



Innovation Driven Entrepreneurship

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"FuturMaker"



- What is IDE?
- How to manage Innovation Driven startups?
- What are the resources at METU for Innovative Founders?

Innovation

Invention

+

Profit Formula (Business Model)

Innovation Driven Entrepreneurship

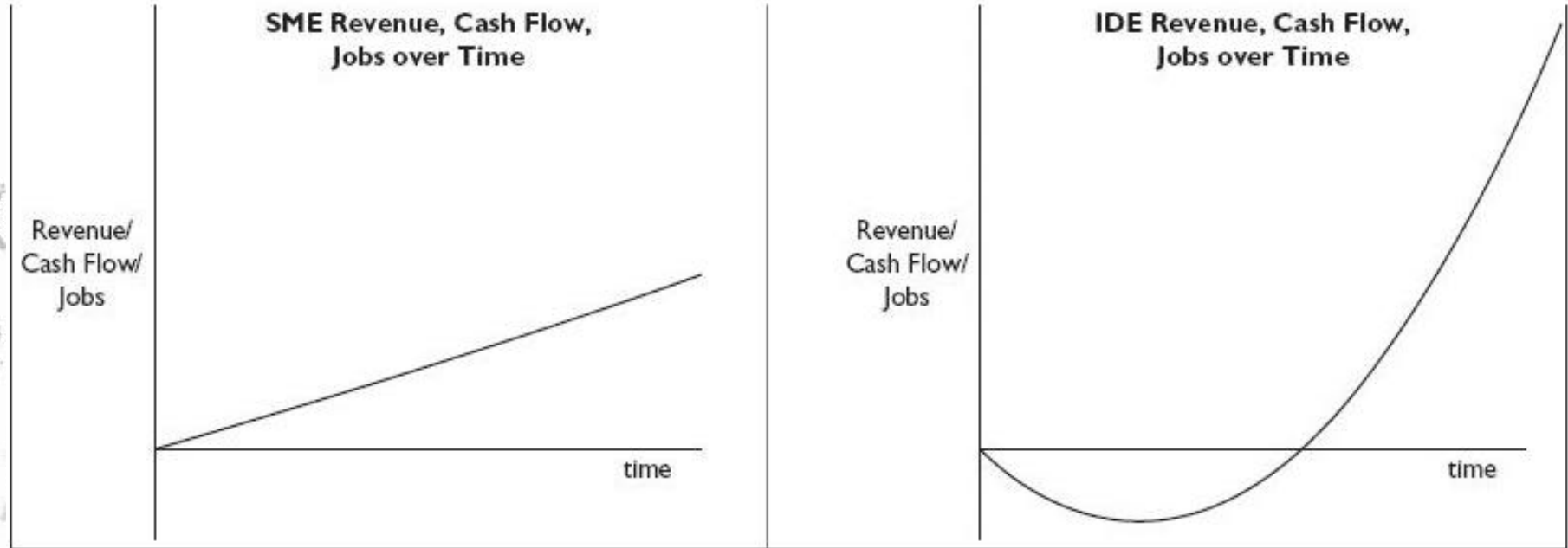
the creation of “innovation-driven enterprises” that pursue global opportunities based on bringing to customers new innovations that have a clear competitive advantage and high growth potential.

Innovation Driven Entrepreneurship*

Small/Medium Business Enterprise Entrepreneurship	Innovation Driven Enterprise Entrepreneurship
Local & Regional Markets only	Focus on Global/Regional Markets
Innovation is not necessary and not an competitive advantage	Based on innovation (Tech., Business Model/Process)
Non Scalable Jobs (restaurant, dry cleaner, etc.)	Scalable Jobs. Do not have to be performed locally.
Family Businesses or businesses with little external money	More diverse ownership base, including external capital owners
Growth is linear	Growth starts with losing money, if successful exponential growth follows.

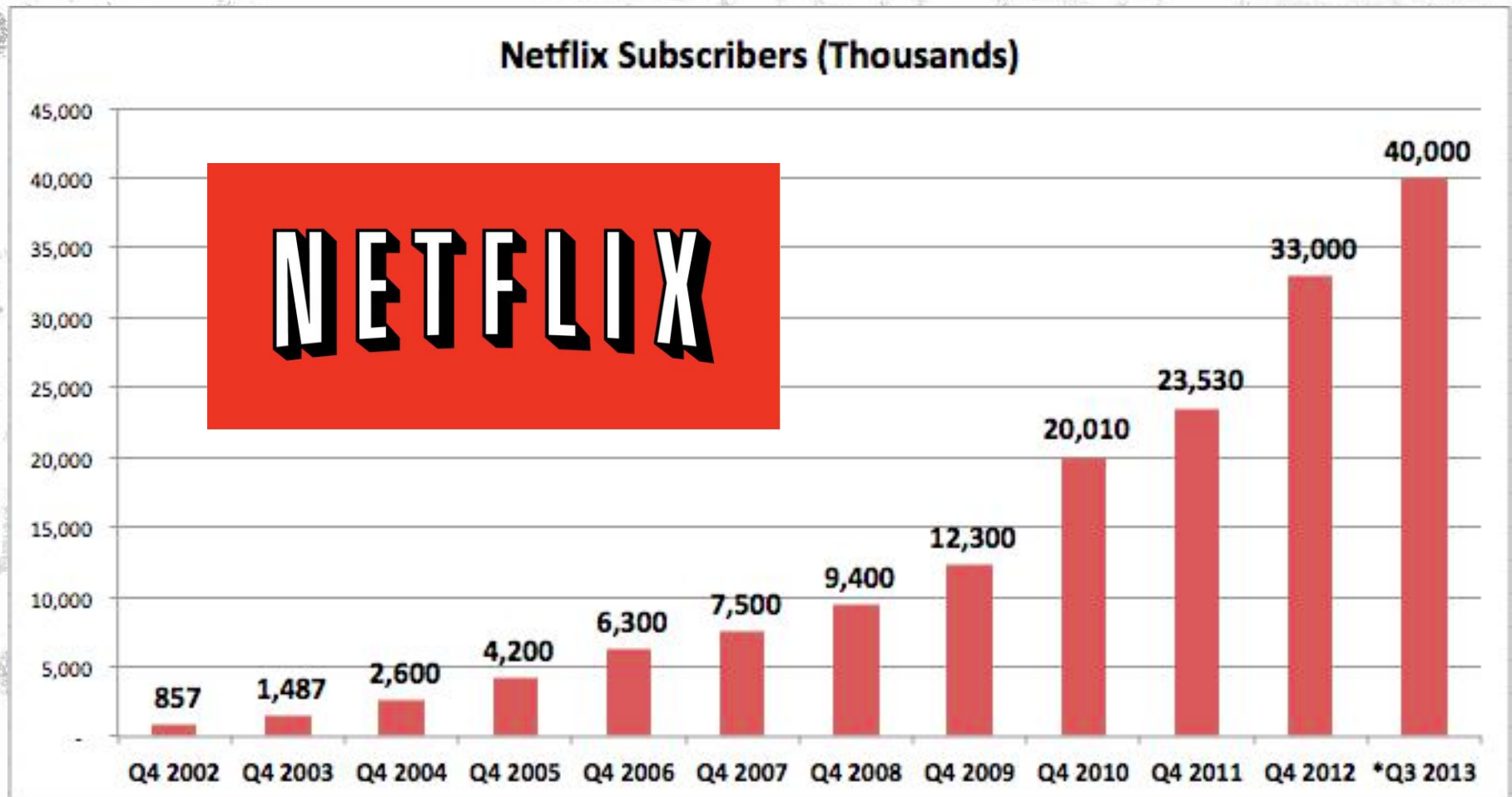
* <http://www.kauffman.org/newsroom/2013/05/a-tale-of-two-entrepreneurs-new-kauffman-paper-highlights-different-types-and-their-roles-in-economy>

Innovation Driven Entrepreneurship*

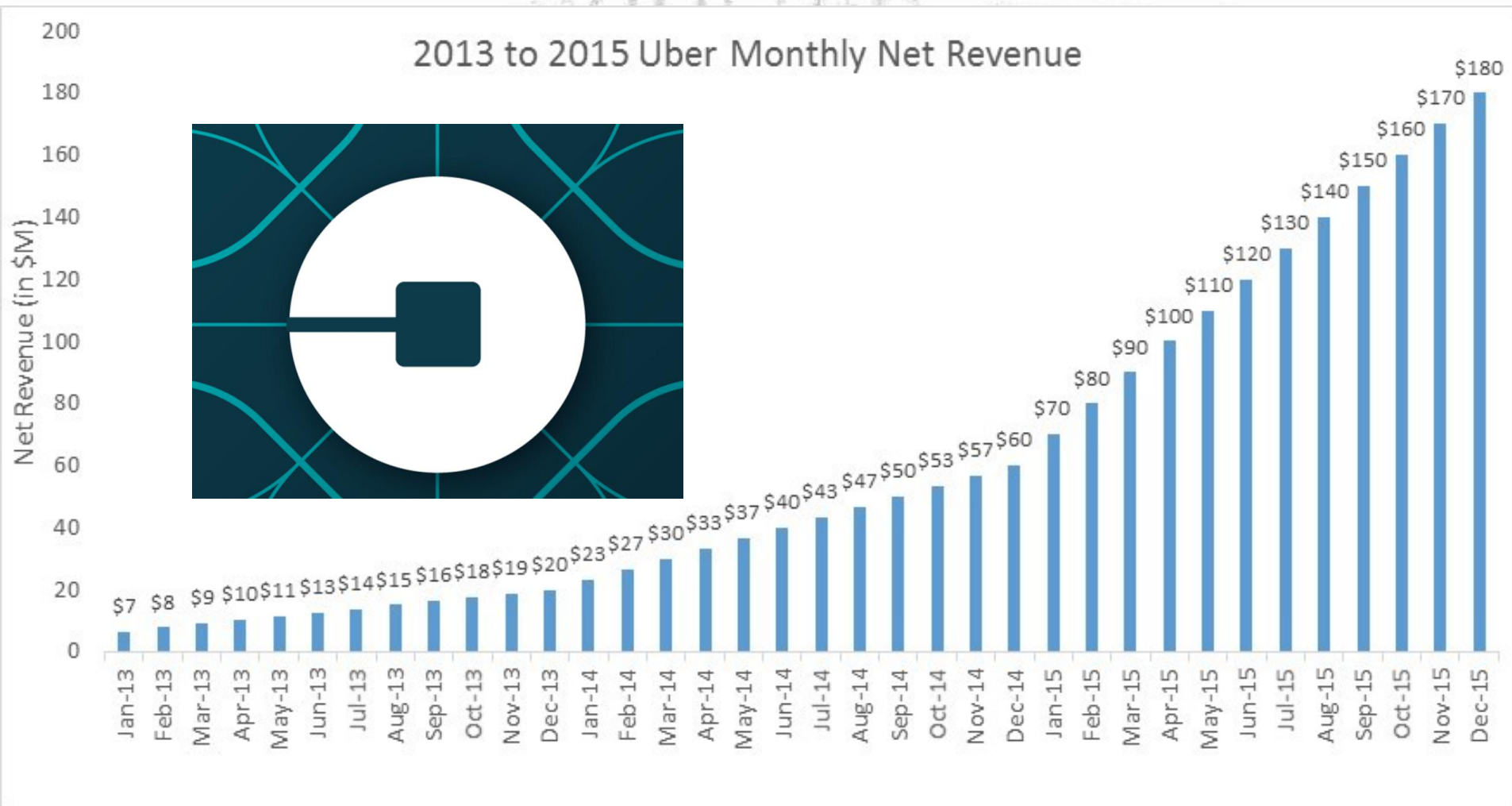


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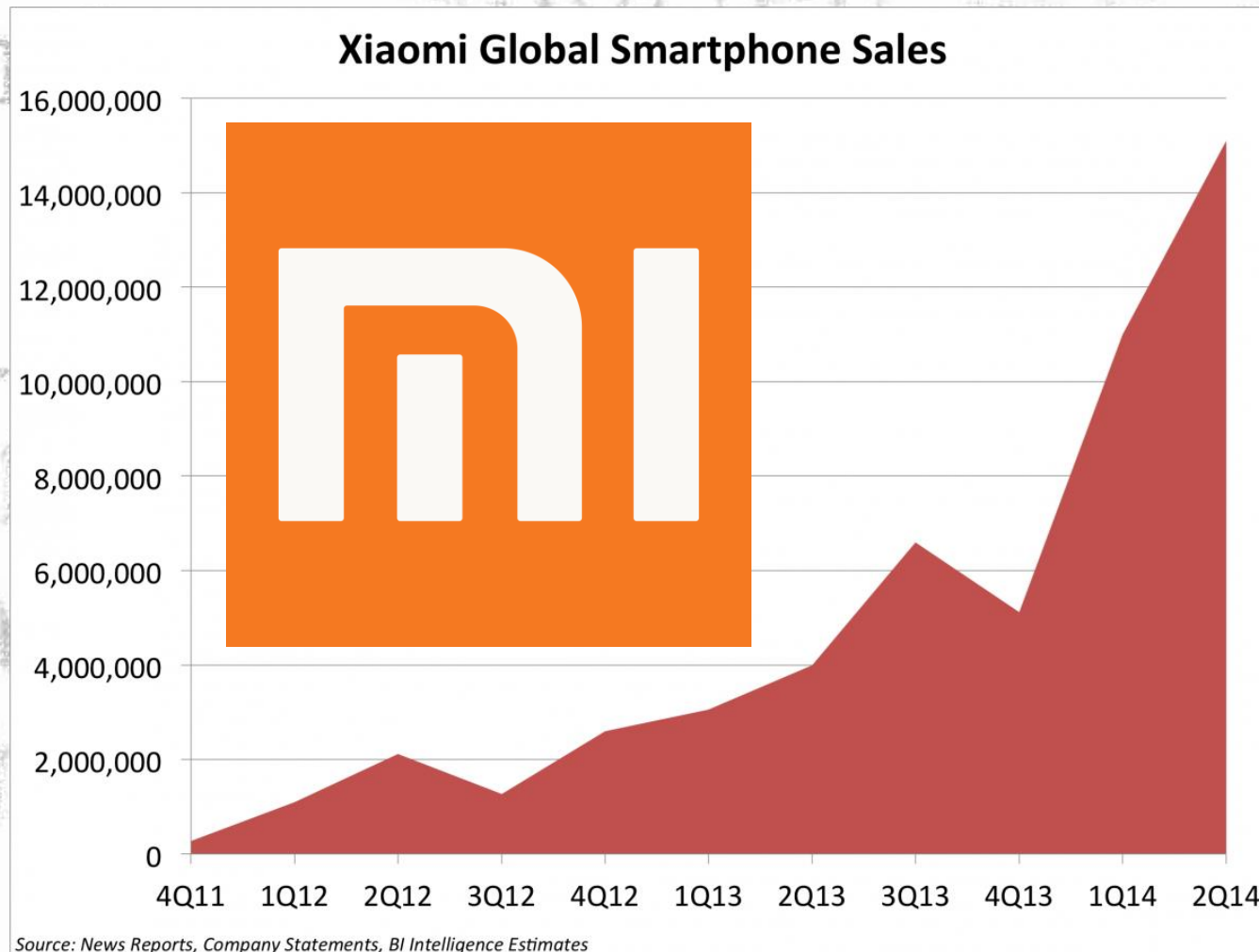
Innovation Driven Enterprises



Innovation Driven Enterprises

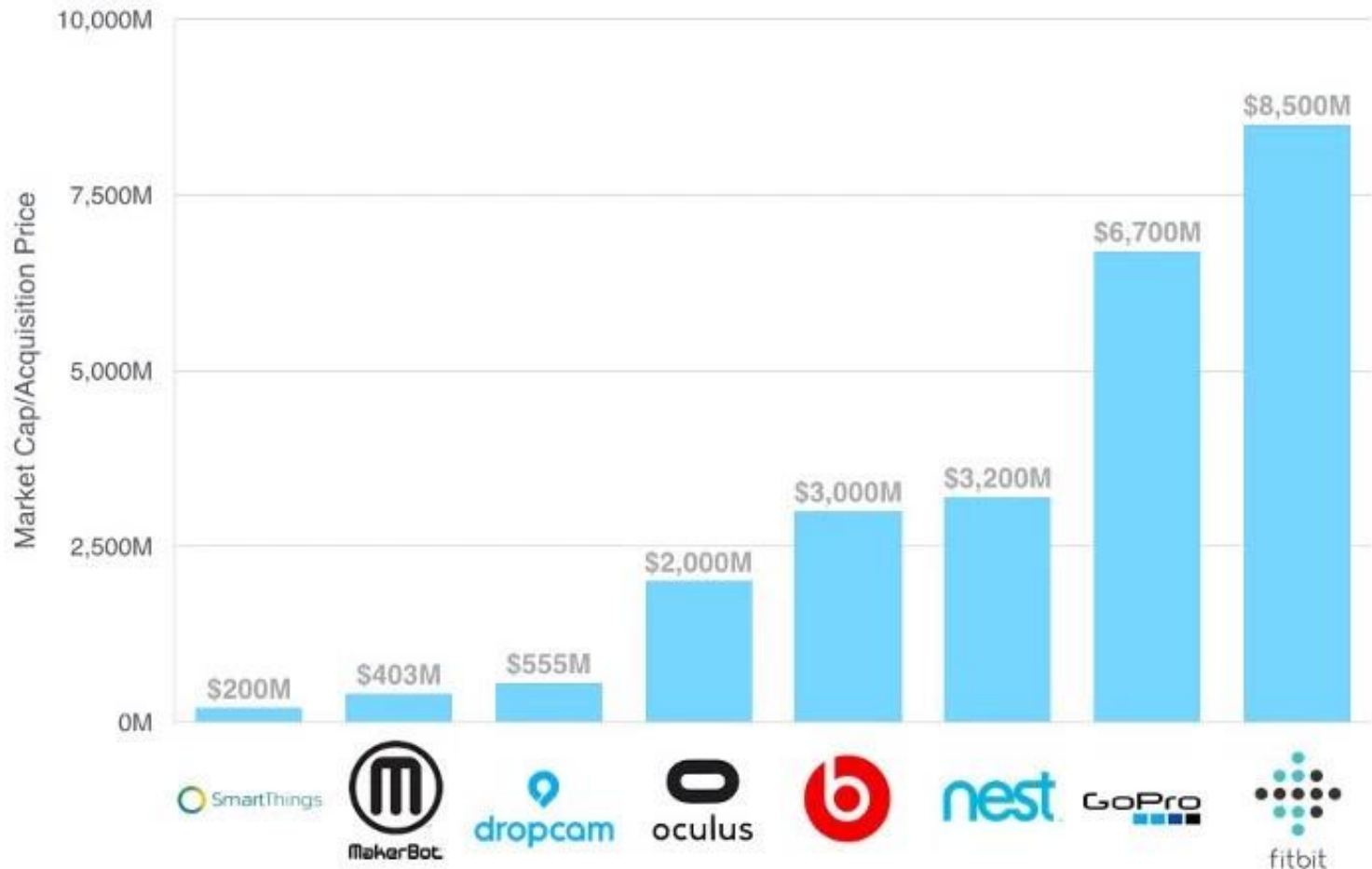


Innovation Driven Enterprises



Innovation Driven Enterprises

Consumer Hardware Startup Exits (2013-2015)





**How about
big
companies?**

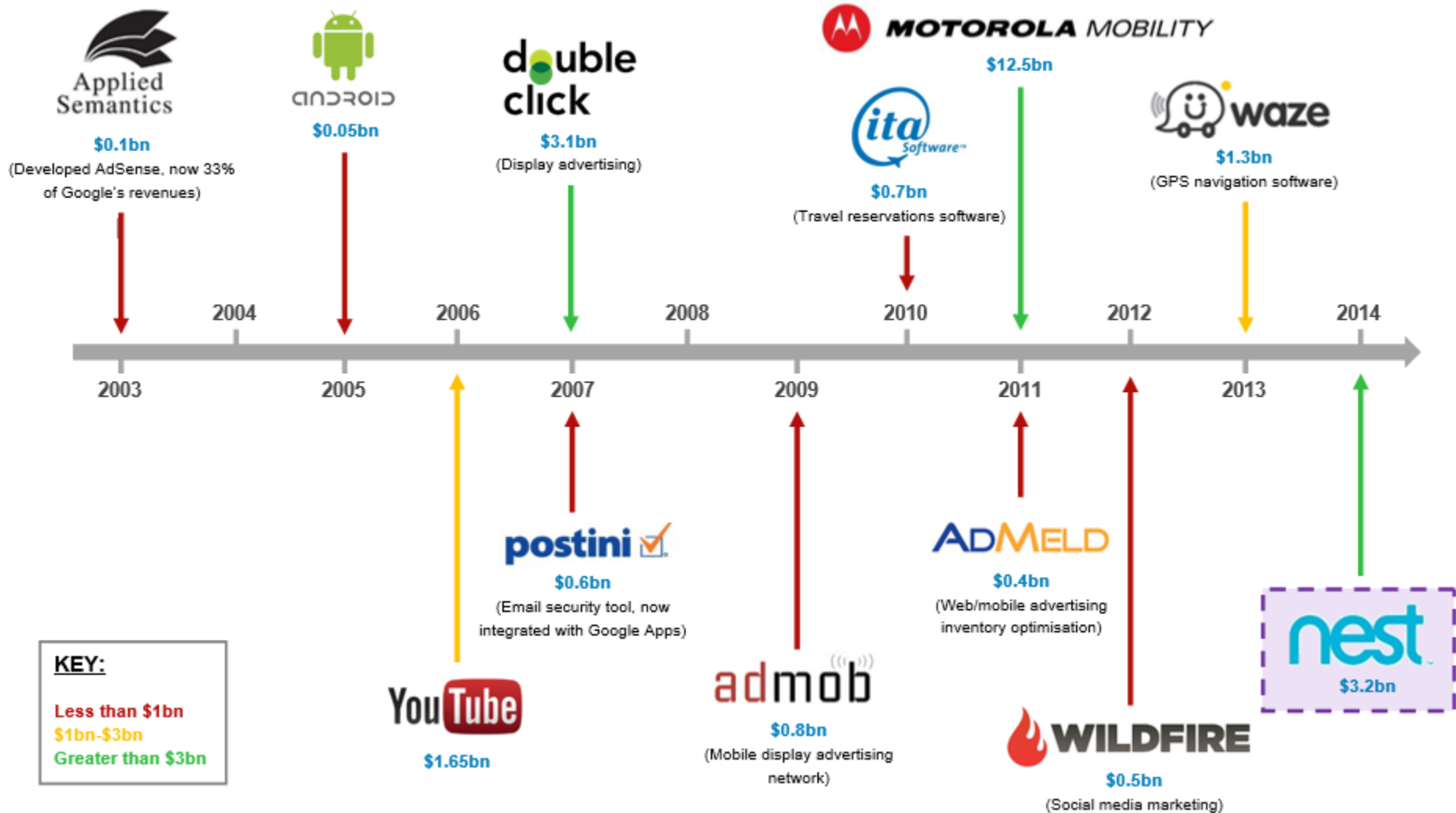
Apple's largest-ever purchase

Apple has sealed a \$3 billion deal to buy Beats Electronics, a headphone maker and music streaming service. The acquisition will boost Apple's challenge to Spotify – the streaming music leader of the moment



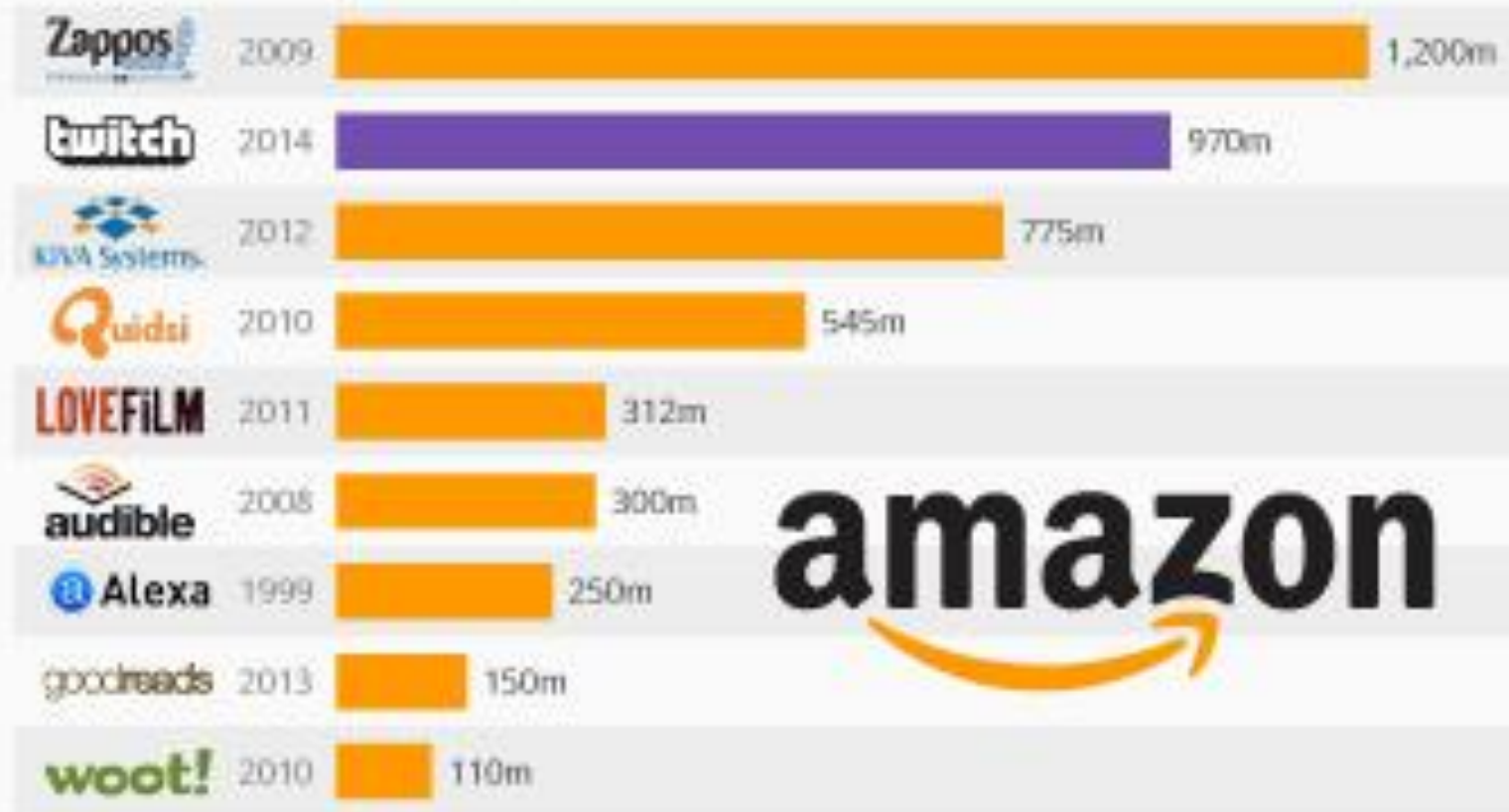
Apple's acquisitions		Value
1997	<i>NeXT</i> computers	\$400m
2008	<i>PA Semi</i> microchips	\$278m
2010	<i>Quattro Wireless</i> mobile ads	\$275m
	<i>Siri</i> voice technology	–
	<i>Polar Rose</i> facial recognition software	\$29m
	<i>WiGear</i> wireless headphones	–
2011	<i>C3 Technologies</i> next-generation 3D mapping	\$154m
2012	<i>Anobit</i> flash memory	\$390m
	<i>Chomp</i> app store search	–
	<i>Redmatica</i> music editing	–
	<i>AuthenTec</i> biometrics	\$393m

\$1.05bn Performing rights		–
\$300m Synchronisation revenue*		–
2012	<i>Color Labs</i> photo, video sharing social network	\$7m
2013	<i>WifiSLAM</i> GPS start-up	–
	<i>HopStop.com</i> transit guide	–
	<i>Matcha.tv</i> video recommendation site	\$10m
	<i>Cue</i> personal assistant	\$35m
	<i>PrimeSense</i> 3D motion sensors	\$350m
	<i>Topsy Labs</i> social media data analytics	\$200m
2014	<i>TestFlight</i> iOS beta app testing platform	–
	<i>Beats Electronics</i>	\$3bn



Amazon Buys Twitch For \$970 Million

Price of selected acquisitions by Amazon from 1999 to 2014



@StatistaCharts

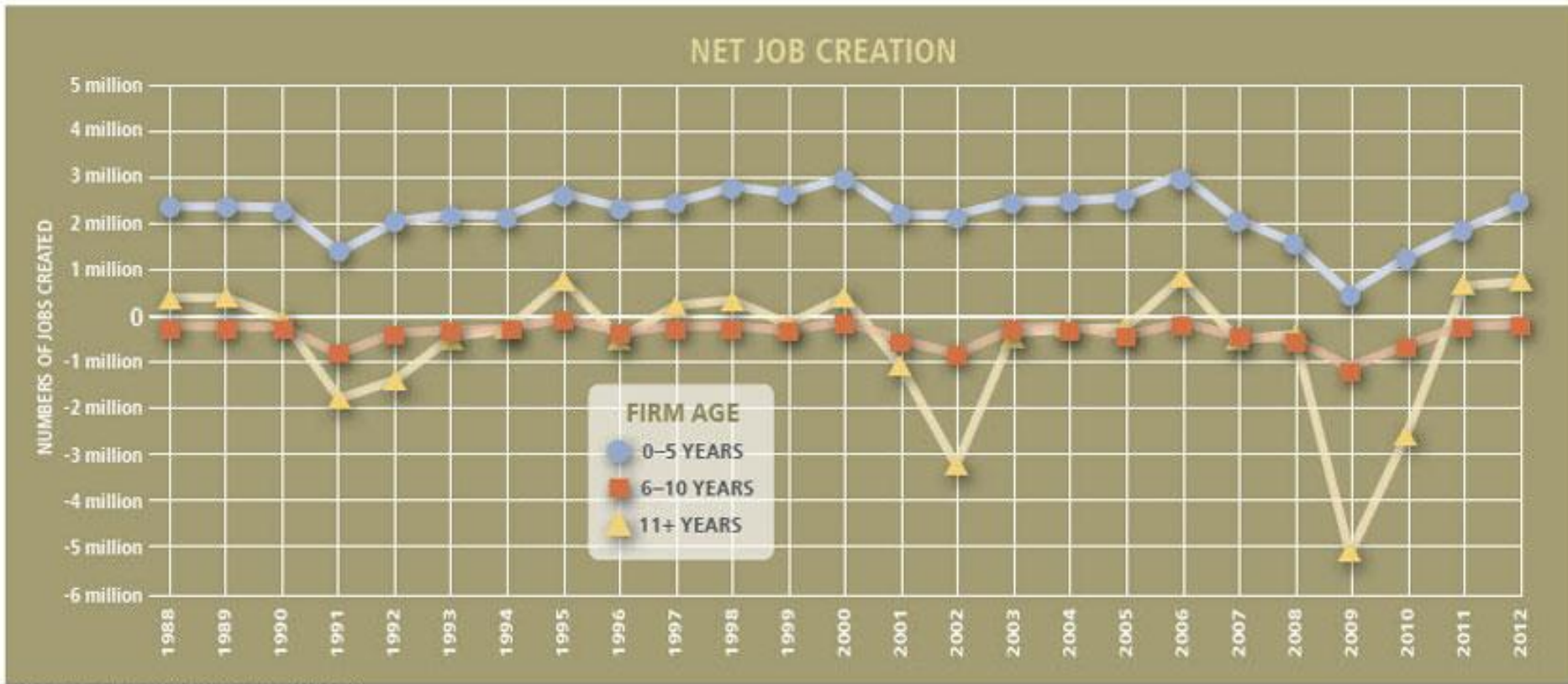
Sources: TechCrunch, CrunchBase

statista

A high-angle photograph of a young woman with brown hair, wearing a black long-sleeved shirt and a dark floral skirt, crouching on a dark asphalt surface. She has a frustrated or angry expression on her face, with her teeth bared. In front of her, on the asphalt, is a small puddle of a light-colored liquid with a brown cone-shaped object (like a small ice cream cone or a piece of wood) stuck in the center. The scene is brightly lit, casting a shadow of the woman to her left.

Ok they can't innovate
But they hire people!

Net Job Creation: ZERO – SIFIR - 0



**Let's
Startup!**



Startup (IDE)

a temporary organization designed to search for a repeatable and scalable business model.

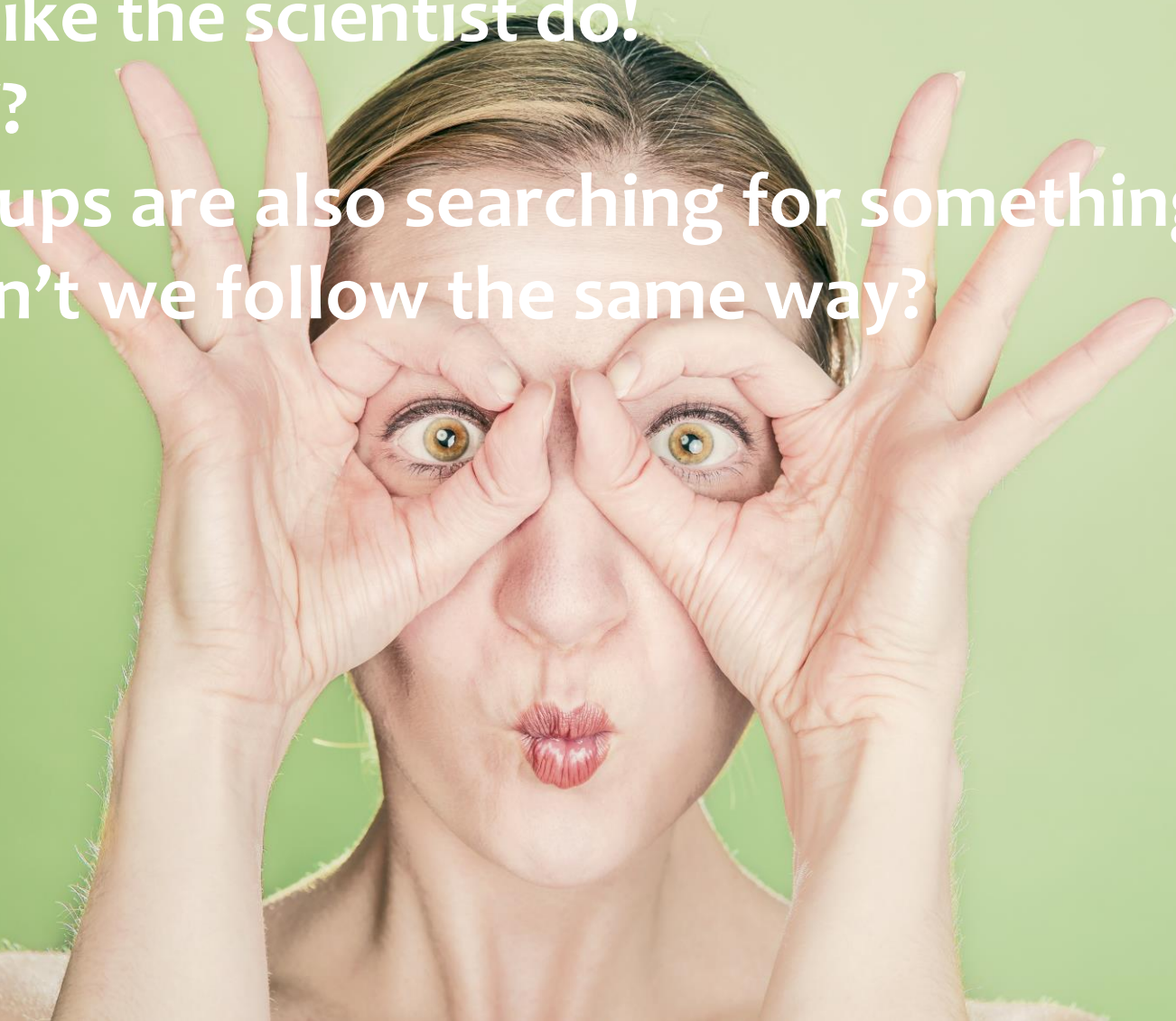
Startup >>>>>>> Enterprise

Q: HOW?

A: Just like the scientist do!

Q: WHY?

A: Startups are also searching for something new,
why don't we follow the same way?



How scientist search?

make an observation



ask a question



make a hypothesis



conduct your experiment



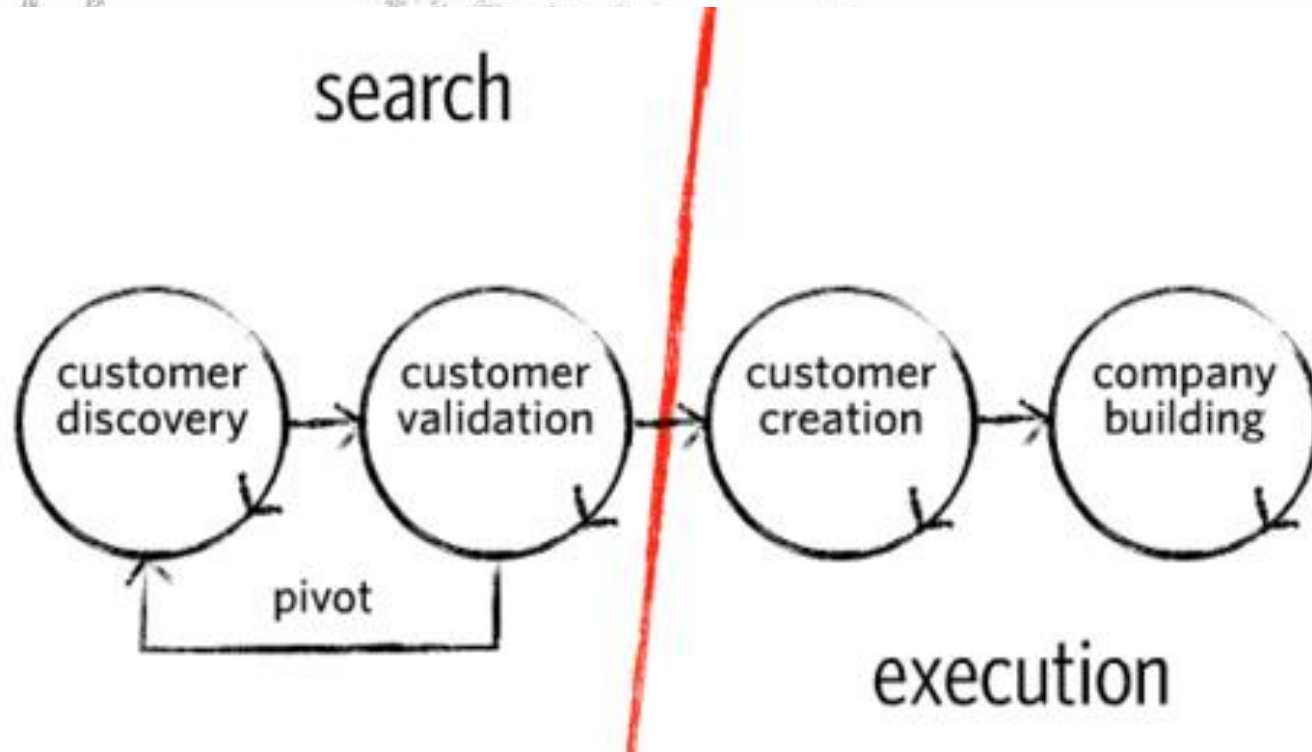
draw conclusions



report your results

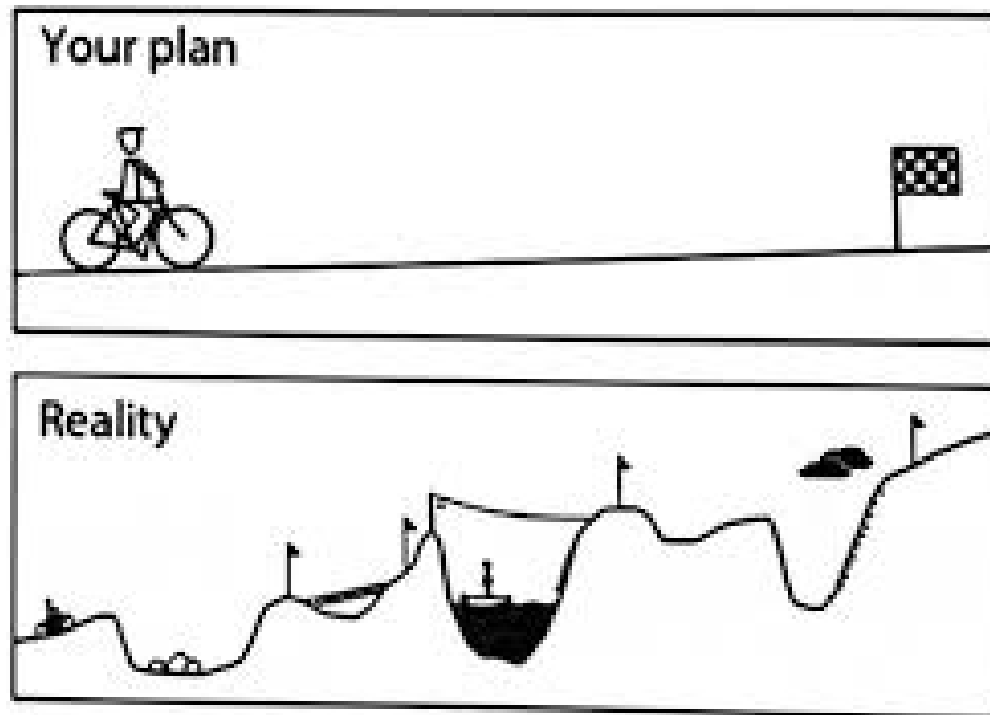


Startup Management

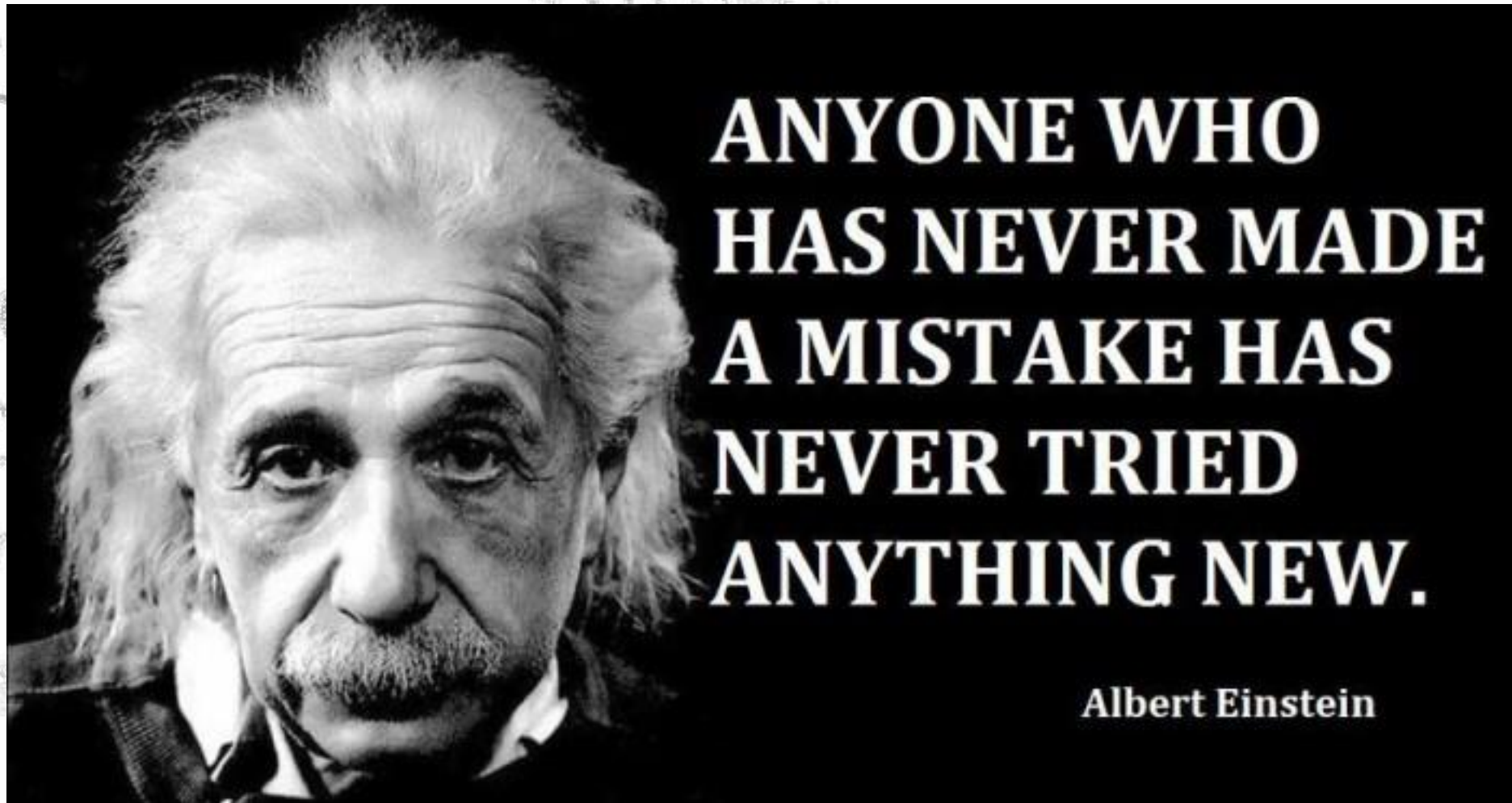


Steve Blank

Startup Management



Failure is integral part of Startup!

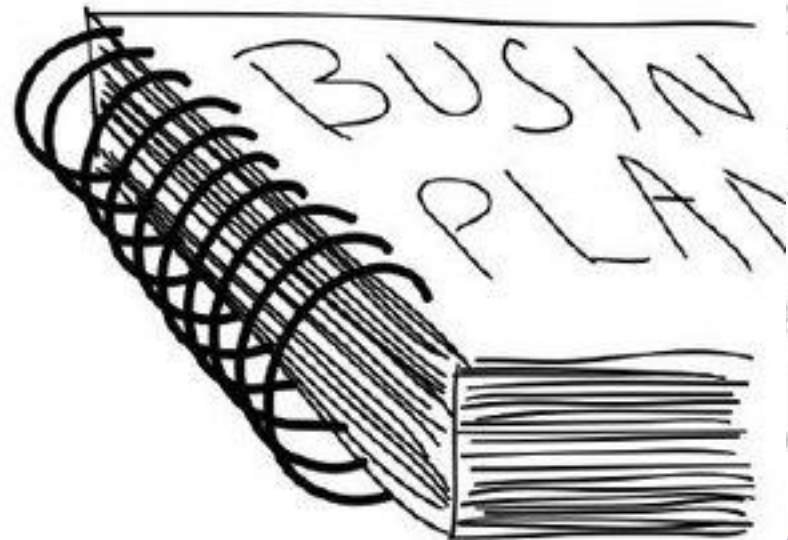


Get Out of The Building!

“no business plan survives the first contact with customers”



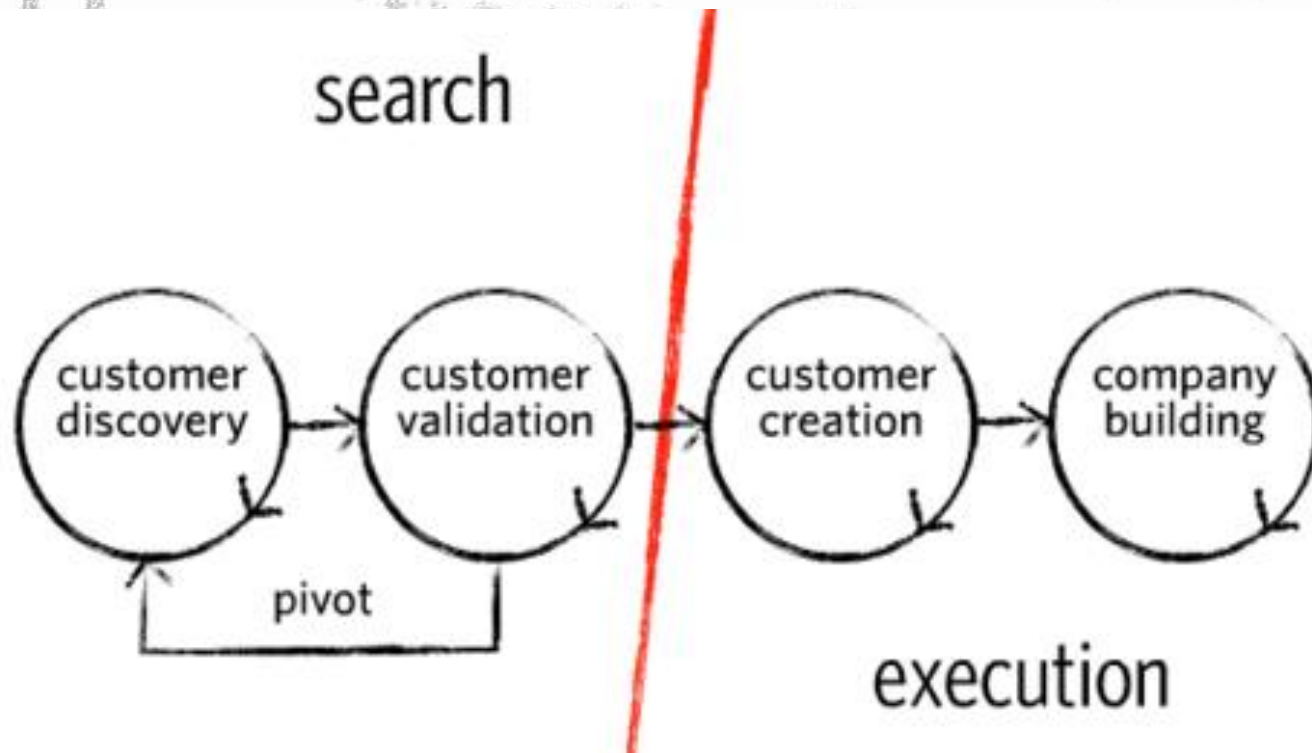
Steve Blank,
entrepreneur & thought leader



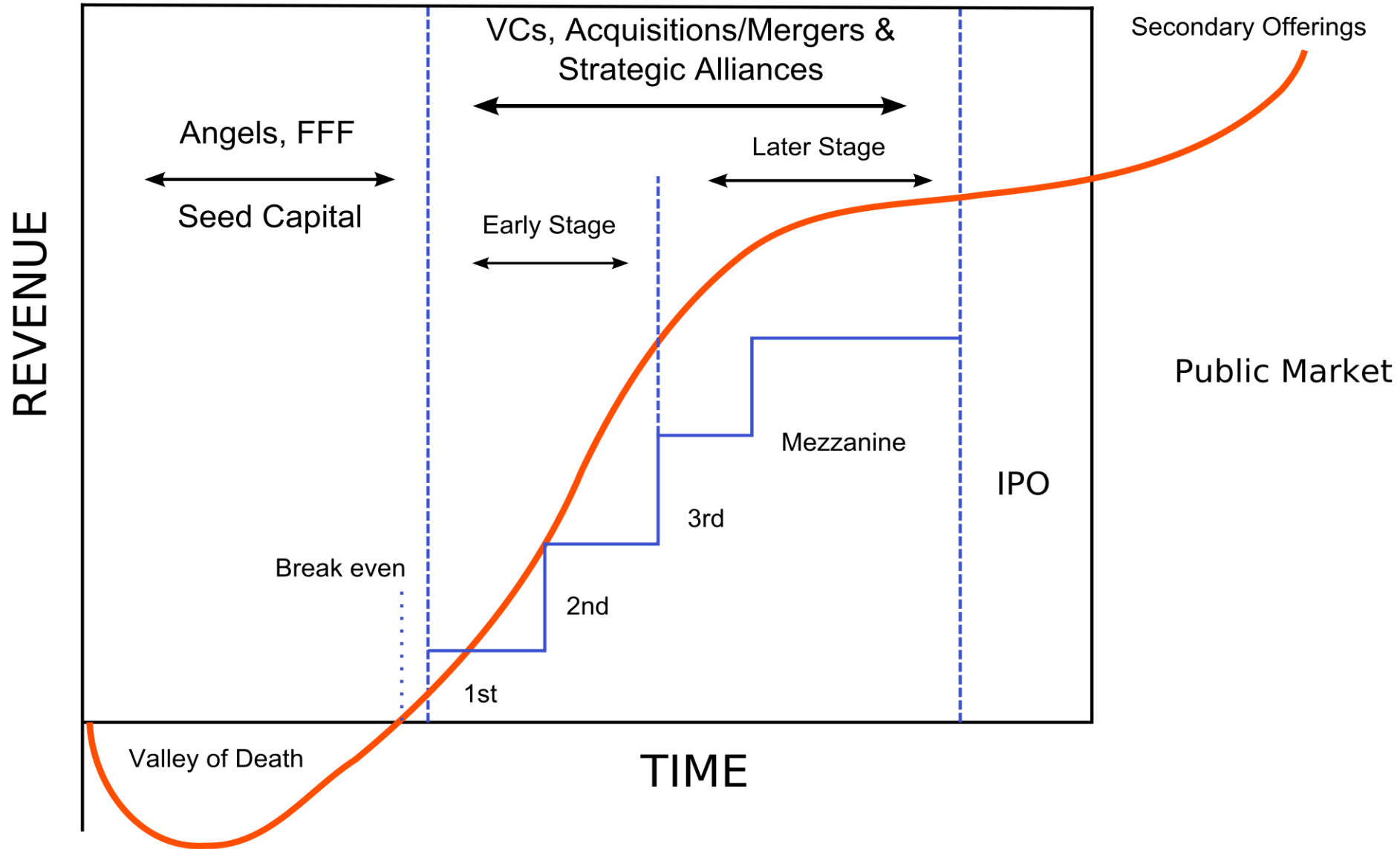
Fail Fast



Fail Fast or Succeed Faster



Startup Financing Cycle





OK, Let's Start,
What do I Need?

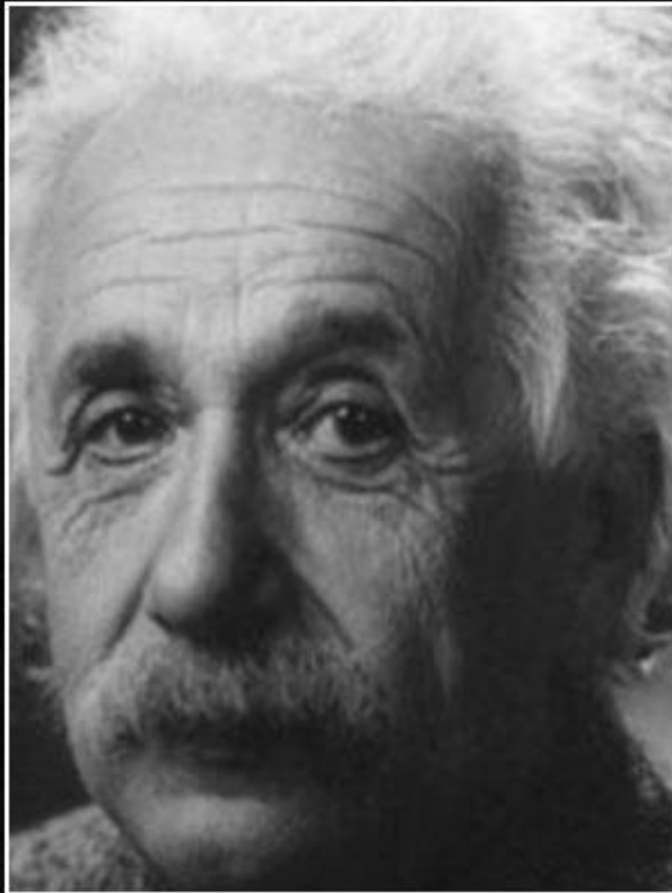
- 
- A photograph of a winding dirt road on a mountain slope. The road is dark and has several puddles. The slope is covered in brown grass and patches of snow. The sky is overcast and grey.
1. Fellow Traveler (Cofounder)
 2. Visionary
 3. Ambitious
 4. Persevering
 5. Flexible
 6. Talented

Your cofounder is
sitting right next
to you!

Start flirting
right now!



All you need is a Problem!

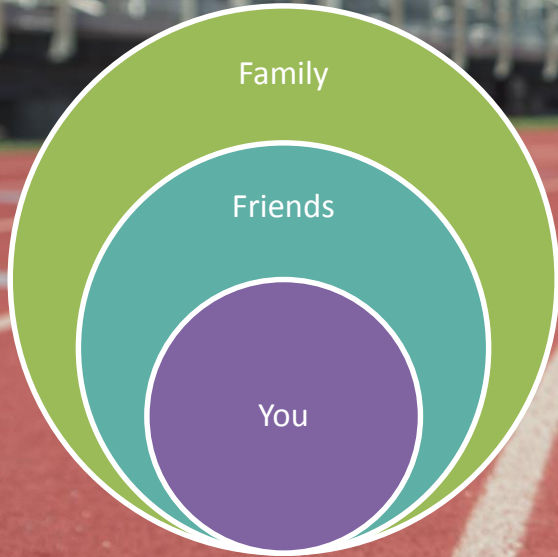


If I had an hour to solve a problem
I'd spend 55 minutes thinking about
the problem and 5 minutes thinking
about solutions.

— *Albert Einstein* —

AZ QUOTES

Solve your own problem!



How Can We Help?

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"FuturMaker"



- Course: BA 4137 Entrepreneurship
- Links
 - ODTÜ GİMER : <http://gimer.metu.edu.tr/en/>
 - ODTÜ GİMER : <https://twitter.com/odtugimer>
 - Assoc. Prof. Dr. Adil Oran:
 - <https://twitter.com/adiloran>
 - <http://adiloran.com/>

YFYI Acceleration Programs

T-IDEA

Fikrin girişimin olsun.

Yenilikçi bir fikre sahip şirketleşmemiş lisans, yüksek lisans ve doktora öğrencileri ile yeni mezunlar

PROGRAM

Yalın Girişim Eğitimi

İş Modeli Geliştirmek

MVP Tasarımı

Metrik Yönetimi

String Ventures Bootcamp

Problem Çözüm Uyumu

Persona Çalışması

A/B Testi

Mentorluk Programı (5 hafta)

Kurucular ve Yatırımcılardan İş Geliştirme Desteği

1-1 Mentorluk

Yatırımcı Sunumu Eğitimi

T-BIGG

TÜBİTAK ile 150.000 TL'lik

sermaye desteği alın



T-START

Girişimin işin olsun.

4 yaşından küçük 6 çalışandan az ve 100.000 TL'den fazla yatırım almamış genç teknoloji şirketleri

PROGRAM

High Intensity Innovation

Training (HIIT)

İnovasyon Kampı

String Ventures Bootcamp

Ürün Pazar Uyumu

Landing Page

Growth Hacking

Satışların Optimizasyonu

Yatırım Sonrasına Hazırlık

En İyi İşe Nasıl Alınır?

Risk Sermayesine Gitmeden Önce

T-BOOST

Girişimini dünya duysun.

Yurtdışı pazarlara hazır ürün ve takımları olan teknoloji şirketleri

PROGRAM

Silicon Valley Culture

Company Performance

Management

Equity Management

4 Hafta ABD programı

Product Strategy

Growth Strategy

Legal Consulting

Investor Relations

@T-JUMP Office San Francisco

Success Stories

onedio





ODTÜ·TEKNOKENT

“FuturMaker”

YFYİ Hızlandırma Programı ortamların en hızlı girişimcilerini bekliyor!

2016 dönemi başvurularımız başladı.



www.yfyi.com