THE JOURNEY
TOWARD
DIGITAL ERA

“SEC FinTech for SMEs & Startups”

BUILD ONE
PATAI PADUNGTIN

CEO & Evangelist
BUILK ONE GROUP

Co-founder / Former President
Thailand Tech Startup Association

Startup In Residence
ANANDA DEVELOPMENT PLC

Mentor Batch 4-5-6-7
dtac accelerate
Business model innovation

- **Start-up**: There is no current business model, and a new business model is created.
- **Business model transformation**: There is a current business model that is changed into another business model.
- **Business model diversification**: The current business model stays in place, and an additional business model is created.
- **Business model acquisition**: An additional business model is identified, acquired, and integrated.
The construction industry is among the least digitized.

- McKinsey & Company
Goods / Services Supply Chain

- Developer / Owner
- Contractor
- Subcontractor
- Supplier
- Manufacturer

Financial Supply Chain
Building Blocks: 100+ Startups Transforming The Construction Industry

The construction tech industry spans emerging categories such as collaboration software, marketplaces, and frontier tech applications.

Construction is an asset-heavy industry that startups and investors are increasingly recognizing as a sector primed for digitization. 2017 has already seen approximately $10/WM in disclosed funding across at least 25 deals to construction tech companies.

Startups in the space are attacking the industry across diverse areas such as field management and equipment and construction materials marketplaces. In particular, we have seen a surge in the applications of mobile and cloud technologies, AI and robotics, AR/VR, and CAD software towards the construction industry.

Using CB Insights’ platform, we identified 100+ startups working in construction tech, and categorized them into a market map spanning 13 key emerging categories and subcategories, including marketplaces, monitoring and safety, and design technologies.
5 PRODUCTS + 1 ONLINE STORE
• Launched in 2005
• Develop Cloud-based ERP for construction & real estate business
• Leading Thai and Japanese construction companies in Thailand & CLMV
The Fish Model

LEVEL 1 OR 2
STATUS QUO

Impact of Investments in the New Capabilities

Impact of Transitioning to Consumption Pricing Model

Revenue

Costs

Transformation Time

LEVEL 3
END STATE

Faster Revenue Growth

Lower Labor Costs
THAILAND’S CONTRACTOR MARKET

By Number (#)
- L = 127 (0.13%)
- M = 664 (0.70%)
- S = 49,482 (52.18%)

Not submit Financial Statement = 44,551 (46.99%)

By Value (Billion THB)
- LARGE >1,000 MB
  - Rev 427BB
  - avg = 3,362 MB
- MEDIUM 200-1,000 MB
  - Rev 256BB
  - avg = 386 MB
- SMALL <200 MB
  - Rev 517BB
  - avg = 104 MB

PRODUCT RANGE
- ON-PREMISE
- MONTHLY SUBSCRIPTION
- 100% FREE
100% FREE SOFTWARE on cloud
for construction + real estate SMEs

25,000
Construction SMEs
ON BUILK.COM

BUILK CostControl - Proven workflows for construction SMEs from Budgeting, RFQ, PO, Invoice and Reports to manage project costing, cashflow and real-time monitor their Profit/Loss.
BUILK.COM FREE construction business management platform can help SME contractors reduce its cost more than 2.6% - TDRI
CONSTRUCTION DATA ON BUILK.COM
OUR USERS SPENT USD 900M IN 2018

PLAN: CONSTRUCTION PROJECT TYPE

PROCUREMENT: COST STRUCTURE - L-RES

LENDING / INVOICE FACTORING

SUBCONTRACTOR MATCHING

INSURANCE

E-COMMERCE

CONMAT MARKETPLACE

CENTRALIZED PROCUREMENT

MATERIAL

LABOR

EQUIPMENT

SUBCON

OVERHEAD
MATERIAL COST BREAKDOWN 2018

- 117 | Correction: 1.3%
- 118 | Misc: 5.3%
- 101 | Earthwork & Piling: 8.2%
- 102 | Concrete / Precast: 15.6%
- 103 | Formwork: 5.3%
- 104 | Reinforced Steel: 9.5%
- 105 | Structural Steel: 8.8%
- 106 | Masonry & Plastering: 11.2%
- 107 | Finishing Material: 5.7%
- 108 | Doors & Windows: 6.4%
- 109 | Roofing: 7.9%
- 111-116 | M&E, Sanitary, Plumbing Interior, Landscape: 13.1%
- 109 | Paints: 1.8%
บกสรุปความล่าเร็จของ
“เจิ้ง วัสทุกิ่งสราบ”

- คณะกรรมการกิ่งแอกเข้ารับคำสั่งของศาลในเรื่องการย้ายตำแหน่ง
- กำหนดโทษบังคับในการปล่อยคอนแทค มีการสูญหาย ตัวตั้งข้อหาว่า ต้องรับโทษ
- ลงโทษตามคำสั่งของศาล และถือว่าเป็นการละเว้นการปฏิบัติตามกฎหมาย
- การไม่พยายามตั้งใจทำให้เป็นไปตาม แต่ปล่อยให้เป็น
- ไวรัสโดยเจตนา
- การนำข้อมูลออกจากโลกออนไลน์ด้วยการพมาขอขอ

ใส่ชื่อนักศึกษา มาชื่อ อินรัง
(เจิ้ง นักศึกษา 080 070 3514)
CRM+SFA FOR CONMAT STORE
Connect Store Network to Online Contractors

ONLINE LEADS
FROM CONTRACTORS

PLATFORM FOR CONSTRUCTION MATERIAL STORES
Commercial Real Estate & Field Support Management
ความคิดสร้างสรรค์ + เทคโนโลยี = เปลี่ยนแปลงวิถีการก่อสร้าง
Creativity + Technology = Construction United
ENTREPRENEURSHIP is

ASSUMPTIONS

FACTS
5 Confessions of a Founder
1) Confuse Everyday

WHAT IS STARTUP?

A startup is a temporary organization designed to search for a repeatable and scalable business model.

- Steve Blank
1) Confuse Everyday

WHAT IS **STARTUP**?

A ‘startup’ is a company that is *confused* about
• What its product is.
• Who its customers are.
• How to make money.

As soon as it figures out all 3 things, it ceases being a startup and becomes a real business.

- *Dave McClure*
2) Startup Life is a Roller Coaster
3) Don’t Worry, Be Crappy

Use twttr to stay in touch with your friends all the time. If you have a cell and can txt, you’ll never be bored again...EVER!
4) It’s Okay to Fail... Really?
Launch & Learn

DISCONTINUED IN 2016

PIVOT and PIVOTS
Problem: Unknown

Solution: Unknown
THE PIVOT

Change direction but stay grounded in what we’ve learned.
5) Read Too Much... Startup Porn
Unsexy Passion = Nerd
Mentor Like Me
Startup Valuations
Startup Valuations – The Reality
Startup Value Creation Happens as Key Elements are De-risked

“Do we know what problem we are solving?”

“Does it actually work?”

“Will someone pay?”

“Will many people pay?”

Credit Pete Kazanij
Key Startup Inflection Points

- Do we know what problem we are solving?
- Will someone pay?
- Does it actually work?
- Will many people pay?
- Can non-founders sell this?
- Can we scale without excessive churn?
- Does our growth process scale?
- Can we scale profitably?

Credit: Pete Kazanjy
THREE CAREFULLY CHOSEN WORDS

REPEATABLE  SCALABLE  PROFITABLE

Easy to say, but hard to achieve
Fogg Behavior Model

B = mat

behavior  motivation  ability  trigger
at same moment

High Motivation

motivation

Low Motivation

Action Line

triggers
succeed here

triggers
fail here

Hard to Do  ability  Easy to Do

For permissions, contact BJ Fogg

www.BehaviorModel.org

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