



# Startup Asia: Top Strategies for Cashing in on Asia's Innovation Boom

By Rebecca A. Fannin

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**Find out where the new innovation hot spots are, what the next consumer waves will be, and where to catch them**

Asia's innovation hot spots are fast emerging as first-choice destinations for bright, young entrepreneurs. From Taiwan to Singapore, technology center hubs are forming to rival the original Silicon Valley. *Startup Asia* gives you a close-up view into the key growth trends shaping entrepreneurship in China and India, plus the new frontier market of Vietnam.

Showing how entrepreneurs and investors can start up in Asia and go global, the book provides a first-hand, on-the-ground tour of the new technology centers that are gaining momentum all over Asia. Interviews with the most successful venture capitalists and entrepreneurs reveal their winning strategies and show how a new generation of entrepreneurs in China and India are no longer looking to the West for their cues—but are instead crafting their own local business models and success strategies.

- Shows entrepreneurs and investors how they can pursue their dreams of launching successful start-ups in Asia
- Reveals that many of the same venture investors that first funded young businesses in Silicon Valley moved into China, then India, and are now finding their way to Vietnam
- Addresses the risks of doing business in Asia's developing markets, including lack of intellectual property protection, political and regulatory shifts, bribery, and corruption

From high-profile Forbes contributor Rebecca Fannin, *Startup Asia* is the essential guide for anyone looking to trek into this new frontier.

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### Editorial Review

#### Review

"Rebecca Fannin has established herself as the preeminent expert on the emerging innovation economies of Asia. There is no better guide to understanding the countries and companies that are commercializing the disruptive technologies and ideas of the future."

**Jason Pontin** Editor-in-Chief and Publisher, *Technology Review*

"Rebecca Fannin, who caught the early waves of the Chinese Internet boom with her book *Silicon Dragon*, shows why we now need to be paying attention to VIC (Vietnam, India and China) in her forward-looking book *Startup Asia*. With diligent on-the-ground reporting and hard-won access, Fannin follows the money — the smart money of VCs who made money on both the U.S. and China Internet booms — to see where we should be placing our next bets in the world of technology."

**Gady Epstein** Correspondent, *The Economist*

"*Startup Asia* starts out with a bang and picks up steam from there. Rebecca Fannin has done her homework. She catches the Asian markets, as she takes the reader through China, India and Vietnam. The force of Asian innovation and market presence will be with us forever. You'll be well served by reading this excellent work and getting to know some of the players involved."

**Dick Kramlich** Chairman and Co-Founder, NEA

"*Startup Asia* takes readers on a whirlwind tour of the kaleidoscope of tech startups and venture activity across Asia. Only Ms. Fannin can combine facts, data and compelling personal stories of entrepreneurs in Asia into such a rewarding read. Should be on the Kindle shelf for every business school course on Asia or entrepreneurship."

**Ron Schramm** Professor, Columbia Business School and Chinese European International Business School

"*Startup Asia* is a must read! The shift of entrepreneurial activity to Asia is dramatically changing investment opportunities. No one has done more field research or has more thoughtful analysis and insights on this dramatic change than Rebecca Fannin!"

**Patrick J. McGovern** Founder and Chairman, International Data Group

"Rebecca Fannin delivers an inspirational journey from tech parks in India to half-constructed offices in Ho Chi Minh City. *Startup Asia* is a splendidly woven narrative of the leading entrepreneurs, venture capitalists and thinkers who are shaping the future that is being invented in Asia and envied around the globe."

**Tony Nash** Global Director, Custom Research, Economist Intelligence Unit

#### From the Inside Flap

Asia's innovation hotspots are emerging as first-choice destinations for bright, young talents as the Silicon Dragon entrepreneurial revolution moves on from China to India, Vietnam and beyond. Forbes contributor Rebecca A. Fannin provides a first-hand, on-the-ground tour of Asia's new tech centers. She catches China's lead and shows how India promises to close the gap while Vietnam is on the frontier. Over 18 months from Shanghai to Singapore, Beijing to Bangalore, Taipei to Ho Chi Minh City, she interviewed 100 of Asia's hottest up-and-comers and their venture investors. Now, she reveals the winning strategies of a new generation of entrepreneurs who no longer look to Facebook, Amazon and eBay for cues but are crafting their own business models, going global, and scoring IPOs on Wall Street. Whether it's mobile, e-commerce,

gaming, social networks, biomedical or cleantech deals, she tells how young upstarts are getting ahead with a toolbox of tactics. You'll meet gutsy Vietnamese self-starter Nguyen Xuan Tai who made his search engine, Socbay, in the image of Google – and turned down an offer from Eric Schmidt. You'll meet Harvard MBA Naveen Tewari who cranked up mobile ad network inMobi in Bangalore and expanded internationally. You'll meet Ray Zhang who's behind the wheel of fast accelerating Shanghai car rental service eHi. You'll also meet the savvy venture capitalists who are betting on Asia. Whether you're an entrepreneur, investor or tech whiz, you couldn't ask for a better guide for your trek into the new frontier than *Startup Asia*.

From the Back Cover

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**Paul Butler:**

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**Gabriel Reed:**

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