



Does your startup stand a chance?

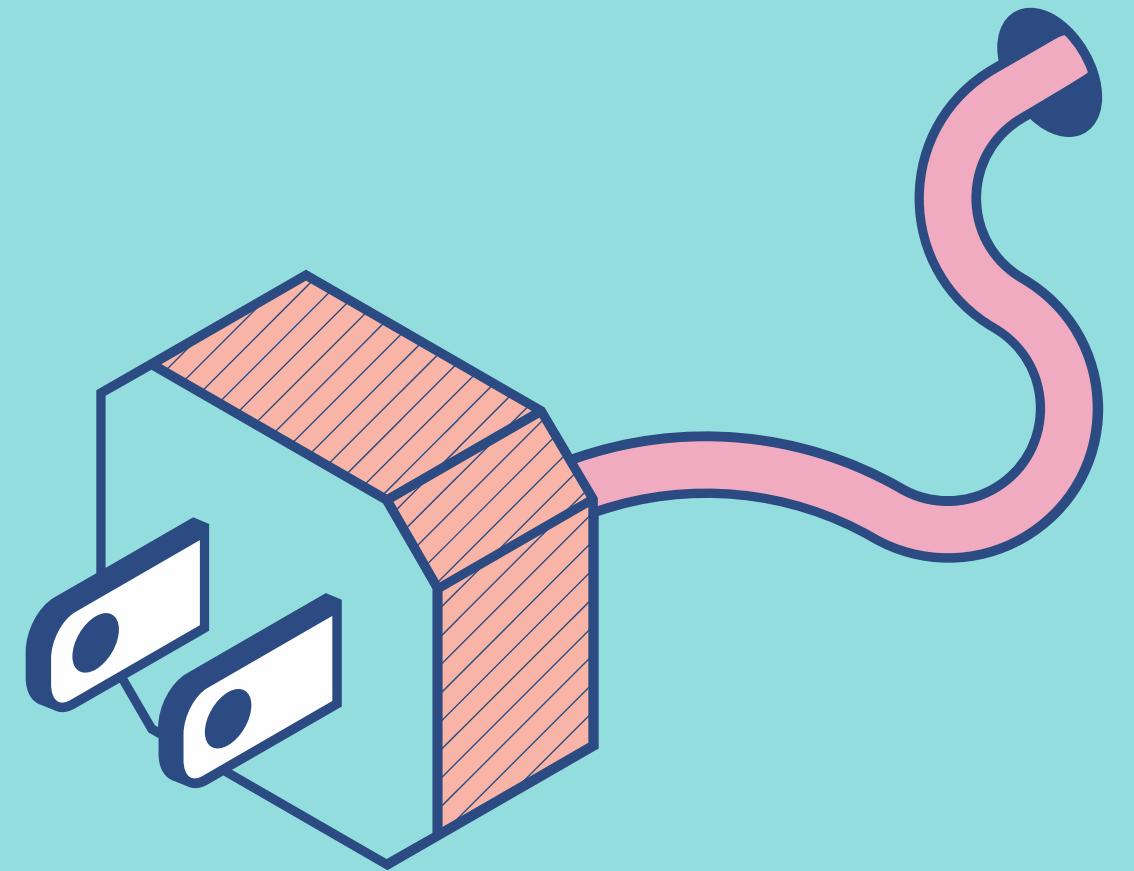
# Startup Ecosystem

SANSAR CHULUUNBAATAR

Startup Coordinator @ Kite Mongolia LLC

**KITE**

**Any startup idea?**



ТӨРИЙН  
БАЙГУУЛЛАГУУД

ИХ СУРГУУЛИУД

СТАРТАПУУД

ХУРДАСГУУР  
ИНКУБАТОРУУД

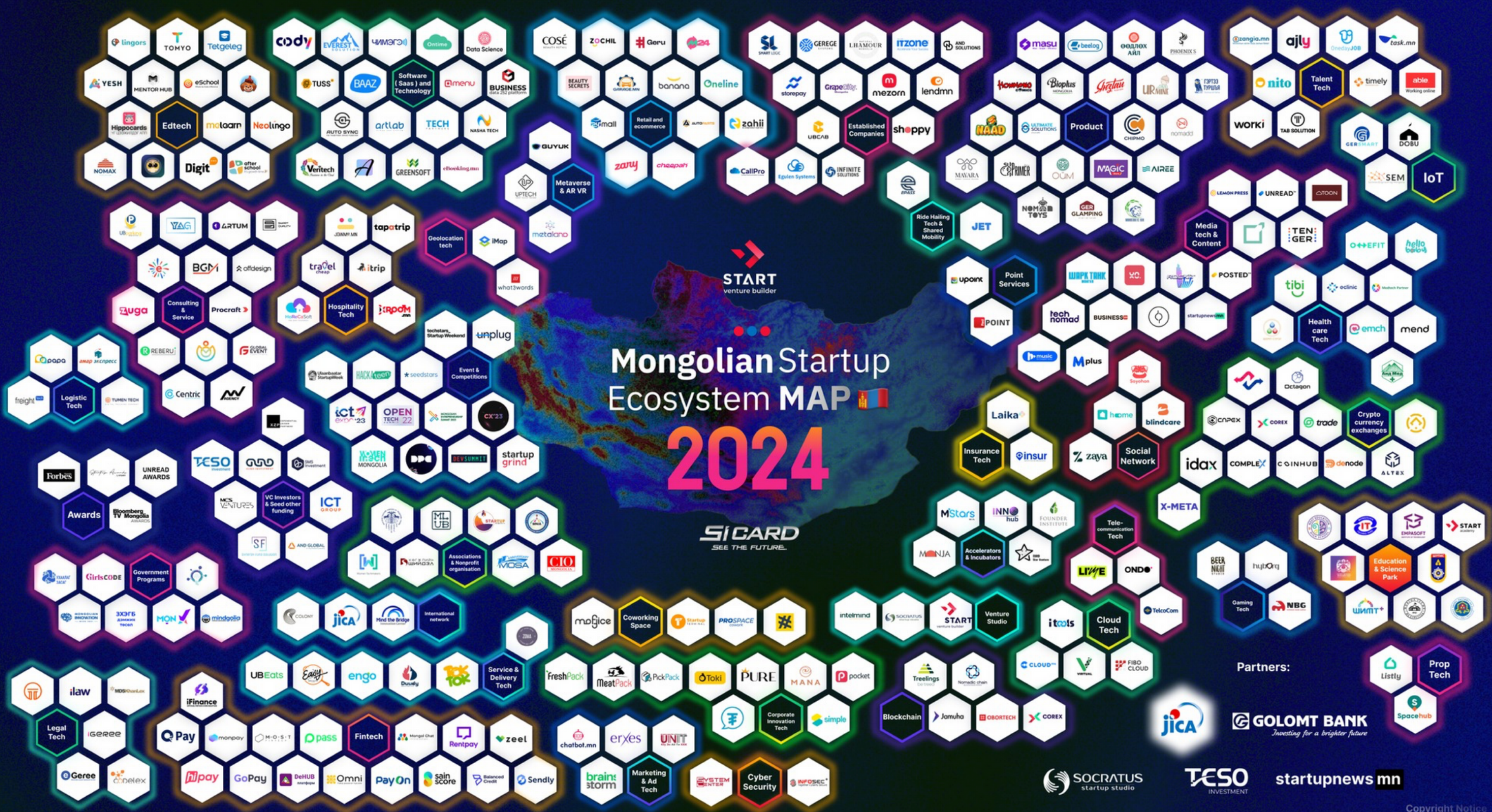
СТАРТАП  
ЭКОСИСТЕМ

ХӨРӨНГӨ  
ОРУУЛАГЧИД

ТОМООХОН  
КОМПАНИУД

СУДАЛГААНЫ  
БАЙГУУЛЛАГУУД

ШИННИЙГ  
САНААЧЛАГЧИД



# Mongolian Startup Ecosystem MAP 2024

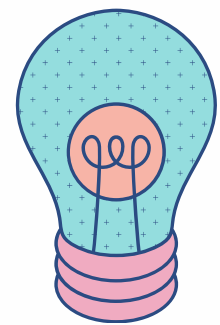
START  
venture builder

SICARD  
SEE THE FUTURE.

Partners:

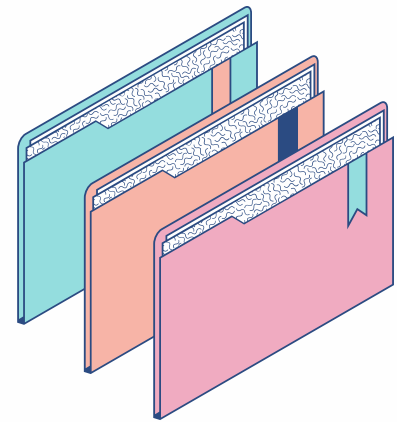
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# This title is not important but below is...



1

IDEA



2

RESEARCH



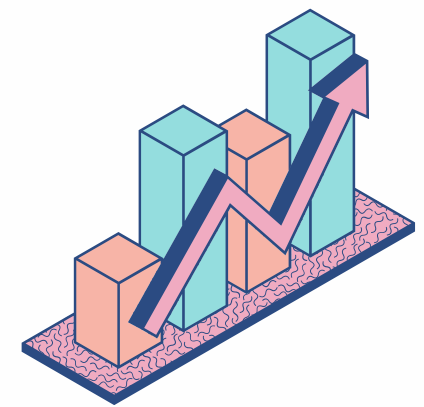
3

TEAM UP



4

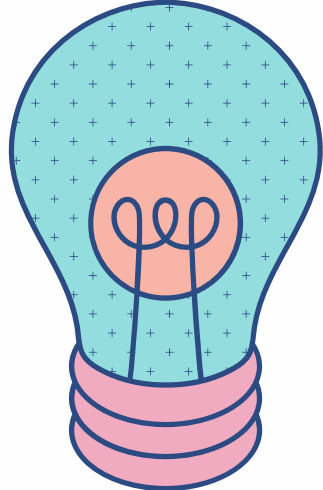
MVP



5

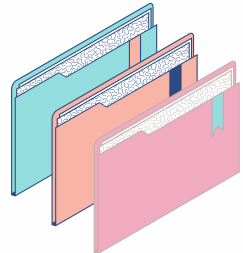
SALE

# Now, look at the light bulb below...



1

IDEA



2

RESEARCH



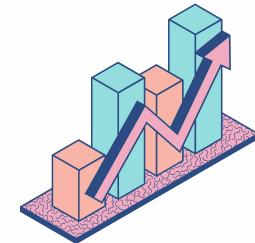
3

TEAM UP



4

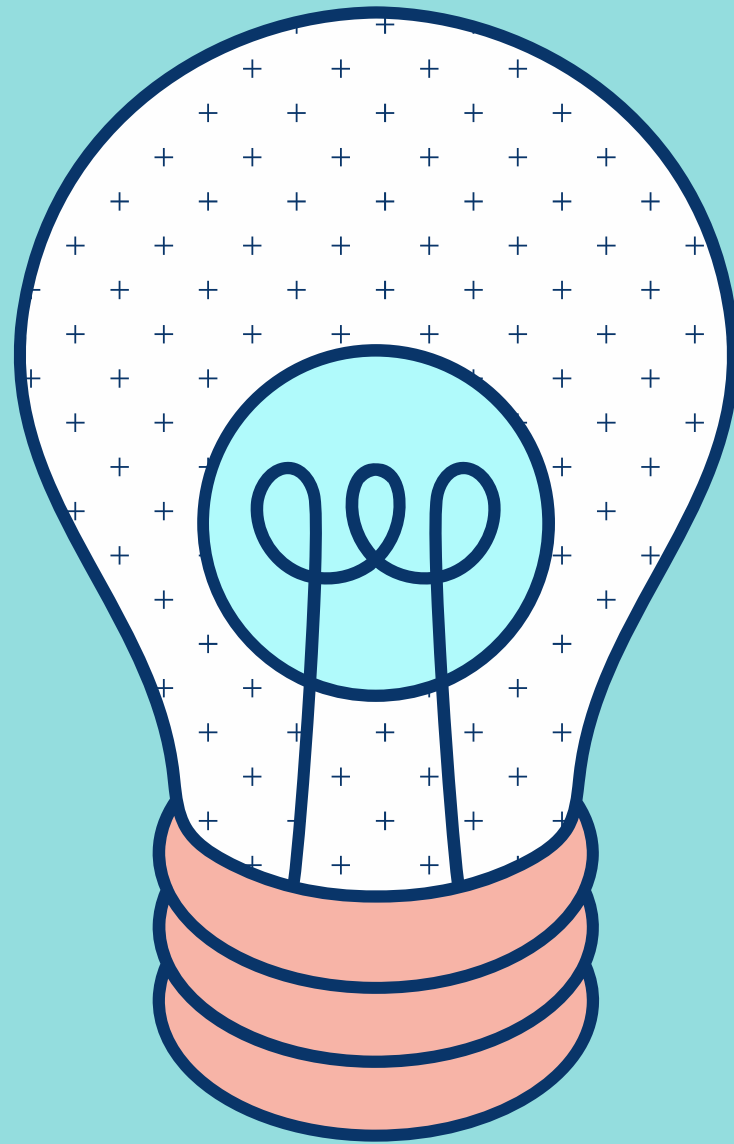
MVP



5

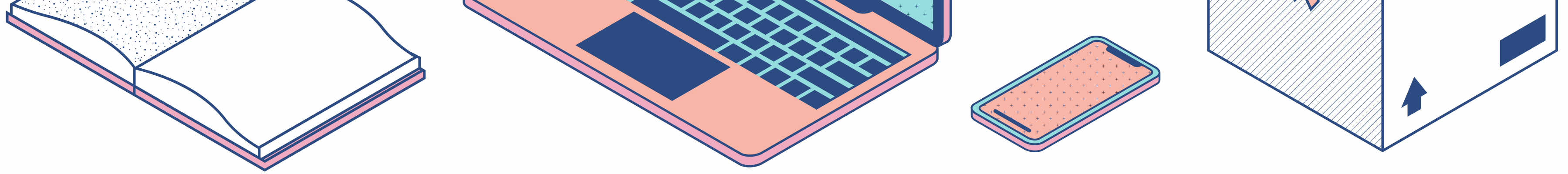
SALE

# Do you see any problem nearby?



## PROBLEM TO SOLUTION

- Хийх боломжтой юу? Seriously..?
- Хүн мөнгө төлөх болов уу?
- Хэр их мөнгө, цаг чамд хэрэгтэй вэ?
- Эхлэх мөнгөө хаанаас олох уу?
- Яг одоо хийе гэвэл чи боломжтой байна уу?



МОНГОС УРСУМЫН  
ЕРЭНХЭЙРИЙН ЧӨНӨ  
ТАМГЫН ГАЗАР

ВАЙГАЛЬ ОРЧНЫ  
АЖААЛ ХӨТӨЛӨӨН  
НАМ

МОНГОС УРСУМЫН  
БАГУУЛАГА  
АЖААЛЗЭГ

ХАСБАНК

Rotary  
Clubs of Mongolia

Хангайн  
Хөдөлгөөн  
Фондацийн

unicef

**НҮБ-ЫН  
ЗАЛУУ  
төлөөлөгч**

ВАЙГАЛЬ ОРЧНЫ МАНГАЙЛАЛ ХӨТӨЛӨӨР

2023

**Г.ЭРЧИССАРАН**  
Гүйцэтгэх Захирал  
Спек Материалс

SPECK  
MATERIALS  
— LLC —

ré

argal  
paper

jeans  
paper

cloth  
paper



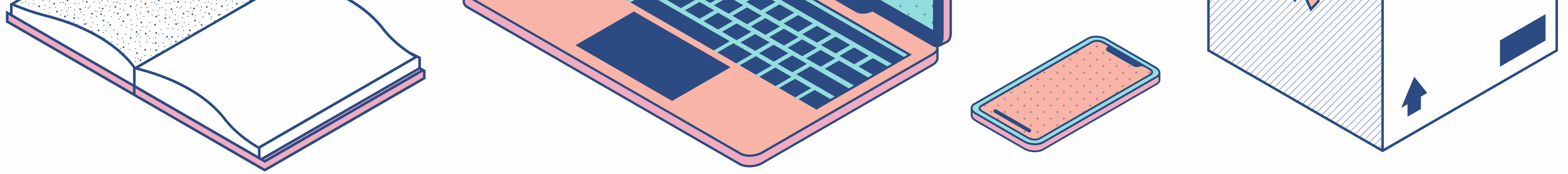


ré paper studio

YOUR NAME  
Sales Manager

hello@sample.com  
+(976) 9911-9911

Your Address, Street,  
Sukhbaatar district,  
Ulaanbaatar city, Mongolia



**Б.Хүрэлбаатар**

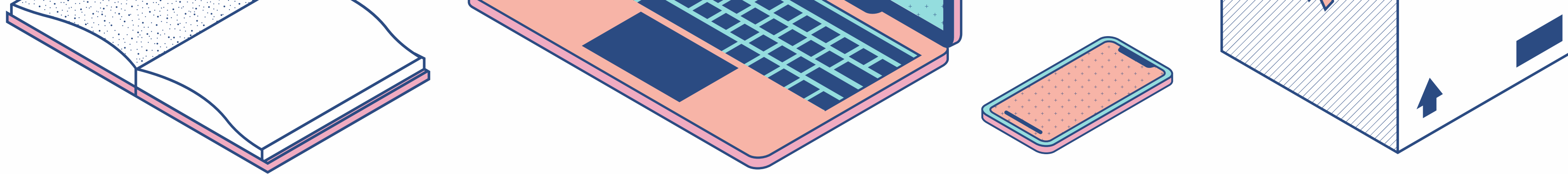
**METACOG**  
METRICS

UNREAD  
AWARDS

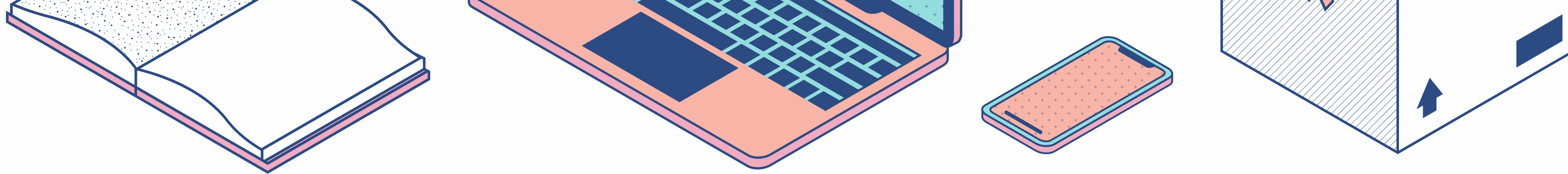
# Шилдэг Стартап

METACOG  
METRICS





**Г.Дашням**

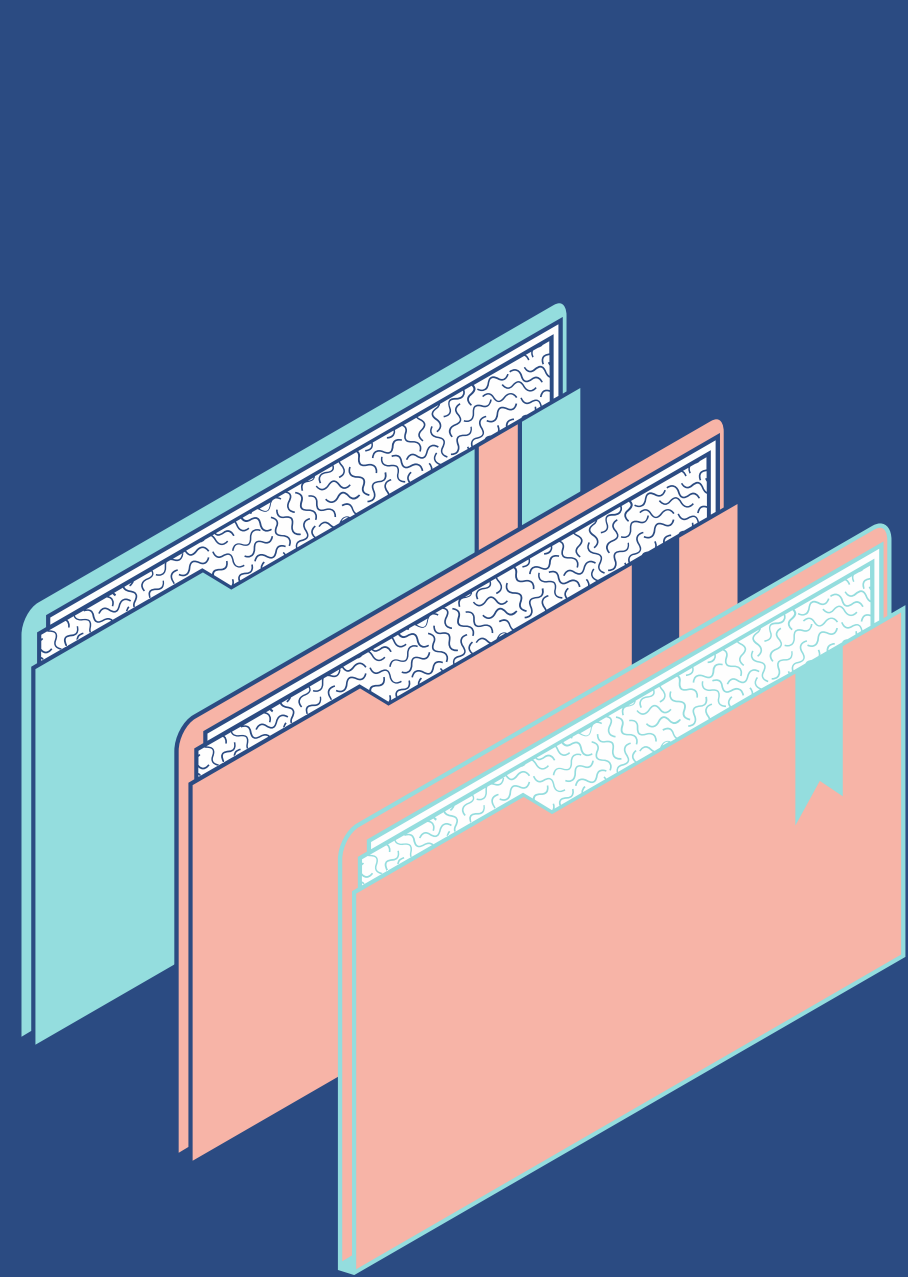


**Г.Дашням**



# Reading is overrated, just see 📌





# It's Google time

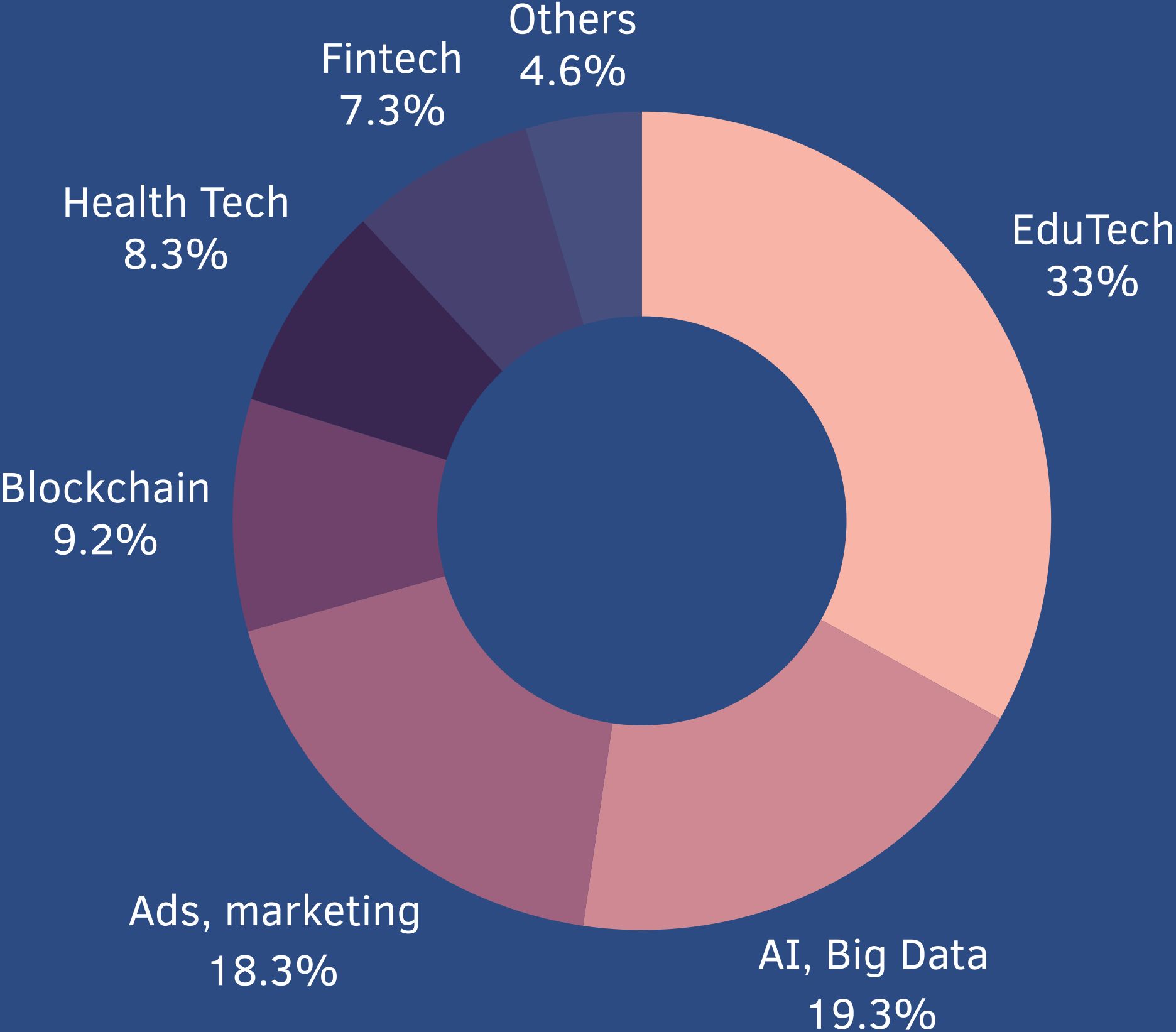
## PROBLEM TO SOLUTION

- Адилхан, төстэй шийдэл санаачилсан хүмүүс байна уу?
- Хэр их хүн ашиглах бол? ТООЦОО!
- Гадаадад амжилттай хийсэн туршлагууд юу байна?
- Монголчуудад тохирох болов уу?
- Хэр их мөнгө олох вэ?

# Field Allocations

80 STARTUPS

EduTech is the most targetted sector.

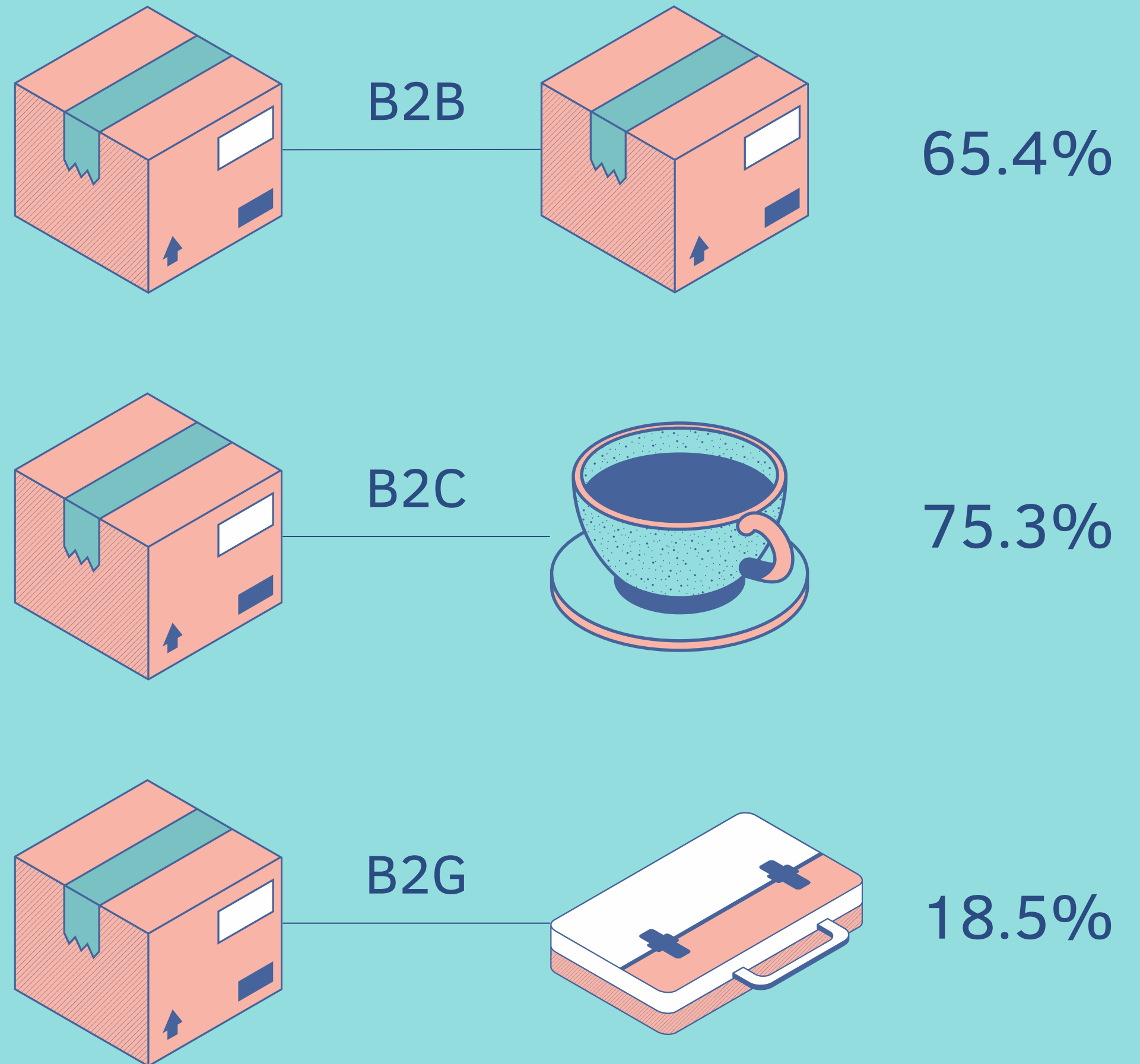




# Business type

80 startups

Business can have multiple types.



# Do you still wanna sell sugary water? 🥤



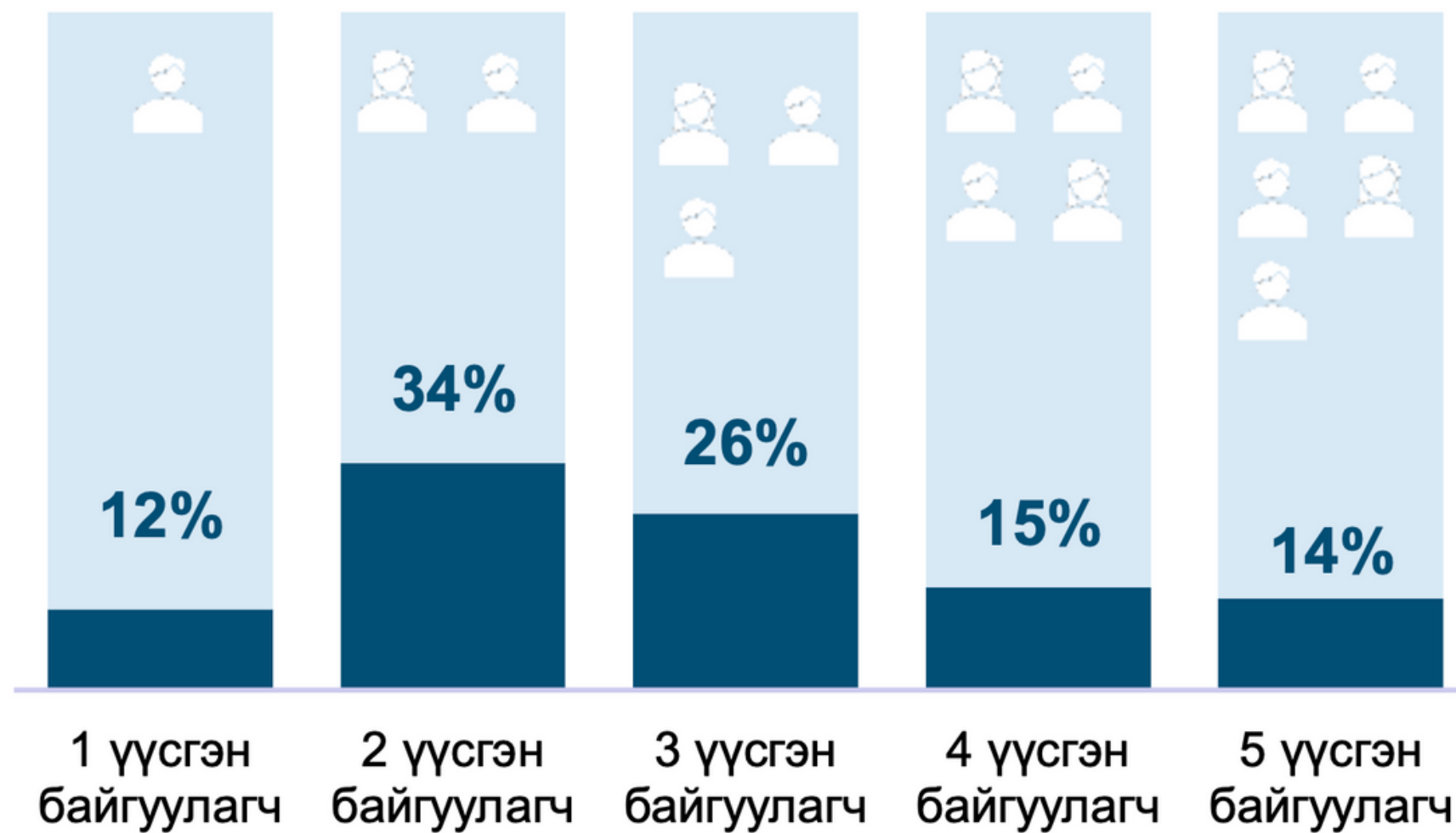
# Networking 🤔

Зураг 18: Мэдээллийн технологийн мэргэжилтнийг ажил авдаг арга зам, n=80



# Roles must be assigned

Зураг 2: Үүсгэн байгуулагч багийн гишүүдийн тоо,  $n=80$



# Find the



# Find the



# Where do you belong

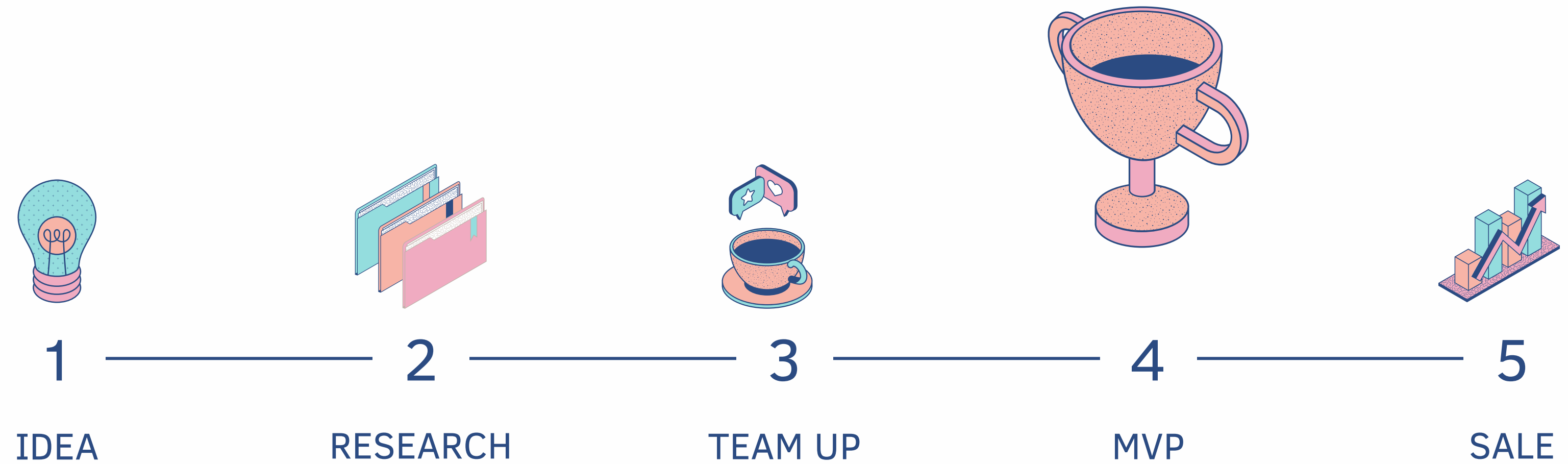
Үүсгэн байгуулагч нарын хувийн давуу тал	Хувь
Салбарын туршлага/мэдлэг	77%
Холбоо сүлжээ	57%
Манлайллын ур чадвар	56%
Гадаад хэл	38%
Санхүүгийн менежментийн туршлага/мэдлэг	28%
Гадаадад ажилласан туршлага	26%
Хуулийн мэдлэг	14%
Бусад	15%

Goodluck,  
mate 🙌



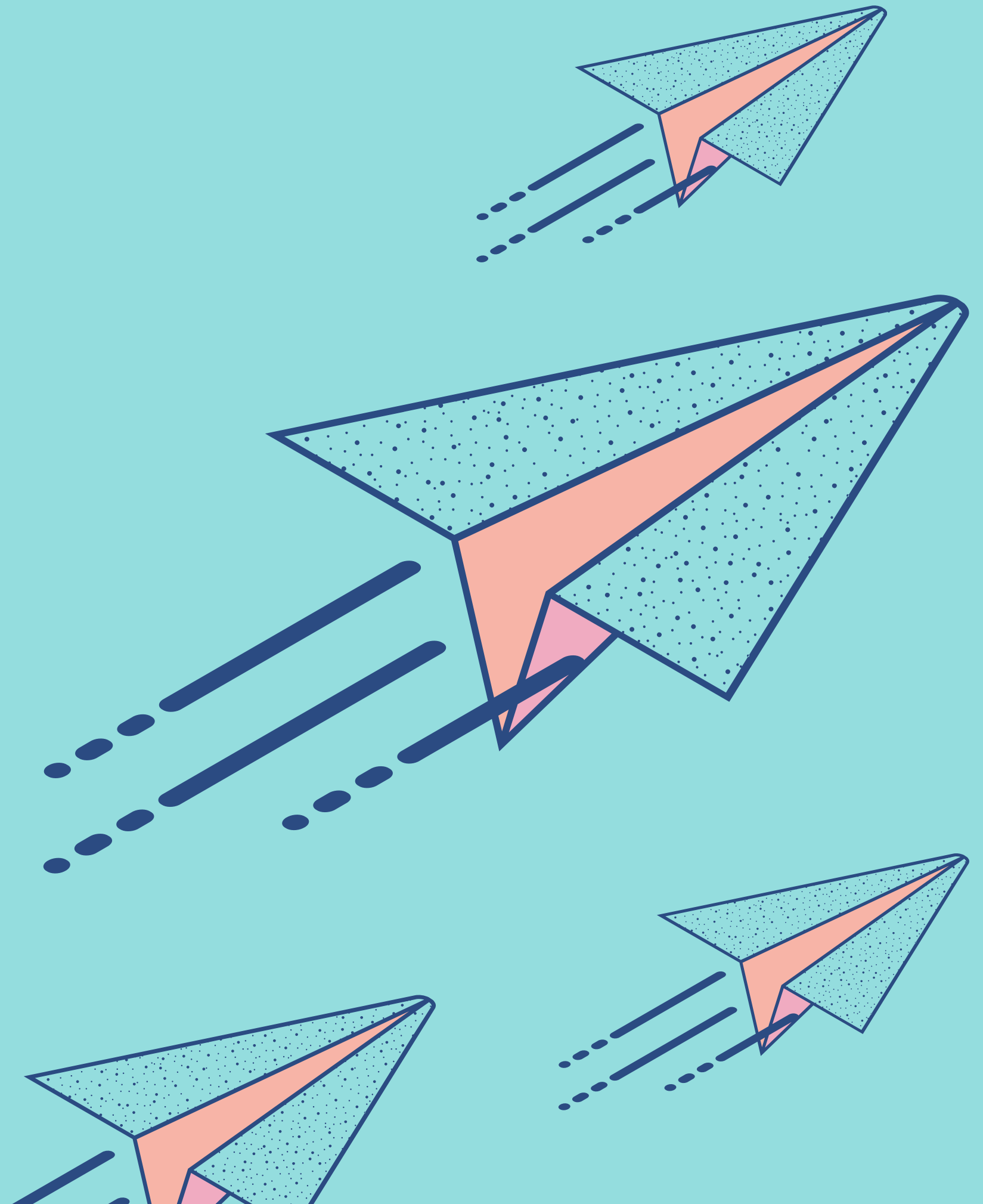


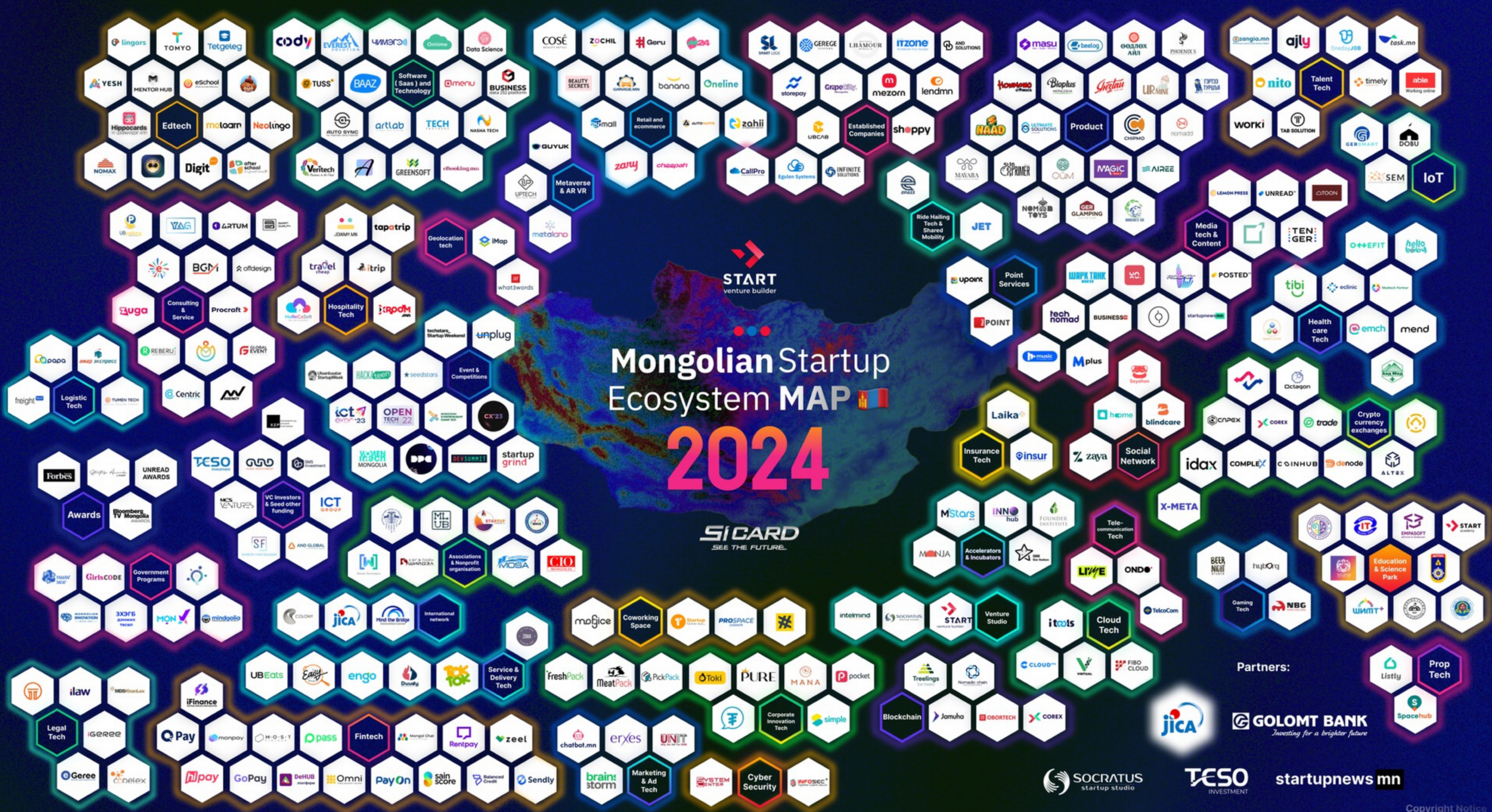
# Just get a job 🙌



# Pitch time

Send them all !!!





# Mongolian Startup Ecosystem MAP 2024

START  
venture builder

SICARD  
SEE THE FUTURE.

Partners:

**JICA**  
**GOLOMT BANK**  
*Investing for a brighter future*

**SOCRATUS** startup studio  
**TESO** INVESTMENT  
**startupnews mn**

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ARD  
FUTURE.

MStars

INNO  
hub

FOUNDER  
INSTITUTE

MONJA

Accelerators  
& Incubators

1000  
Star Ventures

Tele-  
communication  
Tech

LIVE

intelmind

SOCRATUS

START  
venture builder

Venture  
Studio

itools

Cloud  
Tech

MANA

pocket

Treelings  
Do Good

Nomadic chain

CLOUD™

VIRTUAL

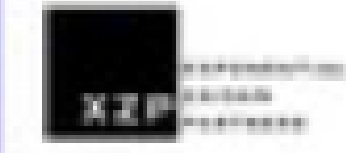
F  
C



Centric



TUMEN TECH



UNREAD AWARDS

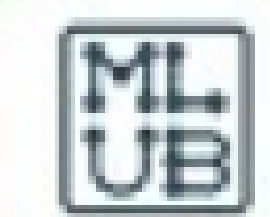


VC Investors & Seed other funding

MCS VENTURES



Bloomberg TV Mongolia AWARDS



Government Programs



Associations & Nonprofit organisation

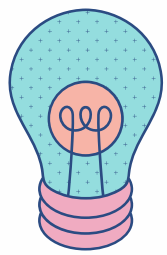
# It's all about benefits 🛍️





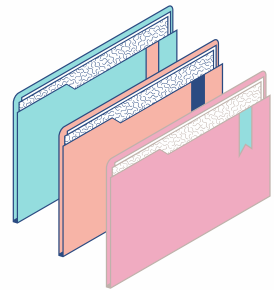
Сайн шийдэл  
Сайн баг  
Сайн хамтрал

# Get some money



1

IDEA



2

RESEARCH



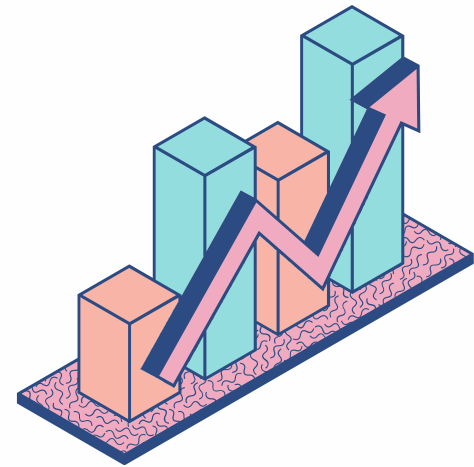
3

TEAM UP



4

MVP



5

SALE



**"Sales Cures All"**

**Mark Cuban**



# Монгол стартапуудын жилийн дундаж борлуулалт

# Монгол стартапуудын жилийн дундаж борлуулалт

1 ТЭРБУМ ТӨГРӨГ

By stage

2021

By industry

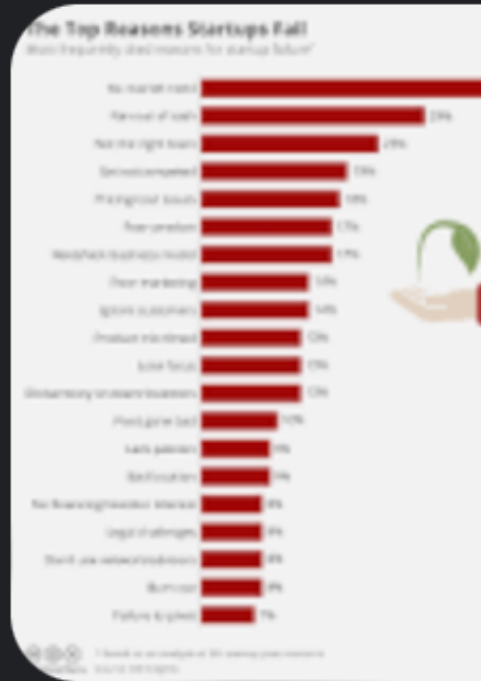
By country

Tech

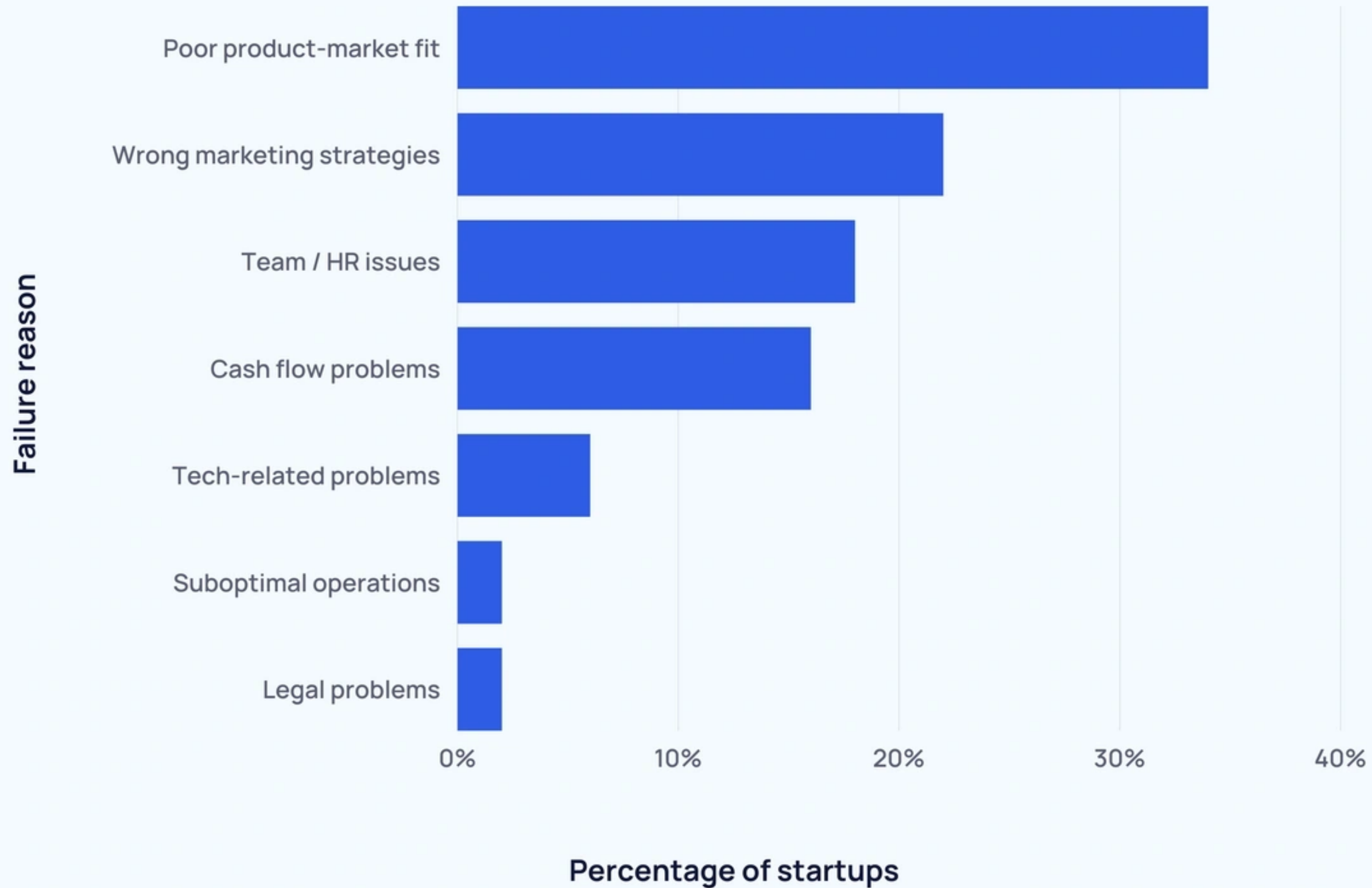
About 21,200,000 results (0.38 seconds)

## Startup Failure Rates

About 90% of startups fail. 10% of startups fail within the first year. Across all industries, startup failure rates seem to be close to the same. Failure is most common for startups during years two through five, with 70% falling into this category. Jan 4, 2024



# Why Do Most Startups Fail?





Чи хэрвээ “энэ гайхалтай санааг хэн нэгэн бодчихсон л байх” гэж бодож байвал хэн нэгэн бодчихсон л байгаа

- Чулуунбаатарын САНСАР

**Goodluck yall** 