

ความเสี่ยงกับ การบริหารความต่อเนื่อง

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รองผู้อำนวยการ อุทยานวิทยาศาสตร์และเทคโนโลยี มช.

Enterprise Risk management



COSO-Enterprise Risk Management – Integrating with Strategy and Performance (2017)



20 key principles within each of the five components

Governance & Culture

1. Exercises Board Risk Oversight
2. Establishes Operating Structures
3. Defines Desired Culture
4. Demonstrates Commitment to Core Values
5. Attracts, Develops, and Retains Capable Individuals

Strategy & Objective-Setting

6. Analyzes Business Context
7. Defines Risk Appetite
8. Evaluates Alternative Strategies
9. Formulates Business Objectives

Performance

10. Identifies Risk
11. Assesses Severity of Risk
12. Prioritizes Risks
13. Implements Risk Responses
14. Develops Portfolio View

Review & Revision

15. Assesses Substantial Change
16. Reviews Risk and Performance
17. Pursues Improvement in Enterprise Risk Management

Information, Communication, & Reporting

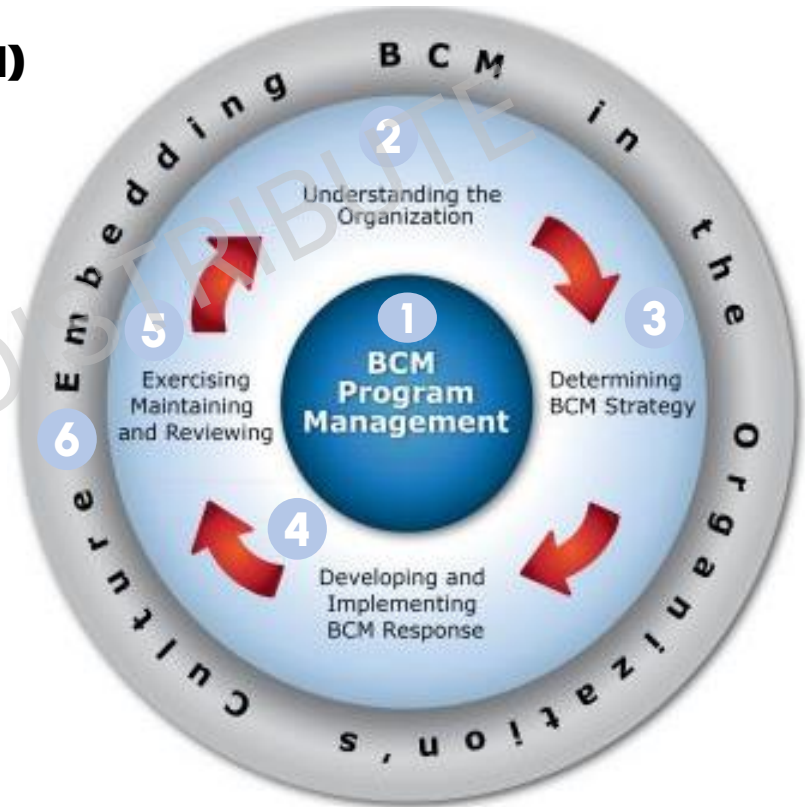
18. Leverages Information and Technology
19. Communicates Risk Information
20. Reports on Risk, Culture, and Performance

Source: COSO Enterprise Risk Management Framework

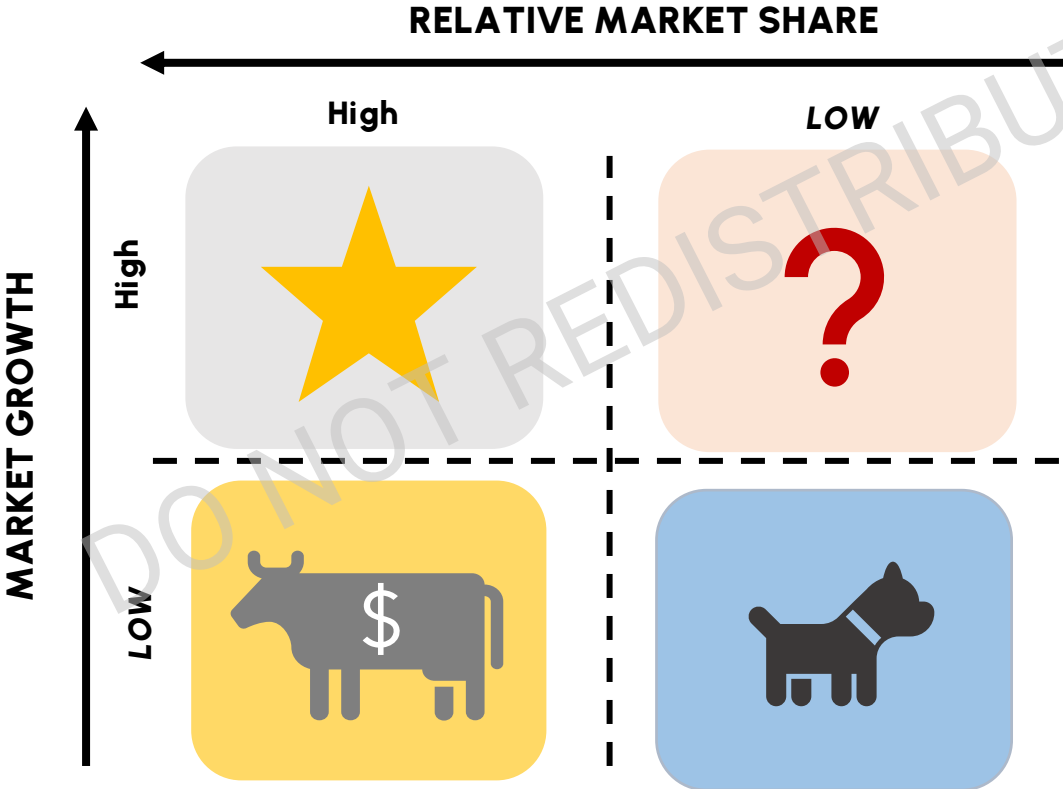
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การบริหารความต่อเนื่องทางธุรกิจ (Business Continuity Management : BCM)

Life cycle of BCM

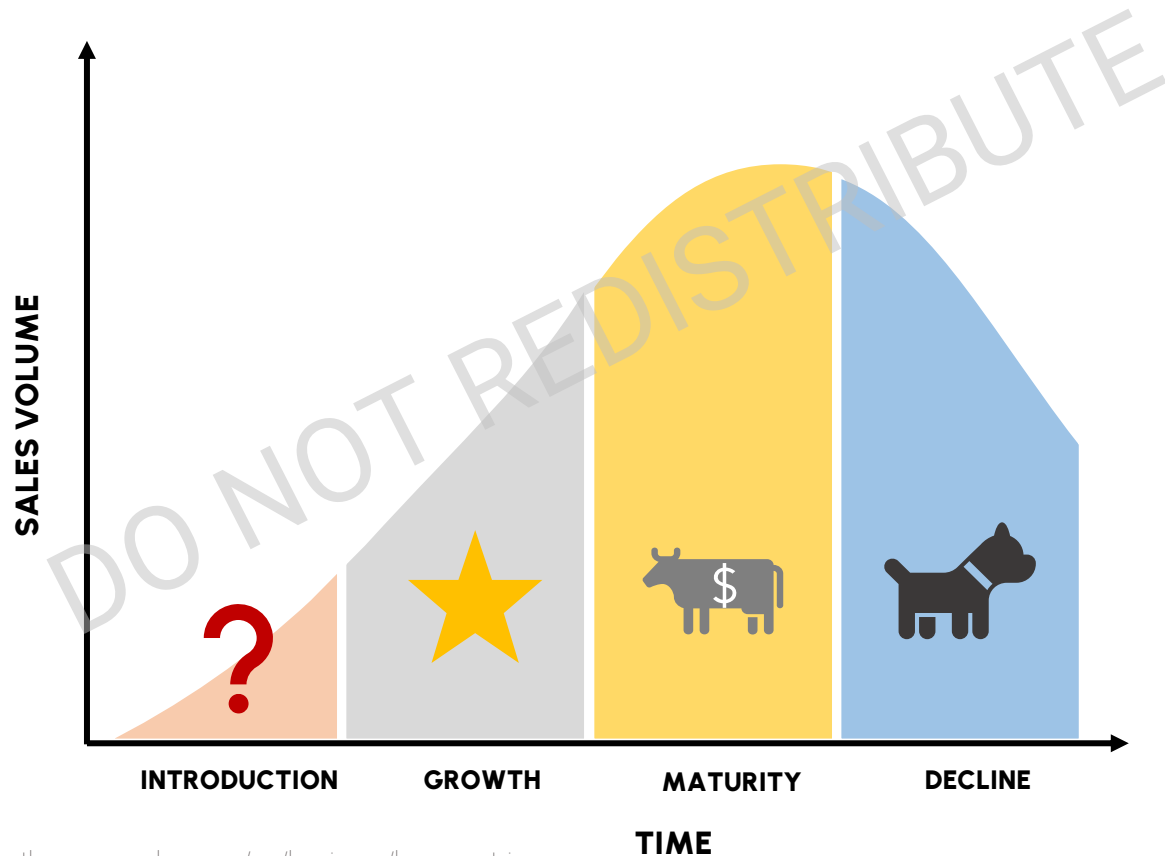


The Boston Consulting group (BCG) Matrix

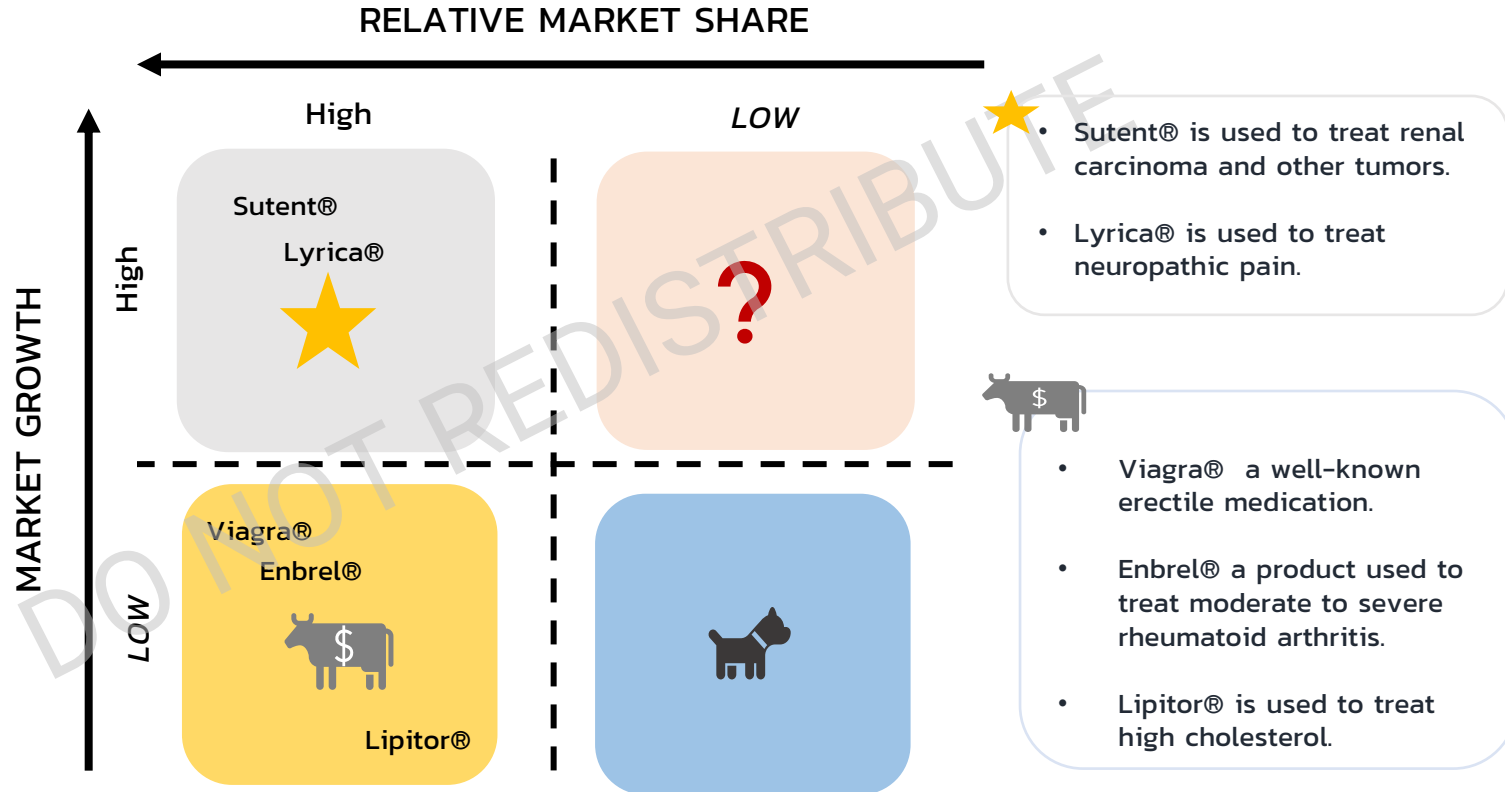


Reference: <https://www.thepowermba.com/en/business/bcg-matrix>

PRODUCT LIFE CYCLE

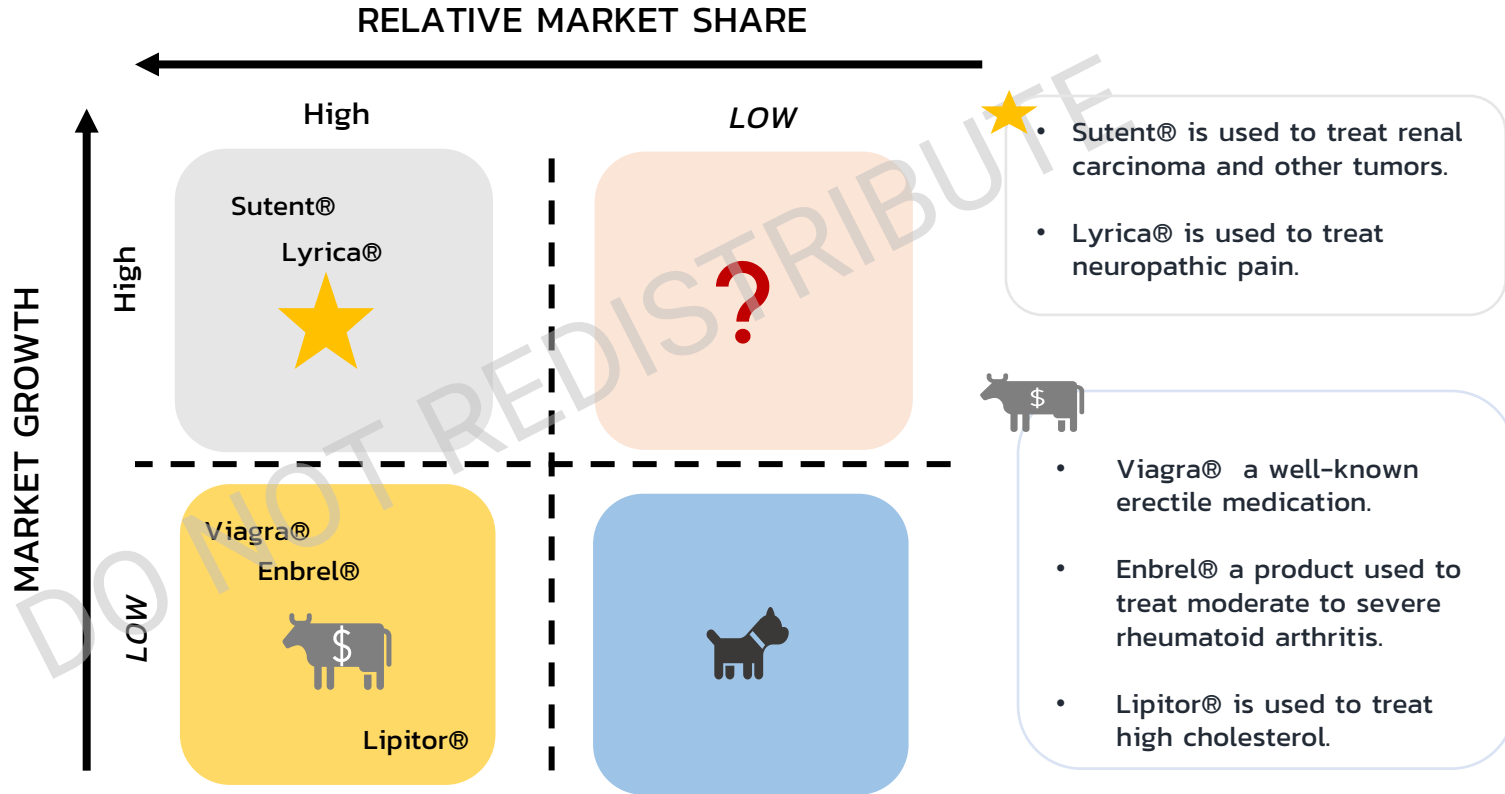


The Boston Consulting group (BCG) Matrix



In this model, the underlying assumption is that cash flow and profitability are closely related to sales volume.

The Boston Consulting group (BCG) Matrix



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Northern Science Park

New Product Development

Challenge and Commercialization

DO NOT REDISTRIBUTE

New Product Development (NPD)

Process

NPD

Tangible / Intangible
Product

Objective

Bringing **a new product** to market

Bringing a product to **new market**

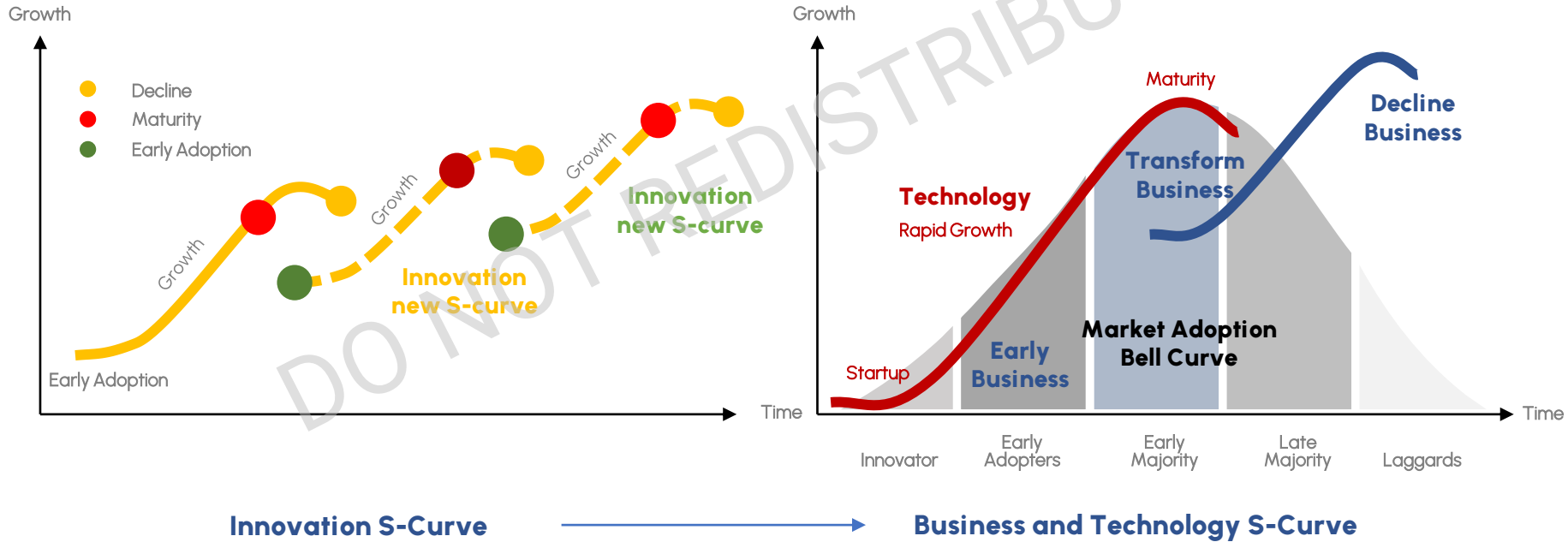
Renewing an existing product

Output

a market opportunity into
a product available
for sale and use

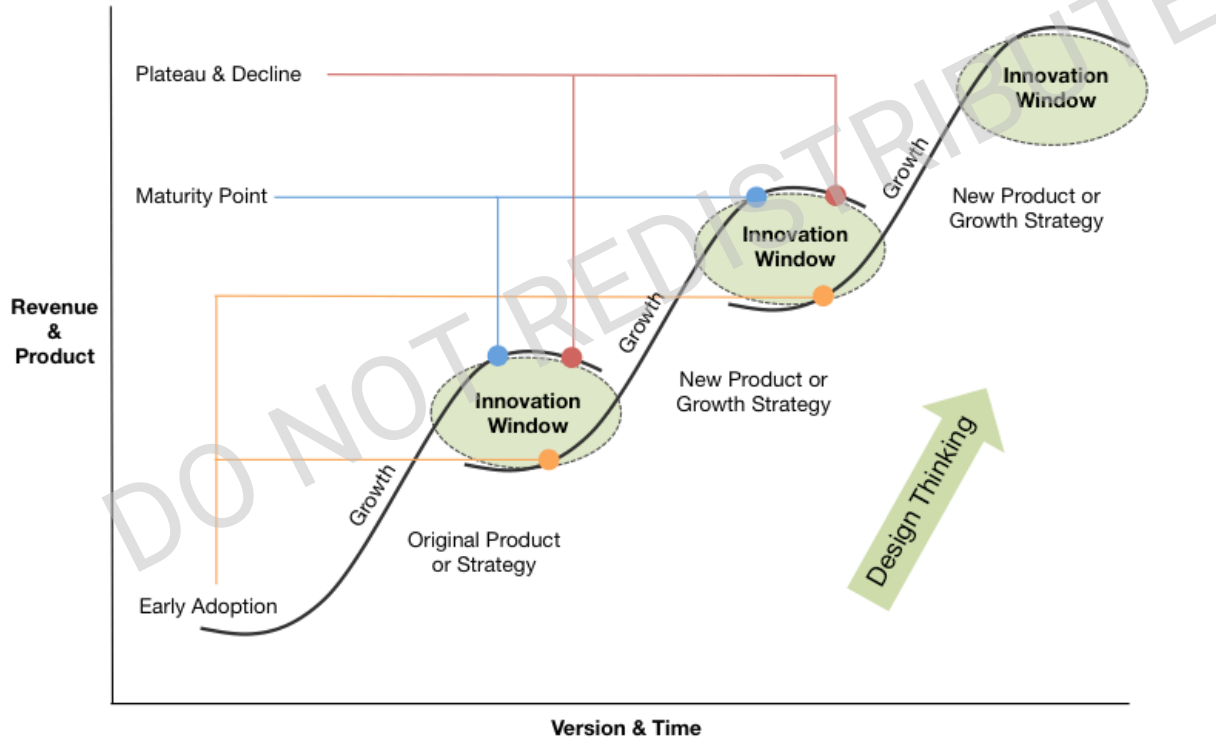
Innovation S-curve

& Business and Technology S-curve

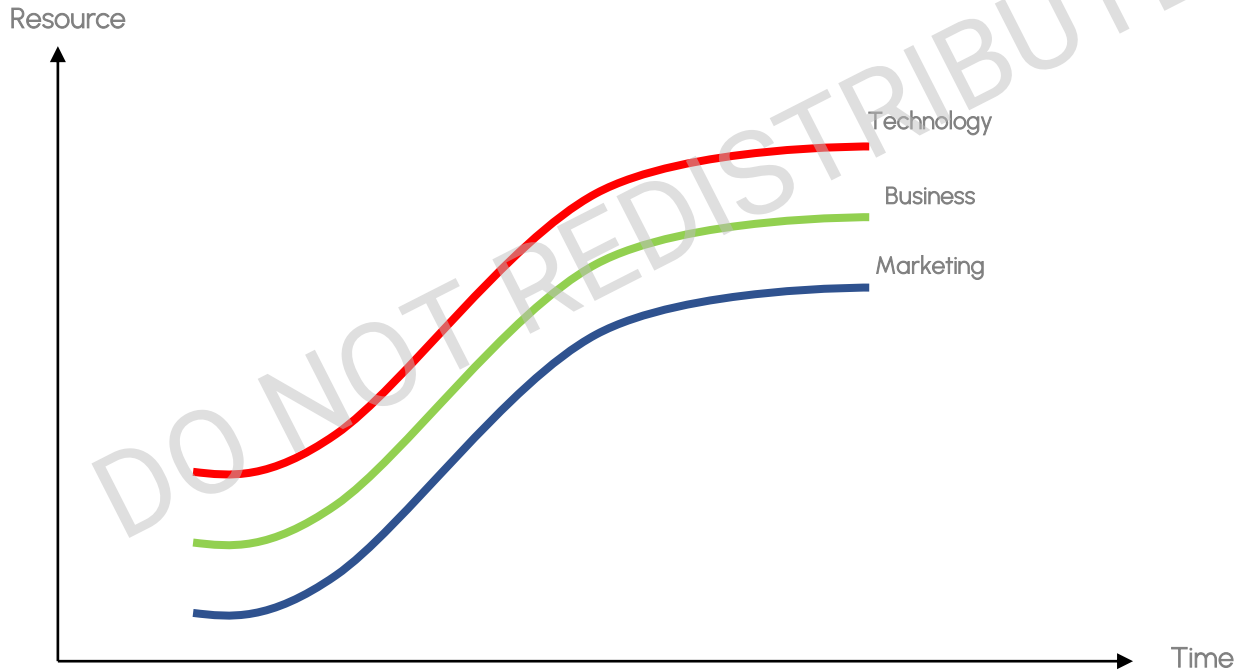


Innovation S-curve

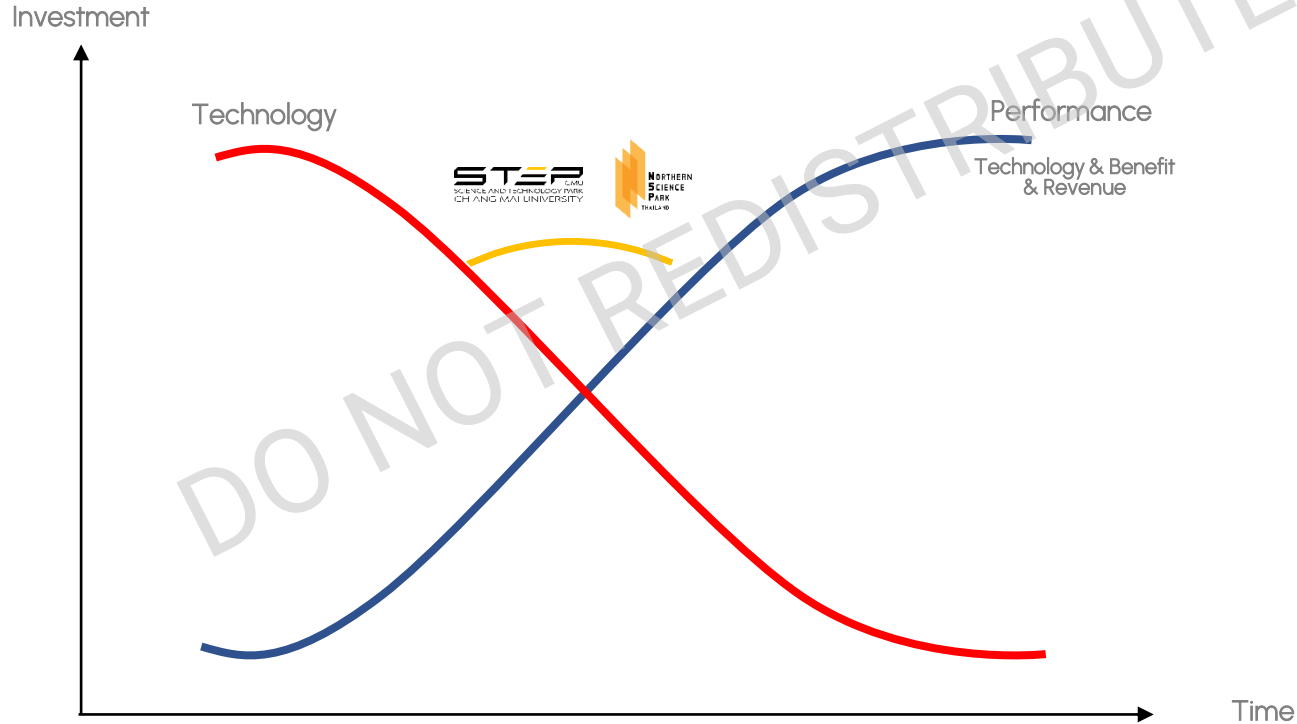
& Business and Technology S-curve



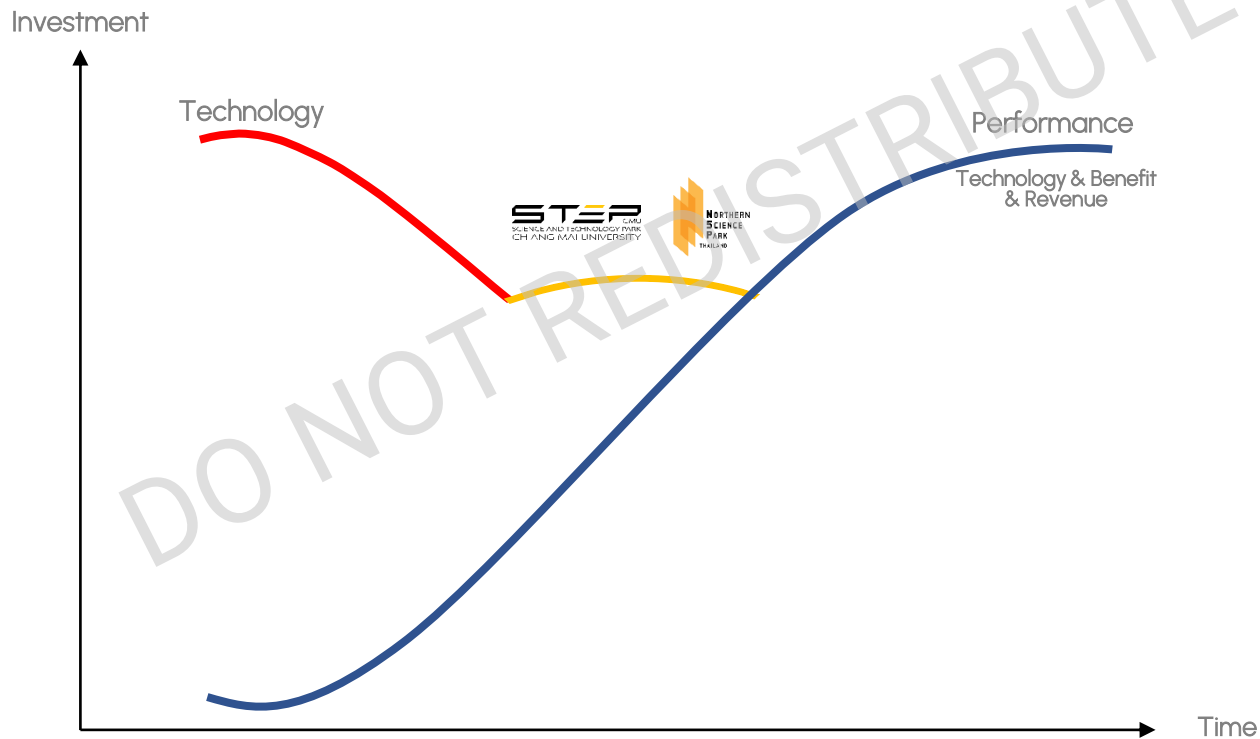
Research and Business Development: R&BD



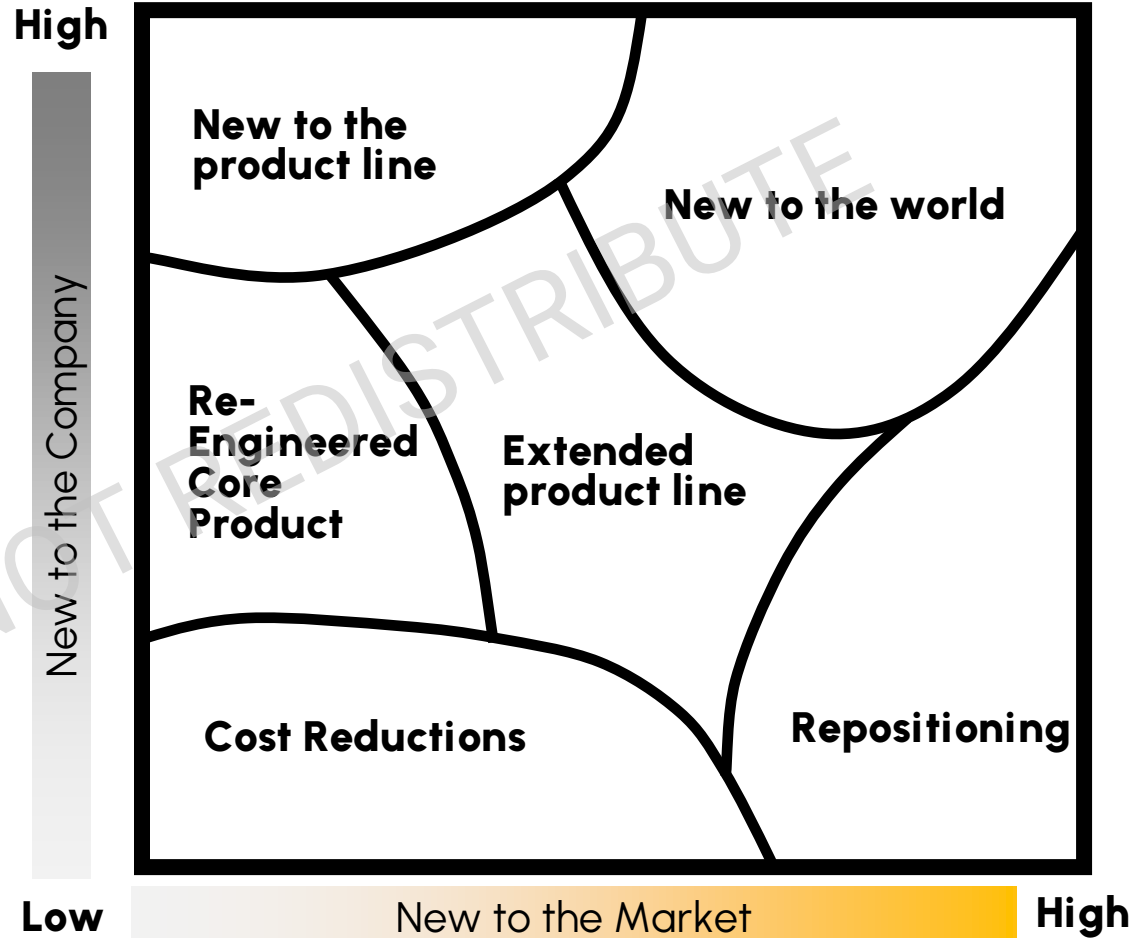
Investment for R&BD



Investment for R&BD



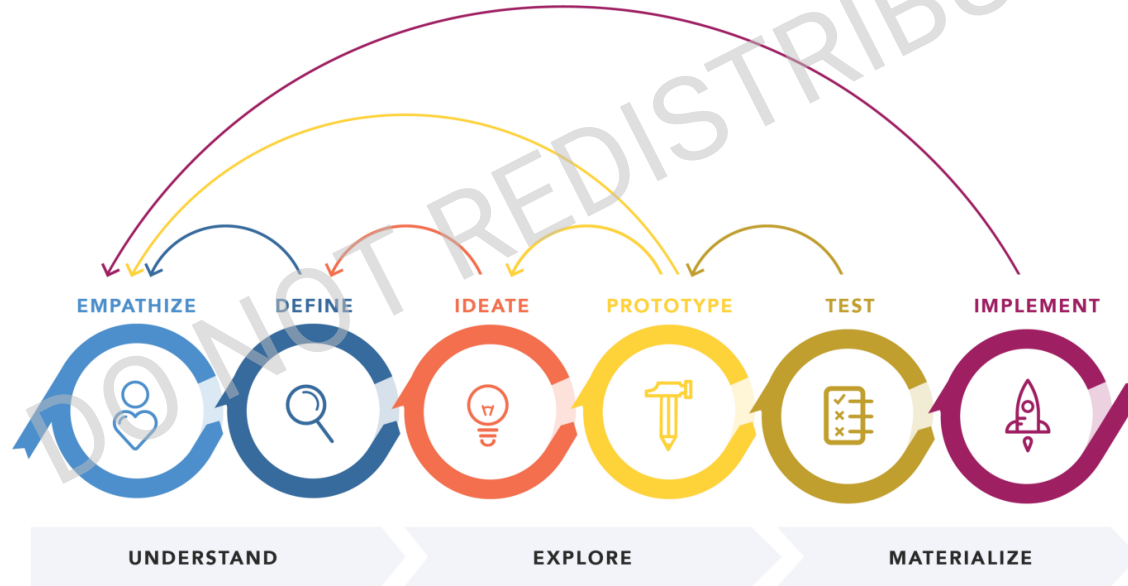
A Type of New Product



New Product Development Models

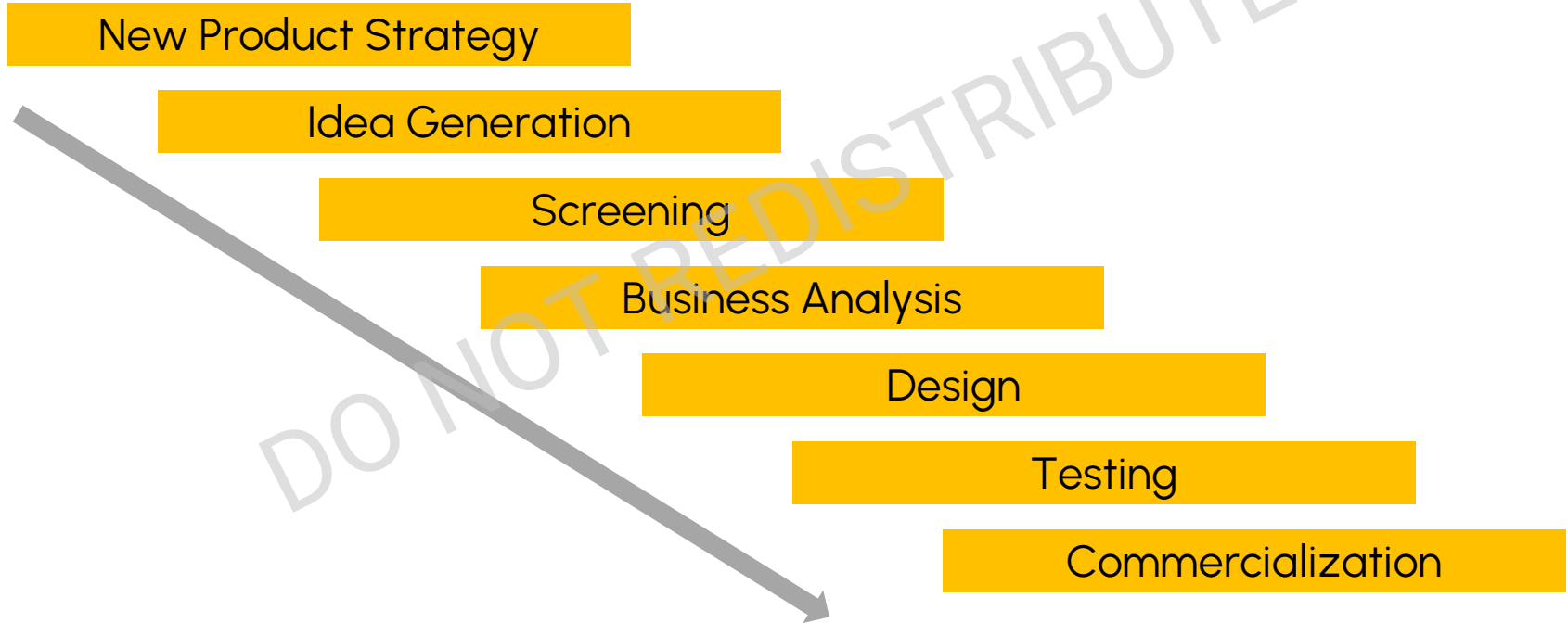
IDEO approach

Design Thinking



New Product Development Models

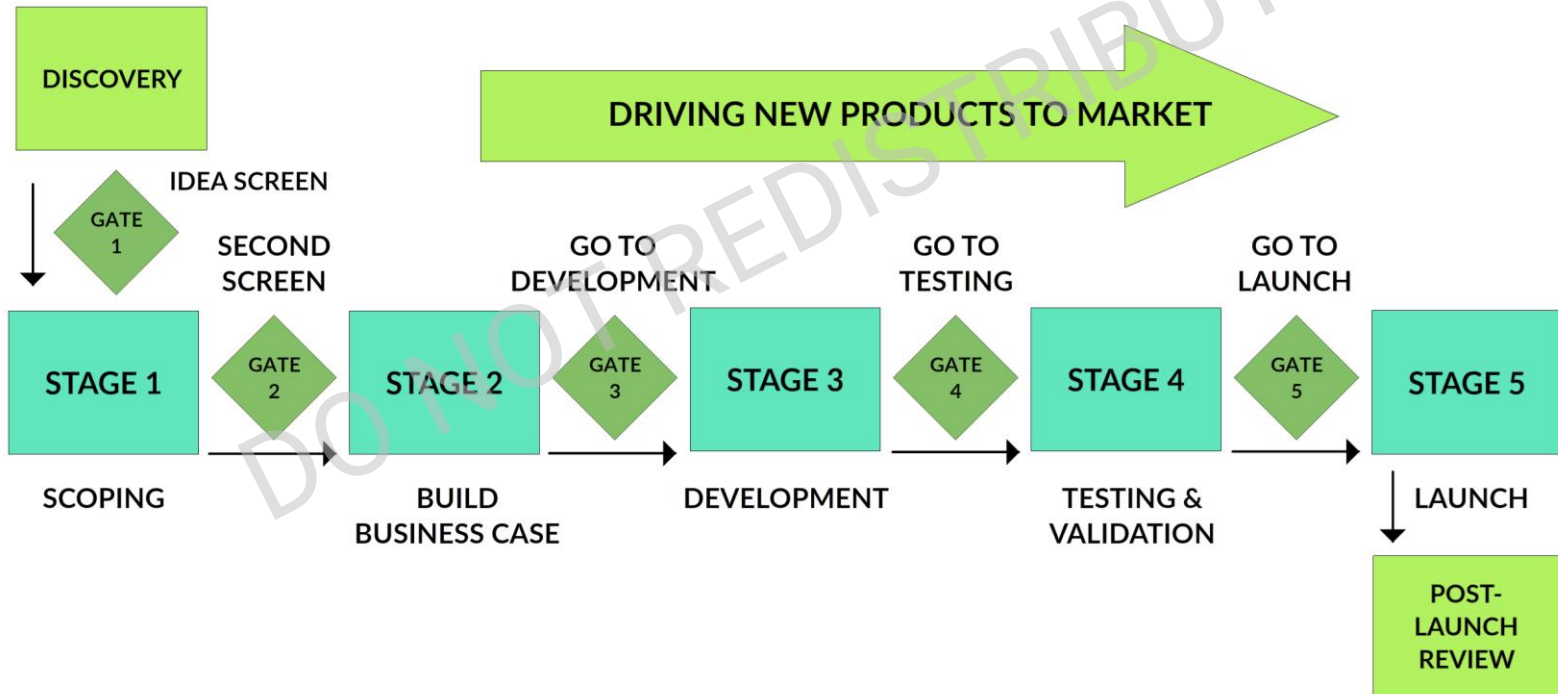
BAH Model



Reference: The BAH model (Booz, Allen and Hamilton, 1982)

New Product Development Models

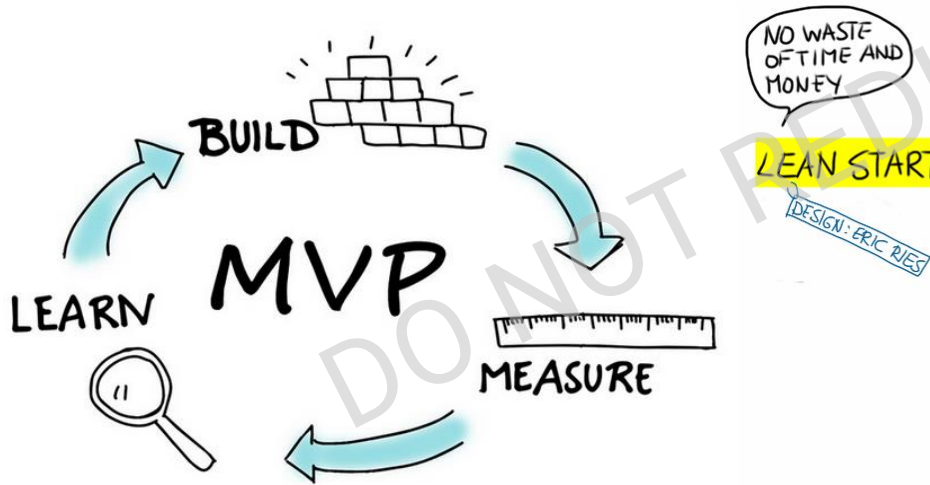
Stage-gate Model



Reference: Stage-gate Model (Robert G. Cooper, 1990)

New Product Development Models

Lean Startup approach



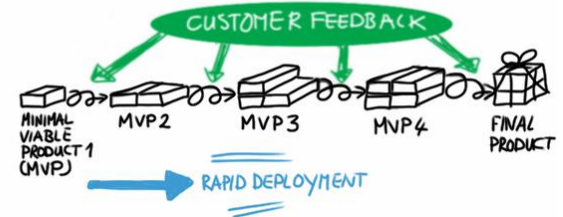
LEAN STARTUP METHOD =

CUSTOMER DEVELOPMENT

+

AGILE DEVELOPMENT

FAST, ITERATIVE AND INCREMENTAL
PRODUCT DEVELOPMENT



Minimum Viable Product (MVP)

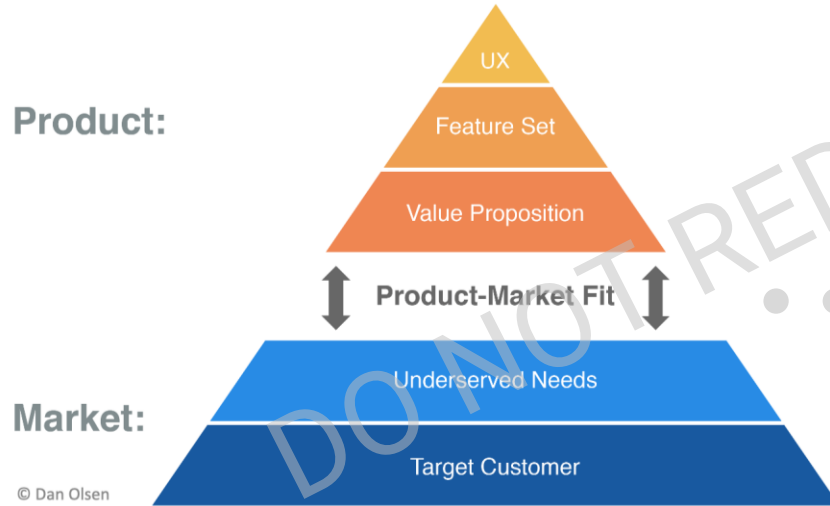
Not like this...



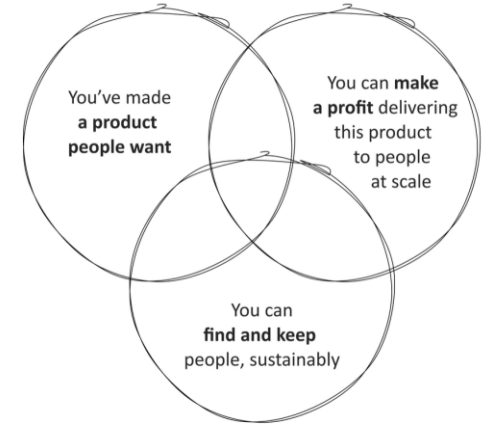
Like this!



The Product-Market Fit Pyramid



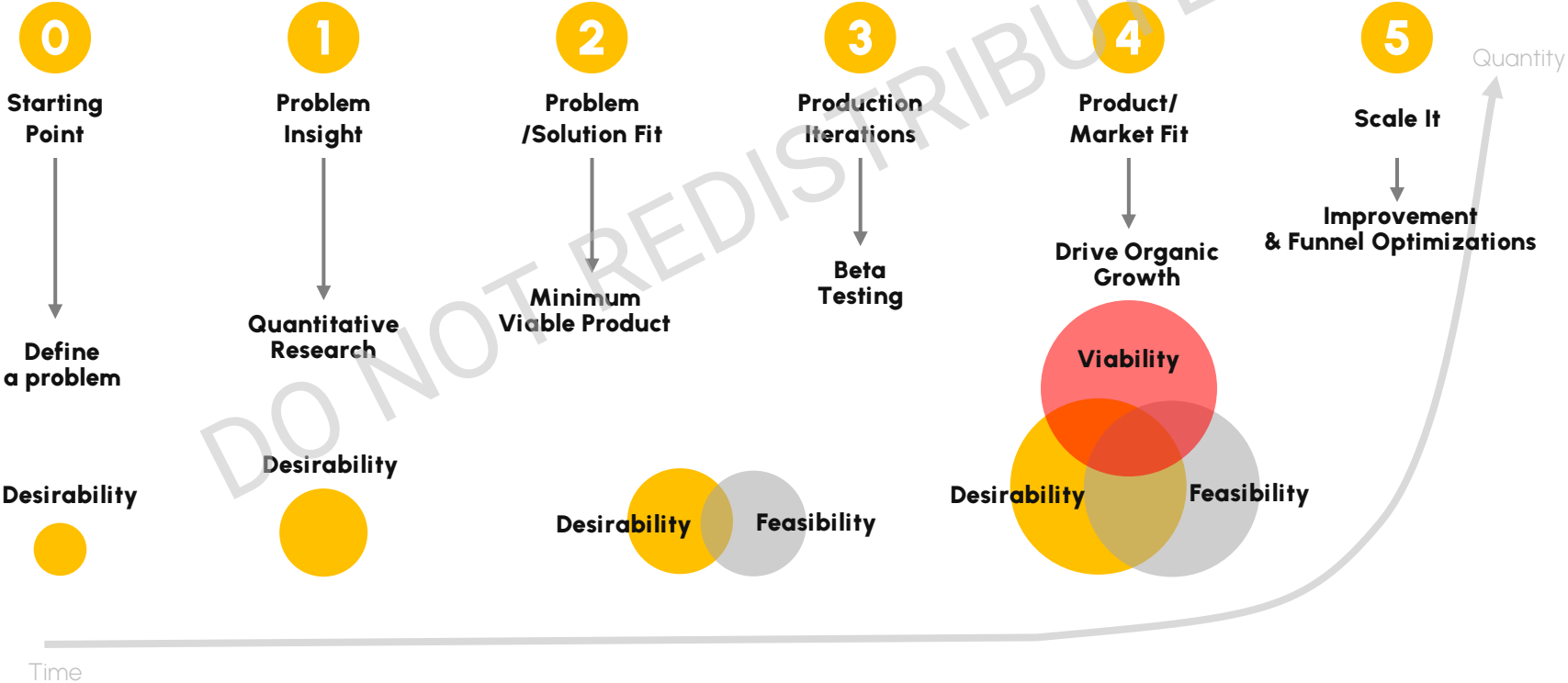
When do I have
**True Product-
Market Fit?**



Credit:
Dan Olsen's [The Lean Product Playbook](#)
[Lenny Rachitsky](#)

Product-Market Fit

The Process Towards PMF



The Business Model Canvas

Designed for:









Designed by:

Date:

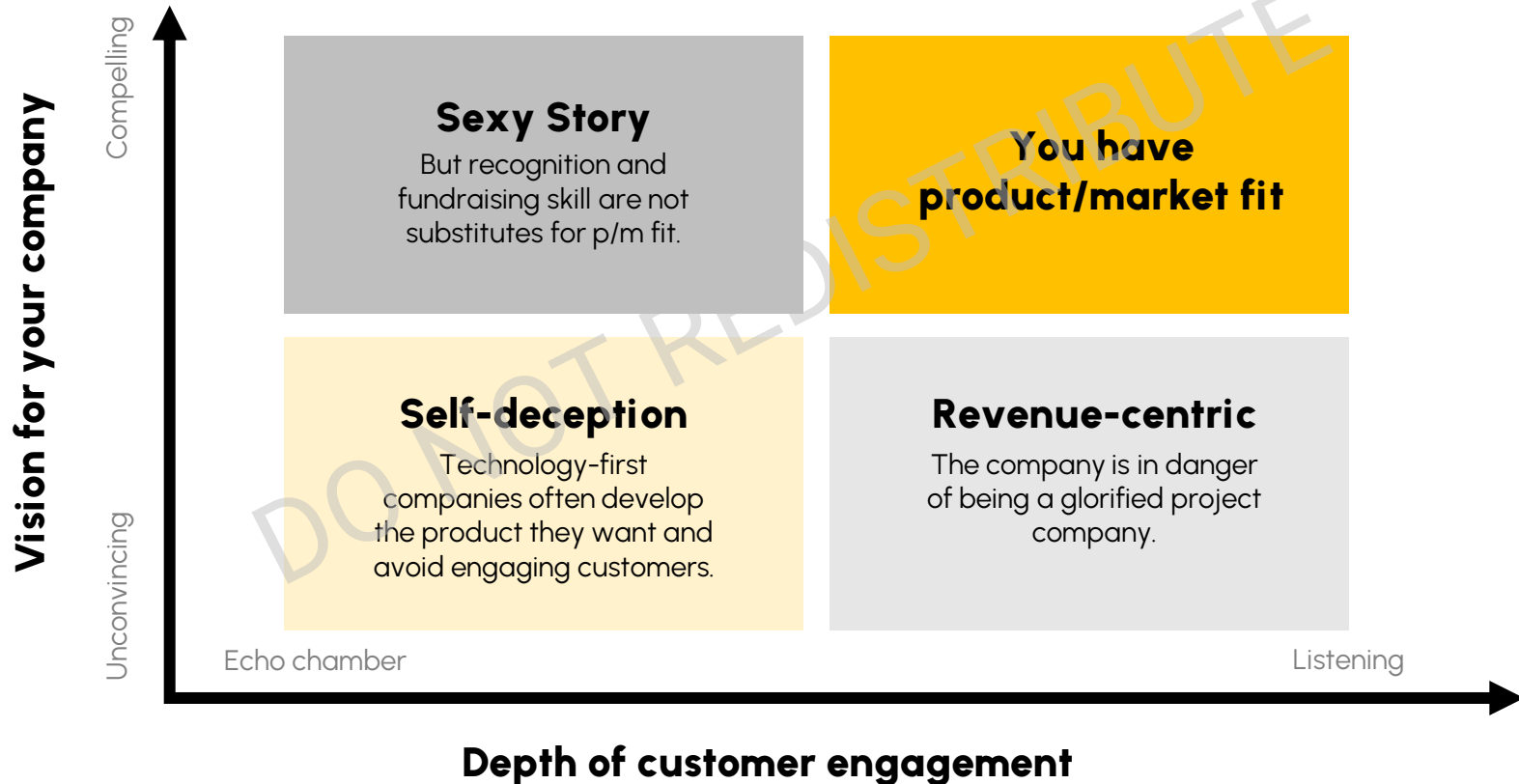
Version:



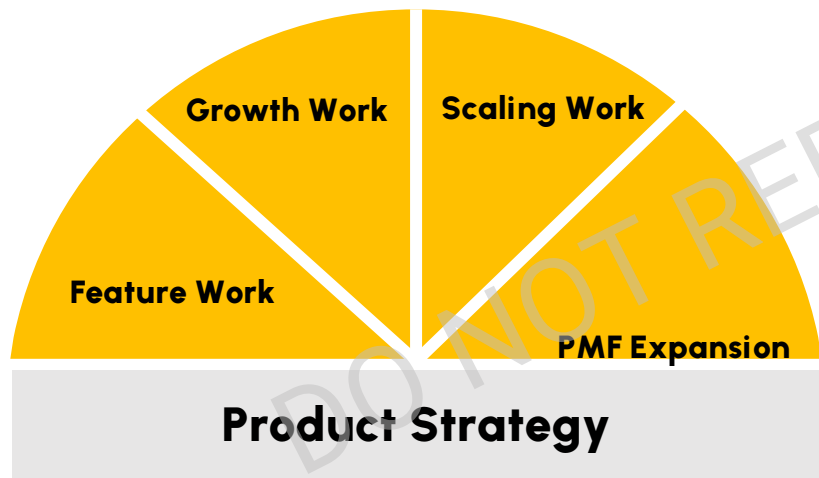
The Product-Market Fit Canvas

CUSTOMER SEGMENT:	PRODUCT OR SERVICE:
<p>Characteristics & jobs to be done </p> <p>WHO is the typical customer for your product/service and what job(s) he/she is trying to get done?</p>	<p>Alternatives </p> <p>The approach(es) your customer is currently taking to get their job(s) done, including the tools they are using</p>
<p>Problems & needs </p> <p>WHY do your customers need to use your product/service in order to get their job(s) done?</p>	<p>Key features </p> <p>The essential elements that your product or service must have to meet your customers' needs and solve their problem</p>
<p>Channel </p> <p>HOW do your customers acquire your products/services?</p>	<p>Value for the channel </p> <p>The value your channel will get by offering and selling your product</p>
<p>User experience </p> <p>WHAT does your customer do with the product to get real value?</p>	<p>Key metrics </p> <p>The key things to measure to know if your customer is getting real value. These key metrics will help you to know if you've achieved Product-Market Fit</p>

The four quadrants of product-market fit



Beyond the product market fit



Feature Work

Creating value by extending a product's functionality.

Growth Work

Creating value by accelerating adoption and usage.

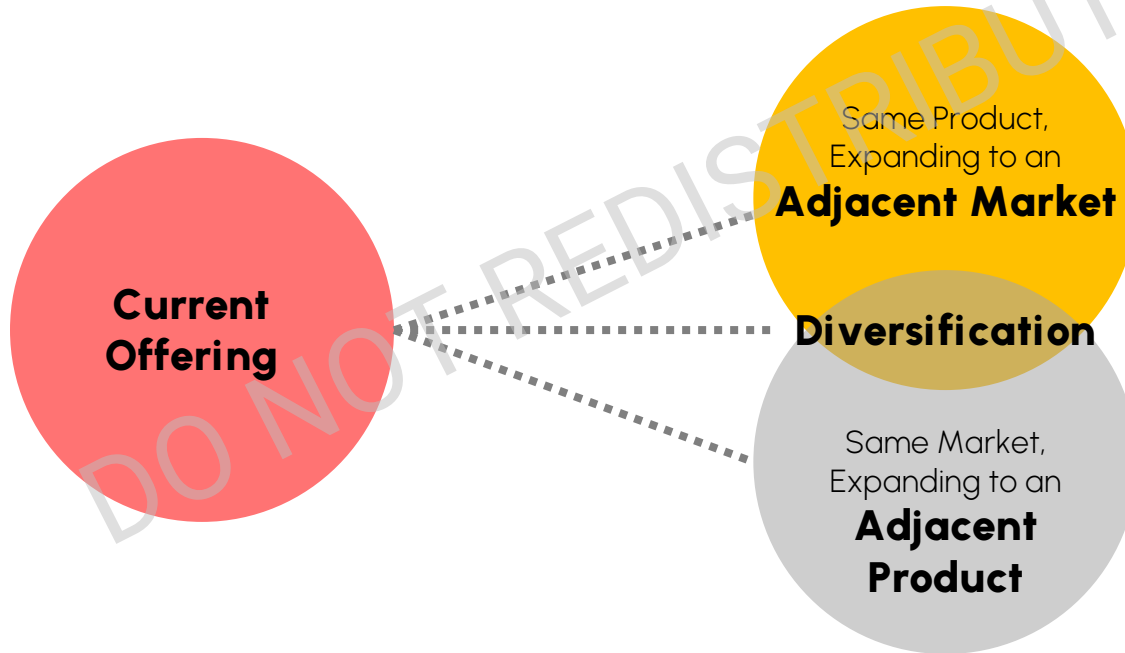
Scaling Work

Focusing on move forward on new levels of feature, growth, and product-market fit expansion work.

Product-Market Fit Expansion

Increasing the ceiling on product-market fit in a non-incremental way.

The product-market fit expansion



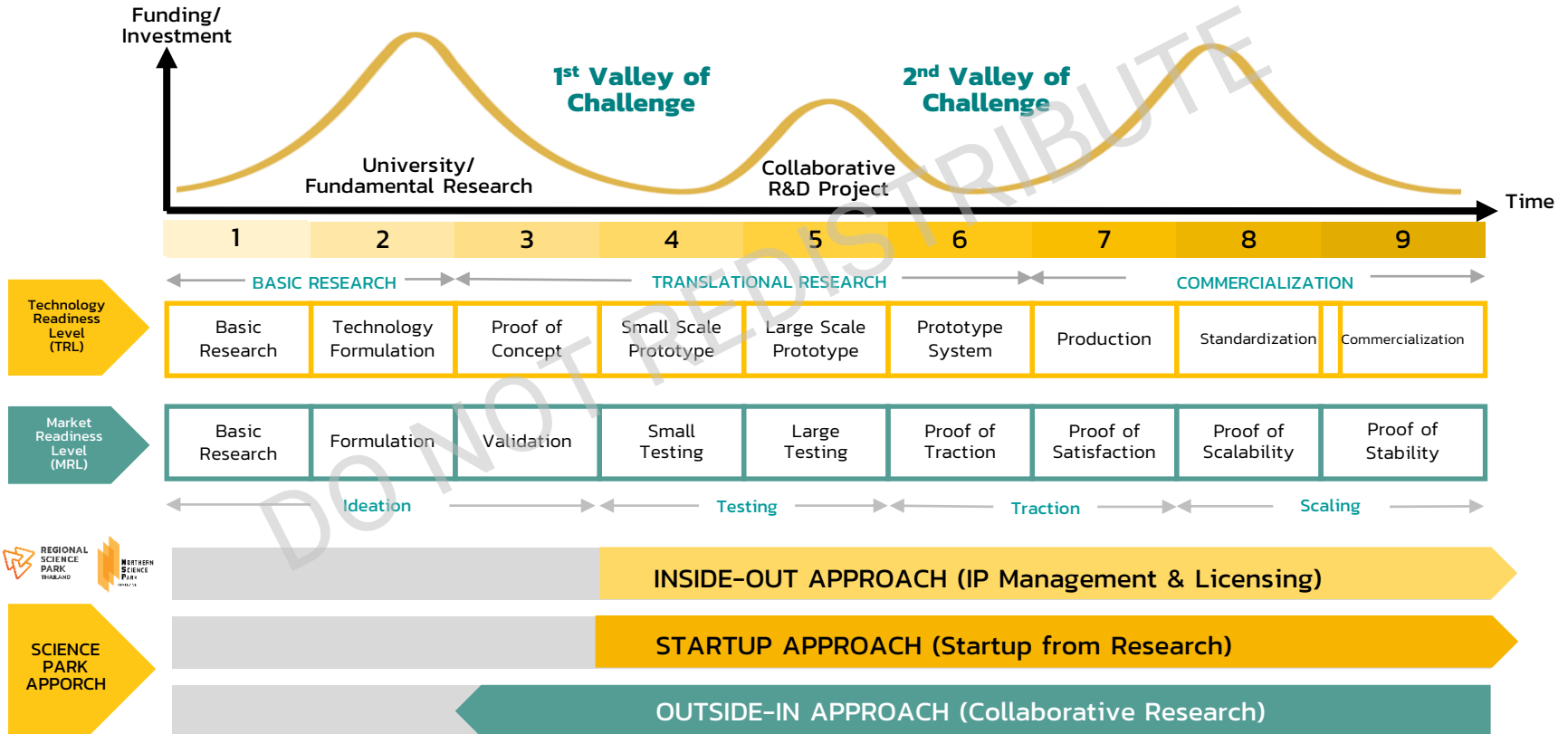
Reference: <https://www.reforge.com/blog/product-work-beyond-product-market-fit>

Northern Science Park

How to Bridge The Innovation Gap

DO NOT REDISTRIBUTE

Innovation Metrix



ข้อมูลการทำวิจัยและพัฒนา

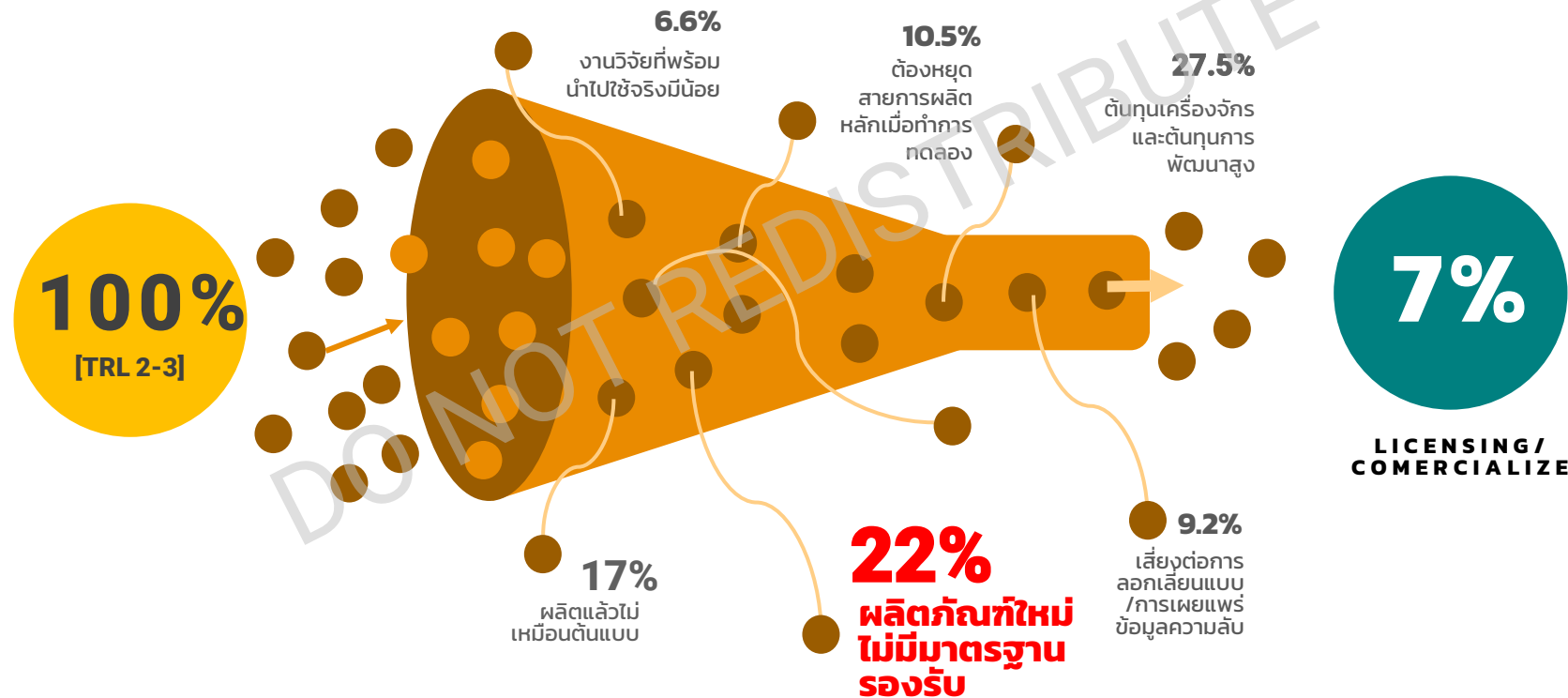
ภายใต้การสนับสนุนตามกลไกอุทยานวิทยาศาสตร์ภาคเหนือ ในปี 2558-2562



REGIONAL
SCIENCE
PARK
THAILAND



NORTHERN
SCIENCE
PARK
THAILAND



Source : ข้อมูลปี 2558-2562, อุทยานวิทยาศาสตร์และเทคโนโลยี มหาวิทยาลัยเชียงใหม่

Bridging The Innovation Gap

1 IDEA DISCOVERY

💰 10K-100K THB

🕒 3 - 6 MONTH

2 CONCEPT DEVELOPMENT

💰 10K-100K THB

🕒 6 - 12 MONTH

3 RESEARCH & DEVELOPMENT

💰 10K-100K THB

🕒 1 - 2 YEARS

4 PROTOTYPE & VALIDATION

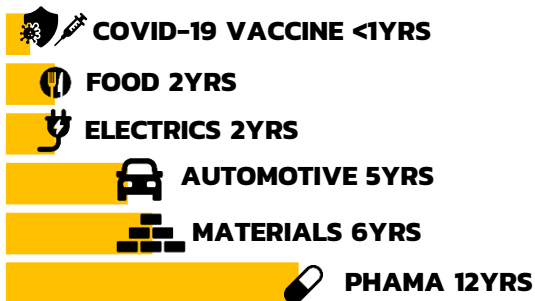
💰 2,000K-35,000K THB

🕒 MAX 3 YEARS

5 COMMERCIALI ZATION

💰 Depend on Technology

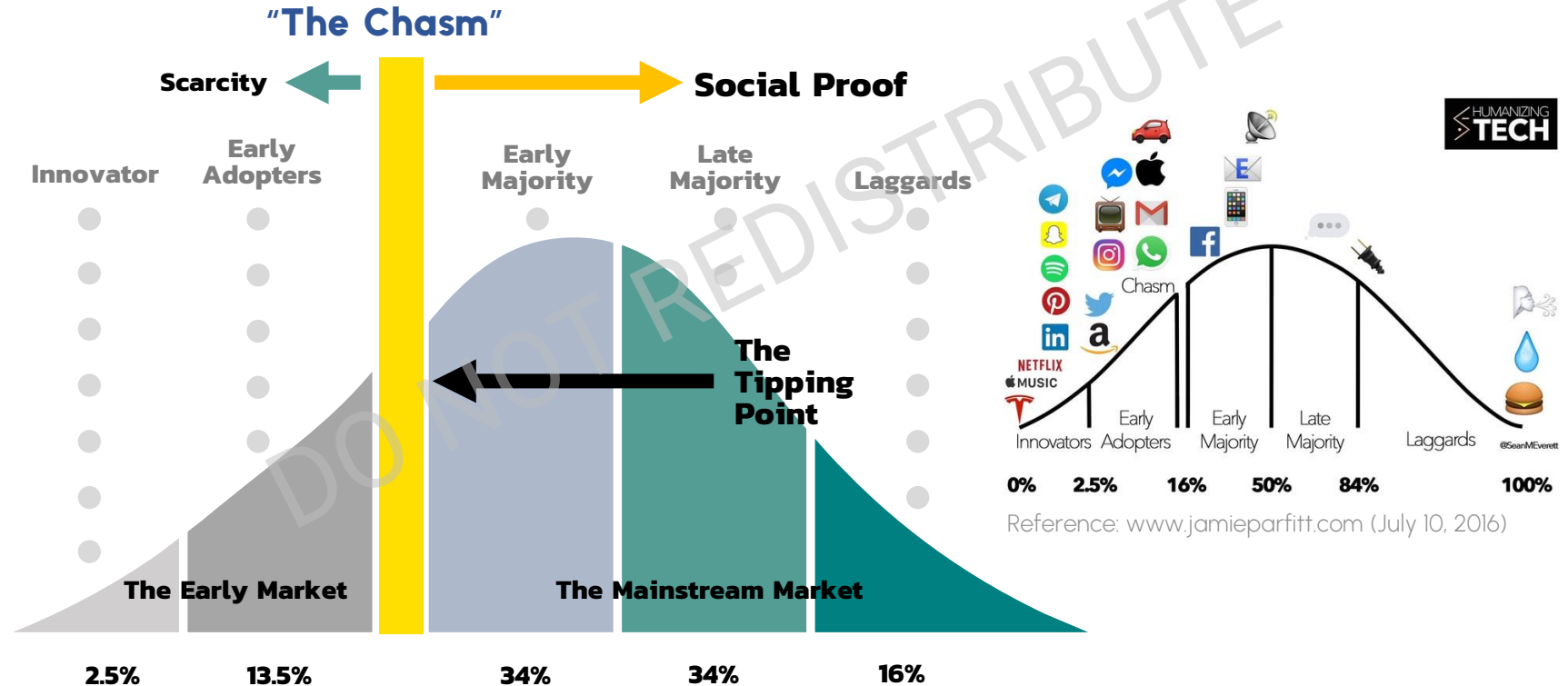
🕒 Depend on Technology
Adoption



*Time Taken to Market (TTM)

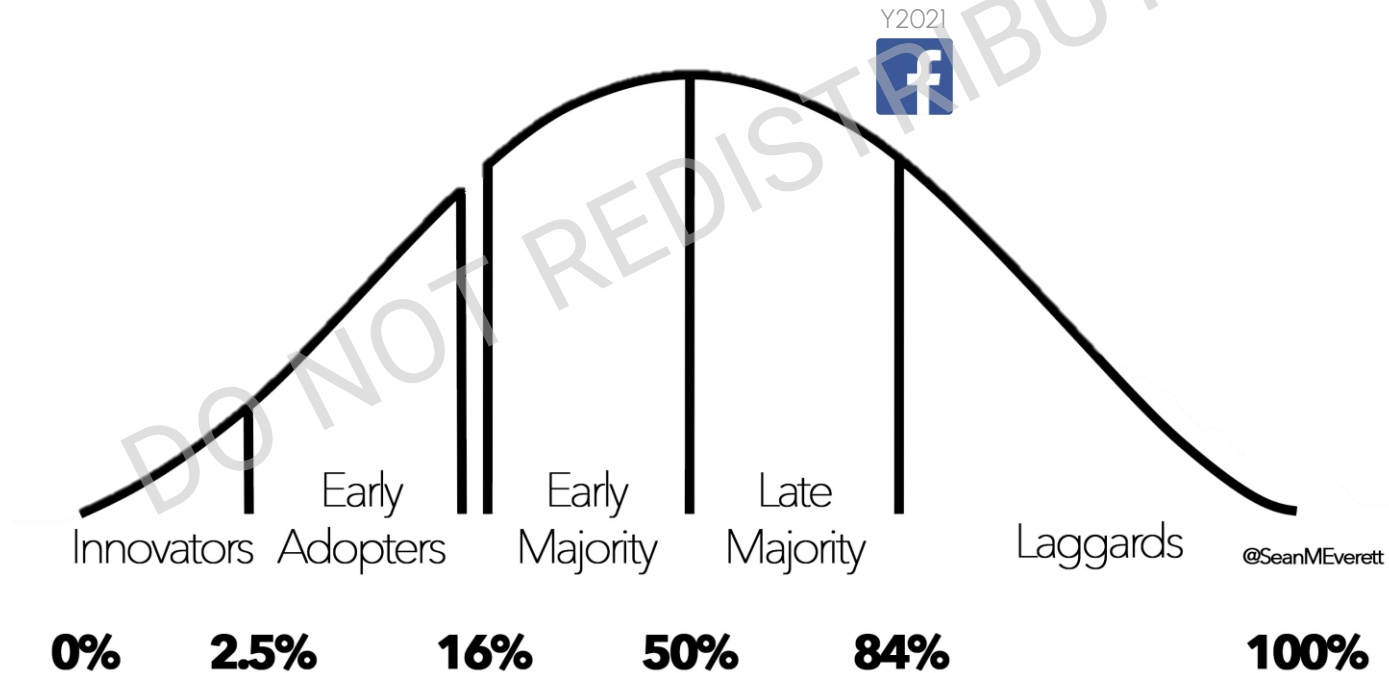
Diffusion of Innovation Model

Maloney's 16% rule

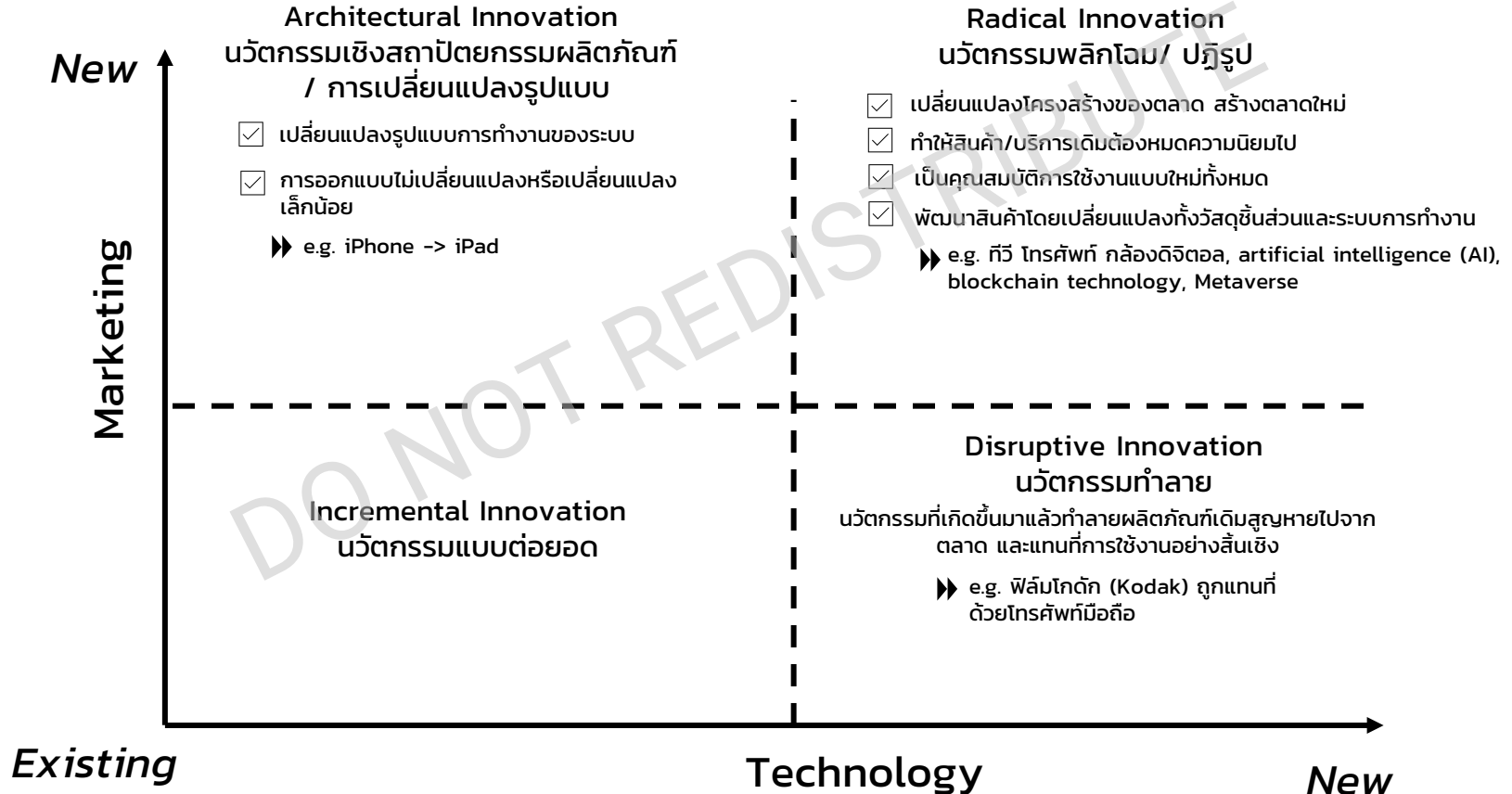


Accelerating Diffusion of Innovation - Maloney's 16% Rule

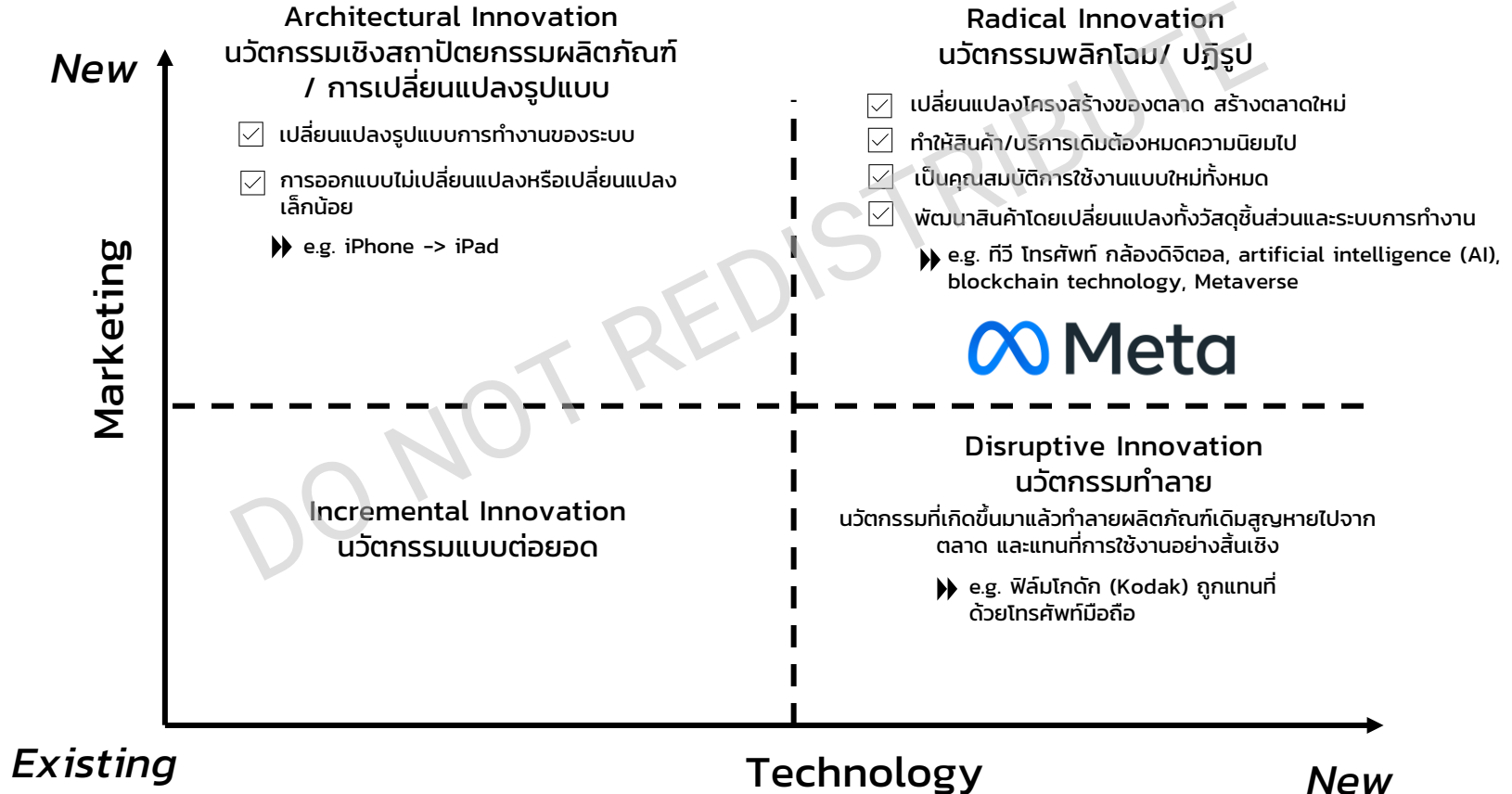
Diffusion of Innovation Model



Level of Innovation vs Business Continuity Management (BCM)



Level of Innovation vs Business Continuity Management (BCM)





The metaverse is the next evolution of social connection. Our company's vision is to help bring the metaverse to life, so we are changing our name to reflect our commitment to this future.

Connection is evolving and so are we.

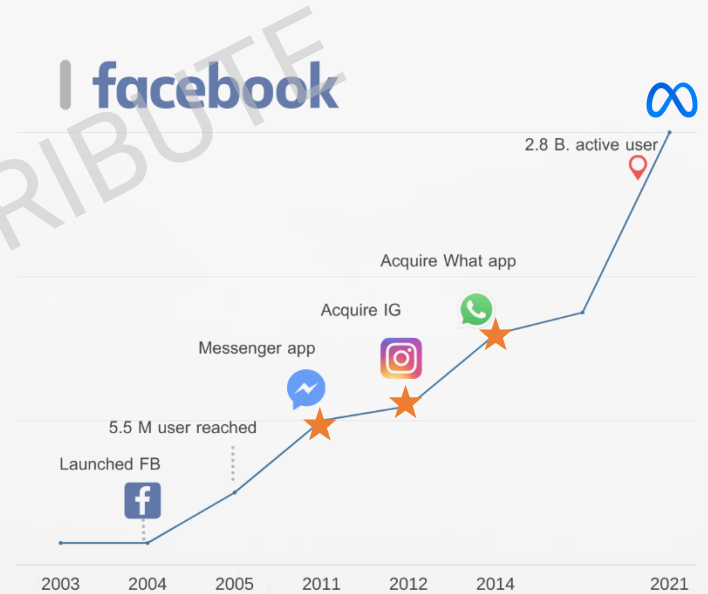
A futuristic landscape with a large, glowing orange planet in the center, surrounded by smaller planets and a field of white, crystalline structures. Two people are standing in the foreground, looking out at the scene.

facebook



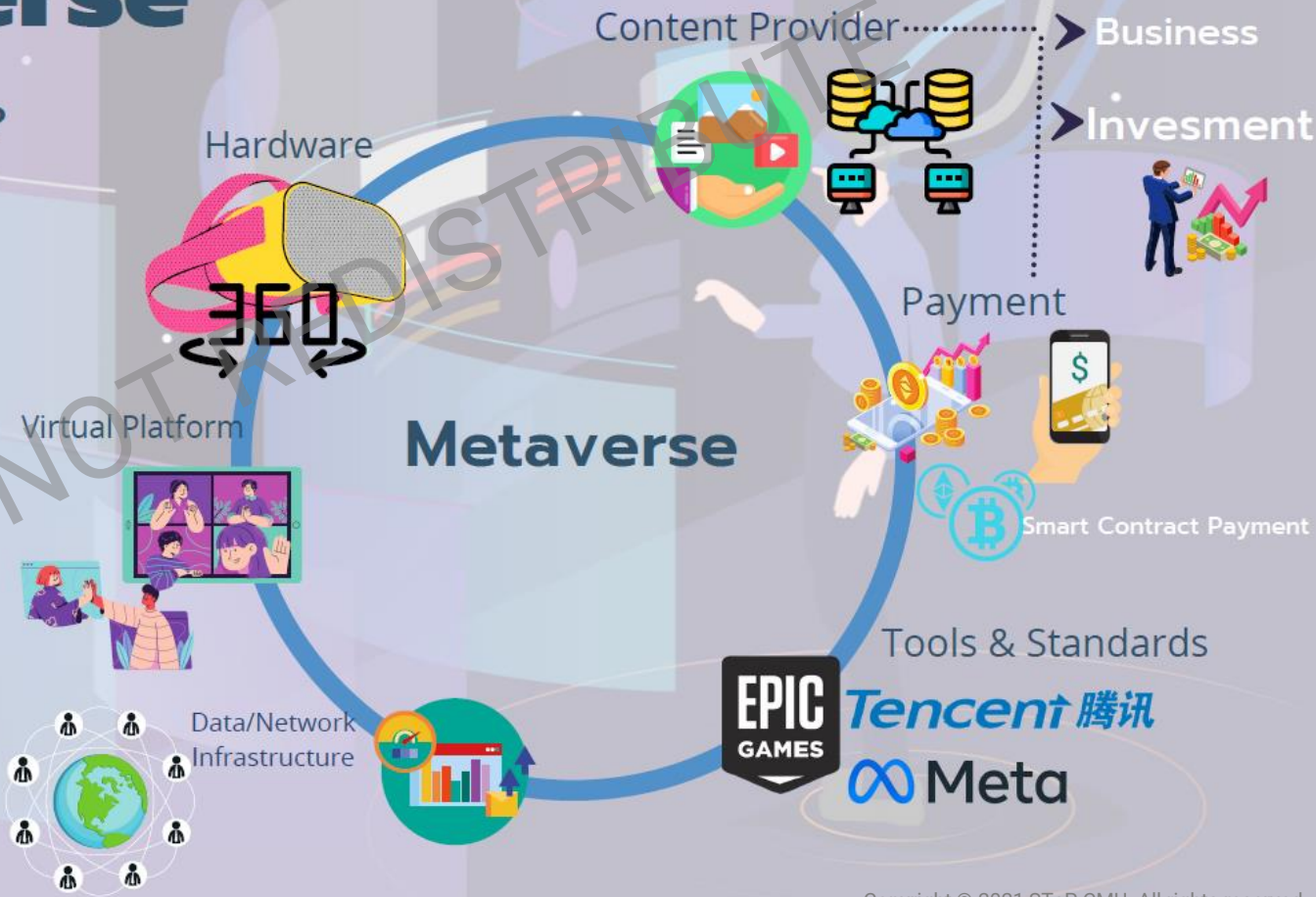
Mark Zuckerberg
founder and CEO of Facebook

Born: May 14, 1984

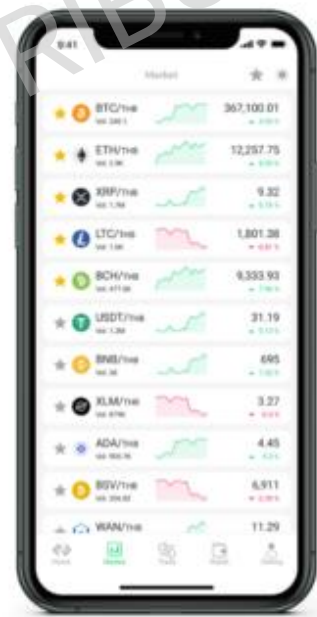


Metaverse

What is Metaverse ?

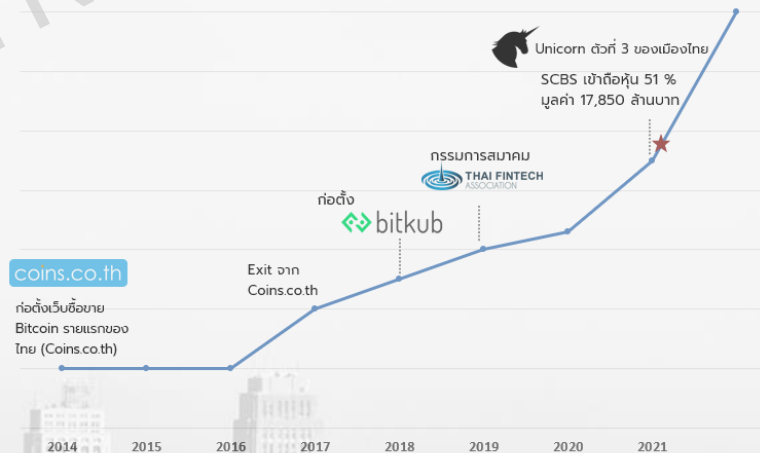
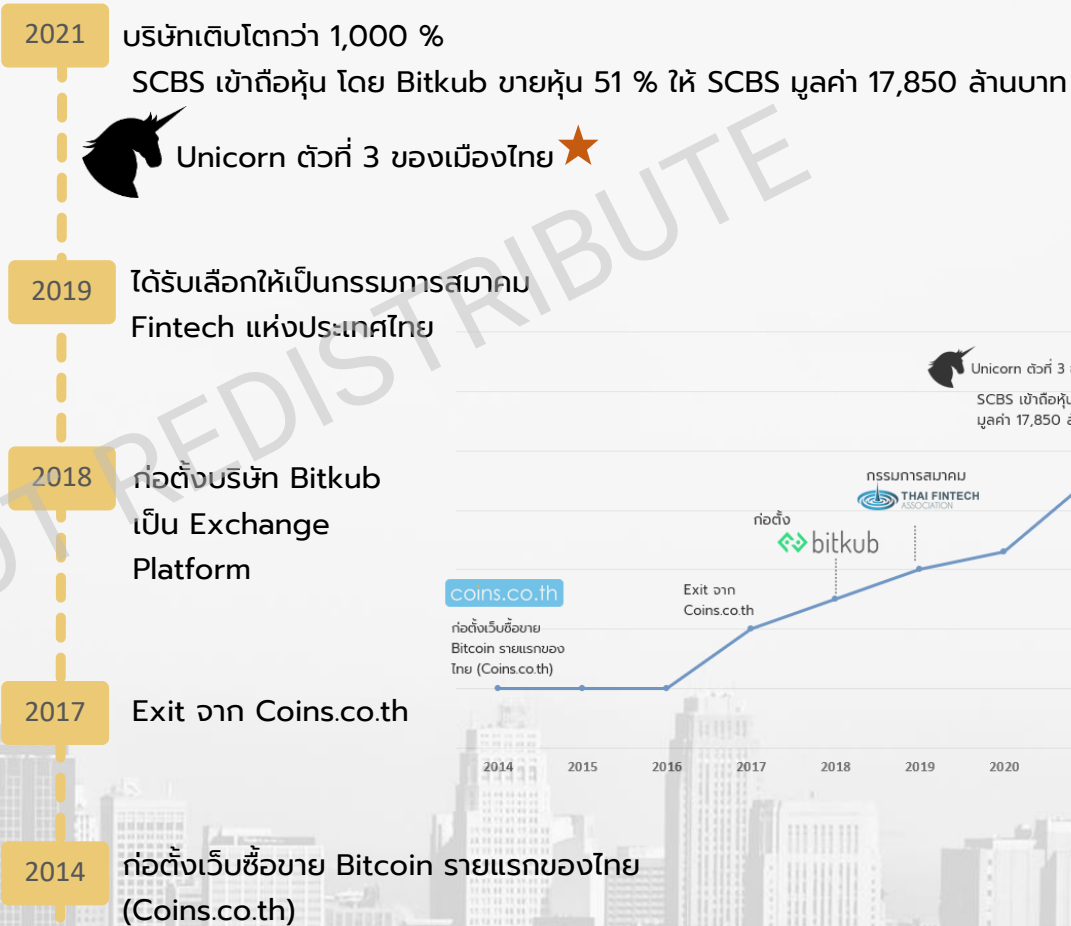


bitkub





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ผู้ก่อตั้งบริษัท Bitkub
เกิด 8 กุมภาพันธ์ พ.ศ. 2533



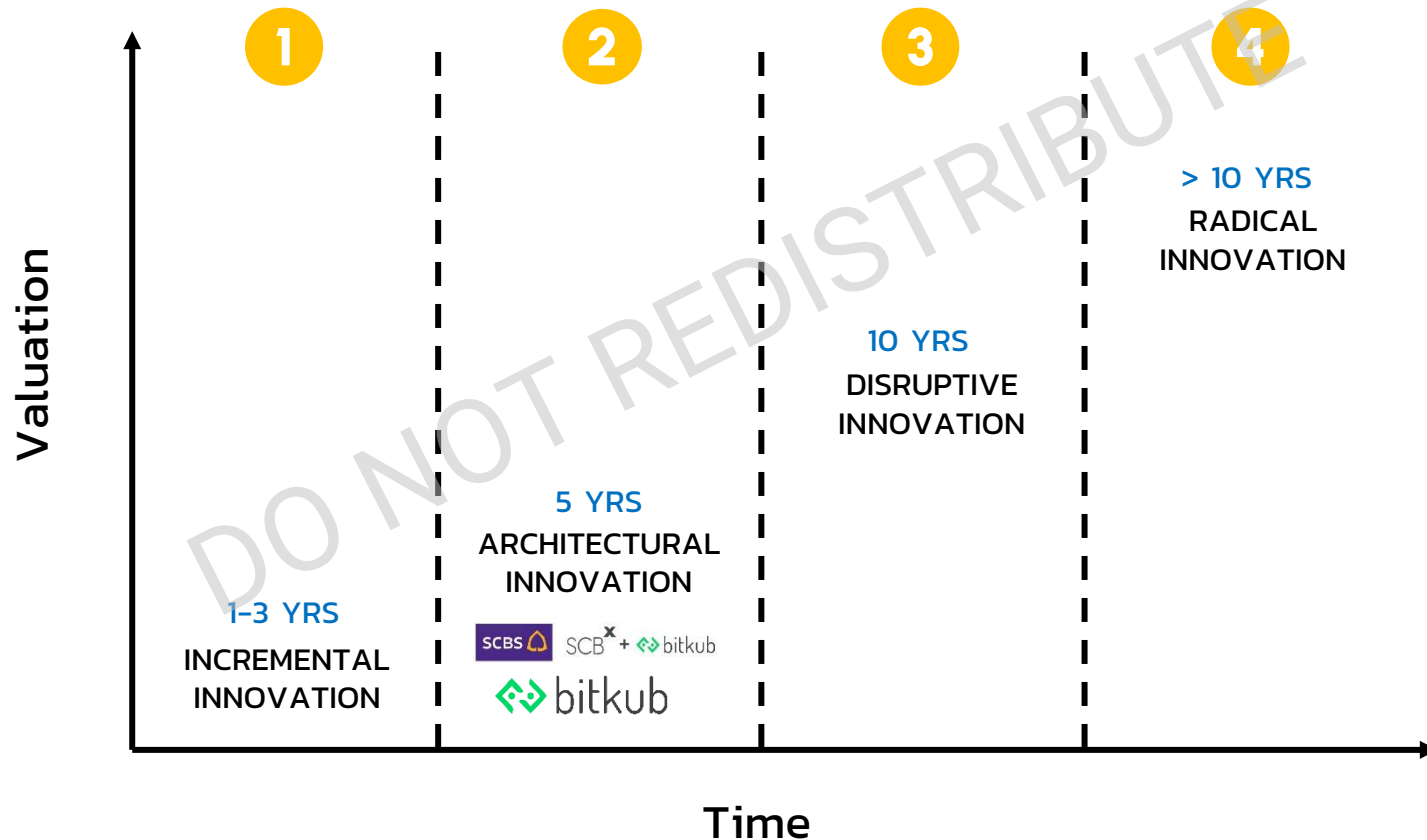
bitkub® | SCBS | SCB^x



Reference: <https://missiontothemoon.co/technologynews-scb-invest-in-bitkub-shares/>

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Level of Innovation vs Business Continuity Management (BCM)



Innovation

for Better Quality of Life

towards Sustainable
Regional Development

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