

產業持續發展是我國經濟的生存之道，而新創公司更是打造台灣在全球競爭環境中具有持續優勢之基礎，也是帶動產業發展與經濟成長、促進就業的重要動力來源。但我國產業所面臨之製造成本提高、技術及人才外移問題，已成為我國產業發展之議題。故在全球高科技產業至境外尋求機會的影響趨勢之下，探究成功關鍵因素及商業營運模式作為制定產業政策之參考，為值得研究探討的議題。本文透過國內外專家學者之文獻探討科技新創事業之成功與失敗的經驗，以及育成中心經理人與學者之深入訪談；歸納出「外部環境之機會與威脅」、「內部組織之優劣勢」、以及「企業經營策略」為科技新創公司之成功營運評量模型。本研究之結果可作為政府產業發展政策之參考，協助台灣高科技創業發掘商機，以提昇在全球高科技市場之競爭力與成功機率。

關鍵字：高科技新創事業、文獻探討、專家訪談、成功營運模型

Abstract

Contrary to Korean-government backed conglomerate enterprises, Taiwanese SMEs (Small and Medium Enterprises) play an important role in Taiwan's continuing economic development. Many technological companies which are clustered on the western coast corridor between Taipei and Hsinchu provided the bases of Taiwan's semi-conductor, personal computer, display industries, and so on. The high-tech startups are the basis for Taiwan to create a continuing advantage in the global competitive environment. At the same time, with the Economic Cooperation Framework Agreement (ECFA) signed by the governments of mainland China and Taiwan, was not only gradually rising the liberalization of merchandise trade, high-tech R&D and venture capital activities, but also promoting the economic development and international trade of Taiwan. However, the problems such as increasing cost of manufacturing, migration of technology and talent, etc., faced by Taiwanese high-tech industry have disturbed high-tech industrial development. Thus under the trend of the global high-tech industry to seek opportunities abroad, explore the critical success factors and business model for high-tech startups to reinforce their own competitiveness is a worthy issue to investigate. In this paper, we discussed and established an successful business model for new technology startups' by literature review. The key success factors which determine profit from innovations in three dimensions: the "External Influencing Factors Dimension"; the "Internal Influencing Factors Dimension"; and the "Business Strategy Dimension". The findings of this research can help high-tech startups focus on their core competencies in order to enhance the competitiveness and the success probability in global high-tech market.

Keywords: High-tech new venture, Literature review, Expert interview; Successful Business model.