



THAILAND | Startup Outlook 2015

PATAI PADUNGTIN

Principal / Evangelist : BUILK.COM

President of Thailand Tech Startup Association



SaaS for construction industry
founded in 2009
500 startups alumni (Batch 7)



Thailand Tech Startup Association
Founded in 2014



THAILAND at a glance



67 Millions Populations

second largest economy in ASEAN

GDP Per Capita PPP (2015e): \$**13,986**

86 Millions Mobile Subscribers

35M Internet / 45M Mobile Internet Users

38M Facebook Users

Bangkok is the world's No.1 Facebook city (11.8M)

Thai tech startup ecosystem map

by techsauce.co (Aug 2015)

Notable Startups

Oonsee, BULK, accomize, HOTELQUICKLY, playbasis, TaamKru, POMELO, blisby, MOXY, S, SINOZE, INFINITY LEVELS, SkillLane, Priceza, COMPUTERLOGY, noonswoon, hipflat, MediTech, wongnai, Ask Hanuman, APPHOTEL, BRUNBOT, Anipre, h, Job Talents, Jitta, 2C2P

Event

START IT UP POWER IT UP, Startup Weekend, angelhack, TOUR, ECHELON THAILAND, fd

Education

d10, WE SYSTEM

Incubators/ Accelerators

AIS Startup, dtac accelerate, true incubate, krungsi, BIC, MSED, ix4

Government

NSTDA, THAILAND BOARD OF INVESTMENT, SIPA, ETDA, SOFTWARE PARK, NIA, SEC, ICT, mai, EGA

Tech Media

TECH SAUCE, blognone, BYTELINe

Coworking Space

LAUNCHPAD, the Hive, HATCH

Startup Association

Startup Association

Venture Capital

ARDENT CAPITAL, InVent, GALAXY VENTURES, inspire ventures, N-VEST, true incubate, COL, S P R X, DMP, 500 Ventures, G B, East Ventures, RED DOT VENTURES, SUMITOMO CORPORATION EQUITY ASIA LIMITED, jungle, DeNA, Golden Gate Ventures, I4J INVESTMENT PARTNERS, M&S Partner, docomo

Angel Groups / Clubs

Venture Club, stock2morrow, MB VC, HUBBA Venture

Venture builders

Alpha Founders, Ardent Lab, HUBBA X, Inspire

Companies (IPO or M&A)

Rakuten, TARAD.com, agoda.com, THINK of LIVING, OfficeMate, CCproperty, COMPUTERLOGY, PRYSBUY, ASIASOFT, MFEC



Thai Market



E-Commerce

Basic infrastructures are ready

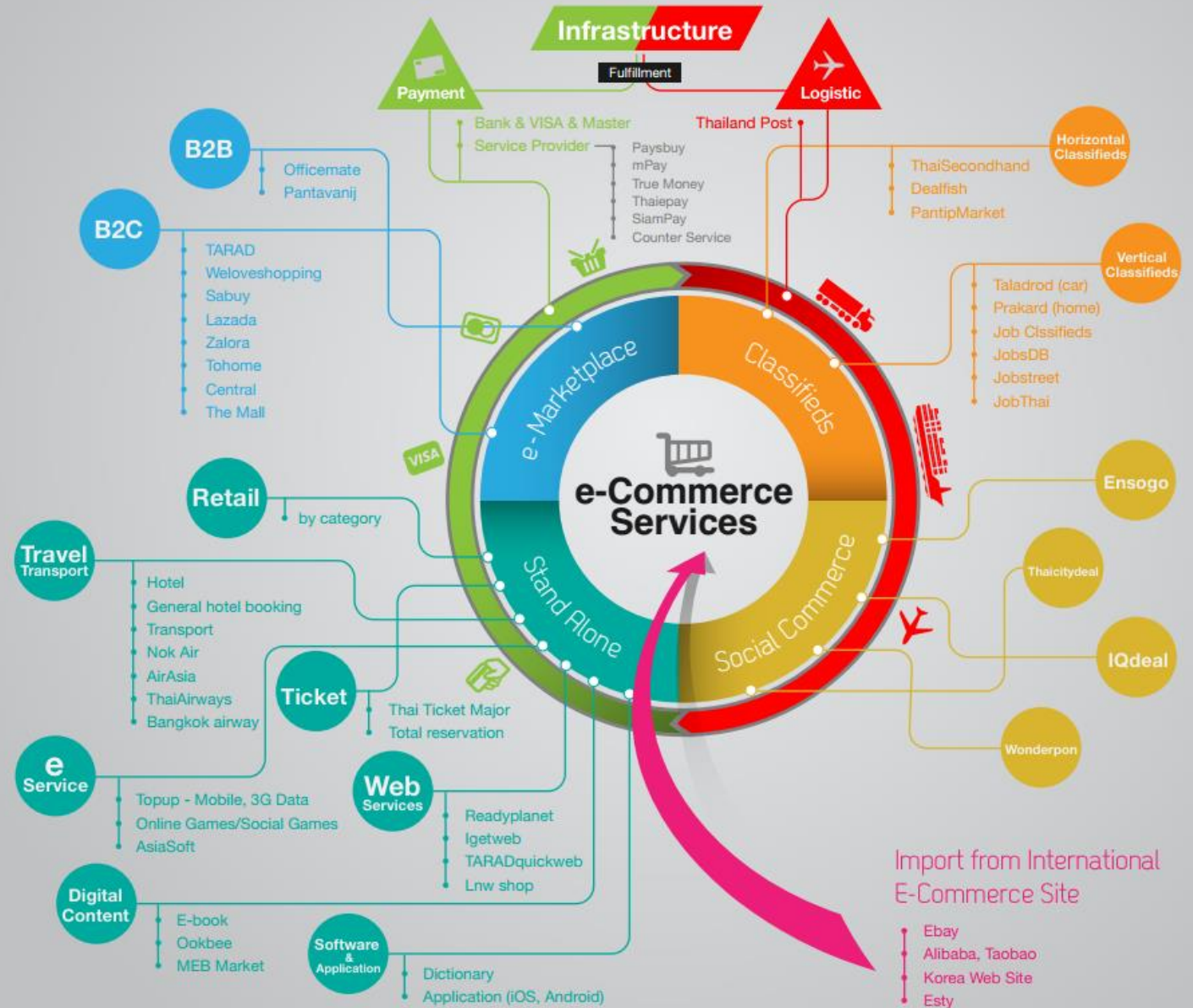
- Internet Penetration
- Basic Regulations

Developing

- Payment – COD / Credit Cards / eWallet
- Fulfillment Service
- Online Security
- Talents

Most common in:

- 24% Travel & Hotel
- 23% Fashion & Accessories
- 18% Digital Gadgets



Also HOT in 2016



Fintech

Games

SaaS

Social
Enterprise

- Consumer / Lifestyle startups market are saturated
- Global players also struggled in local market : Groupon, Uber, EasyTaxi



STARTUP THAILAND

 **Thailand Tech Startup Association**

UNITE | DRIVE | ACCELERATE



STARTUP THAILAND

INCUBATORS /
ACCELERATORS

STARTUPS

INVESTORS

SUPPORTERS

GOVERNMENT / MEDIA / EDUCATION / SPACE / PROVIDER



Startup Thailand
Association



SCHOOL OF
SCIENCE AND TECHNOLOGY
SAKON NAKHON UNIVERSITY

ชีวิต • ทัด • วัด

MEASURABLE METRICS FOR STARTUPS

วันอังคารที่ 4 สิงหาคม 2558 18.30-21.00

พบกันที่ โรงละครคอน อาคาร ดร.เจริญคันธวงศ์ ชั้น 16
มหาวิทยาลัยกรุงเทพ วิทยาเขตกล้วยน้ำไท



Patai P.
Bulk



Natavudh P.
Ookbee



Wicharn M.
Tasmkru



Thanachot W.
Asmmony



Lertad S.
Sellsuki



Thera S.
Goldigg



Pramewith S.
Storylog



Thanawat M.
Prizeza

ไม่ต้องรอด

Bootstrap Thai Style

21.10.2015



สรุปยอดรวมค่าบริการ (รวมภาษีมูลค่าเพิ่ม)	
บาท	01/06/2558
0.00	ยอดค่าบริการยกมา
0.00	ยอดเงินที่ชำระแล้ว
0.00	ยอดเงินค้างชำระ
899.00	ค่าบริการรวมยกก่อน
899.00	รวมยอดค่าบริการทั้งสิ้น
899.00	กำหนดชำระรวมยกก่อน

วันที่ 01/06/2558
เลขที่ 01/06/2558
01/06/2558

01/06/2558
01/06/2558

01/06/2558
01/06/2558

01/06/2558
01/06/2558

01/06/2558
01/06/2558

01/06/2558
01/06/2558



Thailand
Tech Startup
Association

Form with fields for name, address, and contact information. Includes a date field with '2015'.



OPPORTUNITY

- One of the highest growth market in ASEAN
4G/LTE are in major cities
nationwide coverage in 2016
- Government announced Digital Economy
as national agenda
- Capital readiness – fundraising & crowdfunding
are common terms
- Cost effective in software development

CHALLENGES

- Political instability in recent years retarded Thailand ICT industry
- Not enough engineers / software developers
- Need more home-grown startups & regional key players
- It's OK to copy proven business model from the US but need localize & customize to fit local culture



THANK YOU



Patai Padungtin
patai@builk.com

