Taipei, Taiwan

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

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Background

• The entrepreneurial economy

• Entrepreneurship involves creating or discovering new ideas or opportunities for the purpose of creating value.
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
From Designer to the Design Entrepreneur
The Barriers to Constructing the Value Chain

Concept
Creation

Production

Distribution

Retail

Consumption

raising money,
lining up manufacturing,
getting publicity

............
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

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

Early Exposure

Concept Creation → Production → Distribution → Retail
Mass Production with Craft Practices

Case B
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
Self-Production

Case C
Self-Production
Self-Production
Trade shows/ Exhibitions
Social Media marketing
Online reviews

Concept
Creation
Production
Distribution
Retail

Early Exposure
Direct channel
self-run online stores

Indirect channel
agents/ retails/
ecommerce platform

Concept Creation → Production → Distribution → Retail → Early Exposure

Early Exposure → Concept Creation

Early Exposure → Distribution

Early Exposure → Retail

Early Exposure → Production
The Value Chain of Design-Led Startups in Taiwan

1. Early Exposure
2. Concept Creation
3. Production
4. Distribution
5. Retail
6. Consumption
Discussion & Reflection
Start Narrow and Grow Wide
Start Narrow and Grow Wide

Brand

Product

Product portfolio
Evolution of Management Thought

- **Product center**
  - Design concept & production

- **Brand Center**
  - The vision & value of brand

**Evolution of Management Thought**

- **Startup**
  - Design Management
- **Growth**
  - Brand Management
- **Expansion**
Reflection:

Design Entrepreneurship in Design Education
Thanks for Your Attention!