

A Business Journey

(1st half)

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STEM Entrepreneurs Series

2016-10-19 AUT

Agenda

Purpose: A business journey for ref, not to encourage or discourage anyone to go into business

- 1. Who am I?**
- 2. Going into Business**
- 3. Who is my mentor?**
- 4. Wheel of Life**

- 10 minutes per topic + Q&A welcome**

Self Introduction



- Chartered Engineer
 - Director & System Architect of **Compucon** New Zealand
 - Member of New Zealand Alliance for **SKA** pre-construction design
 - Industry Supervisor for University of **Auckland and Massey University**
- Migrated from Hong Kong to Wellington in 1985

Wellington



Taranaki Street, 1959

- **Recruited by NZG**
 - Worked 6 years in major government owned engineering organisation
- **Senior engineering consultant in SCADA**
 - Supervised a team of 10
- **Resigned for Auckland- why?**

Embarrassment Forever

- **Single most impressive event**
 - **Singapore**
 - **1990**
 - **International Electricity Supply Industry Conference**
 - **2000 delegates**
 - **as part of New Zealand team**



No warning, no training, NZ Embassy supplied black uniform and video CD for practising in hotel room for 2 nights

Auckland



Good mix of openness, culture, and more modern (human vs space)

- **Auckland was the reason?**
- **Counting beans in Auckland**
 - **No income**
 - **No knowledge of place**
 - **No business experience**
 - **No customers**
 - **One supplier = major shareholders**
- **Total bet of career/life**

Compucon New Zealand

producing computers



One experienced and
one ignorant

- **Motivation in 1992**
 - PC technology was a mystery
 - Freedom of everything (fully accountable for own behaviour)
- **Bed of 2 dreams**
 - Supplier moving stock & making money
 - Engineer indulged in technology

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What's a Business Person?



- **Going into Business is**
 - Not being employed
 - Not self employed
 - Not a chartered engineer
- **Business is about**
 - Setting budget of what & how much to spend (financial)
 - Hiring and firing (legal)
 - Attracting customers to pay (marketing)

What going into?

- **Roughly**
 - Life on a thread (less security than bungee jump)
- **The Thread**
 - Never looked back
 - Focus on today and tomorrow
 - Accountant said 'destination is to sell the business' which I disagreed



First Year in Business

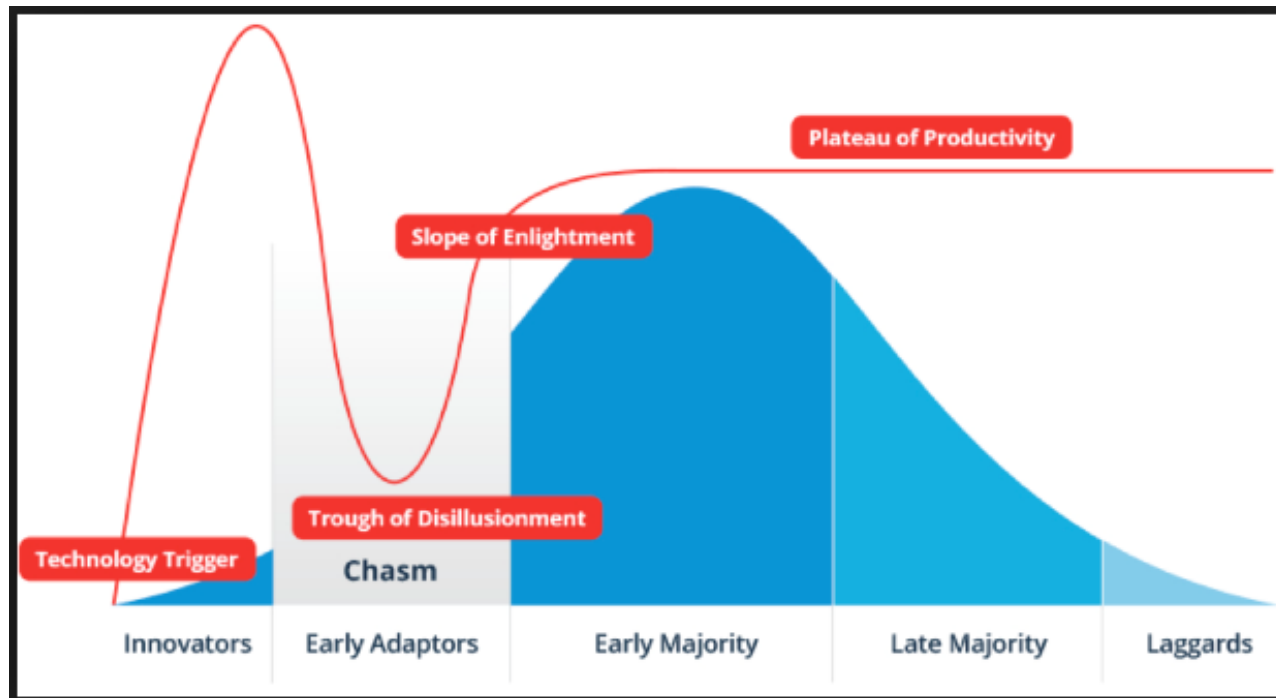


I was alive by eating
little!

- **Wrote a Business Plan (3 months of no pay leave in Wellington)**
 - Major shareholders did not want to read it
 - It kept me in balance
- **Business Position**
 - 3 full time staff
 - An office with a warehouse in Glenfield
 - 2 containers of computer stock in warehouse (\$200,000)
 - Little sales + bad debts

Business Came in

- **PC Adoption Lifecycle**
 - Peaked in 1999 (Y2K bug)
 - Profitable from 1994 to 2015, Real R&D since 2013



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Who's my Mentor?

- **Peter Drucker**
- **Michael Porter**
- **Clayton Christensen**
- **Ken Robinson**



Peter Drucker



1909 - 2005

- **Knowledge Worker**
 - versus Process Worker
 - No end to knowledge
- **The Executive**
 - Manage Oneself

Michael Porter



- **What is Strategy?**
 - Give and take
- **What is it?**
 - Define the boundary
 - Give up
 - Give back
 - Take up

Clayton Christensen



- **Most successes**
 - Not deliberate
 - Emerging conditions
 - (sky, earth, people)
- **Why they succeeded?**
 - Bill Gates
 - Steve Job

Ken Robinson

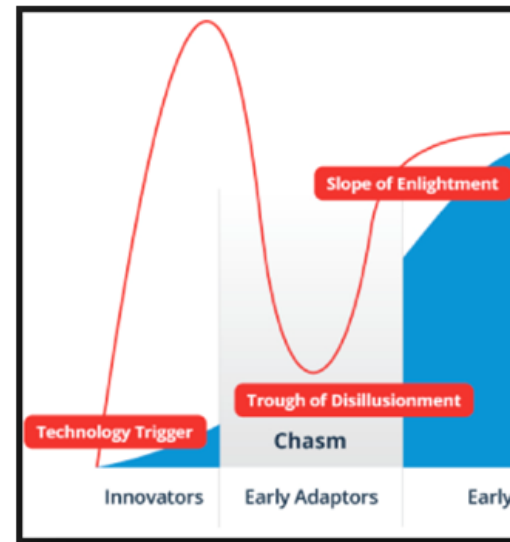


- **Can we do it?**
 - **Talent is a special natural or learned ability of a high quality**
 - **Passion is a strong deep often uncontrollable feeling**

Compucon II

- **Operations**
 - Downsized since 2000
 - Became the thread supporting R&D
- **R&D for Compucon II**
 - Separate and new team
 - Focus on post-Moore computing developments
 - Fill major technology gap in NZ (gap has unknown depth)

2013 meeting Andrew & Sergei presented a serious opportunity of this century for New Zealand



Agenda

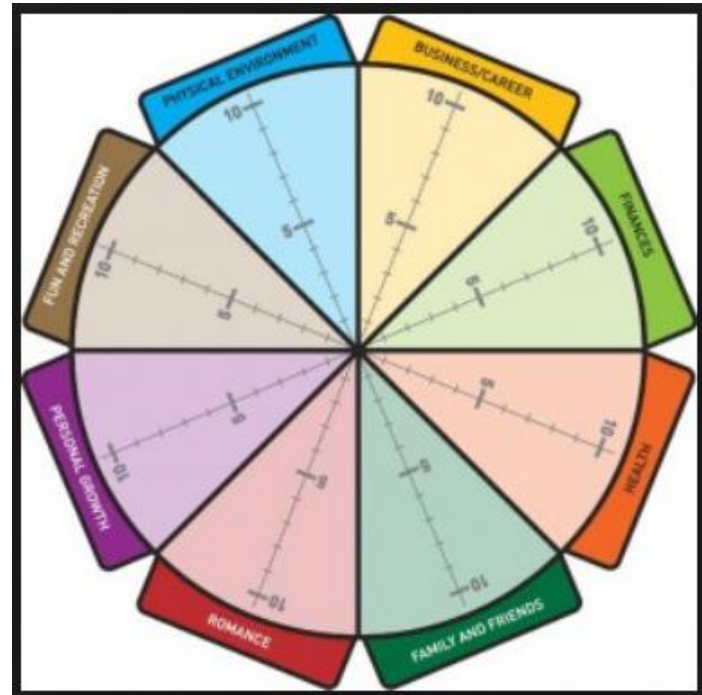
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Wheel of Life

- Bring back the perspective and balance



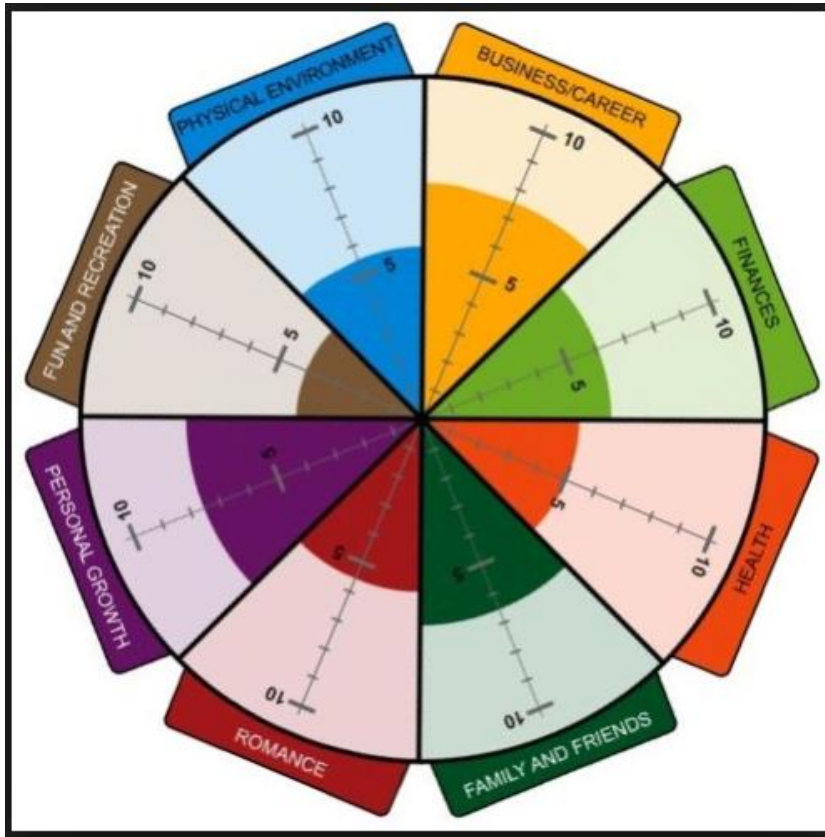
Maslow Hierarchy of Needs



<http://www.startofhappiness.com/wheel-of-life-a-self-assessment-tool/>

Maintain the Balance

- Regularly find my feet



- This pertains to Process
 - End is the same for all
 - Financial profit is a spoke and hub (many disagree)

Is the Journey successful?



**Made a lot of
Money =
More red cells
in blood than
normal person**

- **Would we want to be BG or SJ?**
 - Or live our life?
- **Its not money, what then?**
 - A enjoyable process of learning (experience)
 - Freedom of expression and action

Should we go into Business?



Offering, mobilising,
detecting, appropriating,
navigating, surfing

- **Physical Checks**
 - invention is flower,
innovation is weed
 - OMDANS (ACM 2015-12
page 24)
- **Mental Checks**
 - Ken Robinson
 - **Wheel of Life**