

Run the Business Like a Scientist

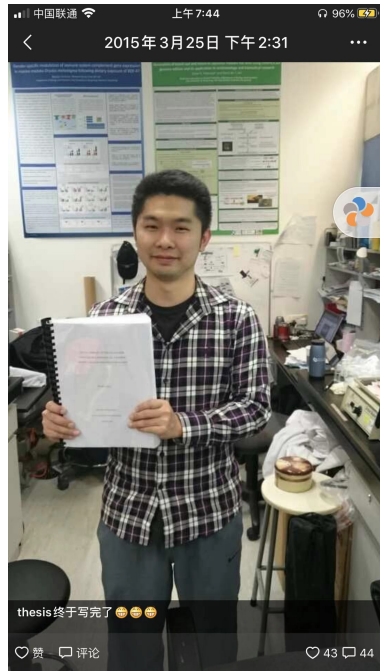
How to Apply Scientific Training in Business World

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YE Rui -- 3 tags



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City University of Hong Kong



Researcher



知乎

关注了	关注者
756	149,571

**Science
popularization**



entrepreneurs

Career



UNISKIN 优时颜

Product Director

Co-founder



软银中国资本

IPO 2022



红杉资本

400M, 2021

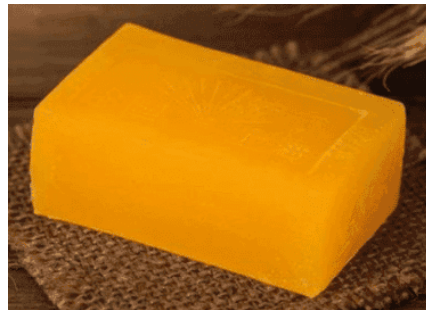
**Not everyone can be a scientist,
but everyone can benefit from scientific training**

Run business like a scientist

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

A formula to start a business

Specialty? Yes, but not enough



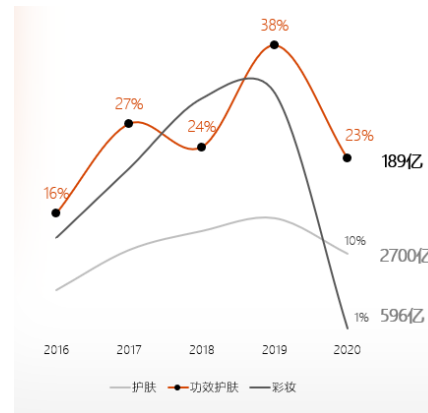
A formula to start a business

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



20x

Market size
Ingredient v.s. product



Growth rate
(market segmentation)

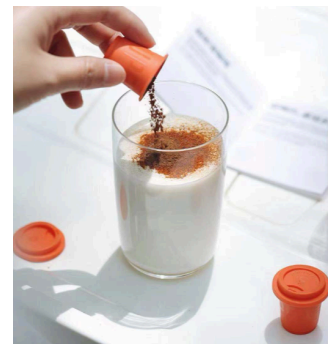


Unmet need

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.

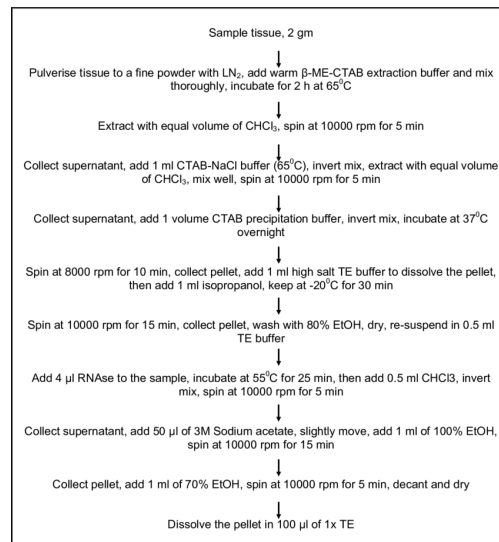
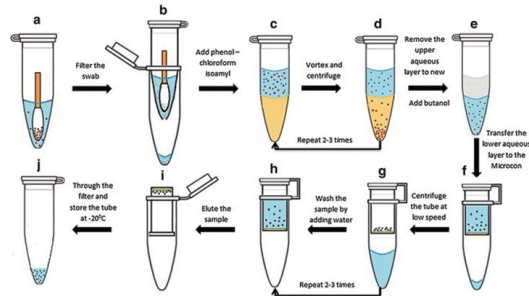


Main/confounding factor in your business model

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



KOL姓名	[Redacted]
KOL重要性*	很重要
*注 很重要: 刘巧/付鹏/大分子 一般: 普通KOL	
到达时间	2021年7月19日, 上午xxx
离开时间	2021年7月21日, 下午xxx
核心需求	1、了解研发理念 2、拍摄配方开发场景 3、 4、 5、
需要参观的实验室*	1, 4
*注释 1. 自研一号配方实验室 2. 张江解码DNA合作中国人细胞实验室 3. 薇诺娜功效检测联合实验室 4. 希赛莱博ODM/OEM工厂	
需要演讲沟通的内容	1、研发理念 2、研发人员与管线 3、黑引力产品 4、二代眼霜 5、
需要注意的方面 再做些什么可以更好	[Redacted]

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 you 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**

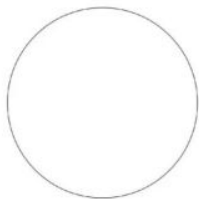
-- but what's the pitfall

Independence v.s. teamwork

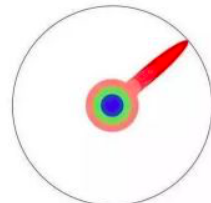


Aim for New v.s. PMF

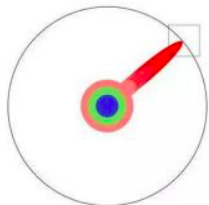
1、这个圆圈代表了人类的所有知识。



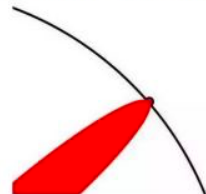
2、当你读博士的时候，你会抵达人类知识的边界。



3、你花几年的时间试图突破边界。



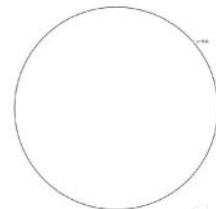
4、终于有一天，你推动了它。
这个凸出来的部分，让你获得了博士学位。



5、当然，对你而言，这个世界看上去不一样了。



6、但别忘了全局是长这样的。



图片来源：作者自绘

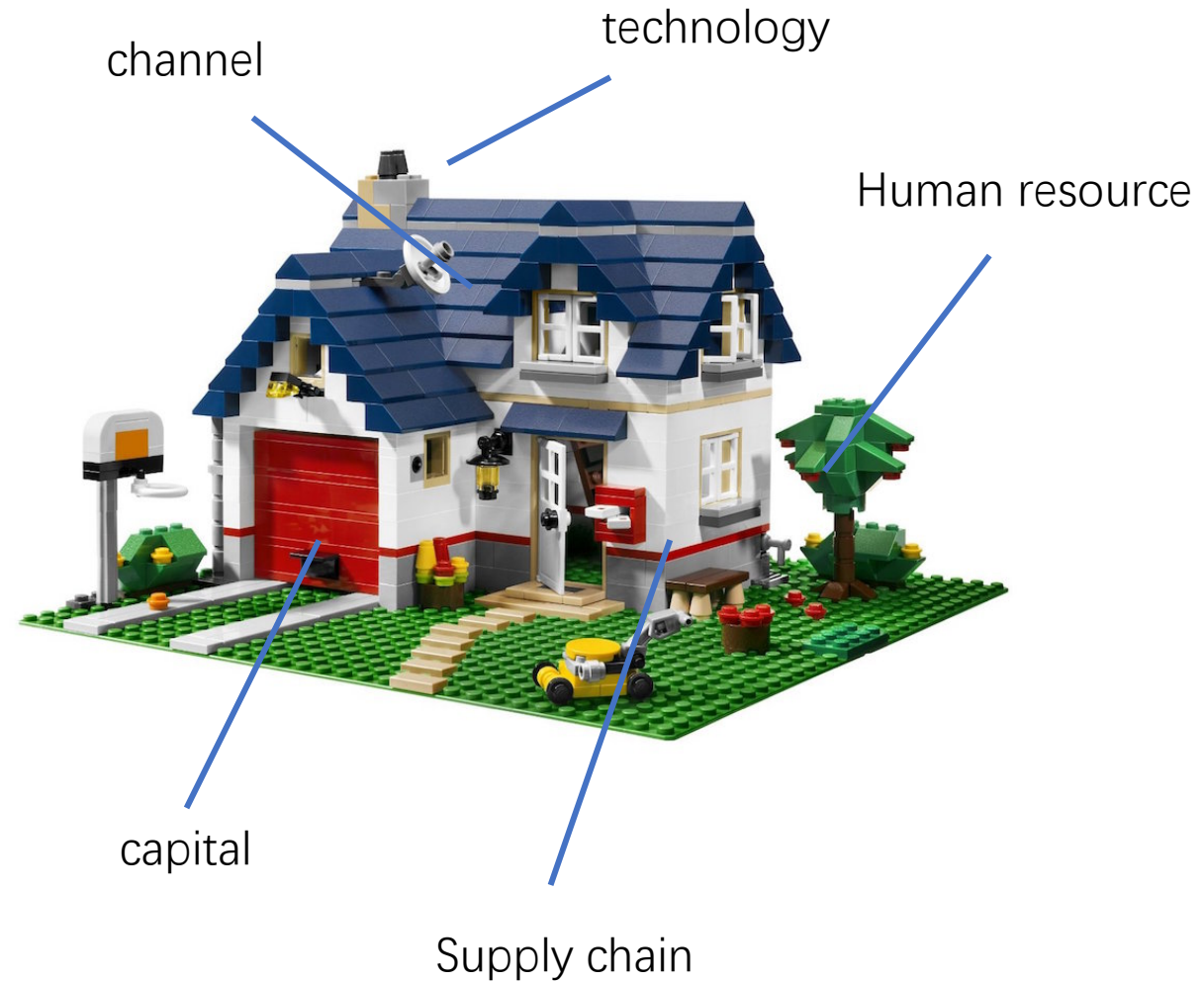


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Creator v.s. Assembling



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