



GLOBAL EDUCATION DIALOGUES
The East Asia Series
2013-2014

Creating start up companies: opportunities & challenges



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Discussion overview

- Start up characteristics
- Where are efforts most effectively targeted?
- Sources of start-up funding
- Professional and leadership support

Lifestyle Company

- Consultancy / graduate start up (e.g. e-commerce; software coding; translation services)

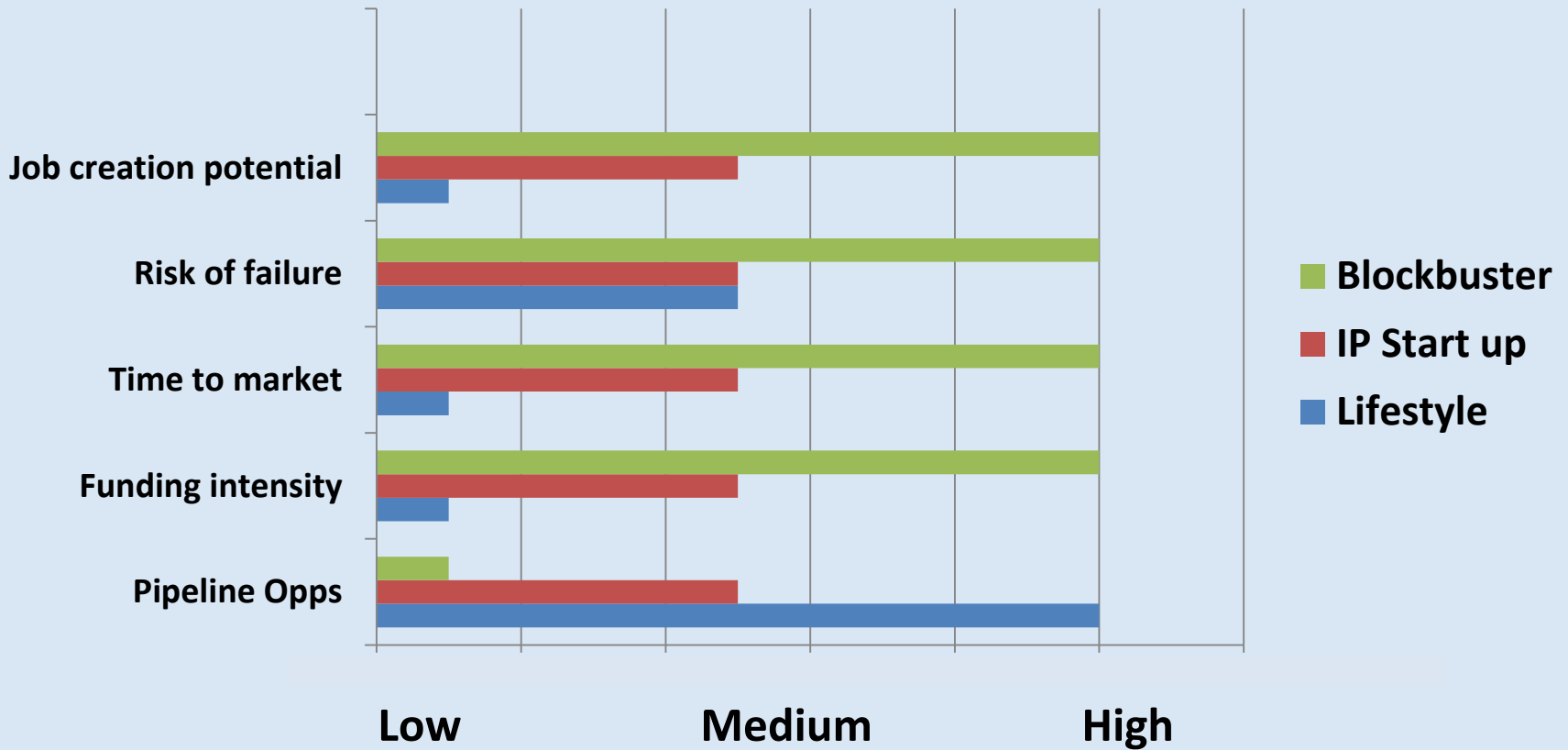
IP start up

- Development of product or service which is sold to market e.g. intelligent devices

IP Intensive

- The 'Blockbuster', with R&D investment requirement & extended route to market e.g. new drug

Characteristics by Start-up Type



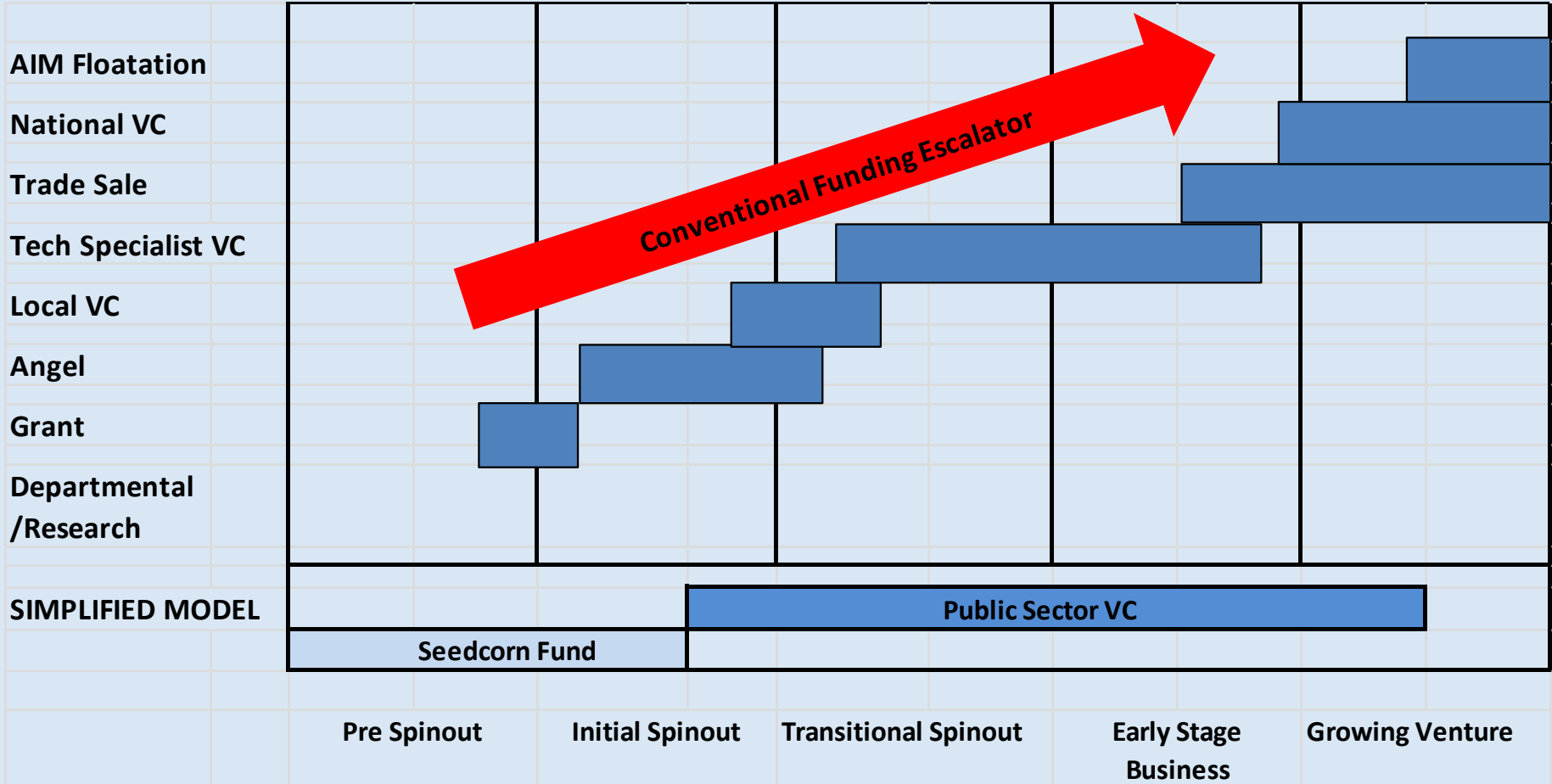
Lifestyle → low job creation
but high volume of companies
& graduate jobs



Blockbuster →
maintain pipeline because hard
to spot and a probability game

BUSINESS FUNDING IS COMPLEX & CRITICAL

- Each start-up type has different funding needs
 - By type (grant / loan / equity)
 - By duration
 - By quantity
- And at different stages of maturity



Constellation of Assisted/Created Partners



Biotec Services International



specific



fusion^{IP}

Supporting Start Ups	<u>B</u>usiness	<u>I</u>nstitution	<u>G</u>overnment
<u>F</u>inancing	Venture capital	Research Grants	Business Investment Funding
<u>R</u>egulation	IP ownership	IP-Commercialisation policy Conflicts of Interest policy HR-Reward systems	State Aid rules
<u>I</u>nfrastructure	Clustering	Research Institutions & incubators	Subsidised buildings/energy
<u>E</u>ntrepreneurship	Internships	Teaching Mentoring & Coaching	
<u>N</u>etworking	Co-location	Co-location & Strategic Research Partnerships Multi-disciplinary working	Relationship management
<u>D</u>emand-led	Global Markets	Strategic (KE) sector focus Regional economic engagement	Sector prioritisation strategy
<u>S</u>kills	Training investment (Research & Leadership) Product to Market	Research specialisation & excellence Centralised research & innovation support	Higher level skills investment



Thank you

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