

Keio University Global Innovator Acceleration Program 2014 COURSE WORK Day 3

Graduate School of System Design and Management EDGE Program Team

2014 Keio EDGE 1

Keio EDGE Person

does aims

Find insight
Orchestrate implementation

New value proposition
Solid start

Accelerate penetration Growth

behaves

Ideation
Structuration
Thinking different

Not necessarily startup CEO's but various type of innovators. Innovators willing to make changes in the world.

Keio EDGE Program Course Work Aim

What you have

Strong domain knowledge

Entrepreneur mindset

Have many international friends

What you learn and do

Innovative thinking

Course work Project work

by design thinking lectures and exercises be familiar with the mindset and the tool set

by systems thinking lectures and exercises

be familiar with the way of thinking and some diagrams by financial synthesis lectures and exercises be familiar with the concept and basic techniques What you become

New value proposition capability

New business synthesis capability

Interdisciplinary approach capability

It is an intensive course to get you ready for Project work.

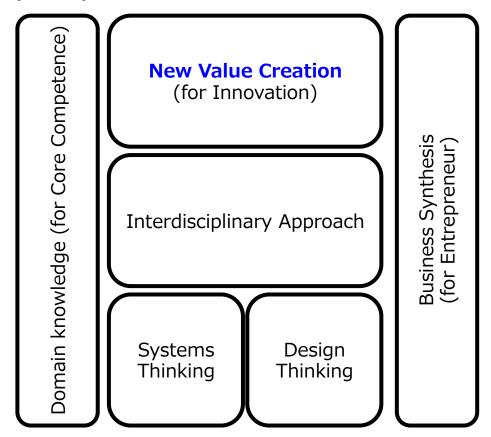
Both mindset and tool sets will be taught through lectures and

exercises.

3

Keio EDGE Program Course Work Design

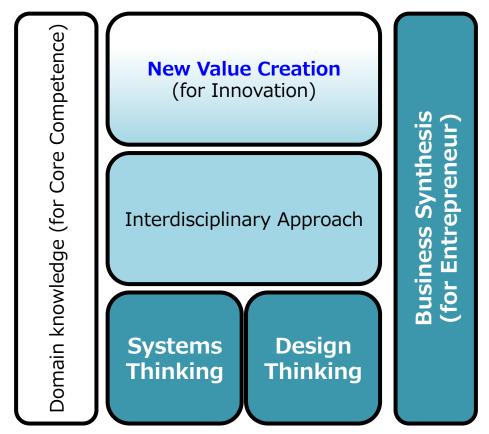
Keio EDGE person's capability structure model



Interdisciplinary approach via Systems Thinking and Design Thinking. Business synthesis mindset and techniques are covered.

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Business Synthesis & Analysis Process

iteration

Process

Synthesis & Analysis Items

Value Proposition Synthesis & Analysis

- Define customer value
- Verify potential customers appreciate the value proposition

Unit Economics Synthesis & Analysis

 Define and verify unit economics of a product/service Maketability Synthesis & Analysis

 Define and analyze market potential Profitability
Synthesis & Analysis

 Synthesize financial model and analyze profitability

- 1 顧客提供価値の定義 (定性的表現)
- 2 想定顧客の適下価格評価
- 1 List price
- 2 Variable cost
- 3 Marginal profit

- 1 既存マーケット定義
- 2 既存マーケット規模
- 3 既存マーケットシェア
- 4 新規創造マーケット定義
- 5 新規創造マーケット規模
- 6 新規創造マーケットシェア
- 7 競争環境
- 8 競合プレイヤー
- 9 販売チャネル・リソース
- 10 代替
- 11 新規市場創出難易度
- 12 エントリーバリア

- 1 売上(数量x単価)
- 2 変動費 (数量 x 単価)
- 3 限界利益
- 4 固定費 (細かくブレイクダウン)
- 5 EBIT
- 6 Depreciation
- 7 CAPEX
- 8 FCF
- 9 Discount rate
- 10 NPV

Business Synthesis & Analysis Process

An example in timeline

Value Proposition Synthesis & Analysis

Unit Economics
Synthesis & Analysis

Marketability
Synthesis & Analysis

Profitability
Synthesis &
Analysis