

Entrepreneurship Research Peak- Workshop

8th April 2024

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SMU

The focus of the entrepreneurship research peak is to develop interdisciplinary collaboration within the business school areas (and across SMU's schools) that leads to impactful academic research.

In addition, the research peak aims to galvanize faculty for tier II or III grant applications in the research area.

Agenda

Welcome

X's & Y's of innovation and entrepreneurship

- What census government type of explanatory variables do you need
- What outcomes of innovation and entrepreneurship do you intend to explain

Introductions

- Innovation and Entrepreneurship Research Executive
- Participants

LKYGBP

- Brief update

Any other matters & Discussion

Welcome

- **Hosts for the workshop**
- Reddi Kotha, Professor of Strategy & Entrepreneurship, Innovation & Entrepreneurship Research Peak Lead, Associate Editor Academy of Management Journal
- Cheong Wei Yang, Vice Provost (Strategic Research Partnerships)
- Senghoon Kim, Associate Professor of Economics; Deputy Director, Centre for Research on Successful Ageing (ROSA)
- Ge Xu, Innovation & Entrepreneurship Research Fellow

X's & Y's of innovation and entrepreneurship

Data that could be linked, suggested by Seonghoon Kim, School of Economics

- Link IRS data (Singapore data)
 - Gong, J., & Pan, J. (2023). The returns to an additional year of education for college graduates. *Journal of Public Economics*, 218, 104796.
- Location and bankruptcy data
 - Agarwal, S., Qian, W., & Zou, X. (2021). Thy neighbor's misfortune: Peer effect on consumption. *American Economic Journal: Economic Policy*, 13(2), 1-25.
- Socio-economic data on who becomes an entrepreneur (US data)
 - Bell, A., Chetty, R., Jaravel, X., Petkova, N., & Van Reenen, J. (2019). Who becomes an inventor in America? The importance of exposure to innovation. *The Quarterly Journal of Economics*, 134(2), 647-713.
- Credit Bureau Singapore for credit report: <https://www.creditbureau.com.sg/>
- Other useful sources of admin data
 - 1) CPF (can infer earnings/employment status, where they work),
 - 2) MOE grant application and approval data (does winning a grant lead to higher-quality/more innovations?),
 - 3) bank data (loan application/approval, future transactions, etc. to understand the role of financial frictions in becoming an entrepreneur)

Examples of addressable policy-rich research questions using linked data

- Who becomes an entrepreneur?
 - Do school experiences (CCA, leadership, GPA, peer quality, school quality, etc.) during primary/secondary/tertiary education matter?
 - Do family background and neighbourhood characteristics while growing up matter?
- Short-term and long-term impact evaluation of interventions and public policy aiming at boosting entrepreneurship
 - Does entering/winning LKYGBP help start-ups become more successful?
 - Firm size, revenue, VC funding, etc.
 - What elements of start-up support policy have the most impact?

X's & Y's of innovation and entrepreneurship

- X's: What census government-held explanatory variables do you need
- Y's: What outcomes of innovation and entrepreneurship do you intend to explain
- Who else: Not present in the room, from SMU would be interested in these data

Introductions

- Innovation & Entrepreneurship Practice Research Executive in Residence
- Participants

Lim Chon Phung, PhD.



Qualifications

- PhD in General Management (2018), Singapore Management University.
- MBA (2003), Booth School of Business, University of Chicago.
- Bachelor of Business Administration (1981), University of Texas at Austin.
- Bachelor of Arts (1980), University of Texas at Austin

Areas of Specialization

- Innovation, Entrepreneurship and Venture Building.
- Startups and SME Scale up.
- Sales and Go-to-Market Strategies.
- Social networks and its effects on community development and performance in business organizations.

Professional Experience:

In 2015, I transitioned from the corporate world to embark on a Ph.D. journey, focusing on innovation for inclusive growth. Over the course of two years, I engaged in extensive field research within impoverished communities in Northern Samar, The Philippines, validating pathways to inclusive growth for my Ph.D. thesis. Professor Howard Thomas served as the Supervisor/Chair of my research, and the Mastercard Center for Inclusive Growth sponsored my study. I successfully earned my Ph.D. degree in June 2018.

Singapore Management University (2018 – Present)

- Research Fellow, Lee Kong Chian School of Business. Collaborated on two MOE funded research projects:
 - Startup Capability Learning and Empowerment (SCALE).
 - Open Innovation Adoption by SMEs in Singapore.
- Adjunct Faculty, Lee Kong Chian School of Business:
 - Capstone Project Mentor in the Master of Science in Innovation program.
- Affiliated Faculty, Institute of Innovation & Entrepreneurship (IIE), SMU:
 - Advisor to multiple startups in the Business Incubation Generator, IIE.

Participants

- Brief introduction

LKYGBP-Update

Dr. Ge Xu

LKY Business Plan Data

- The Lee Kuan Yew Business Plan Competition (LKYBPC: <https://lkygbpc.smu.edu.sg/>) is the world's largest university-related business plan competition. I am coordinating with SMU IIE and Xu Ge is leading the initiative to make the database available to SMU faculty interested in entrepreneurship and venture capital research.

Independent variables

Dependent variables

Dataset101_Advisor	
Key for merge	ParticipationName TeamID
Advisor	Advisor ID Advisor Name Advisor Gender Advisor Industry Advisor Entrepreneurship Experience Advisor Investor Star Advisor Star Advisor Type Star Advisor_Notes Advisor Experience Area Advisor Experience Area_OtherSpecify Advisor Experience Area_Notes

Startup-Advisor Level

Dataset1_PitchDeck	
Key for merge	ParticipationName TeamID
Basic Information	Firm Name_PitchDeck Website_PitchDeck Country of Origin_PitchDeck
Business Model	Business Model
Market Opportunity	TAM (Total Addressable Market) SAM (Served Available Market) SOM (Serviceable Obtainable Market)
Competitors	Direct Competitors Related Competitors
Initial Traction	Customers Attracted Selling Amount Total Investment Raised
Advisor Structure	# Advisors
	# Advisors Male
	# Advisors Female
	# Advisors Industry
	# Advisors Entrepreneurship Experience
	# Advisors Doctoral Degree
	# Advisors Investors
	# Star Advisors
	# Star Advisors_Political Figure
	# Star Advisors_University Professor
Team Structure	# Star Advisors_Celebrity
	# Star Advisors_Founder Other Firm
	# Star Advisors_High Level Manager in a Company
	# Members
	# Male Members
	# Female Members
	# Members Doctoral Degree
	# Members Master Degree
	# Members Entrepreneurship Experience
	# Members Industry Experience

Startup Level

Dataset2_Performance	
Key for merge	ParticipationName TeamID
Basic Information	Description Website UEN Date of Incorporation Year Found Primary Industry Activity Country Registered/Primary Office
Employee	# Employees # Employee History
Deal History	Round of Investment Total Investment Raised USD Latest Investment Amount Latest Deal Type
Investors	# Investors
Ownership	# Shareholder # Subsidiary
Directors	Director Names
Revenue	Operating Revenue (Turnover) Latest Operating Revenue_Latest Year P/L [=Net Income] Latest P/L [=Net Income]_Latest Year
Identifier_PitchBook	No_Result_PitchBook Company Name_PitchBook
Identifier_Orbis	No_Result_Orbis Company Name_Orbis BvD ID Orbis ID

Startup Level

Dataset201_DealHistory_PitchBook	
Key for merge	ParticipationName TeamID
Deal History	Startup Investor ID Deal Type Date Amount Raised to Date Pre-Val Post-Val Status Stage # Investor # Seller/Exit Deal Synopsis

Startup-Deal History Level

Dataset202_Investors_PitchBook	
Key for merge	ParticipationName TeamID
Investors	Investor ID Investor Name Investor Type Holding Investor Since Board Related Deals

Startup-Investors Level

Notes: 1. Dataset101_Advisor is nested in Dataset1_PitchDeck. Dataset201_DealHistory_PitchBook and Dataset202_Investors_PitchBook are nested in Dataset2_Performance.

2. Merge datasets by ParticipationName or TeamID.

3. The bold variables serve as unique identifiers for each row in each datasets.

Any other Matters?

Next Steps

- Follow-up on email to build a consortium
- Sperate meetings for the consortium
- White paper that would form the basis of a grant application

Thank you! See you in the
Next Semester!