

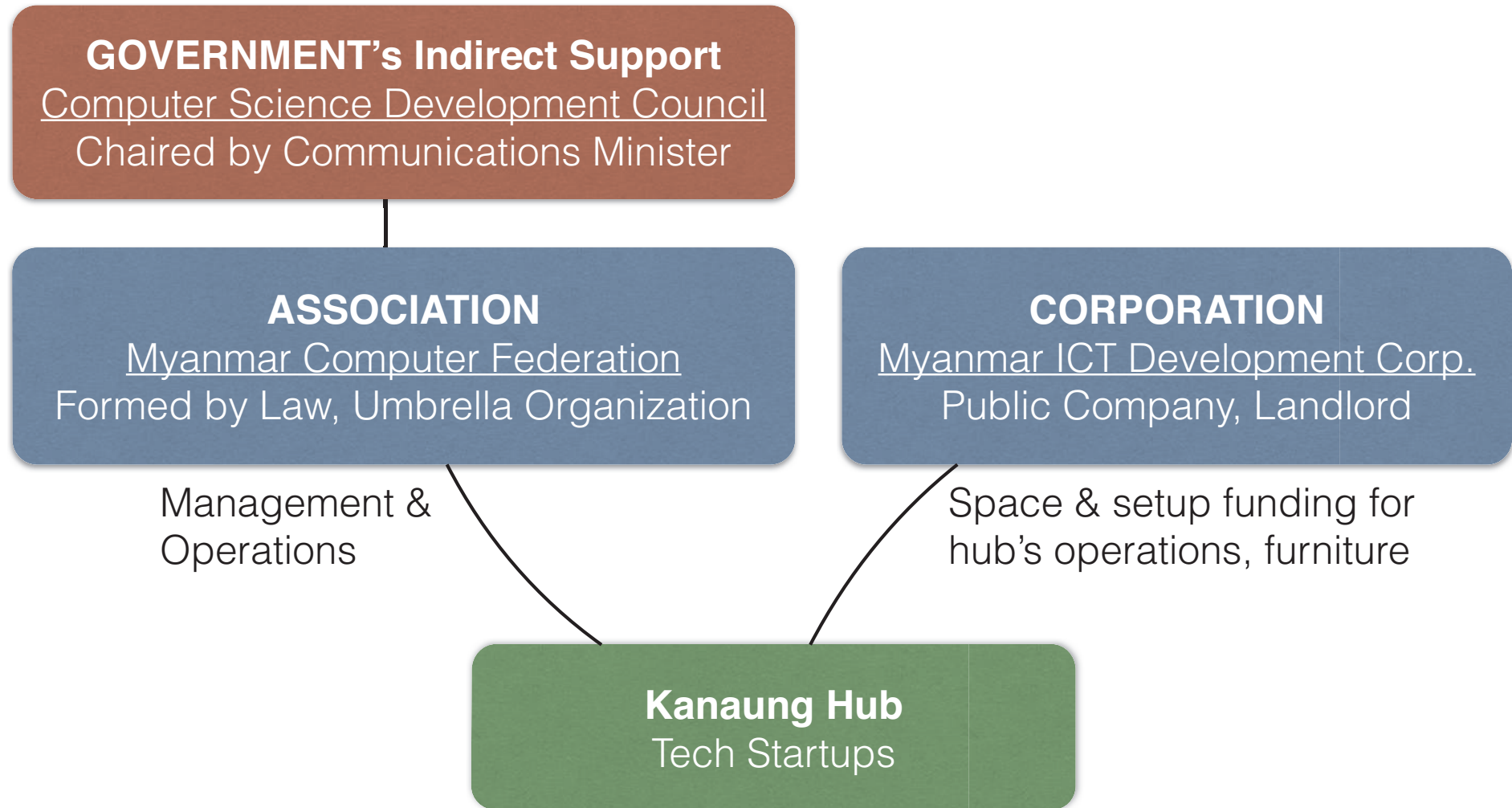
Connective Cities Practitioners' Workshop (Berlin, 26-28 May 2015)

YANGON, MYANMAR (BURMA)

THAUNG SU NYEIN
KANAUNG HUB

SASCHA FUNK
MYANMAR-STARTUPS.COM

INSTITUTIONAL SETTING



ACTIVITIES

- Myanmar Computer Federation (MCF) and affiliated computer associations in Yangon, Myanmar
 - ICT Exhibitions
 - Technical & Industry Seminars & Workshops
 - BarCamp Yangon
 - Developer Conference
 - Business Plan Contests
 - ICT Skills Training

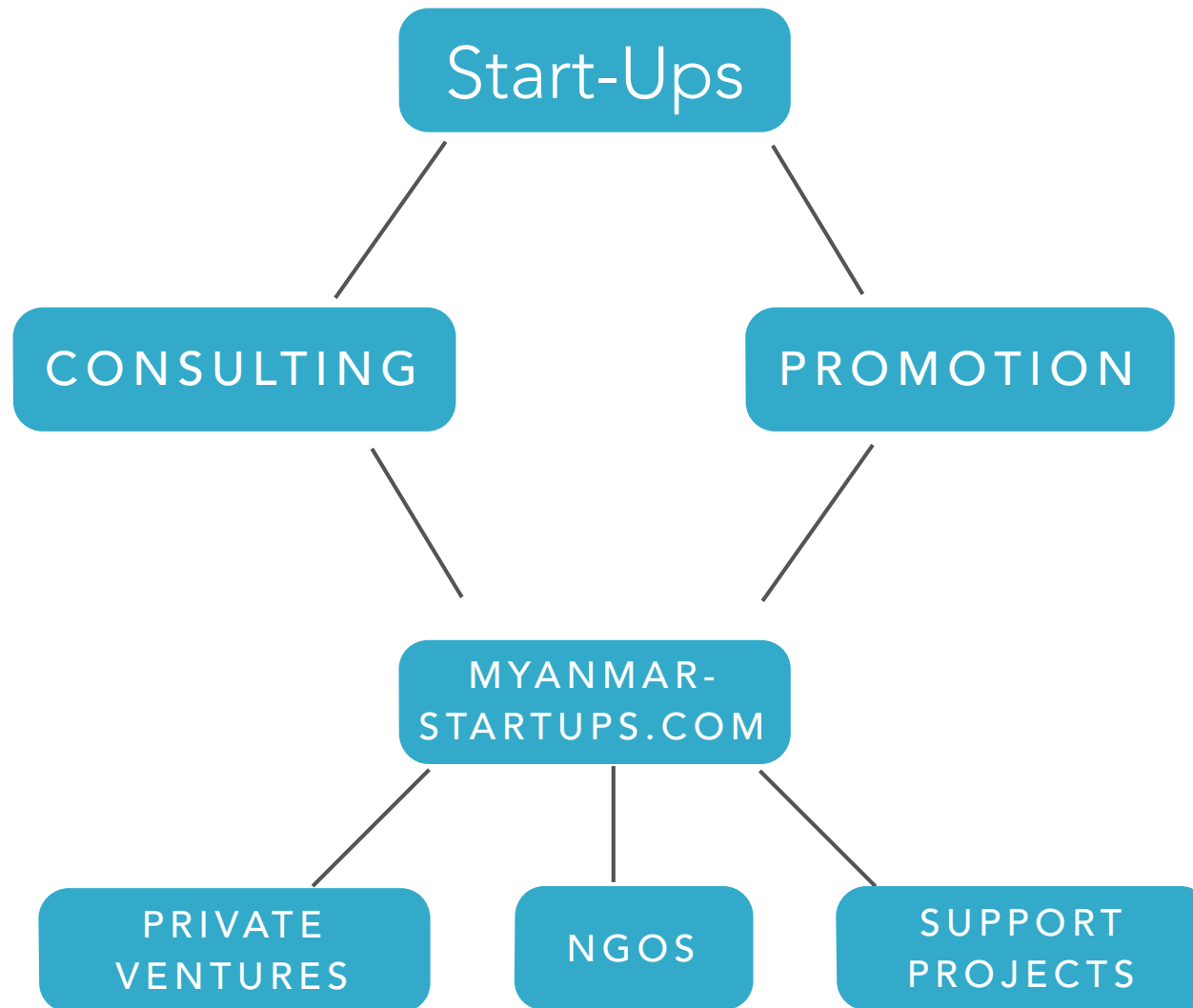
OUTPUTS

- Growing IT workforce
- Increased awareness among stakeholders about benefits of IT
- IT startups moving from informal/freelance to formal registration and legal establishments
- Younger generation entrepreneurs taking advantage of liberalized telecoms sector and establishing Internet startups



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INSTITUTIONAL SETTING



ACTIVITIES

- Website: myanmar-startups.com
 - Features & Interviews
 - Awareness & Reach
 - Contacts to potential customers & investors
- Consulting
 - Hands-on
 - Pitches / Investor Talks
 - Marketing / Research
 - Law / Talent



OUTPUTS

- Influence on business location
 - Small influence on location itself
 - Steadily growing
- Results
 - Connected start-ups with investors & talent
 - Helped with successful pitches
 - Improved business plans
 - Made Friends



COMBINED

MAIN CHALLENGES

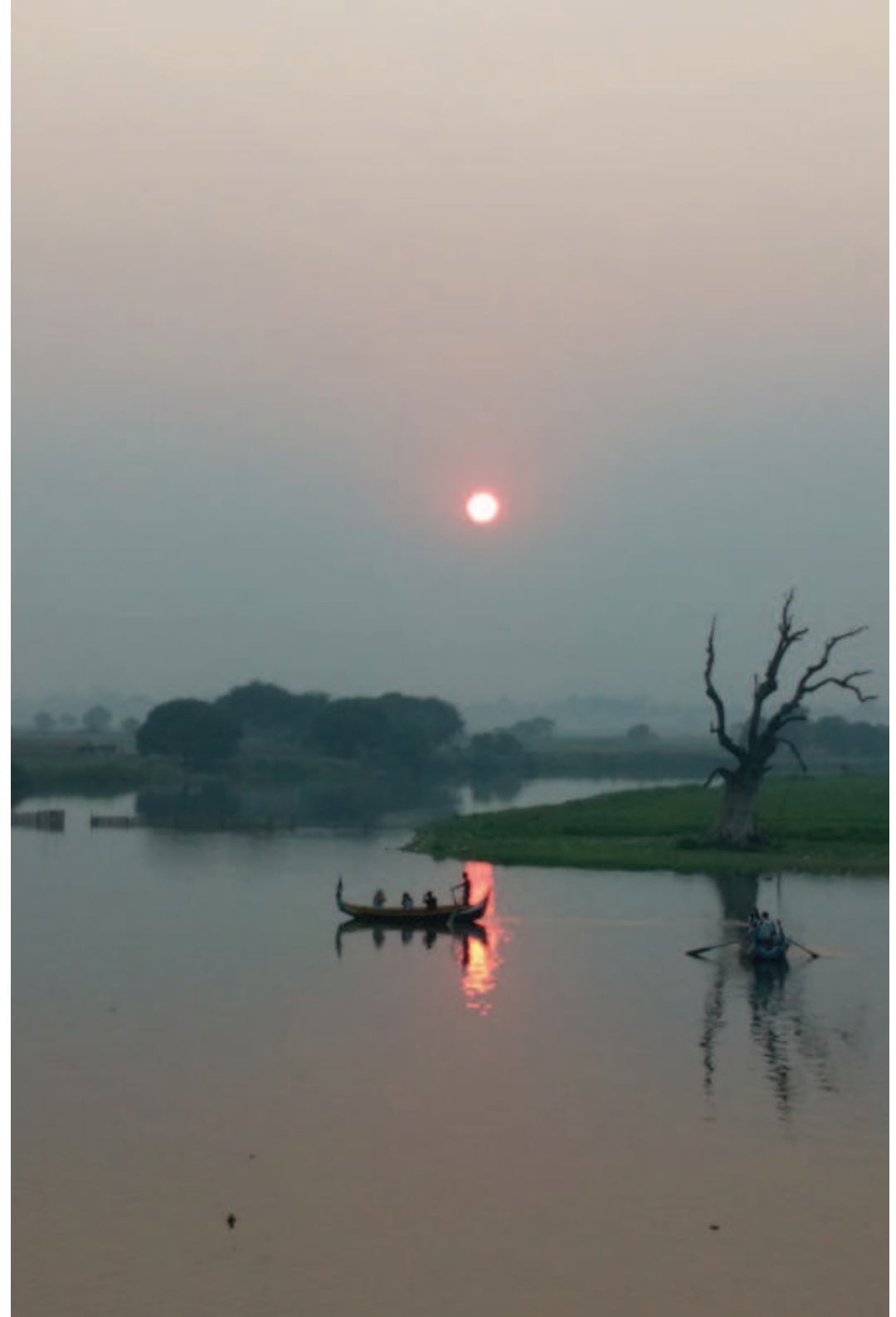
- Background Knowledge | Innovation vs. copy/paste
- Acceptance among existing eco-systems | Contacts (governmental)
- Binding information (e.g. laws) | Lack of angel investors and venture capital funding
- Entrepreneurial spirit evident among some Myanmar youths, but not all | Confidence / Attitude
- Lack of hot tech success stories for inspiration, reducing interest from both would-be entrepreneurs and investors | Hit & Run attitude of (foreign) incubators, investors
- Rising costs of real estate and manpower
- Talent leaving Myanmar
- Weak telecommunications infrastructure
- Weak Intellectual Property Protection laws

LESSONS

- Honesty helps
- Working together with others (co-working spaces, investors, etc.) can be fun and beneficial for everyone.
- Sustainability for long term success
- Vision and commitment to keep pushing
- Dedicated and focused person to lead the effort
- Good communication among stakeholders (investors, volunteers, entrepreneurs)
- Short comings
 - Copy & Paste mentality (not only start-ups - investors as well)
 - Naivety
 - Some are only in for the quick money
 - Being transparent can cost clients
 - Yes, but no
 - People in charge of big companies or governmental contacts will say yes just to get rid of you

FOLLOW UP

- What challenges did others have to overcome?
- What are the pitfalls to avoid during startup phase?
- How did others tackle those problems?
- Which models work and which do not? And why?
- How to increase / improve reach & output
- Possibilities of cooperations with others?
- How to get investors and mentors involved?
- How to encourage more tech startups to enroll?





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