



Stakeholder Engagement in Startup Ecosystems

ITU Regional Innovation Forum: Bridging
the Digital Innovation Divide

Fostering Digital Entrepreneurship and Startup
Ecosystems

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Presentation Outline

- 1 Personal Background & Research in the field
- 2 Dictums of Startup Ecosystem Stakeholder Engagement
- 3 Startup Players & Optimal Roles
- 4 Stakeholder Collaborative Factors
- 5 Avenues of Stakeholder Engagement
- 6 Concluding Remarks: Stakeholder Engagement



Entrepreneurial Experience

20+ Years of Entrepreneurial Experience in America & SEA

Founder/Advisor/Corporate

- Co-Founder, Board Adviser & Mentor to numerous tech startups in America and SEA
- **Leading Community-BUILDER in Thailand**
- Advised several Incubators, Accelerators & CVCs
- **CSE Consultant**
- Corporate Banker, SunTrust Bank
- **Strategic Advisor, MBMG Group**

Lecturer/Speaker/Writer

- **Frequent Key Note Speaker, Moderator, Panelist & Pitch Judge at Tech events**
- Guest Lecturer at several of the leading Universities in Thailand
- **Finance for Geeks Workshop Series**
- Founder/Editor of 2 startup blogs
- Authored 3 Startup books & numerous Funding Reports

Organizations Served

- Advisor/Speaker, ITU
- **National Expert & Global Jurist, World Summit Awards**
- Member of SME & ICT Committees, JFCCT
- **Advisor/Researcher for numerous orgs including World Bank, Seedstars World, Startup Grind, Global Startup Genome Project & Global Entrepreneurship Network**



Norway Connections

Norway Active in Thailand Startup Ecosystem

1

First Seed Forum in Thailand (Jan 21, 2014)
Organized by Steinar Korsmo of Seed Forum
Attended by Her Excellency Ambassador Katja CHR Nordgaard

2

Wizard of App campaign launched February 2013
Dtac Accelerate Program established March 2014

3

Collaborate with Thai-Norwegian Chamber Members on
Joint Foreign Chambers of Commerce Thailand (JFCCT)
Committee Meetings and Events
Vibeke Lyssand Leirvag, Vice Chair of JFCCT



Co-Founder & CFO of Ovalz



- ❖ Ovalz is an Information Supply Chain Management and Exchange Platform for smaller shippers and carriers.
 - ❖ Products: BlocTrac (Mobile Asset Management)
SmartTrac (Compliance Management)
- Member: BiTa Website: www.ovalz.io

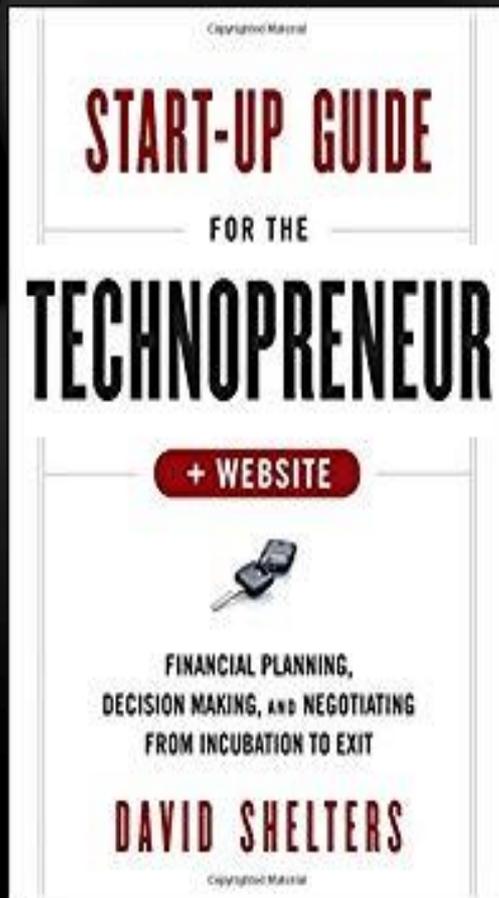
Target Market: Smaller Carriers with fleets of 20 or less that represent 97% of the industry and the shippers that work with them

New smart technologies such as Distributed Ledgers, Smart Contracts, AI and the Internet of Things are now available to revolutionize supply chains for large companies with sufficient resources. The mission of Ovalz is to ensure smaller supply chain companies enjoy the benefits offered by these emerging technologies.



Start-Up Guide for the Technopreneur

Financial Planning, Strategy, Fund-Raising & Negotiations

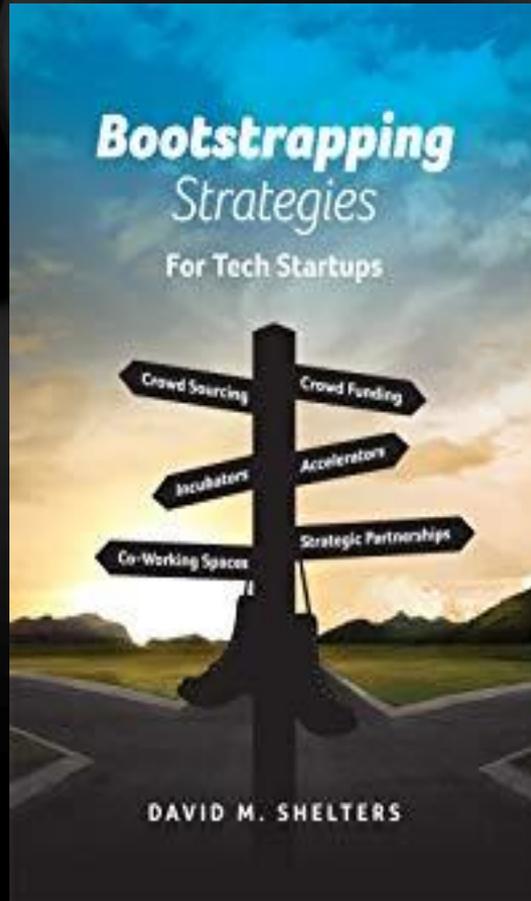


- ❑ Introduction of Conceptual Tools for Financial Planning & Strategic Decision-Making
- ❑ Efficient Fund-Raising for Minimal Dilution & Loss of Decision-Making Control
- ❑ Negotiating Tactics & Strategies
- ❑ Introduction to Startup Governance
- ❑ Devising a Financial Strategy & Plan



Bootstrapping Strategies for Tech Startups

Acquiring Vital Resources in a Cost-Effective Manner



- ❑ Re-Define the term bootstrapping as a Strategy
- ❑ Three Vital Resources for Startups:
Financial, Relational & Knowledge-Based
- ❑ Minor & Major Bootstrapping Opportunities
- ❑ Devising a Bootstrapping Strategy & Plan



Building Startup Ecosystems

Vibrancy Rating: Measure the Progress of Startup Ecosystem Development



- ❑ Introducing the Vibrancy Rating
- ❑ Development Stages of a Startup Ecosystem
- ❑ Narrative on the Development of the Thai Startup Community
- ❑ Proper Role of each Startup Ecosystem Player
- ❑ Innovative Venture Policy Proposal



Dictums of Startup Ecosystem Stakeholder Engagement



Value of Building a Vibrant Startup Community

- The value of building a vibrant startup community is to allow the other stakeholders, particularly the public sector and corporate community, to leverage the innovations of Entrepreneurs via partnership or acquisition.
- Beware of use of vanity metrics



Primary Source of Innovation is from Entrepreneurs

- There is a difference between strong technical talent and the Innovative Talent to be sought
- Innovative Talent are not looking for jobs
- Innovative talent must be sourced both locally and abroad



Dictums of Startup Ecosystem Stakeholder Engagement



Entrepreneurs are the Rightful Risk-Takers

- Accept & Appreciate that it is the Entrepreneurs who are assuming and absorbing much of the risks associated with innovation. Thus, worthy of the support of other Stakeholders.



Availability of Vital Resources to Startups

- The focus of Ecosystem Building for all Stakeholders is to ensure that all three vital resources for startups (**Financial, Relational and Knowledge-Based**) are available from diverse and competing sources



The Six Stakeholders in a Startup Ecosystem

Optimal Roles

1	Entrepreneurs
2	Investors
3	Startup Organizations
4	Universities
5	Corporate community
6	Government



Startup Players

Optimal Roles

Entrepreneurs

Primary Role is to Develop Innovations

- Assume the leadership role in building the local startup community
- Have regional and global ambitions
- Foster a “we are all in the same boat” spirit d’corps
- Establish both online and offline forums for mutual support and develop a community consciousness
- Establish an organized and unified voice for the community
- Promote the startup community as a whole

Investors

Primary Role of Investors is to select those Investment-Grade ventures worthy of the support of all Stakeholders

- Provide sufficient investment capital for success
- Make Strategic Introductions
- Offer management expertise
- Insist on good governance
- Market-driven allocation of resources
- Trailblaze paths to Exit Opportunities



Startup Players

Optimal Roles

Startup Organizations

The Primary Role of Startup Organizations is to provide “no strings attached” resources that they particularly possess that are vital to startups in an impartial manner

- Provide access to global networks
- Disseminate best startup practices
- Organize Community-Building Events

Universities

Primary Role is to produce a large local Innovative Talent Pool

- Establish Advanced Technology R&D Facilities
- Entrepreneurial Awareness Programs
- University Incubator Programs
- Monetize University Sponsored Research by partnering with local startups capable of commercializing it rather than licensing it out to an entity that often pigeon-holes the technology



Startup Players

Optimal Roles

Corporate Community

Primary Role is to provide a sufficient runway for local startups to scale first domestically and then globally by allowing access to vast client base, IT infrastructure and distribution network

- Startups are not your competitors they are a means to enhance your competitiveness
- Devise a Corporate Startup Engagement (CSE) Strategy
- Provide industry and management expertise
- Ensure startup interests adequately represented in Business Chambers

Government

The Primary Role of Government is to get out of the way by creating a favorable regulatory and business environment for cash-starved entrepreneurs

- Offer Incentives for startups in all funding stages and all supporting stakeholders (i.e. IV Proposal)
- Public Funding not to compete with Private Funding
- Avoid the use of vanity metrics
- Quality over Quantity of Startups
- Public Incubators with appropriate KPIs



Stakeholder Collaborative Factors

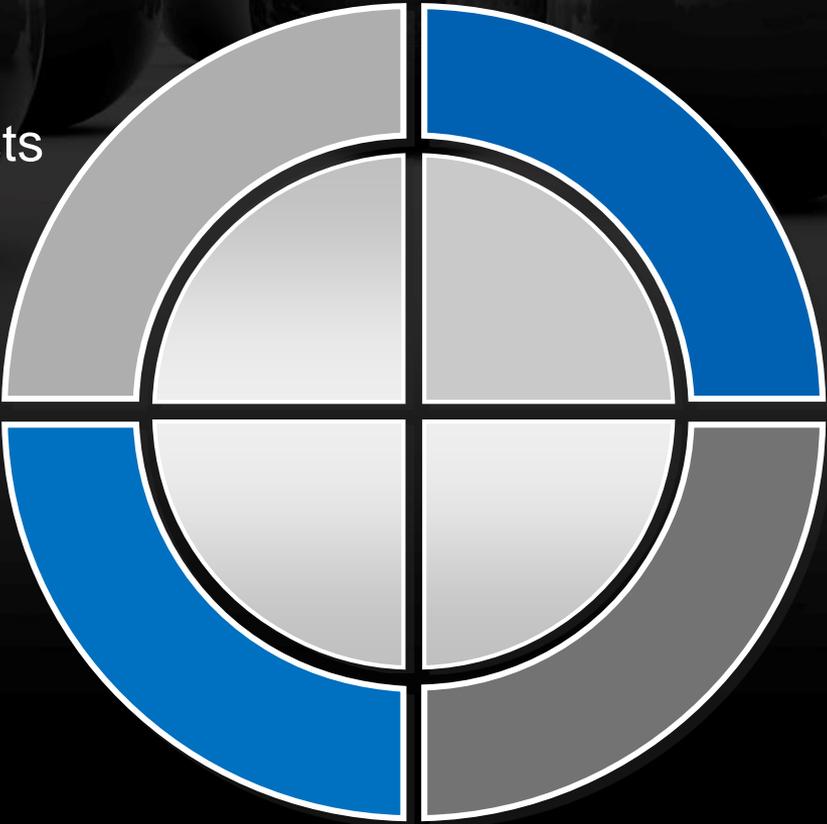
Empathy

Alignment of Interests

Decision-Making Processes

Risk Tolerance

Resources



Avenues of Engagement

Strategic, Opportunistic & Pro-Active

Entrepreneurs
Startup Organizations
Universities



Investors
Corporations
Government

- Engagement with other Stakeholders and the startup ecosystem as a whole needs to be approached in the following manners:

Strategic- Considering one's strategic self-interests and Resources that can be contributed

Opportunistic- Collaborative Opportunities often present themselves unexpectedly, assume many forms and on varied scales

Pro-Active- Become a lead organizer, actively seek and actively participate in collaborative events and entities



Concluding Remarks: Stakeholder Engagement

1

The objective is for all stakeholders to leverage the innovations of local startups to enhance the global competitiveness of the entire economy

2

The Focus is ensuring the availability of the three vital Resources required of Entrepreneurs- Financial, Relational and Knowledge-Based.

3

Each of the Six Startup Ecosystem Players have Optimal Roles

4

Mutual Empathy among Stakeholders is required for effective collaboration

5

Be Strategic, Opportunistic & Pro-Active regarding Stakeholder Engagement





Do You Have Any Questions?

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