

FLAL EYES

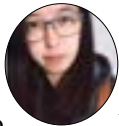
We Invite Everyone to Create and Innovate with Us



Director of Creating Innovators Park and an associate professor of Department of Public Administration and Policy, Prof. Kun-I Liu talked about the concept behind establishing Creating Innovators Park at NTPU and the procedure of students becoming part of the team in an interview conducted by Eva Luo and Ruby Thien.



Eva Luo



Ruby Thien

Q: Why do you want to launch Creating Innovators Park at NTPU?

A: This idea was initiated by NTPU President, Dr. Fu-Jiing Shiue. At the beginning of the year, he visited the I Center of our alumni's bank, E. Sun Bank. "I" stands for Idea, Innovation and Integration. Indeed, the most important is "Innovation", where many groups of people share ideas and produce results.

Later, Dr. Shiue came back to ask me to plan about having an I Center in our campus. I was given such a mission in March and then began to make preparations including surveys and studies for the planned work.

[Unrelated material edited out] From the preliminary survey, I found that such center is very common in local universities. It is called Incubation Center in general. To put in simpler terms, school provides a space for startups.

Q: What are the goals of Creating Innovators Park?

A: We have two goals. First, lead students to nurture their own capability of becoming innovators and creative talents in every step of life. Our ultimate goal is to put knowledge into

action. No matter which sector you are in, if you lack creativity, you will be eliminated.

Second, offer this platform to alumni startups. Undergraduates as well as alumni are the priorities in using Startup Station. Besides, I find that many managers are inclined to recruiting creative talents. Therefore, we will continue to offer workshops for students, hoping companies will use our trained team of students.

Q: As you often travel abroad, can you share any interesting stories with us?

A: Since Creating Innovators Park has entered the planning and design stage, Dr. Shiue went to University of Chicago during the summer break. He was impressed by their Polsky Center. What amazed him was that American universities, since as early as 20 years ago, have begun this kind of "garage spirit" [term came from The Hewlett-Packard Way, a big company that started their business from the garage].

Nowadays, they have Transaction Center, where they create things and exchange creative ideas. [Unrelated material edited out] That's what all Creating Innovators Park exactly does.

Q: What are the positions of Creating Innovators Park?

A: We set three aspects: Commercial Service, IT-enable Service and Project Management. Before we set these goals, we have done many SWOT analyses. Our school has a long history in the teaching of law and business, and now we also have College of Electrical Engineering and Computer Science. Therefore, IT-enable Service can be practiced.

We have not forgotten students from College of Social Sciences and College of Humanities as well. In our plan, there is Welfare Creation that forms a part of Project Management. In fact, we will reserve a proper proportion for the Welfare Creation team. There will be 10 to 12 teams in Creating Innovators Park, and until now, there are 9 teams. Consequently, the last team will be the Welfare Creation.

Q: What is "Welfare Creation"?

A: Presently, we cooperate with Culture Art and Nature (CAN), which is a social enterprise helping establish the Old Farmer Market. They want our PMP (Project Management Professional) teams to help those elderly farmers to write production records, count the

amount of products, and sell their vegetables or fruits. We even plan to set up Old Farmer Markets around Sanxia Old Street and the community around NTPU. This is what we call the “Welfare Creation.”

Q: How to join Creating Innovators Park?

A: If you want to join Creating Innovators Park, you should pass a test. Evaluators are from NTPU and outside the campus. The representatives from NTPU are Alumni Center, Creating Innovators Park, and Chief Secretary Office. In addition, there are three managers from Creating Innovator coming to hear the presentations.

Q: What should be included in the presentation?

A: The process of evaluation is competitive. They should introduce their product ideas which they have prepared for development. Next, they should give introductions on their business models. Finally, they should show us how to make profits. In addition, we strongly emphasize the spirit of teamwork because we believe a person is not able to walk far.

Q: How is the performance of students’ products evaluated?



A: We only have one of the most critical indicators, that is market testing. Both of the teams from Innovation Center and Startup Station have to receive market testing. When six-month deadline is up, we will set a demo day, on which their products, business models, and ideas will be released.

Contestants will either lose the horse or win the saddle. Some people can get angel fund and their products will be directly bought from invited sponsors and buyers; those who failed the market testing will not get any.

Q: If students did not pass the marketing test, what can they do?

A: If contestants feel unsatisfied, they can go to the Startup Station and pay a little money to undertake their new businesses. However, there is an exception. If we think the products have potentials, we’d like to give them a chance. Nevertheless, it will be a big challenge

because it should pass the pre-evaluation again.

Q: What will be provided after stationing at Creating Innovators Park?

A: Creating Innovators Park allows NTPU students and students under University System of Taipei, which includes National Taipei University, National Taipei University of Technology and Taipei Medical University, to use for free. We hope that they will learn the garage spirit. Besides, we emphasize the vision of “A dream you dream together is reality.” [Quote from John Lennon]

Every team will operate for six months. It is free for them to use the devices, attend lectures, workshops and experiences sharing, as well as organize monthly gatherings. We welcome everybody to communicate and share ideas at Creating Innovators Park.



B1 Café: The Starting Point of Dreams



By Lesley Wu

Sitting by the window, with sunshine shedding on her face like a scene from a romantic movie. “Seize the day. I am not afraid of being tired,” with a soft tone, she said.

Ling-Xiu Tseng, a 21-year-old Accounting student, had a dream to own a café of her own. Now, she is the co-founder of B1 Café in Creating Innovators Park, which is the starting point of her dream. Tseng wants to give her consumers a feeling of relaxation. After completing revision for the day, students can head down to the basement level of the library to enjoy not only a piece of tasty cake but also a cozy atmosphere.

Tseng mentioned that their original purpose of setting up B1 Café is simply to offer a place for relaxation. For students, they can relax and taste some desserts after the operating hours of the library. For the residents staying nearby, they can enjoy a fine breakfast before starting their day. B1



Café, located outside the Innovation Center, is an alternative to slow down the hustle and bustle of everyday life.

The trademark of B1 Café informs not only the location but also the idea to share with their consumers. The design features a flight of stairs. Their concept is abstract but worth sharing. When people feel down in the dumps, they can step downstairs to B1 Café to sip a cup of coffee. Doing so allows them to forget all worries temporarily. Then, they would regain the energy to climb back upstairs to finish what they have initially started off with.

The founders of B1 Café are hoping to extend the scope of B1 Café and spread warmth to more customers. They attempt to

create a café that suits consumers of all ages. Tseng hopes that the business at B1 Café can progress steadily like their trademark illustrates. To lead more people discover the potential in realizing their dreams, she also anticipates that B1 Café outlet can expand beyond Sanxia District.

Step by step, Tseng has lived out her dream. Despite the challenges she may encounter in the future, with the help of her companions, she believes she can make it. She also points out the importance of right attitude while fulfilling a dream. “Your attitude decides whether you will succeed or not,” said Tseng. Persistence is one contributing factor to her success. Nothing can be achieved without diligence. Tseng has proven this point - B1 Café is just the beginning of a bigger dream.



With a warm smile on his face, Chan-Cheng Shih happily recalled an episode about realizing his dream. He used to participate in the school's club activities, and is now the coordinator of Creating Innovators Park. As a senior, Shih's sharing is going to inspire many NTPU students.

Graduated from Department of Finance and Cooperative Management at NTPU four years ago, Shih has set up seven companies. Despite coming from different departments, his team members share the same goal. When they were still undergraduates, no one knew that they could overcome all difficulties and realize their vision of becoming an entrepreneur.

As an exchange student in Czech Republic when he turned 21, Shih was taken aback by an impromptu request made by the professor during the first lesson on Managerial Economics. The students were tasked to write down one question they had in mind. Shih penned down a question on how to lead a team effectively, in which he pondered over the course of his internship and students' clubs activities. What he least expected was that the very question came out for his oral examina-

Students, Solve Your Own Problems



By Joanne Lin

tion. This experience furthered Shih's understanding of the importance of problem-solving skill.

The education system in Europe is quite different from that in Taiwan. Students in Europe are equipped with critical thinking and problem-solving skills; students in Taiwan, however, spend little time thinking for themselves as they rely heavily on memorizing facts. "Instead of complaining what the society could not offer, we need to find problems and have the ability to solve them," said Shih. This is exactly the main idea he wants to convey to students at NTPU.

Students may have few alternatives to relax within the school compound when they want to take a break from studying. Whether or not they are interested in entrepreneurship, students can now head to Creating Innovators

Park, discover their interests and share their thoughts with seniors, professors, and business teams. They can freely discuss with one another and get knowledge from those at different departments.

Instead of relying only on professional knowledge, students need to learn problem-solving skills. Even if entrepreneurship is not their thing, students could still utilize this asset at their desired walk of life. In the long-run, they learn to think critically and bring values to the society.



When Business Meets Innovation: 5 Steps to Your Own Startups

People talk a lot about starting a business. How many put their talks into actions? The following step-by-step procedure will give you a clearer idea about setting up your own business. There are 5 steps in general:

1. Have sufficient funds to start your company. As a beginner, you should recognize that you need sufficient financial resources to cover operation expenses of the company, at least for the first year in business. The easiest way to ensure you have enough funds is to save.



2. Find one specific business you want to engage in. When you venture into something that you can tap into your expertise and have great interest in, you tend to be more motivated in seeing it through. Business with good prospects is also an important factor to consider.



3. Evaluate a concrete budget report. A profitable company should have enough capital to cover the expenses of the company when it is in operation. An ideal budget report should make its funding requirements slightly higher until the company can afford its operating costs.



4. Carefully choose the name of your brand or company. A good name can correctly reflect the image of your brand or company and grab consumers' attention.



5. Complete the registration of your company and know all the relevant laws. The final step before your own startup could go on track is to get all licenses and permits ready. In addition, knowing all the business-related laws at your fingertips could aid you in one way or another.



Our school also provides a platform to establish your own business at our Innovation Center. For further information, check out the school's website or log on to Facebook and search for "Creating Innovators Park".



By Emily Chen

Creating Innovators Park:



Can Facebook Help Reach Their Goal?

As a new project at NTPU, the publicity of main concepts and goals of Creating Innovators Park has become an important issue. Today, Facebook is the main social network popular among students. Many get information and ideas from Facebook instead of newspapers or TVs. So in my opinion, it is not only convenient but also effective to use Facebook as the main marketing tool.

However, there are still some problems with the use of Facebook. Since the goal of Creating Innovators Park is to create chances not only for students but also newly established enterprises, the older workers of those

By Candy Tsai



companies may not be familiar with this social networking site; neither do they know how Facebook can help them promote their products. Furthermore, as more people use Facebook, information flow quickly, people may sometimes miss out some important updates. Therefore, to solve the problem, companies could train their older workers in utilizing the social media platform. The number of Facebook users is growing rapidly. Greater number of middle-aged people and elders are using it now. A research shows that the average age

of Facebook users is getting higher. Another research even points out that there are less and less teenagers using Facebook. Hence it is not that tough to teach older workers to use Facebook.

As for the possibility of missing out on information, Facebook has a function called "Follow". By clicking the "Follow" button, it will decrease the probability of overlooking any updates. As such, this function solves the problem efficiently.

Using Facebook is a proper and effective way to promote Creating Innovators Park. Facebook can help raise awareness at a lower cost and within a shorter period of time. The only thing they need to do is to increase the popularity of their fan page. The best way to do that is by requesting their "Fans" or "Likers" to share the page, and holding activities that can sometimes grab public attention in the shortest time possible.

Creating Innovators Park Needs Space, So Do School Clubs

Whether or not Creating Innovators Park will make good use of the space has become a concerned issue before its official opening. In my opinion, the school authority shouldn't risk investing in such a challenging project rather than fulfilling essential needs, such as rooms for the school clubs.

A senior, who used to be eager to see spacious working environment for club activities, is now a member of a working group at Creating Innovators Park. He sees Creating Innovators Park as an alternative and a chance that is hard to come by. He claimed it is important for college students to cultivate the ability in starting a business. As such, in this case, students' learning holds priority over a more conducive space for school clubs.

Yet, the shortage of clubs rooms has been a serious problem since the university's relocation to Sanxia in 2010. Some clubs share rooms that are smaller than typical classrooms, while some have only desks to pile things up.

Why is it that the space at school library basement is incapable of holding performances and classes for school clubs? At Taipei Public Library, for instance, a big performance hall with 380 seats is located at the basement. Therefore, it is available for various types of lectures, performances and conference. Musical clubs may be a little noisy for a library environment, but there are soundproof system and discussion rooms in the library.

Is it reasonable for the school authority to establish a new space instead of dealing the

By Annie Lin



problem that is supposed to be solved long beforehand? To come up with solutions, I think that maximizing the use of the space, ensuring it reaches the most efficient level is a must. If Creating Innovators Park does not profit over time, the school authority should reconsider offering the space to school clubs.



What students need is a place for reading and studying rather than one for starting a business. According to NTPU Opinion System, some students oppose the idea of converting the study room and forum areas into Creating Innovators Park. Opponents argue that although majority of the buildings within the campus have study rooms, the space is still deem insufficient for students to study, especially during the periods around midterm and final examinations. That NTPU turns the study room into space for other purposes is itself putting the cart before the horse.

According to the usage data, not many students utilize the study rooms and forum areas. The usage condition of the discussion rooms on other floors of the library is not as expected as well, making the basement level a waste of space. Hence in order to optimize this space of 153.6 footages, the school has turned it into a place where more students can use. Furthermore, the most important thing is that the new meeting rooms are available to all students through the registration system.

A Win-Win for Creating Innovators Park

By Kristine Huang

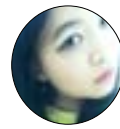


The Creating Innovators Park of NTPU has been established for a few months to help students understand how to integrate innovation with entrepreneurship. As we know, if one wants to start a career, he or she has to turn abstract ideas into concrete actions. Even if the concept and the idea of establishing this space are creative and innovative, this big step inevitably invites criticism from students.

It is a dilemma for the school authority—they have to choose between practicing an innovative pioneering and compacting student's space. However, the school did not neglect the importance of self-study space. They have set up study rooms at College of Law and College of Social Sciences. The basement level of the library is now a multi-purpose space for students, including helping people learn to start their own business. That making way for Creating Innovators Park is perhaps a double win after all.

Uneven Distribution?

By Sophie Chien



Uneven distribution of the public area resources has been a controversial issue after establishing Creating Innovators Park. At NTU (National Taiwan University), the study rooms are located at the basement level of the library. One side is for students to study quietly, and the other to discuss school works. NTPU students once had this kind of study area. However, the situation has changed because only less than 10% of the students need this space. So is it necessary to establish Creating Innovators Park?

Creating Innovators Park is expected to integrate creative ideas with the concept of starting a business. In the long term, the school expects to cultivate global awareness and multi-talents among students. Similarly, al-

most every prestigious national university has this kind of area for students to learn how to start a business, such as NTU, NCCU (Nation Cheng Chi University), and NTHU (National Tsing Hua University).

Although Creating Innovators Park has garnered a lot of speculations, a big problem exists: uneven distribution of public area resources. Students who need this place are the minorities. According to 2010's data from the Career Center of NTPU, only 9% of students start businesses after graduation. Is it necessary to sacrifice the right of the remaining students to use the basement, and spend these resources on only a handful of students? Take NCCU as an example, they established Innovation Incubation Center in 2008. Surprising-

ly, the survey conducted in 2013 showed that only 2.3% of the students start their businesses after college graduation. Another example is NTHU; they established Center of Innovative Incubator in 1998. How many percentages of the students start a business? Based on the 2011 statistics, only 5.47% of their students set up their businesses after they have graduated.

By enhancing the number of students utilizing Creating Innovators Park can make the establishment of it reasonable. The school authorities should encourage the students to make good use of that area by holding speeches more frequently. Besides, it can also organize some skill-enhancing lessons, such as Excel and website establishment, which will be useful not only in starting a business, but also in finding a job. To solve the issue of uneven distribution of resources, the school should spend greater efforts in promoting and optimizing the usage of this space.

Words of Opinions on Creating Innovators Park

Students are the main reason behind the setting up of Creating Innovators Park at NTPU. Does this group of target audience really see it as an opportunity to start an enterprise? About this issue, students have something to say.

As a newly established space, Creating Innovators Park has gained much awareness among NTPU students. Based on the results of a questionnaire designed by us, with 76 valid responses from students on whether or not they know this area in our school, two-thirds answered yes. They were informed mainly through the Internet, school's periodicals, or introduction from teachers and classmates.

One-third of the NTPU students who did not hear about Creating Innovators Park have their assumptions. If students want to start an enterprise, they can look out for the information from this space. Students also can gather different ideas when thinking about their future careers. However, a student from Department of Sociology believed that the school didn't have an overall plan, surfing on the waves of innovation instead.

NTPU students have differing opinions about the location of Creating Innovators Park. Sitting at the first basement level of the school library, most students consider this site difficult to find. The use of space and the



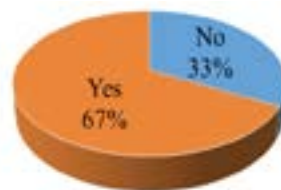
By Tonya Tseng

exchange of resources with the library, nevertheless, are great ideas. On the other hand, a significant number of students complain that they do not have enough study rooms due to this project. A student from Department of Law suggested that school should take their comments seriously and allocate other study rooms for students.

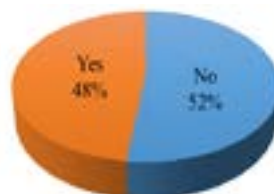
Although there are some doubts about the establishment of Creating Innovators Park, this center has started to hold workshops to help students learn practical skills. Ms. Wang, who majors in Public Administration and Policy, once took a course in Photoshop organized by Creating Innovators Park. After learning, she has gained useful information on image processing. As such, this has rekindled her interest in drawing. Moreover, she can experience Photoshop for free, and the lesson was comprehensible to the students.

However, only a handful of students participated in such events. To let more students know the opportunities provided by this area, Ms. Wang proposed that the school could more often arrange seminars promoting Creating Innovators Park.

Through the questionnaire, students at NTPU expressed their prospects of Creating Innovators Park. Students interested in setting up their own business hope Creating Innovators Park could offer more lectures. Students also anticipate a variety of startups to be set up at this area. Half of the responding students considered starting an enterprise, and they are looking forward to the development of Creating Innovators Park. Once the foundation of this space becomes more mature, students will be more willing to use its resources to learn new ideas.



*Did you know NTPU has established Creating Innovators Park?



*Have you ever consider starting an enterprise?

Starting up a Business Can Make the World a Better Place



A senior of Department of Economics, Chia-Fan Sun talked about what motivated him to hold the Innovation Exhibition, his views on Creating Innovators Park, and how to become a young entrepreneur in an interview conducted by Amber Huang and Kathy Lee.



Amber Huang



Kathy Lee

Q: Tell us something about yourself.

A: I started to be interested in the concept of entrepreneurship in 2011, when I was a freshman; I wanted to try something different.

A year later, I founded NTPU Group Buy, which is a platform that provides cheaper products by ordering in mass quantities, as well as NTPU Innovation Exhibition, an exhibition that displays the companies founded by NTPU alumni, with the help of 40 other students, and served as the director without a lot of fanfares.

In 2012, I led a team to participate in the nation-wide Innovation and Startups Contest, sponsored by the cabinet-level Ministry of Technology and won the first place with two million dollars prize. Few weeks later, the team turned into InnoveFusion Company, and I became the Chief of Financial Officer.

Q: What made you want to launch the Innovation Exhibition in 2013?

A: My initial goal was to establish something like the Garage Center at NTU, helping students to start up a business through brainstorming and product inspection. However, the project was too big for me as a junior, so I settled for something smaller — launching an innovators' exhibition.

The idea was to bring in the spirit of innovation to NTPU, so our students' future can go beyond the options of joining government of financial institutions. When I was a freshman, I wanted to talk about entrepreneurship with my peers, but few were even aware of the concept, not like students at NTU or NCCU.

Q: How do you define entrepreneurship?

A: Don't take entrepreneurship as a big thing that brings you great achievements. It is more about choosing your life style. The core value of entrepreneurship is not making fortunes but

to solve user's problems. We establish the process and keep solving problems. This is why entrepreneurship is amazing.

Take NTPU Group Buy as an example, we provide service so that students can get products at a lower price. Every time I saw the smile on their faces, my life becomes meaningful. Maybe we are not as successful as Bill Gates or Warren Buffett but we are still young. We can start now, on a more humble ground.

If every student solved one problem a day, with 5,000 students in our school, we solve 5,000 problems everyday.

Q: Do you think the environment is suitable to start an undertaking of our own?

A: I think the environment is better now as compared with three years ago. More elders are willing to invest and encourage the concept of entrepreneurship. At least we have more resources now, so I think it is very promising. NTPU students can get resources through Creating Innovators Park.

Every point of time has its problems. These years, E-commerce and social network are the trend of starting an undertaking. The next wave can be from any other industry. We have to follow the trend.

The first step is to see if there are people who are willing to solve problems in this area. The next thing is to find investors who are interested.



Q: How does it feel to join Creating Innovators Park? What do you think of that?

A: Creating Innovators Park provides useful events, including Photoshop courses, movie workshops, design thinking and so forth. We hope the inspirations shared among the participants will be an opportunity for investment from companies.

Q: Some students still question the need to found Creating Innovators Park. What is your opinion?

A: First, I think actions speak louder than words. The establishment of Creating Innovators Park dispels confrontations and benefits the students. Second, entrepreneurship spirit is good for the uses of our resources. After we make the achievement, more people agree with us.

NTU gains a great deal of funds on innovation. If we refuse to follow the trend, the resources will not come for sure. Students feel upset about the replacement of the self-study room with Creating Innovators Park because they do not know its functions. After Creating Innovators Park is better promoted among students, the confrontations will be quieted.

Q: Say something to people who want to start an undertaking.

A: Be brave to try something big. As Steve Jobs once said, "I want to put a ding in the universe." Maybe we cannot change the history but at least we can do something for the world, even a small thing.

I think the most terrifying thing in our lives is not failure. It is that when you are dying, all the memories flash back like a movie, and you find you have led a boring life because you did nothing.



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