

Smartroad Tools Newsletter November 22

We have some exciting news to share. Our Smartroad Tools project has been accepted into the Sprint Accelerator program, hosted by the Sasin School of Management at Chulalongkorn University. This prestigious program, which is jointly sponsored by Sasin, Houston Technology Center Asia (HTC), Siam Cement Group (SGC), KMUTT Knowledge Exchange (KX), and Thailand Center for Excellence in the Life Sciences (TCELS), aims to help technology-intensive start-ups (like ours) to rapidly develop our businesses and reach first revenue. The program consists of ten weeks of interactive group sessions, plus homework and one-on-one mentoring, and culminates in a “Demo Day” where we will have the opportunity to present our business to several dozen potential partners and investors.

This newsletter is part of our first assignment. Over the next few months, we’ll create brief weekly updates on what we’ve been doing, what we’ve learned and what we’ve achieved.

The first Sprint session, last Wednesday, focused on the question of “ideas”: how do you know that an idea can support a profitable business and how can you convince others, especially customers, to embrace your idea? The key concept is to focus on how your idea can significantly reduce some “pain” your potential customers currently experience, and to quantify this pain reduction if possible

Our innovation can provide early warning about possible catastrophic infrastructure collapse, but even more important from the customers’ perspective, can reduce the cost and increase the convenience of maintenance. We don’t know yet, though, how to quantify these benefits. Hopefully we’ll get some insight into how we can attack this problem during the next weeks.