

# TECHNOPRENEUR BLUES

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# Technopreneurs

Must deal with the **technology** on top of the entrepreneurial stuff

# On Financial

Problems, but we'll deal with them

# On Developing Products

- Technology is not mature yet
- Ahead of its time
- Don't know how to handle the beast, yet.  
Need mentors and friends
- It's still too expensive for a viable product

# On Human Resources

- The gap between what's needed in the field and being taught at the university is wider
- Students don't have what it takes to tackle the world. They just want to graduate
- No curiosity.  
But curiosity is what kills the cat!

# On Corporate & Ecosystem

- Too many administrative to make it formal company. (Indonesian) regulations are unfriendly
- Have you tried to incorporate a company lately? (SIUP, NPW, Domisili, TDP, TDR, etc.)
- Need a **place** to develop products and to meet with **people** with the same passion and **mentors**. Jamming!  
Technopark. Maker space.



# On Marketing

Must create and educate market  
Most people don't know what they want

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**"YOU HAVE TO BE WILLING  
TO BE MISUNDERSTOOD  
IF YOU'RE GOING TO  
INNOVATE."**

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**Jeff Bezos**  
*CEO, Amazon*



# Concluding Remarks

Despite the hurdles, we'll play the  
**technopreneur blues**  
*[weeping solo guitar]*

