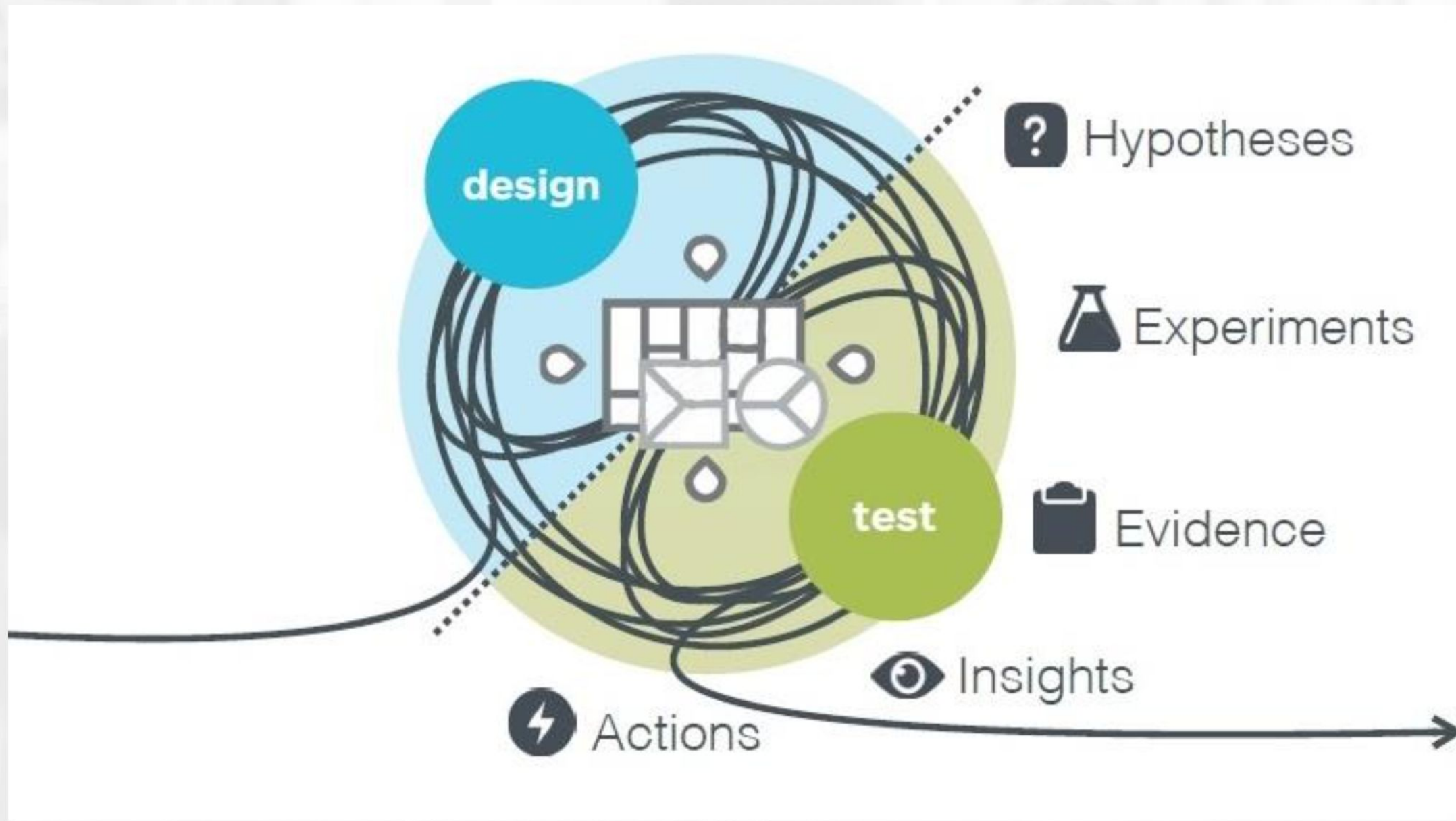
List your sources of revenue.





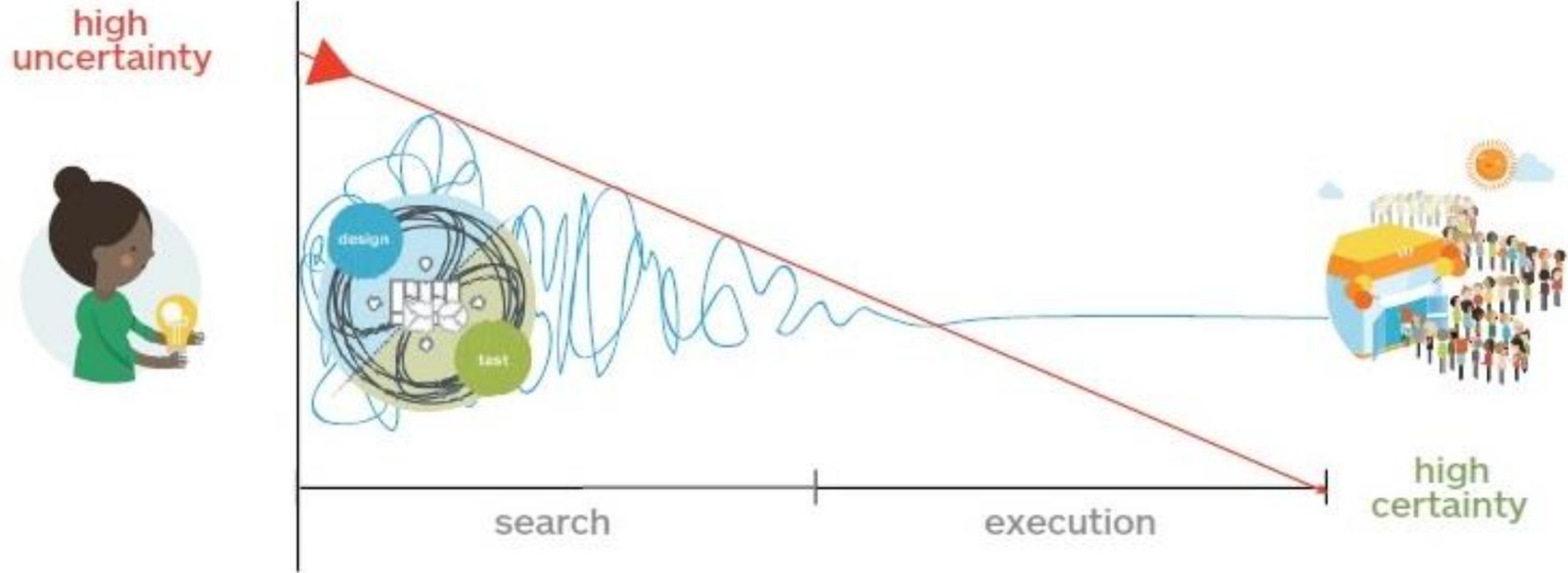
Ideate

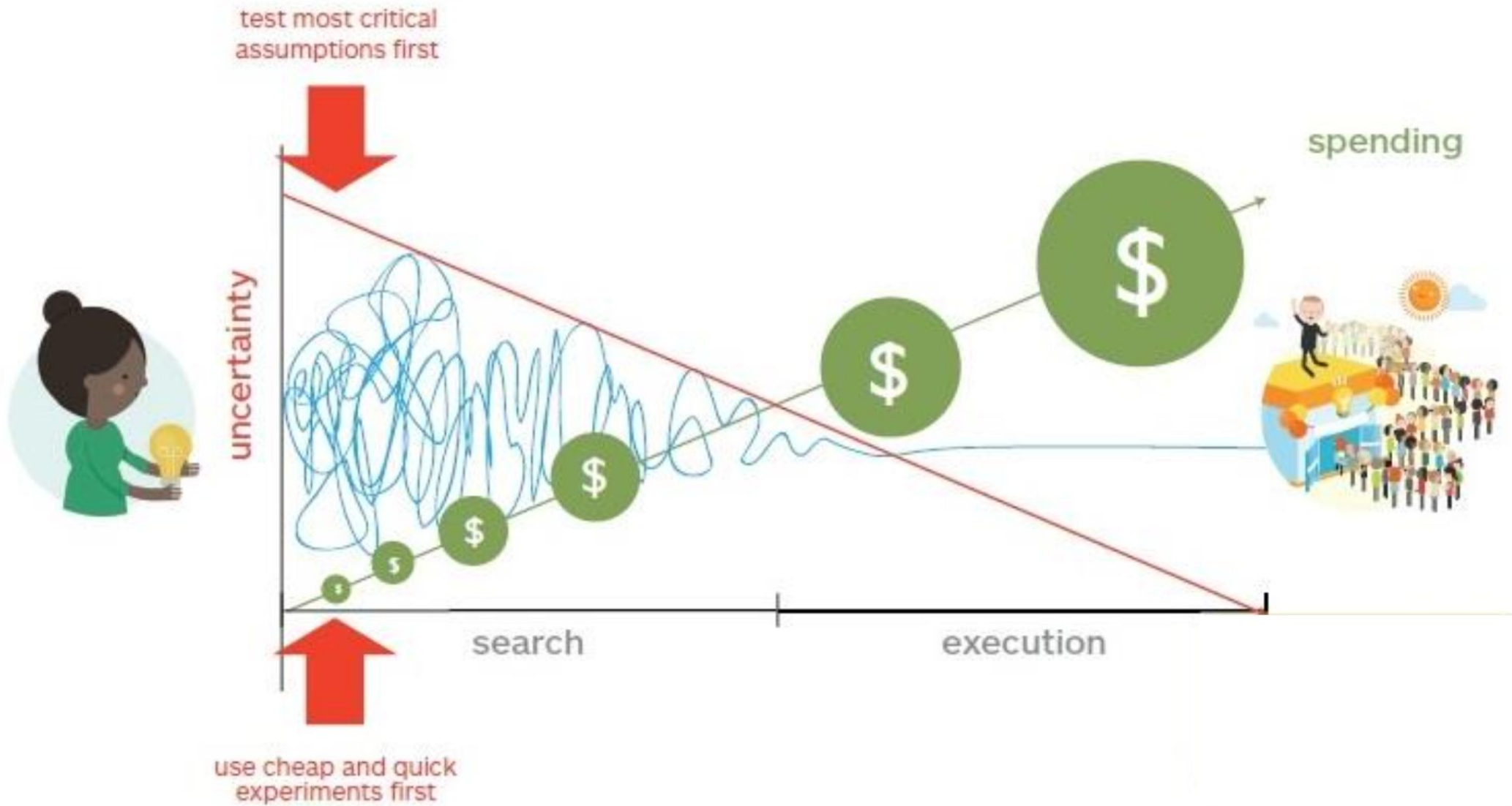






# Testing Reduces Risk & Uncertainty





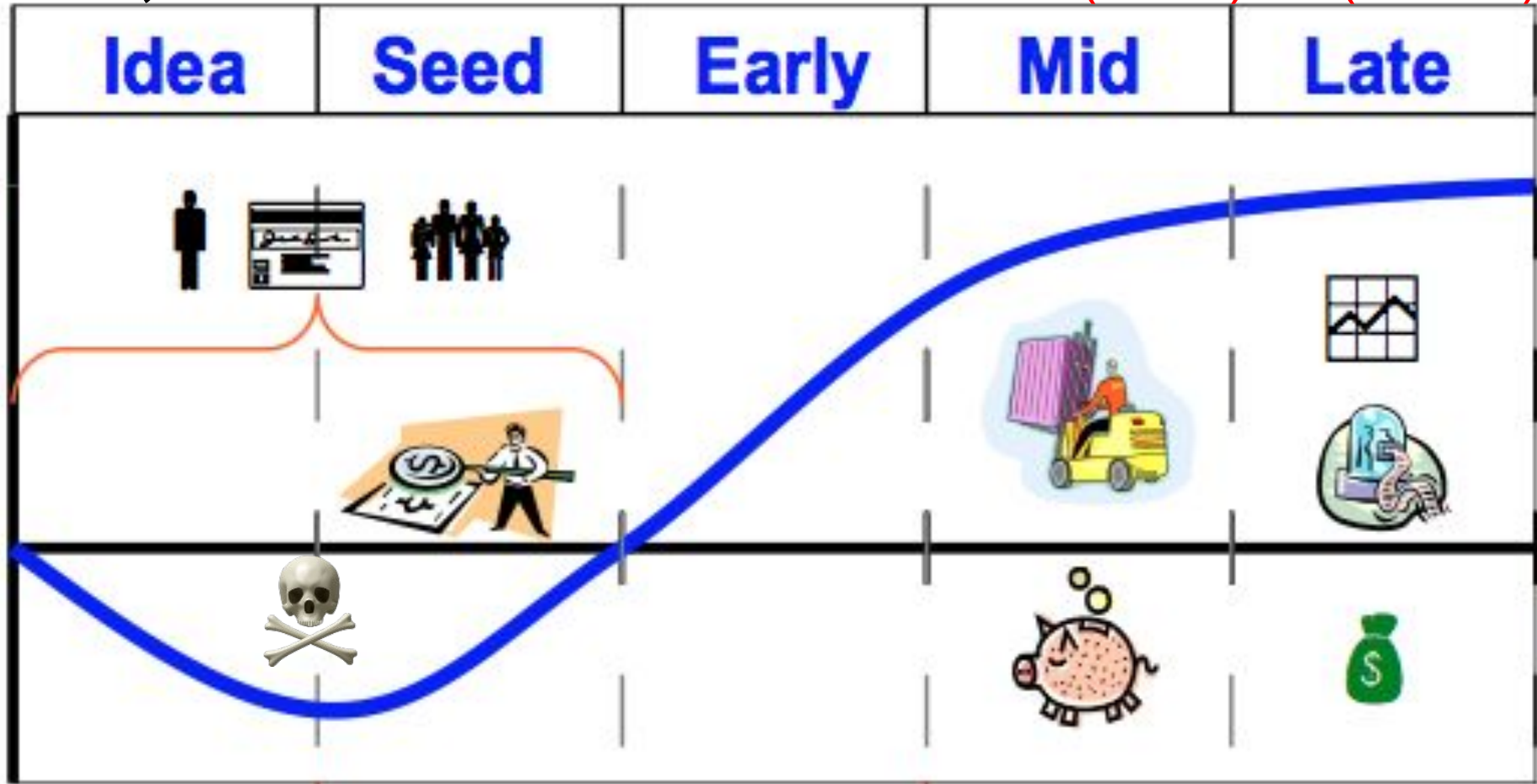
# Start-up Life Cycle

50,000    1000    100    10 (100x)    1 (1000x)

**Idea**    **Seed**    **Early**    **Mid**    **Late**

**Profit**  
Positive  
\$\$

Negative  
\$\$



**Time**

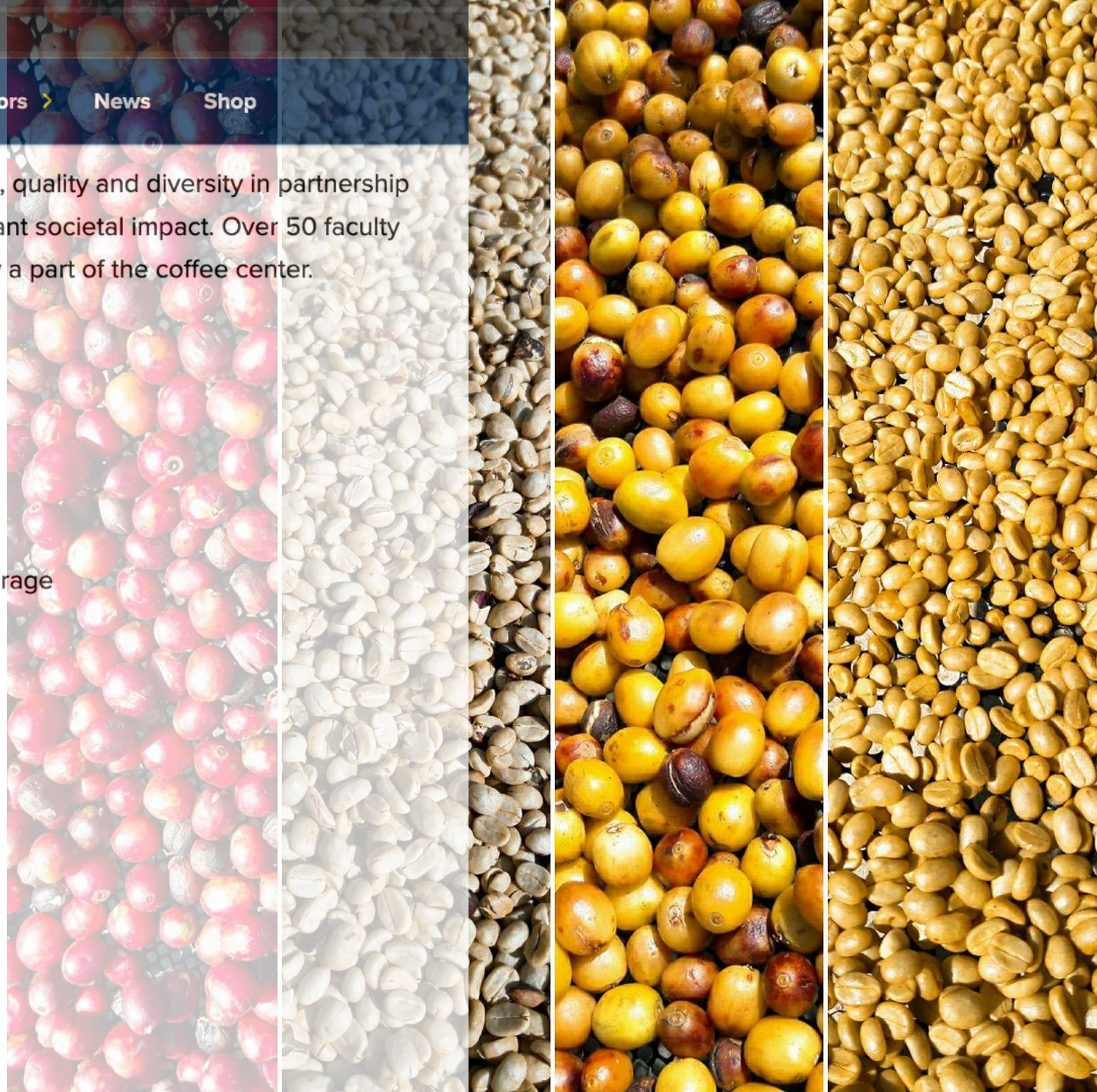
**Legend**



UC Davis has a long tradition of leveraging its academic breadth, quality and diversity in partnership with industry to make research contributions that have a significant societal impact. Over 50 faculty members, from departments spanning the university, are already a part of the coffee center.

Some current areas of research interest include:

- Sustainability and re-purposing of coffee cherries
- Agricultural outreach and extension
- Fermentation microbiology
- Genetics
- Chemical and biological degradation during green bean storage
- Chemical kinetics and reaction pathways during roasting
- Flower synchrony
- Energy efficiency during roasting and brewing
- Identification and characterization of flavor molecules
- Food safety issues, especially in cold brew
- Sensory and consumer science
- Plant nutrient dynamics
- Biological effects on consumption
- Nutritional effects on health
- Agricultural economics and coffee law
- Postharvest processing



**Advanced R&D Projects** ①

**Process Changes**

- New core processes
- Next generation processes
- Single department changes
- Tuning and incremental changes

**Product Changes**

- New Core Product
- Next Generation Product
- Addition to Product Family
- Add-ons and Enhancements

<b>Breakthrough Projects</b> ②	
	<b>Platform Projects</b> ③
	④ <b>Derivatives (Enhancements, Hybrids, and Cost Reduced Versions)</b>

**Allied Partnerships** ⑤

**Advanced R&D Projects**

These projects have the greatest degree of change, whether on the product or the process side. They involve innovation and technology development and provide a precursor to commercial development.

**Breakthrough Projects**

A breakthrough project may involve a completely new set of processes and significant change in the product.

**Platform Projects**

The platform provides a base for a product and process family that can be leveraged for several years. For example, in the GLAD case study, the initial trash bag was a platform for the subsequent ForceFlex platform and dual layer trash bag.

**Derivative Projects**

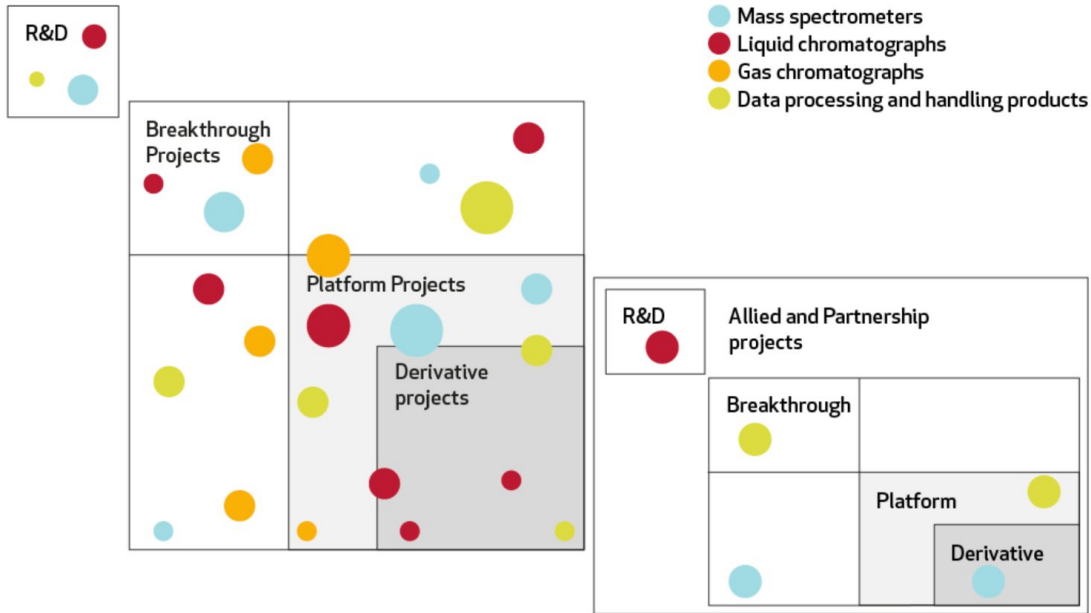
Derivative projects are those that have traditionally had market success and are adapted to reduce costs and enhancements or add-ons. Cost-reduced versions of an existing product or platform, or, add-ons or enhancements to an existing production process.

**Allied Partnerships**

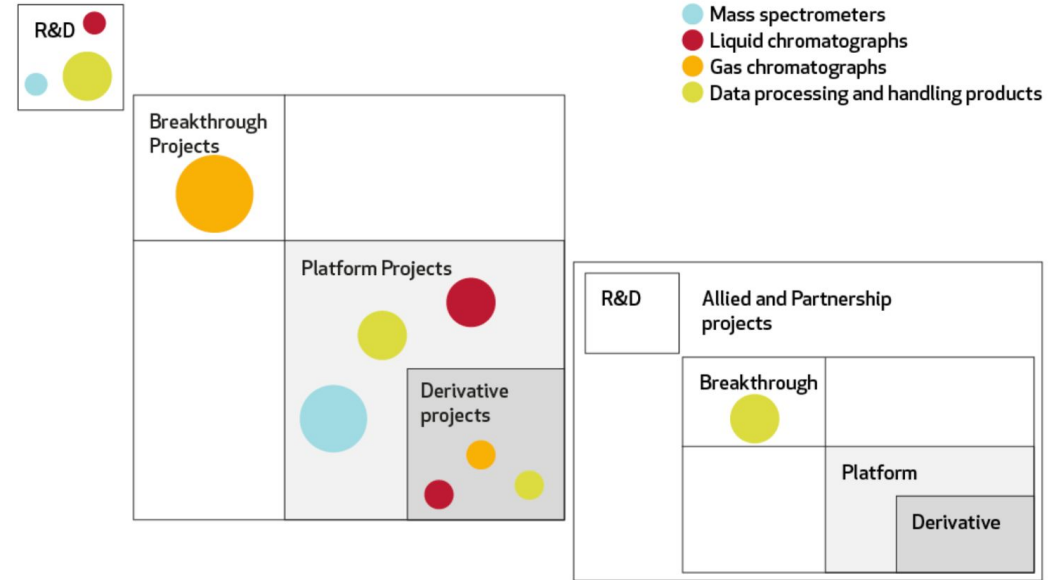
Allied partnerships involve collaboration with partners, to leverage expertise in some area of the project or to strategically share the costs and the risk.

<https://hbr.org/1992/03/creating-project-plans-to-focus-product-development>

PreQuip's Development Projects Before the Aggregate Project Plan



PreQuip's Development Projects After the Aggregate Project Plan



### Focus Where we are plan to monetize

- Basic Research R&D if we need core tech to be our competitiveness or plan to license to non-competitive
- Breakthrough or Platform if we plan to have innovation as a core
- Derivative if User experience around core is playing a key role.
- If we do not need today capability in our organization go for partnership

**PLAN TO BE THE ONE TO OBSOLETE YOURSELF**

# Financial KPIs to compare between projects

1. NPV/ROI/IRR
2. With the same NPV, Derivative projects should give faster payback period than breakthroughs and platform

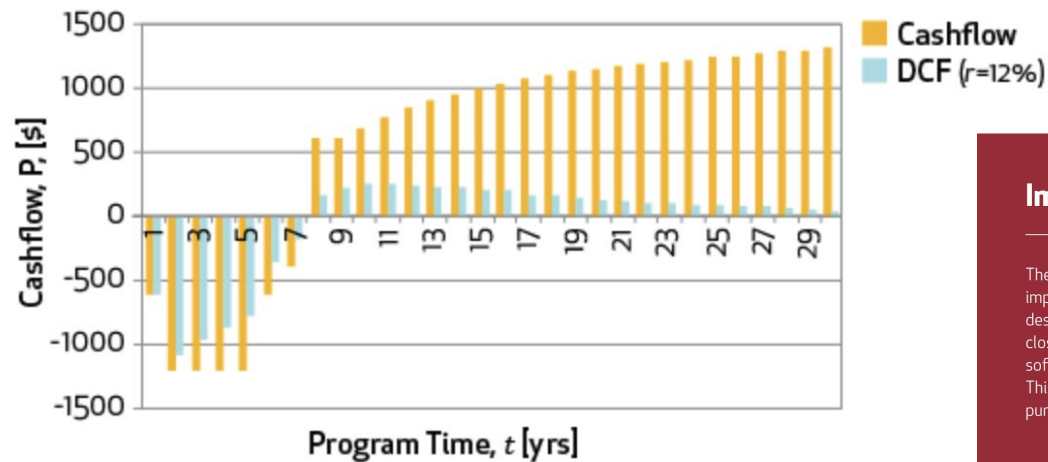


# Project Cashflow and Time to Market

Pursuing a project means the firm gives up the opportunity to invest the money elsewhere. For this reason the financial justification for the project is so important. Companies determine a reasonable rate of return on the company's investment for each project.

The graph below shows an example of project cashflow.

$$NPV = \sum_{t=0}^T \frac{C_t}{(1+r)^t}$$



## Important

The time to market can have a major impact on your project success. Launching a product earlier or later can impact your NPV. Consider the example of the first generation iPhone: Apple chose to launch the product early despite knowing that there was an issue with the battery life because they believed that the competition was close behind them. Apple expected the smartphone to be so successful that consumers would overlook the software issue, and that fixing it at a later date would not affect the sales of future generations of the device. This example demonstrates the importance of identifying when a product is good enough to launch and then pursuing a schedule as aggressively as possible.

DCF = Discounted Cashflow  
T = planning horizon

$C_t$  = Revenue minus Cost in time period  $t$   
 $r$  = discount rate (typically 5-20%)

At the beginning of project life, cash flow is negative until year eight when it eventually breaks even. We can observe that the sum of the negative area and the positive area is what gives you your net present value.



# Time To Market (TTM)

TTM is important. While hit rate for market shares compared in the market is not easy to break, try to create more return from existing market shares.

Applying MVP concept to manage TTM of product from 24 months to 14 months (get some money faster) and 24 months could help NPV

Look for upside and downside of MVP, if upside is hitting to values and customer needs and downside can be fixed quickly on the fly. Try it like the battery life issues by software fixes in iphone

Jumping off a cliff  
and assembling a plane



## ENTREPRENEURSHIP



[BLITZSCALING.COM](https://blitzscaling.com)

## BLITZSCALING



[BLITZSCALING.COM](https://blitzscaling.com)

# Key takeaways

**Global Vision, Local Showcase**

**Foresight & Landscape**

**Demand Lagging & Local Strategy**

**Financing Design**



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ, ΕΡΕΥΝΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ

BEST LUCK  
ENJOY  
&  
THANK YOU