EDGE Program funded by MEXT
Keio University
Global Innovator Acceleration Program 2015
Day 1 Workshop

Graduate School of System Design and Management
EDGE Program Team

"INNOVATIVENESS" show and tell

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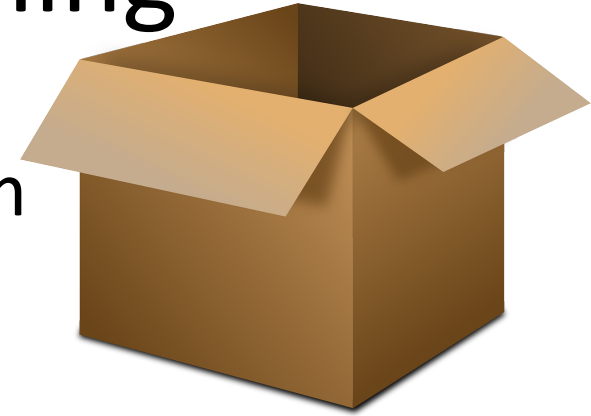
- Find **an innovative thing** (product, service, strategy or any kind) as a team and **describe it** to the class.

- 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

Example

2015   Keio EDGE   4

Fun Theory (2009)
http://www.thefuntheory.com

Example

WHO IS THE BEST PLAYER IN THE WORLD?

RONALDO   MESSI

THINK INSIDE THE BOX
AND VOTE WITH YOUR BUTT

Normally you ask people to "put the litter in the litter box". (and many people ignore)
This solution is just asking to participate in a poll but still getting the long wanted result.
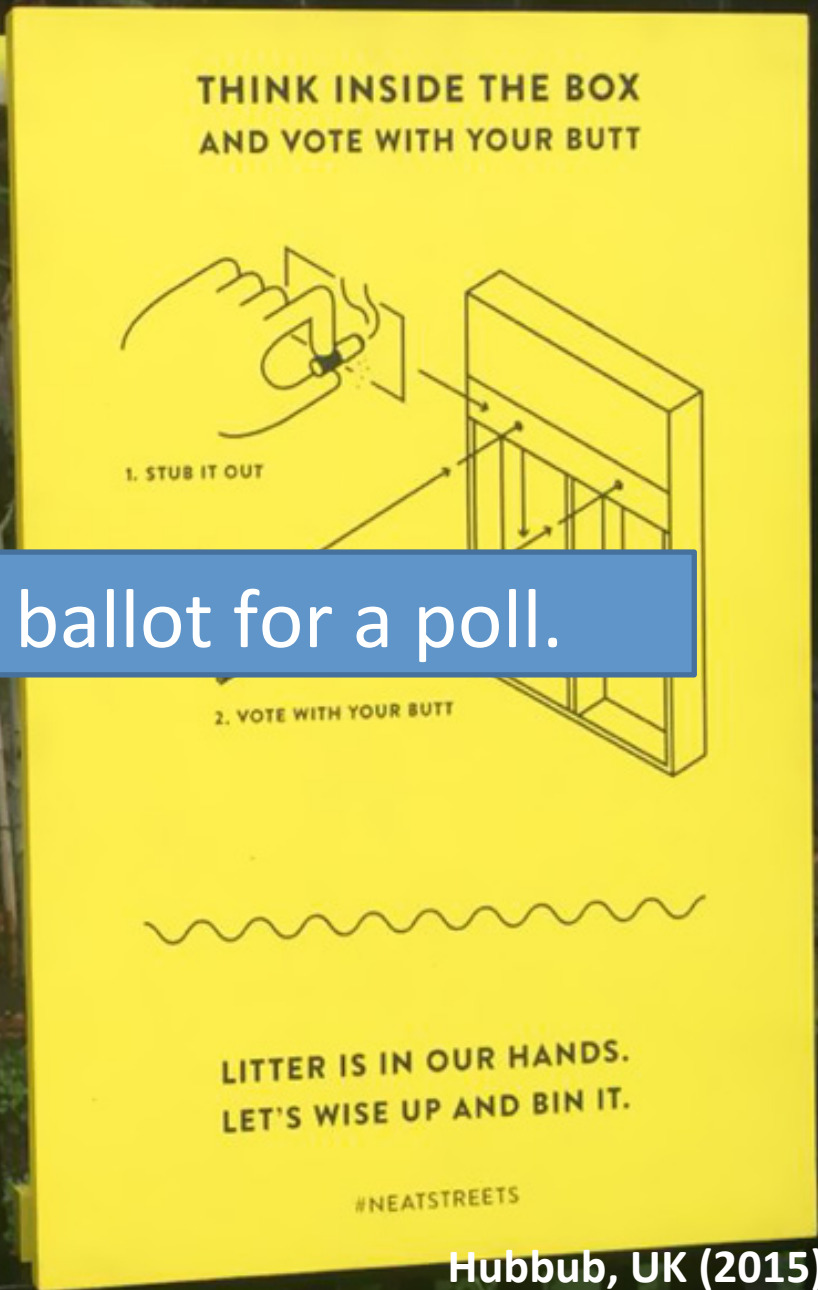
LITTER IS IN OUR HANDS.
LET'S WISE UP AND BIN IT.

#NEATSTREETS

Hubbub, UK (2015)
https://www.hubbub.org.uk/ronaldo-or-messi-when-litter-goes-viral

Example

WHO IS THE BEST PLAYER IN THE WORLD?

RONALDO   MESSI

STUB IT OUT   STUB IT OUT

THINK INSIDE THE BOX
AND VOTE WITH YOUR BUTT

1. STUB IT OUT

2. VOTE WITH YOUR BUTT

LITTER IS IN OUR HANDS.
LET'S WISE UP AND BIN IT.

#NEATSTREETS

Turned the litter into a ballot for a poll.

Hubbub, UK (2015)
https://www.hubbub.org.uk/ronaldo-or-messi-when-litter-goes-viral

INNOVATIVE thing you created or done

- Tell us about your experience of **creating or doing an innovative thing**.

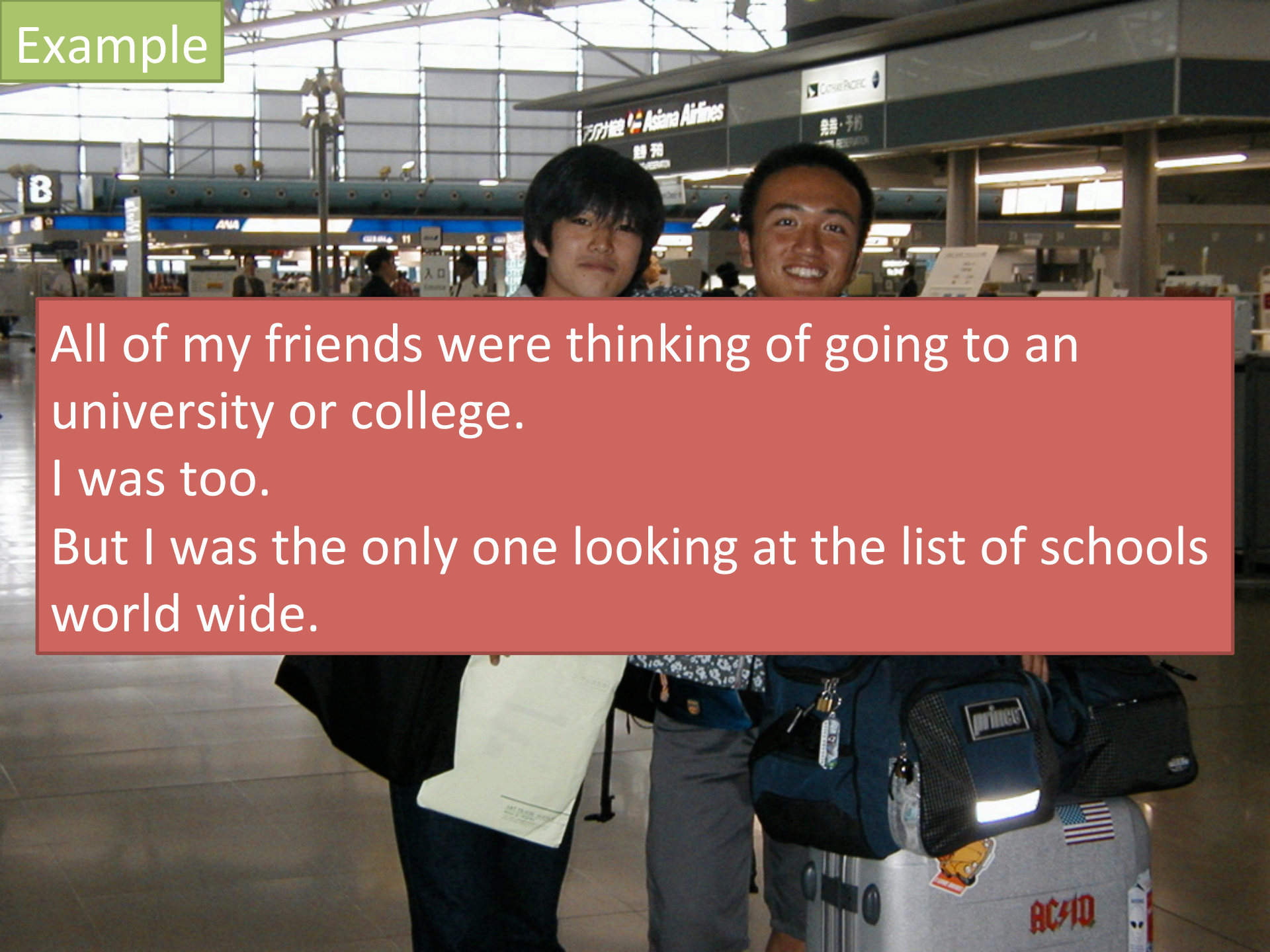- Your story should be **concise** and **clear** about **innovativeness**.
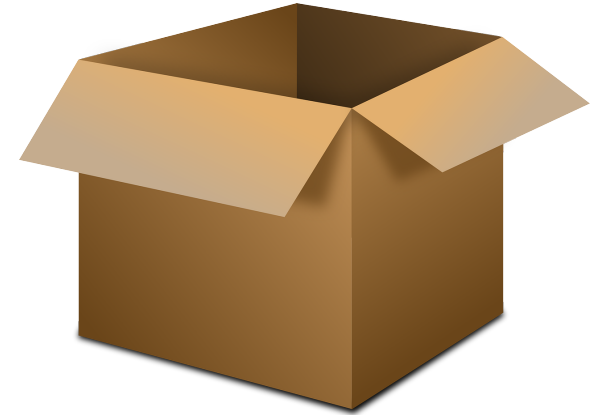
[Instructions]
1. Share your story of creating or doing an innovative thing.
2. Discuss and choose the most innovative story.
   When choosing try to focus on the innovativeness.
3. Discuss and improve how you describe its innovativeness.
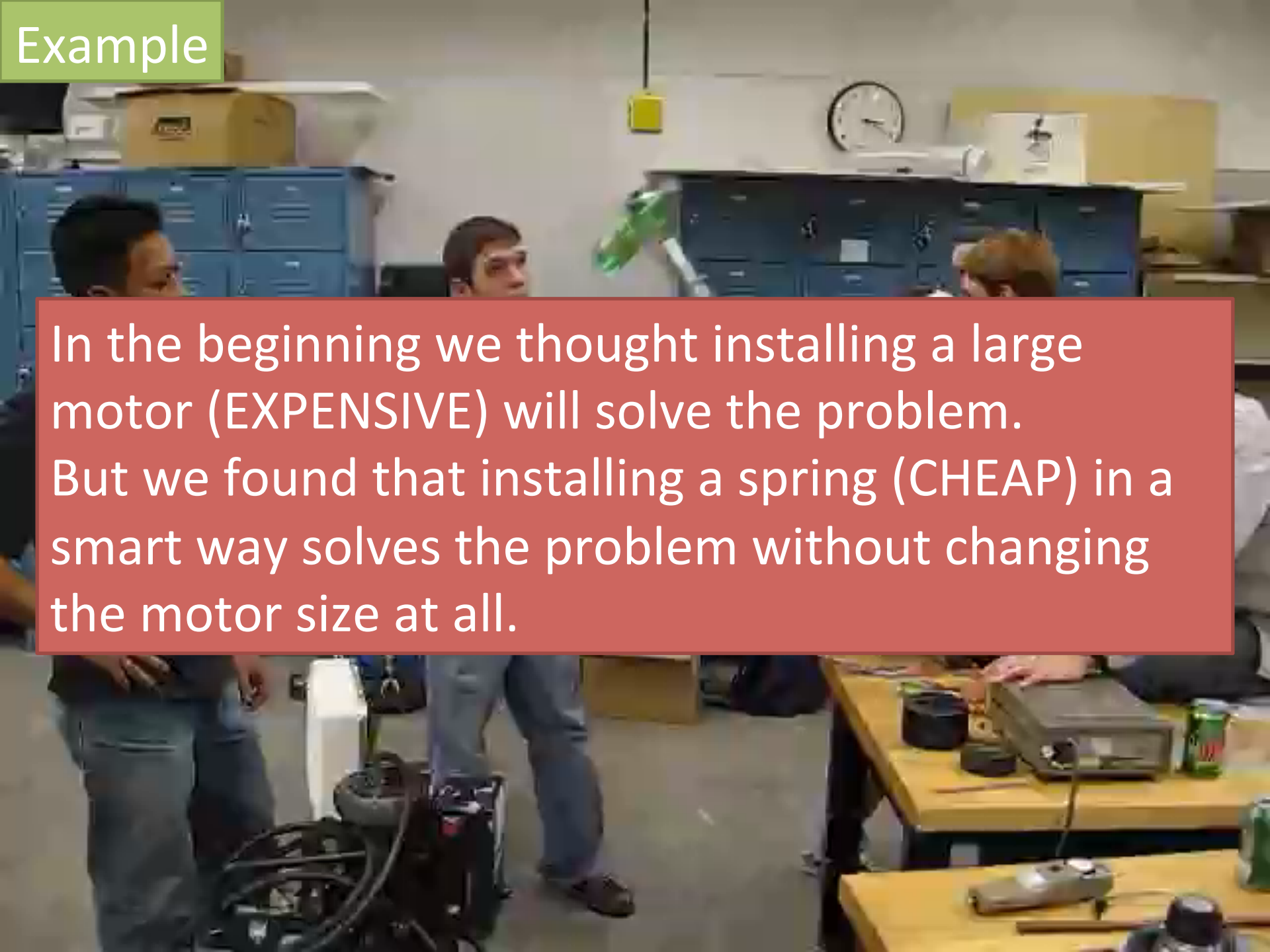
30 min

All of my friends were thinking of going to an university or college.
I was too.
But I was the only one looking at the list of schools world wide.

In the beginning we thought installing a large motor (EXPENSIVE) will solve the problem.
But we found that installing a spring (CHEAP) in a smart way solves the problem without changing the motor size at all.

"VALUE CREATION" show and tell

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

VALUE: You can throw your stack of papers straight into a recycle paper bin.

WHO: People work in the office that is so concerned about recycling papers appreciate the value.
WHY: It is because taking a staple out of a stack of papers is a pain.

Harinacs, KOKUYO

Keio EDGE

https://www.kokuyo.com/en/corporateprofile/history/episode_22.html

Your **VALUE creation** experience

- Tell us about your experience of interesting **VALUE creation**.

- Your story should clarify **what is the value**, **who appreciated** it and **why**.

[Instructions]

1. Share your story of interesting VALUE creation.
   Try to share a non-obvious VALUE creation story.

2. Discuss and choose the most interesting story.
   When choosing try to focus on non-obviousness and the importance of the value.

3. Discuss and improve how you describe the VALUE created, who appreciated, and why.

30 min
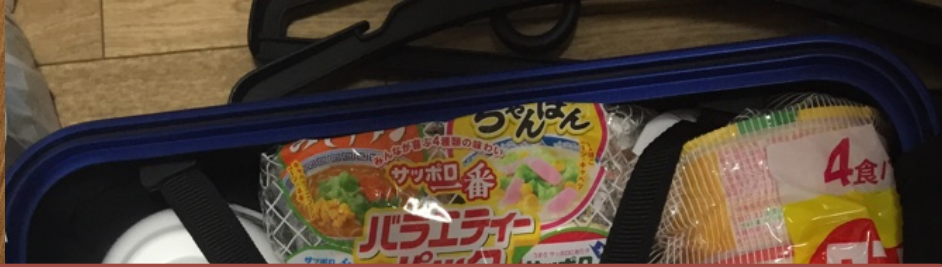
VALUE: **Less storage** space in time of peace and **mobility** in case of a disaster.

WHAT: Emergency stock is stored inside empty traveling suitcase.

WHO: My family (me, wife, daughter, son)
WHY: It is because we live in a small apartment and do not have much storage space but still want to keep enough stock for whole family.