

ESG와 글로벌창업전략

국립순천대학교 무역학전공 이재은교수

글로벌 기업가정신

글로벌 창업?



definition of global startup



전체

이미지

뉴스

동영상

지도

더보기

설정

도구

검색결과 약 67,800,000개 (0.45초)

글로벌 기회를 추구하는 새로운 벤처

campus.usal.es > ~paxisworkshop ▾ PPT

What is a global start-up?

추천 스니펫 정보

사용자 의견

START
↑ UP

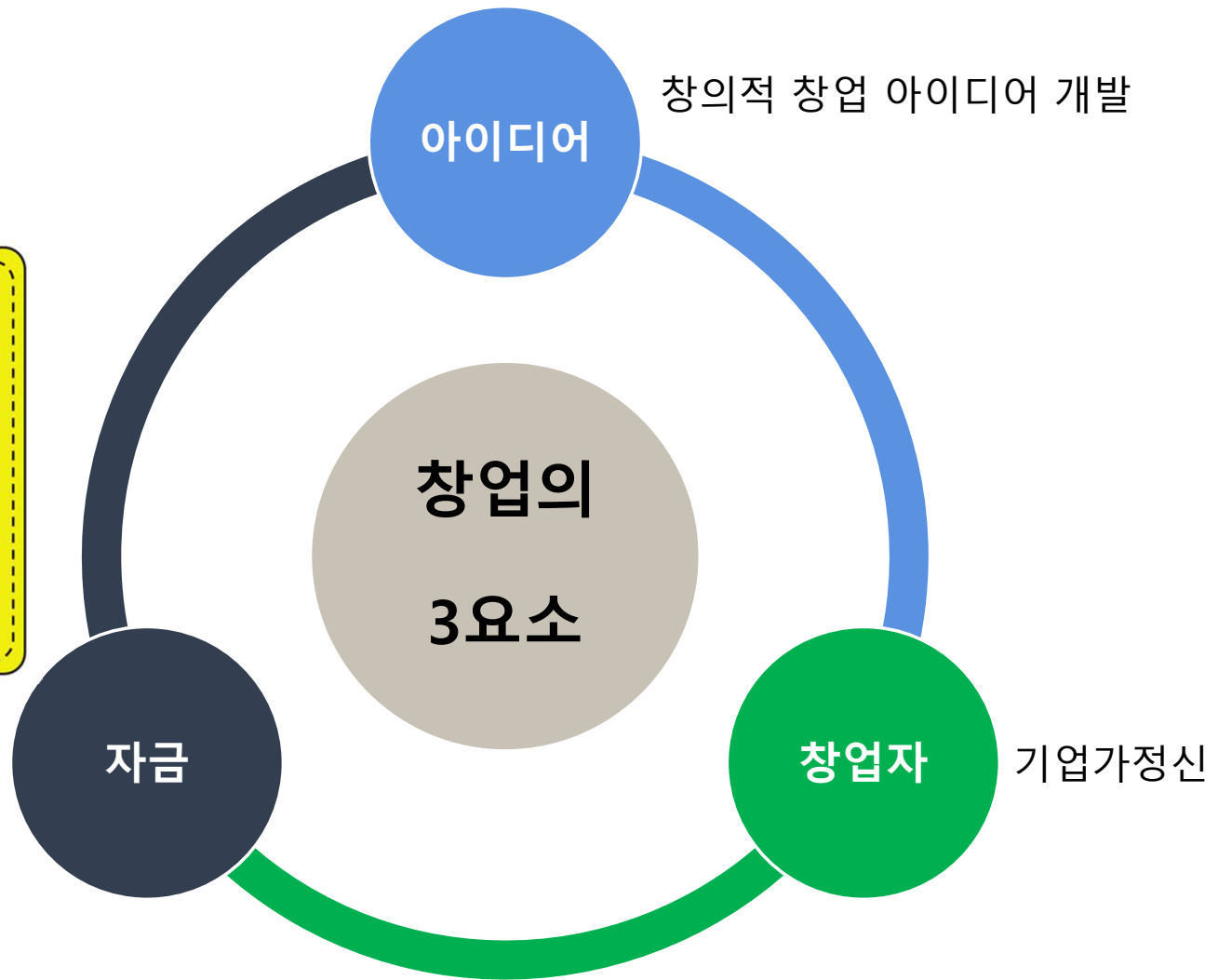


창업의 요소?





3F



창업의 4요소?

-  1. **Idea**  2. **Product**
-  3. **Team**  4. **Execution**

“
Sam Altman, President, Y Combinator
”

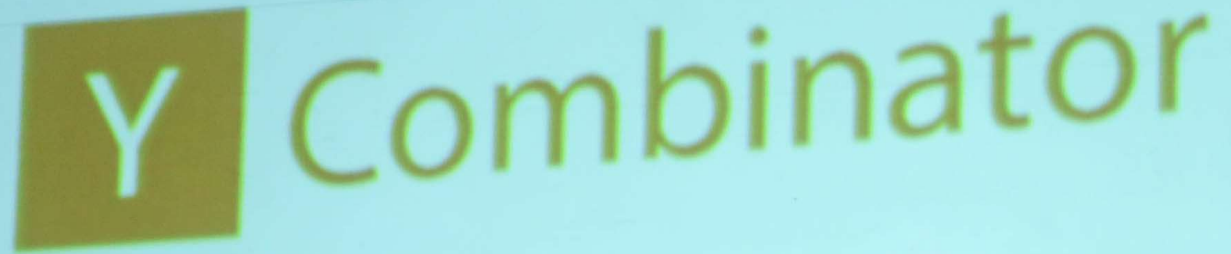
Great **Idea**

▼

Great **Product**

▼

Great **Company**





최고의 회사들은 거의 대부분 사명 지향적입니다.

창업의 4요소?

세상에서 가장
위험한 것은
위험을
전혀 감수하려 하지
않는 것이다.

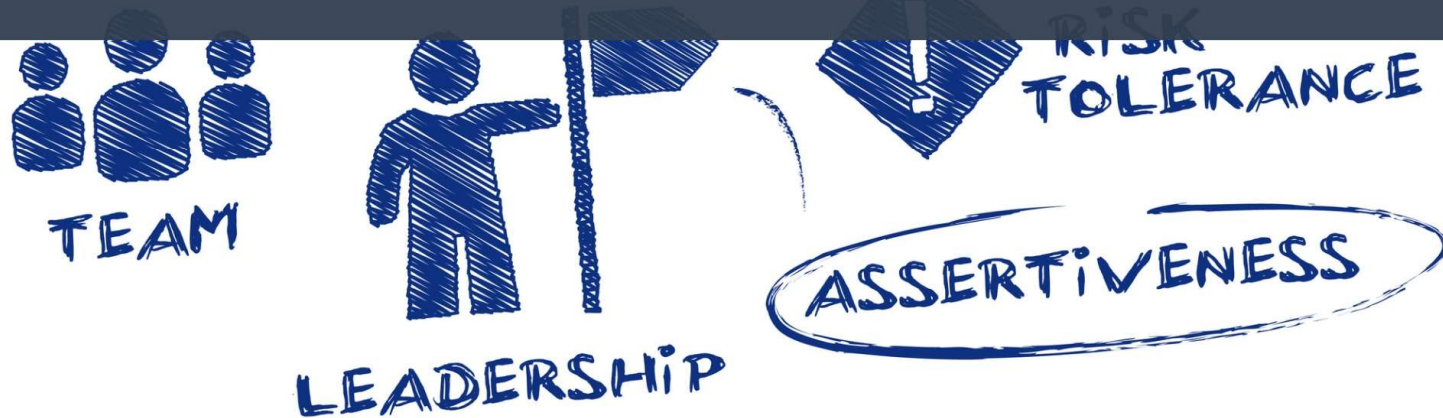
Global rank	Country	Score
1	United States	86.8
2	Switzerland	82.2
3	Canada	80.4
4	Denmark	79.3
5	United Kingdom	77.5
6	Australia	73.1
7	Iceland	73.0
8	Netherlands	72.3
9	Ireland	71.3
10	Sweden	70.2
11	Finland	70.2
12	Israel	67.9
13	Hong Kong	67.9
14	France	67.1
15	Germany	66.7
16	Austria	64.9
17	Belgium	62.2
18	Taiwan	62.1
19	Chile	58.3
20	Luxembourg	58.1
21	Korea	58.1
22	Estonia	57.8
23	Slovenia	56.5
24	Norway	56.1
25	United Arab Emirates	54.2
26	Japan	53.3
27	Singapore	52.4
28	Qatar	51.6
29	Poland	49.5
30	Puerto Rico	48.7
31	Spain	46.9
32	Portugal	46.3
33	Hungary	46.2
34	China	45.9
35	Cyprus	45.6
36	Italy	45.1
37	Lithuania	44.1
38	Bahrain	43.8
39	Oman	43.6
40	Czech Republic	43.5
41	Slovakia	42.6
42	Saudi Arabia	42.1
43	Malaysia	40.1
44	Turkey	39.8
45	Latvia	39.3
46	Romania	38.6
47	Kuwait	37.4

Global rank	Country	Score
48	Brunei Darussalam	36.5
49	Croatia	36.1
50	Greece	35.4
51	Botswana	34.4
52	Colombia	34.1
53	Tunisia	34.0
54	Thailand	33.5
55	Barbados	32.2
56	Azerbaijan	32.1
57	Montenegro	31.8
58	South Africa	31.6
59	Kazakhstan	31.0
60	Uruguay	30.1
61	Bulgaria	30.1
62	Namibia	30.0
63	Jordan	29.4
64	Iran	29.4
65	Costa Rica	28.8
66	Lebanon	28.8
67	Serbia	28.6
68	Morocco	28.3
69	Peru	27.7
70	Mexico	27.1
71	Georgia	26.2
72	Belize	26.2
73	Vietnam	26.0
74	Argentina	26.0
75	Indonesia	26.0
76	Panama	25.5
77	Ukraine	25.2
78	India	25.1
79	Jamaica	24.8
80	Russia	24.8
81	Egypt	24.6
82	Armenia	24.3
83	Gabon	23.8
84	Dominican Republic	23.6
85	Macedonia	23.1
86	Philippines	23.0
87	Albania	22.5
88	Algeria	22.4
89	Bolivia	22.1
90	Trinidad and Tobago	21.7
91	Ghana	21.6
92	Nigeria	20.8
93	Senegal	20.3

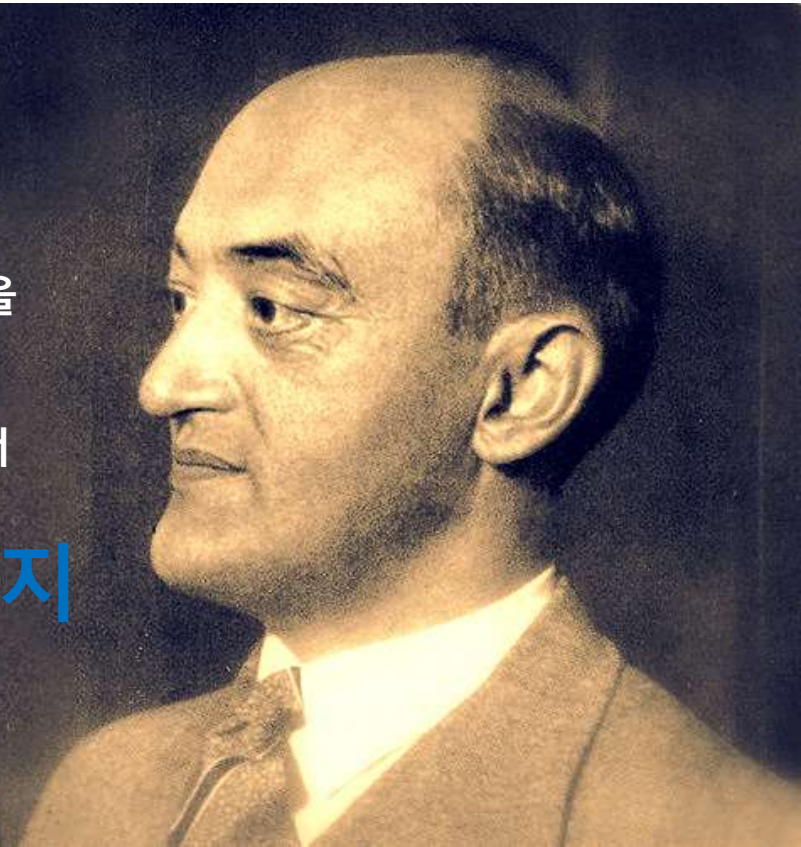
Global rank	Country	Score
94	Moldova	20.2
95	Rwanda	20.0
96	Kenya	19.8
97	Bosnia and Herzegovina	19.5
98	Tajikistan	19.4
99	Kyrgyz Republic	19.2
100	Côte d'Ivoire	19.1
101	Sri Lanka	19.1
102	Lao PDR	19.1
103	Swaziland	18.8
104	Guatemala	18.7
105	Ecuador	18.5
106	Suriname	18.4
107	Myanmar	18.1
108	Cambodia	17.7
109	Pakistan	17.3
110	Tanzania	17.3
111	Ethiopia	17.2
112	Honduras	17.2
113	Gambia, The	17.1
114	Libya	16.6
115	Paraguay	16.6
116	Zambia	16.3
117	Guyana	16.3
118	Brazil	16.1
119	Nicaragua	16.1
120	El Salvador	15.7
121	Cameroon	15.6
122	Guinea	15.5
123	Mali	15.3
124	Angola	15.1
125	Uganda	14.8
126	Liberia	14.8
127	Burkina Faso	13.4
128	Benin	13.3
129	Venezuela	13.1
130	Mozambique	12.8
131	Sierra Leone	12.7
132	Bangladesh	12.5
133	Malawi	11.6
134	Mauritania	10.5
135	Burundi	10.2
136	Madagascar	9.1
137	Chad	8.8



기업가정신이란?



새로운 사업에서 야기될 수 있는 **위험**을
부담하고 어려운 환경을 헤쳐 나가면서
기업을 키우려는 뚜렷한 **의지**



By Schumpeter

창업의 기본적 속성



The ONION Theory of Risk



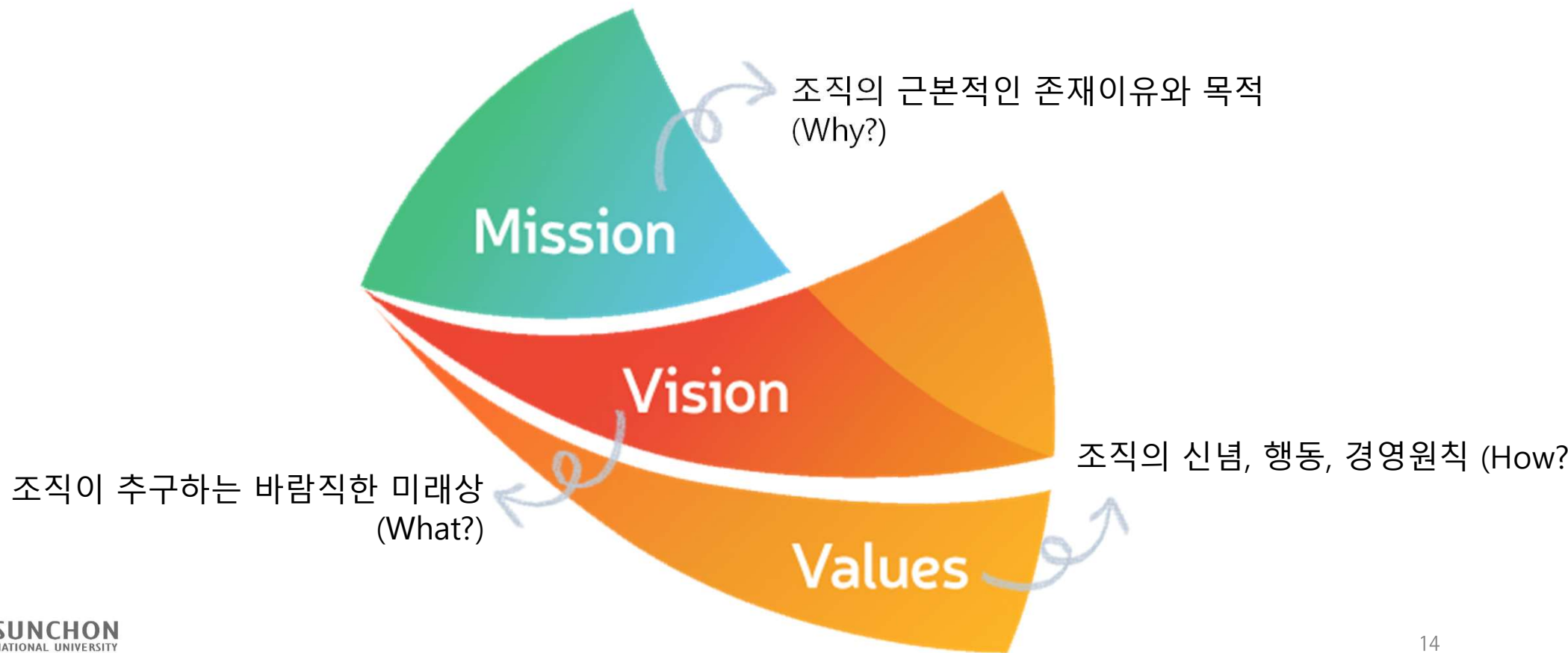
Start-ups are Big Balls of Risks -
you Need to peel Back Layers of
Risk with each Round of FINANCE

RISKS

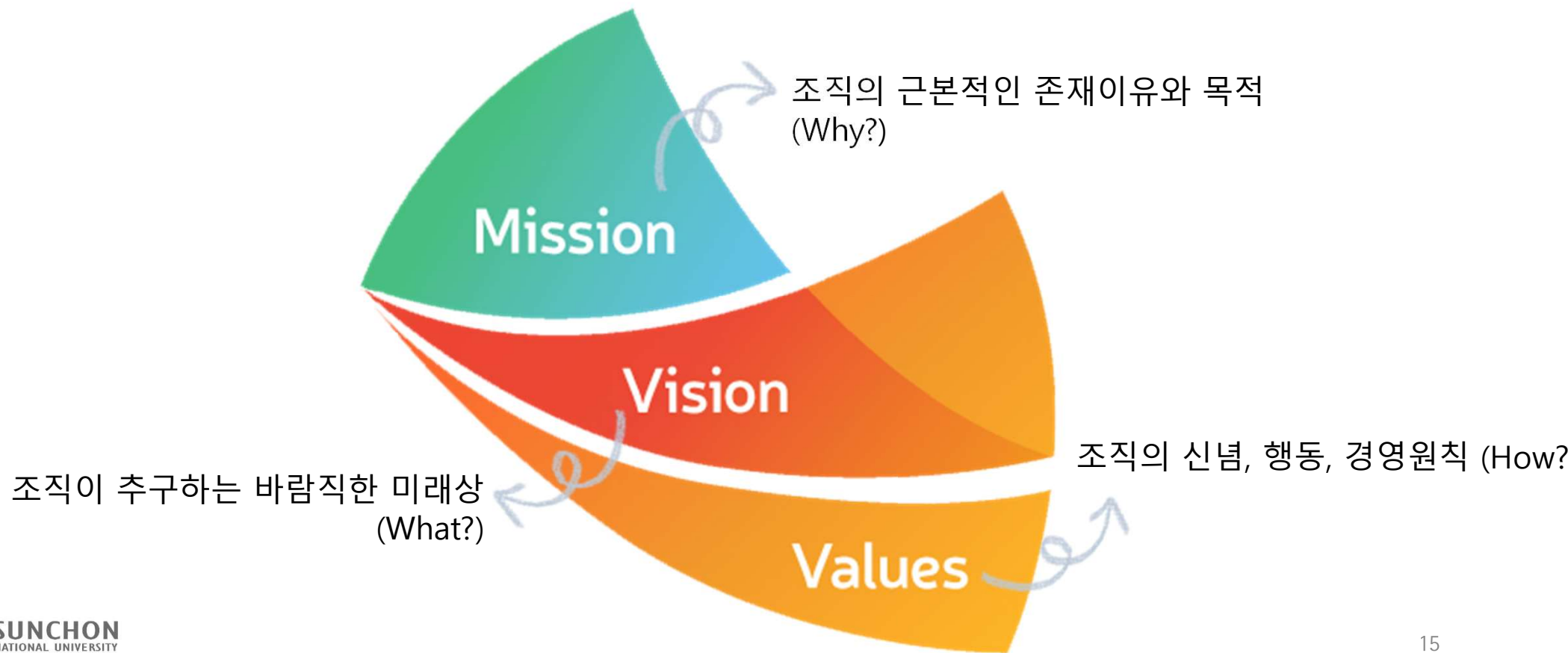
a start-up
Must Face down
and TACKLE...



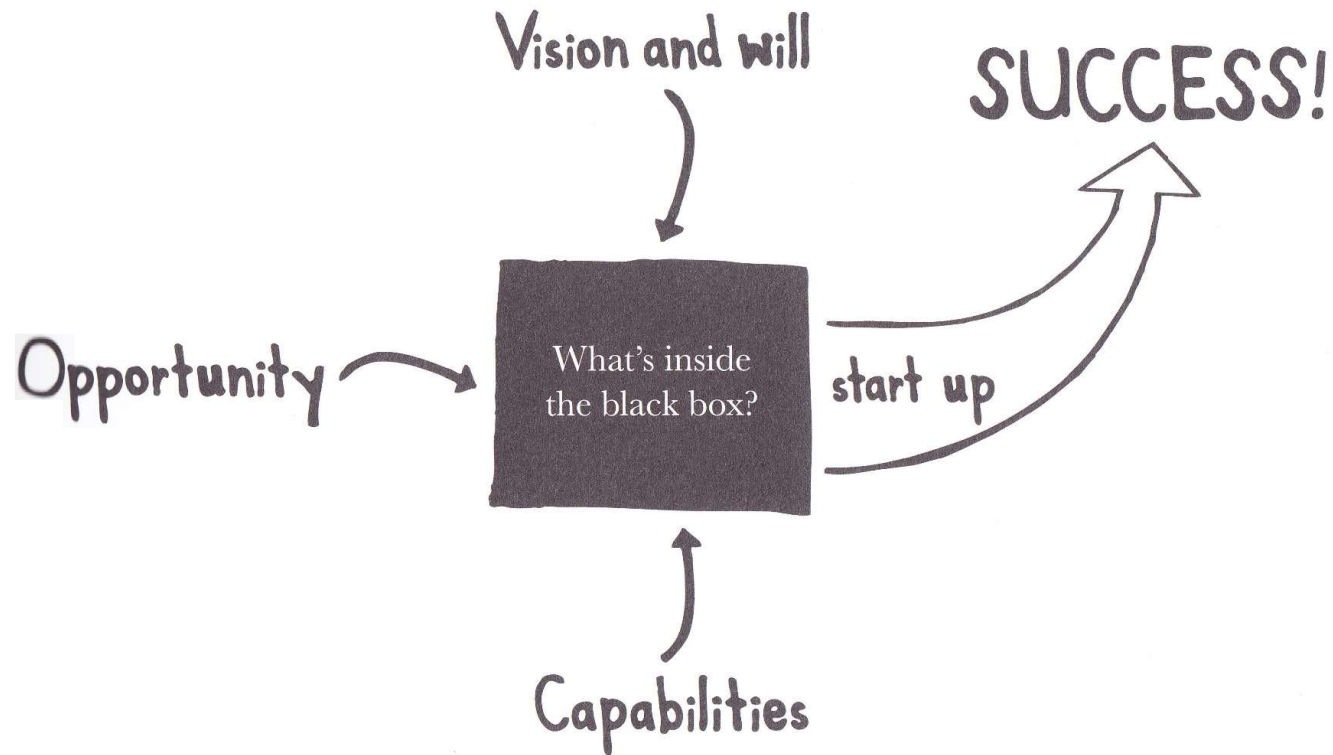
뚜렷한 경영철학이 있어야 한다.



뚜렷한 경영철학이 있어야 한다.



성공적인 창업을 위해서는...



창업가에게는 **전략**적 마인드가 필요하다



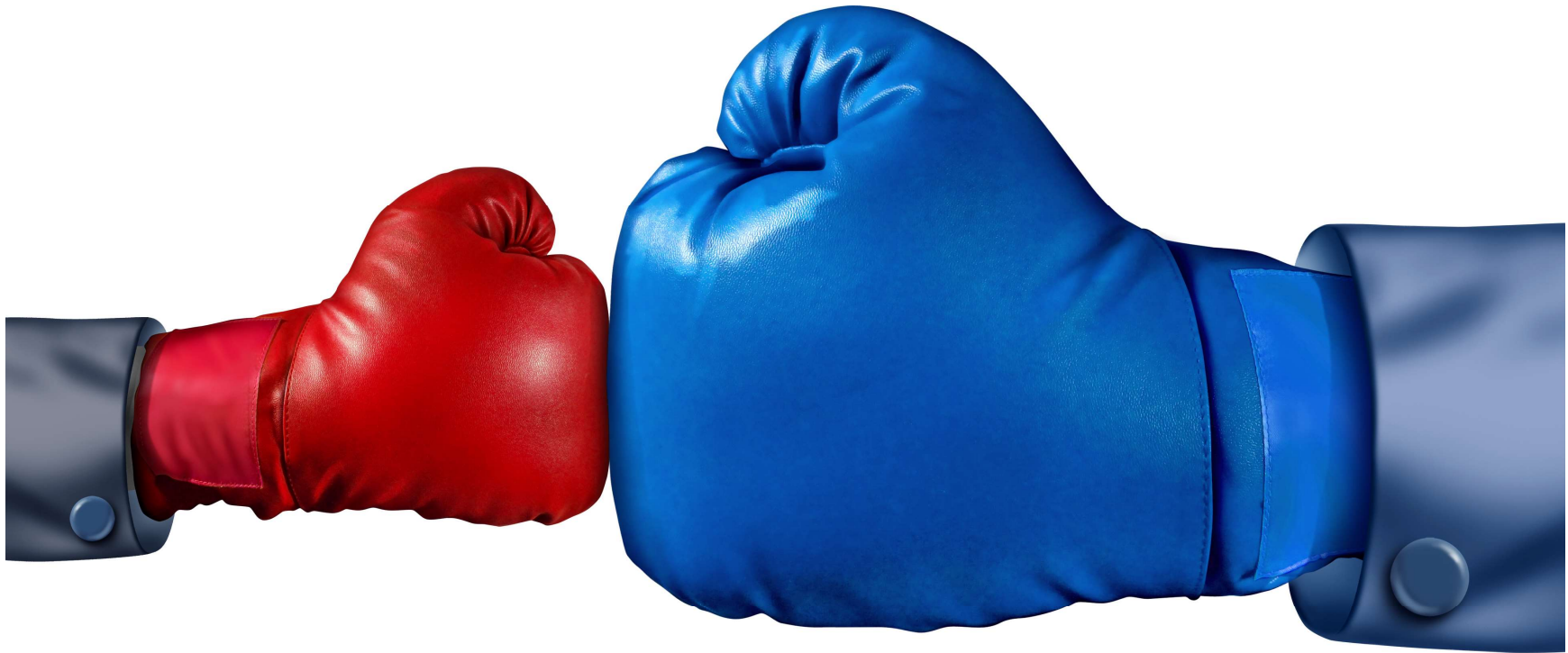
창업기업의 특성?



Liability of Newness?



Liability of Smallness?



핵심역량의 파악이 중요하다.



핵심역량 (core competence)

단순히 '잘하는' 활동이 아니라 경쟁기업과 비교하여 항상
그 기업이 더 잘할 수 있는 상대적인 경쟁능력을 의미함

core com·pe·ten·cy

noun

plural noun: **core competencies**

- a defining capability or advantage that distinguishes an enterprise from its competitors.
- a defined level of competence in a particular job or academic program.

핵심역량이 모방된다면?



STARBUCKS





비타민 음료



지속가능한 경쟁우위를 창출하려면...

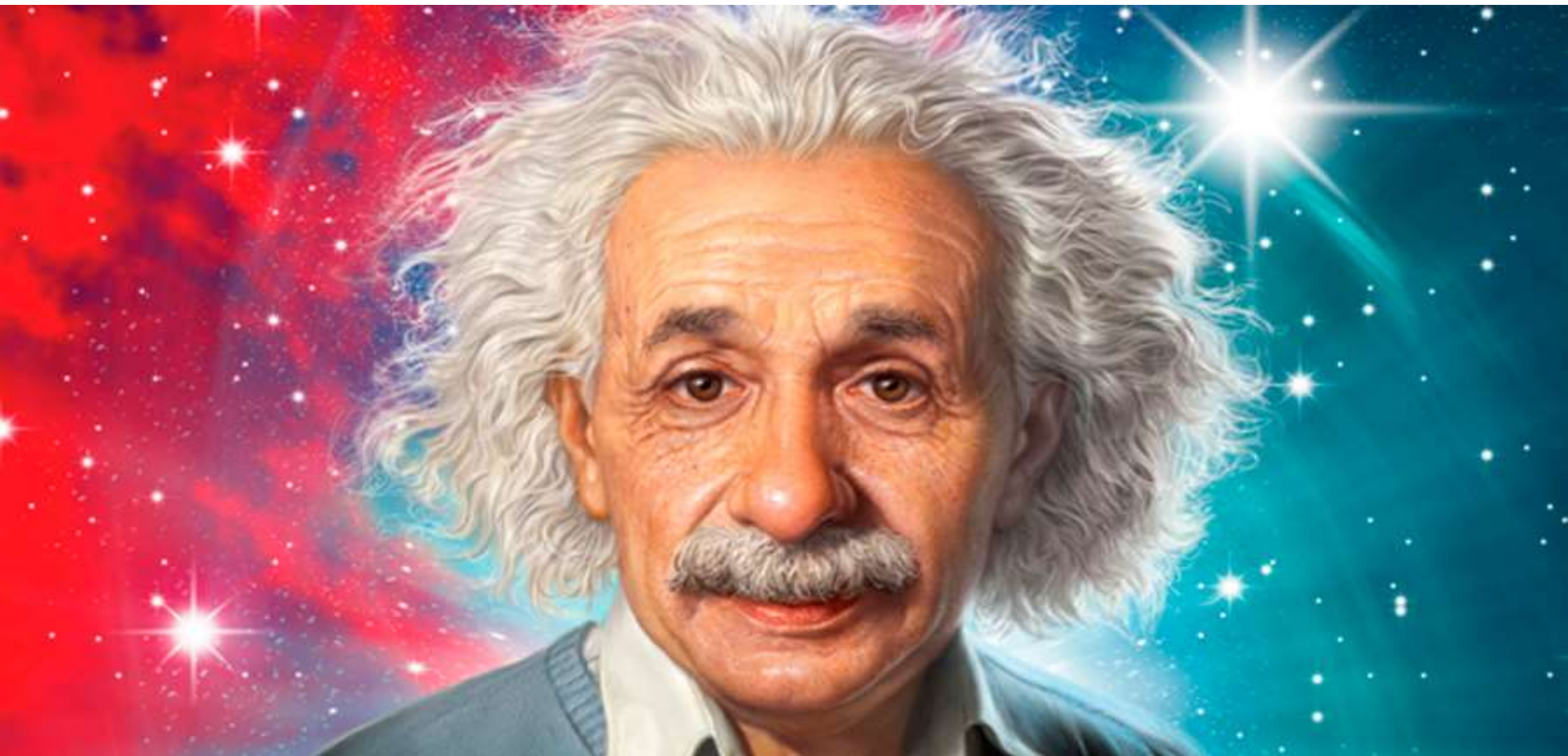


VRIO Model

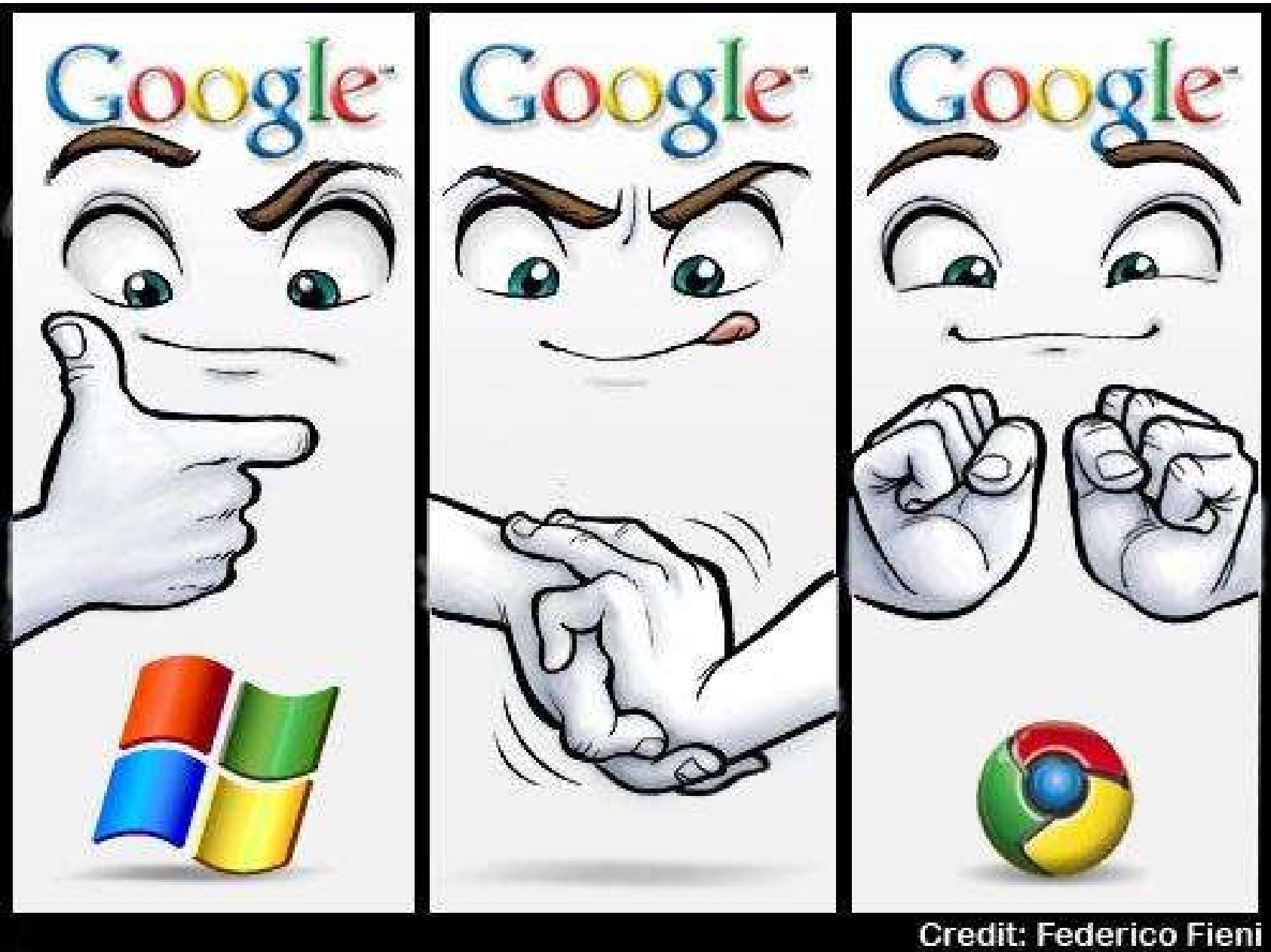
Is valuable?	Is rare?	Is difficult to imitate?	Is organization organized around?	What is the result?
NO				COMPETITIVE DISADVANTAGE
YES	NO			COMPETITIVE EQUALITY / PARITY
YES	YES	NO		TEMPORARY COMPETITIVE ADVANTAGE
YES	YES	YES	NO	UNUSED COMPETITIVE ADVANTAGE
YES	YES	YES	YES	LONG-TERM COMPETITIVE ADVANTAGE

경쟁기업이 쉽게 모방하지 못해야 한다.





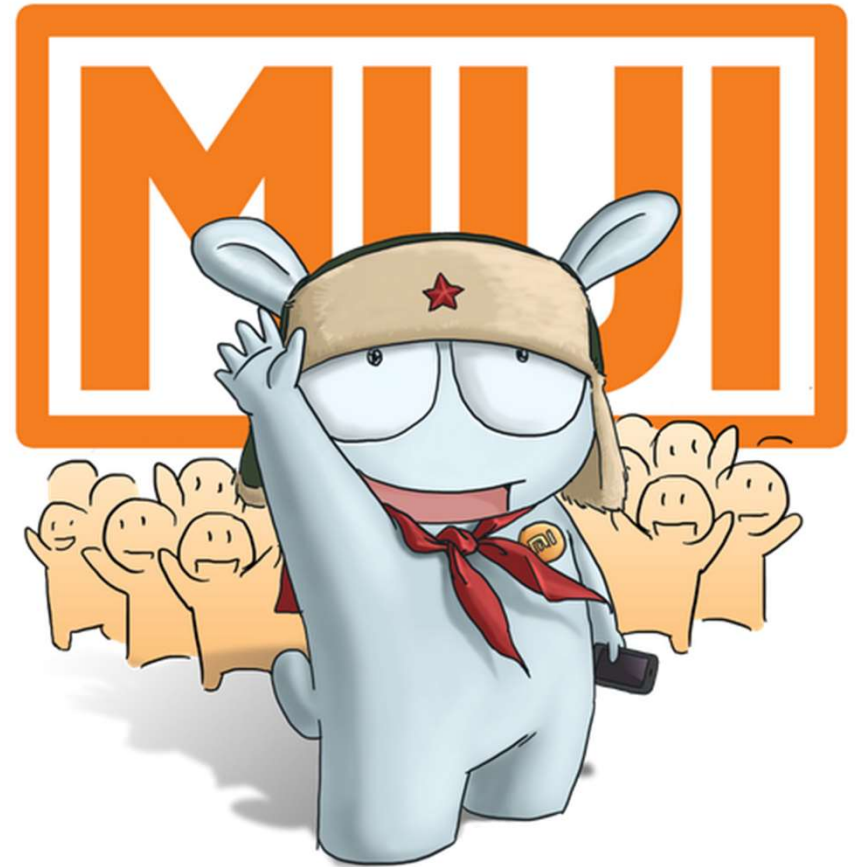
모방의 무서움



Credit: Federico Fieni

Zest + Esprit = Zespri





기회를 볼 수 있는 남다른 통찰력이 필요하다.



A blurred background image showing a person's arms and torso while they sit and read a book. The setting appears to be a library or study area, with bookshelves visible in the distance. A dark blue horizontal band is superimposed over the middle of the image, containing the text.

Never Stop Learning

John Frances Welch Jr.

혁신은 멈추어서는 안되는
기업의 습관적 행동이 되어야 함

Boiled Frog Syndrome



Boiled Frog Syndrome



성공 vs. 실패



기회에 대한 인식비교

글로벌 창업자	일반인
기회는 널려있다.	기회가 별로 없다.
기회는 찾기 쉽다.	나에게 좋은 기회가 잘 주어지지 않는다.
전통산업에도 여전히 기회가 많다.	정보기술이나 인터넷 같은 산업에 기회가 많다.

source: One Asia Investment Partners Interview Summary, 2013

자가발전 라디오/라이트



Lifestraw



Hippo Water Roller



hippo roller

Simple ideas. Changing lives.

Any Question ?