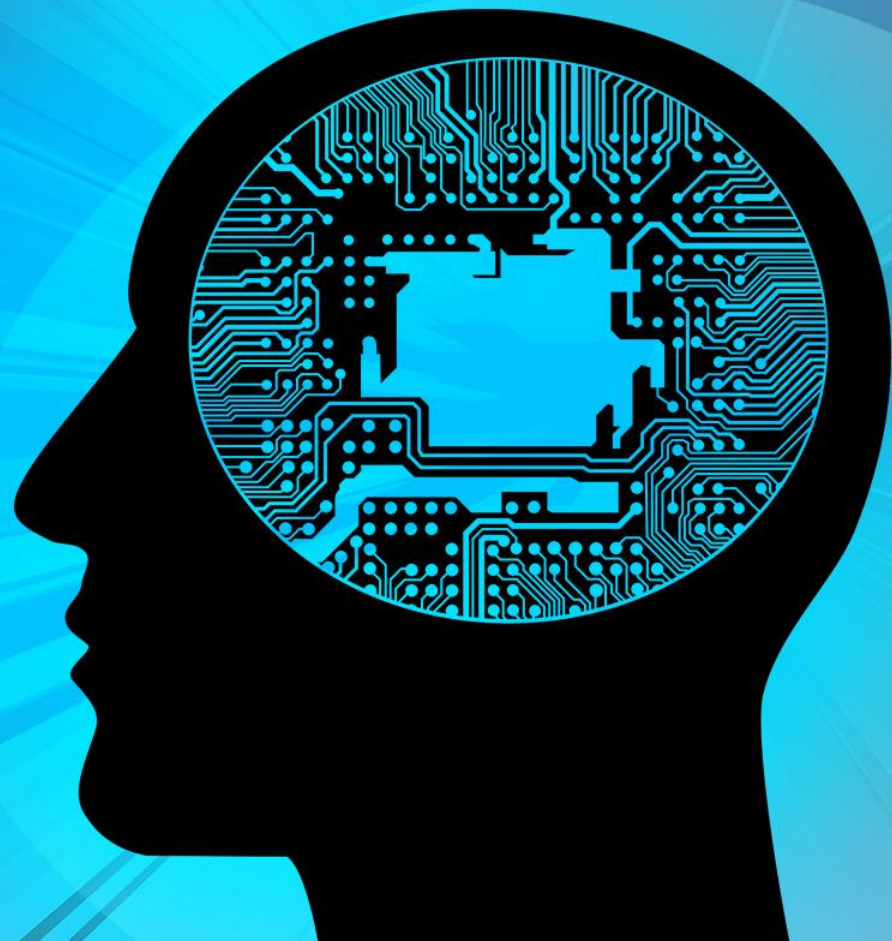


Khởi nghiệp & Đổi mới sáng tạo

Linh Huynh

07.2020



Nội dung



- Ý tưởng khởi nghiệp với AI
- Quy trình đổi mới sáng tạo
- Phát triển mô hình kinh doanh
- Nguồn lực phát triển dự án
- Gọi vốn và thuyết trình đầu tư

Ý tưởng khởi nghiệp với AI

2020

Healthcare



Finance & Insurance



Transportation



Construction



Retail & Warehousing



Govt. & City Planning



Media & Entertainment



Education



Manufacturing



Legal



Mining



Food & Agriculture



CBINSIGHTS

Energy



Telecom



CROSS-INDUSTRY TECH

AI Processors



NLP, NLG, & Computer Vision



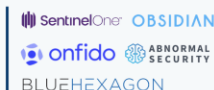
Sales & CRM



AI Model Development



Cybersecurity



BI & Ops Intel



Other R&D

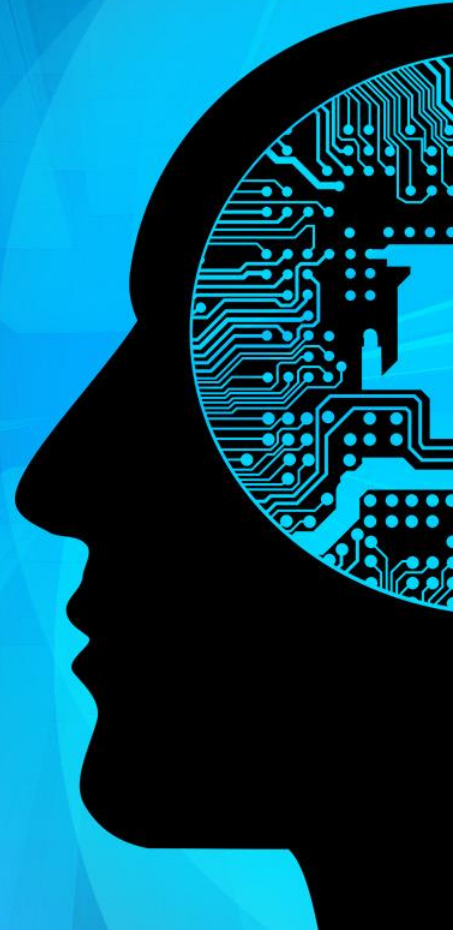




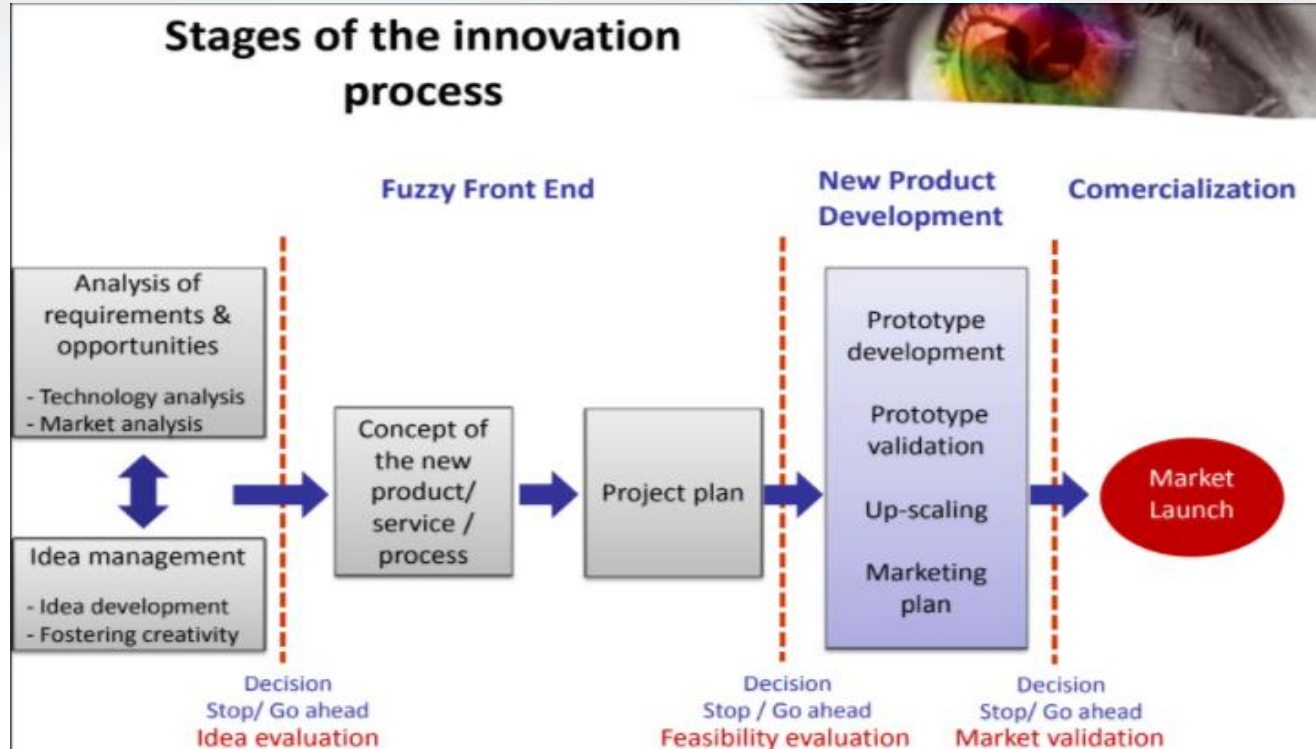
QUY TRÌNH ĐỔI MỚI SÁNG TẠO

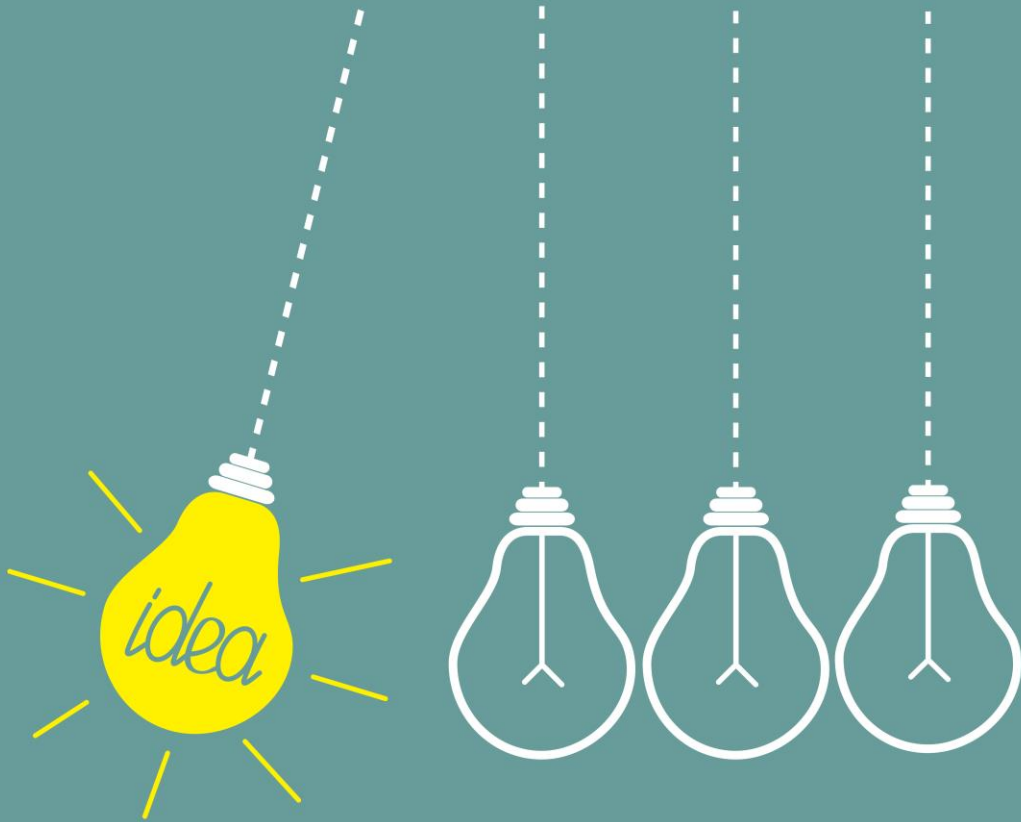
Sự đổi mới đến từ đâu?

- Vĩ mô hay vi mô
 - Tích cực trong ngành, xu hướng được lựa chọn
 - Tham dự hội nghị, hội thảo, triển lãm
 - Liên kết với những người cùng chí hướng



QUY TRÌNH ĐỔI MỚI SÁNG TẠO



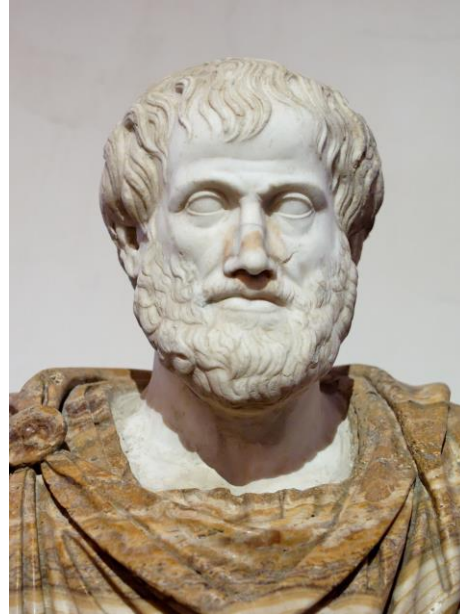


Mô hình đổi mới sáng tạo

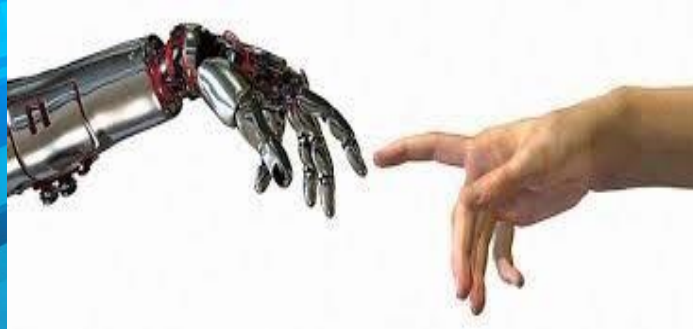
Sự bắt chước thông minh

*Man differs from
other animals
because of his
greater aptitude for
imitation*

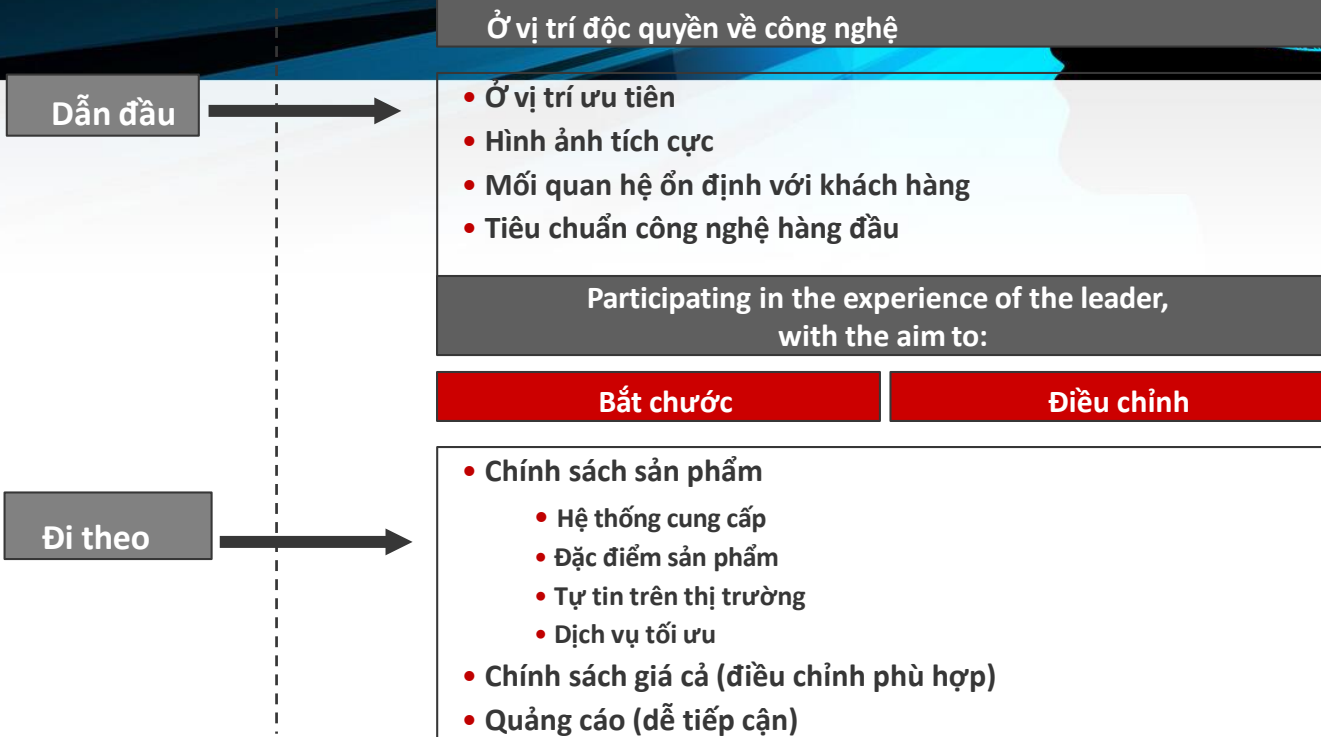
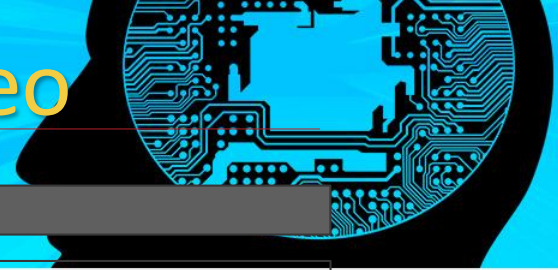
Aristoteles



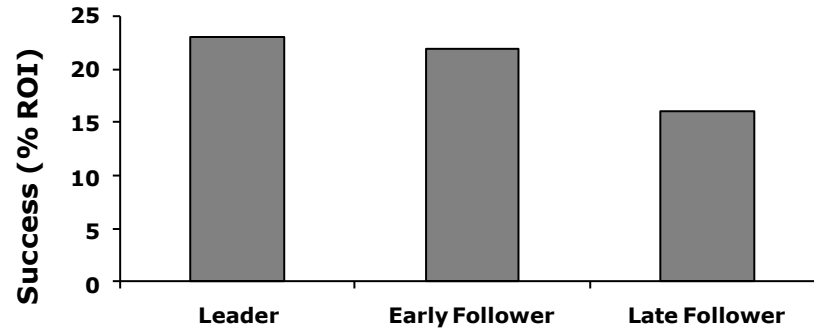
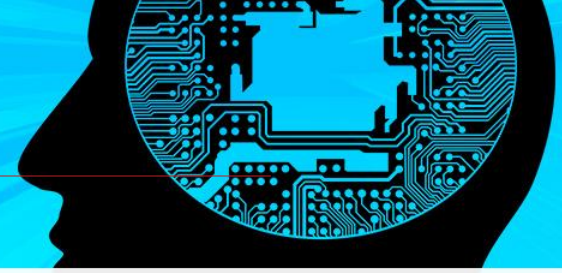
Bắt chước tự nhiên bằng công nghệ



Thuận lợi của người đi theo

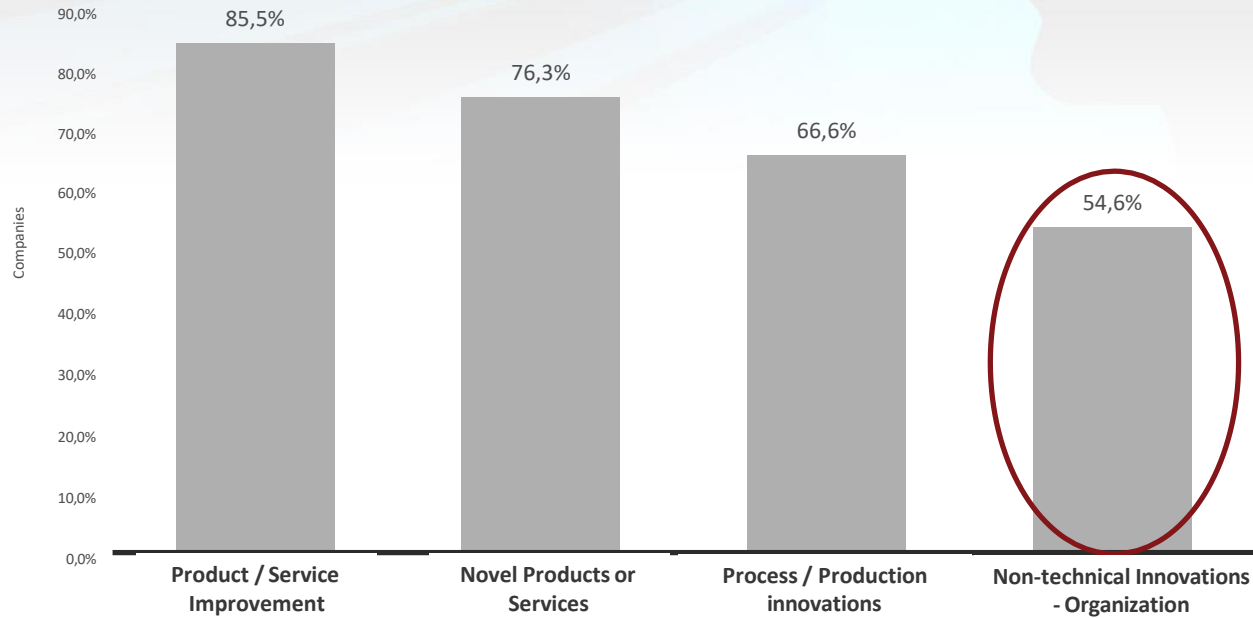


Lợi thế của người đi theo



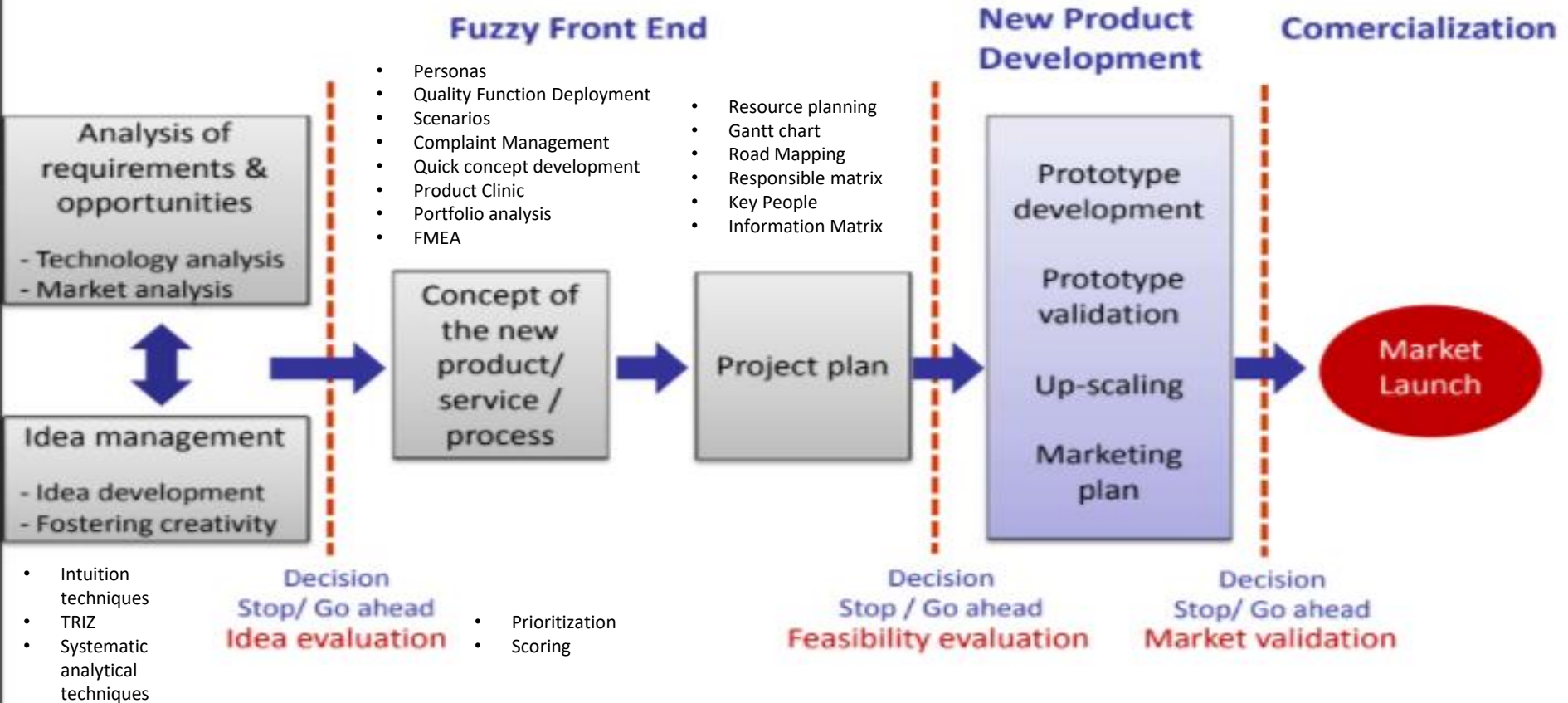
Source: PIMS study in Europe, www.pimsonline.com

Business model innovation

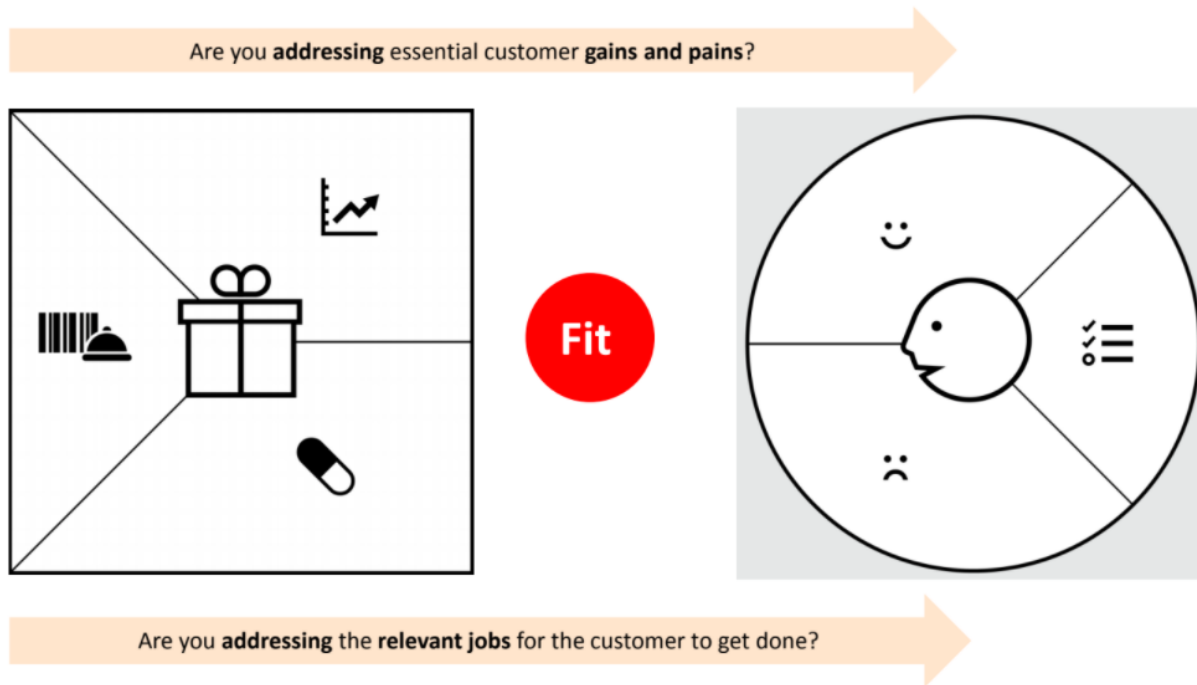


Source: BDI; IfM Bonn, Deutsche Bank (2013) Germany; 392 companies; annual turnover: at lt. 50 Mio. EUR, more than 20 employees

Stages of the innovation process



Xác định giá trị kết hợp hồ sơ khách hàng



Đổi mới sáng tạo trong mô hình kinh doanh



Nhu cầu



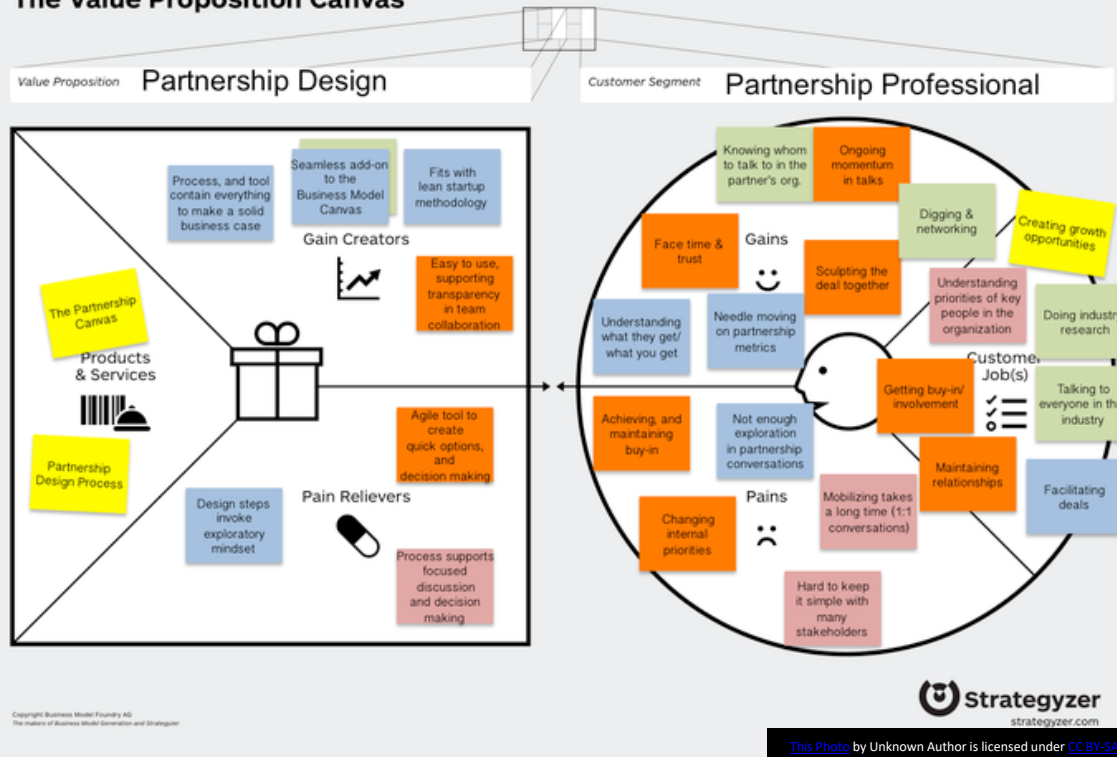
Công nghệ



Mô hình
kinh doanh

Định vị giá trị trong chuỗi liên kết mới

The Value Proposition Canvas



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The Business Model Canvas

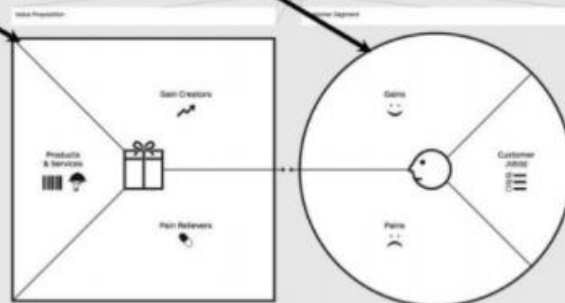
Designed for: Designed by: Date: Version:



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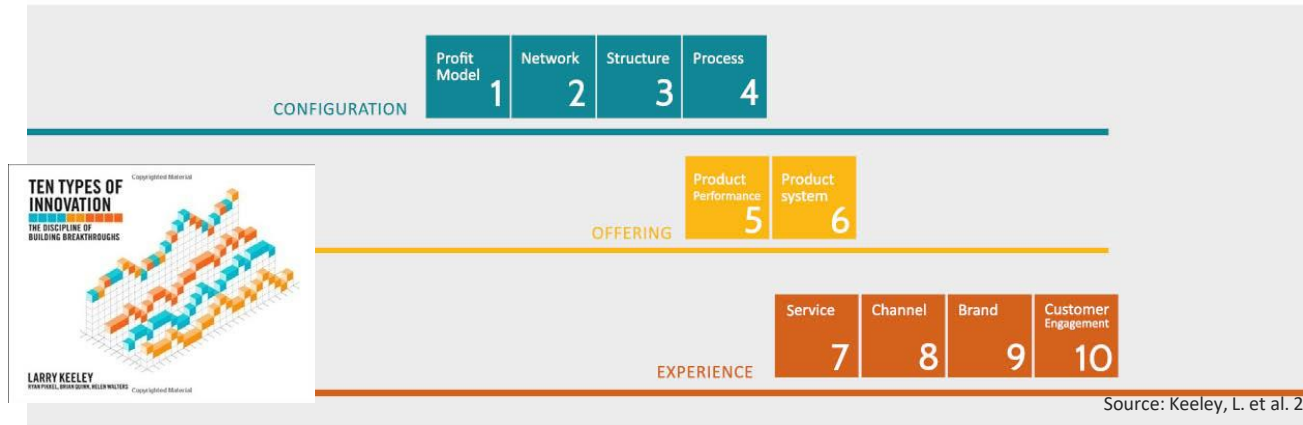
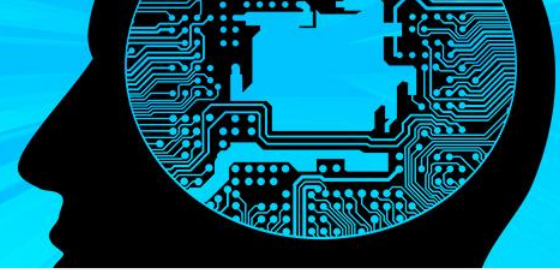
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The Value Proposition Canvas



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10 Types of Innovation



Profit Model

Premium
Price at a higher margin than competitors, usually for a superior product, offering, experience, service or brand.

Cost Leadership
Keep variable costs low and sell high volumes at low prices.

Scaled Transactions
Maximize margins by pursuing high volume, large scale transactions when unit costs are relatively fixed.

Microtransactions
Sell many items for as little as a dollar—or even only one cent—to drive impulse purchases at volume.

Forced Scarcity
Limit the supply of offerings available, by quantity, time frame or access, to drive up demand and/or prices.

Subscription
Create predictable cash flows by charging customers up front (a one time) or recurring fee to have access to the product/service over time.

Membership
Charge a time-based payment to permit access to locations, offerings, or services that non-members don't have.

Installed Base
Offer a "core" product for slim margins for users a lead to drive demand and loyalty, then realize profit on additional products and services.

Switchboard
Connect multiple sellers with multiple buyers, the more buyers and sellers who join, the more valuable the switchboard.

Auction
Allow a market—and its users—to set the price for goods and services.

User-Defined
Invite customers to set a price they wish to pay.

Freemium
Offer basic services for free, while charging a premium for advanced or special features.

Flexible Pricing
Vary prices for an offering based on demand.

Frost
Receive payment prior to building the offering—and use the cash to earn interest prior to making margins.

Financing
Capture revenue not directly from the sale of a product but from scheduled payment plans and interest charges.

Co-Supported
Provide complementary services for free to one party while selling features, services or benefits to another party.

Licensed
Grant permission to some other group or individual to use your offering in a defined way for a specified payment.

Metered Use
Allow customers to pay for only what they use.

Bundled Pricing
Sell in a single transaction two or more items that could be sold as standalone offerings.

Disaggregate Pricing
Allow customers to buy singly—and only—what they want.

Risk Sharing
Wade standard risks/conditions if certain metrics aren't achieved, but receive outside gains when they are.

Network

Merger/Acquisition
Combine two or more entities to gain access to capabilities and assets.

Consolidation
Acquire multiple companies in the same market or complementary markets.

Open Innovation
Obtain access to processes or patents from other companies to leverage, extend, and build on expertise and/or capabilities with your own and previous.

Secondary Markets
Connect waste streams, by-products, or other alternative offerings to those who want them.

Supply Chain Integration
Coordinate and integrate information and/or processes across a company or functions of the supply chain.

Complementary Partnerships
Leverage assets by sharing them with companies that serve similar markets but offer different products and services.

Alliances
Share risks and revenues to jointly improve individual competitive advantage.

Franchising
License business principles, processes, and brand to paying partners.

Cooperation
Join forces with someone who would normally be your competitor to achieve a common goal.

Collaboration
Partner with others for mutual benefit.

Structure

Organizational Design
Make firm follow function and align infrastructure with core qualities and business processes.

Incentive Systems
Offer rewards (financial or non-financial) to provide motivation for a particular course of action.

IT Integration
Integrate technology resources and applications.

Competency Center
Cluster resources, practices and expertise into support centers that increase efficiency and effectiveness across the broader organization.

Outsourcing
Assign responsibility for developing or maintaining systems to a vendor.

Corporate University
Provide job-specific or company-specific training for managers.

Decentralized Management
Distribute decision-making governance closer to the customer or other key business interfaces.

Knowledge Management
Share relevant information internally to reduce redundancy and improve job performance.

Asset Standardization
Reduce operating costs and increase connectivity and modularity by standardizing your assets.

Process Efficiency
Create or produce more while using fewer resources—measured in materials, energy consumption or time.

Flexible Manufacturing
Use a production system that can rapidly react to changes and still operate efficiently.

Process Automation
Apply tools and infrastructure to manage routine activities in order to free up employees.

Crowdsourcing
Outsource repetitive or challenging work to a large group of semi-organized individuals.

On-Demand Production
Produce items after an order has been received to avoid carrying costs of inventory.

Process

Process Standardization
Use common products, processes, procedures, and policies to reduce complexity, costs, and errors.

Localization
Adapt an offering, process, or experience to target a culture or region.

Process Efficiency
Create or produce more while using fewer resources—measured in materials, energy consumption or time.

Flexible Manufacturing
Use a production system that can rapidly react to changes and still operate efficiently.

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Crowdsourcing
Outsource repetitive or challenging work to a large group of semi-organized individuals.

On-Demand Production
Produce items after an order has been received to avoid carrying costs of inventory.

Lean Production
Reduce waste and cost in your manufacturing process and supply chain.

Logistics Systems
Manage the flow of goods, information and other resources between the point of origin and the point of use.

Customized Design
Employ a personal approach that manifests itself consistently across offerings, brands, and experiences.

Intellectual Property
Protect an idea that has commercial value—such as a recipe or industrial process—with legal tools like patents.

User Generated
Put your users to work in creating and curating content that powers your offerings.

Predictive Analytics
Model past performance data and predict future outcomes to design and price offerings accordingly.

Product Performance

Superior Product
Develop an offering of exceptional design, quality, and/or experience.

Ease of Use
Make your product simple, intuitive and comfortable to use.

Engaging Functionality
Provide an unexpected or necessary experiential component that elevates the customer interaction.

Safety
Increase the customer's level of confidence and security.

Feature Aggregation
Combine existing features found across offerings into a single offering.

Added Functionality
Add new functionality to an existing offering.

Performance Simplification
Omit superfluous details, features, and interactions to reduce complexity.

Environmental Sensitivity
Provide offerings that do no harm—or actively help harm—to the environment.

Conservation
Design your product so that customers can reduce their use of resources.

Customization
Enable offering of the product or service to suit individual requirements or specifications.

Focus
Design an offering specifically for a particular audience to the expense of others.

Styling
Impart a style, fashion or image.

Product System
Complements
Add additional related or ancillary products or services to a customer.

Extensions/Plugins
Allow first- or third-party additions that add functionality.

Product System

Complements
Add additional related or ancillary products or services to a customer.

Extensions/Plugins
Allow first- or third-party additions that add functionality.

Product Bundling
Offer several products for sale as one combined product.

Modular Systems
Provide a set of individual components that can be used independently, but gain utility when combined.

Product/Service Platforms
Develop systems that connect with other, partner products and services to create a holistic offering.

Integrated Offering
Combine various discrete components into a complete experience.

Supplementary Service
Offer ancillary services that fit with your offering.

Superior Service
Provide services of higher quality, efficacy, or with a better experience than any competitor.

Personalized Service
Use the customer's own information to provide perfectly calibrated service.

User Communities/Support Systems
Provide a communal resource for product/service support, use and extension.

Lease or Loan
Let customers pay over time to lower upfront costs.

Self-Service
Provide users with control over activities that would otherwise require an intermediary to complete.

Service
Try Before You Buy
Let customers test and experience an offering before investing in it.

Guarantee
Remove customer risk of lost money or time stemming from product failure or purchase error.

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Let customers test and experience an offering before investing in it.

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Loyalty Programs
Provide benefits and/or discounts to frequent and high-value customers.

Added Value
Include an additional service/function as part of the base price.

Concierge
Provide premium service by taking on tasks for which customers don't have time.

Total Experience Management
Provide thoughtful, holistic management of the consumer experience across an offering's lifecycle.

Multi-Level Marketing
Sell bulk or packaged goods to an affiliated but independent sales force that buys around and sells at a volume.

Pre-selling
Prioritize products, services or information that will enhance an experience in situations where customers are likely to want to access them.

On-Demand
Deliver goods in real time whenever or wherever they are desired.

Context Specific
Offer timely access to goods that are appropriate for a specific location, occasion, or situation.

Experience Center
Create a space that encourages your customers to interact with your offerings—but purchase them through a different (and often lower-cost) channel.

Channel
Diversification
Add and expand into new or different channels.

Flagship Store
Create a store to showcase quintessential brand and product attributes.

Go Direct
Skip traditional retail channels and connect directly with customers.

Channel

Diversification
Add and expand into new or different channels.

Flagship Store
Create a store to showcase quintessential brand and product attributes.

Go Direct
Skip traditional retail channels and connect directly with customers.

Non-Traditional Channels
Employ novel and relevant avenues to reach customers.

Pop-up Presence
Create a noteworthy but temporary environment to showcase and/or sell offerings.

Indirect Distribution
Use others as resellers who take ownership over delivering the offering to the final user.

Multi-Level Marketing
Sell bulk or packaged goods to an affiliated but independent sales force that buys around and sells at a volume.

Pre-selling
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Brand
Co-Branding
Combine brands to mutually reinforce key attributes or enhance the credibility of an offering.

Brand Leverage
"Lend" your credibility and allow others to use your name—thus extending your brand's reach.

Private Label
Provide goods made by others under your company's brand.

Brand

Co-Branding
Combine brands to mutually reinforce key attributes or enhance the credibility of an offering.

Brand Leverage
"Lend" your credibility and allow others to use your name—thus extending your brand's reach.

Private Label
Provide goods made by others under your company's brand.

Brand Extension
Offer a new product or service under the umbrella of an existing brand.

Component Branding
Brand an integral component to make a product more valuable.

Transparency
Let customers see into your operations and participate with your knowledge of some activity or subject.

Value Proposition
Make your brand stand for a big idea or a set of values and express them consistently in all aspects of your company.

Certification
Obtain a brand or mark that signifies and ensures certain characteristics in third-party offerings.

Community and Belonging
Facilitate visceral connections to make people feel they are part of a group or movement.

Personalization
Alter a standard offering to allow the projection of the customer's identity.

Whimsy and Personality
Humanize your offering with small touches on-brand, on-message ways of seeming alive.

Status and Recognition
Offer cues that infer meaning, allowing users—and those who interact with them—to develop and nurture aspects of their identity.

Customer Engagement
Process Automation
Remove the burden of repetitive tasks from the user to simplify life and make new experiences seem magical.

Experience Simplification
Reduce complexity and focus on delivering specific experiences exceptionally well.

Curation
Use a distinct point of view to separate the potential ahead from the clutter—and in the process create a strong identity for yourself and your followers.

Experience Enabling
Extend the realm of what's possible to offer a previously improbable experience.

Mastery
Help customers to obtain great skill or deep knowledge of some activity or subject.

Autonomy and Authority
Grant users the power to use your offerings to shape their own experience.

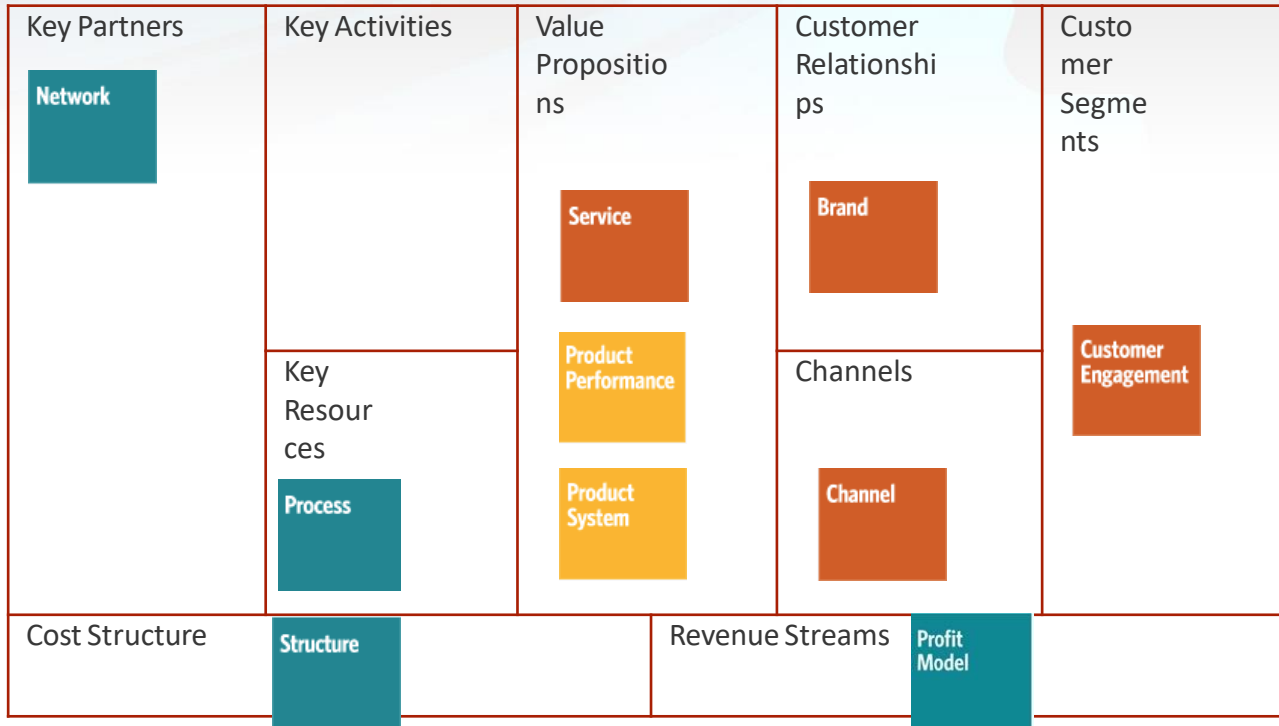
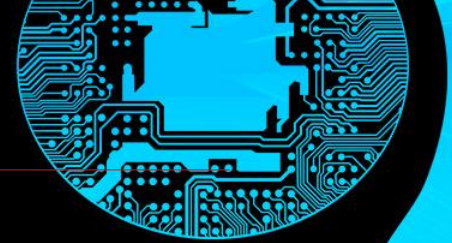
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Business Model Innovations



Product Clinic – học từ đối thủ cạnh tranh

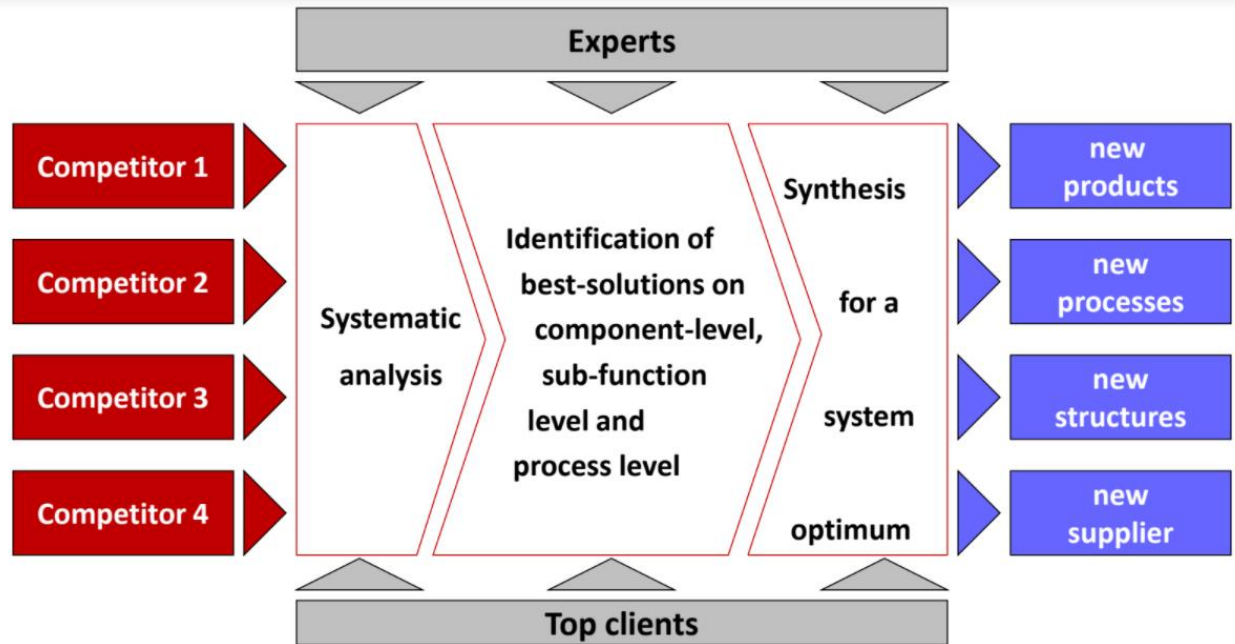


FIGURE 2. Service Blueprint of Overnight Hotel Stay



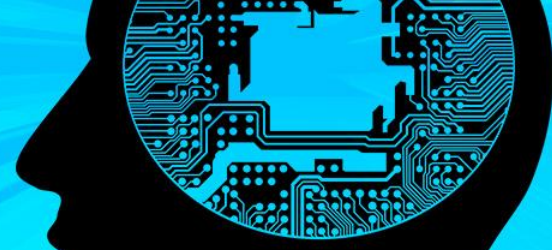
Indicates interaction between customer and the organization's people and technology

Pain Points (PP)
 1. Have to wait in line.
 2. Can't find the rooms.
 3. Don't understand check out procedure.

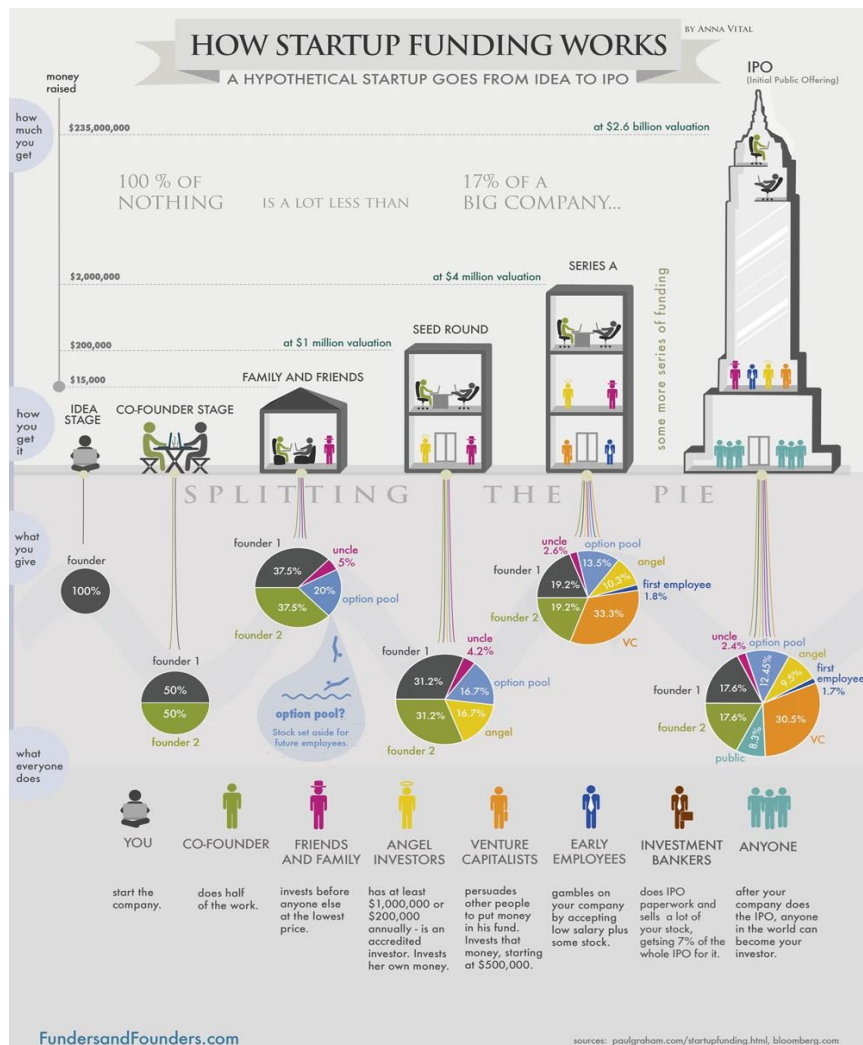


NGUỒN LỰC PHÁT TRIỂN DỰ ÁN

Định giá doanh nghiệp



Phương pháp	Đặc điểm
Đầu tư mạo hiểm (VC methods)	Định giá dựa trên lợi nhuận kỳ vọng tại thời điểm thoái vốn
Phương pháp Berkus	Giá trị bằng \$: ý tưởng, công nghệ, chất lượng điều hành, quan hệ chiến lược, khả năng triển khai sản phẩm & bán hàng.
Quan trọng là ý tưởng	Ý tưởng càng hay, càng có giá trị. Phải đảm bảo có sở hữu trí tuệ
Tính nhanh theo quy mô thị trường tiềm năng	Chọn 1 phân khúc tiềm năng nhất X lợi nhuận trung bình/khách hàng = giá trị doanh nghiệp
Tính nhanh theo giá thị trường	Lấy giá trị thị trường ngành x 1-10% . Ví dụ xác định chiếm bao nhiêu % thị trường ngành
Định giá theo tầm nhìn	Vạch ra tầm nhìn hướng đến phát triển tương lai, tầm nhìn càng lớn, định giá càng cao.
So sánh với các startup thành công	AirBnB giá 1 tỷ \$ và startup giống mô hình thì cũng có thể định giá



Phương pháp gọi vốn



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Write fluently in any language

148

Productivity

▲

3865



ZELF
Instant money in messengers

136

Fintech

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4054

Today

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Meal kits from top restaurants
+ FOLLOW (200)



Infinity
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+ FOLLOW (712)



Manifold Pricing Plan Builder
Pricing and packaging for developer tools made simple.
+ FOLLOW (70)

VIEW ALL

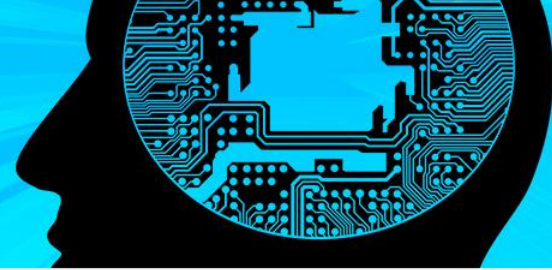
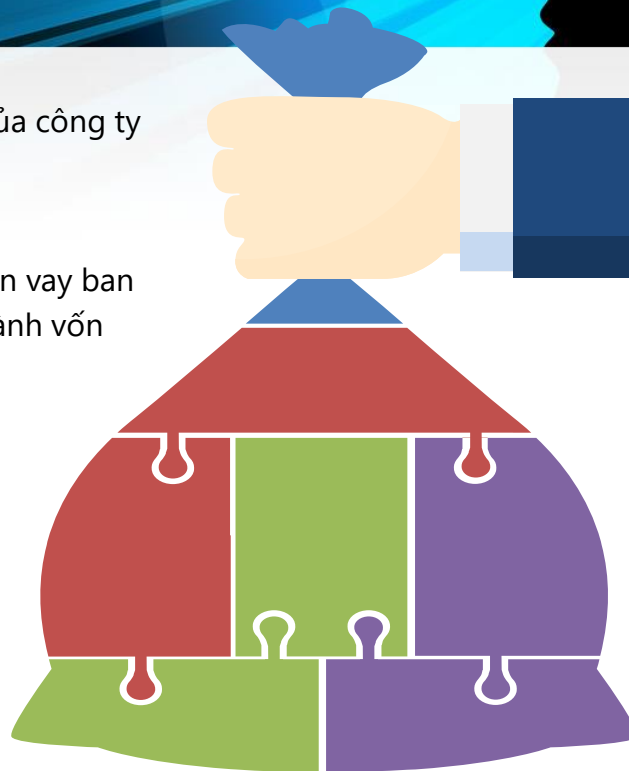
Những điều nhà đầu tư quan tâm

■ PRE-MONEY & POST-MONEY: Giá trị của công ty trước và sau khi gọi vốn

■ CONVERTIBLE DEBT (NOTES): khoản tiền vay ban đầu với nhà đầu tư nhưng về sau sẽ thành vốn

■ LIQUIDATION PREFERENCES: Quyền ưu tiên thanh toán

■ EXIT STRATEGY: Chiến lược thoái vốn





GỌI VỐN ĐẦU TƯ



10 | 20 | 30