Title: “Are you ready for a startup?”

Abstract:

A startup is an organization dedicated to innovate something new with very limited resources and tremendous uncertainties. Most startups fail, but many of those failures are preventable. There are in fact lean approaches to increase the success rate of a startup. The essence is to learn rapidly what customers really want and build a solution based on that.

In this introductory lecture, you will get to know:

- What is a startup? The typical business, development and risks of a startup
- How to learn fast and fail cheap? A lean innovation process that builds concepts via critical thinking and enables quick development, prototyping, learning, validating, and improve business solutions with fewer resources.
- What are the key success factors for a startup? Important milestones and skills required as a co-founders

This lecture aims to stimulate thought for an awesome startup and inspire further learning. As part of a startup, you must always be clear on what you want and what you have.

Biography:

Dr. Soon Hwee Ping has always been at the frontier of translating laboratory prototypes into commercial solutions that provide values to the society. In her innovation career at Robert Bosch, she has a lot of experience in steering research projects in the startup cultures. She analyzes megatrends, identify user pain points via customer discoveries, and translate product vision and design into tangible solutions through fast and lean iterations. A wide spectrum of marketable products in the fields of solar energy, building technologies, automotive and household appliances have been successfully invented from scratch by her teams and her university partners.

Dr. Soon received her D. Eng in Materials Physics in 2010 at Materials and Structural Laboratory in Tokyo Institute of Technology in Japan, and continued onto her JSPS postdoctoral fellowship at the same location. She is now a senior research scientist, working on product pre-development and innovation at Robert Bosch Research and Technology Center Asia Pacific for 7.5 years.