

# Bilkent CYBERPARK Science and Technology Park



**WELCOME**

November, 2018

# 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



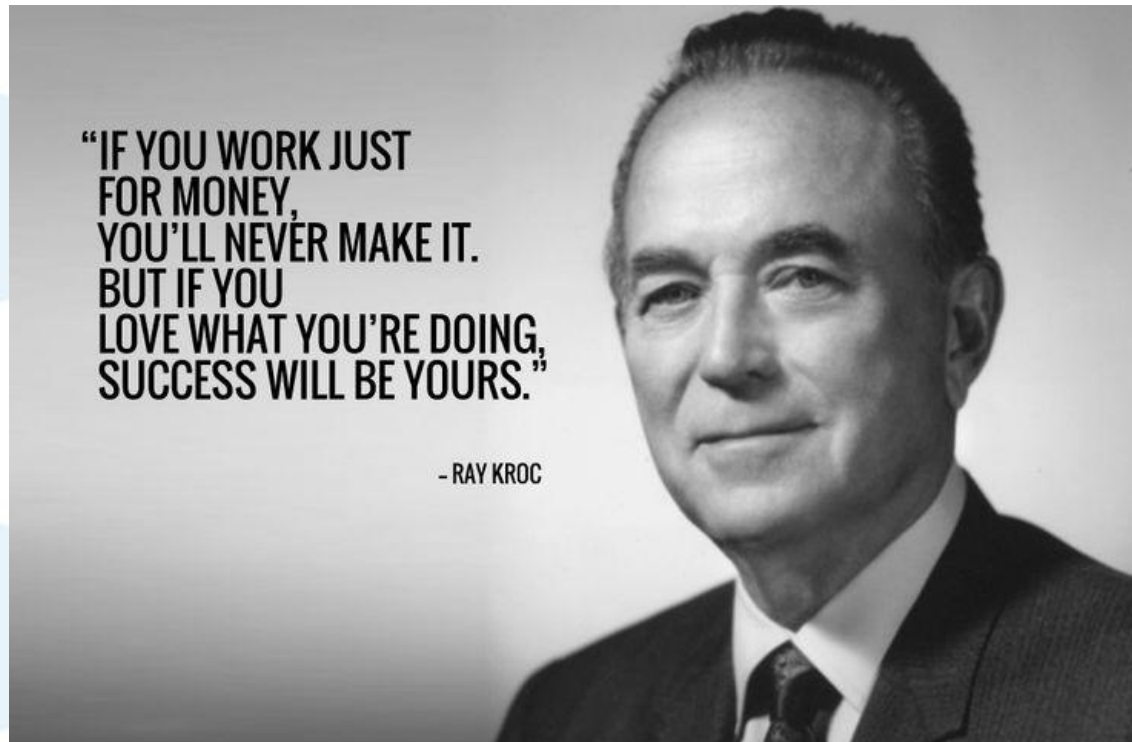
Some are in **his fifties...**

Ray Kroc

Age:53

- Hard-working
- Innovative
- Opportunist

**McDonald's**



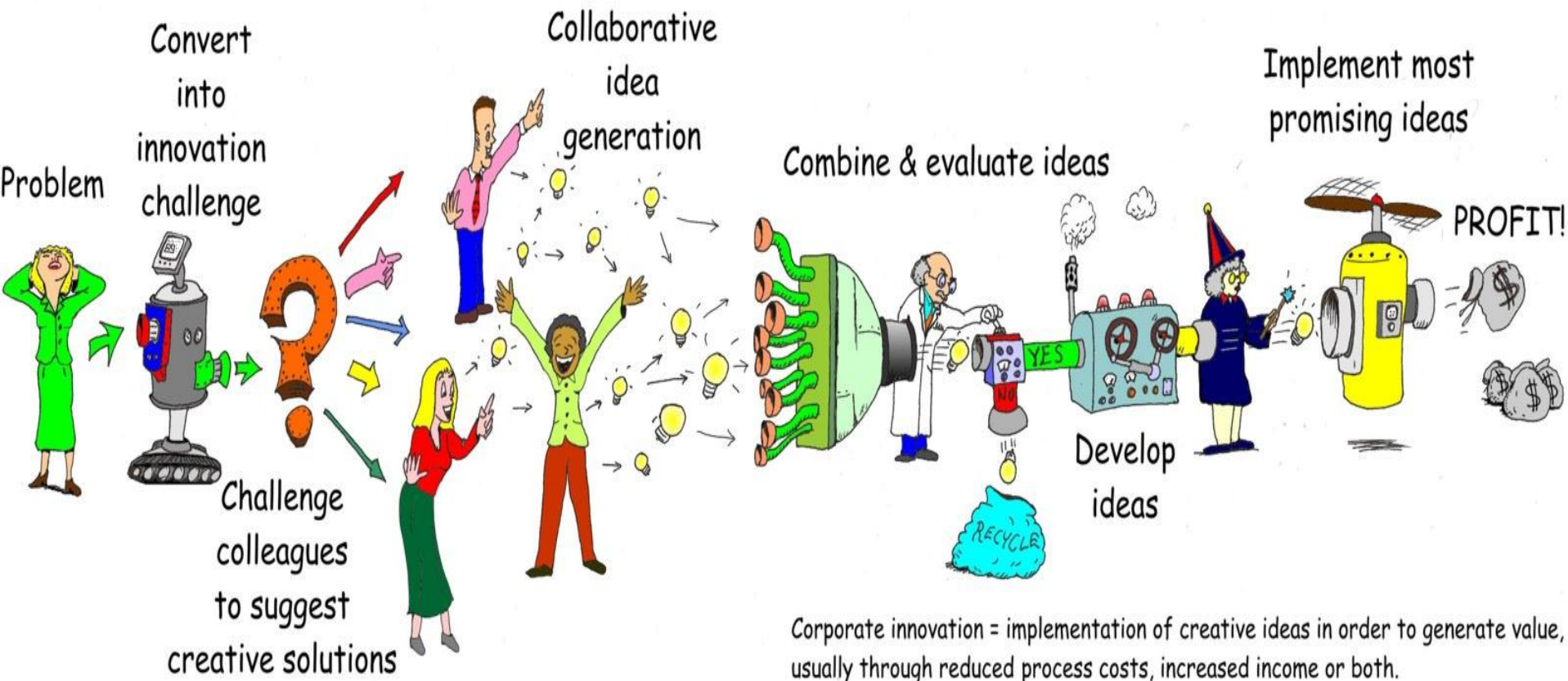
You should watch “The Founder”



# 7 Roles of Entrepreneurship in Economy Development of a Country



# INNOVATION



Corporate innovation = implementation of creative ideas in order to generate value, usually through reduced process costs, increased income or both.



# INNOVATION



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

**- Steve Jobs**



# Brand Value (in billions of \$)



Industry

Aerospace	Automotive	Consumer Packaged Goods	Leisure	Restaurants	Telecom
Alcohol	Beverages	Diversified	Luxury	Retail	Tobacco
Apparel	Business Services	Financial Services	Media	Technology	Transportation



# 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)

<b>Number of TDZs in Turkey</b>	<b>81</b>
Active TDZs	57
Number of companies in TDZs	> 4.900
Number of personel in TDZs	> 49.000
Number of projects (Completed+On-going)	> 35.000
Export (in sum)	3.6 Billion \$
Domestic sale	61 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: **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) **> 400Million\$**
- 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



Students/  
Academics

Start –up

Mature R&D  
Company

- **Pre-Incubation Program**
- **Entrepreneurship Trainings**
- **Counseling Sessions**
- **Competitions**
  - **Start-Up Summit**
- **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!**

ISO 9001

BUREAU VERITAS  
Certification

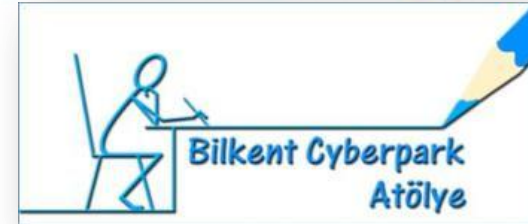


Bilkent TTO - Technology Transfer Office Services



# 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 will be in December 2017

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



# PRE-INCUBATION PROGRAM: CYBERPARK BİGG MARKA



- 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



# 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
- 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](http://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?

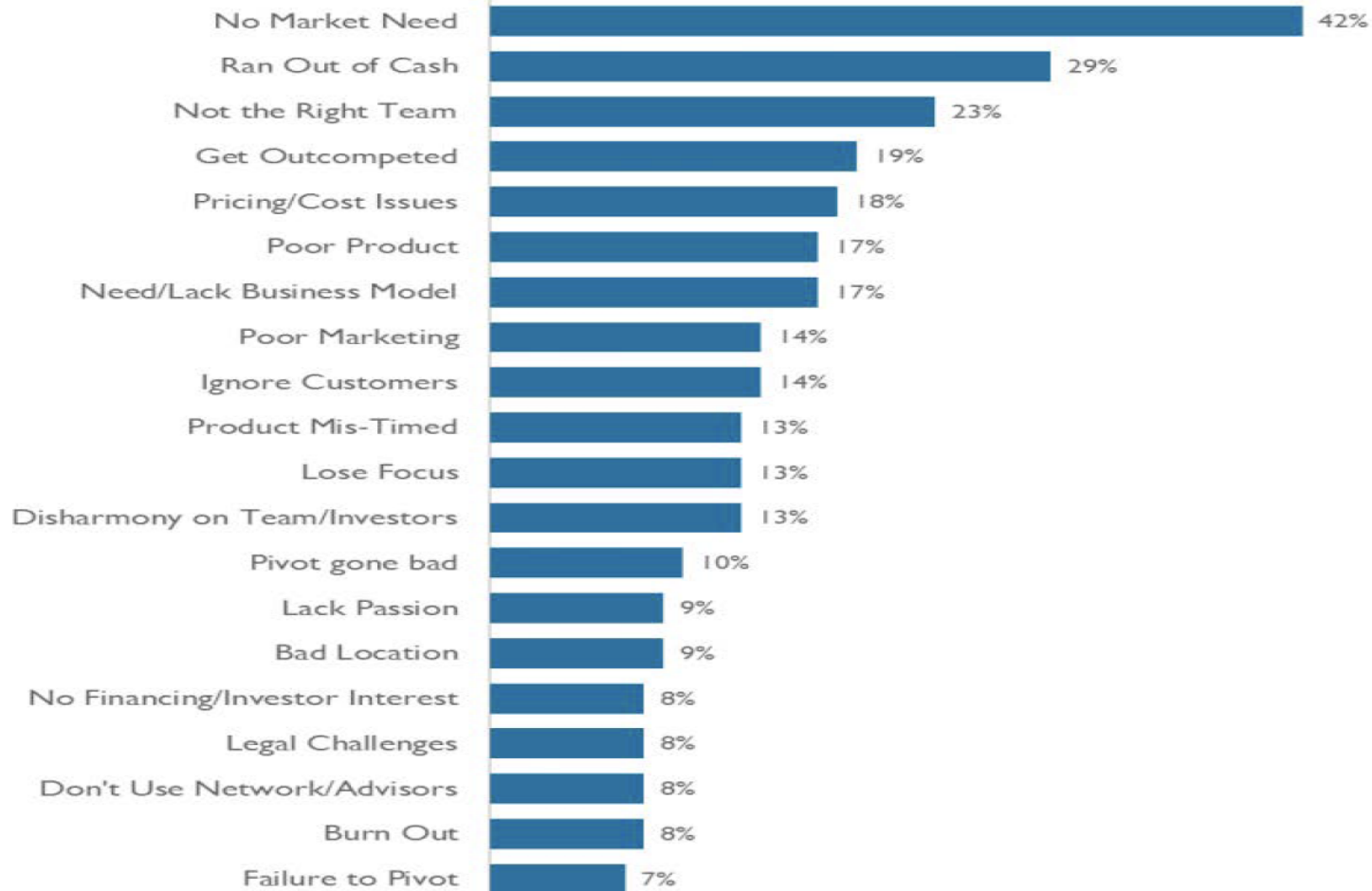
# Customer needs?

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

# No market need...

## Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



Business Angel Networks



Business Angels

415 Accredited Business Angels (January 2017)

Crowdfunding



Tech Accelerator Funds



Pre-Seed / Seed (< \$15M Micro VCs & CVCs, Family Offices)



Early Stage<sup>3</sup> (\$15M+ Funds & CVCs)



Growth+Late Stages<sup>4</sup> (Growth Equity & PE & CVCs with at least one technology startup investment)



Fund of Funds



Accelerators<sup>5</sup>



Technoparks



Deal Rooms



Investor Analytics



Intrapreneurship



Media<sup>6</sup>



Annual Tech/Startup Events<sup>7</sup>



Mentor Trainers<sup>8</sup>



Top 3 Startup Friendly Companies<sup>9</sup>



NGOs & Organizations



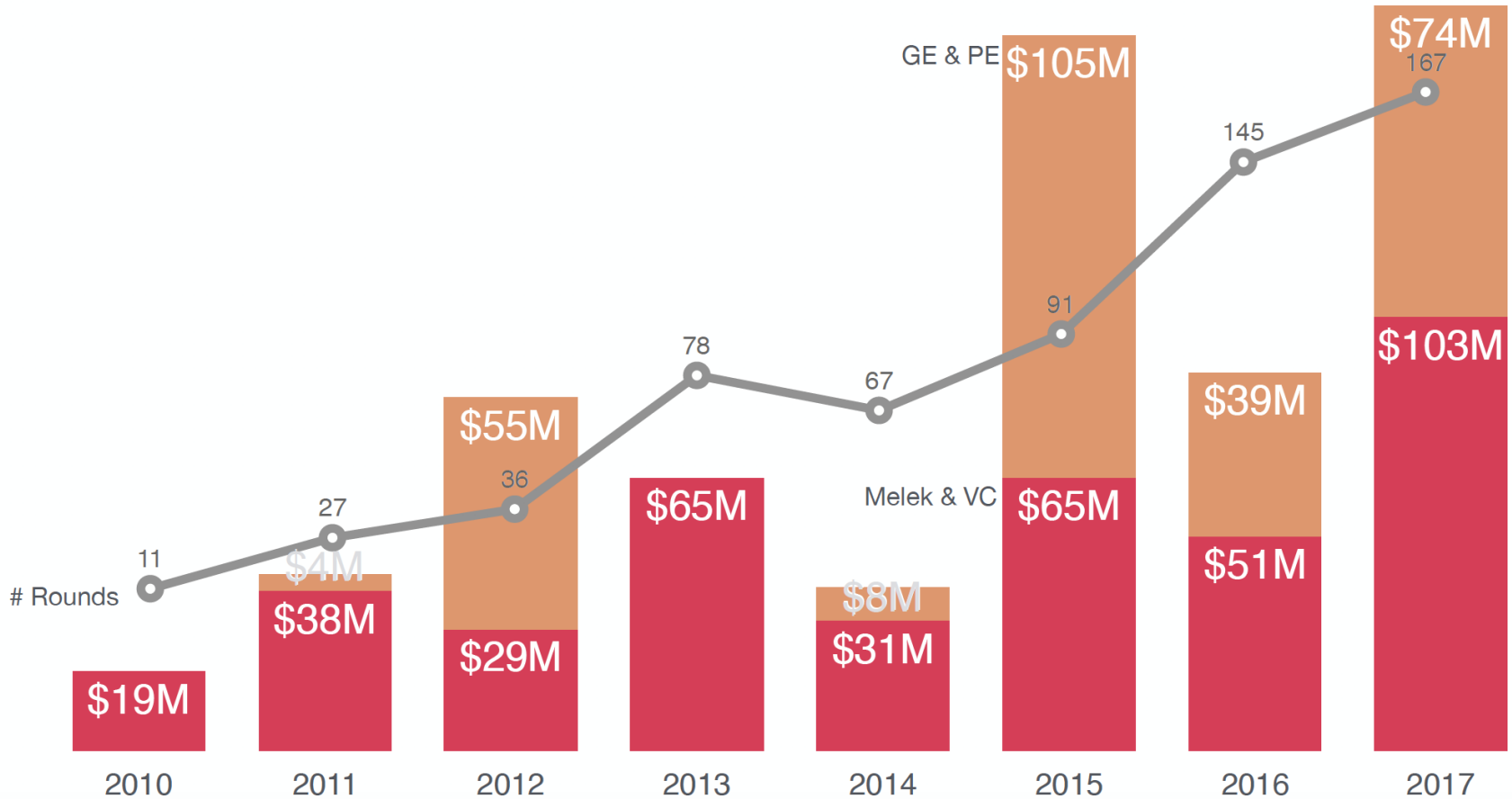
Government



# Investment in TURKEY

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

startups.watch



# 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

**atarlabs** 

 **GENZ**  
BIYOTEKNOLOJİ

 **youthall**

**obilet**

 **connected2.me**

  
*AppSamurai*

 **APPS**

**kimola**  
analytics

  
**NEOZEKA**

 **BİLKENT  
CYBERPARK**

 **Bilkent  
TTO**

# Thank You!



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