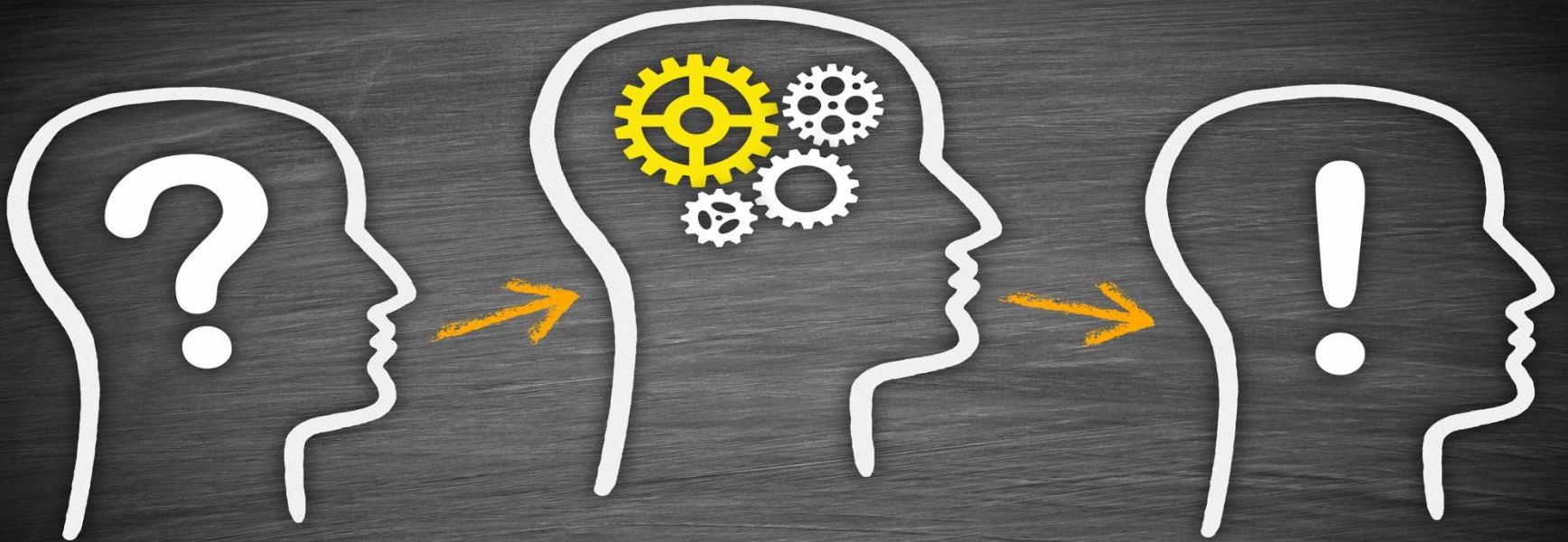


KMUTT Social Entrepreneurship

Tiranee Achalakul



Objectives

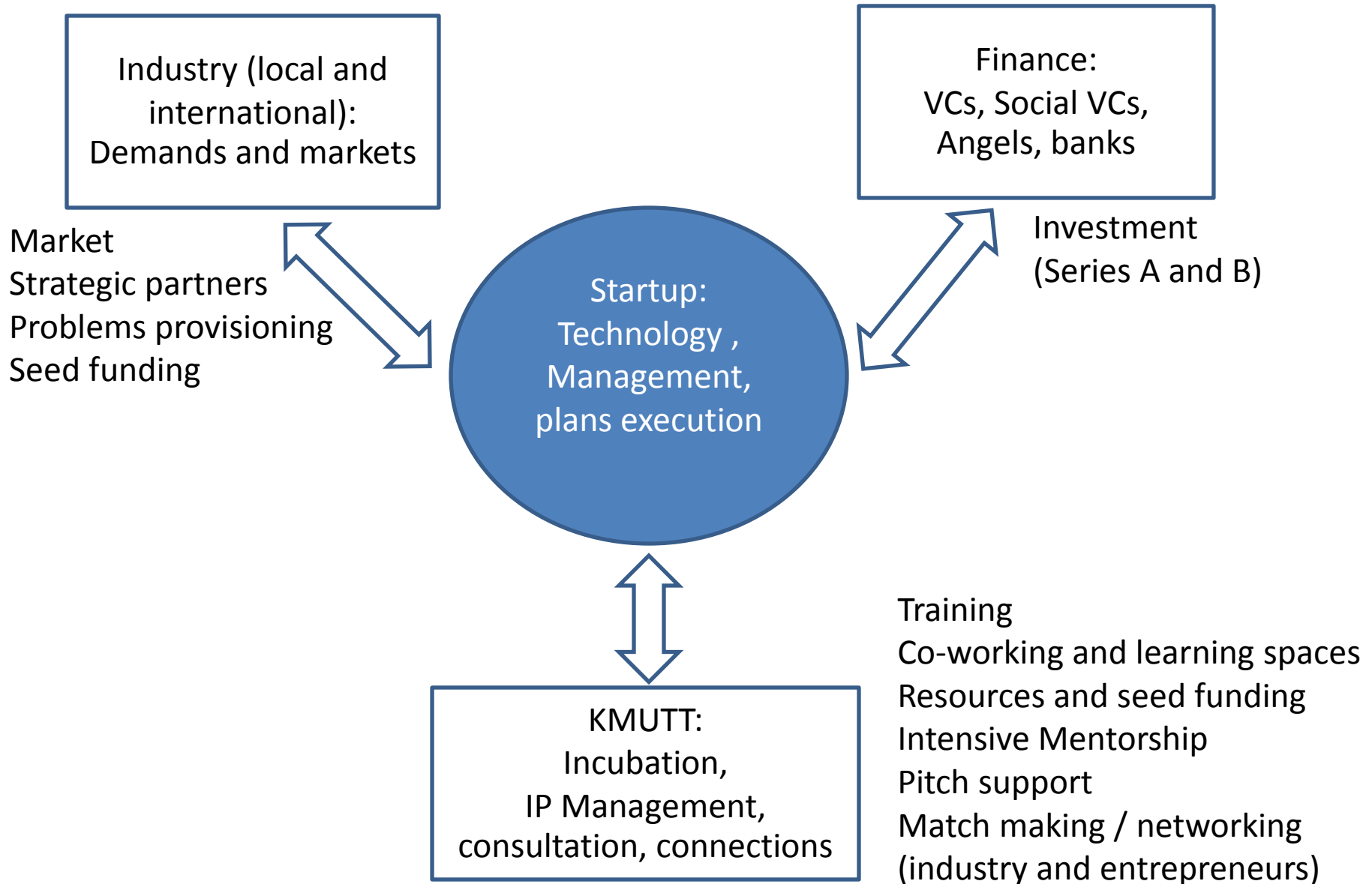
- Encourage student entrepreneurship
- Create new knowledge/products with social impact
- Commercialize KMUTT IP through our incubation unit
- Promote the concept of social enterprise

The Mission

Help build the startups based on
KMUTT IPs



The Entrepreneur Eco-system



Our Actions

- Identify research which has commercial and social potentials
- Build social entrepreneur networks and facilitate collaborations
- Manage incubation unit
 - Mentoring and consultation services
 - Workshop/training programs
 - Seed funding programs
 - Co-working spaces
- Set up an investor connex program
- Manage IP and IP licensing terms
- Integrate the social entrepreneurship concepts into KMUTT curriculums (Project-based and Elective Courses)

Human Resources

University Management

**IP
Team**

**Partnership
Development Team**

Research, innovation and partnership center

**Director
Full time employee**

**Mentor Team
Volunteered faculties**

**Business consultants
Retainer fee**

**Accountant
Retainer fee**

**Entrepreneurship
coordinator Team
Full time employees**

**Administrative staff
Full time employee**

**IP and Legal
Retainer fee**

K-En

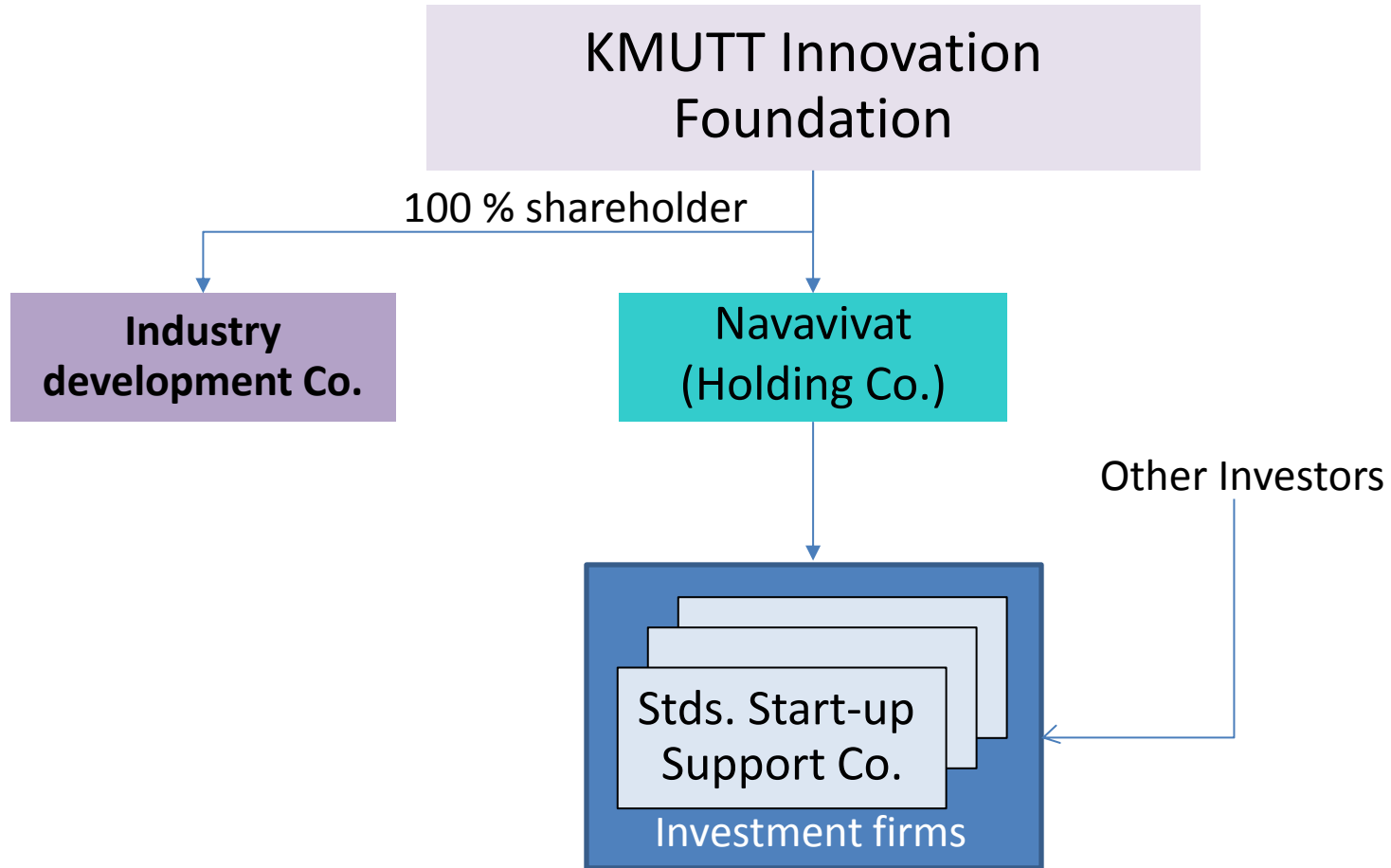
Our Main KPIs

- The number of commercialized KMUTT IPs (5/year)
- The number of startups from the incubation units (3-5 companies/year)
- The number of curriculums adopting the entrepreneur-integrated concept (5 in 5 years)

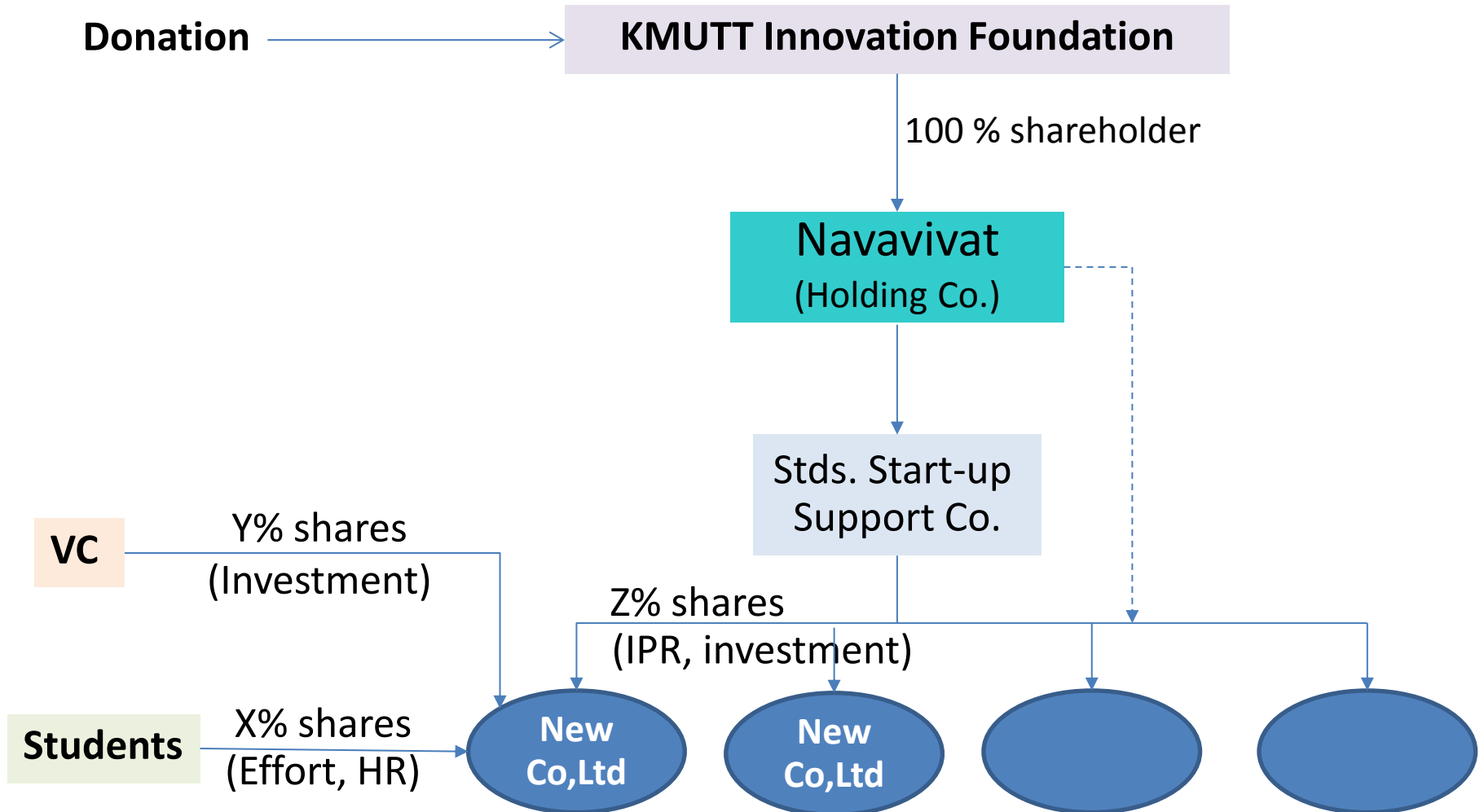
Spin-off mechanism

ENABLING COMMERCIALIZATION

Organization Structure



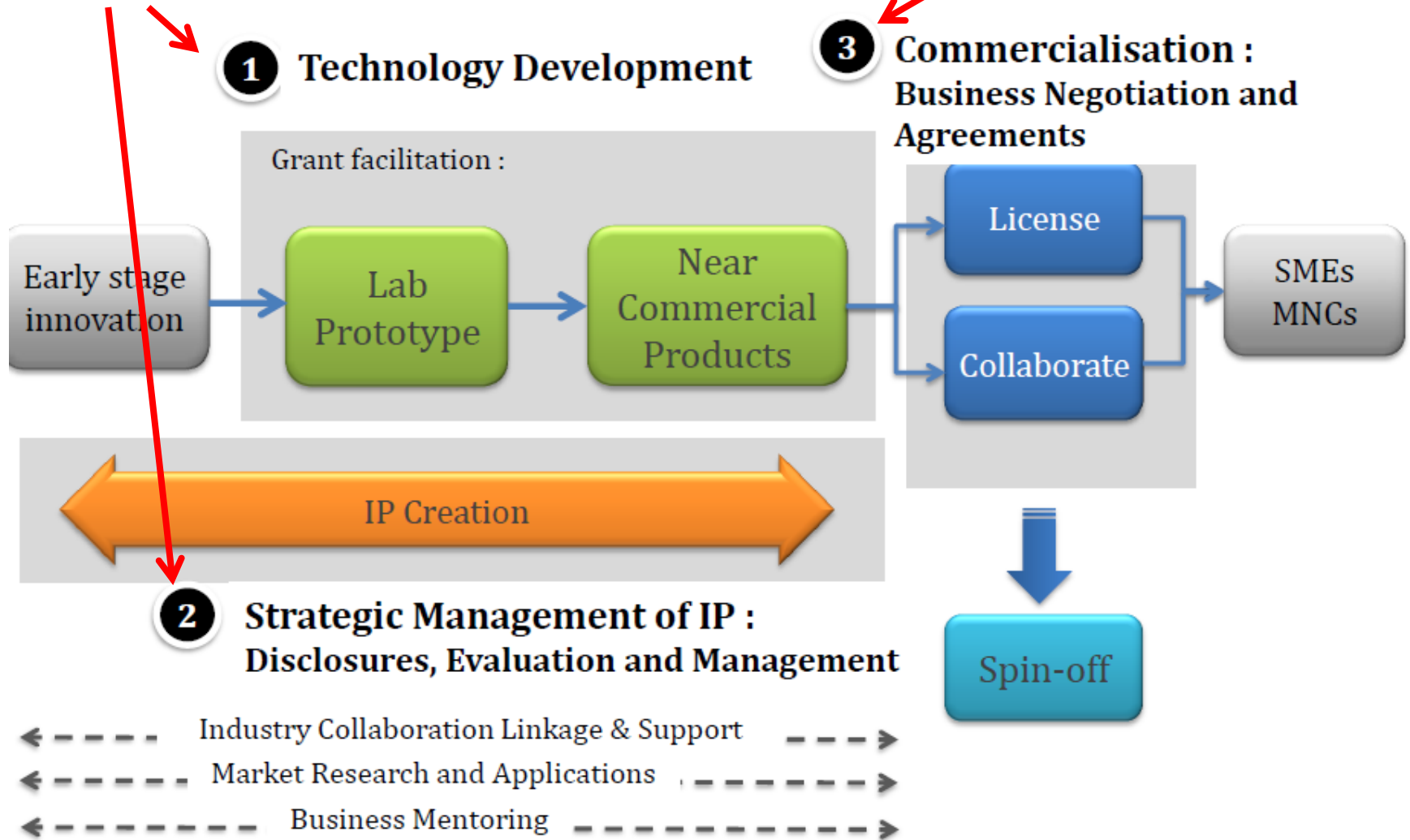
Investing Model



The Process

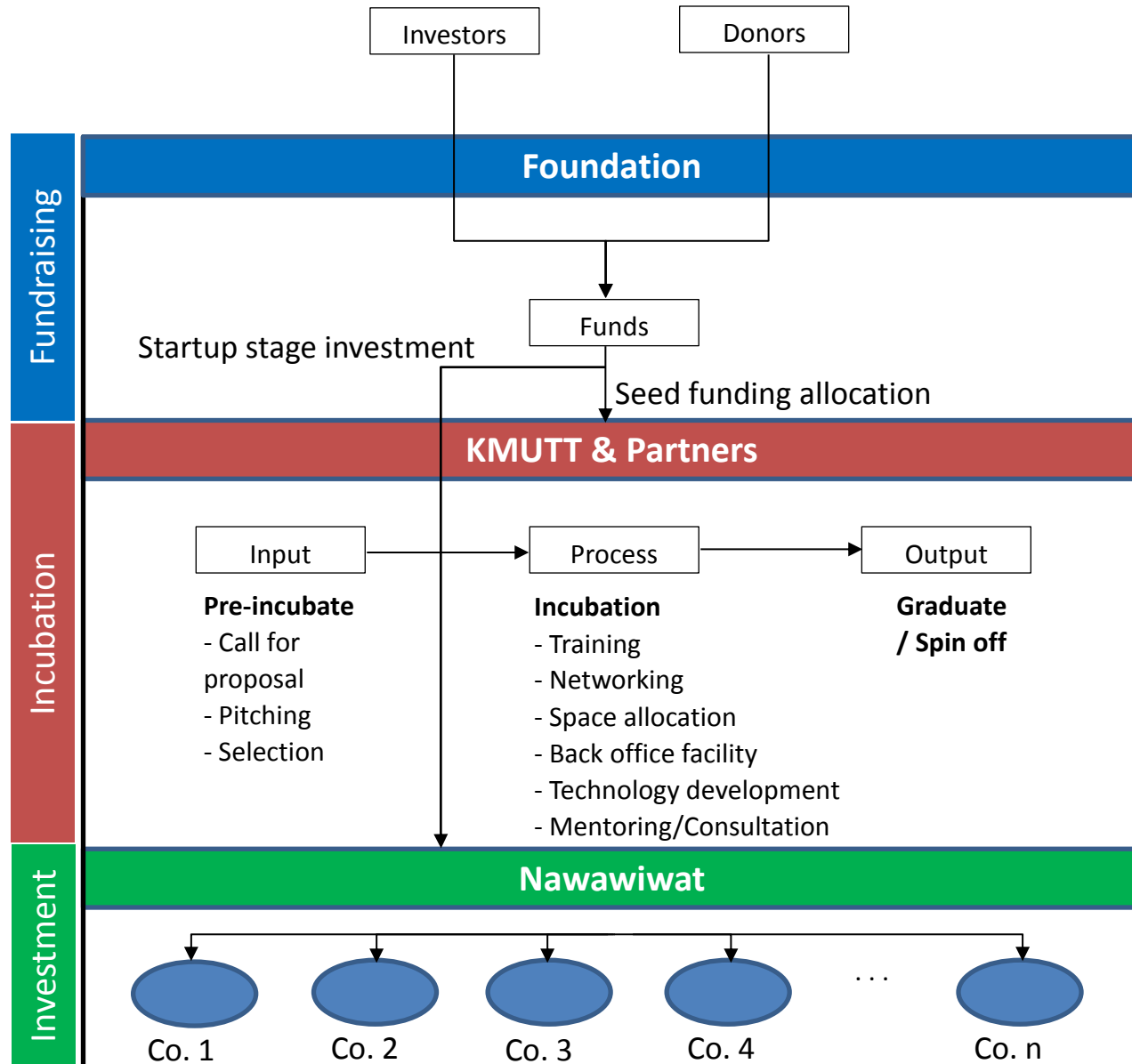
Manage by K-Entrepreneurship

Handle by Navaviwat



(ref: NTU Ventures)

Student Support Model



Spinoffs will implicitly carry KMUTT brand

Navaviwat (or subsidiary) holds at least 5% share
Navaviwat may invest with other social VCs

Mission

Help build the startups
Based on KMUTT IPs

KPIs

#IPs utilized
#startups

Keys to Success

- Identify the right strategic partners
- Talent mobility program between partners and KMUTT personnel



Spin-off mechanism

**NEEDS DERIVED FROM PRACTICAL
EXPERIENCES**

VC's Criteria to invest

Opportunity

- Large market size and growth
- Attractive product/tech
- Attractive **business strategy**
- High likelihood of customer adoption
- Good competitive position

Management

- Previous experiences
- Quality of team
- Good performance to date

Deal terms

- **Good valuation**
- Contractual structure that limits risk
- Positive influence of other investors
- Good fit with VC portfolio

Exit Conditions

- Financial market conditions
- Exit opportunities



Helps they need from us ?

Opportunity

- Drafting of business plans
- Market survey/gap analysis, how to
- Drafting of marketing strategy (traction channels, customer segmentation)
- Technology consultations

Management

- Training (on demand)

Deal terms

- Consultation on deal making (what's a good deal and what's not)
- Company Valuation, how to
- Drafting/proof reading of contracts and agreements

Supports

- Resources and seed funding
- Intensive Mentorship
- Networking and connections



Helps they need from industrial partners?

Opportunity

- Problem provisioning (technology with existing market)

Management

Deal terms

- Fair profit sharing model

Supports

- Human Resource and seed funding
- Marketing and sales efforts
- Product Requirement analysis (from real customers)

