SCHEDULE

- Entrepreneurship
- Innovation
- Science and Technology Parks (STPs)
- STPs in Turkey
- Bilkent CYBERPARK & value-added services
- BİGG MARKA
- Business Idea Test
- A Success Story from Bilkent CYBERPARK
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  

You should watch “The Founder”  

*“If you work just for money, you’ll never make it. But if you love what you’re doing, success will be yours.”*  
- Ray Kroc
7 Roles of Entrepreneurship in Economy Development of a Country

- Wealth Creation and Sharing
- Create Jobs
- Balanced Regional Development
- Standard of Living
- GDP and Per Capita Income
- Community Development
- Exports
Corporate innovation = implementation of creative ideas in order to generate value, usually through reduced process costs, increased income or both.
"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)

<table>
<thead>
<tr>
<th>Number of TDZs in Turkey</th>
<th>81</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active TDZs</td>
<td>57</td>
</tr>
<tr>
<td>Number of companies in TDZs</td>
<td>&gt; 4,900</td>
</tr>
<tr>
<td>Number of personnel in TDZs</td>
<td>&gt; 49,000</td>
</tr>
<tr>
<td>Number of projects (Completed+On-going)</td>
<td>&gt; 35,000</td>
</tr>
<tr>
<td>Export (in sum)</td>
<td>3.6 Billion $</td>
</tr>
<tr>
<td>Domestic sale</td>
<td>61 Billion TL</td>
</tr>
<tr>
<td>Sum of tax exemption</td>
<td>650 Million TL</td>
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</tbody>
</table>
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 m² closed area
- 6 Research Centers
Bilkent CYBERPARK in Numbers

- Number of R&D companies: **250**
- 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: **>3550**
- Export (in sum) **> 400 Million$**
- Total turnover **> 5 Billion TL**
Some of Our Companies...

- Microsoft
- Meteksan - Defence
- Roketsan – Defence
- Karel – Telecommunication
- NETCAD – GIS
- ERICSSON- Telecommunication
- BAŞARI MOBILE- Telecommunication
- Technology Development Foundation of Turkey (TTGV)
COOPERATIONS
Bilkent CYBERPARK

- First and only Technopark in Turkey that is awarded by IASP;
  - B2B Matchmaking – 2017 1st
  - CAP – 2015 2nd
- CYBERPARK Incubation Center
  - Ranked 8th worldwide by UBI Global, Feb 2018
- 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, 2017 and 2018
Cluster Technology Transfer University Cooperation Incubation Center Startup Guidance Pr. 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!

Bilkent TTO - Technology Transfer Office Services
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 will be in December 2017

www.ankarastartup.com
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.
Bilkent CYBERPARK is one of the agencies helping to implement the first phase of the TÜBİTAK 1512 Capital (200,000 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
Each year:
• More than 200 applicants
• 1-1 one interview to select best entrepreneurs candidates with strong technology based idea
• 60 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
• 25 of them selected to apply TUBITAK
• 12 of them supported by TUBITAK
• biggmarka.cyberpark.com.tr
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...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>No Market Need</td>
<td>42%</td>
</tr>
<tr>
<td>Ran Out of Cash</td>
<td>29%</td>
</tr>
<tr>
<td>Not the Right Team</td>
<td>23%</td>
</tr>
<tr>
<td>Get Outcompeted</td>
<td>19%</td>
</tr>
<tr>
<td>Pricing/Cost Issues</td>
<td>18%</td>
</tr>
<tr>
<td>Poor Product</td>
<td>17%</td>
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<tr>
<td>Need/Lack Business Model</td>
<td>17%</td>
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<tr>
<td>Poor Marketing</td>
<td>14%</td>
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<tr>
<td>Ignore Customers</td>
<td>14%</td>
</tr>
<tr>
<td>Product Mis-Timed</td>
<td>13%</td>
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<tr>
<td>Lose Focus</td>
<td>13%</td>
</tr>
<tr>
<td>Disharmony on Team/Investors</td>
<td>13%</td>
</tr>
<tr>
<td>Pivot gone bad</td>
<td>10%</td>
</tr>
<tr>
<td>Lack Passion</td>
<td>9%</td>
</tr>
<tr>
<td>Bad Location</td>
<td>9%</td>
</tr>
<tr>
<td>No Financing/Investor Interest</td>
<td>8%</td>
</tr>
<tr>
<td>Legal Challenges</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t Use Network/Advisors</td>
<td>8%</td>
</tr>
<tr>
<td>Burn Out</td>
<td>8%</td>
</tr>
<tr>
<td>Failure to Pivot</td>
<td>7%</td>
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In TURKEY
Investment in TURKEY

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

• In 2017, there has been **52 entrepreneur-investor meetings** at CYBERPARK.

By these meetings approximately **5 Million €** of total investment have been made to 6 different firms in 2017.

• TURKEY in 2017:
  • Early stage investments increased by 102% compared to the previous year
  • Total number of investment > 103 Million $
  • There are investments in all stages, that’s a sign of a healthy ecosystem.
Don’t ever dream of becoming an entrepreneur!
Because entrepreneur is...
And then...
Success stories in CYBERPARK
Thank You!

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