



# **Bilkent CYBERPARK**

## **Science and Technology Park**

# Life is about...

- Creating value
- Taking calculated risks
- Listening to your heart
- Realizing your aspirations
- So is entrepreneurship!

Some **changed** the world...



# Some are in **college**...

Marc Zuckerberg

Age:22

Hangs out with girlfriends

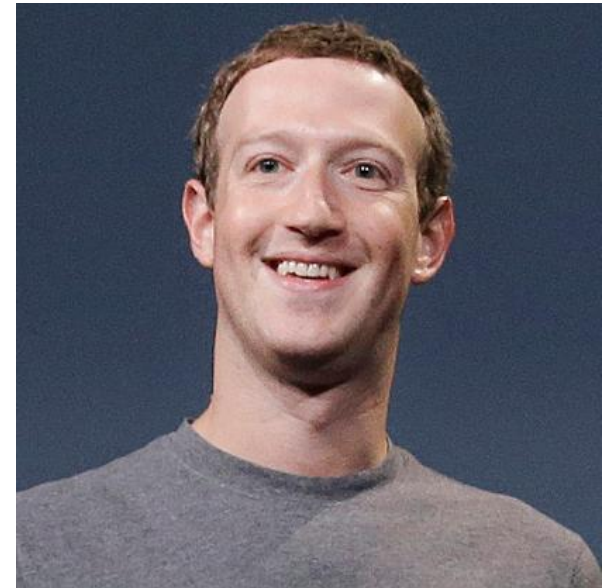
Stays in a rented apartment

Drives a cycle

Also, an **ENTREPRENEUR!**

Ceo, Facebook

Market CAP: \$407.3 billion





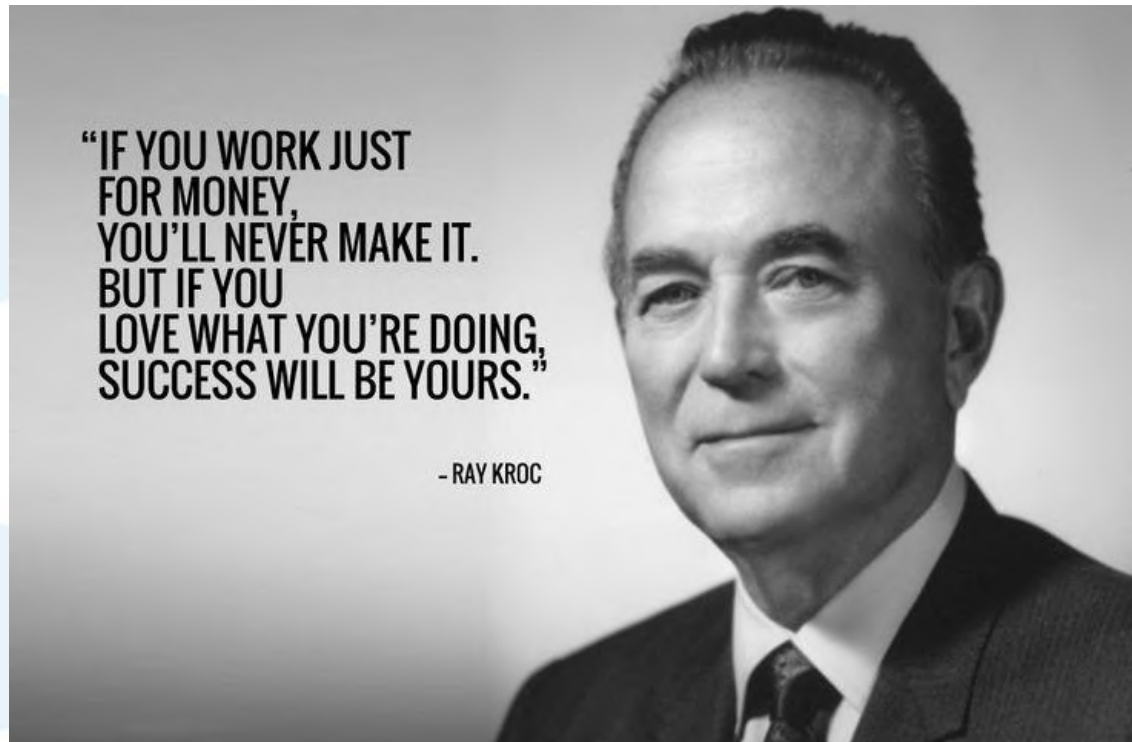
# Some are in **his fifties**...

Ray Kroc

Age:53

- Hard-working
- Innovative
- Opportunist

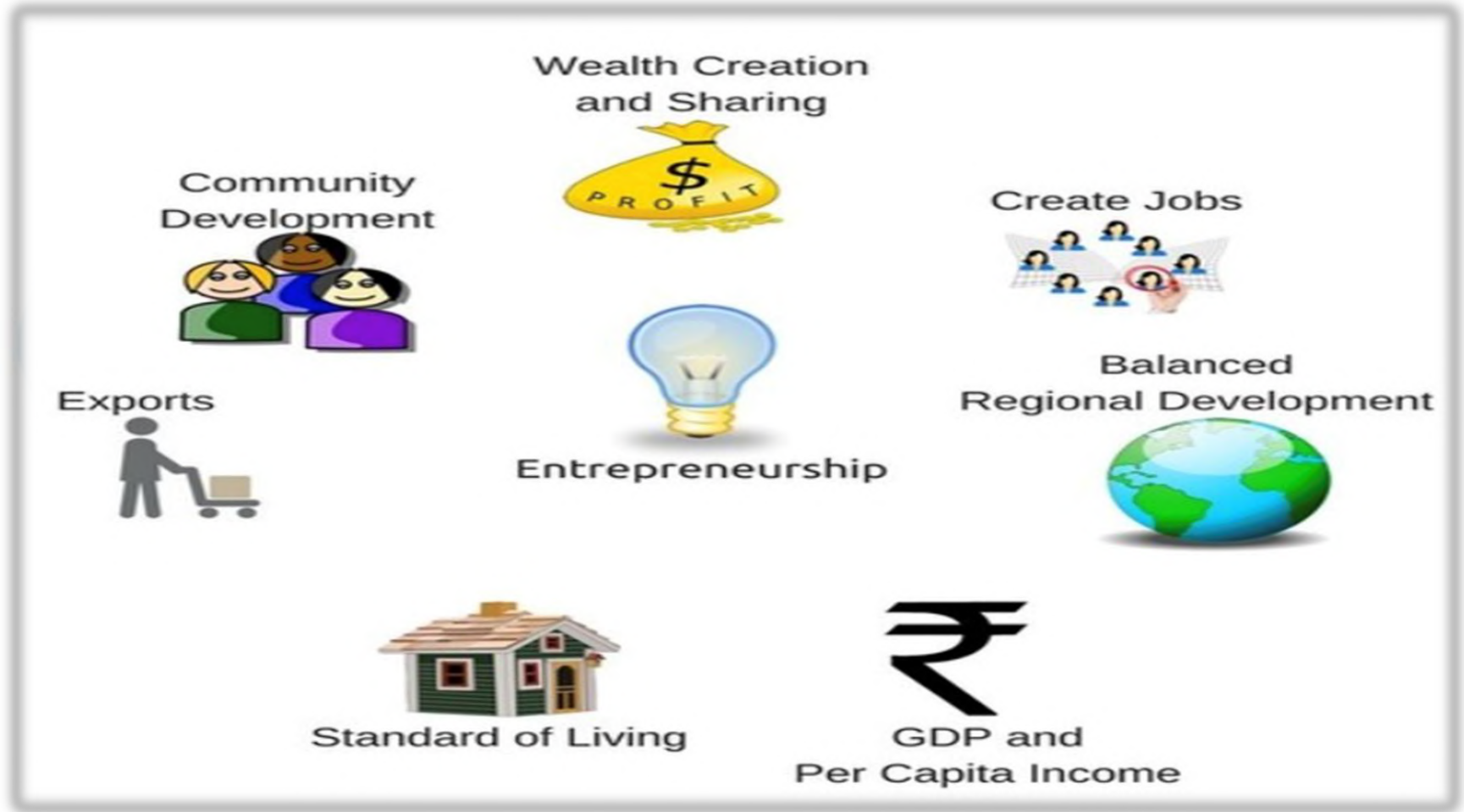
**McDonald's**



You should watch "The Founder"

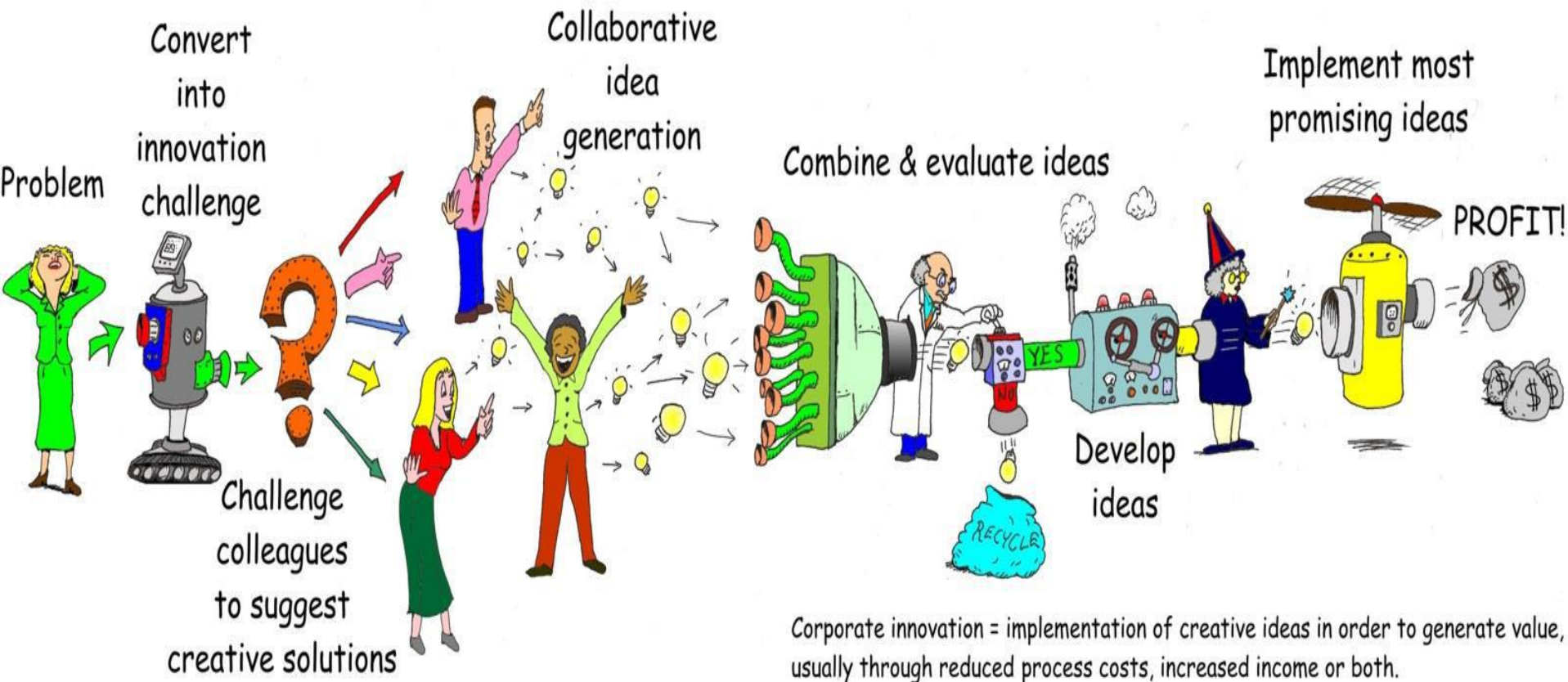


# 7 Roles of Entrepreneurship in Economy Development of a Country





# INNOVATION







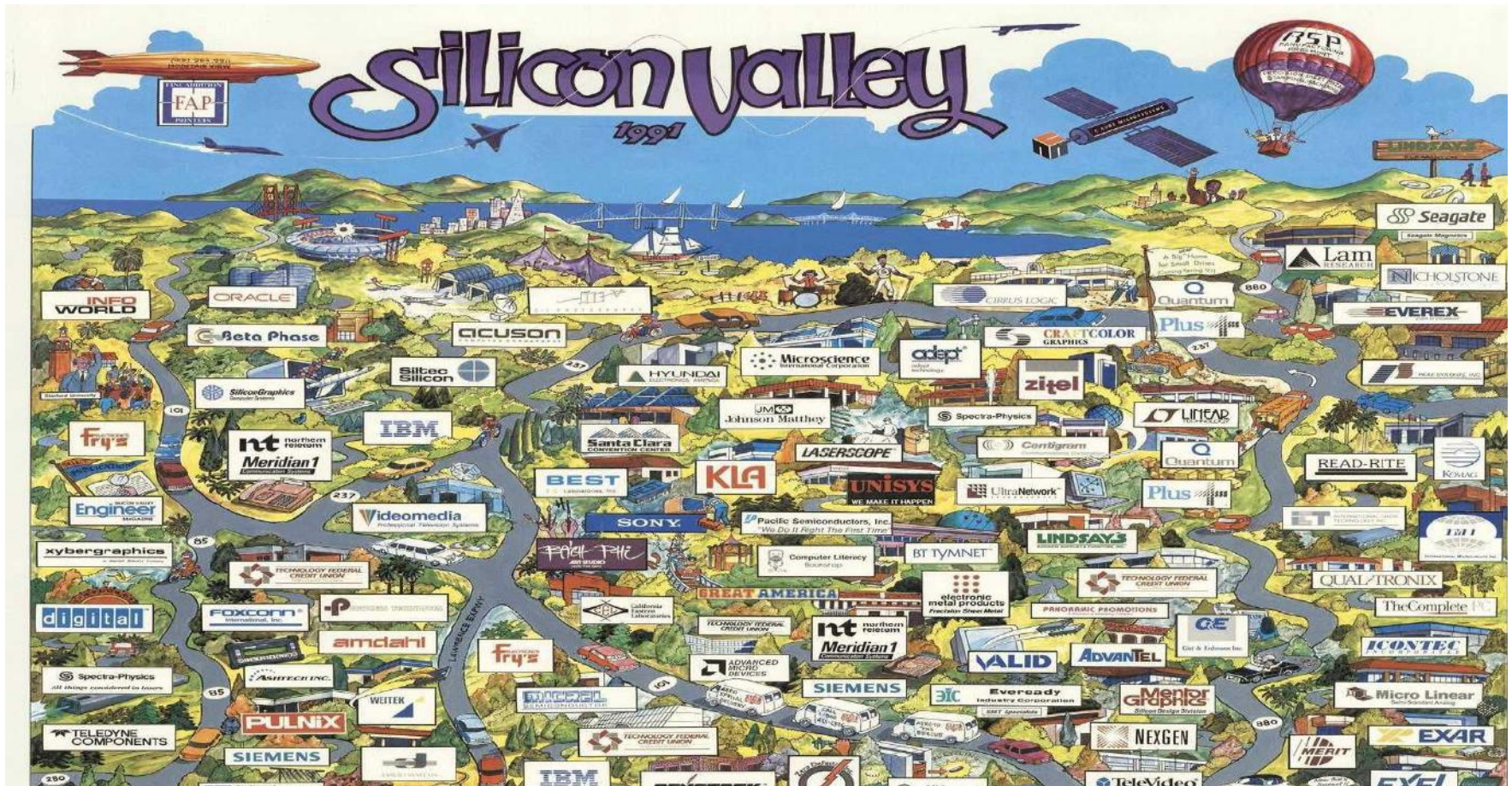
# INNOVATION



**"If you don't cannibalize yourself,  
someone else will."**

**- Steve Jobs**

# Science and Technology Parks





# Science and Technology Parks (STPs) in Turkey

## General Information

- Technopark concept was taken in the agenda of Turkey in the mid 90's
- To promote establishment of science and technology parks under the guidance and lead of universities, necessary legislations were made by Ministry of Science, Industry and Technology
- **Technology Development Zones (TDZ) Law** (Law No:4691) came into force on 06.07.2001. In 2016, the law was expanded and revised.



# Technoparks in Numbers (Turkey)

Number of TDZs in Turkey	77
Active TDZs	56
Number of companies in TDZs	> 4.600
Number of personel in TDZs	> 44.000
Number of projects (Completed+On-going)	> 33.000
Export (in sum)	2.8 Billion \$
Domestic sale	45 Billion TL
Sum of tax exemption	650 Million TL

# Bilkent CYBERPARK

■ Bilkent CYBERPARK is a leading science and technology park, established in 2002 jointly by **Bilkent University**, which is the first and most renowned private university of Turkey, and its affiliate **Bilkent Holding**, which embodies many companies with software development and R&D functions.

- 15 buildings
- 113.000 m<sup>2</sup> closed area
- 6 Research Centers



# Bilkent CYBERPARK in Numbers

- Number of R&D companies: **246**
- Number of incubatees: **60**
- Number of companies established at CYBERPARK: **> 120**
- Number of companies having foreign shareholders: **20**
- Number of companies established by academics: **27**
- Number of companies established by students: **33**
- Number of employees: **>3600**
- Export (in sum) **> 400Million\$**
- Total turnover **> 5 Billion TL**



# Some of Our Companies...

- **Microsoft**
- **Meteksan** - Defence
- **Roketsan** - Defence
- **Karel** - Telecommunication
- **NETCAD** - GIS
- **Connected2me**
- **AtarLabs**
- **AppSamurai**
- **Technology Development Foundation of Turkey (TTGV)**



# Bilkent CYBERPARK

- First and only Technopark in Turkey that is awarded by IASP ;
  - B2B Matchmaking – 2017 1st
  - CAP – 2015 2nd
- 3rd rank in Technopark Index in 2016
- 3rd rank in “Anatolian Trade Marks” in 2013
- Jury’s Special Award in “Anatolian Trade Marks” in 2016
- First Technopark having ISO-9001:2015 Quality Certificate
- First technopark having a company in Silicon Valley – Y Combinator
- First Technopark magazine in Turkey CyberSpot
- Speaker in IASP World Congress 2014, 2016 and 2017



31st **IASP** World Conference  
Doha, Qatar | 19-22 October, 2014



Students/  
Academics

Start –up

Mature R&D  
Company

- **Pre-Incubation Program**
- **Entrepreneurship Trainings**
- **Counseling Sessions**
- **Competitions**
  - **Start-Up Summit**
- **Incubation Center**
- **Startup Guidance Program**
- **Open Office ATÖLYE**
- **Investor Meetings**
- **Micro Capital**
- **Accelerators**
- **Competitions**
- **Cluster**
- **Technology Transfer**
- **University Cooperation**

## GENERAL SERVICES

- **Trainee & Human Resources Support**
- **Financial Consulting/Project Consultancy**
- **Media/Promotion**
- **The BEST Technopark Services in Turkey!**

ISO 9001

BUREAU VERITAS  
Certification



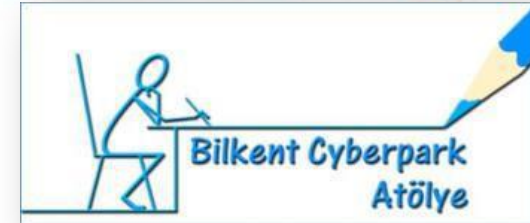
Bilkent TTO - Technology Transfer Office Services





# Startup Guidance Program & Bilkent Cyberpark ATÖLYE

- Around 60 “start-up” companies are supported
- 15-45 m2 offices in the Incubation Center
- Open office environment at “**Bilkent CYBERPARK Atölye**”
  - Not ready for a four walls office?
- Offices with all technical infrastructure
- Special trainings and consultancy
- Start-up capital support (seed fund)
- HR and Internship Support Program
- One-to-one mentoring



# Ankara Start-Up Summit

- Web and Mobile development areas
- Organized by Bilkent University Young Entrepreneurs Club and Bilkent CYBERPARK once a year
- Leading Business Angels to listen pitches made by university students or start-ups, from all over Turkey
- Basic motivation is to attract the attention of Business Angels to Ankara and increase the competitiveness of Ankara in terms of attracting alternative investment mechanisms
- 11th Summit was in December 2017

[www.ankarastartup.com](http://www.ankarastartup.com)



# PRE-INCUBATION PROGRAM: CYBERPARK BİGG MARKA



■ Bilkent CYBERPARK is one of the agencies helping to implement the first phase of the TÜBİTAK 1512 Capital (150.000 TL) Support Program.

■ Pre-Incubation Program => Turn 100 Business ideas into 100 Successful Business Plans

■ Business plan camp and 1to1 mentoring sessions

■ Bilkent Cyberpark invites the candidate entrepreneurs to "START STRONG" with BİGG M.A.R.K.A





# PRE-INCUBATION PROGRAM: CYBERPARK BIGG MARKA



Each year;

- More than 200 applicants
- 1-1 one interview to select best entrepreneurs candidates with strong technology based idea
- ~100 of them selected to attend camp
  - ✓ 1-1 Mentoring & Business Plan Camp
  - ✓ contain the following topics:
  - ✓ Principal Entrepreneurship Concept
  - ✓ Business Model Canvas
  - ✓ Value chain
  - ✓ Market analysis
  - ✓ Team building
  - ✓ Technology validation
  - ✓ Customer validation
  - ✓ Business Plan
- # of them selected to apply TUBITAK
- # of them supported by TUBITAK
- **[biggmarka.cyberpark.com.tr](http://biggmarka.cyberpark.com.tr)**



# PRE-INCUBATION PROGRAM: CYBERPARK BİGG MARKA



Tarih	Aşama
1 Şubat – 2 Mart 2018 (saat 17:30)	Ön başvuruların Uygulayıcı Kuruluşlar tarafından alınması
1 Şubat – 30 Mart 2018	Uygulayıcı kuruluşlar tarafından yürütülen 1. Aşama faaliyetleri
30 Mart – 16 Nisan 2018 (saat 17:30)	TÜBİTAK tarafından 2. aşama başvurularının alınması
17 Nisan 2018 – 30 Nisan 2018	Eksik başvuru belgelerin tamamlanması
Mayıs – Haziran 2018	2. aşama panel değerlendirmeleri
Temmuz 2018	Desteklenmeye hak kazanan girişimcilerin duyurulması
Ağustos – Eylül 2018	Şirket kurulumu ve sözleşme imzalanması
1 Ekim 2018	Destek başlangıç tarihi

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# Business Idea TEST

1. Does your business idea include technological innovation?
2. Do you identify your customer?
3. Do you know needs of your customers?
4. Do you know how your customers meet these needs now?
5. Is there at least one person who thinks to buy the product or service you offer?
6. Do you know who are the actors to compete directly with you in the market?
7. Do you know your core competencies that will provide you competitive advantage?
8. Do your core competencies support your business idea?
9. Do you have a team?
10. In three years, can you imagine your business idea as matura company and earning income from that company?



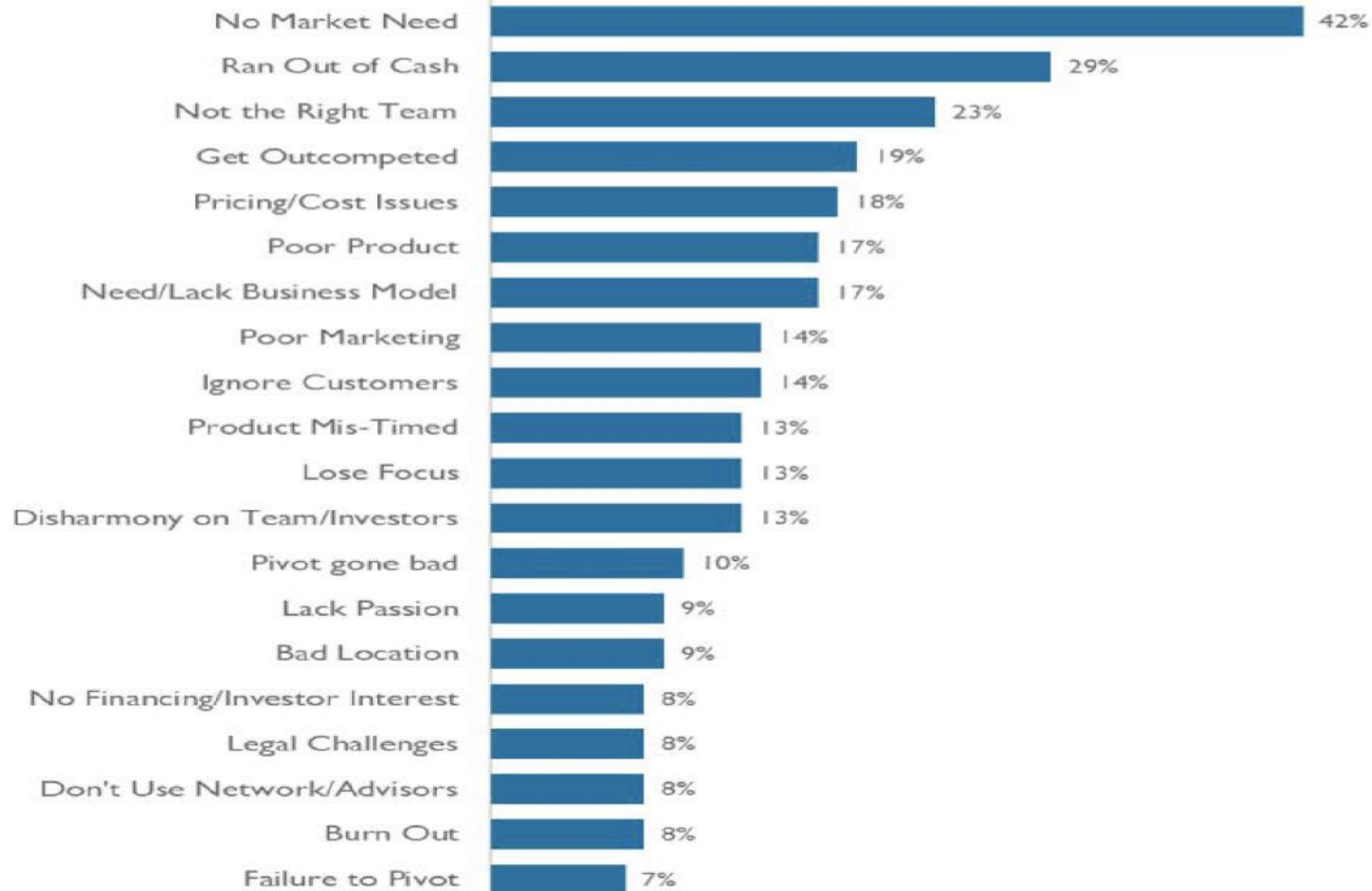
# Customer needs?

- Sesame Street - Grover the Earmuff Salesman
- [Video Link](#)

# No market need...

## Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



# In TURKEY

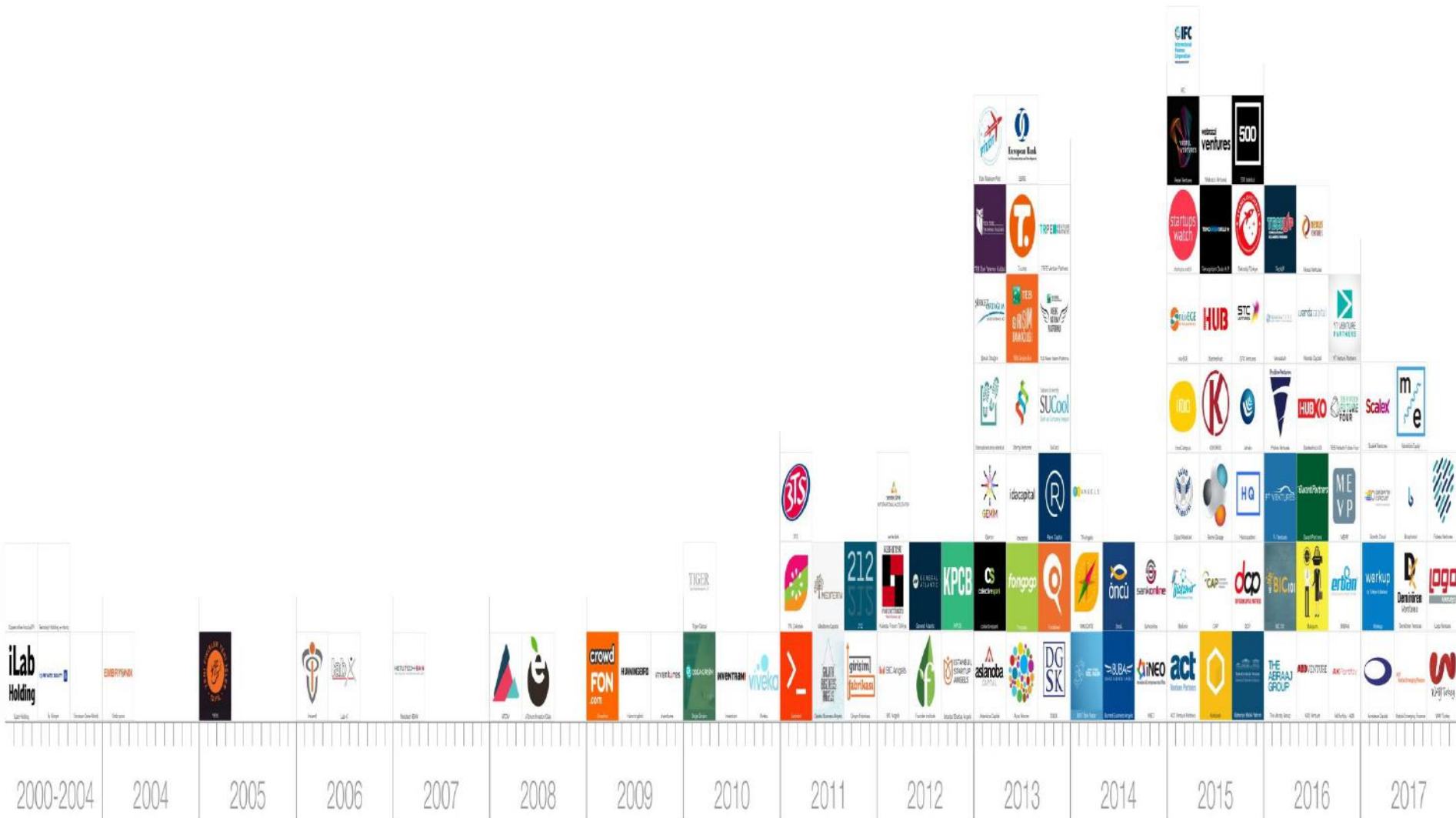
## Turkish Startup Ecosystem Map

V3.2 - January 8, 2018





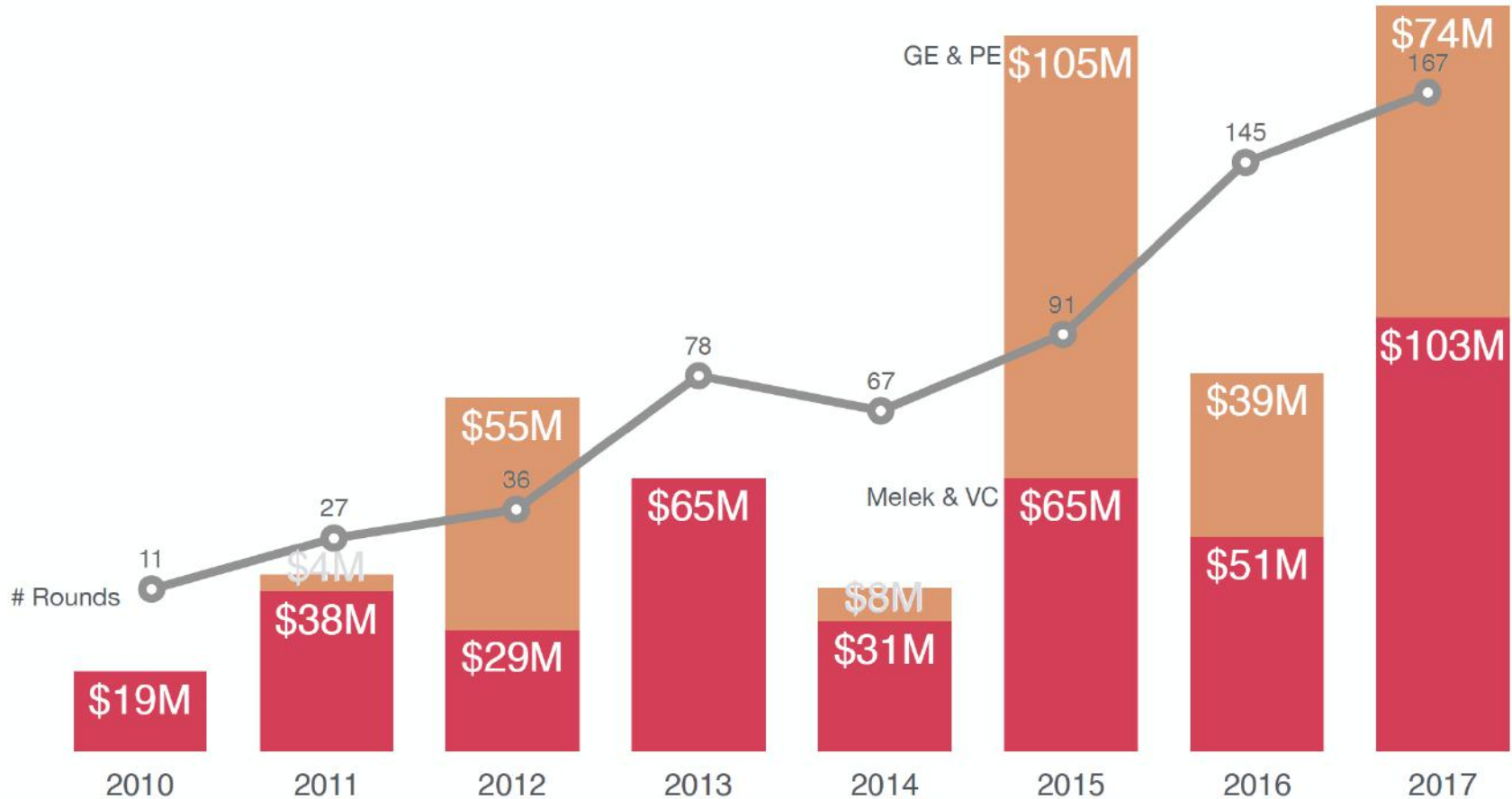
# Turkish Startup Ecosystem Timeline (Funds, BANs, Accelerators, Platforms & Turkish Market Entry Years)



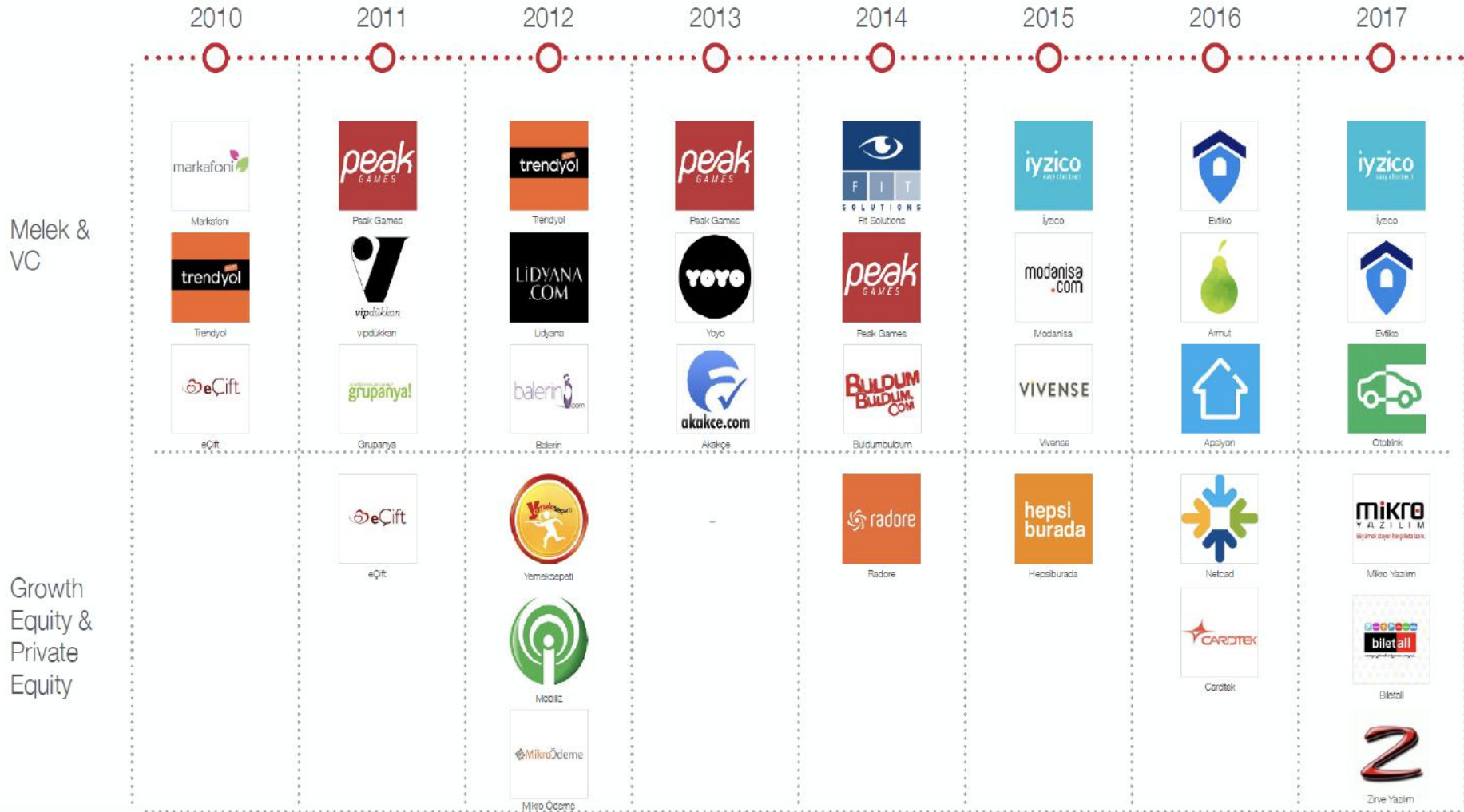
# Investment in TURKEY

Early stage investments in 2017 increased by 102% compared to the previous year

startups.watch



# Investment in TURKEY





## Super League

	GBR - \$8.2B (1376)
	DEU - \$3.6B (394)
	FRA - \$3.1B (317)
	SWE - \$1.1B (356)

## League 1

	CHE - \$897M (129)
	NLD - \$699M (172)
	IRL - \$645M (197)
	ESP - \$589M (198)
	BEL - \$524M (63)
	AUS - \$449M (51)
	ITA - \$389M (115)
	FIN - \$363M (135)
	DNK - \$266M (138)
	NOR - \$229M (72)
	POL - \$104M (28)
	TUR - \$103M (162)

## League 2













	RUS - \$94M (48)
	LUX - \$69M (12)
	HRV - \$43M (7)
	ROU - \$35M (13)
	PRT - \$32M (32)
	GRC - \$22M (10)
	CZE - \$20M (13)
	EST - \$19M (21)
	ISL - \$17M (7)
	LTU - \$15M (8)
	HUN - \$13M (22)
	BGR - \$11M (10)

## League 3

	SVK - \$7.8M (7)
	SVN - \$7.1M (12)
	LVA - \$4.4M (12)
	UKR - \$2.9M (8)
	BLR - \$2.5M (2)
	MLT - \$2.4M (2)
	SRB - \$1.2M (1)

## Europe 2017 Analysis of Early Investments

startups.watch

	Funding Amount	Funding amount per capita	# Software Developers	Number of Software Developers per Million
1	 GBR - \$8.2B (1376)	\$128.3	814 K	13 K
2	 DEU - \$3.6B (394)	\$43.4	837 K	10 K
3	 FRA - \$3.1B (317)	\$46.8	467 K	7 K
4	 SWE - \$1.1B (356)	\$108.8	176 K	18 K
5	 CHE - \$897M (129)	\$108.6	144 K	18 K
6	 NLD - \$699M (172)	\$41.1	310 K	18 K
7	 IRL - \$645M (197)	\$139.3	69 K	15 K
8	 ESP - \$589M (198)	\$12.7	268 K	6 K
9	 BEL - \$524M (63)	\$46.5	109 K	10 K
10	 AUS - \$449M (51)	\$52.1	93 K	11 K
16	 POL - \$104M (28)	(23rd in 35 countries) \$2.7	255 K	7 K
17	 TUR - \$103M (162)	(31st in 35 countries) \$1.3	123 K	2 K



Don't ever dream of becoming an entrepreneur!





Because entrepreneur is...



And then...



# Success stories in CYBERPARK





# GET in the RING ANKARA CYBERPARK

- A real ring!
- Startups battle against other startups, to compete for awards. The winners of local competitions get a chance to compete globally at the grande global final.
- 17th February!



# Thank You!



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