

Tec



Thailand e-Business Center

WHERE YOUR
DIGITAL FUTURE BEGINS

TeC Startup Incubator

Appointed as Official Start-up Incubator TED fellow from TED fund,
Ministry of Higher Education, Science, Research and Innovation, Thailand



TED FUND

Technology and Innovation-Based
Enterprise Development Fund
กองทุนพัฒนาผู้ประกอบการเทคโนโลยีและนวัตกรรม

TED

YOUTH STARTUP



INCUBATION PROGRAM

ASSOCIATION BIZ PARTNER

SEEKING

PROCESS

- PROPOSAL SUBMISSION
- INTERVIEW
- MINI-PITCH & COMMENT

SCREENING



TED YOUTH STARTUP
END-TO-END CONCEPTUAL

CONSULTING

BIZ GROWTH
BIZ DEVELOPMENT
FUNDING



TRAINING
HACKATHON
WORKSHOP

INCUBATION



DEVELOPING

MENTOR
CONSULTANT

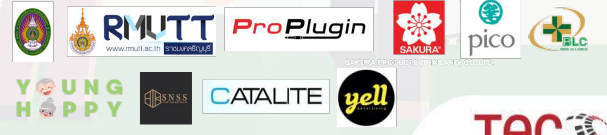
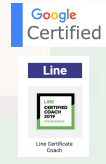
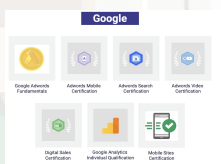
SUPPORTING

VIRTUAL COMMUNITY

Gather
WORK W/ ZE
zoom
DingTalk
IKC RMUTT
PROFESSIONAL STAFF



VC
FACILITY
ECOSYSTEM



NETWORK & COLLABORATION

TDTA

Thai Digital Trade Association

Thai Digital Trade Association (TDTA)

20

Digital Trade & Innovation Entrepreneur Network and Information Source for Digital Trade Development



THAI E-COMMERCE ASSOCIATION

Thai e-Commerce Association (THECA)

300

A network of e-Commerce entrepreneurs in Thailand that can be connected to create cooperation. as well as being a center for providing knowledge of e-commerce



สมาพันธ์เอสเอ็มอีไทย

Confederation of Thai SMEs

103

The network connects entrepreneurs to access resources to promote from the government and network organizations.



DCT
Digital Economy and Society Council of Thailand

Digital Economy and Society Council of Thailand

4,000

Digital and Innovation Empowerment Network with the cooperation of organizations in the network and related agencies



มูลนิธิส่งเสริมการค้าทาง
ดิจิทัลและนวัตกรรมของไทย

Foundation for Digital Development

20

The network empowers people through mentoring, training in digital, innovation, agriculture, industry, society and beyond.



Board of Trade of Thailand

100K

Network linking for trade cooperation in conjunction with the Chamber of Commerce of each province Including giving opinions, advice, advice on trading and business development divisions.



Job BKK dot com Recruitment Co., Ltd.

300K

Network connecting entrepreneurs in recruiting businesses to participate in the project Including the procurement of human resources in business operations.

2M

Students registration Nation wide and First jobber entry level

University Networks

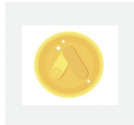


and many more

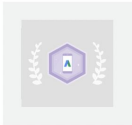
INCUBATION & DEVELOPING PROCESS

Mentor & Consultant Certifications

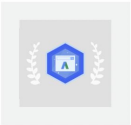
Google



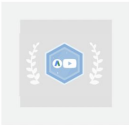
Google Adwords
Fundamentals



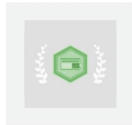
Adwords Mobile
Certification



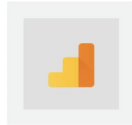
Adwords Search
Certification



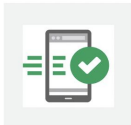
Adwords Video
Certification



Digital Sales
Certification



Google Analytics
Individual Qualification



Mobile Sites
Certification

Facebook



Digital Marketing
Associate



Media Buying
Professional



Media Planning
Professional



Facebook
Blueprint



Professional, Creative
Strategy Professional



ICDL
International Computer
Driving Licence



Line



Line Certificate
Coach

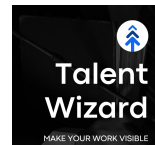
Startups under TeC Incubation Program



Initial Stage 1,000++ Startups/Projects | **Future** Startups/Projects 2,000++ | **Corporate** 5,000++ Networks



ORCHIDJOBS



And many more

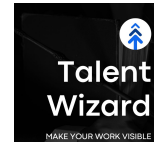
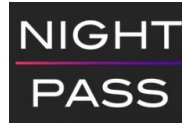
Startups under TeC Incubation Program



POC Stage Startups granted by TED Fund Total 6,298,270 THB



IDEA Stage Startups granted by TED Fund Total 200,000 THB



TOTAL GRANTED 6,498,270 THB

ON BOARD: STARTUPS GROOMING PROJECTS



Web 3.0 HR solution that implementing blockchain technology into productivity tool and employee wellness programs by only 3-easy-step; Daily Check-in, Daily Goal and Daily Result, to create tech-active work culture.



Education Assistant Application aiming to build education community with no boundaries for every level of teachers and students to ask/ answer/ give/ take various advices in the field of studying by implementing operating processes with AI



Pet - Marketplace:
A marketplace that people can buy and sell pets freely, without worried about getting ban.



Health consultation platform focusing in providing recommendations to health related problems and choosing products to match specific inquiries for the elderly by experts.



ON BOARD: STARTUPS GROOMING PROJECTS



Chat Bot that enhances organizations' and users' potentials to communicate and collaborate more efficiently with AI



Gamemick is the platform for helping customer get more reviews - followers and more revenue by using games and human motivation



MEWE Training with DATA ระบบฝึกขายและสร้างความสัมพันธ์กับกลุ่มเป้าหมายหลังเรียนรู้ออนไลน์



A groundbreaking startup that offers a unique solution to the challenges faced by international travelers in Bangkok's nightlife scene.



ON BOARD: STARTUPS GROOMING PROJECTS



TALENT WIZARD

The Ultimate WEB3 Freelance Platform for project owner and freelancers.

Freelance platform for WEB3 that aims to revolutionize businesses and freelancers connections. This platform is designed to deal with challenges based on current traditional freelance platforms.

Baby Tell

BABY BRAIN INNOVATION

Hardware & Software that helps you understand your child better than ever



Electric vehicle rental service which mainly support the transition from using combustion vehicles to 100% electric vehicles.



Skincare brand from Korea that has been thoroughly researched through skincare innovations to find best formula to suit Thai people skin types. Focusing on using natural extracts combining with innovative new technology



TESTIMONIALS



"We appreciate TeC TED Fellow assistance in managing the TED Youth Startup initiative for getting us prepared to submit scholarship applications as well as developing connections to fascinating opportunities in the future.

TeC's Mentor Team's various recommendations and viewpoints help OLDK in seeing alternative business approaches which gave us ideas to came up with loads of possibilities through them"



"I had the opportunity of participating in this program with TeC. The team was incredibly supportive and provided assistance in every aspect. Through informative sessions and attendance at various entrepreneurial networking events, I gained valuable knowledge and expanded my network, paving the way for future development opportunities.

Embarking on our first project, there's still much to learn. Joining TeC not only nurtures our projects but also cultivates invaluable experience in business operations, pitching, and forging partnerships."



"The collaboration with TeC has been incredibly beneficial. Through this project, we gained valuable insights and received excellent guidance from TeC, leading to a scholarship from the TED Fund. Additionally, it helped increase awareness of Pecgo among a wider audience. Thank you once again for providing Pecgo with such a valuable opportunity."



% of Startups/ SMEs Industry under TeC Incubation Program



HRM/ HRD (21.43%)

Artificial Intelligence (21.43%)

Entertainment (14.29%)

Edtech (14.29%)

Healthcare Tech (14.29%)

B2B Software (7.14%)

E-Commerce (7.14%)

TeC
Startups & SMEs
Consulting/ Mentoring

TEC PARTNERS

**1,000+ Professional
Experts/ Consultants
in specific areas;**

- e-Commerce and Cross border
- e-Business
- Digital branding and Marketing
- Communication and events
- Data analytics and insights
- Global expansion
- China expansion and China market
- Technology, Innovation and more

Ms. Kulthirath Pakawachkrilers

Executive Consultant and Partner

Asia e-Commerce specialist & International e-Business Expansion Expertise in e-Commerce, Marketing, PR, international business expansion and business development, CEO of Joyfulness.asia, Committee of Thai e-Commerce Association, Secretariat of Thai Digital Trade Association, Ex-Lazada Director of branding, public relation and partnership, Former Advisor to Vice president for Big C shopping online, Former Advisor to CEO, Luxola, acquired by Sephora



Mr. Pathom Indadorom

Executive Consultant and Partner

Expertise and direct experience in strategic planning and implementation in transforming traditional organizations to digital based organizations. Reinforcement of a new business platform by initiating and exploring business opportunities to competitive digital ecosystem expansion. Negotiating and strong networking with the government sector & private sector. CEO, Siam ICO, Advisor to I.C.C. International PCL and ex-CEO of ARIP PCL



TEC PARTNERS

Dr.Udomtipok Phaikaset

Executive Consultant and Partner

Expertise and direct experience in digital marketing, media, business consulting, strategy, Business Model, Digital Business Model, Marketing Strategy, Digital Marketing, Social Commerce, e-Commerce, e-Business for both government and private sector. Vice President of Thai SMEs Federation, and Thai Digital Trade Association, Managing Director of Digital Business Consulting. Former Top management of PMG Corporation, SPU, Thai Journalists Association, and IR@C.



Mr.Attawee Jaroenwattawinyoo

Executive Consultant

A Google AdWords Qualified Individual, who is managing AdWords campaigns to efficiently spend multi-million baht budgets per month with valuable combination of Technical Skills (web programming) and Business Experiences (what our clients need). As Web Analytics (Google Analytics, WebTrends) Project Manager, 10+ years of experience working to implementing and supporting in web analytics related fields for 20+ clients throughout South East Asia. Some of our clients include: Hong Kong Tourism Board (HKTB), Hong Kong Trade Development Center (HKTDC), Sony (Thailand), Bangkok Airways (Thailand).



CERTIFIED EXPERTS



คุณทิป มั่นกิตา จินดา
DIGITAL MARKETING,
DIGITAL TIPS ACADEMY



คุณเอก สุพลชัย ทิรติขจร
DIGITAL MARKETING OPTIMIZATION,
MARKETING I CAN



คุณอัน ปกฤษ จำเริญพานิช
DIGITAL MARKETING ANALYTICS,
LINE CERTIFIED COACH



คุณส้ม สิตตา ชาญวิเศษ
DIGITAL MARKETING
COMMUNICATIONS

CERTIFIED EXPERTS



คุณไฉ นวนันน์ มาลาบุปผา
E-COMMERCE ECOSYSTEM, OPERATIONS



คุณกอล์ฟ จิราย อางสำอางค์
DIGITAL CREATIVE CONTENT
& COMMUNICATIONS



คุณปุ้ย ทักโทย เหมือนแสน
AI, SEO, SEM, DIGITAL MARKETING,
DATA SCIENCE



คุณลัคที่ ดร.อริญชยา ตรีคุณประภา
DATA ANALYTICS

CERTIFIED EXPERTS



คุณเอจ ปกรณ์ ลีสกุล
DIGITAL IDENTITY, BLOCKCHAIN



คุณโมเล็ก อภากร ชาลายุทธ
DATA SCIENCE,
SOCIAL LISTENING ANALYSIS



คุณปัญญนุ ศิริพร วุฒิกุล
DIGITAL GOVERNANCE



MR.FREEMAN
CHINA EXPANSION, CHINA MARKETING,
CHINA E-COMMERCE

Delivered-Process Consulting with TeC

1. Expert advice from consultant with background from its industries deep-knowledge



2. Digital marketing plan & Budget control for launching campaigns



3. Advise on Digital citizen footprint on each e-marketplace and social medias with suitable strategy



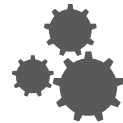
4. Creative Brand Storytelling to fit with targeted audiences



5. Conversion Tracking analytics and measurement on each platforms



6. Result-oriented mindset and always telling the truth of situation to make sure the investment and expected result



TeC Previous Startup / SMEs Consulting/ Mentoring



SMEs Consulting Project

As part of the project to promote entrepreneurial potential through enhancing online marketing skills including consulting on digital marketing strategy, that can generate results in the form of sales for entrepreneurs up to 200% and continuously conducting projects such as enhancing entrepreneurs into the Chinese market with Business Matching



Corporate Consulting Project

It is part of the consultation through the analysis of online marketing strategies within the organization, both in the form of providing knowledge and planning to develop online marketing efficiency together to achieve the objectives and operational indicators in the period, short and long term.



Startup Consulting Project

Offer guidance on planning and effectively managing projects, emphasizing close coordination between the TED Fund and startup, aimed at nurturing and supporting startup businesses in achieving their goals and aspirations.

Consulting about Current Digital Marketing Strategy

The screenshot shows a Zoom meeting in progress. The main window displays a presentation slide titled "Digital Marketing Management & Strategy Plan Canvas (3 Months)". The slide is divided into several sections:

- OBJECTIVE**: Strategic goals for the next 3 months.
- WHERE ARE WE NOW**: Current status of the business.
- COMPETITORS & LINK**: Analysis of competitors and market connections.
- CORE BRAND VALUE**: Key brand values and positioning.
- Digital Marketing Management & Strategy Plan**: A detailed plan including:
 - Brand Positioning (1 month)
 - Content Marketing (1 month)
 - Channel Marketing (1 month)
 - Plan Size: 100,000 Baht
- CHANNEL & COMMERCE**: Distribution channels and e-commerce integration.
- STAFF & RESOURCES**: Team structure and resource allocation.
- KEY METRICS**: Performance indicators and targets.

Below the slide, a video call interface shows three participants: a man on the left, a woman in the middle, and a woman at the bottom.

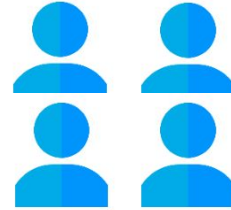
Following Up Marketing Performance to reach KPIs

The top screenshot shows a Facebook post by Niti Withayawiroj. The post title is "SMEOnline Success Case เป็นผู้ประกอบการที่ทาง มาท ัญญู เป็นที่ปรึกษาหรับ". The text describes a success story where a business owner achieved a 40% increase in sales through digital marketing. The post includes a link to the success case: <https://www.smeonline.rmutt.ac.th/64/?p=951>.

The bottom screenshot shows a Facebook post by Siripat Meetubtim and 5 others. The post title is "Business matching". The text describes a success story where a business owner achieved a 40% increase in sales through digital marketing. The post includes a link to the success case: <https://www.smeonline.rmutt.ac.th/64/?p=951>.

TeC: E-Biz Strategy/ Domain Expert

- Corporate Transformation
- Digital MKT & Branding Strategy
- Online Communication Strategy
- Financial Feasibility



TeC: TECHNICAL EXPERTS

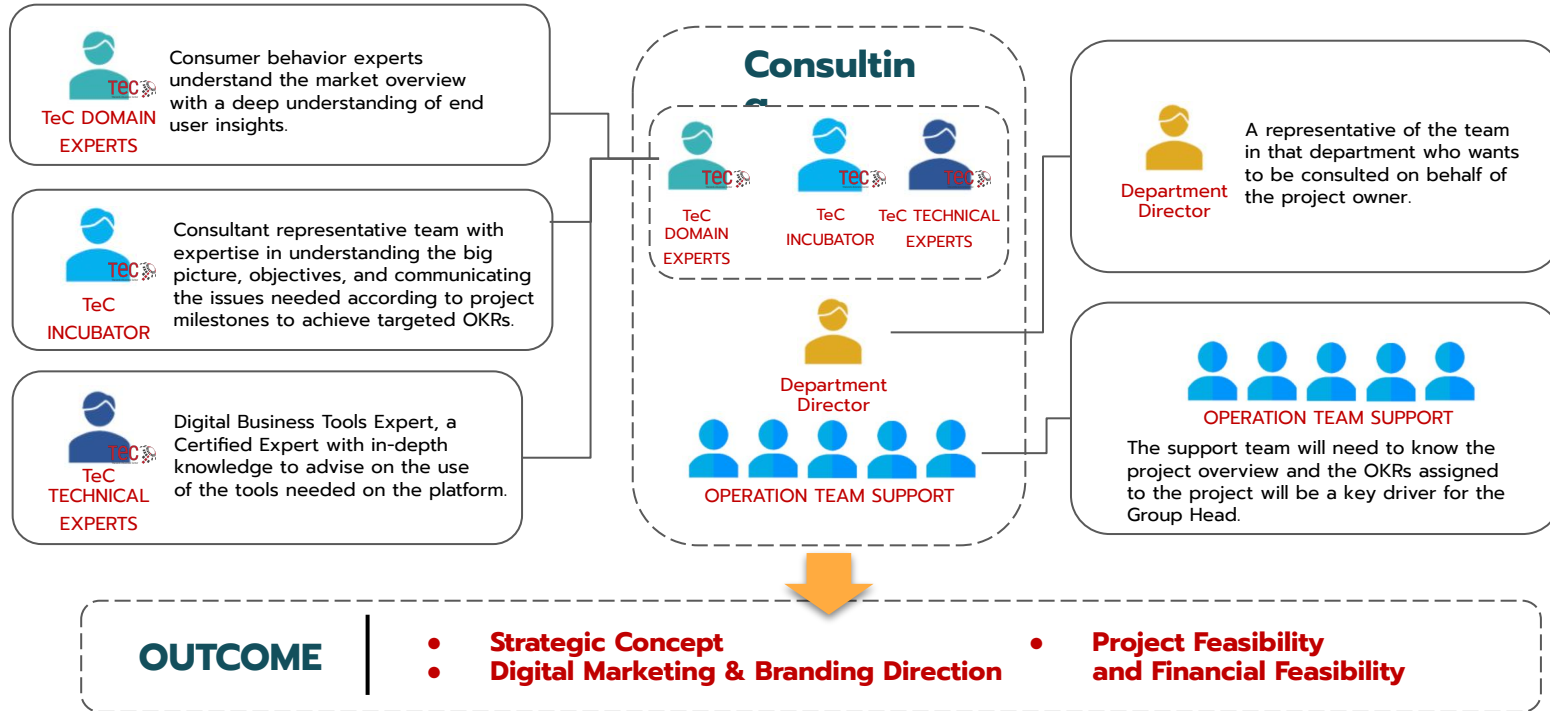
- Digital Marketing Specialist
- Data Science/ Data Analyst
- Data Foundation/ Business Solution
- Recommended Certified Experts

Operation Team

- Executive and Office Level

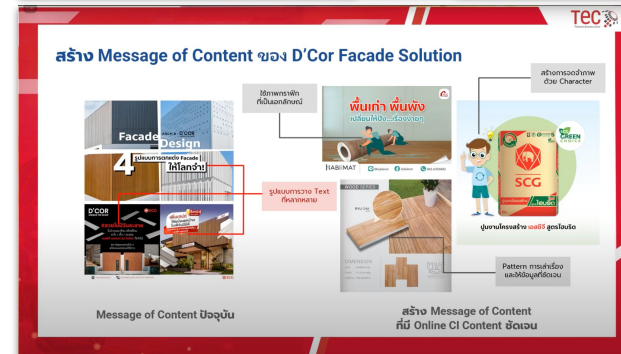
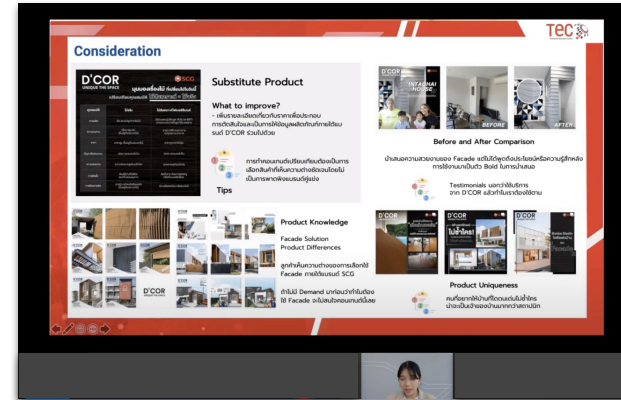


Corporate Consulting Project



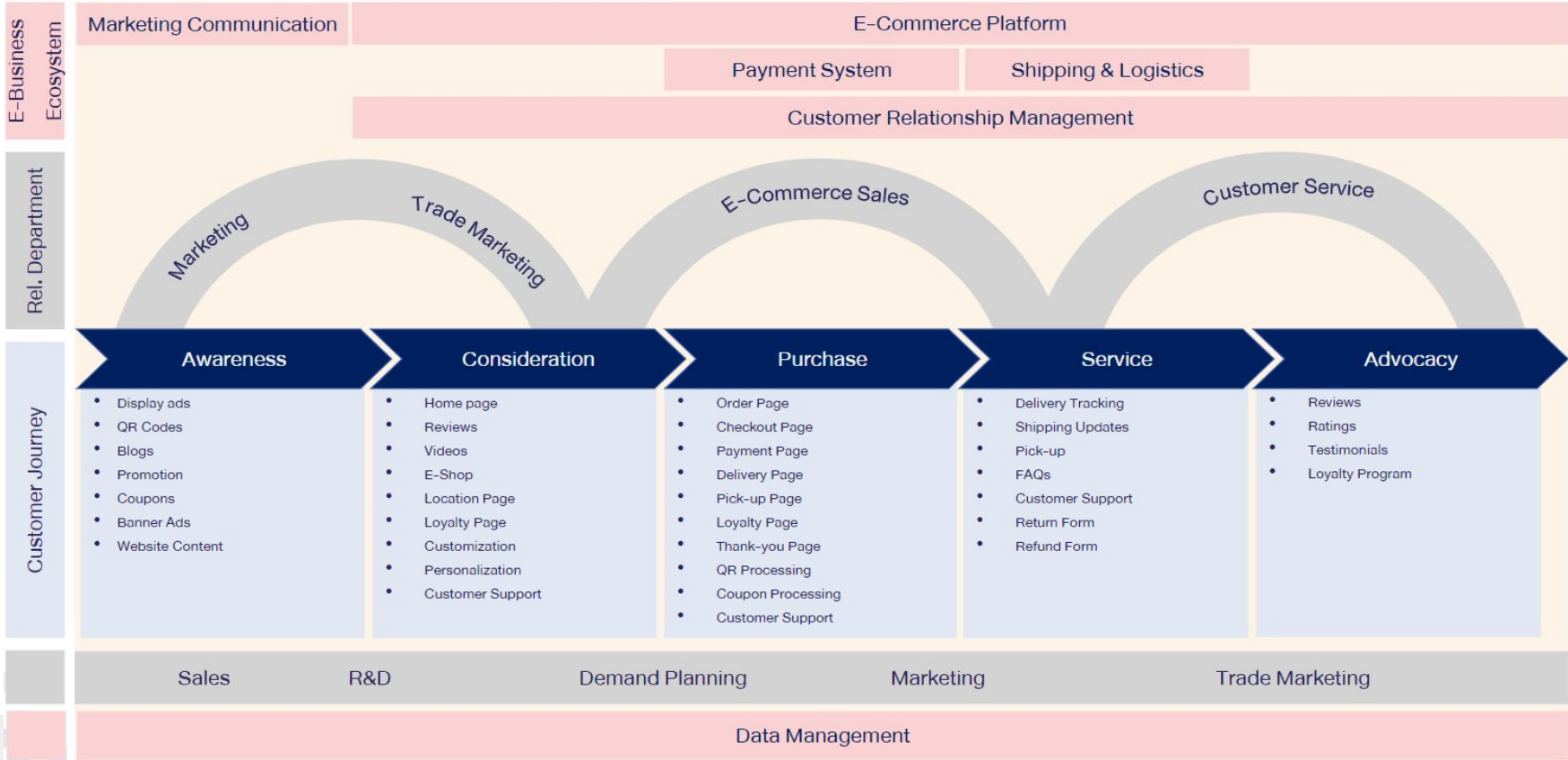
Consulting Clinic with Current Problems Encountered

- Analyzing current business problems and adjusting consultation plan based on each team requirement in each week to health-check current communication channels
- Consult in the scope of content marketing, campaign planning, launching date preparation, suggestion digital marketing media channels, and international business expansion
- Advise on your brand essence in energy online touchpoints to ensure that audiences will get the same brand messages and communications
- Customized researched and prepared content for each week to strengthen market strategy
- Project duration: 2 months/ 8 times



MARKET EXPANSION

E-Business Components Overview



GLOBAL CHINA MARKET STRUCTURE



TeC COUNTRY
Consultants



Kulthirath Pakawachkrilers
Chief Executive Officer, TeC



TeC Analysts/Incubators



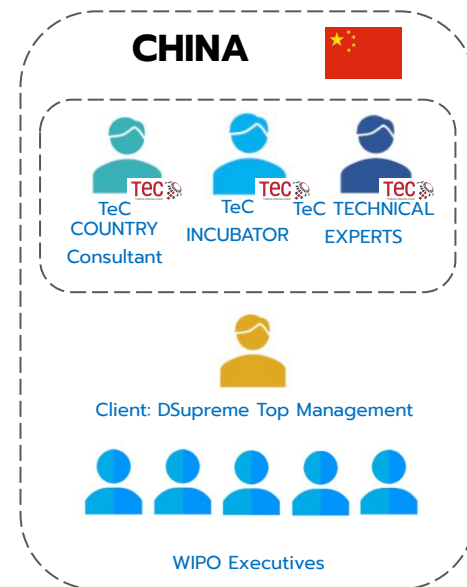
黄丹丹
Chinese Business Expansion, TeC



TeC Technical Experts/
Domain Experts

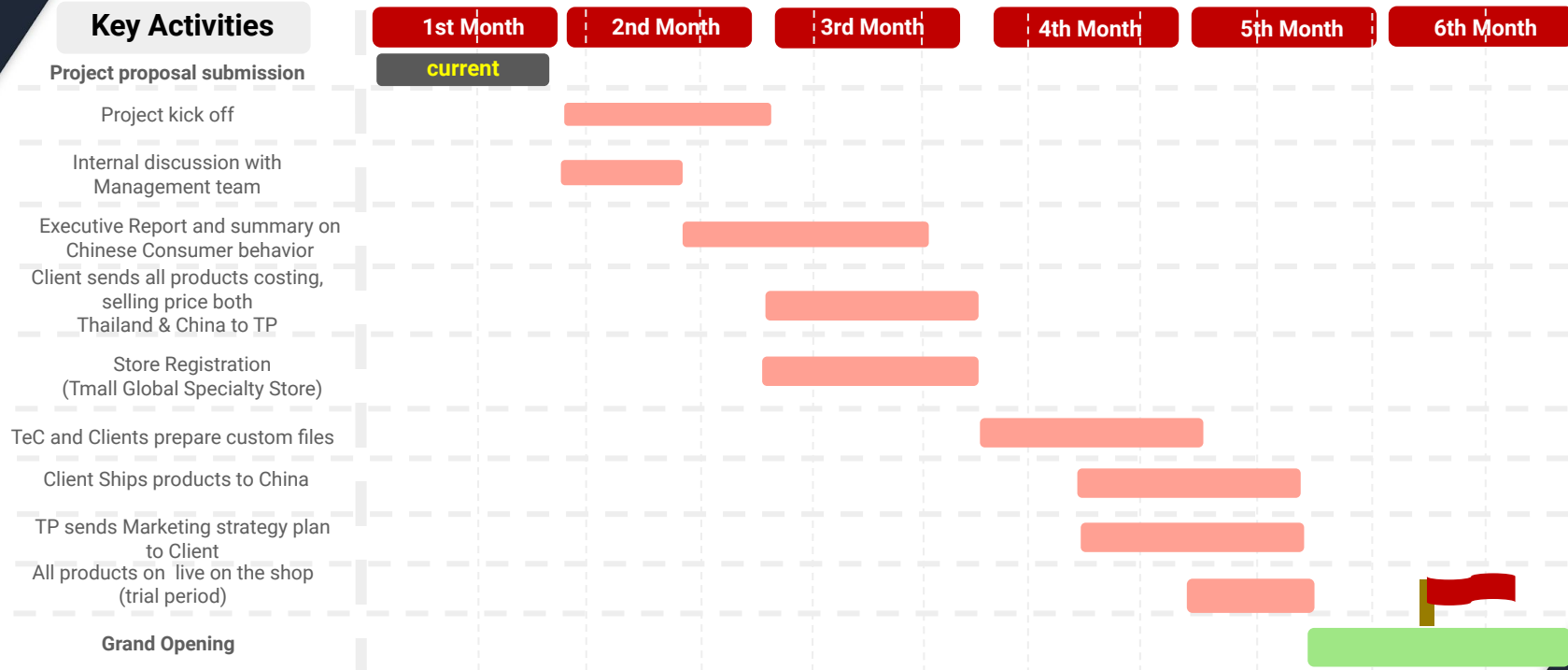


Mr. Freeman Cheng Kit
China Expansion Director, TeC



Example: e-Commerce and China Expansion Approach

Estimated Timeline for Thailand Opening Shop



***Remark :** Timeline is based on estimation and is subjected to change, Kindly see more details on Example Timeline.xlsx for more information

Collaborating for **Success: Together!**



CONTACT US

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Guang Dong, China