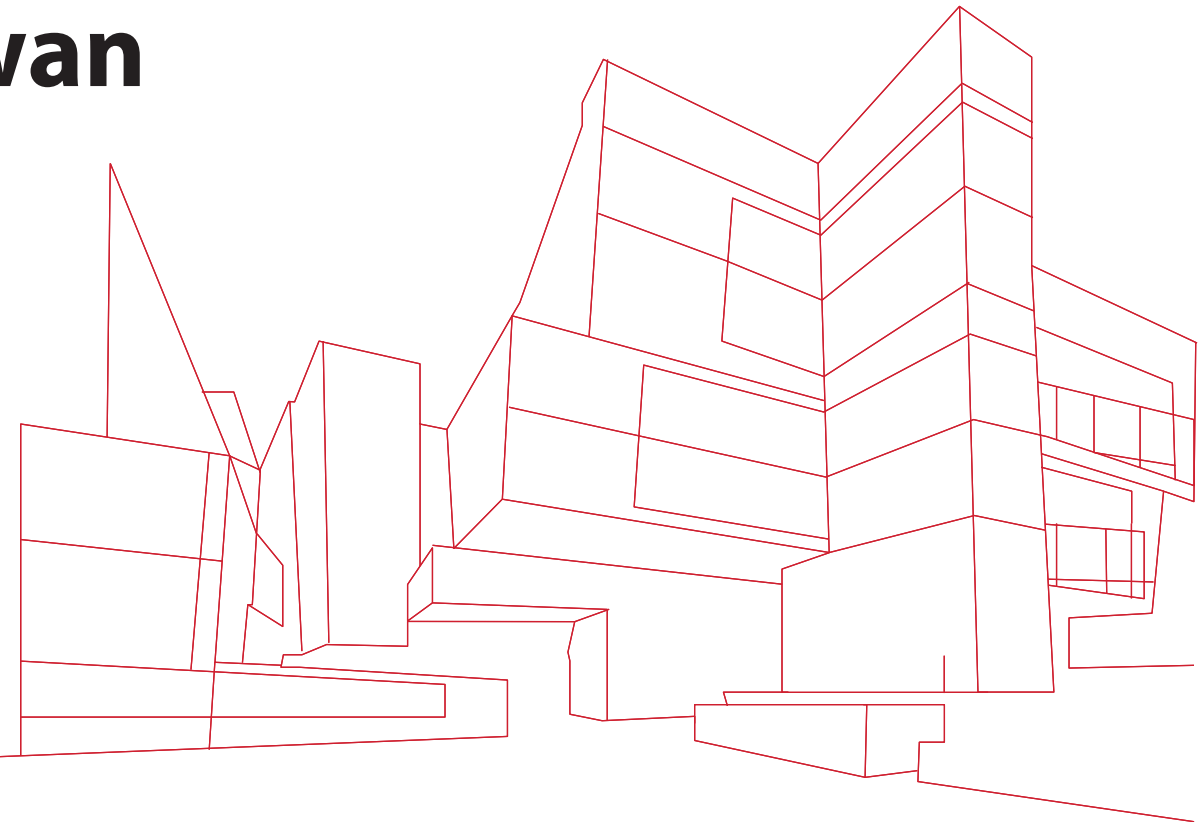


Taipei, Taiwan

A Study on the Entrepreneurial Path of Design-led Startups in Taiwan

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and Technology**



Background

- The entrepreneurial economy
- Entrepreneurship involves creating or discovering new ideas or opportunities for the purpose of creating value.

The Rise of the Design Entrepreneur

Design entrepreneurship is about producing and marketing the intellectual properties of a viable concept in terms of assuming risks, financing, and managing

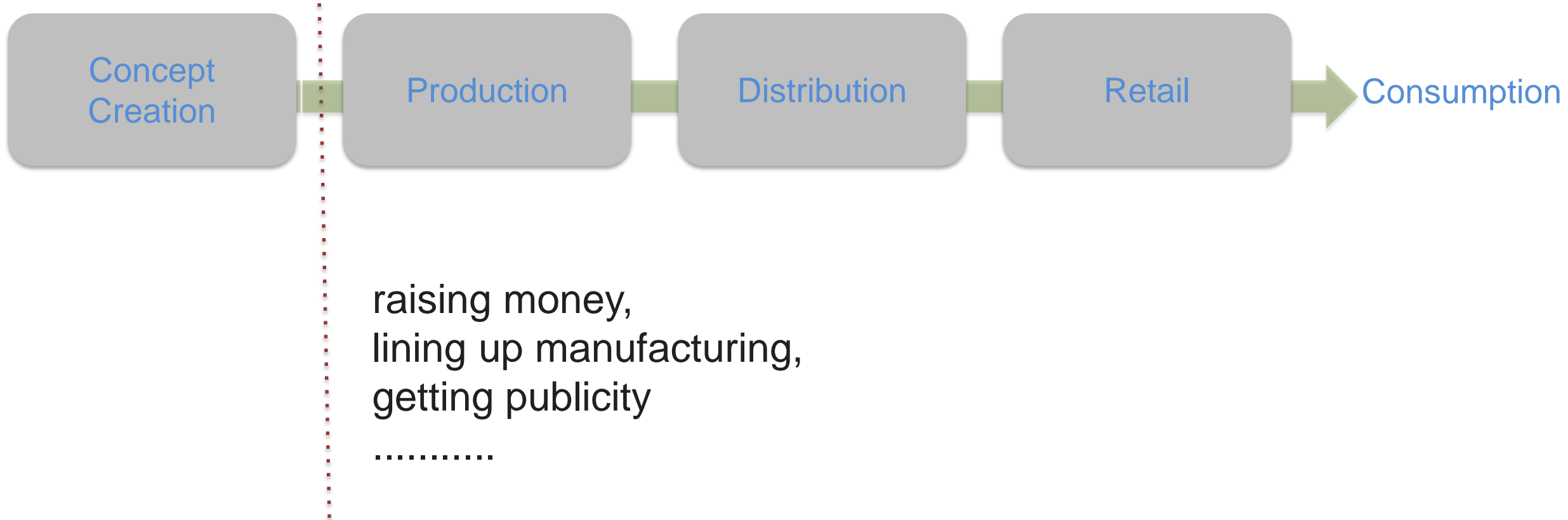
From Designer to the Design Entrepreneur

Concept
Creation

From Designer to the Design Entrepreneur



The Barriers to Constructing the Value Chain



Research Method

Multiple-Case Studies

Seven design-led startups were selected as case study subjects

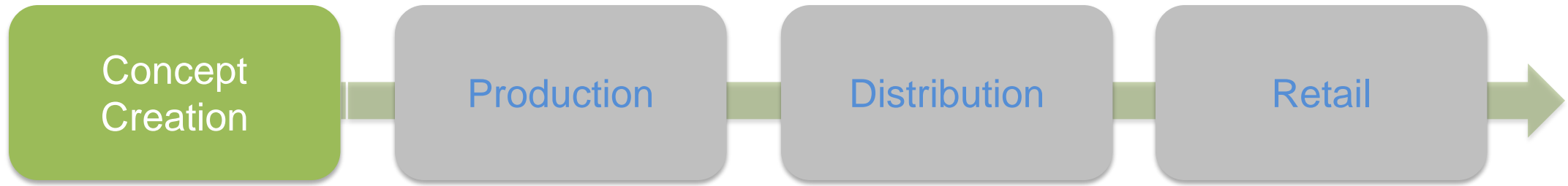
Data Collection: In-depth interview, Secondary data

Data Analysis: Template analysis

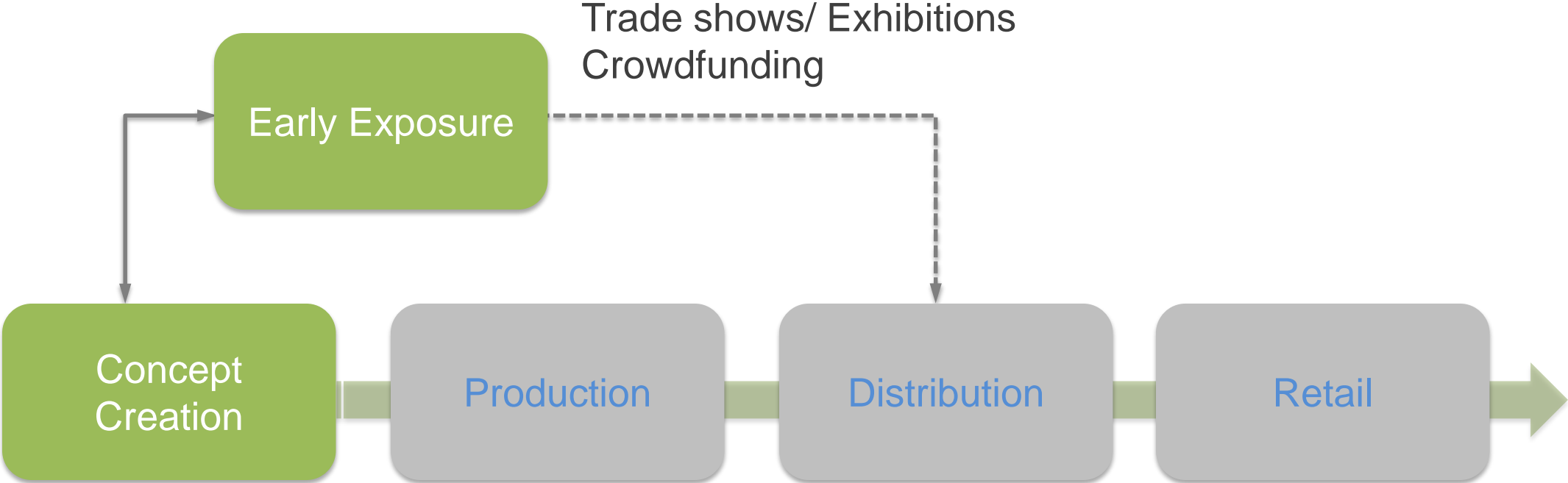
Case Study Subjects

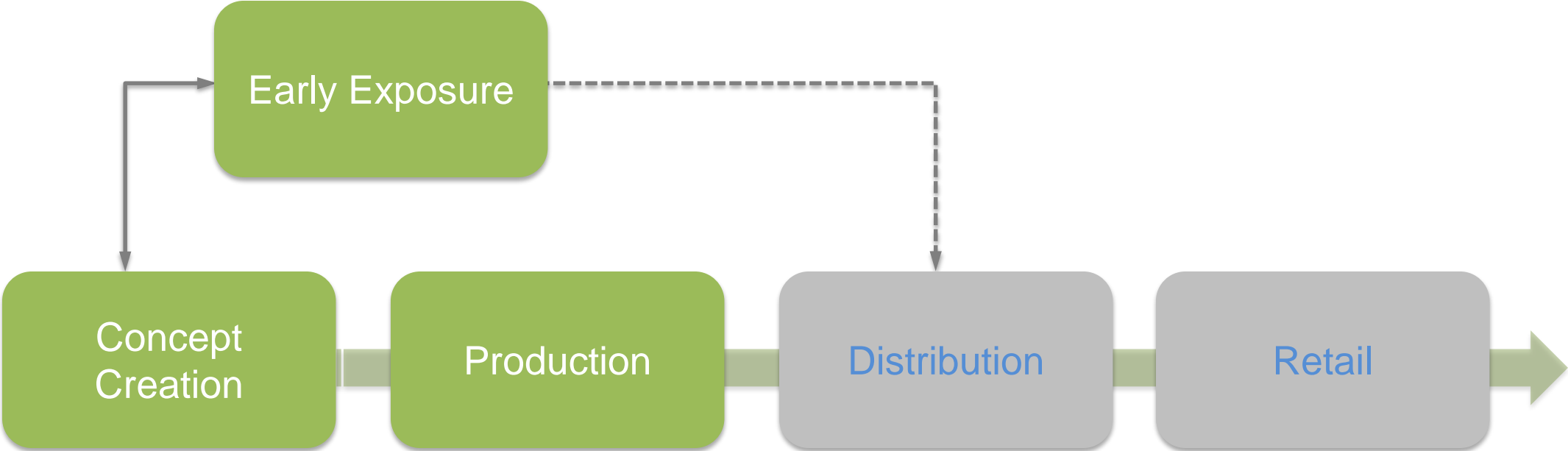
Case subjects	Interviewees	Main product lines	Year of founded
A	Founder	Home & living products, electronics	2008
B	Founder	Clock, lighting, accessories	2005
C	Founder	Writing instruments, accessories, and timepieces	2008
D	Founder	Tea sets, lighting	2010
E	Co-founder	Writing instruments	2012
F	Co-founder	Tea & coffee sets	2010
G	Founder	Accessories, Headphone & speaker	2013

Results



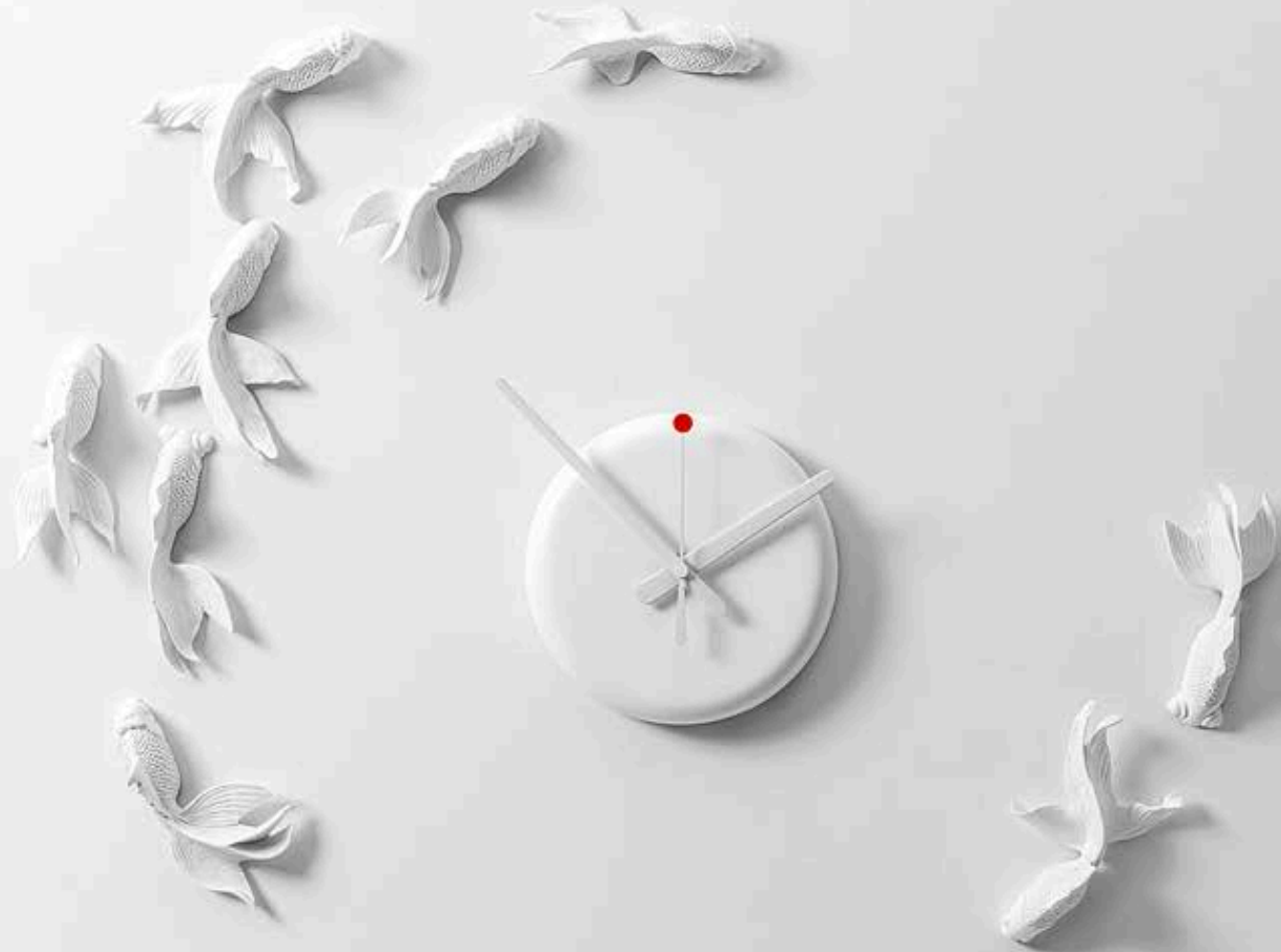
- Product design
- Finding a niche market
- Product portfolio planning
- Clear focus - target particular customers
- Builds up specialist skill and knowledge
- Profit margins often higher



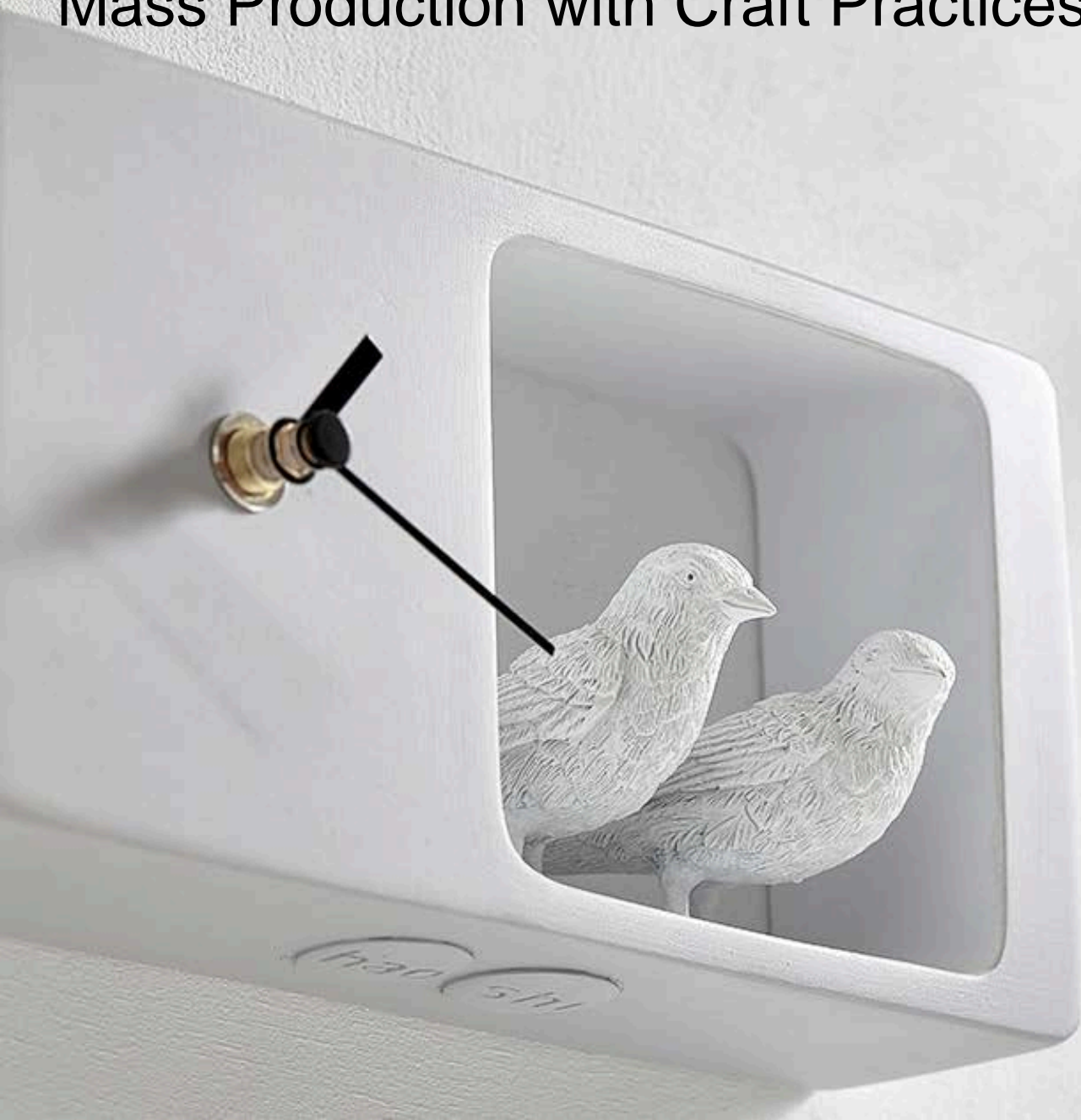


Outsourcing
Collaborate with factories
Self-production

Mass Production with Craft Practices



Mass Production with Craft Practices



Sparrow X CLOCK

Sparrows symbolize the good things in life.
Some will come and go and be forgotten as time goes by,
but some will be found just outside your window.



Mass Production with Craft Practices



Mass Production with Craft Practices



Case G



Case A

Modern Craft-Making



Modern Craft-Making



Modern craft-making



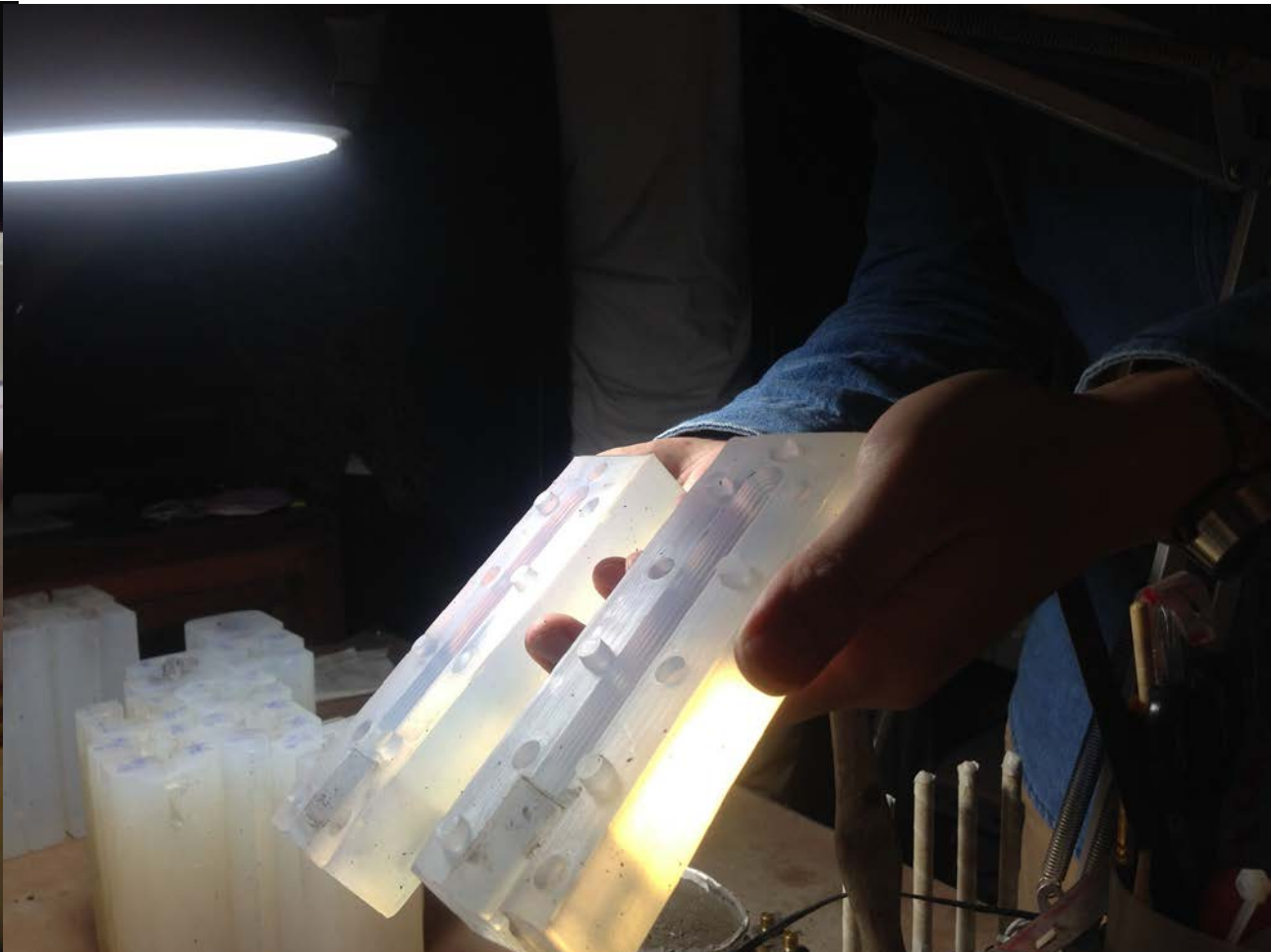
Case F

Self-Production



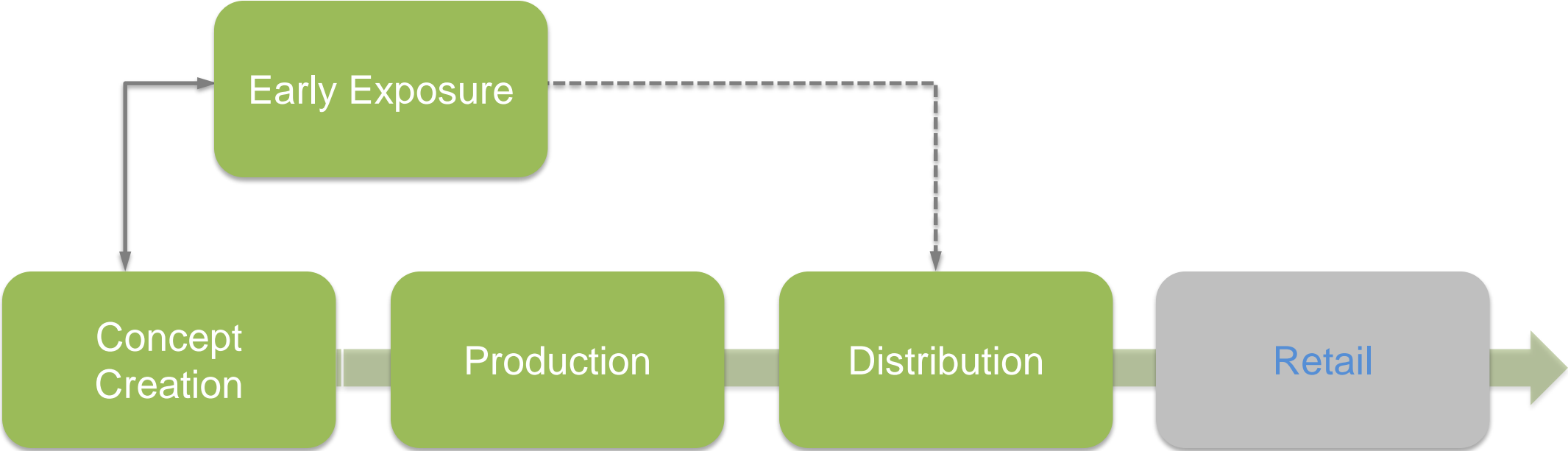
Case C

Self-Production

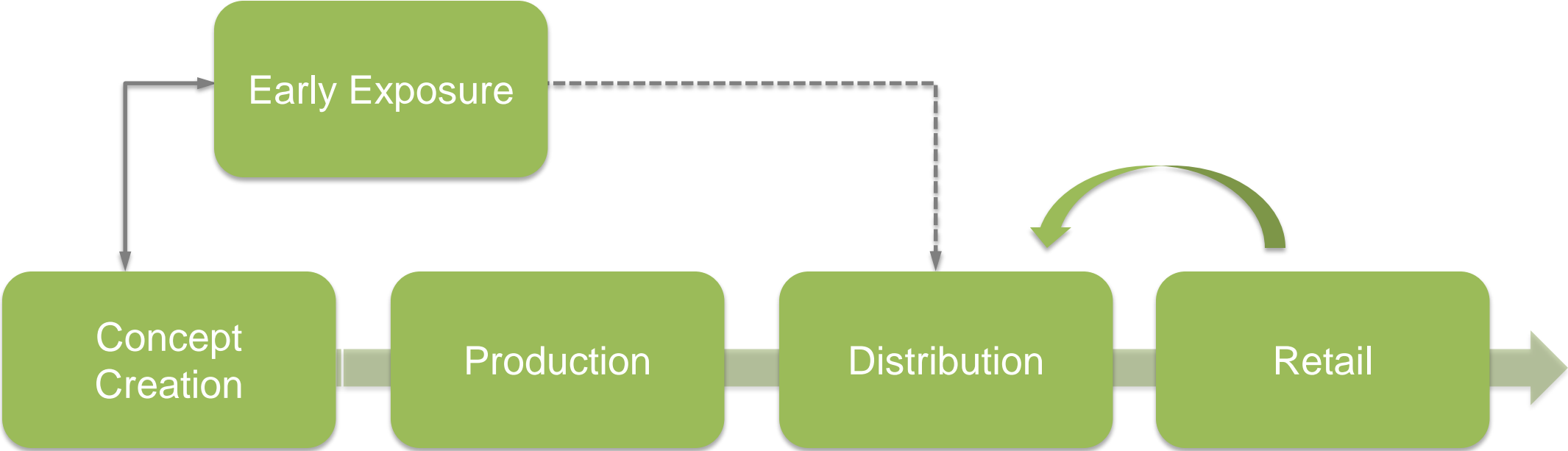


Self-Production





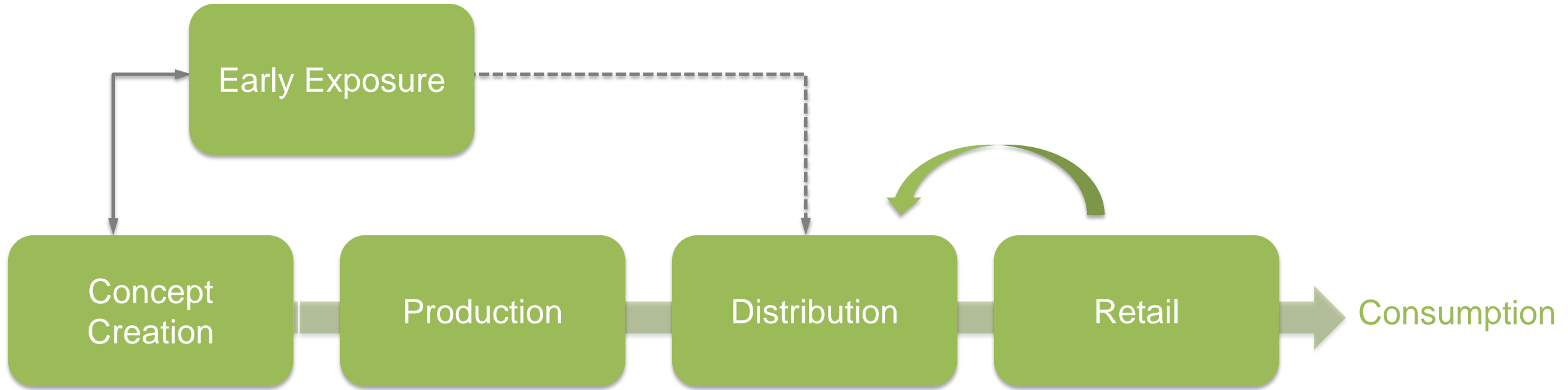
Trade shows/ Exhibitions
Social Media marketing
Online reviews



Direct channel
self-run online stores

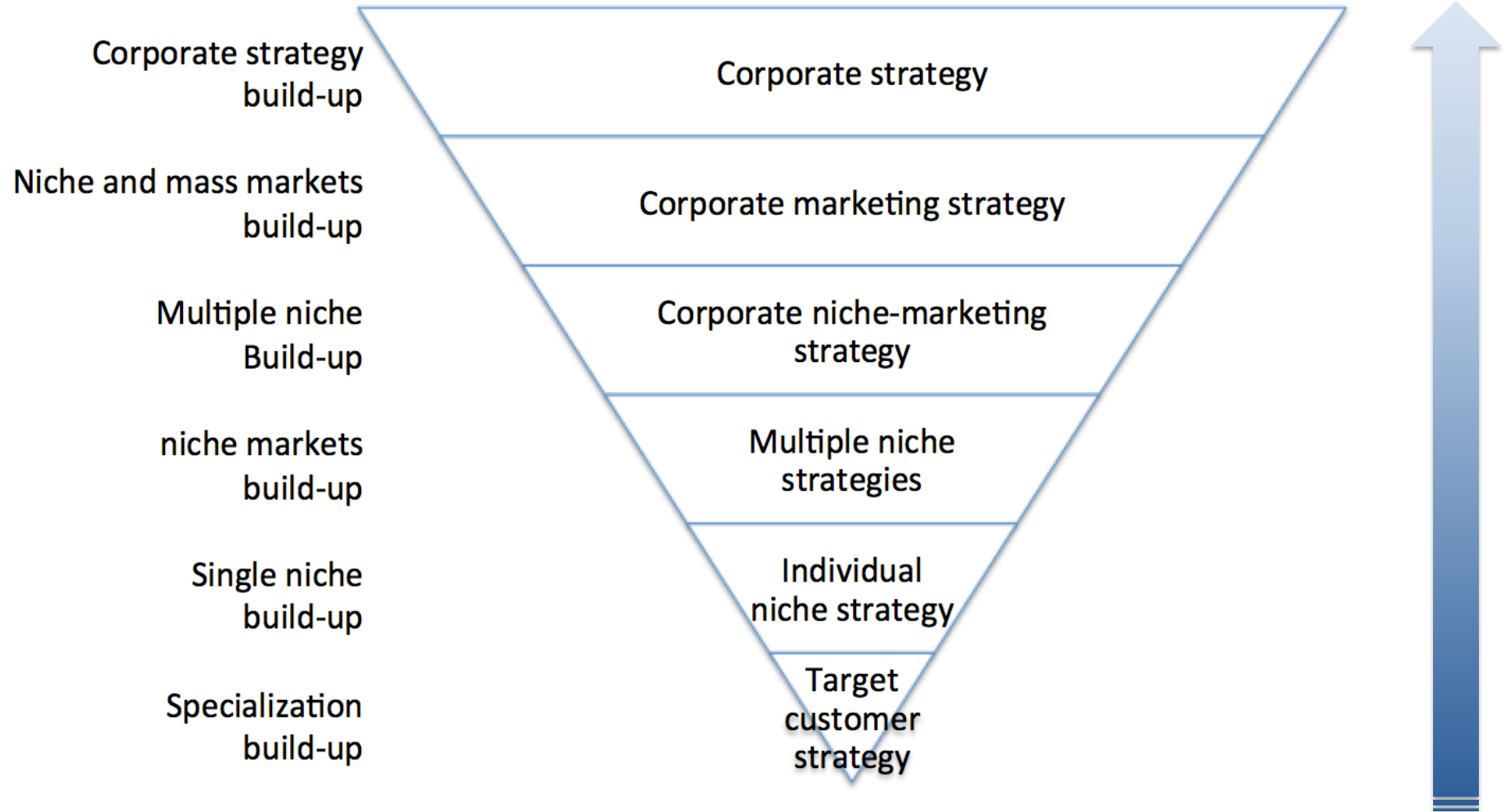
Indirect channel
agents/ retails/
ecommerce platform

The Value Chain of Design-Led Startups in Taiwan

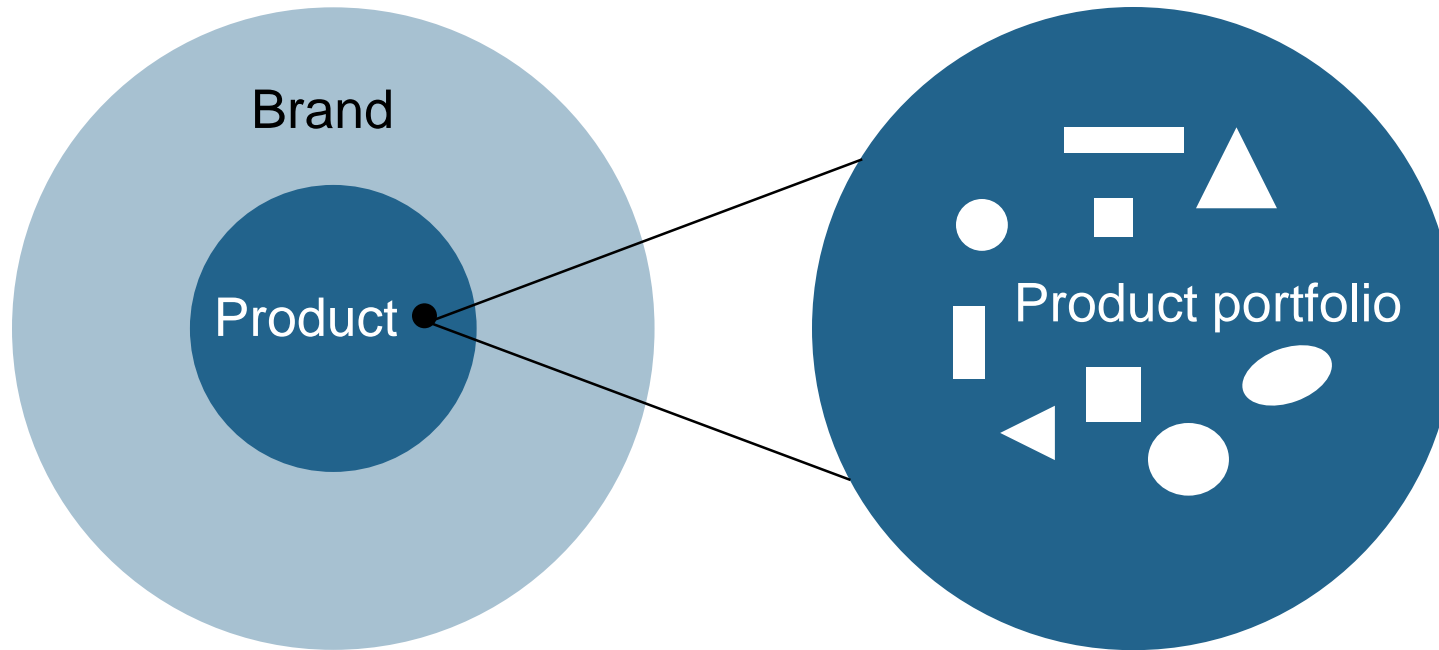


Discussion & Reflection

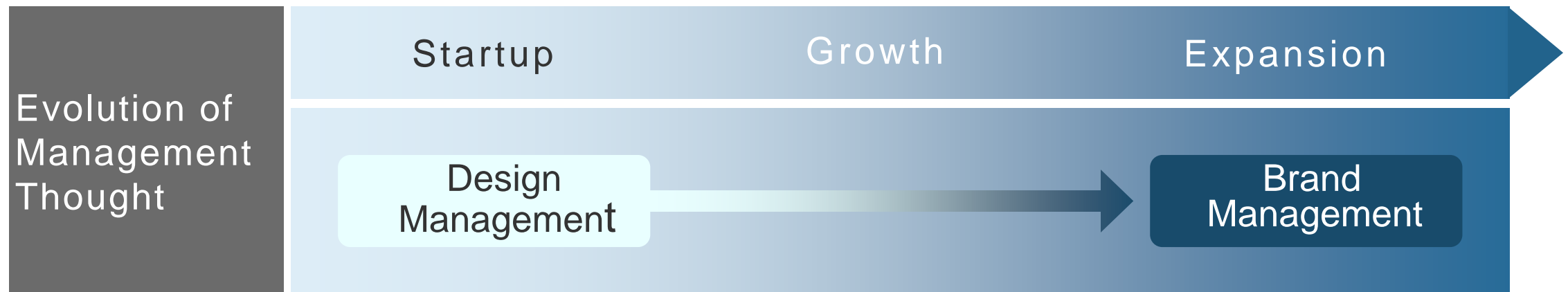
Start Narrow and Grow Wide



Start Narrow and Grow Wide



Evolution of Management Thought



Reflection:

Design Entrepreneurship in Design Education

Thanks for Your Attention!