



この作品はクリエイティブ・コモンズ・表示 - 継承 4.0 国際・ライセンスで提供されています。このライセンスのコピーを閲覧するには、<http://creativecommons.org/licenses/by-sa/4.0/>を訪問して下さい。

EDGE Program funded by MEXT
Keio University
Global Innovator Acceleration Program
2014
COURSE WORK
Day 3

Graduate School of System Design and Management
EDGE Program Team

Keio EDGE Person

does

Find **insight**

Orchestrate **implementation**

Accelerate **penetration**

aims

New **value proposition**

Solid **start**

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

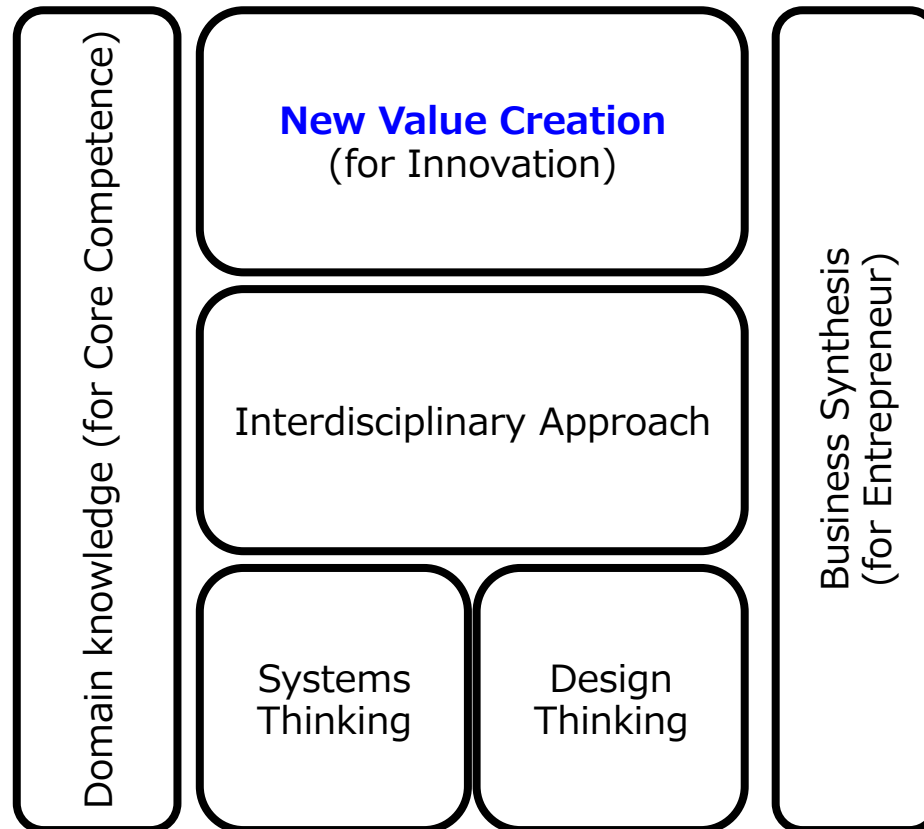
**New business
synthesis**
capability

**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.

Keio EDGE Program Course Work Design

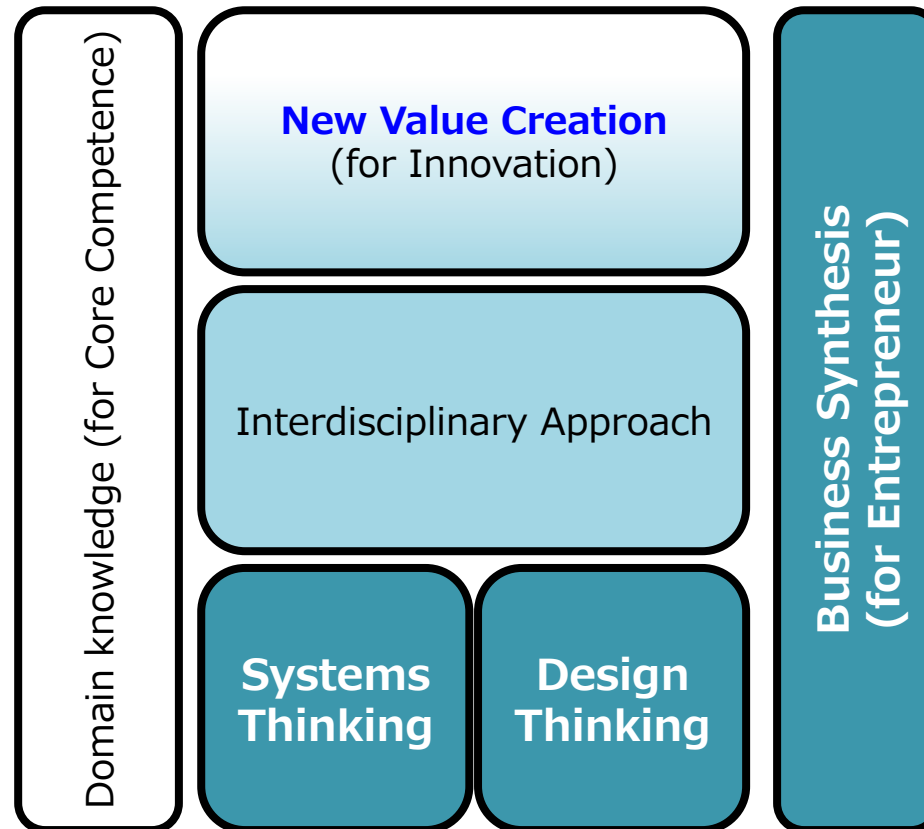
Keio EDGE person's *capability structure model*



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

Keio EDGE Program Course Work Design

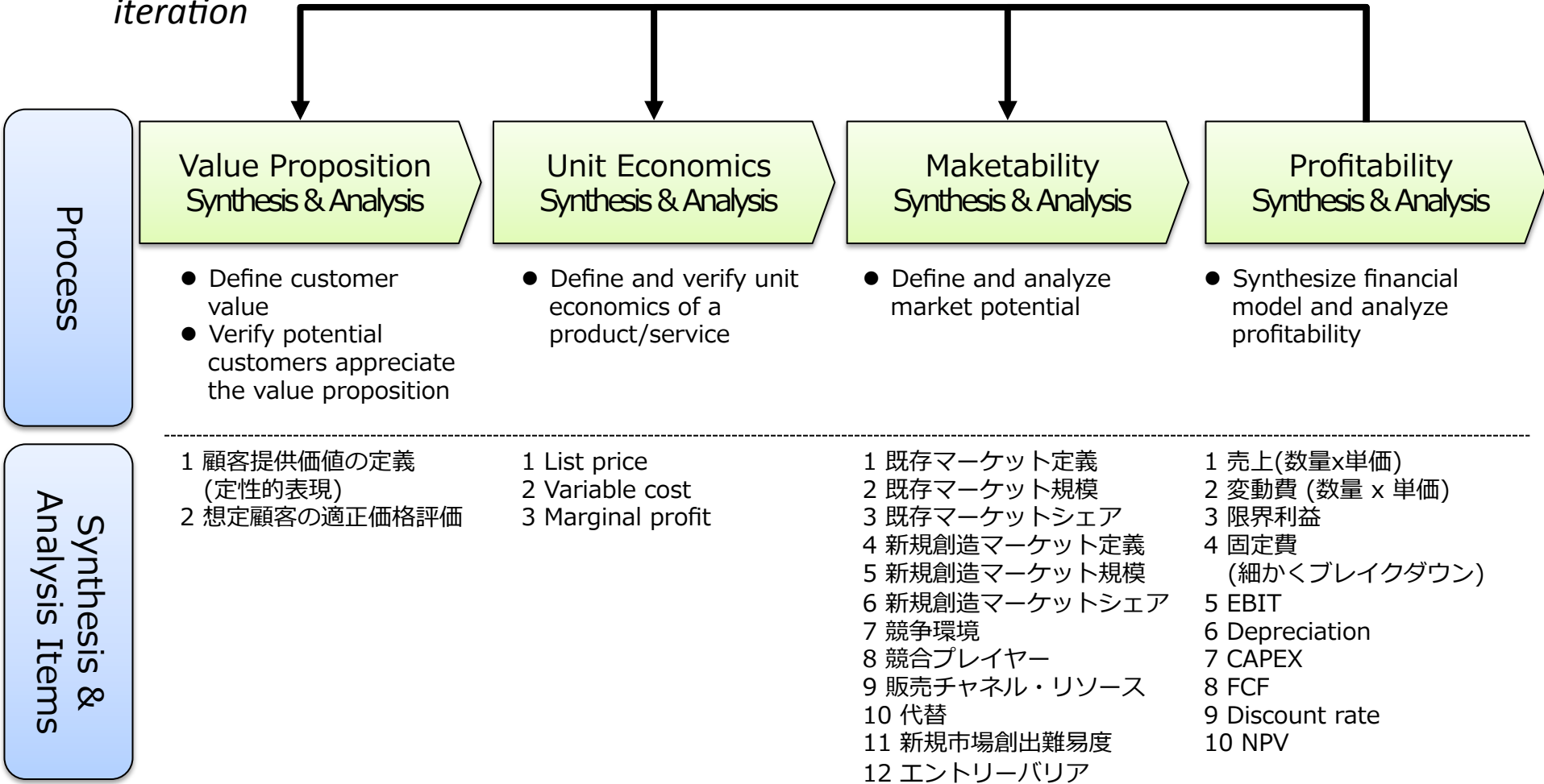
Keio EDGE person's *capability structure model*



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

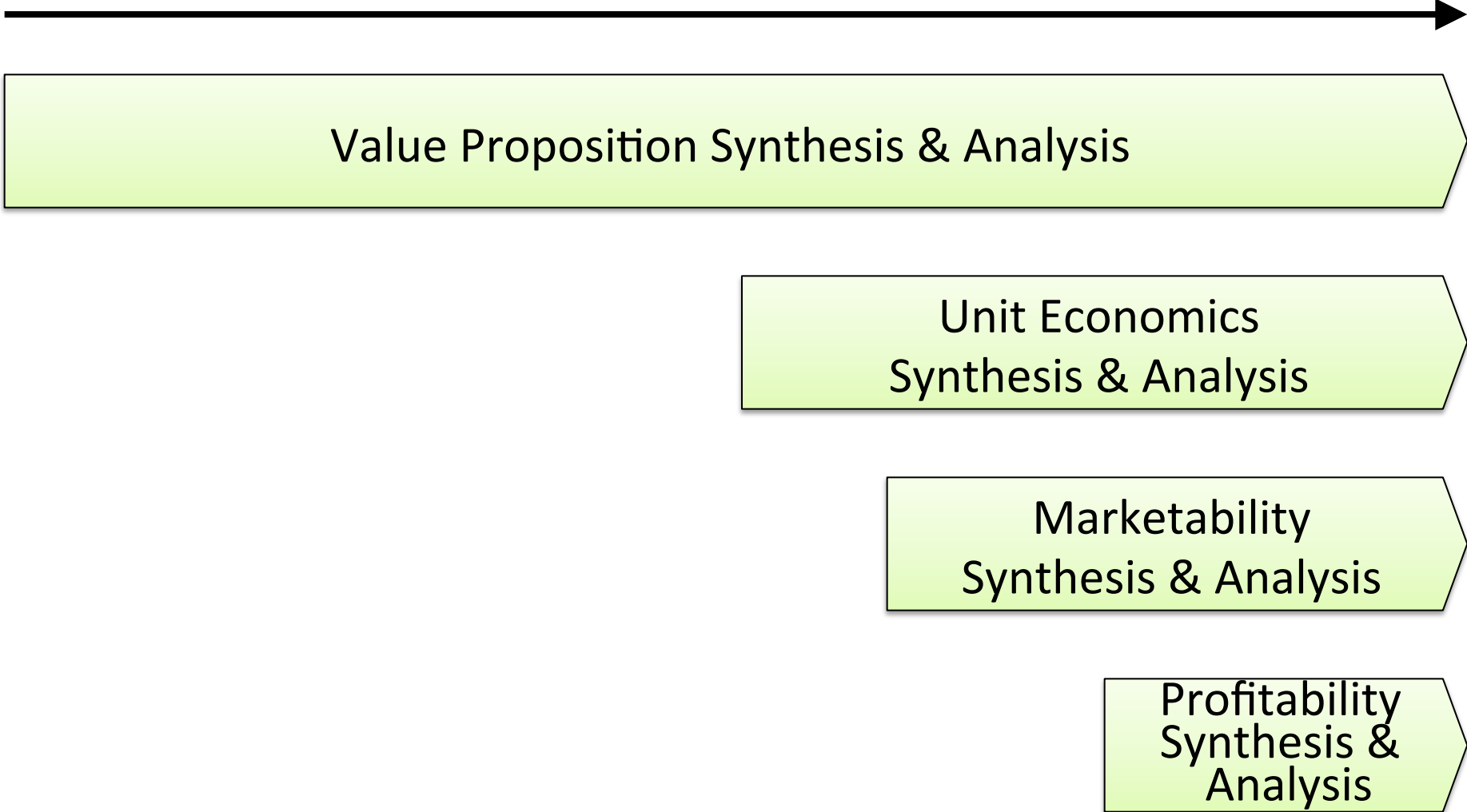
Business Synthesis & Analysis Process

iteration



Business Synthesis & Analysis Process

An example in timeline



Value Proposition Synthesis & Analysis

Unit Economics
Synthesis & Analysis

Marketability
Synthesis & Analysis

Profitability
Synthesis &
Analysis