Run the Business Like a Scientist
How to Apply Scientific Training in Business World

YE Rui, PhD
YE Rui -- 3 tags

Researcher

Science popularization

entrepreneurs
Career

Product Director
IPO 2022

Co-founder
UNISKIN 优时颜

SBCVC
软银中国资本

SEQUOIA CAPITAL
红杉资本

400M, 2021
Not everyone can be a scientist, but everyone can benefit from scientific training.
Run business like a scientist

• A formula to start a business
• Critical thinking to your product
• Main/confounding factor in your business model
• Create your own company operation “protocol”
A formula to **start** a business

Specialty? Yes, but not enough
A formula to **start** a business

A good business = Market size × growth rate × unmet need

- Market size
- Ingredient v.s. product
- Growth rate (market segmentation)
- Unmet need
Critical thinking to your product

Critical thinking is the analysis of facts to form a judgment. The subject is complex, and several different definitions exist, which generally include the rational, skeptical, unbiased analysis, or evaluation of factual evidence.

You will never win a war by using your enemy’s weapon.
Main/confounding factor in your business model

In statistics, a confounder (also confounding variable, confounding factor, extraneous determinant or lurking variable) is a variable that influences both the dependent variable and independent variable, causing a spurious association. Confounding is a causal concept, and as such, cannot be described in terms of correlations or associations.
Create your own company operation protocol
Run business like a scientist

• A formula to **start** a business  ---  **what to start**

• Critical thinking to your **product**  ---  **why your customers buy your product**

• Main/confounding **factor** in your business model  --  **what problem to solve**

• Create your own company operation  “**protocol**”  –  **how to standardize your business**
Not everyone can be a scientist, but everyone can benefit from scientific training -- but what’s the pitfall
Independence v.s. teamwork
Aim for New v.s. PMF

1. 这个圆圈代表了人类的所有知识。
2. 当你读博士的时候，你接近人类知识的边界。
3. 你花几年的时间试图突破这个边界。
4. 终于有一天，你突破了它。这个凸出来的部分，让你获得了博士学位。
5. 但是，对你而言，这个世界看上去不一样了。
6. 但是别忘了全局是长这样的。

图片来源：作者自绘
Creator v.s. Assembling

- Channel
- Technology
- Human resource
- Capital
- Supply chain
Some advices
Talk to 10 seniors in your target industry

Work with mainland/global students – market size

Get your self exposed, in a professional way

article/blog/vlog