

A Conceptual Solution for Raising the Quality of Startup Business with Smart Technology

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Abstract - Now Startup is the interested business model on digital ages that focus on customer's problem before build the business, products and services different from the general business form that drive on the products or services first and discovered the customers' need after finish the implement's product process. Then the startup business is the better than the general but in the real, startup have a lot of problem and a few of startup go far. Startup often fail with the many reason on the way of work. That is the question in startup procedure why do not success if work on startup flow. Smart Technology is the new innovative solution that can solve the problems and can be uprising the quality of startup business' processes on technology. Entrepreneur in digital age should be using smart technology upgradable the business to grow up and build the conceptual solution for failure reason of startup business.

Keywords - Startup, Smart Business, Smart IT, Smart Technology

I. INTRODUCTION

Startup Business is the new form of business in present and be growing. The businessman uses the model of startup to run in business organization or reform the team business. Startup start from the problems of

customer so the final of product have the buyers in sure. In truth the startups are not successful. A lot of startup end from start or failure in any way. The Entrepreneur hope for success in startup but the real is not the beautiful dream. Many problems, many obstacles, many walls in business. The startup entrepreneur must past all with the strong tools that is the smart technology.

II. THEORY

A. Startup Business

Startup Business (or call Startup, and maybe see in Start-Up) is the new business model that usually use technologies oriented and has high growth potential. Startup creates values of economic and a career path for young generations (Nalintippayawong & Chotipant, 2018) who are the businessman in digital ages and interested in new innovations and new technologies, in digital ages called Smart Technology. Startup is difference from general business organization or SMEs in many topic examples are the company or project initiated by an entrepreneur to seek, effectively develop, and validate a scalable business model.

General business organization manage and control by only one owner or CEO. But in startup business manage by entrepreneurs. Entrepreneurs are the group of people who are interested the same topics, likely on objectives,

shared resources, funding, co-visions and acceptance the risk together.

Startup Business model focus and used the technologies, innovations (Chesbrough & Rosenbloom, 2002) and information technologies in any process of management chain. So, startup is faster than the old business model, have the full power in competition and plan the strategical marketing with technologies and business model canvas.

Business model of startup are differently (Ruseva, 2015) startup focus on pain point of customer, build the product or service on customer needs with innovations (Chesbrough, 2010) and respond the gain, more than thinking the product first. So, the requirement and problems of customer are the most important things in process of startup model.

B. Smart IT and Digital Business

Smart IT (called Smart Information Technology) that had a lot of technology in new age call smart but for business mean the tools for applied and developed the management, organization, process or support the workers in any method of business (Shail-Berryman, 2012). Smart IT usually see in application program, network programming, online programming or social network application. Smart IT could work any time anywhere and do not have limitation on used. So, Smart IT was the best tools in digital age. Digital Business use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations (Luangnaruedom, Nuanmaneethiti, Yimcharoenpornsakul, & Limoransuksakul, 2018).

III. RESEARCH METHODOLOGY

A. Problem of Startup Business

In present, world has a lot of startup business organization still in operation and fade of from market. Also, in Thailand startup is the new trend of business organization and admittedly the new generation of Thai people want to be the entrepreneur, want to success in business. But, in reality startup business do not

achieve overwhelmingly successful. Most of startups failed and exit from market in any reason.

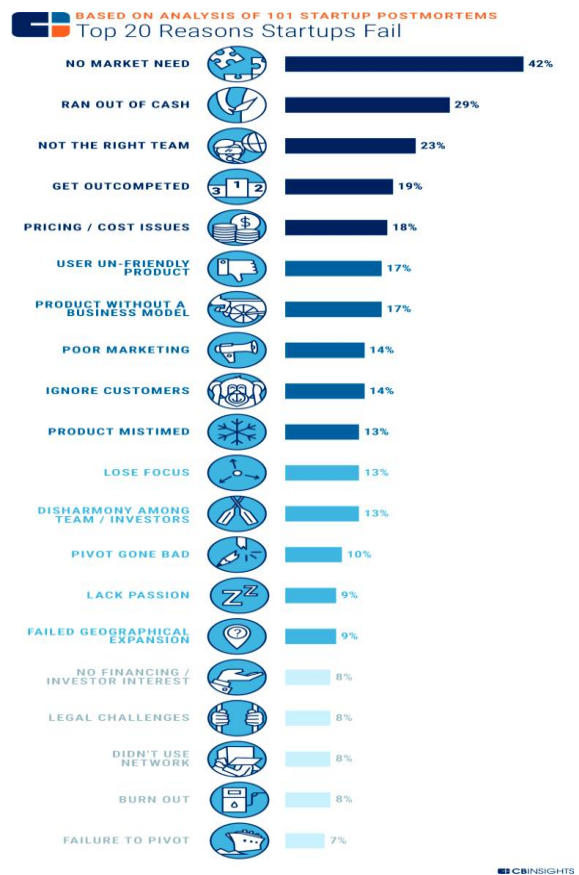


Fig. 1 Top 20 Reasons Startups Fail

From fig. 1, the reason “No market need” is the fabulous reason more than run out of cash and the others reason. That is the hypothetical reason if work on startup process that start on find problem of customer. Why no market need startup? Startup start on the problem of customer why they failed on way. Those are the research issues to find the solution for solves the reason of startup failed on this research. But any research identified on the difference of type of startup business (Cantamessa, Gatteschi, Perboli, & Rosano, 2018). The difference type of startup has any differently reason for failed and has difference clause of failure (Kalyanasundaram, 2018).

B. Research Issues

In this research focuses on finding the solution for solve the reason of startup failed with technologies, innovations and knowhow on new technology in digital age or called

Smart Technology and show the new process on startup business.

C. Smart Technology in Business

The most of Smart Technology in digital age prioritize on the value add and increase the performance of process, procedure, compute, contacting, channeling, operation and effectiveness of business. So, startup business can apply by using new smart technology in each unit. The Smart Technology usually attending is Blockchain.

Blockchain is the smart technology that distributed ledger technology, contract, financial and the others (Tang, Xiong, Becerril-Arreola, & Iyer, 2019). Blockchain looks every data same keep in the block. All of data blocks has send or received on the cyber networking only private/public community of contracting and allowing to accessible. Blockchain used the process of cryptography to generated the currency for all block. The only allowing user in blockchain will accessible, unlock, collected data, time stamp and reply the block return to blockchain community process. Any industry used the blockchain technology for increase performance of industry in the procedure of supply chain management (Mann, Gajavilli, & Chandan, 2018). And blockchain can challenged on the business process model for opportunities. (MENDLING, WEBER, AALST and others, 2018) That show on fig. 2.

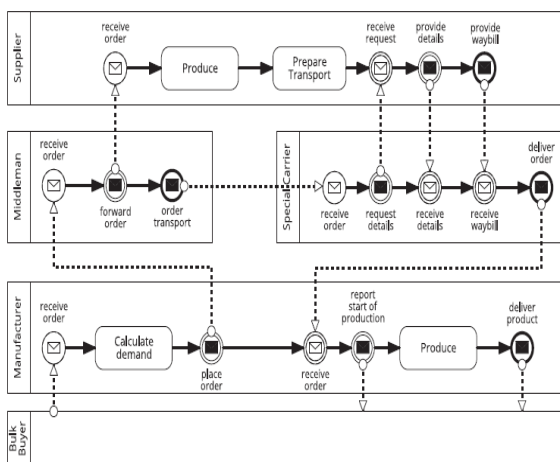


Fig. 2 Supply Chain Scenario from Weber et al. (2016)

So, the blockchain technology will be the solution for any failure reason of startup business according to public of CBINSIGHT research. That can explain in the next topics.

IV. CONCEPTUAL SOLUTION

For the important reasons in failure of startup business can solve by using smart technology – Blockchain Technology. The Conceptual Solution for solve the problem can describe:

- **No Market Need** - The entrepreneurs can used blockchain technology for tracing the need of customer in market by checking on the product/service has been sale. Tracking the logistic road of products and services in each procedure of supply chain. Show the possible of value chain in market on the data of in/out product from warehouse to shop or shop to customer with online data and digital block.

- **Not the Right Team** - For this reason has a lot of sub-reason in the word of “Right Team”. Naturally of Startup Business may form team from digital thinking then the team members might have the digital/IT skilled or in related field. So, the least opportunity will have the problem of unwanted member but the truly of research result show the reason “Not the Right Team” is the second important reason to make the startup business go to failed. Blockchain Technology is the expert skill in IT and must knowing any related knowledge and knowhow of computer. Then, if the team use blockchain for the main technology in process of startup business, the members will be only the person in computer field. The reason “Not the Right Team” will be decrease or fade away.

- **Pricing / Cost Issues** - The part of Blockchain technology is the crypto currency or called Digital Money. (Ex. Bit Coin) Crypto Currency of Blockchain have the fast of speed in transaction committed. The transactions are flexible and can return checking, tracking the customer/keeper but the operations are secret from any customers in chain with cryptography technology. So, in blockchain is protection,

security, awareness in reliability. The Pricing / Cost Issues will down and the concern of cost will decrease.

The other reason can use the blockchain technology in initiate and applied with other smart technology (example AI, Machine Learning or Identified Technology) mixed methodology for success and solving the reason of failure in any startup organization.

V. CONCLUSIONS

Smart Technology, blockchain can solve the reason of failure startup and rising the quality of startup business, increase the performance of procedures, smoothly in management, governance business, reliable in transaction, return checking each process, survey need of market and flexible in administrator. Blockchain can apply with others smart technology in future and uprising the performance of present technology. The Smart Technology is the best solution in startup business.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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