EDGE Program funded by MEXT
Keio University
Global Innovator Acceleration Program 2015
Day 1 Wrap-up

Graduate School of System Design and Management
EDGE Program Team

Keio EDGE Focus

innovative

is one of the primary causes for innovation.

entrepreneurship

is the must have for any type and kind of innovator.

"Innovative": Keio EDGE flavor

- thinking **OUTSIDE THE BOX**.
  - What box?
    Your box? Certain organization's box?
    Certain domain's box? Certain country's box?

- a **NEW SOLUTION** with a **NEW VALUE**.
  - Our ultimate aim is
    NOT innovative technology,
    NOT innovative marketing,
    but **INNOVATIVE VALUE CREATION**

"entrepreneurship": Keio EDGE flavor

- It is always **I** (and **we**)
  - NOT someone, someday, somehow.
- It is about **THINKING**, **DOING**, and **FEELING**
  - and you need to COMMUNICATE!
- It is about finding **your team**
  - you do not need to do everything by yourself
  - find the **right one**!
    or find the one who is **connected to the right one(s)**!
- You don't order your team but **INSPIRE** them
- NOT necessarily "right now" startup CEO.
  - "when time is right" startup CXO.
  - Your friend, startup CEO, will **LOVE** to have you join her venture.

Keio EDGE Program Goal

- It is to convert you to "**value creation**" **minded** person.

- Innovation and enterprise are both merely an approach.

New Value Creation

Innovative

Entrepreneurship

enabling
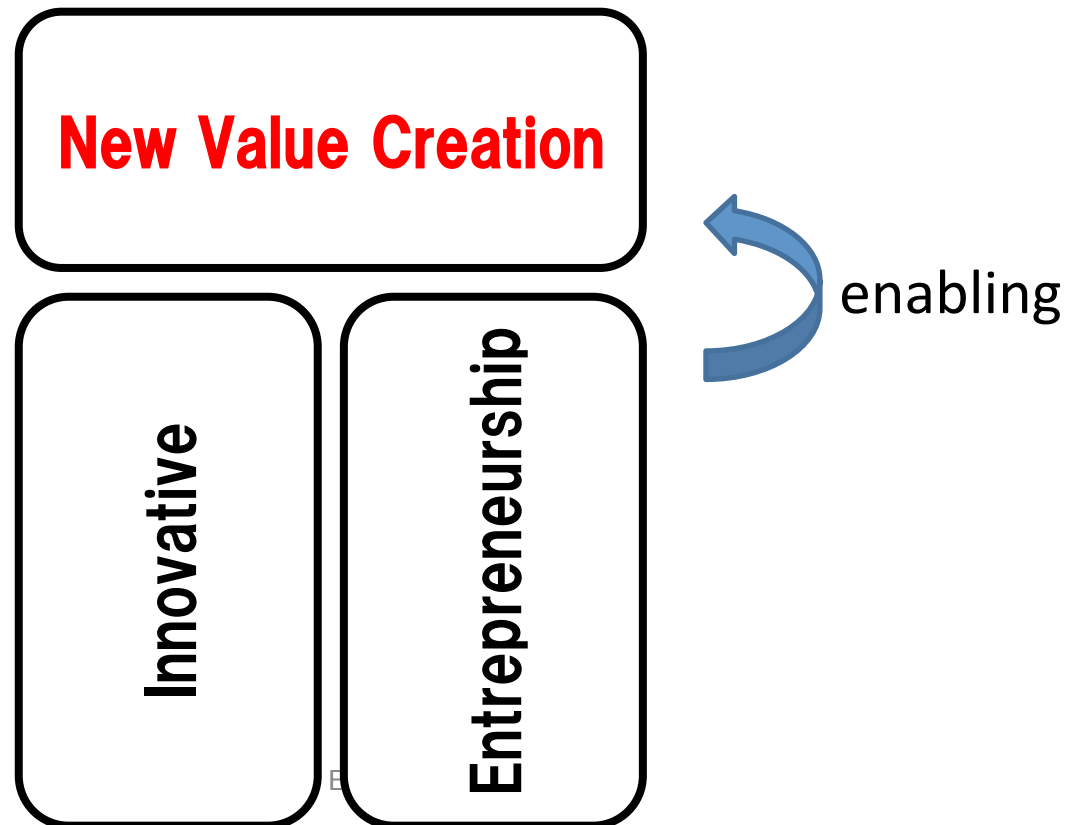
Find **INNOVATIVE** thing
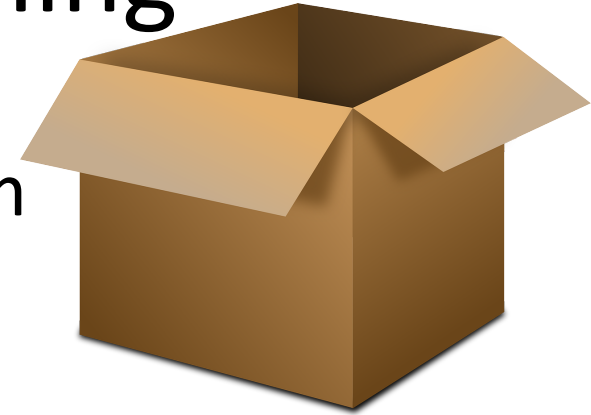
- Find **an innovative thing** (product, service, strategy or any kind) as a team and **describe it** to the class.
- The description should be **concise**.

[Instructions]
1. Find an innovative thing individually. (via google, etc)
2. Take turns and show-and-tell about it.
   Try to make your description as concise as possible.
3. Discuss which one was more innovative and select the most innovative thing in the team.
4. Discuss and improve how you describe its innovativeness.
5. Decide who is going to present in front of the class.

30 min

Find **VALUE created**

- Find interesting **VALUE created** by product, service, policy, or anything.

- Describe about the VALUE found and **who appreciates** it and **why**.

[Instructions]
1. Find interesting VALUE created individually.
   Try to find non-obvious VALUE.
2. Take turns and show-and-tell about it.
   Describe VALUE created, what is creating, and who appreciates it and why.
   Try to make your description as concise as possible.
3. Discuss which one was more interesting and select the most interesting value created in the team.
4. Discuss and improve how you describe the interesting value.
5. Decide who is going to present in front of the class.

30 min

SMALL BUSINESS SATURDAY
NOV 26

2015

AMERICAN EXPRESS OPEN "Small Business Gets An Official Day" (2011)
https://www.youtube.com/watch?v=NgmLC6jbxfg