

# What Is Next Step? Job? Startup?

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# Typical Career Plan

- Medical, Business, Arts, Literature, Law, Engineering ...
- Civil, Mechanical, Material, Electronics, Computer, Physics, Chemistry, ...
- B.S., M.S., Ph. D.?
- Which Company?
- Technical or managerial tracks?
- Start your own business?
- Early retirement?
- Meaning of life?
- Can we really plan our career?

If you are not ready,  
you are out to be slaughtered.



# What Employers are Looking for?

## ● Work attitude: Personality

- Commitment
- Confidence
- Interpersonal skill
- Teamwork

## ● Professional skills

## ● Past experiences

# Are You a Race Horse?

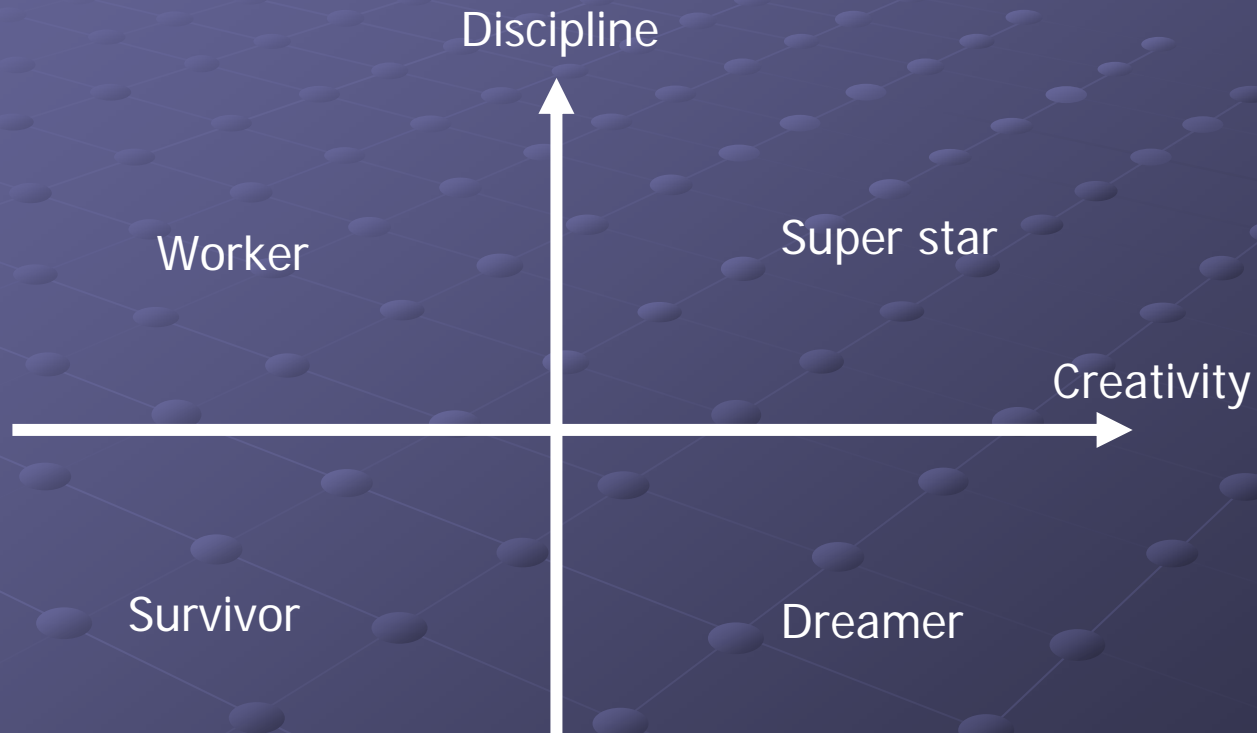


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*Hong Kong*

# Four Types of People



● Vision vs. Implementation

# How to Make \$\$\$ - Business

- Solution to a problem (or need) means business.
- So first identify the problem (or need).
- Then figure out a solution

# Research

## Prove Ideas

- Identify problem
  - Insight
- Formulate problem
  - Highly depend on training
  - Appropriate
- Solve problem
  - Skills
  - Ideas

## Brain Storming



# Butcher Pao-Din

- No need to replace or even polish his knife
- The cow was dissected with no knowing
- He understands the God-created structure and cuts through the joints between bones.
- Breakthrough often comes from interdisciplinary dialog and dedication.

# 世界是平的

Thomas Friedman

- 新一波的全球化，正在抹平一切疆界、改寫所有規則。輸家、贏家隨時可能易位。
- 資本主義下，不同工業化程度的國家層級關係，一夜之間被改寫、抹平。原先在技術、行銷、生活水準、品味上都「領先」的歐美國家，轉眼間就被飢餓拚鬥的國家，搶去工作。
- 這波科技工具的革命，已經改寫了全球化運作的規則。突然之間，每個國家裡的每個人，或每個少數人組成的小團體，都可以透過網路與世界市場中最強大的對手直接競爭。
- 世界任何角落的任何人、任何公司，只要懂得跟世界最強的資源合作，在全球供應鏈上搶到難以取代的地位，就可以馬上躍升為贏家。

# What Kind of People Should We Train?

- Professional Knowledge
- Continuous Learning
- Information processing
- Problem solving
- People relationship

Central to the survival of both the individual worker and the organization.

# How Universities See This Problem?

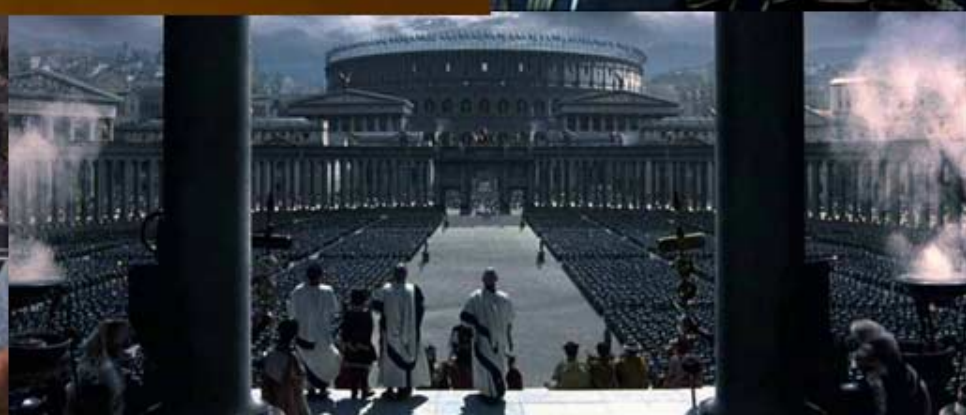
- Increasingly smaller gap between research and product
  - More competitive market
  - shorter product life cycle
- More complex business operation
  - Global competition
  - Team work is extremely critical
- Taiwan is in a critical transformation stage
  - Need more talents in business creativity, and
  - More talents to make business working and running

# Teamwork! Teamwork!

- No one is perfect.
- But a team can make it perfect.
- No one can survive on his own.
- A good team not only can survive but prevail.



GLADIATOR











A close-up shot of a man's face, heavily obscured by a blue, textured mask. The mask covers his eyes, nose, and mouth, leaving only his eyes visible through narrow slits. He is wearing goggles with a clear lens and a blue strap. The background is dark and out of focus, suggesting an industrial or military setting. The lighting is dramatic, highlighting the contours of the mask and the man's eyes.

我們團結才能存活



靠緊！





菱形隊形！



菱形隊形！



# Our Responses in Tsing-Hua



# 清大「高科技創業與營運」課程

- 全程模擬高科技、高壓力、高效率創業環境，培養學生創意、主動學習、挑戰困難的創業品格。培養國家所需的產業升級人材、因應新興國際市場快速變化、強烈競爭的趨勢。
- 強調互動教學及團隊學習。學生自組4-5人「創業團隊」包括至少二位法商、及二位工程學生，做擬實際創業公司人員組成。
- 各團隊另設立科技及商業諮詢顧問、模擬董事會及高階決策運作。
- 全程除理論學習、實際操作外，另邀請海內外創業家、實業家、各界專家作專題講座，協助學生建立人脈、掌握創業資源。
- 學習系統化的創業步驟、有信心及能力將想法實際化、組織化、並商業化。
- 課程結束後各團隊應可根據所擬營運計畫書實際創業。至少將擁有相當於實際創始公司的經歷。
- 營運計畫經評鑑優秀者將獲得實際資金協助駐成創業。


# 「高科技創業與營運」上課方式

- 十五週課程、每週室內上課三小時（包括理論及海內外創業家經驗傳承）。
- 每週十二小時以上的指定教材研讀、研究、團隊討論、報告寫作、並與指導教授、顧問面談時間。
- 每三週繳一份五頁讀書報告，各團隊每週繳營運計畫書一章。
- 各「創業團隊」於課後討論撰擬營運計畫書，並於最後一週向本課程安排的創投公司經理人和專家們簡報。
- 最後一週舉行模擬商展及廣告晚會。

# High-Tech Entrepreneurship Course Plan

w1	Introduction, Entrepreneurship, Business Plan
w2, w3	People, and Company
w4, w5, w6, w7	Marketing and Sales
w8, w9	Finance
w10	IP and Legal Issues
w11, w12	Venture Finance and VC Pitching
w13, w14	Execution, Crisis Management, Ethics, Built to Last
w15	VC presentation, Celebration, End.

# Company Business Cards



**群新科技股份有限公司**  
<http://larc.ee.nthu.edu.tw/UltraVision/>

執行長  
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 Develop Fast Measurement



研發長  
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 公司網址：<http://mutant.cs.nthu.edu.tw/DRM/>



執行長  
 Chief Executive Officer  
**吳牧恩**  
 Mu-En . Wu

**Dr.M**  
 達特猛數位有限公司 Dr. M Digital Co., Ltd.  
 NTHU, Hi-Tech Entrepreneurship Company



**Chameleon Tech.**  
 EDA Software

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**Chameleon Tech.**  
 EDA Software

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(Hi-Tech Entrepreneur Emulated Company)

**彭煥凱 Pumbaa Peng**

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 Chief Executive Officer

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技術長

**施冠岐**

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Simple Technology Corporation  
 星波科技股份有限公司

 **勁青科技公司**

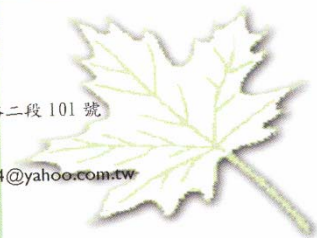
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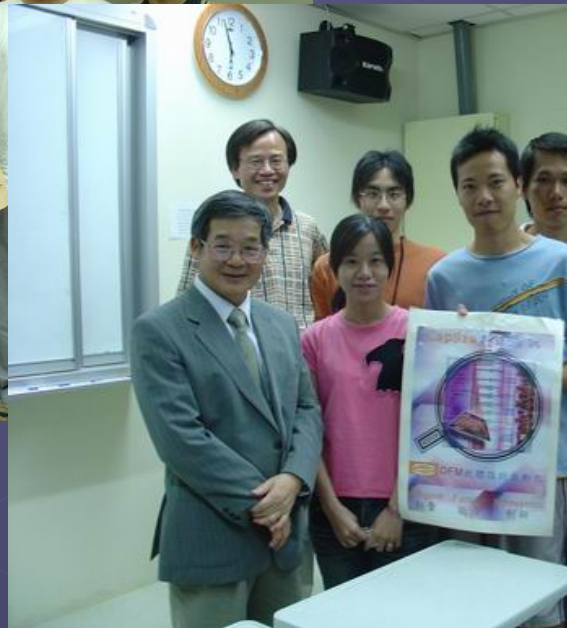
AN NTHU HI-TECH ENTREPRENEURSHIP COMPANY

# 2005 Invited Speakers

演講者	演講內容	演講者	演講內容
張有德博士	Starting Up a New Company	順達科技 鍾聰明 董事長	高科技創業常見之財務、法律及公司治理問題
清大育成蔡哲正	清大創新育成中心簡介	倚天資訊 黃杉榕 董事長	高科技產品定位的挑戰
思源科技呂茂田董事長	Company Format	陳光前 博士	創業常見的IP問題
林楠生博士	產品的國際佈局	源景創投董事長王峯根	台灣創投產業淺談
富鑫創投林坤禧董事長	Marketing & Sales for High-Tech Start-Ups	光寶集團副總 林元生	成為永續經營的公司
張振倫律師	From Inception to IPO and Beyond	黃文丁	危機處理
菁英財物 張興中副總	高科技創始公司的財務規劃與管理		

# Invited speakers

CEOs, VCs,  
Lawyers, ...



# 2005 VC Presentation



VC Reviewer





# 2005 High-Tech Entrepreneurship Trade Show



2005 Trade Show

Trade Show



2005 High-Tech Entrepreneurship Night  
Dr. M



2005 High-Tech Entrepreneurship Night



# Class Web Sites

- 2005: <http://140.114.71.103/xoops/>
- 2006: <http://140.114.75.227/xps/>

# The Parable of Three Stonecutters

When ask what they were doing,

- The first replied, “I am making a living”
- The second replied, “I am doing the best job of stonecutting in the country”
- The third replied, “I am building a cathedral.”

The Practice of Management, P. Drucker (1954)

# Taiwan – A Leader in Innovation!

Our Vision