



CAREC UNIVERSITY STARTUP GENERATOR 2023

promoting a startup culture between university students in the region




Training Session

**Skills to Develop Your Innovative Solutions:
Principles of Information Analysis and Critical Thinking for Startups**

March 03, 2023 | 15:00 – 16:00 (GMT+8)

Content

1. Welcome and Students Introduction
 2. Progress Review & Timeline Update
 3. Training on Information Analysis and Critical Thinking by Mr. Irakli Kashibadze
 4. Q&A
- 



1. Welcome



2. Progress Review & Timeline Update



CAREC UNIVERSITY STARTUP GENERATOR 2023

promoting a startup culture between university students in the region



- Asian Development Bank - **CAREC Digital Strategy 2030**
- A competitive innovation challenge for university students from CAREC region
- To develop practical, entrepreneurial and soft skills by tackling real-world social and corporate problems.
- The event is supported by the **Asian Development Bank and Republic of Korea e-Asia and Knowledge Partnership Fund.**

2022

DEC15

Registration OPEN until February 01, 2023



DEC20

Workshop 1: Silicon Valley Innovation – Separating Breakthroughs from the Hype

2023

JAN17

Workshop 2: Building an Innovative Team



JAN

Registration continues. Multiple Information sessions



WEEK3

Brainstorming 2
Self-assessment
Team assessment
Training on Information Analysis



WEEK2

Self-assessment
Brainstorming 1
Alumni Sharing Session

WEEK1

Information Analysis
Individual work
Team work



WEEK0

Registration CLOSED on Feb 01, 2023
Challenge started
Team Formation
First Team Meeting

WEEK4

Validating Ideas
Feasibility Report
Training on Design Thinking



WEEK5

Business Plan
The Mom Test
Workshop 3 on Disruptive Innovation
Mentorship



WEEK6

Competitive Advantages
Preparation for Pitch Deck
Workshop 4 on Customer Value Proposition

WEEK7

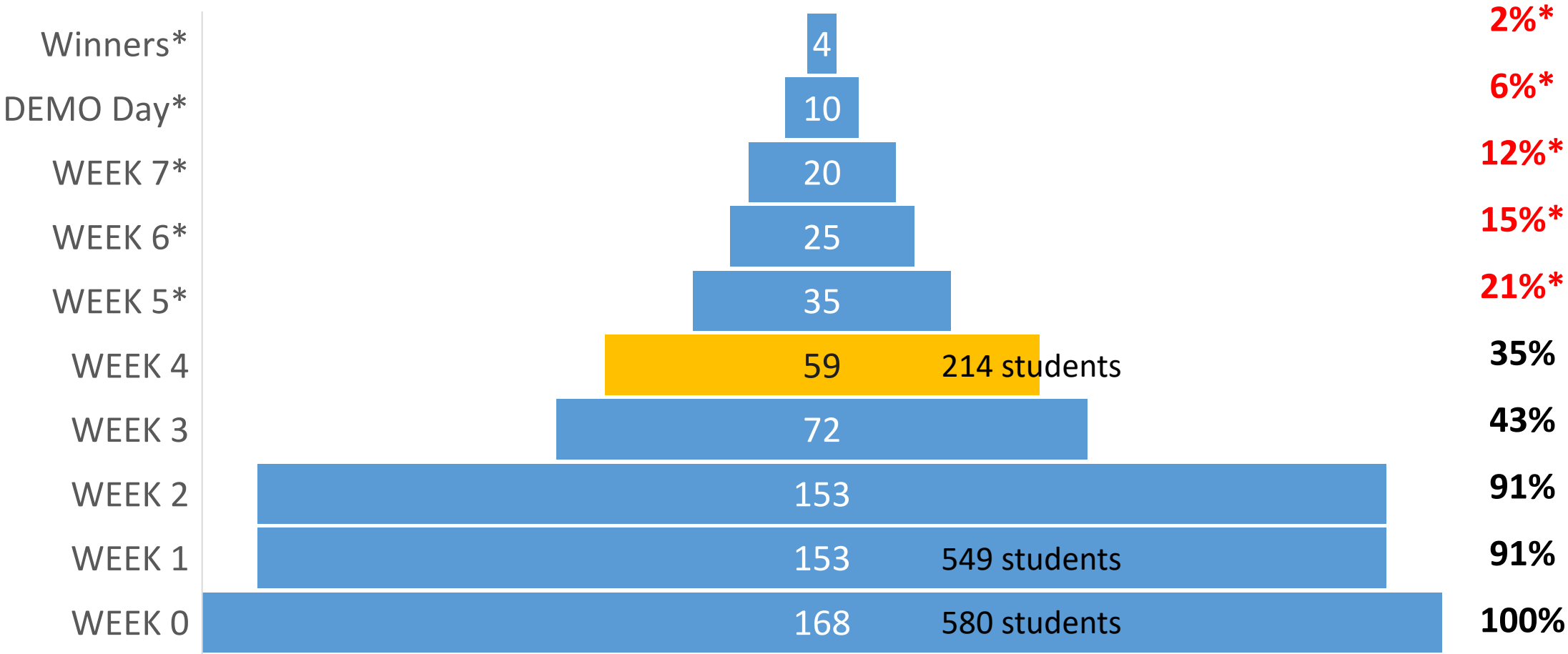
Preparation for pitching
Mock Pitching Day



MAR29

DEMO DAY

Statistics (number of teams remaining at the beginning of each week)





If you are still here, you are already winning.

Timeline & Tasks

WEEK 4

Validating Ideas
Feasibility Report
Training on Design Thinking



WEEK 5

Business Plan
The Mom Test
Workshop 3 on Disruptive
Innovation
Mentorship



WEEK 6

Competitive Advantages
Preparation for Pitch Deck
Workshop 4 on Customer
Value Proposition

WEEK 7

Preparation for pitching
Mock Pitching Day



MAR 29

DEMO DAY

WEEK 5

Week 5 Event 5.1	Workshop 3: Disruptive Innovation and Investor Expectations 07 Mar 2023, 14:00 – 15:30 (GMT+8) Objective: This session will help the teams to reflect on their brainstorming and idea validating practice. Is your solution a disruptive one?
Week 5 Task 5.1	Task 5.1 – Business Plan (Group Work) 06 Mar 2023 – 12 Mar 2023 Task: Start drafting your business plan based on the previous work that you have done. Consider using Business Model Canvas or other similar tools to develop your business plan.
Week 5 Task 5.2	Task 5.2 – Validating Ideas: The Mom Test (Individual Work) 06 Mar 2023 – 12 Mar 2023 Task: Present your solution to real people, your friends, or people who you don't know. Ask them questions in the format of the mom test.

March 2023						
M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

WEEK 6

Week 6 Event 6.1	Workshop 4: Nailing the Customer Value Proposition 17 Mar 2023, 14:00 – 15:30 (GMT+8) Objective: This session will help the teams to reflect on your feasibility report and understand your customers better.
Week 6 Task 6.1	Task 6.1 - Competitive Advantages (Group Work) 13 Mar 2023 to 15 Mar 2023 Task: List down 5 competitive advantages of your solution.
Week 6 Task 6.2	Task 6.2 – Preparation for the Pitch Deck 13 Mar 2023 to 19 Mar 2023 Task: Create your pitch deck slides. We recommend including the following: the problem, the solution, the market, the competition, the revenue and operation model, your competitive advantages, the team, etc.

March 2023						
M	Tu	W	Th	F	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Please note: We are selecting **10 teams** to proceed to the DEMO Day. The quality of your pitch deck will determine if your team can proceed to the next step or not.

WEEK 7

Week 7 Task 7.1	Task 7.1 – Preparation for pitching 20 Mar 2023 to 22 Mar 2023 Task: Record a 5-minute video of your pitching and upload it to the system. Your team can nominate 1-2 member to do the Pitch Presentation using English. Start training this person in public speaking, time control, body language, etc.
Week 7 Task 7.2	Task 7.2 – Mock Pitching & Mentorship Session [Mandatory!] 24 Mar 2023, 15:00 – 16:30 (GMT+8) Task: This session will allow teams to rehearse their pitching and receive mentor feedback. Each team will have 5 minutes to present and 3 minutes for questions and feedback. Take this opportunity to also listen to other teams' ideas and questions.

March 2023						
M	Tu	W	Th	F	Sa	Su
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13	14	15	16	17	18	19
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27	28	29	30	31		

Please note: We are selecting **10 teams** to proceed to the DEMO Day. The quality of your pitch deck will determine if your team can proceed to the next step or not.

DEMO Day

Week 8
Task 8.1

Task 8.1 - DEMO Day

29 Mar 2023, 16:00 – 18:00 (GMT+8)

Objective:

This is the final session of the challenge.

10 Teams will pitch their ideas/solutions (5min) to the jury panel and answer questions asked by jury (3min). The jury will score the teams based on the selection criteria.

Special Note: You are welcome to invite your family/friends/teachers/etc. to witness your pitching 😊

March 2023

M	Tu	W	Th	F	Sa	Su
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Selection Criteria

- **Innovativeness (20%):** How innovative is the idea? The teams have provided a significantly improved or new solution for solving the chosen problems.
- **Technology Usage (20%):** How tech savvy is the solution?
- **Market (20%):** Is the solution scalable? Is the solution applicable only to one country or can it be repeated and adapted to other countries?
- **Presentation (20%):** How is the overall pitch presentation? Is the problem and solutions well-articulated?
- **Team Coordination (20%):** Teamwork matters! Does the team possess skillset to implement the proposed solution forward? Is the team composition gender-diverse and/or multi-national? Multi-national & gender-diverse teams will receive bonus points during the final assessment.



Awarding

- **The Awarding Ceremony is scheduled for April 12, 2023* (tentatively) .**

April 2023

M	Tu	W	Th	F	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Benefits to students



Entrepreneur-
ship skills



Networking
Opportunities



Cash prize
up to \$5000



Training &
Mentorship



International
Collaboration

Cash Prize and Certificates



5000 USD

1st Prize



2000 USD

2nd Prize



1000 USD

3rd Prize



1000 USD

Special Category
Prize

Awards & Benefits



Wanna know how to win?



Information Analysis & Critical Thinking

- Creator of the challenge and the entrepreneurship skills development programme
- Founder and CEO of Future Laboratory, a Digital Transformation and Innovation Consulting and Management Company
- Founder and CEO of Logic.ge, a startup on Critical Thinking development
- Former Founding Chairman of the State Innovation and Technology Agency of Georgia and the Startup Georgia project
- Consultant to Asian Development Bank (ADB) on Innovation and Startup Ecosystem Development in CAREC region
- Advisor to International Telecommunication Union (ITU) on Innovation and Digital Transformation
- Co-Founder and Director of Innovation and Entrepreneurship Institute with UC Berkeley SCET

**CAREC UNIVERSITY
STARTUP GENERATOR 2023**

EAKPF CAREC ADB

ONLINE WORKSHOP

**PRINCIPLES OF
INFORMATION
ANALYSIS AND
CRITICAL THINKING
FOR THE STARTUP**

SPEAKER

Irakli Kashibadze
Founder and CEO of
Future Laboratory Georgia

DATE
3 March, 2023

TIME
3 PM (GMT +8)

MEETING ID: 925 0634 4011

PASSCODE: MEETING03



3. Training

Principles of Information Analysis and Critical Thinking for Startups

**CAREC University Startup
Generator 2023**

**Project Supported by:
ADB and E-Asia Fund of South Korea**





UBER

World's largest taxi company

Owens NO

~~Taxis~~



World's largest Accommodation provider

Owens NO

~~Real estate~~



World's largest Phone companies

Owens NO

~~Telco infra~~



Alibaba Group

World's most Valuable retailer

Owens NO

~~Inventory~~

facebook.

Most popular Media owner

Owens NO

~~Content~~



World's fastest Growing bank

Owens NO

~~Actual money~~

NETFLIX

World's largest movie house

Owens NO

~~Cinemas~~



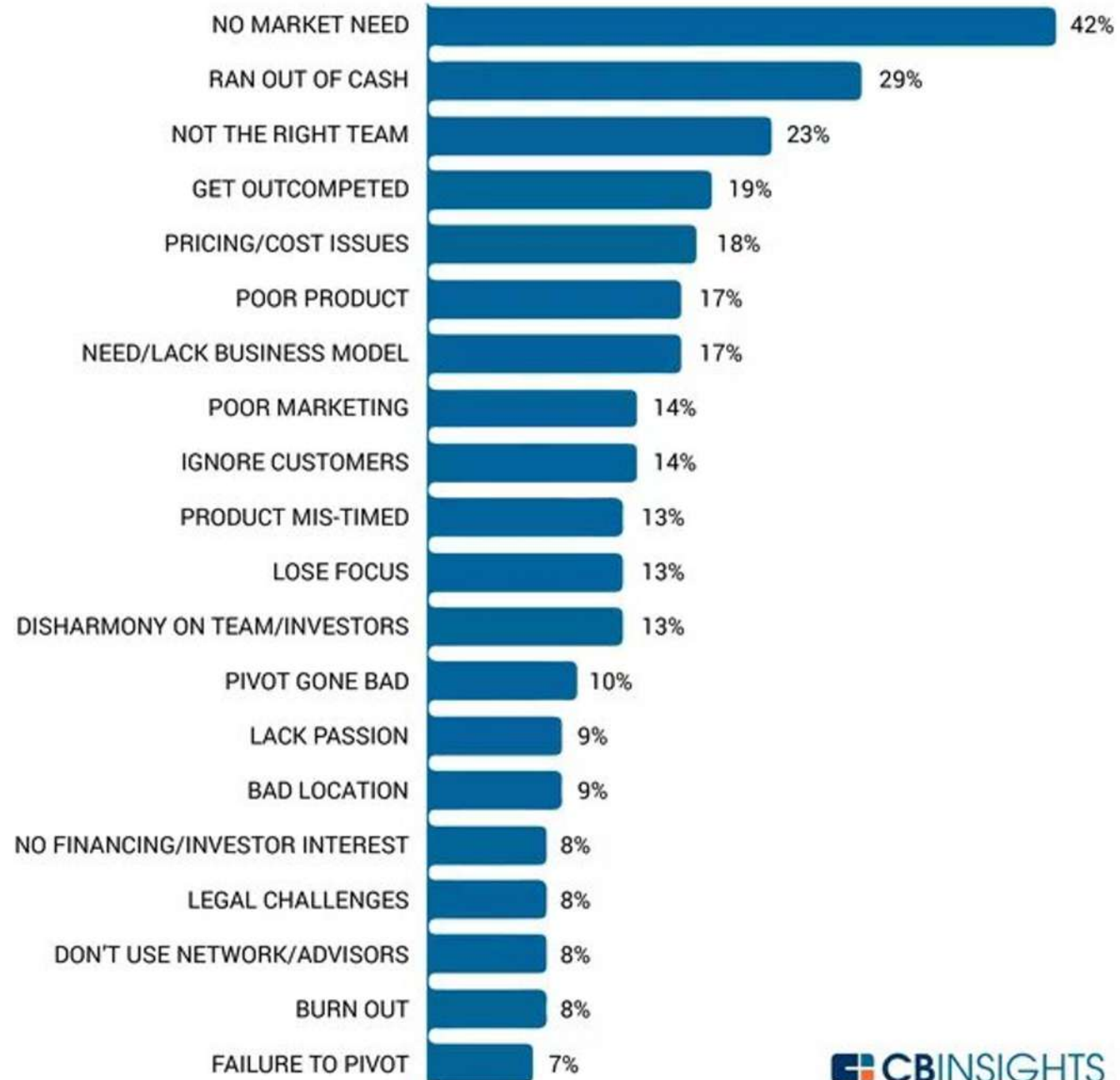
World's largest Software vendors

Owens NO

~~Apps~~

THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



Why do startups fail

Global Startup Ecosystem Ranking

	Ranking		Performance	Funding	Market Reach	Talent	Startup Experience	Growth Index
Silicon Valley	1	0	1	1	1	2	1	4.2
New York City	2	0	3	2	3	7	4	4.5
London	3	▲ 3	4	4	2	10	5	4.8
Beijing	4	NEW	2	5	19	8	2	4.4
Boston	5	▼ 1	6	6	12	4	3	4.0
Tel Aviv	6	▼ 1	9	8	4	11	7	4.5
Berlin	7	▲ 2	7	9	6	5	10	4.6
Shanghai	8	NEW	8	3	10	9	13	5.5
Los Angeles	9	▼ 6	5	7	15	14	11	4.2
Seattle	10	▼ 2	12	13	14	3	6	4.5
Paris	11	0	14	14	9	16	8	4.2
Singapore	12	▼ 2	16	16	11	1	20	4.6
Austin	13	0	15	11	18	6	9	4.3
Stockholm	14	NEW	17	20	8	18	12	5.3
Vancouver	15	▲ 3	19	19	7	15	15	4.3
Toronto	16	▲ 1	18	12	5	20	18	4.7
Sydney	17	▼ 1	20	10	13	12	17	6.3
Chicago	18	▼ 11	13	15	20	13	14	3.9
Amsterdam	19	0	10	17	17	19	16	4.8
Bangalore	20	▼ 5	11	18	16	17	19	4.7

STARTUP DEVELOPMENT PHASES



Information Analysis and Critical Thinking for Startups

The Polgar family - any child could become a genius if trained in a specialized subject



The Polgar sisters became world-renowned chess prodigies and achieved incredible success in the game

The parents, Laszlo and Klara Polgar, believed that any child could become a genius if trained in a specialized subject from a very young age, and chose chess for their experiment.

They homeschooled their three daughters, Susan, Sofia, and Judit, and trained them intensely in chess from a very young age.

The Polgar sisters became world-renowned chess prodigies and achieved incredible success in the game. Susan became the first female player to earn the title of Grandmaster, while Judit became the youngest player ever to earn the title of Grandmaster at the age of 15.

Sofia also achieved great success in chess, though she did not pursue it as a career.



Neuroplasticity of the Brain



Mental Model

Students come to the University with preconceptions about how the world works. If their initial understanding is not engaged, they may fail to grasp the new concepts and information !

The same is with the Startup !!

World is Flat

Consider the challenge of working with children who believe that the earth is flat and attempting to help them understand that it is spherical. When told it is round, children picture the earth as a pancake rather than as a sphere.



Mental Model



"Cows," said the frog. "Cows! They have four legs, horns, eat grass, and carry pink bags of milk."





How the story "Fish is Fish" can be compared to the startup life !

Product Development:

- A startup founder may have a mental model of what their product should look like and how it should function.
- However, as they begin to develop and test the product with users, they may discover that their mental model was incomplete or inaccurate.
- They may need to revise the product to better meet the needs of their customers or to address unexpected technical challenges.



How the story "Fish is Fish" can be compared to the startup life !

Marketing Strategy:

- A startup may have a mental model of their target audience and how to reach them through marketing channels such as social media or email campaigns.
- However, as they begin to analyze the effectiveness of their marketing efforts, they may discover that their mental model was incorrect or that they need to adjust their strategy to better reach their target audience.



How the story "Fish is Fish" can be compared to the startup life !

Hiring and Team Building:

- A startup may have a mental model of what their ideal team looks like and the skills and experience needed to succeed.
- However, as they begin to hire and work with team members, they may discover that their mental model was incomplete or that they need to adjust their hiring criteria to better meet the needs of the business.



The founder of a startup needs critical thinking skills for several reasons

- Starting and growing a successful business requires making many decisions, often with limited information and resources.
- Critical thinking skills enable the founder to evaluate available information, analyze different options, and make informed decisions that will positively impact the business.



Some of the key components of critical thinking include:

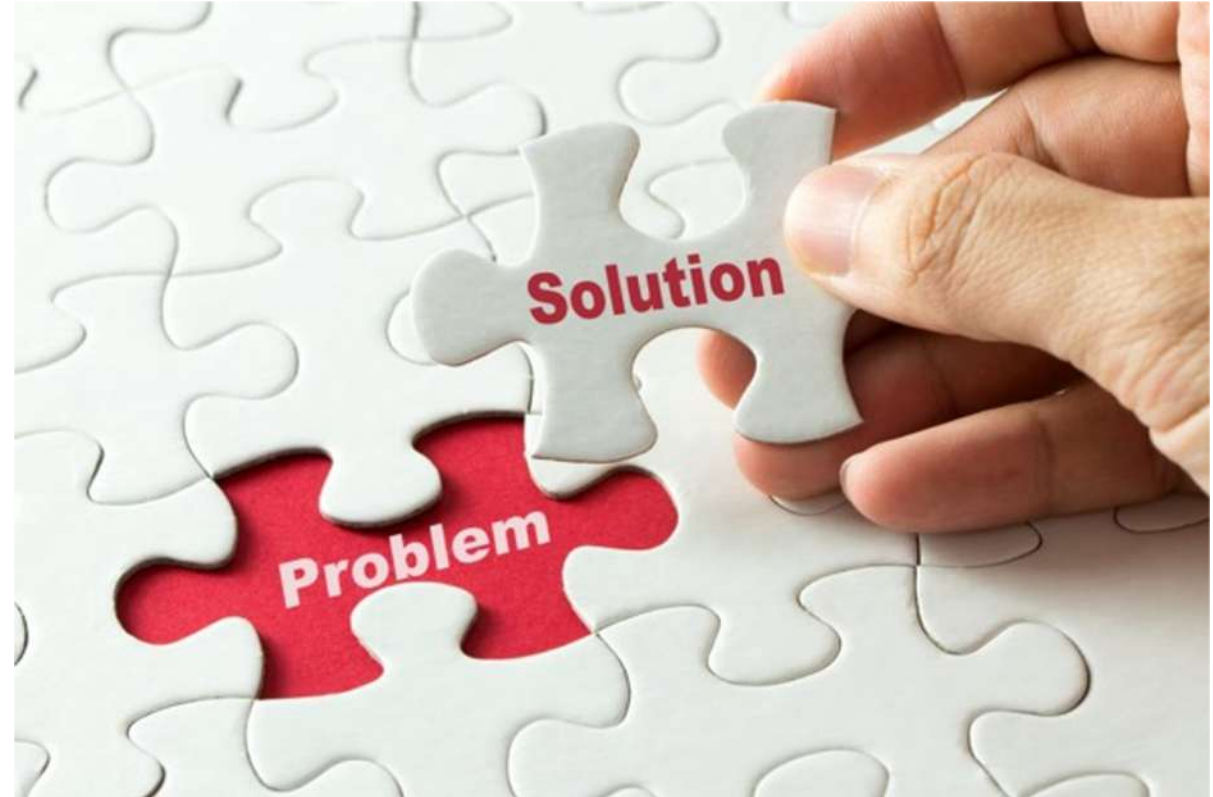
1. **Analysis:** The ability to break down complex information into smaller parts and examine each part in detail.
2. **Evaluation:** The ability to assess the credibility and accuracy of information, arguments, and claims.
3. **Inference:** The ability to draw logical conclusions based on available evidence.
4. **Interpretation:** The ability to understand and explain the meaning of information.
5. **Explanation:** The ability to provide clear and concise explanations of complex concepts and ideas.
6. **Self-regulation:** The ability to monitor and evaluate one's own thinking and make adjustments as needed.
7. **Open-mindedness:** The willingness to consider multiple perspectives and viewpoints.
8. **Reflection:** The ability to reflect on one's own thinking and learning, and identify areas for improvement.

How critical thinking skills are important for founders of startups

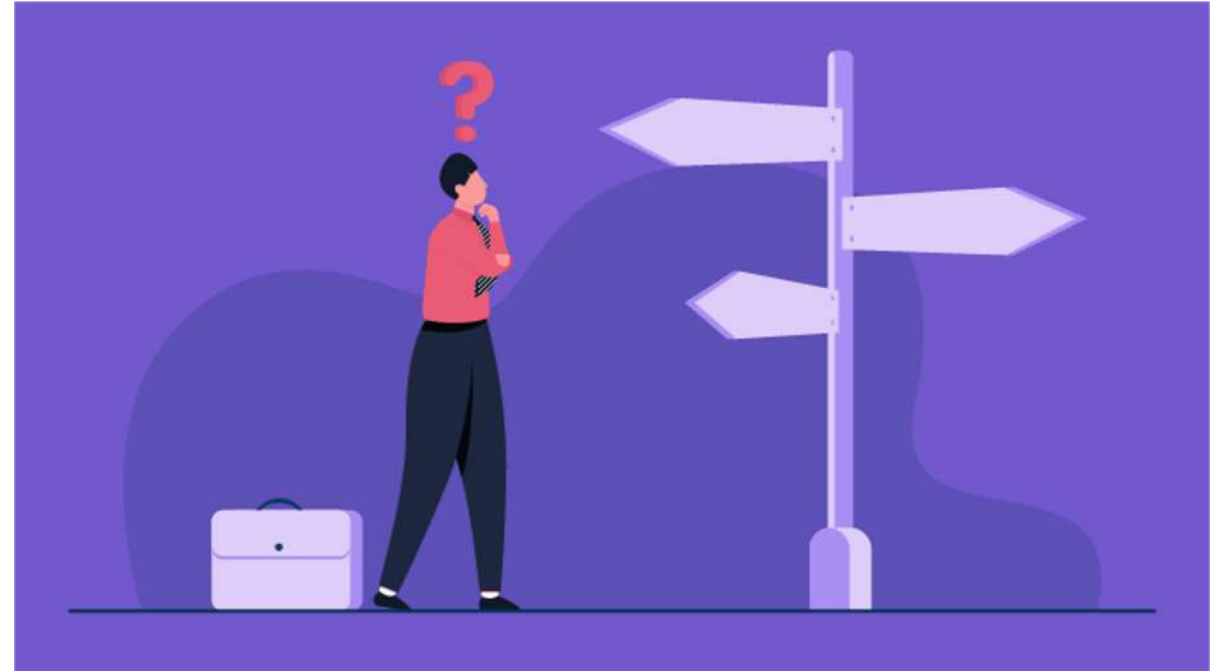
Evaluating business opportunities: Critical thinking skills are important for founders when evaluating potential business opportunities. They need to be able to analyze the market, assess the competition, and evaluate the financial feasibility of a potential business idea before deciding to pursue it.



Problem-solving: Startups often face unexpected problems that require critical thinking skills to resolve. For example, a founder might need to quickly assess why a product launch is not generating expected sales or analyze customer feedback to understand why a product is not meeting expectations.



Decision-making: Founders need to make many decisions, often with limited information and resources. Critical thinking skills enable them to gather and evaluate relevant information, weigh the pros and cons of different options, and make informed decisions that maximize the potential for success.



Risk assessment: Founders need to be able to assess and manage risks associated with their business. Critical thinking skills enable them to identify potential risks, evaluate the likelihood and potential impact of these risks, and develop strategies to mitigate them.



Strategic planning: Critical thinking skills are essential for effective strategic planning. Founders need to be able to analyze market trends, identify opportunities, and develop a plan that will enable the business to achieve its long-term goals.



Startups need information analysis skills for several reasons

- First, startups often operate in dynamic and rapidly changing environments, and need to gather and analyze information to stay informed about market trends, customer preferences, and competitor activity.
- Second, startups often have limited resources, and need to make strategic decisions based on accurate and reliable information in order to maximize their chances of success.
- Finally, startups often operate in highly competitive markets, and need to be able to identify and capitalize on emerging opportunities in order to stay ahead of the competition.

Gather relevant information:

- Identify and collect all of the information that is relevant to the problem or question you are trying to address. This may involve conducting research, collecting data, and reviewing relevant documents or sources.

Evaluate the quality of the information:

- Assess the credibility, reliability, and accuracy of the information you have gathered. Consider the sources of the information, the methods used to collect it, and any potential biases or limitations that may impact its accuracy or relevance.

Organize and analyze the information:

- Organize the information in a way that makes it easy to understand and analyze. This may involve categorizing or grouping the information, creating charts or graphs to visualize data, or using other tools to help you analyze and interpret the information.

Communicate your findings:

- Finally, communicate your findings and conclusions clearly and effectively. Use language that is easy to understand and present your information in a way that is visually appealing and engaging. This will help ensure that your analysis is understood and acted upon by others who may be impacted by your findings.

Draw conclusions:

- Based on your analysis of the information, draw conclusions or make recommendations that address the problem or question you are trying to address. Make sure that your conclusions are supported by the evidence you have gathered and analyzed.

Skill Development - You can't learn swimming theoretically !



Imagination is a powerful tool for training the brain, as it allows us to mentally simulate experiences and scenarios in our minds



- Research has shown that certain types of mental imagery, such as visualizing motor movements, can help strengthen neural connections in the brain and improve physical performance.
- Other studies have found that mental imagery can help improve memory and recall, and may even help reduce symptoms of anxiety and depression.

Visualize your ideal outcome

Imagine your startup achieving its goals and becoming a success. Visualize what it would look like, how it would feel, and what impact it would have on your life and the lives of others. This can help you stay motivated and focused on your long-term vision, even when faced with setbacks or challenges.

Practice problem-solving scenarios

Use your imagination to create hypothetical scenarios and problems that your startup may face, and then try to come up with creative solutions to those problems. This can help improve your ability to think critically and creatively, which is essential for startup success.

Role-play customer interactions

Imagine yourself in the shoes of your customers, and try to anticipate their needs and behaviors. Role-play different customer scenarios and interactions, and use your imagination to come up with solutions that meet their needs and exceed their expectations.

Google™



- Crunchbase is a popular tool for startups to research and analyze information about other startups, investors, and industries. www.crunchbase.com
- PitchBook: PitchBook is a comprehensive platform for private market research, including information on startups, investors, and mergers and acquisitions. Startups can use PitchBook to research industry trends, identify potential investors, and analyze their competition. PitchBook: <https://pitchbook.com/>
- CB Insights: CB Insights is a data analytics platform that provides insights into the venture capital and startup ecosystem. Startups can use CB Insights to research startups, investors, and industries, and stay up-to-date on emerging trends and opportunities. CB Insights: <https://www.cbinsights.com/>
- AngelList: AngelList is a platform that connects startups with investors and talent. Startups can use AngelList to create a profile, showcase their products and services, and connect with potential investors and team members. AngelList: <https://angel.co/>
- Mattermark: Mattermark is a database of private companies that provides insights on their growth, funding, and performance metrics. Startups can use Mattermark to research potential customers, partners, and competitors, and analyze market trends. Mattermark: <https://mattermark.com/>
- Owler: Owler is a business intelligence platform that provides insights on companies, including their funding, revenue, and employee information. Startups can use Owler to research potential customers, partners, and competitors, and stay up-to-date on industry news and trends. Owler: <https://www.owler.com/>



OpenAI

Case study: A startup that provides an online platform for booking fitness classes is considering expanding into a new market in another country.

Gather information on the fitness industry in the new market, such as the size of the market, key players, and consumer trends.

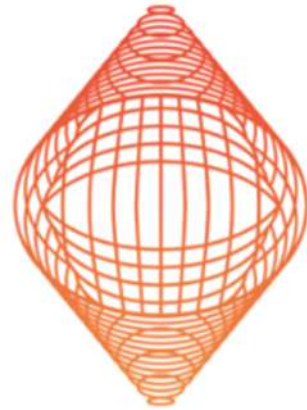
Also gather data on the startup's financials and customer base, as well as legal and regulatory considerations related to expanding into the new market.

Analyze the information gathered to determine the feasibility and potential risks of expanding into the new market.

Consider factors such as the competitive landscape, cultural differences, and the startup's ability to scale its platform to meet the needs of the new market.

Discuss and refine results

Thanks !
Irakli Kashibadze



FUTURE
LABORATORY

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4. Q&A

Thank you

Shuqi Su

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