



# Navigator

## in **BRAIN**storm

Do right thing, in right way

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## Do right thing, in right way

*All of the travels are originated from the inner calling and strong desire from the deep heart, and so do I. As I became the senior high school student, my grandma got a serious broken and haven't stand up again. As the time passed, her condition becomes worse and worse. Always, I can realize the helplessness and sorrow from her dim eyes. This is the seed which pushes me to the research of the biomedical area.*

*Nowadays, I've learned a lot of professional knowledge in the college and also experienced various kinds of activities like the club, student association and the volleyball team. There is tremendous improvement as I try to carry out these affairs. However, is it really useful enough for us to face this changeable world? I think, there exist nobody who dares to confirm this question. That's also the reason make this group come into being.*

*Once, I have a short talk with my senior in the college about the future of biomedical area in Taiwan. Sadly he expressed that the numerous opportunities don't belong to Taiwan and the reason why he wouldn't come back to obtain the employment. "I don't have the stage in Taiwan", he said. We have the great technique in large amount areas, but the successful combination between the invention and the production doesn't have a good performance. Through this grand tour, we'd like to add the new-born power of our generation to make the rusty gear operate again. With regard to the hard situation based on the outflow of the talents, we choose the mission from the "W.island" as our outset. The cultivation we receive beforehand is helpful for us to realize the real situation. We won't be afraid to confront with the upcoming challenge. Whether this mission is successful or not, the preparation is our best brilliant story.*



### Principal

Yi-Chih Cheng

Major in Chemistry and Material science



*We are ready!*

# Introductions



Yu-shuo Liu :

The world is like a Monopoly , I' d like to make all my dreams come true.

Pan-Pan Wu :

With the importance of disciplinary ability enhance, as a biologist, I' m ready to challenge it .



Chih-Yung Wu

I, at any rate, am convinced that he does not throw dice.

Tai-Ying Lin

With the courage and passion to travel, I am do deeply but gently explore this story.



# What is BrainLAB?

BrainLAB is a medical technology company that spread all over the world, which mainly develops and sells medical modeling software and overall treatment, also, an expert in micro-wound medical technology. It adheres to “**Simplicity, Integrity, Inspiration**” and **creates a whole new medical technology with the cord value of humanity.**

We often say that western medicine is poisonous. From this point, why can't eastern medicine provide a broader vision, making it a better world.



## Things we want to do

R&D biotechnology in Taiwan is not inferior to America, Germany and Japan. However, the lacking of large-scale pharmaceutical companies and the harsh regulations for researchers in universities **makes Taiwan flourish in semi-conductors industries and medical technology** but not in biotechnology. The main reason is that **biotechnology needs a long-term investment and research.**

BrainLAB integrates 3D technology with medication, making a series of products of software and hardware. That's exactly the blind point which the biotech in Taiwan have to breakthrough.

# Taiwanese medical technology situation

## Strength

1. The potential of research and development in biomedical technology is dominating, and having the potential in developing high value-added products.
2. High-quality clinical examination system. Producers have the ability in operating multi-country clinical examination.
3. Be able to undertake the commissions from international medical manufacturers, and possess the great management in procedure.

## Weakness

1. The results of research commercialize slowly. The products focus on the domestic market, lacking international medical channels and brands
2. The scale of producers in Taiwan is small, and the relation between Taiwanese producers are competitive so that the cost is higher.
3. Lack of experienced international management in biotechnology companies, intellectual property rights, business development and communication talents.

# Taiwanese medical technology situation

## Opportunity

1. All around the world is stepping in aging societies, so the medical markets grow stably. And that rises the global demands of medical products, and the opportunities of researching and international sub-manufacturers.
2. Aging localization and home care are becoming the global trend. The needs of the related equipment and services are rising, and have business opportunities.
3. The economy of emerging countries grows rapidly. The increasing needs of medical care in emerging countries facilitate Asian markets.

## Threat

1. The protection of technologic patent in developed countries is complete. However they have to compete with developing countries for the cheaper products.
2. Some Asian countries already have their own biomedical products which had passed the test for hitting the markets.
3. The insurance payment system in developing countries enforcing barrier of introducing foreign products.



**Current Barrier In  
Taiwan**

- a. Politics incriminate biomedical industry for political profits
- b. The lack of vision and found of investors
- c. Small scale and long-term investment decrease the willing of investing of banks



**Biomedical  
Potential**

- a. Taiwan is the common winner of international innovative awards
- b. The probability of commercialization is 0.1%, which is far below to world average, and still has unlimited space of development



**Advantage of  
Taiwan**

- a. Classic biomedical elites in Taiwan
- b. Mature ability of photoelectrical producing
- c. Experience of developing biomedical-related software
- d. First-rate medical teams



**Future Trends**

The recent combination of electrical engineering and biomedical field leads the trend of future.

# What is “invisible champion”?

Some enterprises are not well-known, but their market share could be even more than 50%. *You may have heard of Visa or Master Card, but you may not know that without the glue from DELO about 80% of those credit cards around the world couldn't be used.*

These enterprises are very **low-key**, but they have **tremendous potential**. They **focus on specific region**, and they don't pursue for large scale. Also, they are **farsighted**, and these are their characteristics. The leaders of these enterprises always stand for their original opinion and keep innovating. They invest much more cost in innovating and inventing than those of others companies.

## Invisible champion: Germany X Taiwan

### Germany

According to Herman Simon's research, Even though there is recession around the globe, the performance of export in Germany is still very strong. The reason is not because of those tremendous enterprises like Mercedes, but because of those companies which are not very well-known, but are the best experts in their specialty. These invisible champions lead Germany to keep progressing against the wind of recession.

### Taiwan

There are some unknown invisible champions in Taiwan as well. *For example, **Ciao-shin Company**( 巧新), the wheels from Ciao-shin are used for the top sports cars around the world. Another example, **Bao-Syung**( 寶熊), They use the technique of making watches to make fishing rods.*

Similar to Germany, **the SMEs in Taiwan also accounted for more than 97%**. **Finding the successful factors of these invisible champions in Germany becomes the solution to breakthrough the problems of economy in Taiwan, currently.**



# DETAILS in a table

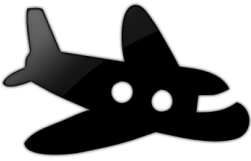
Total : 642500 NTD

Estimated fund raising : 500000 NTD



1day :  $1200 \times 5(\text{sets}) = 6000$  NTD

30days :  $6000 \times 30 = 180000$  NTD



Two-way ticket :  $70000 \times 5(\text{sets}) = 350000$  NTD



1 Communication(8 cities) :  $400 \times 8 = 3200$  NTD

5sets :  $3200 \times 5 = 16000$  NTD



3 meals a day :  $200 \times 3(\text{meals}) \times 30(\text{days})$

= 18000 NTD

5sets :  $18000 \times 5 = 90000$  NTD



Box of business cards : 300 NTD

5sets :  $300 \times 5 = 1500$  NTD



Taiwanese souvenir :  $50 \times 20(\text{sets}) = 1000$  NTD

5 sets :  $1000 \times 5 = 5000$  NTD

# Interview outline

1. Dear Mr. Vilsmieir, you suspend your college schooling and decide to begin an undertaking, can you tell us what affected you to do this decision? Or, what do you observe from the market or society pushing you to build your own company?

2. Compare with the enterprises between Taiwan and Germany, we can find there exist quite different values in the firm. Take Uni-President for example, its core is quality, honesty, service. In contrast, your value is simplicity, integrity and inspiration. What is the purpose of your value?

3. People all say that in the 21st century, China will play an extremely important role. Can you share your view about the global trend or your Asia layout?

4. As far as you know, the purpose of this plan is to encourage the youth to have the grand tour and realize what the world looks like. Do you have any suggestions to give us for further improvement?

# Trip Planning



9/1-9/15 ( in München)

Visit Brainlab and some nearby universities.

9/15-9/30 (in Stuttgart or Frankfurt)

Contact the seniors studying here and try to make connections between the labs.

## Accommodation problem

1. Find the Youth Hostel.
2. Couch-surfing

# Why we need your sponsor



Except the growth we hope to obtain through the trip , we will also.....

# Break the web ,break the bound

The aggressive development of China and the faith toward the future of China make people of China work harder and more positive. On the contrary, instead of pursuing a great accomplishment , the young in Taiwan somehow are just satisfied with little things in life.

**We have to break the bound , go out and figure out what position we are among the world.**



**We will sort out our one month in Germany notes and make them public.** Aside from the field work in Brainlab and the interview of their CEO , Stefan Vilsmeier , **we will also make an analytic report about the different corporate culture between Taiwan and Germany.** By discussing if some good atmosphere or systems of Germany can be applied to Taiwan, we hope to arouse more invisible coronary industry in Taiwan.

**A whole new world from Germany**