

# **Knowing Your Environment**

Country, Economy and Outlook

# statista 2

Data portal covering a wide variety of topics, drawn from private and public sources of information, including outlook and industry reports, infographics and results of studies from market research institutions.

https://www-statista-com.libproxy.smu.edu.sg/



Welcome, Singapore Management University!

Statistics -Reports ▼

Infographics

Services ▼

Global Survey (NEW)

My Account ▼



Outlooks -

#### Consumer Market Outlook

Tools ▼

Everything you need to know about Consumer Goods

#### **Digital Market Outlook**

Identify market potentials of the digital future

#### **Mobility Market Outlook**

Key topics in mobility

#### **Country Outlook**

Key economic and social indicators



#### Technology Market Outlook UPDATE

Insights into the world's most important technology markets



#### Advertising & Media Outlook NEW

Figures and insights about the advertising and media world



#### Industry Outlook (NEW)

Everything you need to know about the industry development

# a Platform

ies and 150+ countries

Statista Search

Q

Smartphone

China

Industry

**United States** 



me Price Index

Exchange rate (1 LCU in US\$)

Investments

Control of Corruption Index

Further key figures

#### Investments

in billion US\$

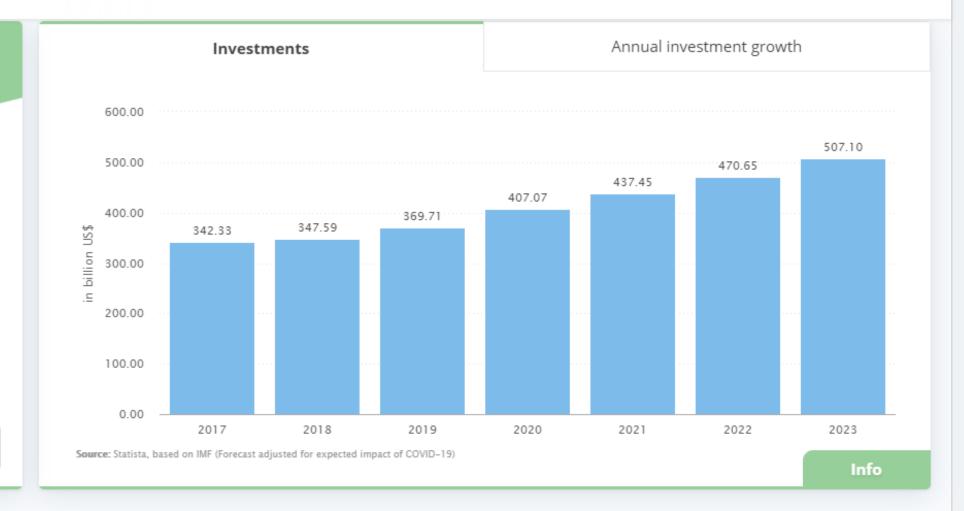
#### Reading Support

In 2023, the total investment in Indonesia is forecast to amount to US\$507.10bn.



🗼 XLS







Rrice Index

Exchange rate (1 LCU in US\$)

Investments

Control of Corruption Index

Further key figures

XLS

Source: Statista, based on IMF (Forecast adjusted for expected impact of COVID-19)

Info

#### Control of **Corruption Index** in points

#### **Reading Support**

With a value of 2.2 in 2017, the Control of Corruption Index was highest in New Zealand.











Source: Statista, based on World Bank @ Natural Earth

Info

Segment

Business Environment

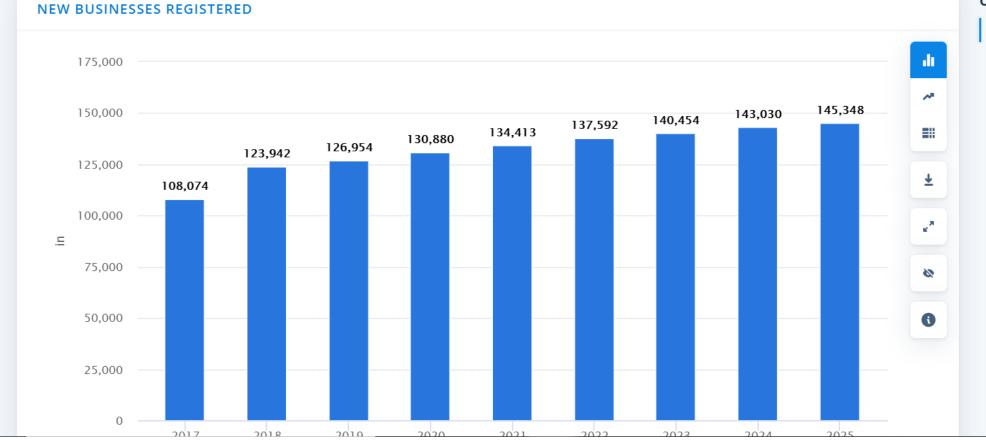
Country Indonesia ~ Compare to None

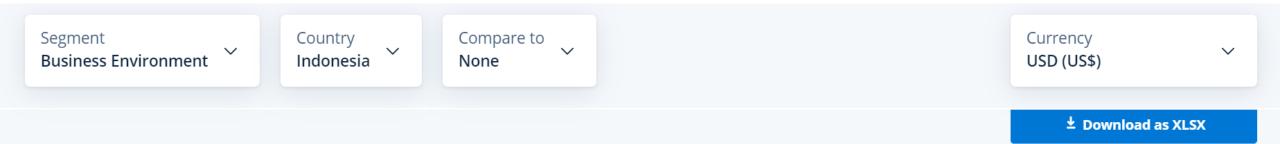
Currency USD (US\$)



New Businesses Registered
Foreign Direct Investment
Imports and Exports

Competitiveness Index Key Market Indicators





IMPORT VALUES OF COMMERCIAL SERVICES	IMPORT VALUES OF MERCHANDI	SE TRADE LOG	ISTIC CONDITIONS	INTERNATIONAL	TRADE	
	<b>*</b>	2012	2014 \$	2016 \$	2018 \$	
Efficiency of customs clearance		2.5	2.9	2.7	2.7	<u></u>
Quality of infrastructure		2.5	2.9	2.6	2 9	u <sup>28</sup>

EXPORT VALUES OF COMMERCIAL SERVICES

**EXPORT VALUES OF MERCHANDISE TRADE** 

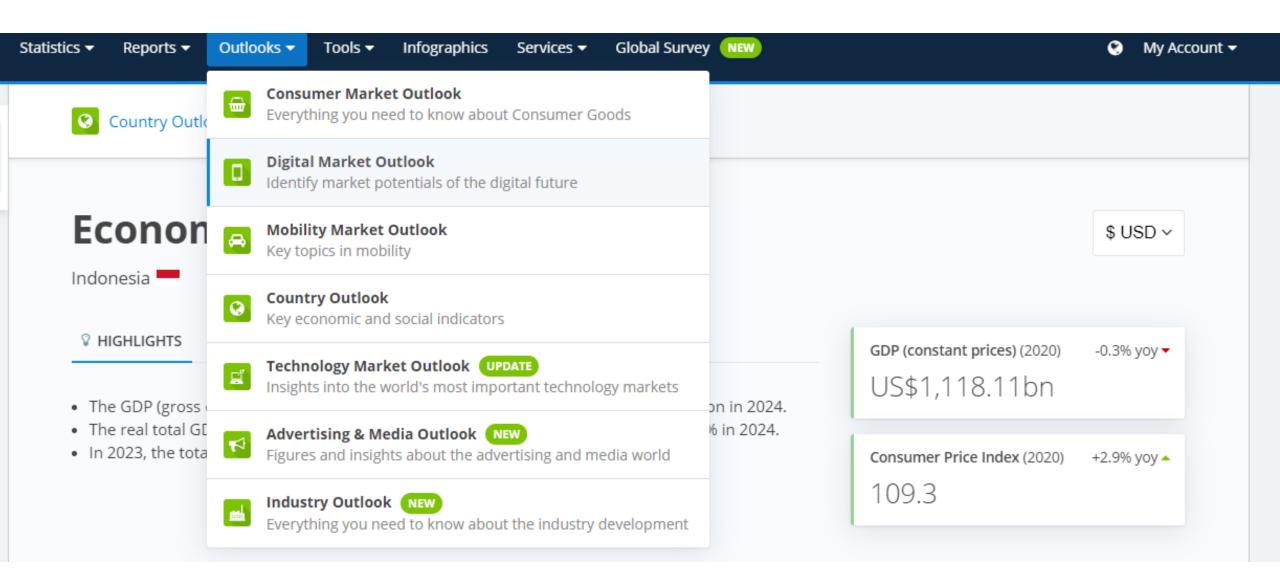
Notes: Based on IMF, World Bank, UN and Eurostat

**BUSINESS ADMINISTRATION** 

Most recent update: May 2021

Source: Statista

**EXCHANGE RATES** 

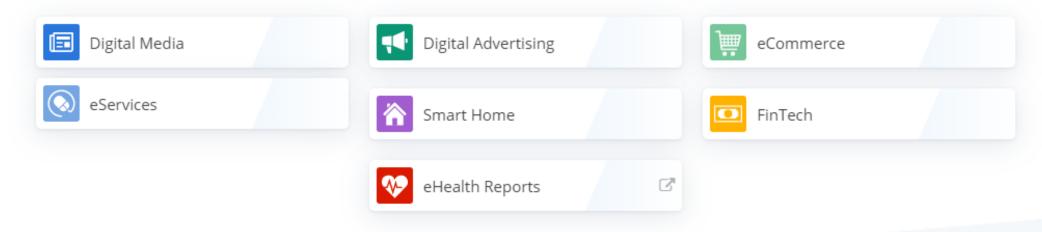


SMU Classification: Restricted



#### Get actionable data now

The Digital Market Outlook presents up-to-date figures on markets of the digital economy. The comparable key figures are based on extensive analyses of relevant indicators from the areas of society, economy, and technology.



Learn how to quickly gain insights to the digital future



Revenue Users ARPU Global Comparison Key Market Indicators



E PI

Source: Statista (Forecast adjusted for expected impact of COVID-19), August 2020

Info

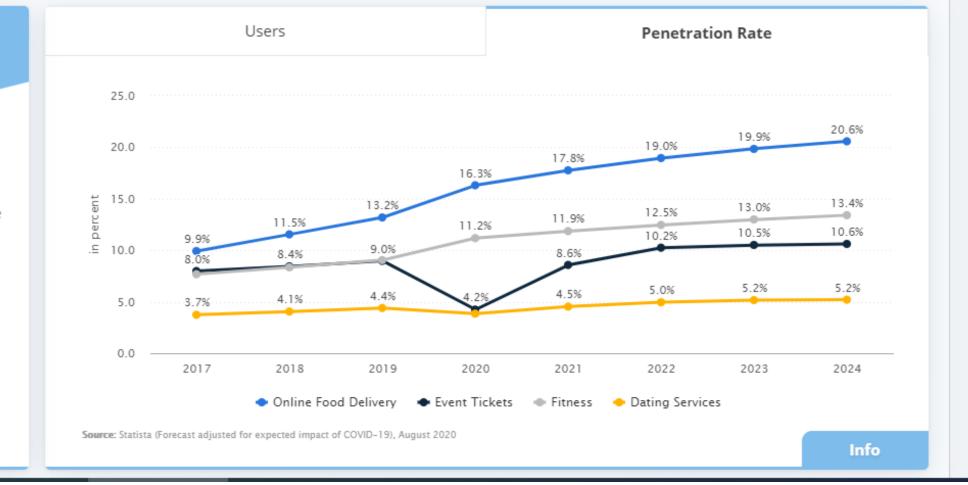
#### **Penetration Rate**

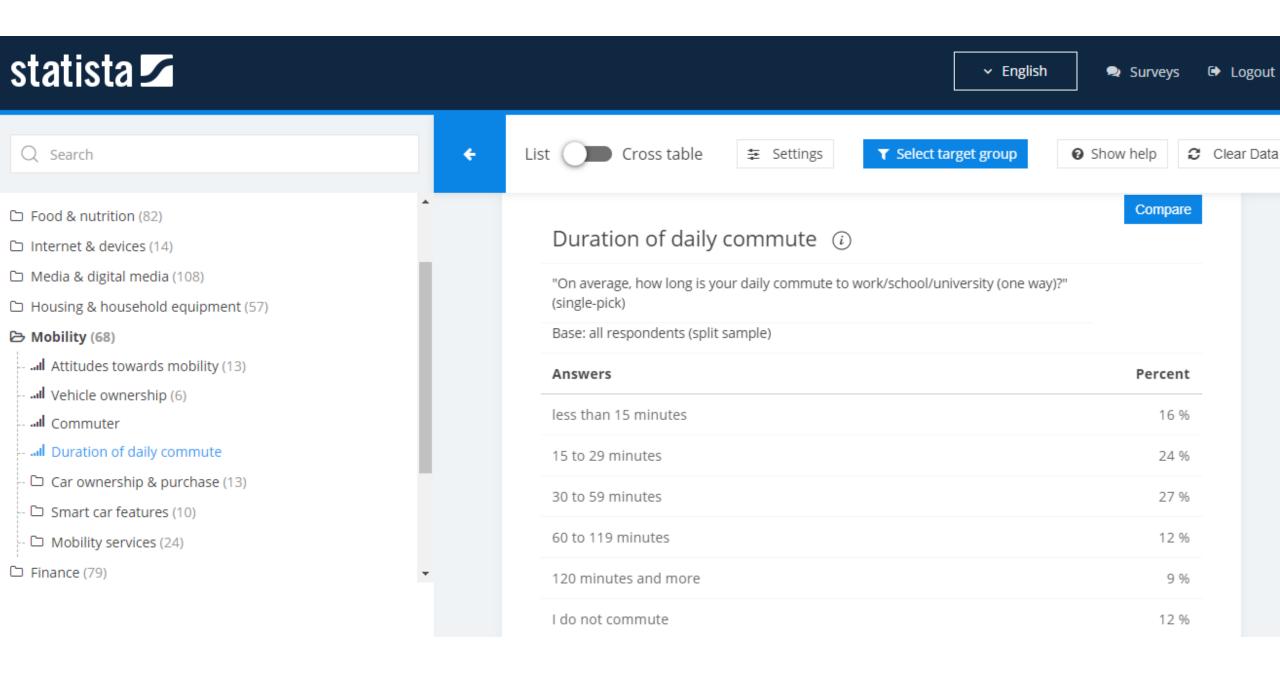
in percent

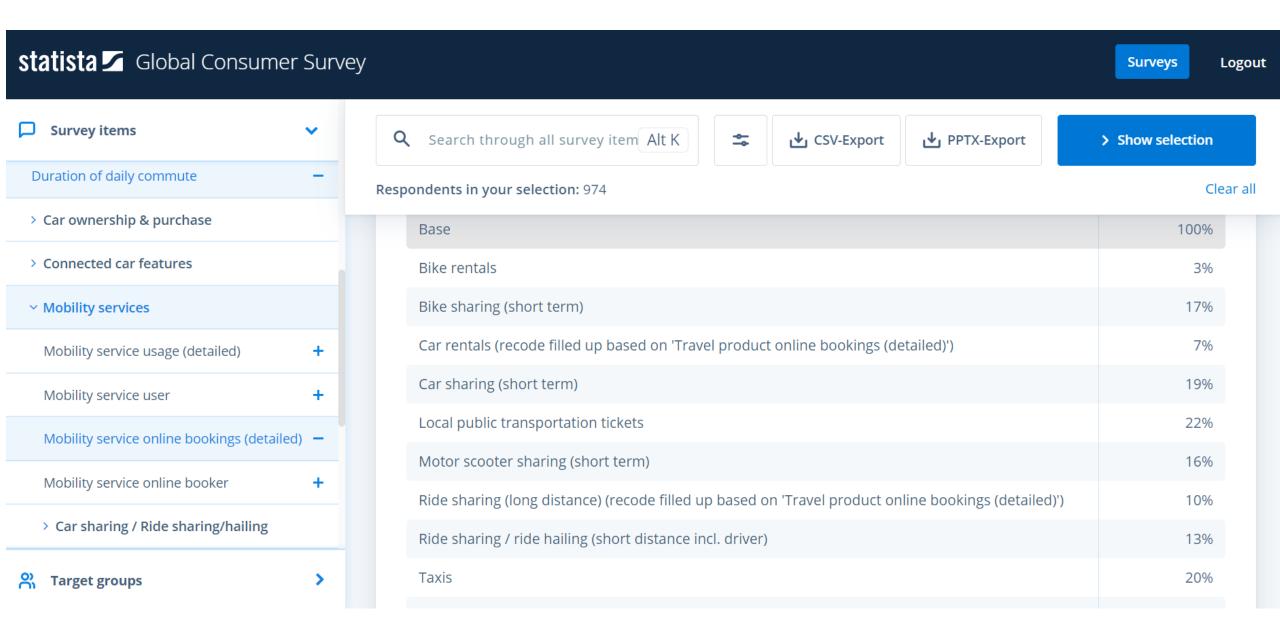
#### **Reading Support**

User penetration in the Online Food Delivery segment will be at 16.3% in 2020.









# No target groups available Standard target groups Demographic target groups ☐ Gender □ Age Later adolescence Young adults Young middle agers Middle agers Best agers

#### CHARACTERISTICS



Age (as in quota)

☑ 25 - 34 years

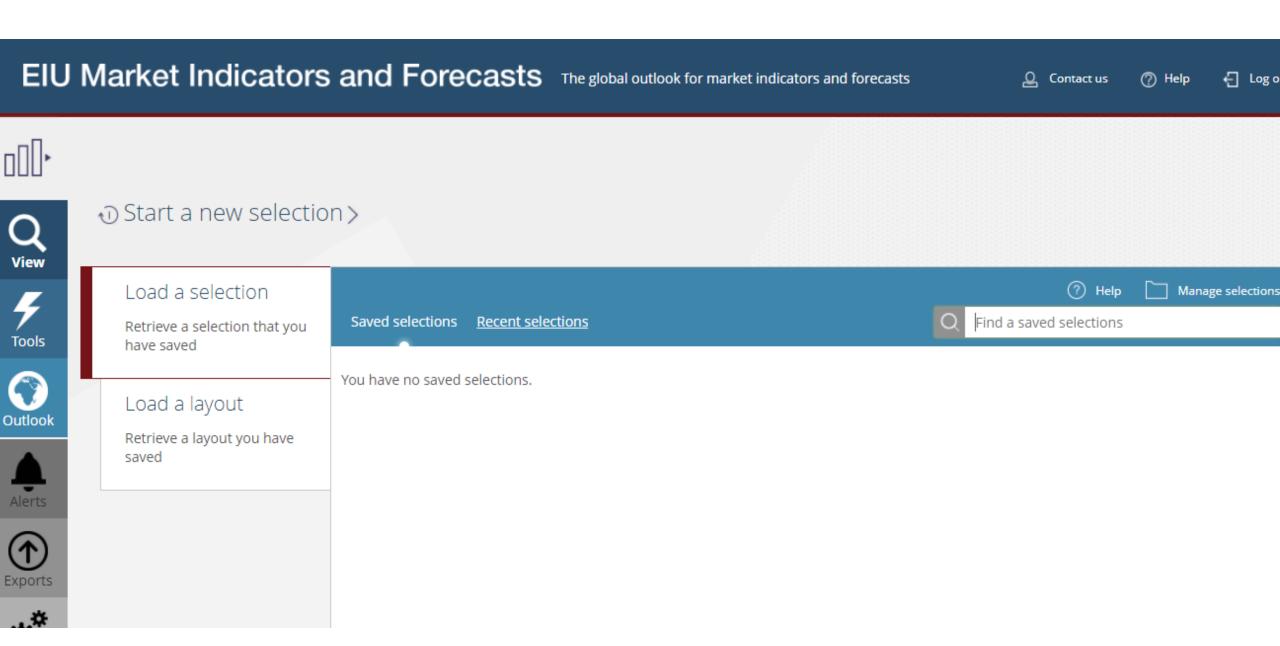
SMU Classification: Restricted

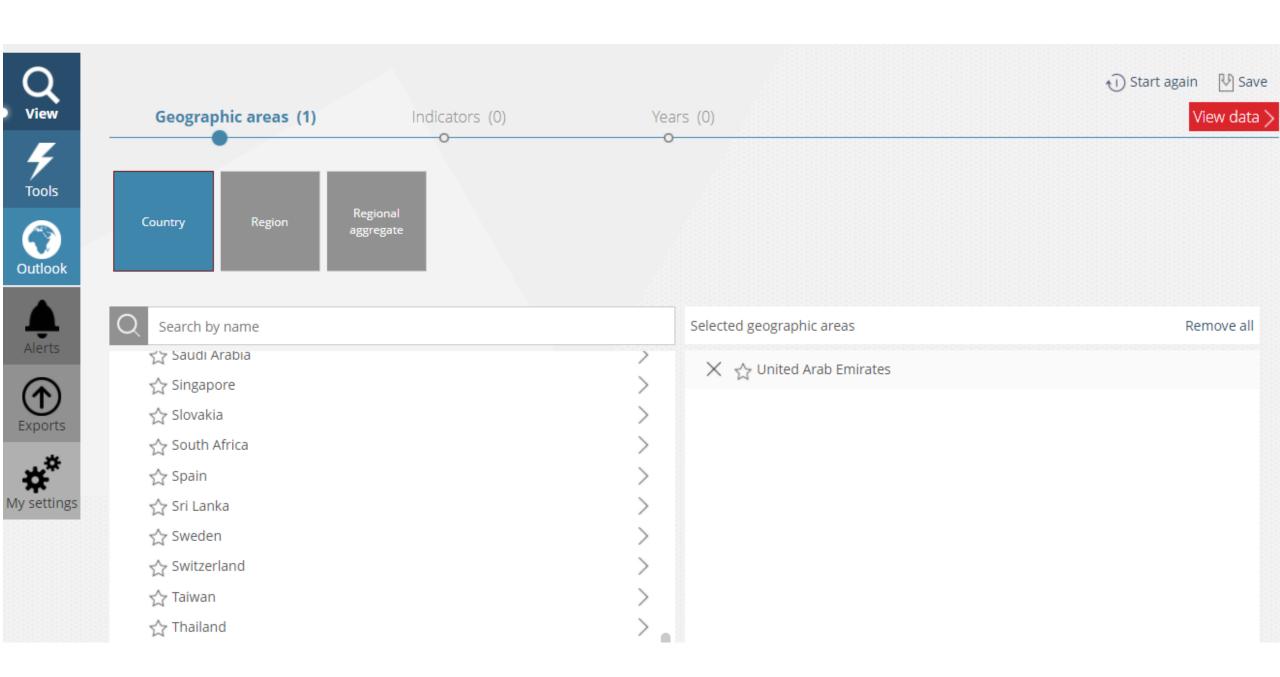


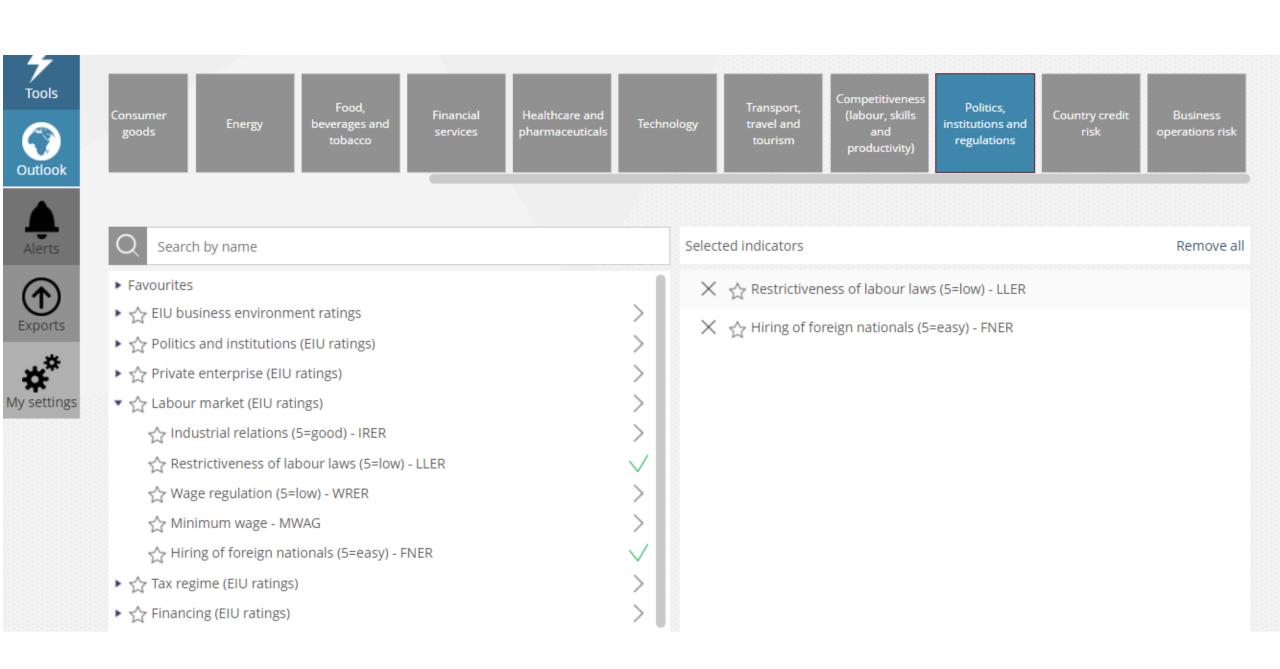


# **EIU Market Indicators & Forecasts**Global outlook for market indicators and forecasts

http://libproxy.smu.edu.sg/login?url=https://eiumif.bvdinfo.com/ip







Q	Geog	graphic areas	(1)	Indicato	rs (2)		Years (11)			
Tools	2050	2049	2048	2047	2046	2045	2044	2043	2042	2041
Outlook	2040	2039	2038	2037	2036	2035	2034	2033	2032	2031
Outlook	2030	2029	2028	2027	2026	2025	2024	2023	2022	2021
Alerts	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
<b>①</b>	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Exports	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991
My settings	1990									

#### EIU Market Indicators and Forecasts The global outlook for market indicators and forecasts Contact us (?) Help ← Log out Save S Options Excel Back to selection **UNITED ARAB EMIRATES** Hide marked row(s) Show all rows Code Indicator Unit 2015 2016 2017 2018 2019 2020 2021 2022 LLER Restrictiveness of labour la... R 4 4 4 4 4 4 4 4 Tools **FNER** Hiring of foreign nationals (... R Estimate Click on a code or a figure in a table to get more information Actual Forecast







# **Knowing your Industry & Market**

### Market Research

#### What?

• Gathering information to better understand the company's target market & size (the industry it is in), it's customers and it's competitors.

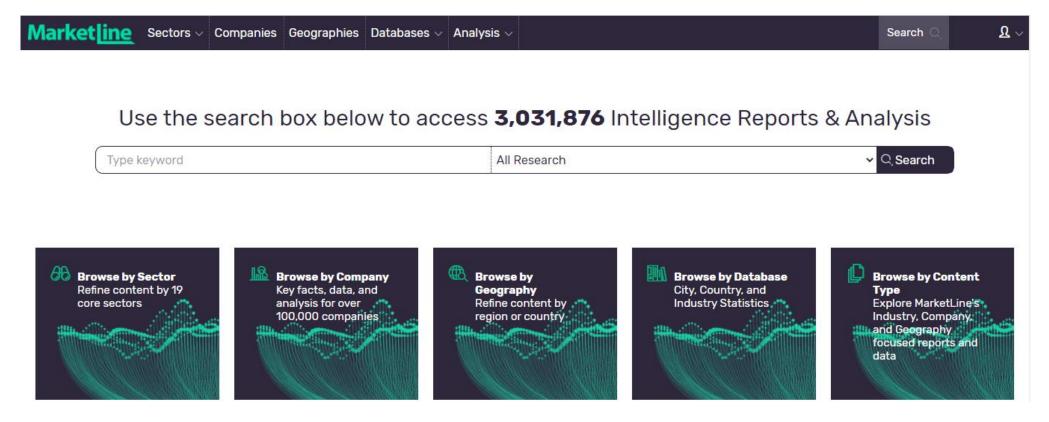
#### How?

 Market Research can be collected using Primary Data and Secondary Data.

### Primary Data & Secondary Data

- Primary data refers to the first hand data gathered by the researcher themselves.
- Secondary Data refers to second hand data collected by someone other than the researchers and is usually readily available from other sources

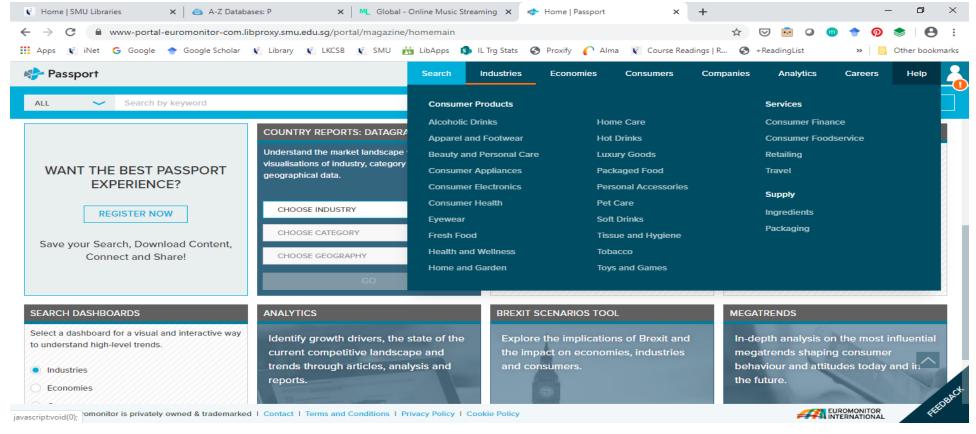
### Databases: MarketLine



MarketLine Advantage offers a large collection of reports and data. The content includes case studies, reports on countries, industries and companies, company news and financial deals.

SMU Classification: Restricted

# Databases: Passport



Passport is an integrated database providing key business intelligence on countries, markets, and consumers. It focuses on fast moving consumer goods and provides users with historical statistics, forecasts, analysis of consumer lifestyles, brand and company information, and full-text market analysis.

https://www-portal-euromonitor-com.libproxy.smu.edu.sg/portal/magazine/homemain

STATISTICS ANALYSIS MARKET SIZES GEOGRAPHIES

CATEGORIES AND TOPICS

COMPANIES

BRANDS

Aggregated sales in a time series by standard data types, per capita and growth.

Beer Singapore

VIEW FULL DATA SET

#### **COMPANY SHARES**

Share of sales and actual sales by company in a time series by standard data types.

Beer Singapore

VIEW FULL DATA SET

#### **BRAND SHARES**

Share of sales and actual sales by brand in a time series by standard data types.

Beer Singapore

VIEW FULL DATA SET

#### DISTRIBUTION

Share of sales and actual sales in a time series by standard channel types.

Beer Singapore

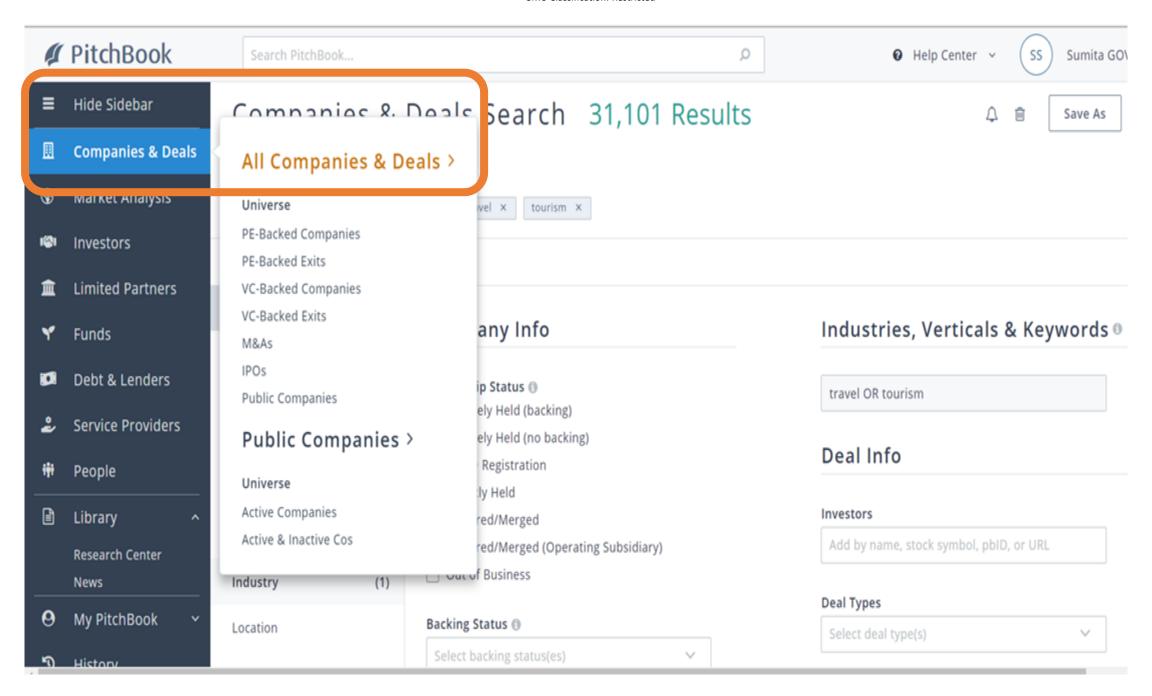
### Databases: Pitchbook

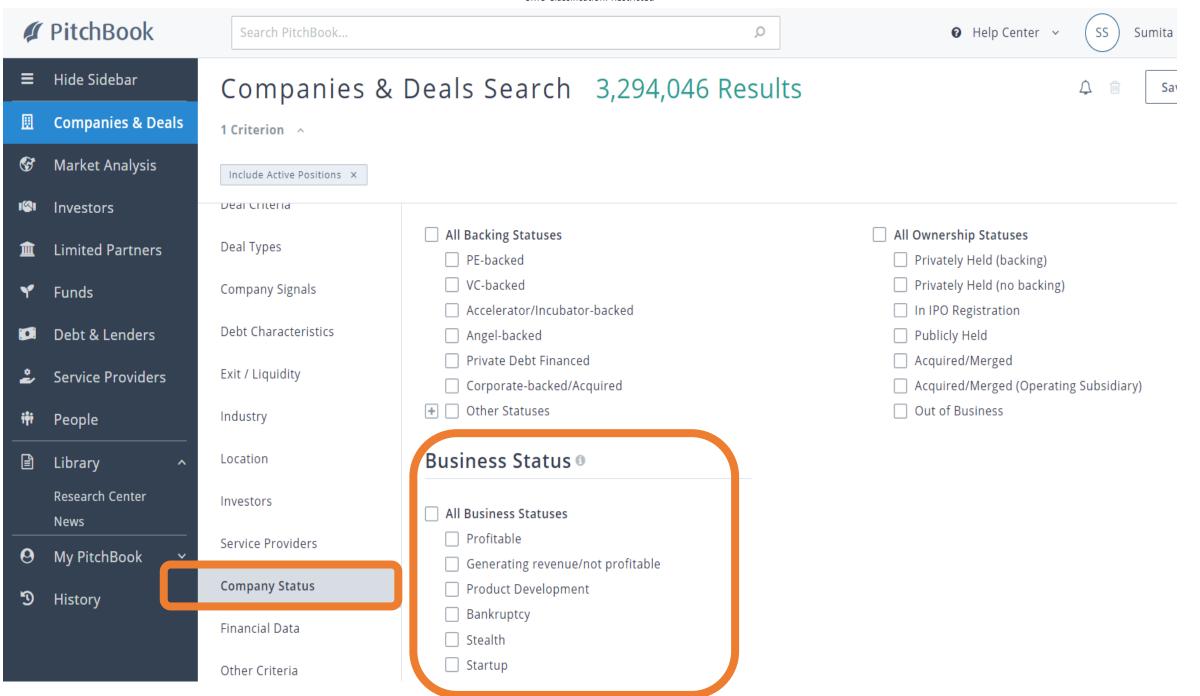


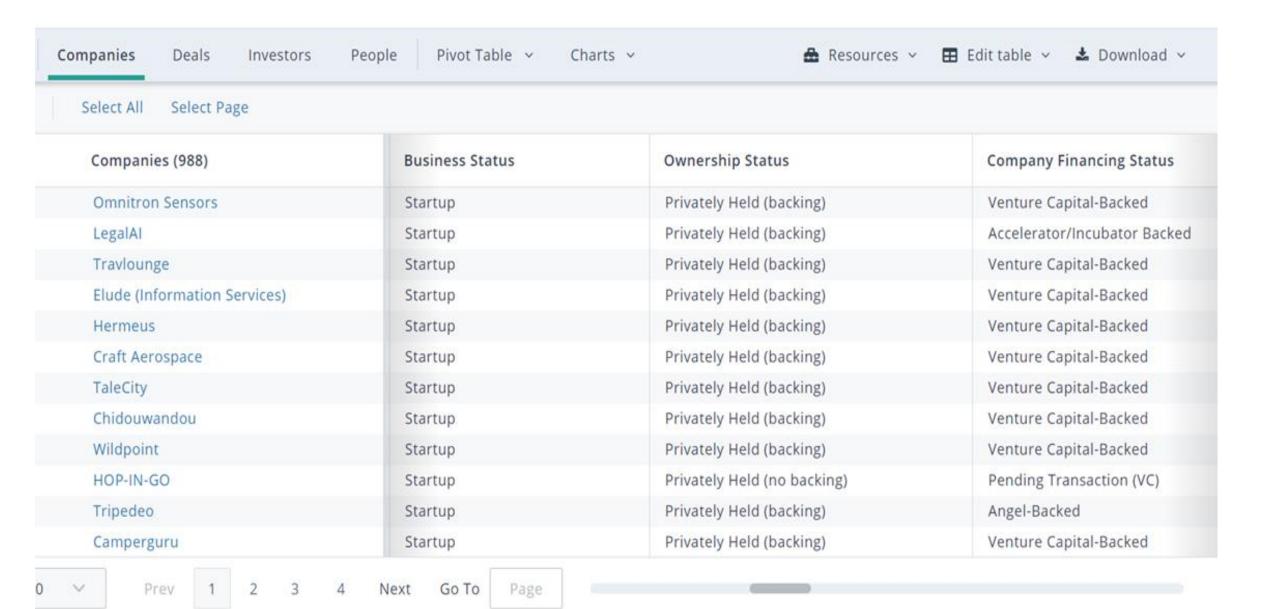
PRODUCTS SOLUTIONS DATA NEWS & ANALYSIS ABOUT BLOG

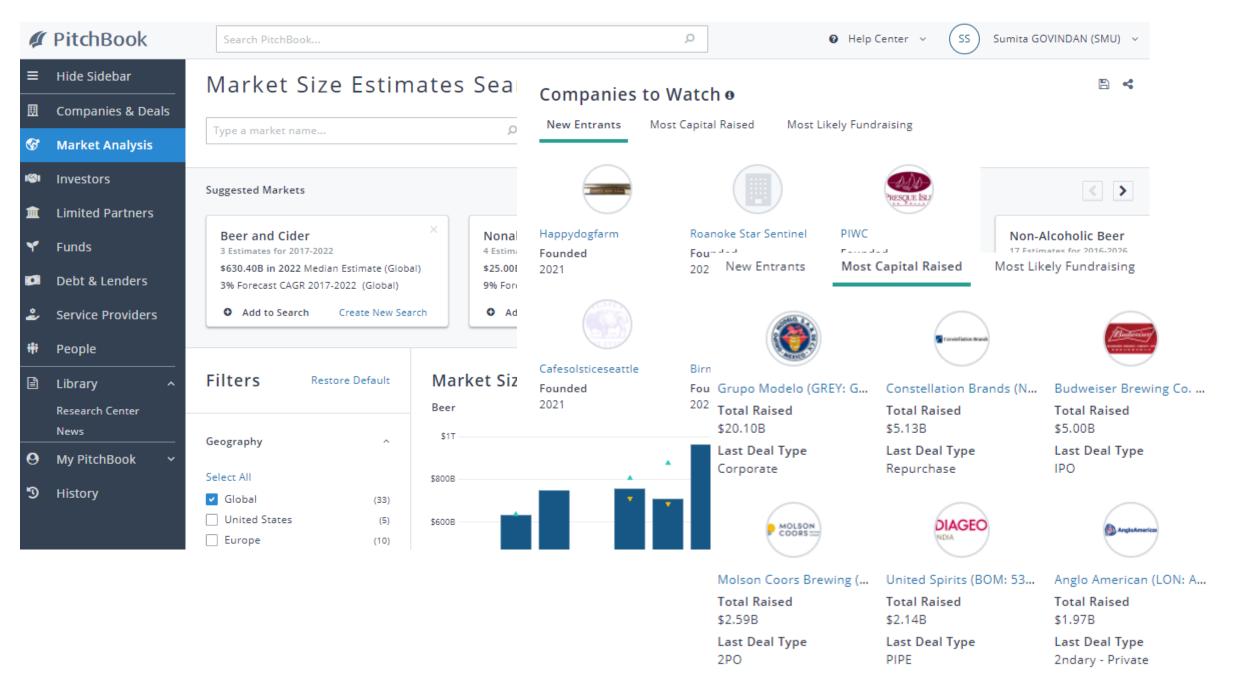


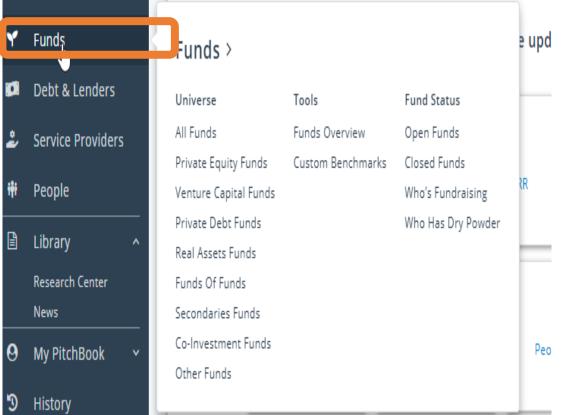
PitchBook contains data on start-ups, their valuations and investment deals (by Private Equity firms, VCs and angel investors), along with their exits (acquisitions, IPOs, closings) for over two decades.











S	<b>PitchBook</b>	Search PitchBook		٥	Help	Center v (SS) S
		Companies & D	☐ Venture Capital	☐ Business Developmen ☐ Family Office ☐ Fund of Funds ☐ Fundless Sponsor	t Company	Δ 🕯
<b>⊗</b>	,	Include Active Positions X		Government Holding Company		
Î		Key Fields  Deal Criteria	Private Equity PE/Buyout	☐ Hedge Fund ☐ Impact Investing ☐ Infrastructure		rer Info
Y	Funds	Deal Types	Growth/Expansion Mezzanine	☐ Investment Bank ☐ Leasing		eywords ①
2	Debt & Lenders Service Providers	Company Signals  Debt Characteristics	Other Private Equity  Strategic Acquirers	<ul><li>☐ Lender/Debt Provider</li><li>★ ☐ Limited Partner</li><li>☐ Merchant Banking Firr</li></ul>	n	, кеукогаз
<b>i</b> †i	People	Exit / Liquidity	Corporation  Select investor type(s)	▼		
	Library ^ Research Center	Industry	Only search primary type		Ownership Status  Privately Held (backing)  Privately Held (no backing)	
	News  My PitchBook	Location Investors	Investor Locations  Pelect location(s)	<b>V</b>	☐ In IPO Registration ☐ Publicly Held	ucking)
5	History	Service Providers	Search HQ Only  Search Non-HQ Only			Operating Subsidiary)
		Company Status	Any Office Location		Out of Business	

**Emerging Tech and Private Company Research** 

#### Private Market Research

Market Reports on VC, PE and M&A from PitchBook	Asset Class   √	Private Company and Industry Reports from PitchBook	Report Type   √
2020 Annual Global Private Debt Report  Dylan Cox   27-Jan-2021   Market Update   13 Pages	Private Equity	Q4 2020 Emerging Tech Research: Information Security Brendan Burke   29-Jan-2021   Emerging Technology Research   94 Pages	Emerging Technology Research
2020 Annual European Venture Report  Nalin Patel   25-Jan-2021   Market Update   13 Pages	Venture Capital	Q1 2021 PitchBook Analyst Note: Cultivating Opportunities in Indoor Farming Alex Frederick   22-Jan-2021   Analyst Note   13 Pages	Analyst Note
Q1 2021 PitchBook Analyst Note: Cultivating Opportunities in Indoor Farming Alex Frederick   22-Jan-2021   Analyst Note   13 Pages	Venture Capital	Q1 2021 PitchBook Analyst Note: The EV/Mobility SPAC Handbook Asad Hussain   15-Jan-2021   Analyst Note   40 Pages	Analyst Note
2020 Annual North American M&A Report  Wylie Fernyhough   20-Jan-2021   Market Update   13  Pages	Private Equity, M&A	Q3 2020 Emerging Tech Research: Cloudtech: DevOps Paul Condra   21-Dec-2020   Emerging Technology	Emerging Technology Research
2020 Annual European PE Breakdown  Dominick Mondesir   19-Jan-2021   Market Update   16  Pages	Private Equity	Q4 2020 PitchBook Analyst Note: Robots in the Kitchen Alex Frederick   17-Dec-2020   Analyst Note   13 Pages	Analyst Note

# Knowing your funding



### HOW TO START A START-UP by Anna Vital











live in the future, ahead of your time



write it down and bounce ideas around

make a prototype

**show** the prototype to 100 people







look for funding d build version one at the same time



register your C-corp, find a co-founder







follow up with users. Are they coming back?



yes, they are coming back

and less come

get to 1,000 Users

grow 5% a week (hard, but proven possible)



launch again (after iterating) launch until users stay (AirBnB launched 3 times)



keep growing for another 4 years, and at that rate you will reach 25 million users



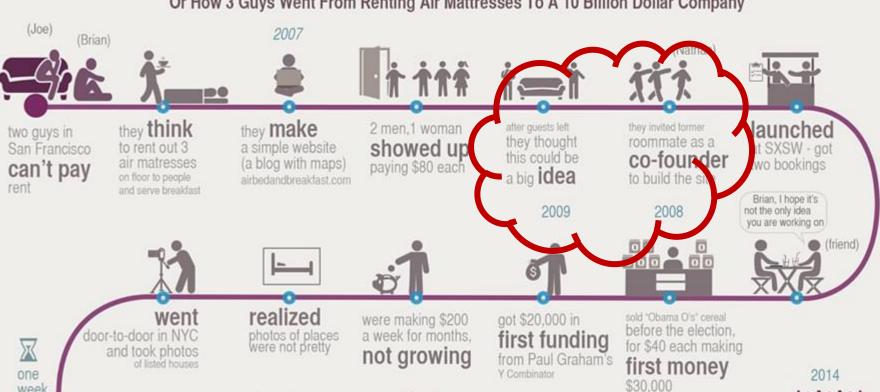
success

FOT Funders and Founders

# HOW AIRBNB STARTED

BY ANNA VITAL

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company





learn

to code

after wo



it felt C

F&T Funde

made \$400 a week started to **Grow** made B an iPho

week

later



were rejected by a famous VC in New York (Fred Wilson)



Barry Manilow's (a famous singer) drummer rents an entire house

raised \$600,000 seed round from Sequoia

raised \$7.2 million. then \$112 million from many investors

and Ashton Kutcher

2010-2011

\$10 BILLION VALUATION

101010



in 2014, Alibaba raised



# Where to look for money?

- Bank Loans
- Grants
- Investments

# Funding: Bank Loans

- Different banks & multiple types of loans
- Requirements vary
- Collateral and/or credit approval

## **Funding: Grants**

- Encourage businesses to expand
- Enterprise Singapore
  - For startups
    - Startup SG
  - For local companies
    - Global Company Partnership
    - Market Readiness Assistance
  - For partners (e.g., trade associations)

SMU Classification: Restricted

# **Funding: Grants**



How to apply for a grant

# Funding: Investments

• "Angel Investors" / "Venture Capitalists" / "VC firms"

- Startup SG Equity: SEEDS Capital and SGInnovate
- EDBI (Premier Asian investor with headquarters in Singapore)

## Research in Google

- Bank Loan AND Startup
- Startup AND Grant AND government
- Startup AND Invest
- Startup AND venture capital

## Research in Library Resources

Library search: startup AND funding

### **Books and Videos:**

- The art of startup fundraising: pitching investors, negotiating the deal, and everyt hing else entrepreneurs need to know
- Crack the funding code: how investors think and what they need to hear to fund your startup
- The entrepreneurial bible to venture capital: inside secrets from the leaders in the estartup game
- The Economics of Crowdfunding: Startups, Portals and Investor Behaviour
- <u>Stephano Kim Discusses Resources For Funding a Startup (video)</u>

### Research in Databases

- Bloomberg
- Crunchbase
- PitchBook
- FactSet
- Prequin
- SDC Platinum

### Research in Databases

### Crunchbase:

 A platform for finding business information about private and public companies. Crunchbase information includes investments and funding information, founding members and individuals in leadership positions, mergers and acquisitions, news, and industry trends.

 To access this database, please send an e-mail to library@smu.edu.sg for the login details.

### crunchbase pro

Q Search Crunchbase

Advanced ~



#### MY CRUNCHBASE

- My Follows
- My Lists
- Q My Saved Searches
- 1 Import Lists

#### **EXPLORE**

- Search Companies
- Discover Hubs
- \$ Find Investors

### Activity From My Follows

Add a company to your feed

### HIDE SUGGESTIONS



Dashing

**FOLLOW** 



Entrata

⊕ FOLLOW



- People
- \$ Investors
- S Funding Rounds
- → Acquisitions
- Schools



- Query Builder

⊕ FOLLOW

#### Search Investors People \$ Investors **\$** Funding Rounds >> Acquisitions Schools **Events** Hubs **Q** Saved < PREV 1-50 NEXT > of 100,000+ results EDIT VIEW ■ EXPORT TO CSV **Filters** CLEAR Organization/Perso... V 1= Number of Inve... ~ Number of Exits V Investor Type ~ Investment Stage > **S=** Overview $\wedge$ EASME - EU Exec... 3,723 Government Office Headquarters Location Q E.g. Japan, Boston, Europe Y Combinator 3,198 Accelerator Debt, Early Stage Venture, ... Type **Techstars** 2.879 Accelerator, Venture Capital Debt, Early Stage Venture, ... ∇enture Capital ☐ Individual/Angel 500 Startups 2,342 Accelerator, Venture Capital Early Stage Venture, Seed Private Equity Firm ☐ Accelerator SOSV SOSV 1,755 Accelerator, Venture Capital Debt, Early Stage Venture, ... + MORE OPTIONS NEW Many Enterprise A 1 657 Monture Conitel Forly Ctogo Monturo Loto C.

### Research in Databases

PitchBook: Contains data on start-ups, their valuations and investment deals (by Private Equity firms, VCs and angel investors), along with their exits (acquisitions, IPOs, closings) for over two decades.

# Research Guide - Equities

### Equities: Private Equity

Search this Guide

Buide to useful resources for equity analysis

Analyst/Research Reports **Books Articles Find Data Web Resources** Private Equity **Venture Capital** Databases

#### · Bloomberg Professional Service

Bloomberg provides real-time and historical pricing, indicative and fundamental data, charts and graphs on different topics, customized analytics, and market news. Use this database to obtain financial and business information, including real-time and intra-day data.

Access to the databases in Investment Studio is temporarily not available due to the circuit breaker. To access this database, please send an e-mail to library@smu.edu.sg for further assistance.

#### Crunchbase

Crunchbase is a platform for finding business information about private and public companies. Crunchbase information includes investments and funding information, founding members and individuals in leadership positions, mergers and acquisitions, news, and industry trends. To access this database, please send an e-mail to library@smu.edu.sg for the login details.

FactSet

FactSet provides data and analytics for global financial and economic markets.

Use FactSet to access news and quotes, company and industry analysis and reports, screening features, and tools to analyze securities and portfolios.

Access to the databases in Investment Studio is temporarily not available due to the circuit breaker. To access this database, please send an e-mail to library@smu.edu.sg for further assistance.

. J.P. Morgan Research

This database features thousands of analyst reports covering over 3,000 global companies and all

### Equities: Venture Capital

'Guide to useful resources for equity analysis

Books Articles Find Data Analyst/Research Reports **Web Resources** News Home Databases Videos Bloomberg Professional Service Bloomberg provides real-time and historical pricing, indicative and fundamental data, charts and

Access to the databases in Investment Studio is temporarily not available due to the circuit breaker. To access this database, please send an e-mail to library@smu.edu.sg for further assistance.

graphs on different topics, customized analytics, and market news. Use this database to obtain

Crunchbase

Crunchbase is a platform for finding business information about private and public companies. Crunchbase information includes investments and funding information, founding members and individuals in leadership positions, mergers and acquisitions, news, and industry trends. To access this database, please send an e-mail to library@smu.edu.sg for the login details.

FactSet

FactSet provides data and analytics for global financial and economic markets.

financial and business information, including real-time and intra-day data.

Use FactSet to access news and quotes, company and industry analysis and reports, screening features, and tools to analyze securities and portfolios.

Access to the databases in Investment Studio is temporarily not available due to the circuit breaker. To access this database, please send an e-mail to library@smu.edu.sg for further assistance.

Pregin

If You Know Nothing About Venture Capital, Watch This First

**Private Equity** 



Venture Capital

#### Selected print books & eBooks



#### Angels, Dragons and Vultures by Simon Acland

Search this Guide

Call Number: U00064793G ISBN: 9781857885514 Publication Date: 2010-10-21

## Other Support

- Business Toolkits
- SME Portal
- Trade / industry associations (e.g., <u>Singapore Action Community for Entrepreneurship</u>)

# Need Help?

Melody Chin, Research Librarian, Economics	melodychin@smu.edu.sg
Sumita Govindan, Research Librarian, Business	sumitag@smu.edu.sg
Xia Wei, Research Librarian, Information Systems	weixia@smu.edu.sg