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EDGE Program funded by MEXT  
Keio University  
Global Innovator Acceleration Program  
2014  
**DAY 3**  
**WRAP UP**

Graduate School of System Design and Management  
EDGE Program Team

# an “**innovation**” : EXAMPLE



HELP I WANT TO SAVE A LIFE (2012)

Help Remedies Product Lineup <http://www.helpneedhelp.com/#all>

<http://www.graham-douglas.com/help-i-want-to-save-a-life/>



**S M A L L B U S I N E S S**

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**S A T U R D A Y**®

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**NOV 26**

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**the MOST POPULAR song**

an “**innovative**” : **EXAMPLE**









2014

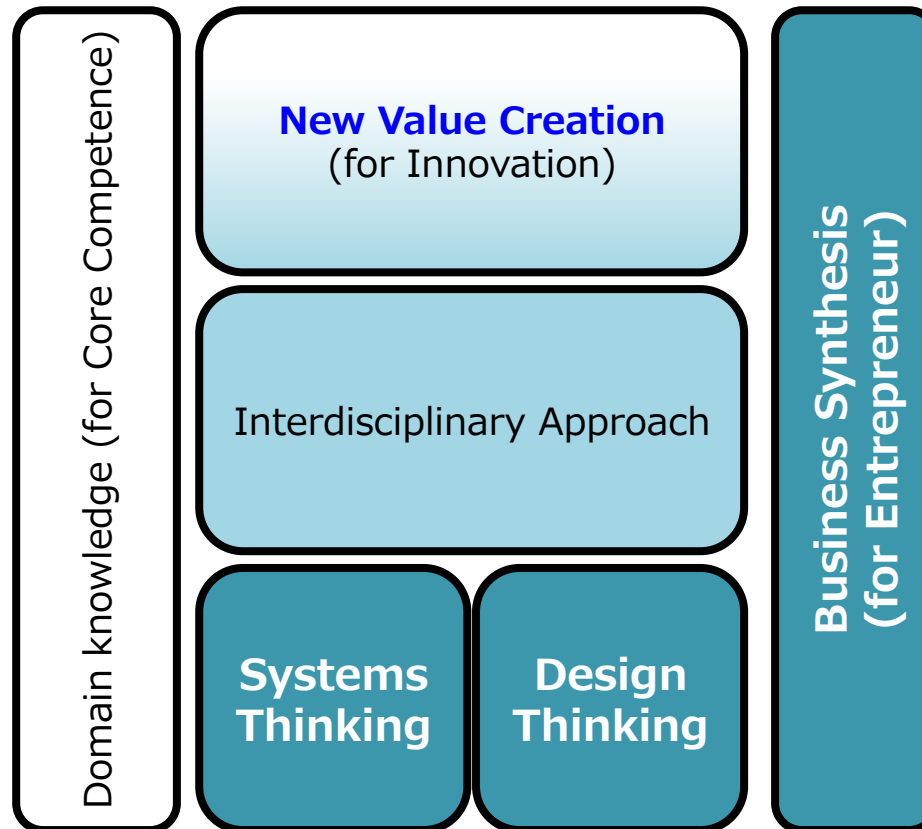
Keio EDGE

Contrex (2011)

<https://www.youtube.com/watch?v=yEH4Yum4nN4>

# Keio EDGE Program Course Work Design

## Keio EDGE person's *capability structure model*

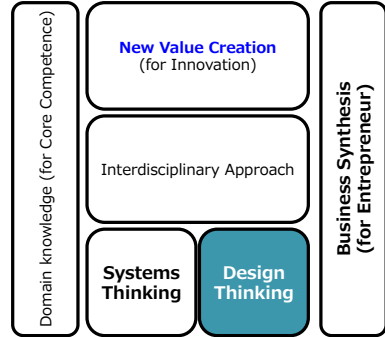


Interdisciplinary approach via Systems Thinking and Design Thinking.  
Business synthesis mindset and techniques are covered.

# Design Thinking

*“Design Thinking is a **mindset.**”*

by **IDEO**



***It's Human-Centered.***

常に人間を意識しながら考える

***It's Collaborative.***

多様性を活かすことによる恩恵

***It's Optimistic.***

どの様な状況でも自分たちは出来るのだという信念

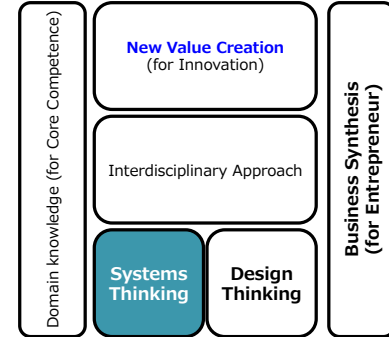
***It's Experimental.***

早く、たくさん失敗して経験から学ぶ

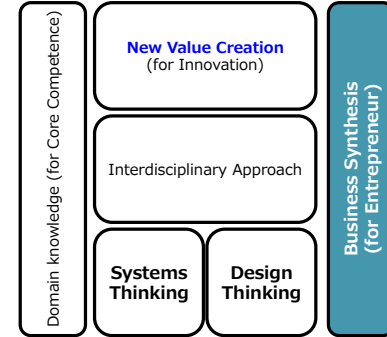
Reference: Design Thinking for Educators Toolkit, IDEO, 2011

# Systems Thinking

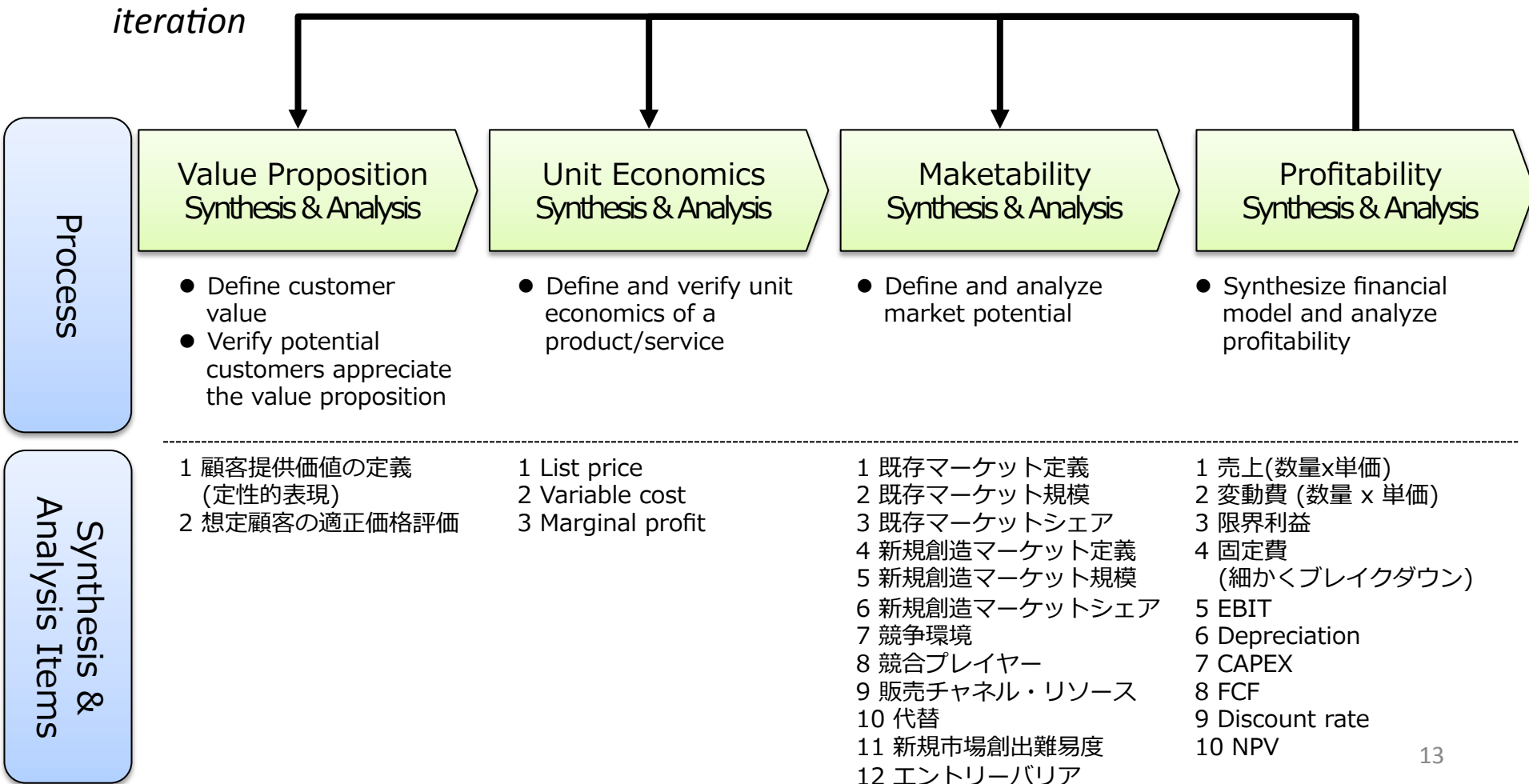
- As a **whole** and a **part**
- **Interrelationship**
- **MECE** boundaries
- Multiple **viewpoints**
- Level of **abstraction**



# Business Synthesis & Analysis Process



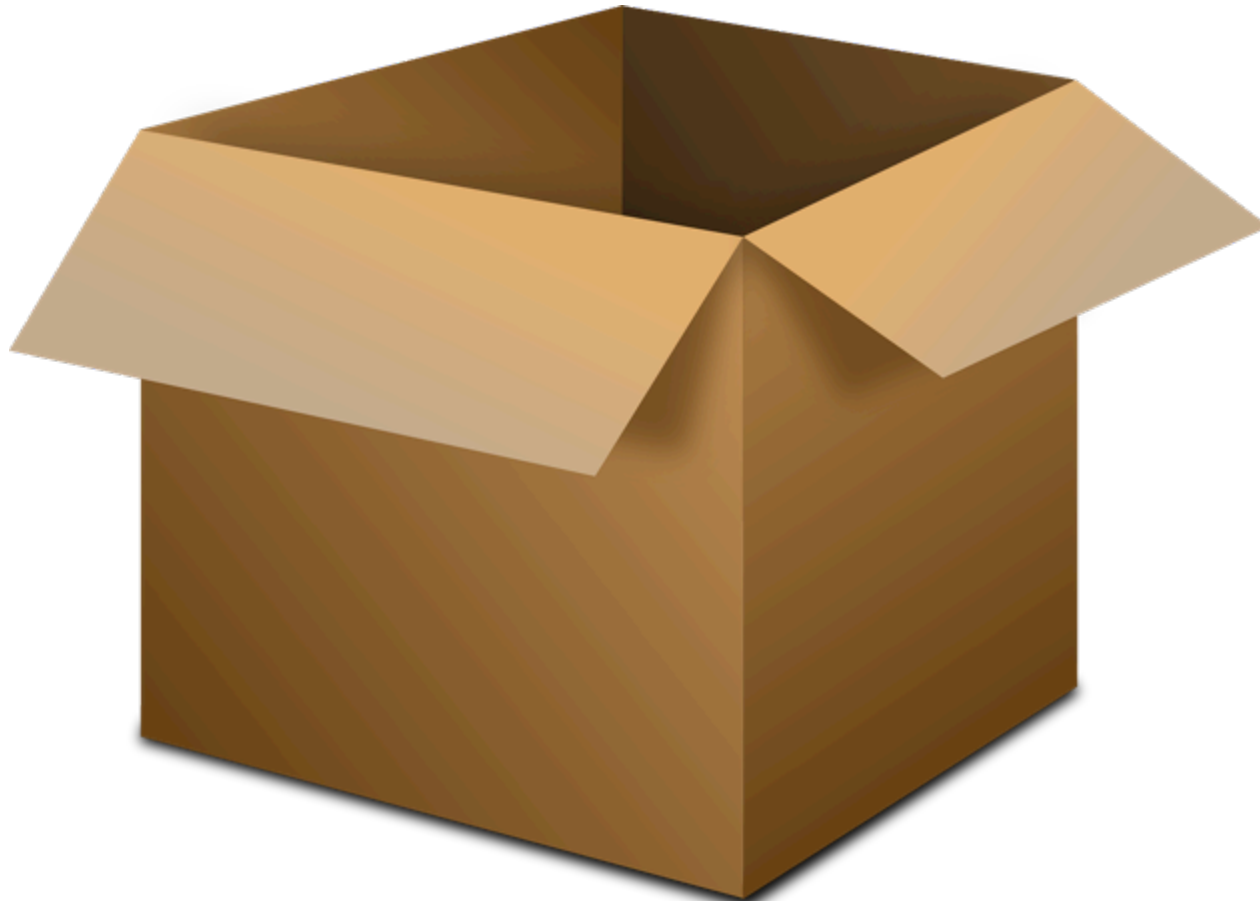
iteration



# Think innovative, Divergent/ Convergent thinking, Insight

- **Think innovative**
  - **Out of the box!!** You need to **know the box**, too.
  - Not a crazy idea generation. **New** and **valuable**.
- **Divergent/Convergent thinking**
  - **Explore** and **expand** the solution space.
  - **Organize** and **focus** to find the way out the box.
- **Insight**
  - **unusual** but **interesting**
  - **unfamiliar** but **convincing**

Thinking outside the box.



**New value proposition**

# Orchestrate implementation.





# Accelerate penetration.



# Growth

# Innovation

- is a process of **turning opportunity into new ideas** and **of putting these into widely used practice.**

(Tidd, Joseph 2013)

- **機会を新しいアイデアへと転換し、さらにそれらが広く実用に供せられるようにする過程**である(玉田俊平太 訳)
- **“創新普及”**

# 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

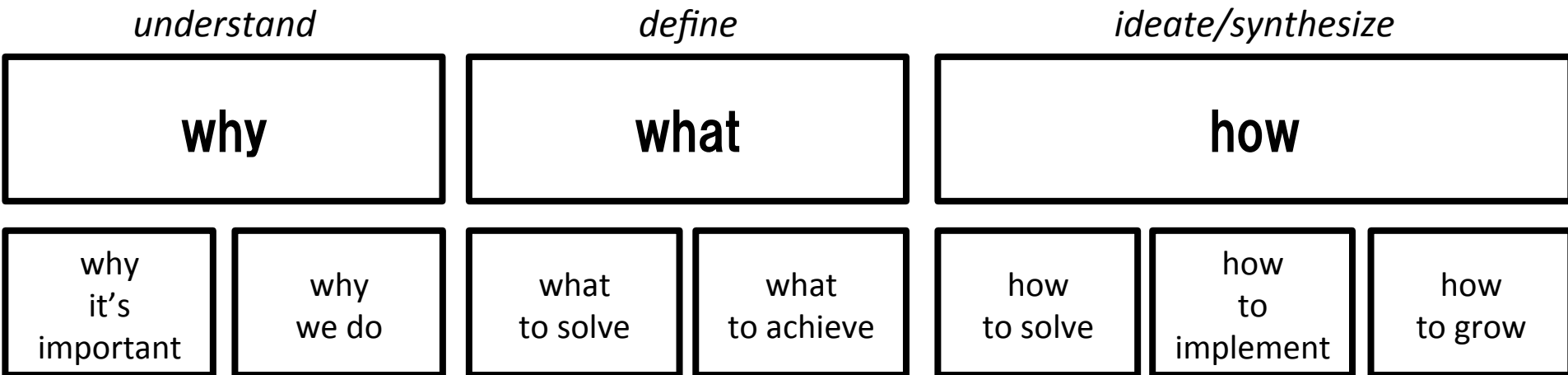
**New value  
proposition**  
capability

**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 Scope



The program has its scope set to all why-what-how domains. Entrepreneurial mindset is essential in any of these domains. Global mindset is also essential in any of these domains. This is not considered or performed necessarily in the sequence shown.

# From tomorrow you can...

- **start** thinking innovatively.
- **start** thinking in interdisciplinary mode.
- **start** thinking to create new value.
- **start** thinking implementing the new value.
- **start** thinking the growth.
- **start** applying Design Thinking.
- **start** applying Systems Thinking (and Systems Approach).
- **start** applying Business Synthesis approach.
- **start** **doing**.

Entrepreneur in global context does following:

**Think innovative.**

**Create new and unique value.**

**Be friends with uncertainty.**

**Aim growth.**

**Enjoy.**

# Keio EDGE Program Project Work



# Keio EDGE Program Vision

## What you have

Strong domain  
knowledge

Entrepreneur  
mindset

Have many  
international  
friends

## What you learn and do

**Innovative  
thinking**

Course work  
Project work

## What you become

**New value  
proposition**  
capability

**New business  
synthesis**  
capability

**Interdisciplinary  
approach**  
capability

The heart of the program is Project work which is a project-based learning (PBL) curriculum.

Participants will engage in a project with support from faculty members.

# Keio EDGE Program Project Work Description

- **SDM Type PBL**

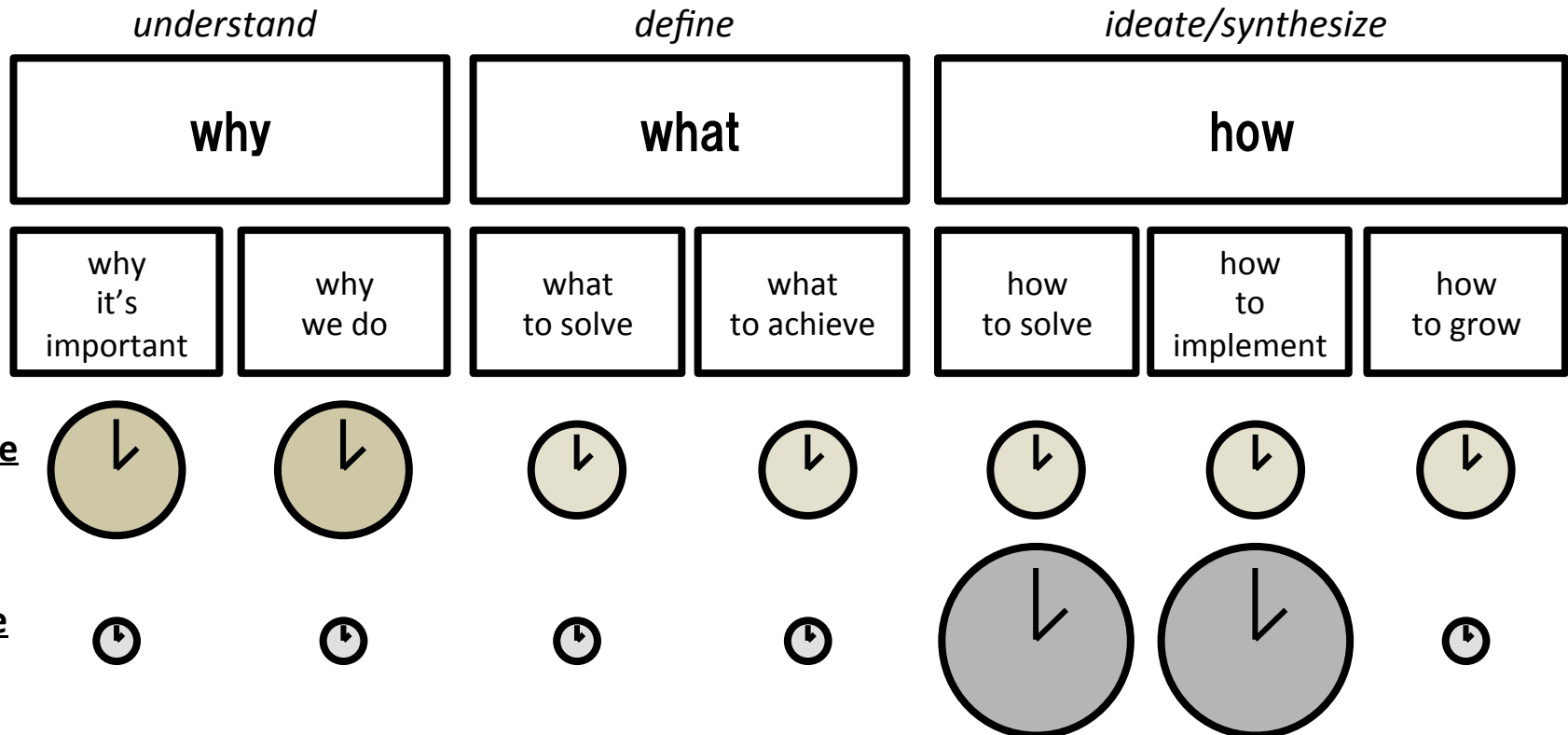
- Keio SDM type PBL is a new value proposing business design project conducted by teams of 5 to 6 people. The teams will pursue a new value proposition and its implementation and growth with strong support and mentoring from the SDM faculty members who are engineers, designers, and business experts. Graduate school of Science and Technology faculties will also mentor the teams with technical aspects.

- **SFC Type PBL**

- Keio SFC type PBL is a project conducted by individual with a close relationship with SFC faculty member and project coordinator from off-campus. The project will focus on the continuous transition of product design, systems design, and business creation. Oversea filed work related to the project is mandatory element for the SFC type.

# Keio EDGE Program Project Work Scope

- How participants use their time.



# **Keio EDGE Program Project Work SDM Type PBL**

# Keio EDGE Program

## Project Work: SDM type PBL 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 **collaboration**

you will be in a **project team** of multi-cultural and multi-disciplinary members

by **design thinking**

you will think and approach **like a designer**

by **systems thinking**

you will think and approach **as a system**

by **financial synthesis**

you will not only analyze but **creatively design your business**

### What you become

**New value proposition**  
capability

**New business synthesis**  
capability

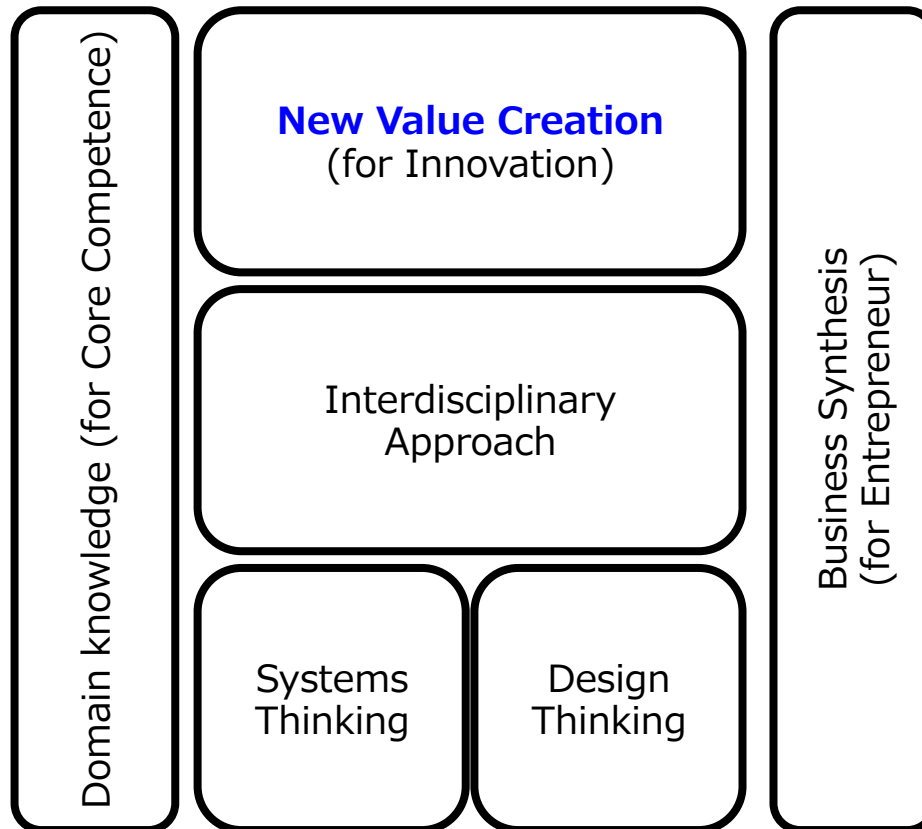
**Interdisciplinary approach**  
capability

It is a project based learning (PBL) program.

You will be working on the project with in a team.

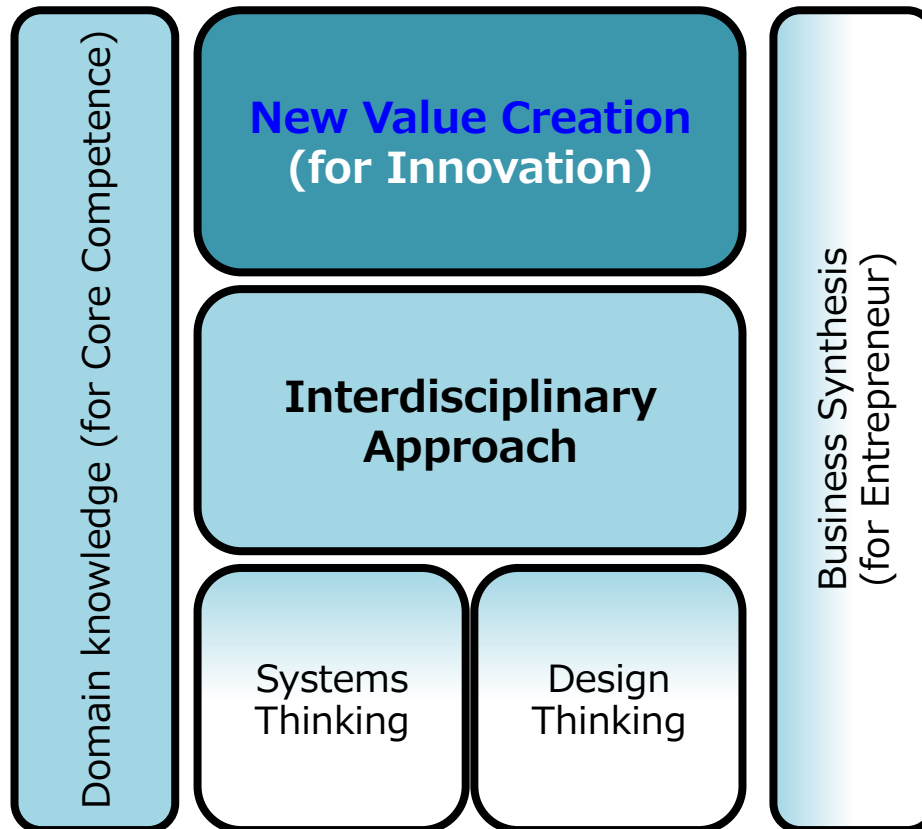
# Keio EDGE Program

## Project Work: SDM type PBL Design



# Keio EDGE Program

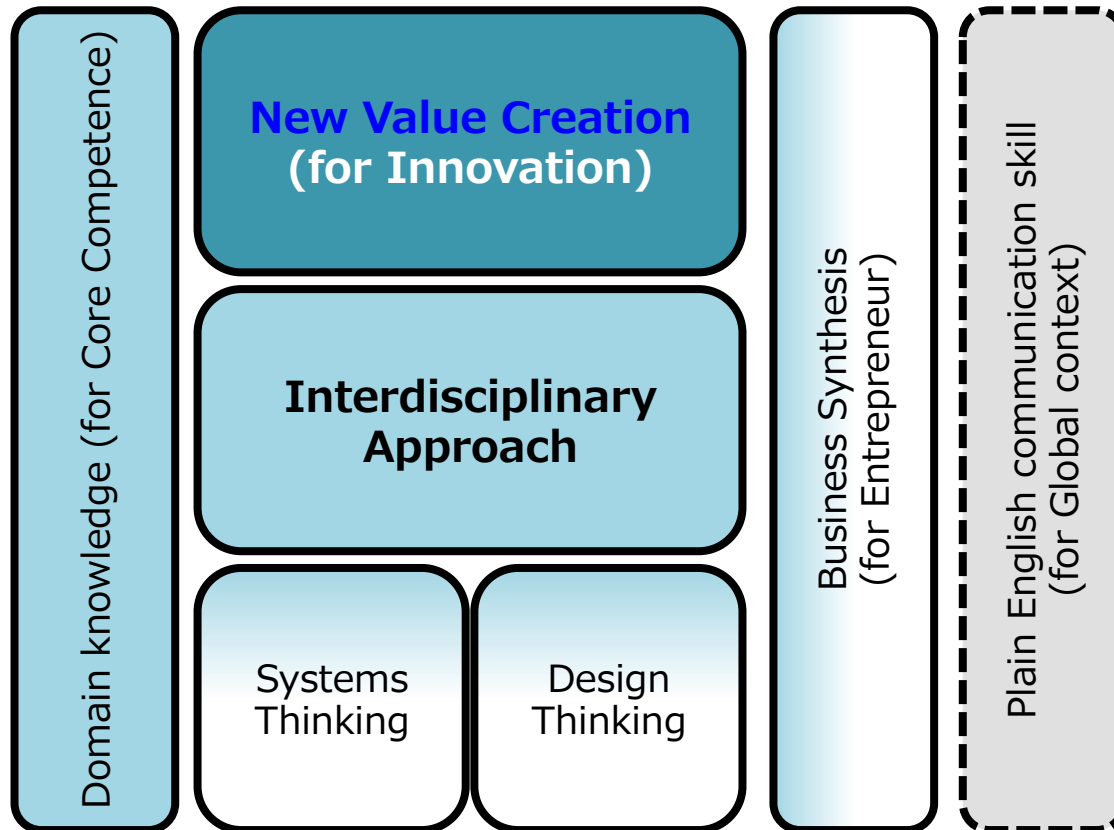
## Project Work: SDM type PBL Design



It is BYOD party! “Bring your own discipline”. Utilize your core competency and collaborate in interdisciplinary manner to achieve new value creation. Things you learned in the course work may be useful.

# Keio EDGE Program

## Project Work: SDM type PBL Design



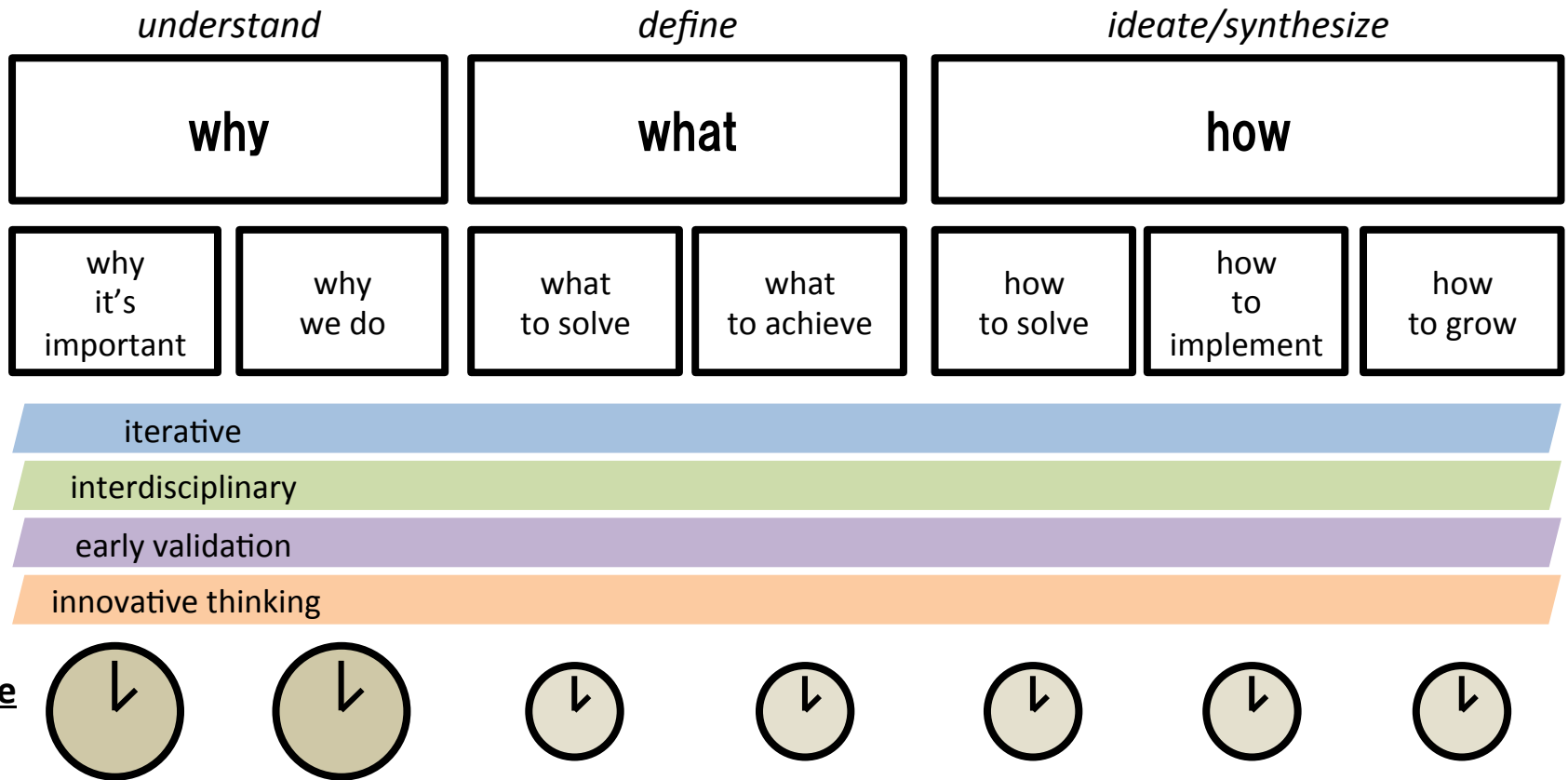
Also, a tip to improve English communication skill for non-English native speakers will be provided.



# Keio EDGE Program

## Project Work: SDM type PBL

### Scope

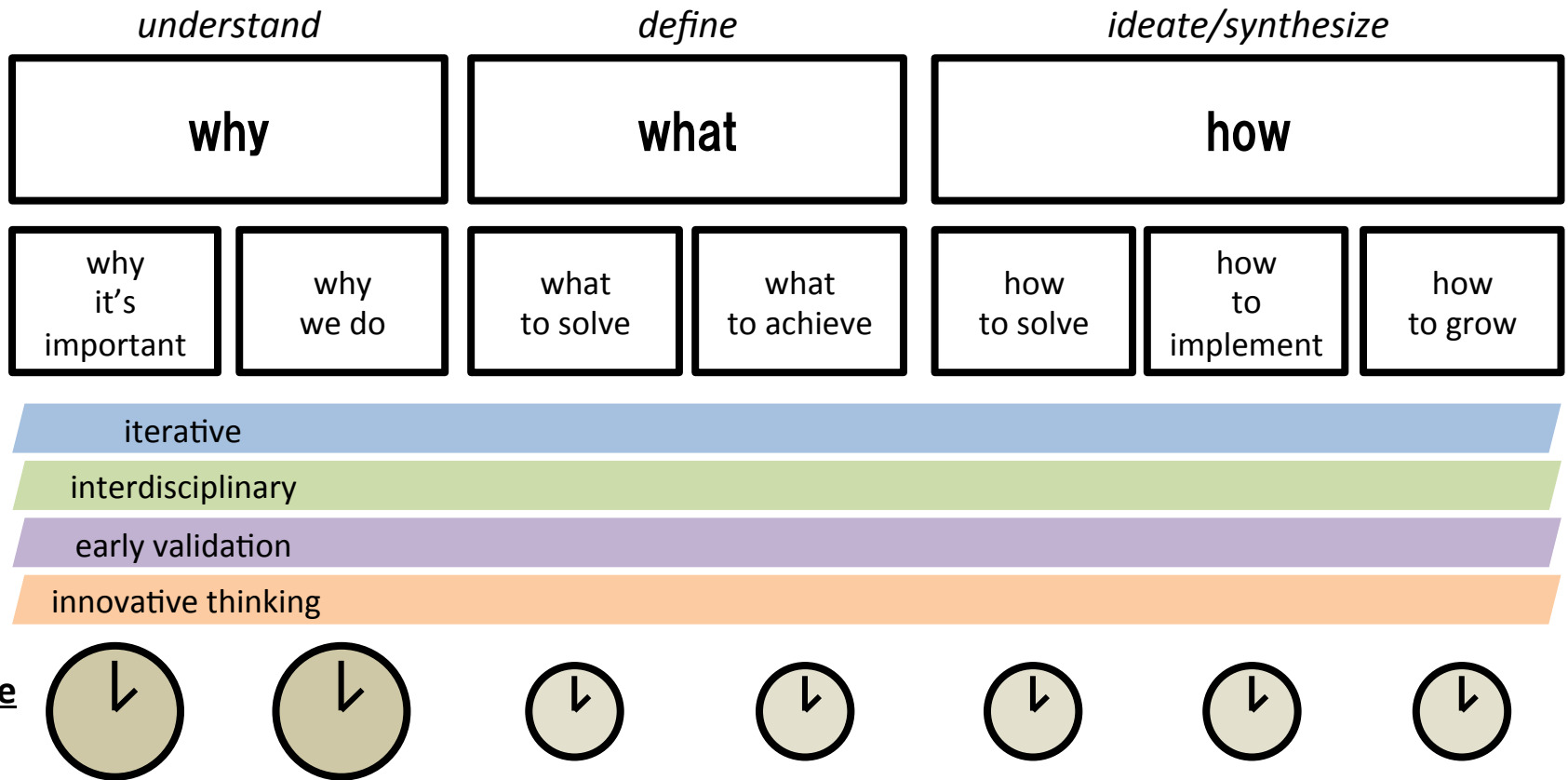


SDM type  
PBL

# Keio EDGE Program

## Project Work: SDM type PBL

### Scope



SDM type  
PBL

# Keio EDGE Program

## Project Work: SDM type PBL

### What You DO and DELIVER

- [What you will do]
  - Form a team of 5 to 6 people.
  - Learn given context. (It will continue throughout the PBL.)
  - Design a business with innovative idea.
    - Design your unique and new value proposition.
    - Design your business.
    - Design how you would grow your idea/business.
  - Present your work and progress for feedback and discussion with the instructors. (Dec.20, Jan.10, 31)
  - Present your deliverable on Feb. 14<sup>th</sup>.
- [What you will deliver]
  - Unfamiliar but convincing and fascinating business design result with;
    - new and innovative value proposition.
    - coarse but solid looking startup plan.
    - ambitious but interesting growth prospect.

# Keio EDGE Program

## Project Work: SDM type PBL

### What You DO and DELIVER

- [What you will deliver]
  - Unfamiliar but convincing and fascinating business design result with;
    - new and innovative value proposition.
      - Well thought and refined how and by whom the new value is appreciated.
      - Well discussed and stated what the new value means to the world.
      - Well researched and compared that it is new and different.
      - Well designed with enough detail level so it can be claimed doable.
      - Preferably its concept simulated/prototyped/tested and proofed to some extent.
      - You are genuinely excited and passionate about it.

# Keio EDGE Program

## Project Work: SDM type PBL

### What You DO and DELIVER

- [What you will deliver]
  - Unfamiliar but convincing and fascinating business design result with;
    - coarse but solid looking startup plan.
      - Unit economics designed and analyzed for the value proposed to some extent.
      - Marketability considered and analyzed for the value proposed to some extent.
      - Profitability designed and analyzed for the value proposed to some extent.
    - ambitious but interesting growth prospect.
      - Story and calculation behind it is traceable.
      - Logical and objective taste.
      - Low resolution but careful and honest accumulation.
      - Attractive not necessarily dollarwise but societal impact perspective and more.

# Keio EDGE Program Project Work: SDM type PBL Instructors

## Engineering/Science background

engineer more complex and dynamic system which provides new value

## Business/Management background

synthesize and manage new business model which enables new value chain

## Information Architecture background

communicate regardless of language and discipline within global context

## Design background

design and manage not only colors and shapes but philosophy and principle of the deliverable

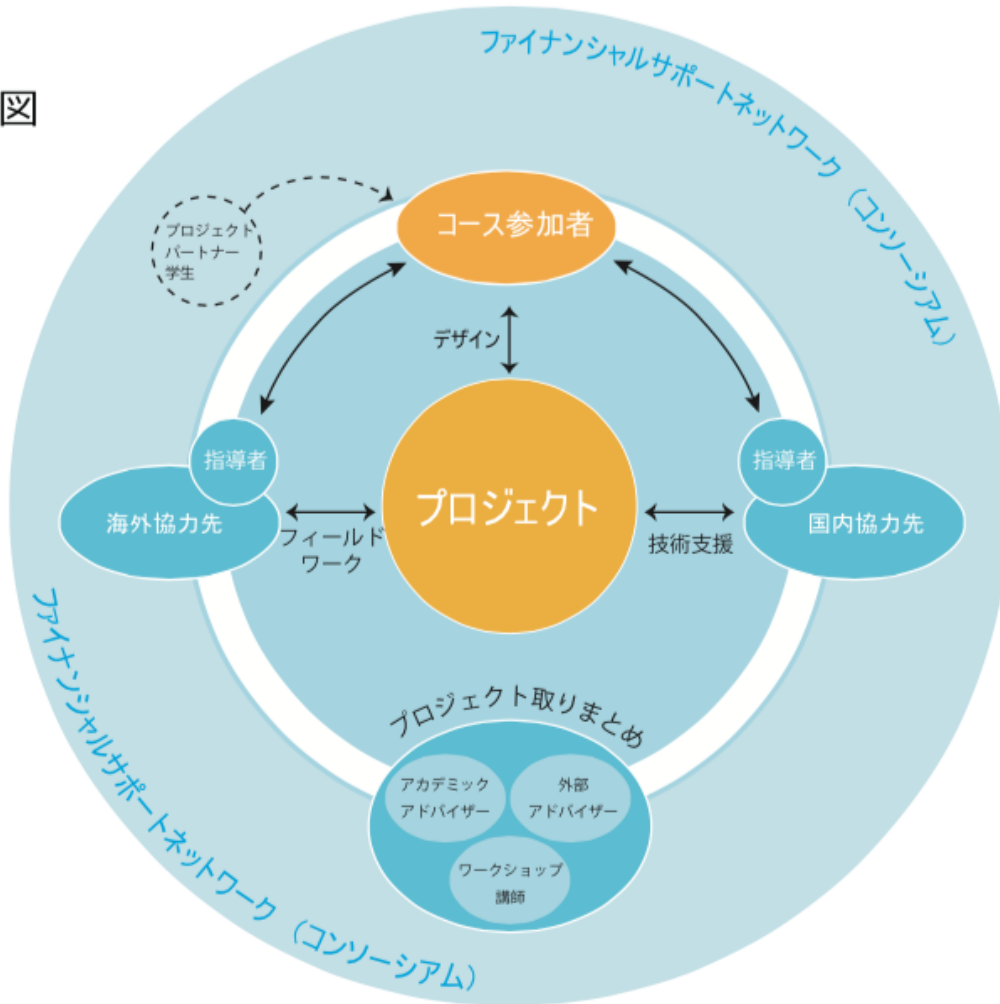
**We all practice entrepreneurial mindset in global context.**

# **Keio EDGE Program Project Work SFC Type PBL**

# Keio EDGE Program Project Work: SFC type PBL

慶應義塾大学  
グローバルイノベーション人材育成連携プログラム

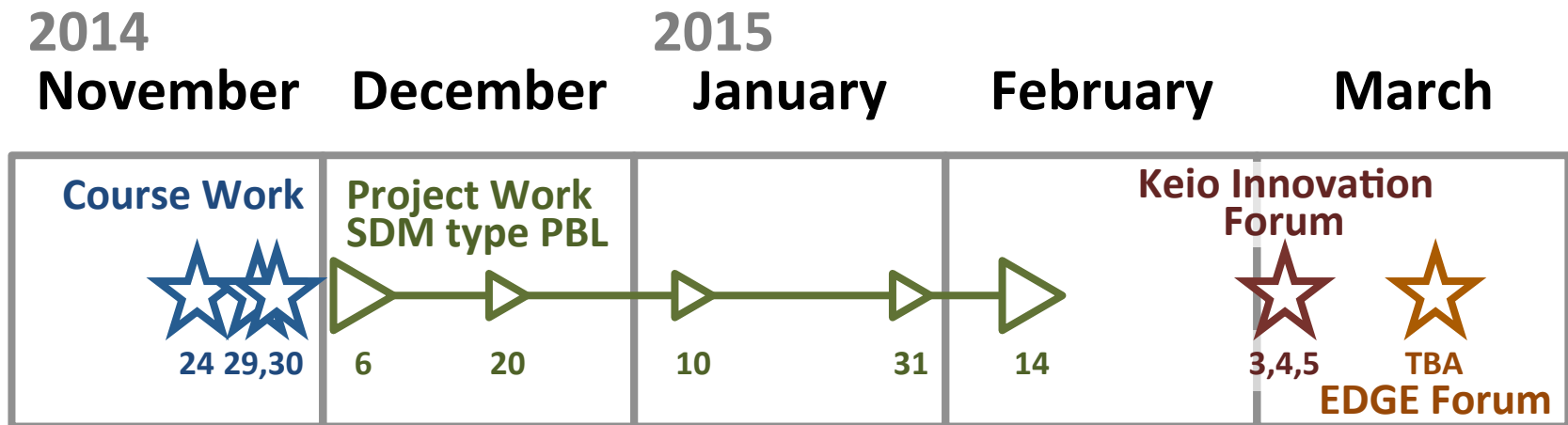
組織図





# Keio EDGE Program Schedule

# Program Schedule 2014-15

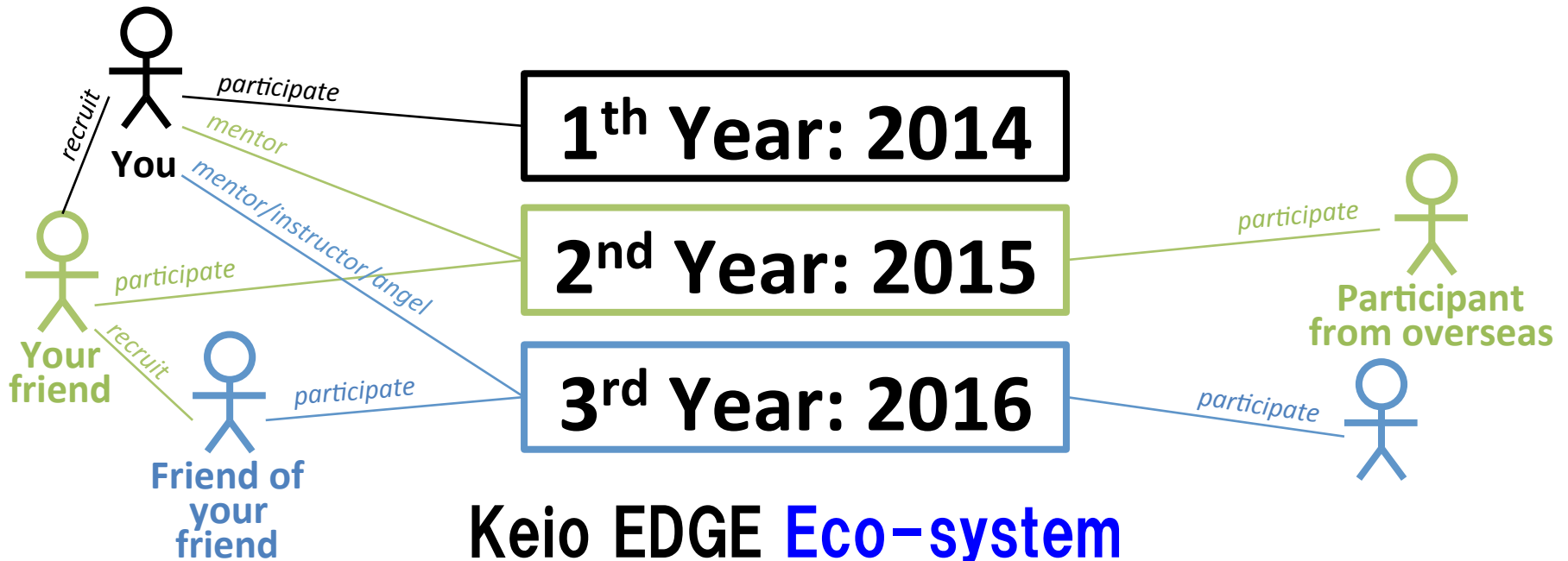


Intensive 3-day course work is to get you ready with right equipment. Rest is PBL with mentoring and feedback.

You will make several presentations before the final presentation on February 14<sup>th</sup>.

**Keio Innovation Forum** will be held in March where you will present your outcomes. Also, **EDGE Forum** will be held by Tokyo University and among other EDGE program participant you will be presenting your outcomes.

# Program in Long Term Perspective



## Keio EDGE Eco-system

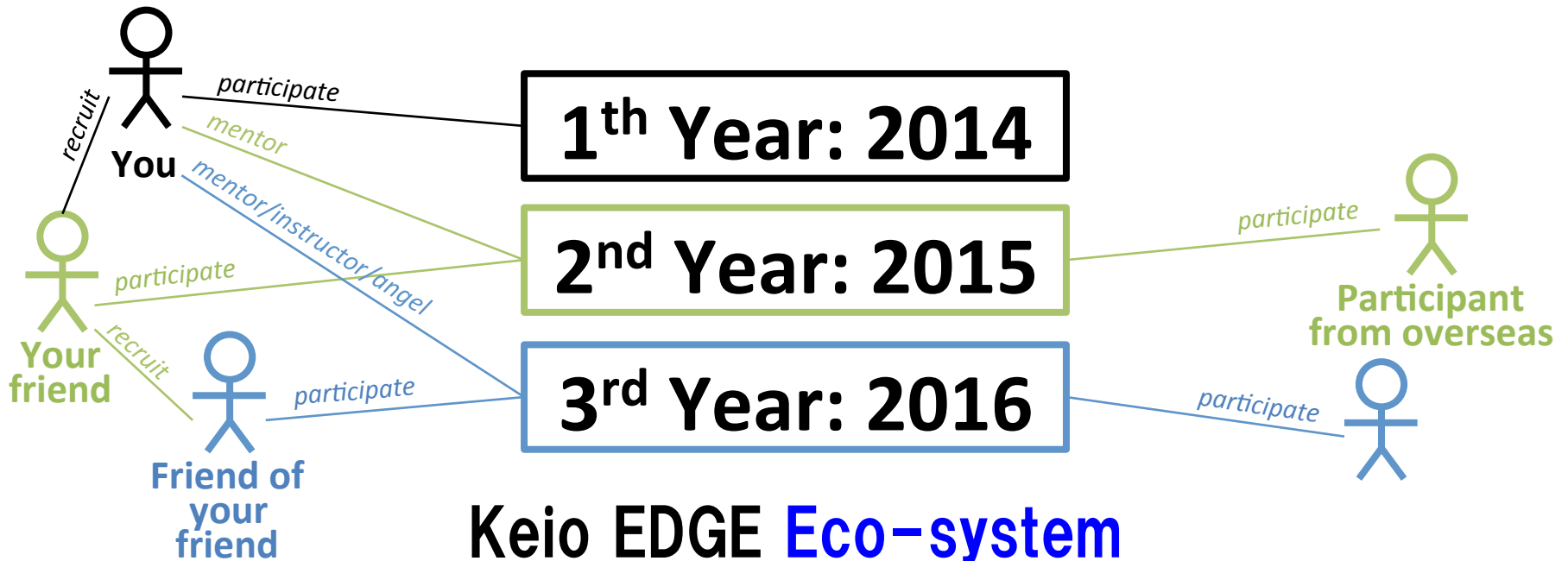
It is 3-year program funded by MEXT (Ministry of Education, Culture, Sports, Science and Technology, Japan).

We would like to keep our alumni community stay close.

And also would like to ask you to comeback to the program as mentor, instructor, and/or angel!

Your recommendation for new participants is more than welcome.

# Program in Long Term Perspective



It is 3-year program funded by MEXT (Ministry of Education, Culture, Sports, Science and Technology, Japan).

We would like to keep our alumni community stay close.

And also would like to ask you to comeback to the program as mentor, instructor, and/or angel!

Your recommendation for new participants is more than welcome.

# Program in Long Term Perspective



## Keio EDGE Alumni

It is 3-year program funded by MEXT (Ministry of Education, Culture, Sports, Science and Technology, Japan).

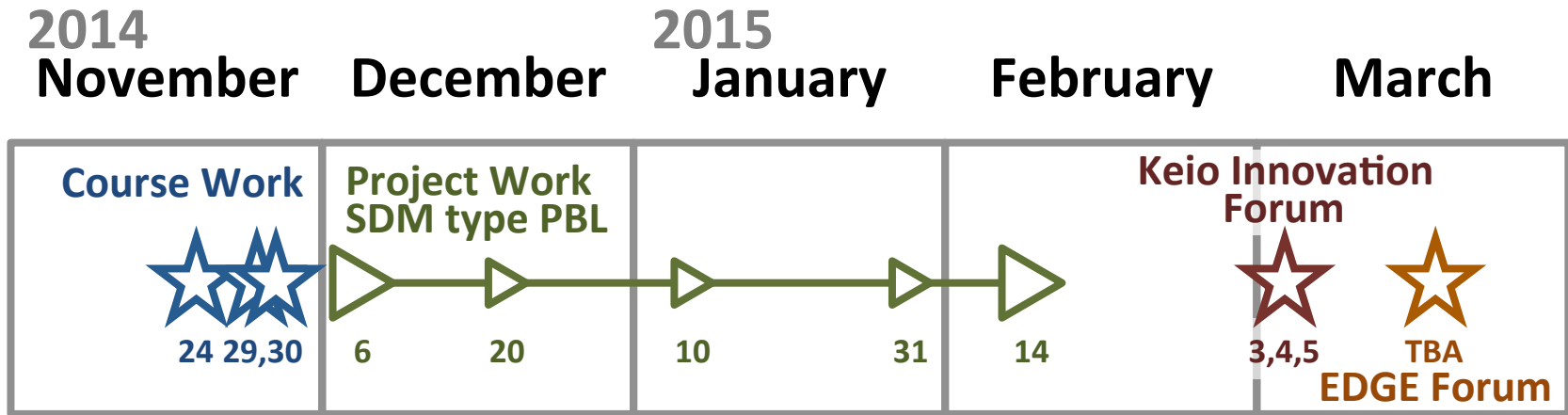
We would like to keep our alumni community stay close.

And also would like to ask you to comeback to the program as mentor, instructor, and/or angel!

Your recommendation for new participants is more than welcome.

# **Keio EDGE Program Course Work -> Project Work Selection**

# Project Work: SDM type PBL Selection



For the EDGE Program 2014 we are expecting **16 participants** for the SDM type PBL.

You are all considered as a candidate and will be evaluated according to the selection criteria.

# Project Work: SDM type PBL Announcement of Selection Results

- The selection results will be sent out by **December 1<sup>st</sup>** (Monday).



EOF