

# Digital startup: key mechanism for Thailand 4.0

## Digital Economy Promotion Agency

<http://www.depa.or.th>

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Thailand 4.0 is a policy vision of Thailand's economic development or a model of the government's economic development under the administration of Gen Prayut Chan-o-cha, Prime Minister and Head of the National Council for Peace and Order (NCPO). The Prime Minister has managed the country with the vision of stability, prosperity and sustainability to achieve the key reform missions to adjust, organize and align directions and create the country's development guidelines to cope with new, rapidly changing opportunities and threats in the 21st century.

To ensure effective results, Thailand needs development in terms of academics, creativity, innovation, science, technology and research and development for further improvement of target technology and industry groups. Right now, Digital Startup is a hot trend because it emphasizes applying digital technology to business operations in order to create products and services that integrate innovative creation and business operation; encourages small and medium enterprises to drive the country's economic system; and creates ample digital human resources for the country's development for the future.

Digital Economy Promotion Agency (depa) realizes the importance of creating more understanding of digital businesses among the new generation and the general public and for potential support and enhancement to prepare and create competent personnel for the industry and also Digital Entrepreneurship according to the government's economic development policy. This will help encourage the growth of Thai entrepreneurs and their success in the business.

Digital has played an important role in various aspects, including agriculture, food, health, medicine, robotics, finance, education, design and tourism, but Thailand still lacks personnel and professionals for digital development. Therefore, depa, as a main agency that promotes the digital industry, has become the Digital Startup Promotion and Development Center. It has initiated Digital Startup Project to create inspiration, develop potential and stimulate creativity to develop creative, practical works and further upgrade business operations. Digital Startup is a project that emphasizes promoting innovative work creation to become Digital Entrepreneurship.

Digital Startup Project searches for competent persons who have smart, interesting ideas that can be further developed into a commercial business. It welcomes more than 500 participating teams from all regions. depa has selected 40 finalist teams for Level Up Camp which will extensively enhance their potential under the supervision of mentors and prepare for the next round of competition. The 10 finalist teams will have a chance to join an internship program at leading international companies or organizations. The activity is also aimed at stimulating creativity which has practical application.

However, depa gives a chance to the defeated teams to join the competition again because some startups have interesting ideas but lack presentation skills and profound understanding in the target industry, making their works fail to serve the industry's purpose. depa has solved these problems proactively by providing university students with instructions on each industry's operations and training programs on rapidly changing technologies for more understanding in each industry's characteristics and future development.

### Global Programme to Help Boost Access to Patent System

The programme aims to help inventors and small enterprises with limited finances to pursue the patent protection that is key to successful commercialization of a product or new solution. Qualified attorneys help by providing free legal advice to inventors who would otherwise be unable to afford the legal costs of obtaining a patent. The Program seeks to stimulate an innovative environment where all inventors are able to commercialize their products, bringing economic benefits to them, their families and communities.

For more information, access:

Media Relations Section  
World Intellectual Property Organization (WIPO)  
Web: <http://www.wipo.int/>

# Technology incubation and development of entrepreneurs

**Ministry of Electronics & Information Technology, Government of India**

<http://meity.gov.in>

The Department of Electronics and Information Technology (DeitY), Government of India is implementing a scheme titled "Technology Incubation and Development of Entrepreneurs (TIDE)". Initially launched in 2008 the scheme has been revised and extended till March 2017. As per the scheme provision, 27 centres are being supported at academic institutions across India. TIDE has a multipronged approach in diverse areas of Electronics, ICT and Management. It aims to assist institutions of higher learning to strengthen their Technology Incubation Centers and enable young entrepreneurs to initiate technology startup companies for commercial exploitation of technologies developed by them.

TIDE Incubation Centers provide a gamut of services to new enterprises and facilitate linkages congenial for their survival and growth. The centres network with Angel Investors and Venture Capitalists who provide mentoring and financial support to the startups and enable tenant companies to mature over a period of 2-3 years and ultimately graduate to a commercial place to transact actual business.

DeitY is providing financial and policy support for strengthening technology incubation activities on the premise that this would in the long run result in indigenous development of products and packages in the ICTE sector.

## Scope

Recognizing the importance of Technology Incubation, many institutions of higher learning have already taken initiatives to nurture this activity. These include policy measures, infrastructure support, entrepreneurial training, IPR facilitation, and create a framework to nurture technology incubation. The incubation centers provide a host of services to new enterprises and facilitate linkages that are congenial for their survival and growth. The centre also network with Angel Investors and Venture Capitalists who provide mentoring and financial support to the startup companies and enable the tenant companies to mature over a period of 2-3 years and graduate to a commercial place to do the actual business. The involvement of the faculty of the institute in

the technology start-up activity reinforces teaching and research, strengthens linkages between education and industry, and also better aligns education to meet market requirements.

It is proposed to support such initiatives by providing financial and policy support for strengthening technology incubation activity. This would nurture technology innovation and, in the long run, enable local development of Electronics and IT products and packages.

## The TIDE Center

The TIDE centre is generally set-up by the Host Institute (HI) as a Society or Section 25 company, or Other Legal entity with a mandate to nurture and support technology startup companies. This entity can receive funds from the Government and non-Government bodies and financial institutions including VCs and Angel Investor Groups, give loans to startup companies, hold financial instruments (such as shares) in the companies, and plough back the revenues/funds received for the objects of the center.

The TIDE centre will provide operating space to the selected companies, nurture them and mobilise technical / mentoring / managerial / financial / administrative / legal and other support as required by them.

## Benefits

The expected benefits from the proposed scheme are:

- The technology incubation will become a nurturing ground for technology startup companies. This would also enhance the relevance of Education and Training to meet the market requirements;
- This would foster innovation in academic institutions and more indigenous products would emerge;
- The industry would be encouraged to become product oriented rather than service oriented; and
- Strengthen the academia – industry interaction.

### Home-grown innovation

The Network for Drugs, Diagnostics, Vaccines and Traditional Medicines Innovation (ASEAN-NDI) brings together researchers from 10 ASEAN countries to create products that combat diseases like tuberculosis (TB), malaria, dengue, and parasitic infections.

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