How to adapt to the changing landscape?

CASE TELESUR
Inspiring Innovation : Important Ingredients

D.Currie
CEO Telesur

Mission : *Facilitate communication through innovative market-based solutions*

Vision : *Remain the leader of communication development of Suriname*

MAGICSS

Mobile, Analytics, Governance, Internet of Things, Cloud, Social and Security

4 I's:

Inspiring Innovation

Important Ingredients

WHY inspire Innovation?

WHY PEOPLE BECOME ENTREPRENEURS

1 can't have a boss

2 easily bored

3 too creative

4 too impatient

5 with a criminal streak

6 not too educated

7 too educated

8 has nothing to lose

9 resourceful

10 can't keep a job

11 can sell ice to eskimos

12 wants freedom above all

13 too ambitious

14 addicted to risk

15 been through school of hard knocks

16 has no other choice but to be an entrepreneur

Important Ingredients

- Partnerships

- Capital

- Incubation Process

- Structure for start-ups

- Government support

- National ICT Policy

TOGETHER WE CREATE VALUE FOR OUR CUSTOMERS

Partnerships

- Your idea isn't worth nothing yet (Share it!)
- Build a team/Seek for a Co-Founder for start-up

Example of Suriname:

- Centre of Exellence (CoE- Netherlands)
- Datasur
- Hackathon (with IT-Core Suriname)
- Robokidz (with IT Core Suriname)
- AgriHack (Technical Centre for Agricultural CTA-Netherlands)
- PIEDATA (Youth Forum/CANTO)/TMIL
- CANTO i-Create eContent Competition
- Apura Networks
- Incubation programs to support local start-ups:

  Caribbean Mobile Innovation Project

TOGETHER WE CREATE VALUE FOR OUR CUSTOMERS
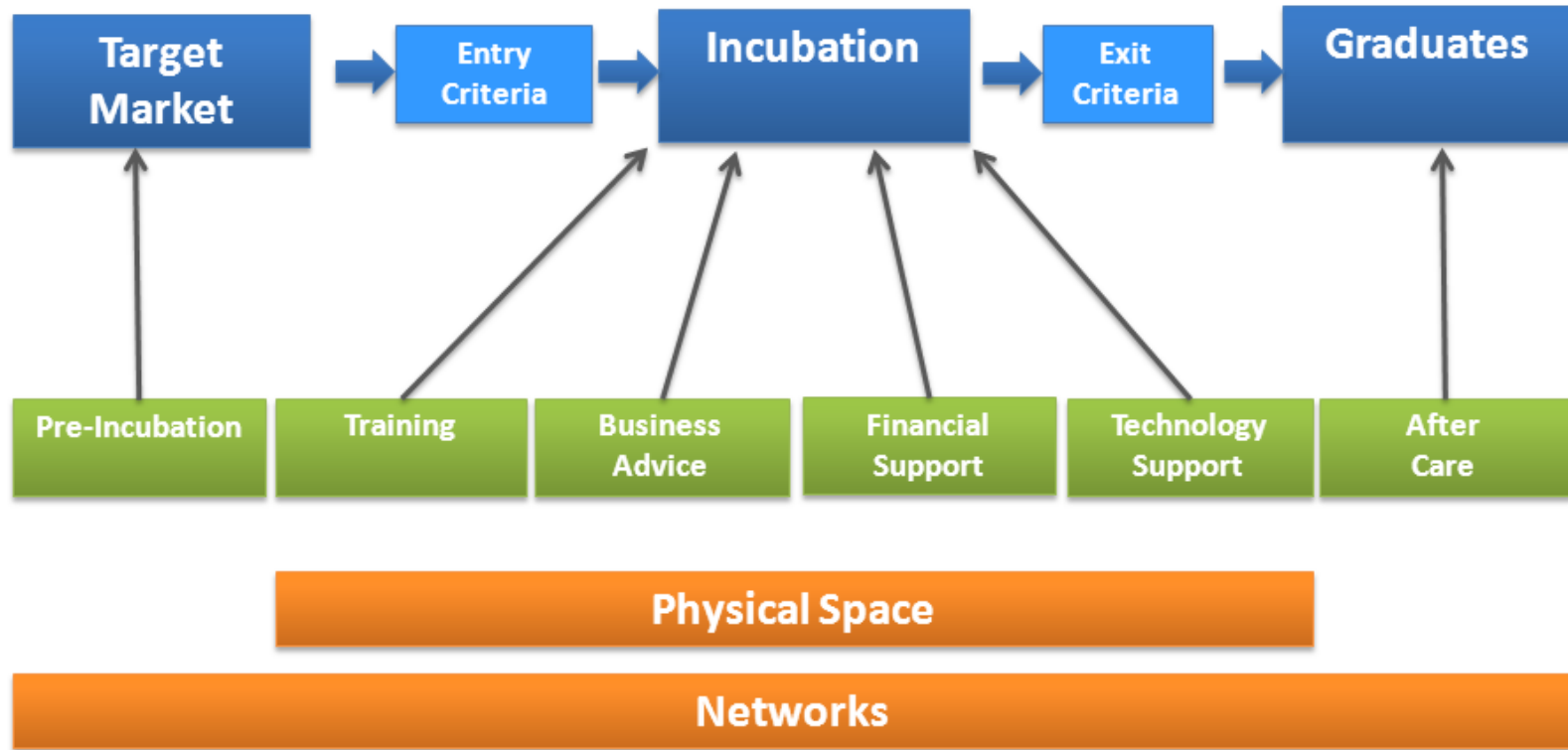
Most Important: Commitment!

Capital

- Funding for start-ups to step into the mature phase

- Bank loans (Guarantee/ Interest)

- Angel investers/ Venture Capitalist

- Crowdfunding

The Incubation Process

Elements/Support needed for start-up:
- Marketing, Technical, Legal and Accounting Support
- Coaching via other Entrepreneurs (Role models)

TOGETHER WE CREATE VALUE FOR OUR CUSTOMERS

HOW TO
START A START-UP
by Anna Vital

live in the future, ahead of your time

what is missing in the world?

write it down and bounce ideas around

make a **prototype**

show the prototype to 100 people

launch - let everyone know you have made something

look for **funding** and build version one at the same time

register your C-corp, split **equity**

find a **co-founder**

iterate on the prototype until it makes sense

follow up with users. Are they coming back?

yes, they are coming back

no, they came and left

1,000
get to 1,000 **users**

grow 5% a week (hard, but proven possible)

2018

keep growing for another 4 years, and at that rate you will reach 25 million users

launch again (after iterating) launch until users stay (AirBnB launched 3 times)

SUCCESS

HOW TO SUCCEED
in a startup
by Anna Vital

pick good co-founders

launch fast

let your idea evolve

understand your users

make at least a few users really love you

give surprisingly good customer service

you make what you measure

spend little

get ramen profitable

avoid distractions

don't get demoralized

don't give up

don't die

AND ABOVE ALL,
UNDERSTAND YOUR USERS.

FUF Funders and Founders

Government Support

- Regulations to support innovative services

- Easy to Start a business

- Facilitate to support start-ups:

   - Office space

   - Capital

   - Support (eg. Legal, Administrative, Marketing)

TOGETHER WE CREATE VALUE FOR OUR CUSTOMERS
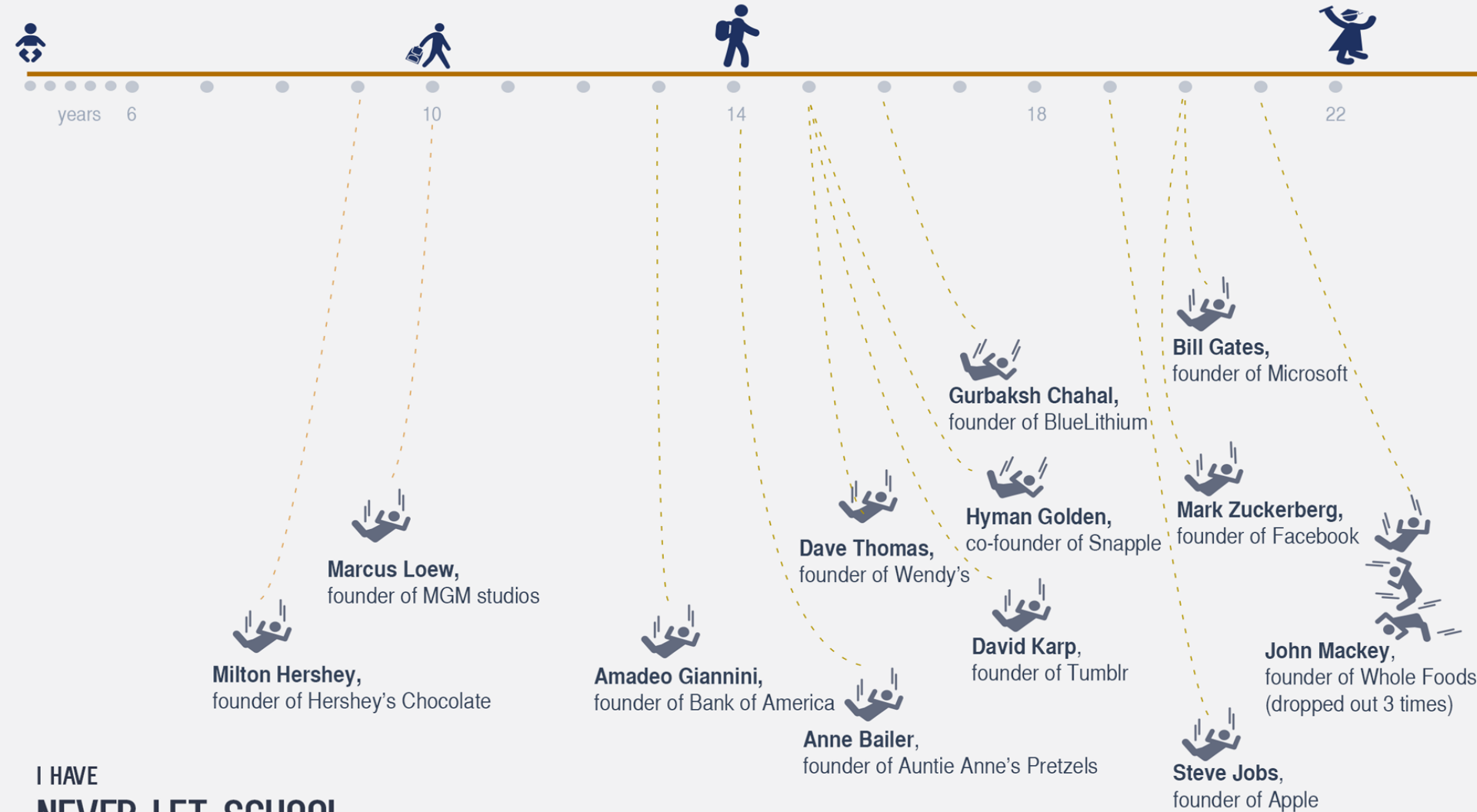
National ICT Policy

- Multi disciplinairy aproach

- To obtain business interests of companies abroad

- Facilitate Mobile money and -payment

- Create a policy to stimulate new and innovative services to adapt to changing landscape

- Stimulate the use of ICT in every business

- ICT usage in every sector

TOGETHER WE CREATE VALUE FOR OUR CUSTOMERS

ENOUGH OF SCHOOL?

by Anna Vital

ENTREPRENEURS WHO DROPPED OUT TO DO BUSINESS

years 6 10 14 18 22

Marcus Loew, founder of MGM studios

Gurbaksh Chahal, founder of BlueLithium

Bill Gates, founder of Microsoft

Milton Hershey, founder of Hershey's Chocolate

Dave Thomas, founder of Wendy's

Hyman Golden, co-founder of Snapple

Mark Zuckerberg, founder of Facebook

Amadeo Giannini, founder of Bank of America

David Karp, founder of Tumblr

John Mackey, founder of Whole Foods (dropped out 3 times)

Anne Bailer, founder of Auntie Anne's Pretzels

Steve Jobs, founder of Apple

I HAVE
NEVER LET SCHOOL
INTERFERE WITH MY EDUCATION.
Mark Twain

HOW INSTAGRAM STARTED

by Anna Vital

Or How Two Guys Made an App in 8 Weeks

(Kevin)

learned
to code at night after work

built an HTML5 prototype called Burbn

gave it to **friends** to use

met **investors** at a party, showed them Burbn

took the jump and **quit** his job

got $500,000 in **funding**

from them

1 week

went back to the old version (Burbn)

built a pretty **awful** photo app

prototyped a photo sharing app from scratch

decided to **focus** on one thing: photos

looked at what they had - an app that did everything from check-ins to photos

found a **co-founder**

(Mike)

8 weeks

made Burbn into an iPhone app, but it felt **cluttered**

threw out everything, only left photos

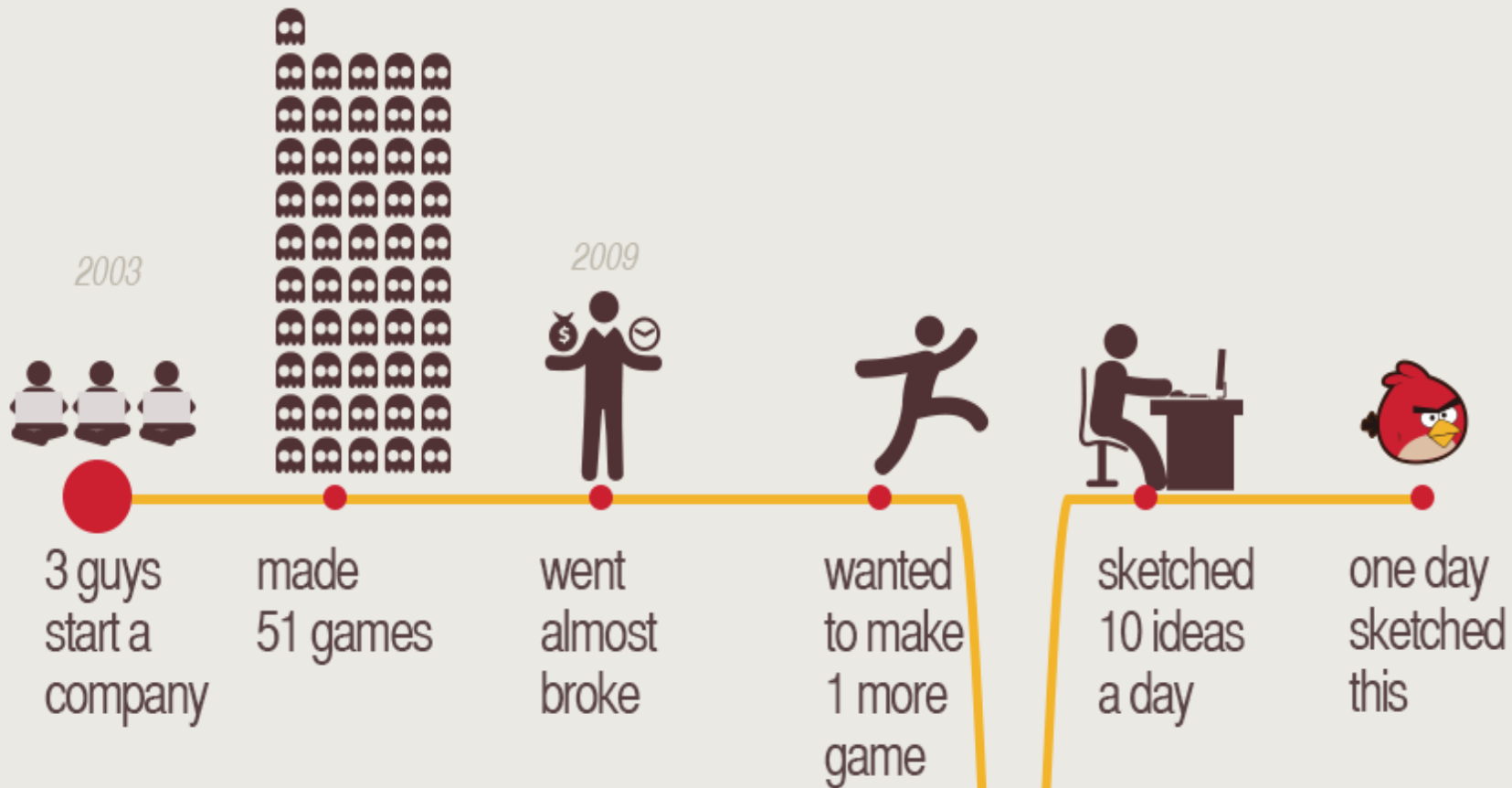**renamed** it Instagram

launched on a Monday

a few hours

2 1 3

became #1 photo app

HOW ANGRY BIRDS STARTED

by Anna Vital

or How Many Tries Are Behind the 2-Billion Download Game

2003

2009

3 guys start a company

made 51 games

went almost broke

wanted to make 1 more game

sketched 10 ideas a day

one day sketched this

THERE IS NO FAILURE EXCEPT IN NO LONGER TRYING.

Elbert Hubbard

TMIL
POWERED
INNOVATORS