

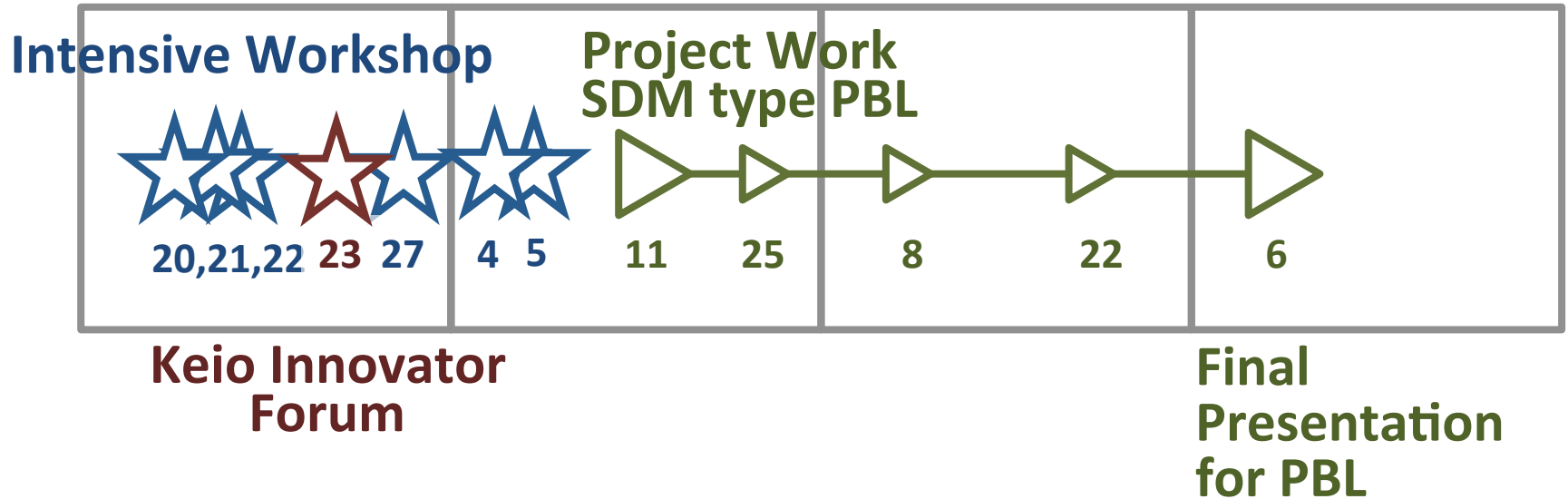
# Keio EDGE Program

Kane Ishibashi

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Graduate School of System Design and Management

# Keio EDGE Program 2015 Schedule

**September    October    November    December**



7-day Intensive Workshop 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 December 6<sup>th</sup>.

# Innovation

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

(Tidd, Joseph and Bessant, J. R. Managing Innovation : Integrating Technological, Market and Organizational Change . 5th ed. ed. Chichester: Wiley, c2013., c2013.xix)

- **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
- **“創新普及”**

(関西学院大学 経営戦略研究科 教授 玉田俊平太 訳)

# Entrepreneurship in a *business dictionary*

- ***The capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.*** The most obvious example of entrepreneurship is the starting of new businesses.

<http://www.businessdictionary.com/definition/entrepreneurship.html>

## Person with **Entrepreneurship**

1. greatly value ***self-reliance***,
- 2. *strive for distinction*** through excellence,
3. are ***highly optimistic*** (otherwise nothing would be undertaken), and
4. always ***favor challenges of medium risk*** (neither too easy, nor ruinous).

Alois Schumpeter (1883-1950)

# Keio EDGE Focus

**innovative**

is one of the primary causes for innovation.

**entrepreneurship**

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

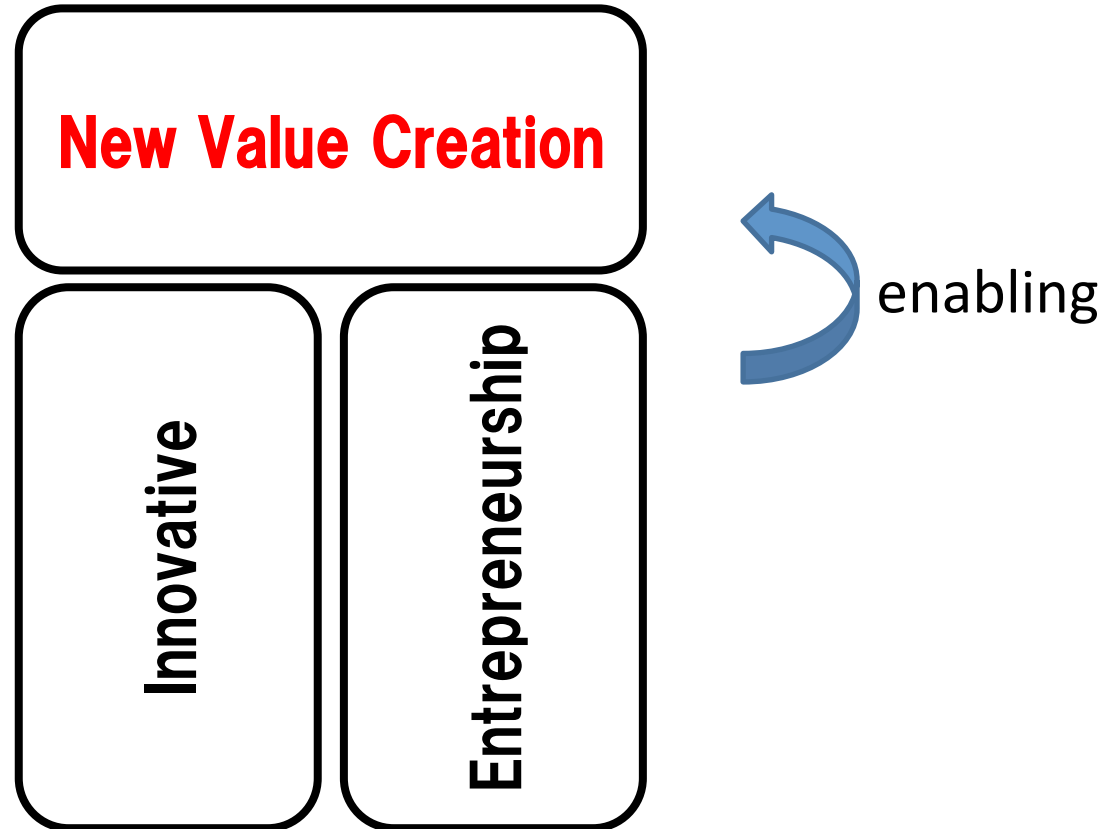
# “Innovative”: Keio EDGE flavor

- 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)!**
- NOT necessarily “right now” startup CEO.
  - “when time is right” startup CXO.
  - Your friend, startup CEO, will **LOVE** to have you join her venture.

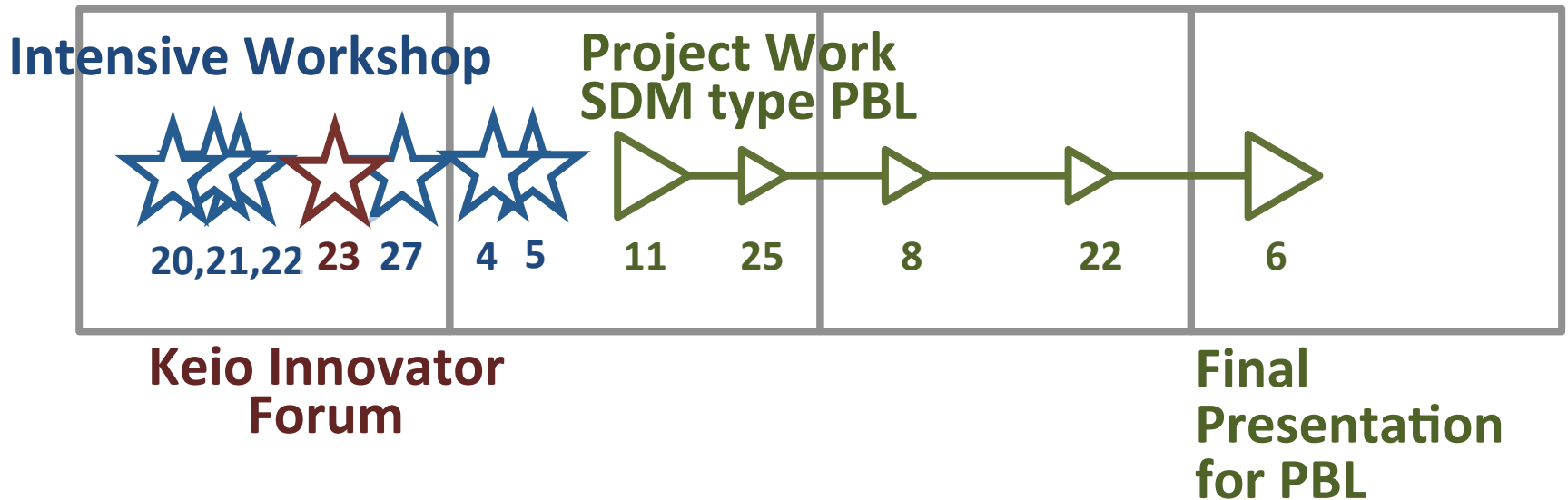
# What we want Keio EDGE participants to understand





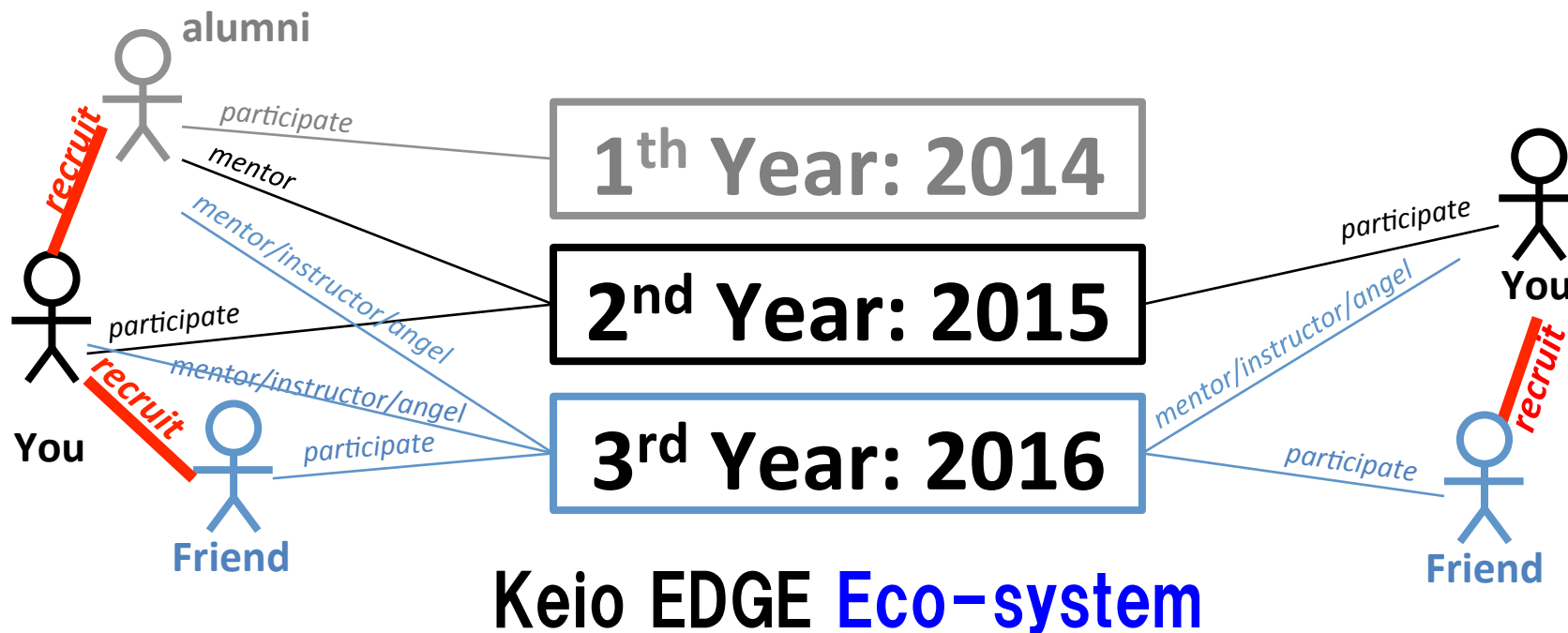
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# Keio EDGE: SDM Secret Recipe



# Keio EDGE: SDM Secret Recipe

September

October

20<sup>th</sup>

21<sup>st</sup>

22<sup>nd</sup>

23<sup>rd</sup>

27<sup>th</sup>

4<sup>th</sup>

5<sup>th</sup>

Kickoff  
&  
Innovative  
Thinking

Design  
Thinking

Systems  
Thinking

(Global  
Innovator  
Forum)

Prototyping  
and Testing

Business  
Synthesis

Design  
Process  
Exercise

to think innovative

to think human centered

to think as a system

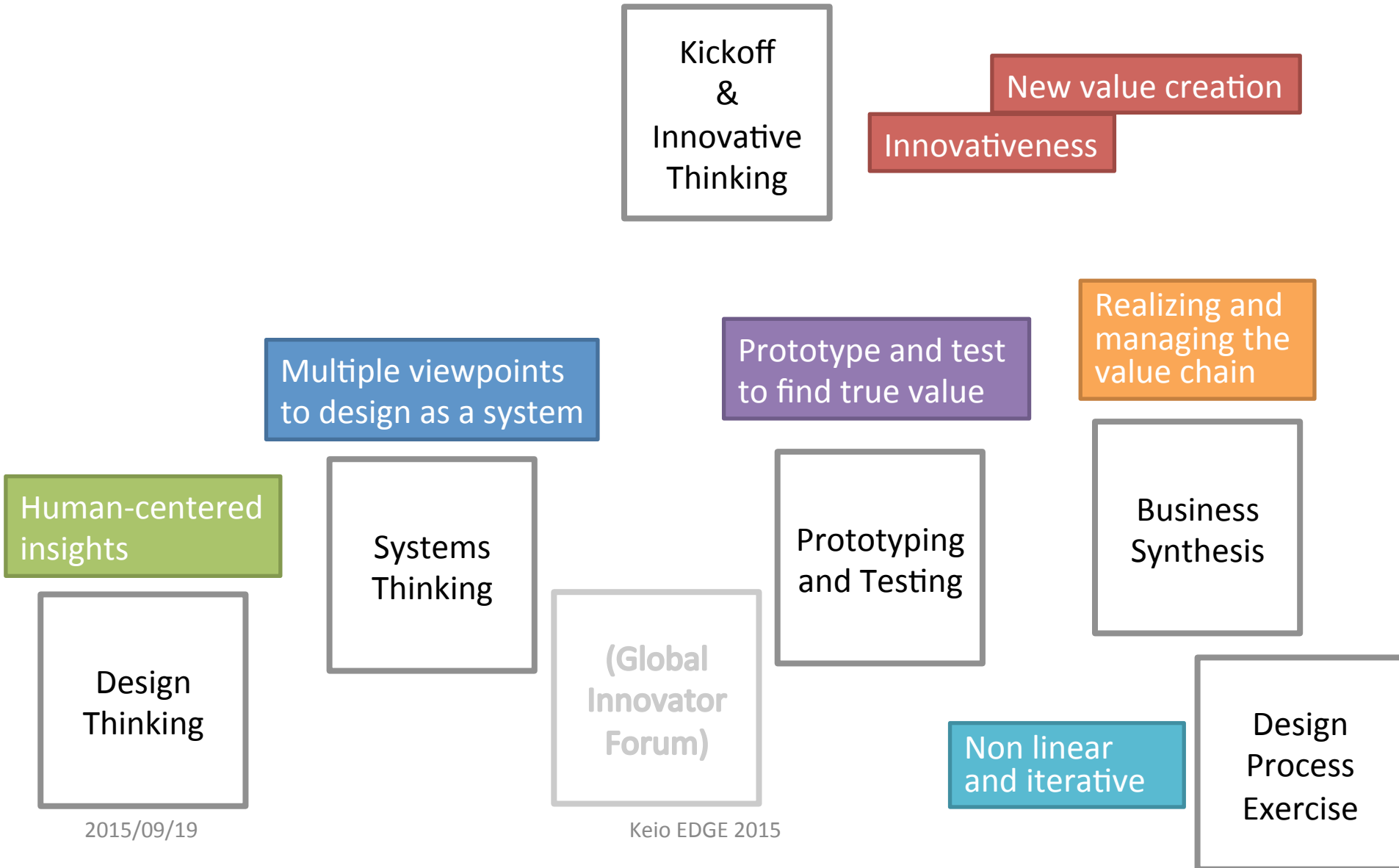
“Innovatorship”

do while thinking  
think while doing

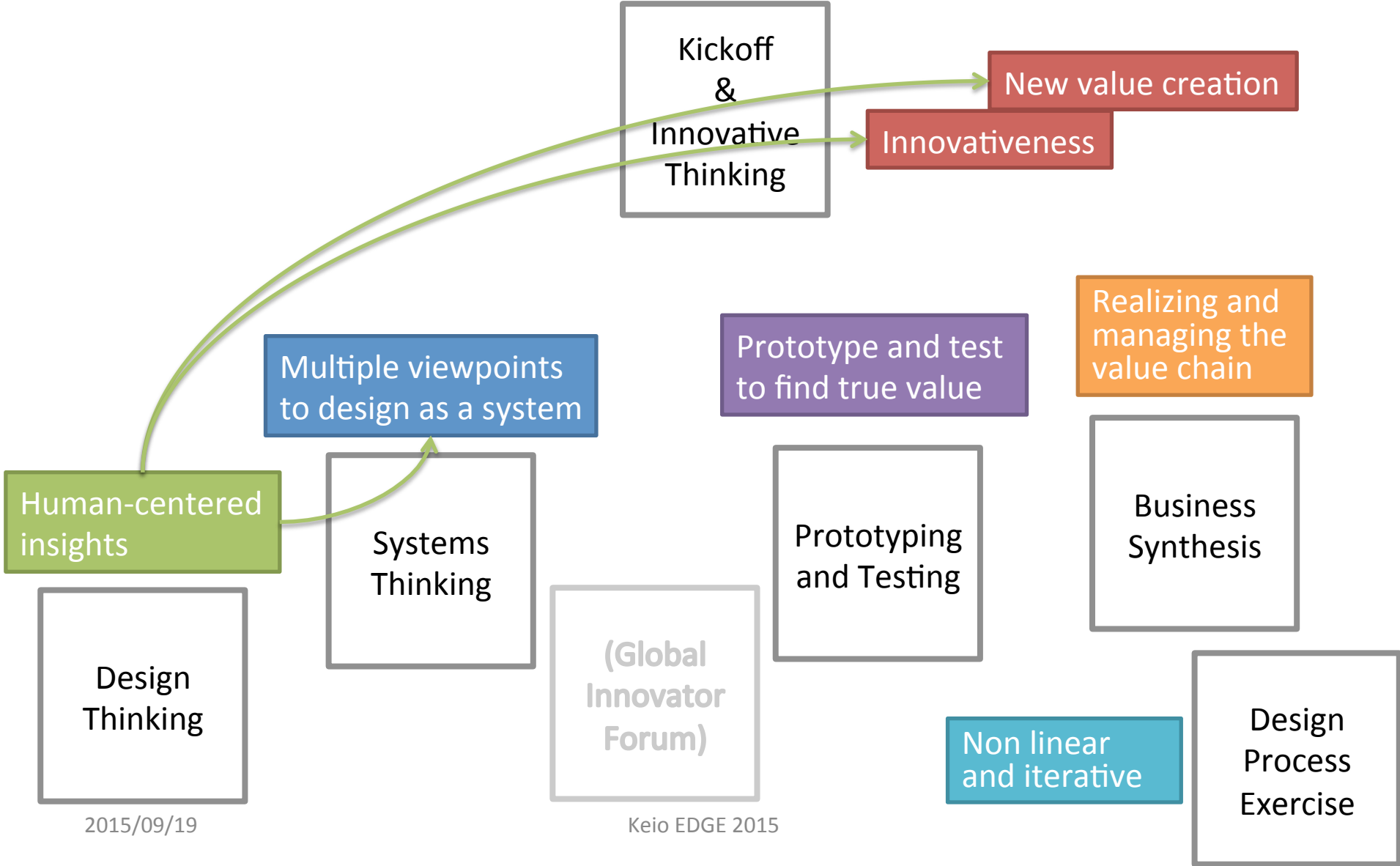
to design a business

to tackle innovative  
design challenge

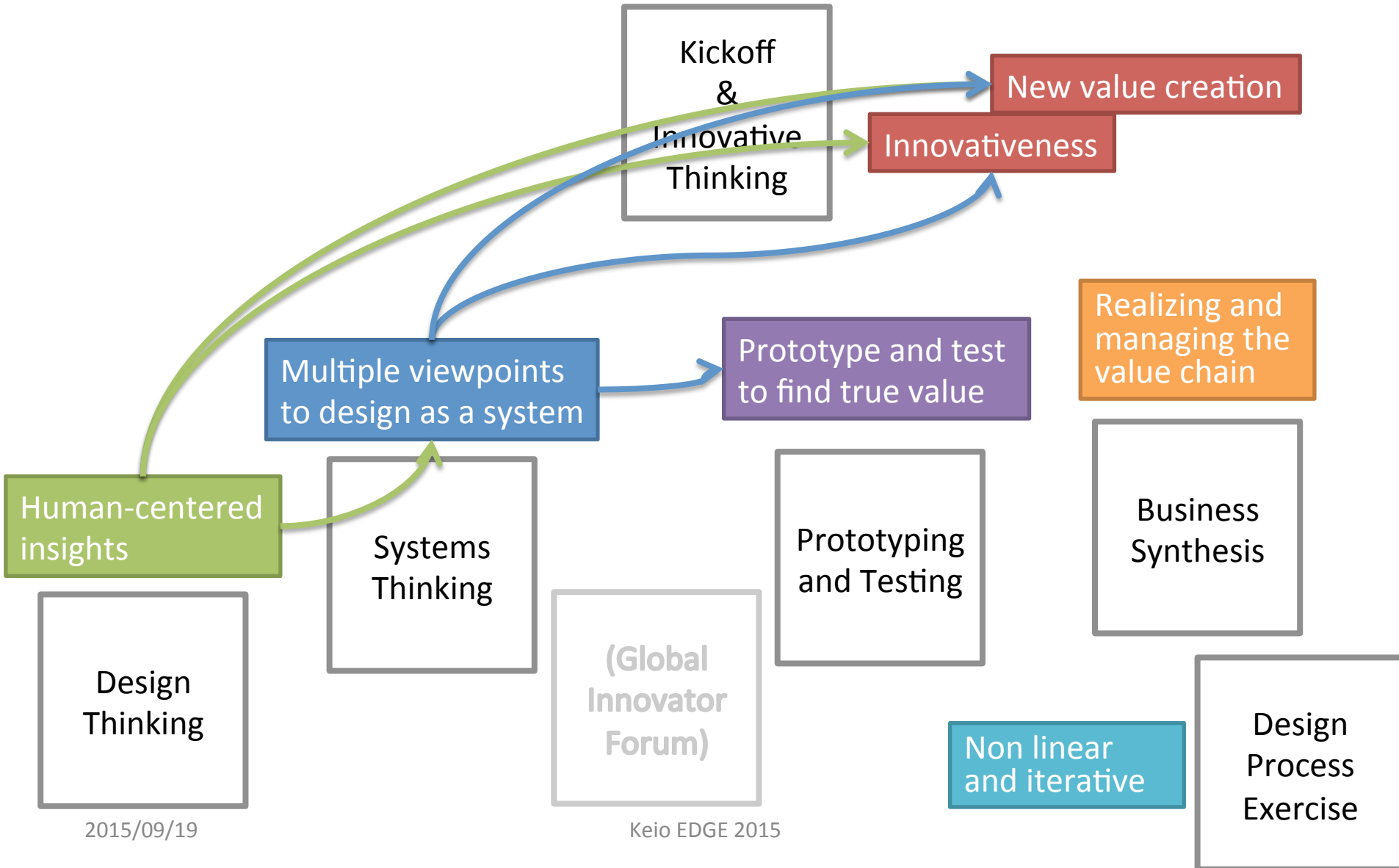
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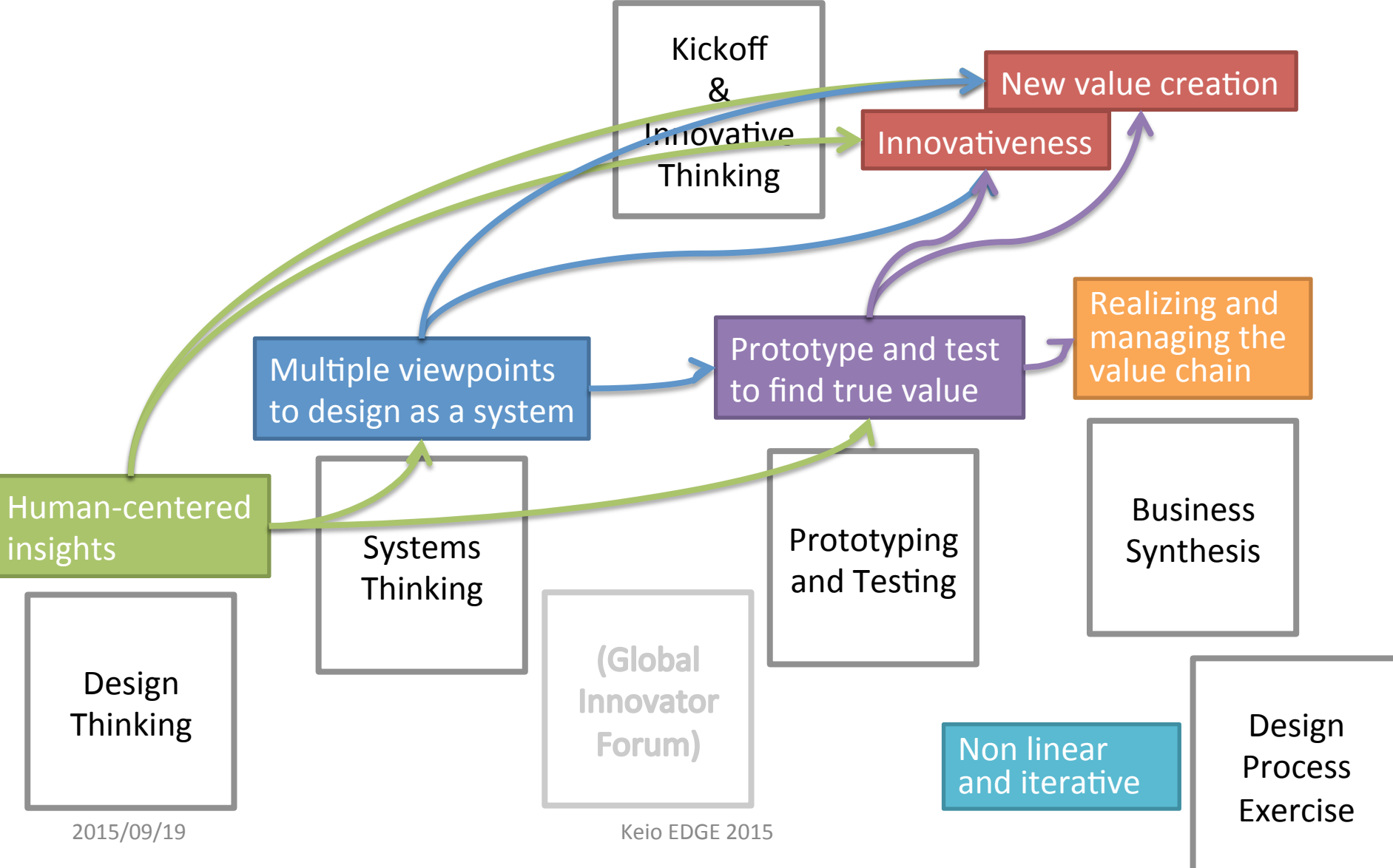
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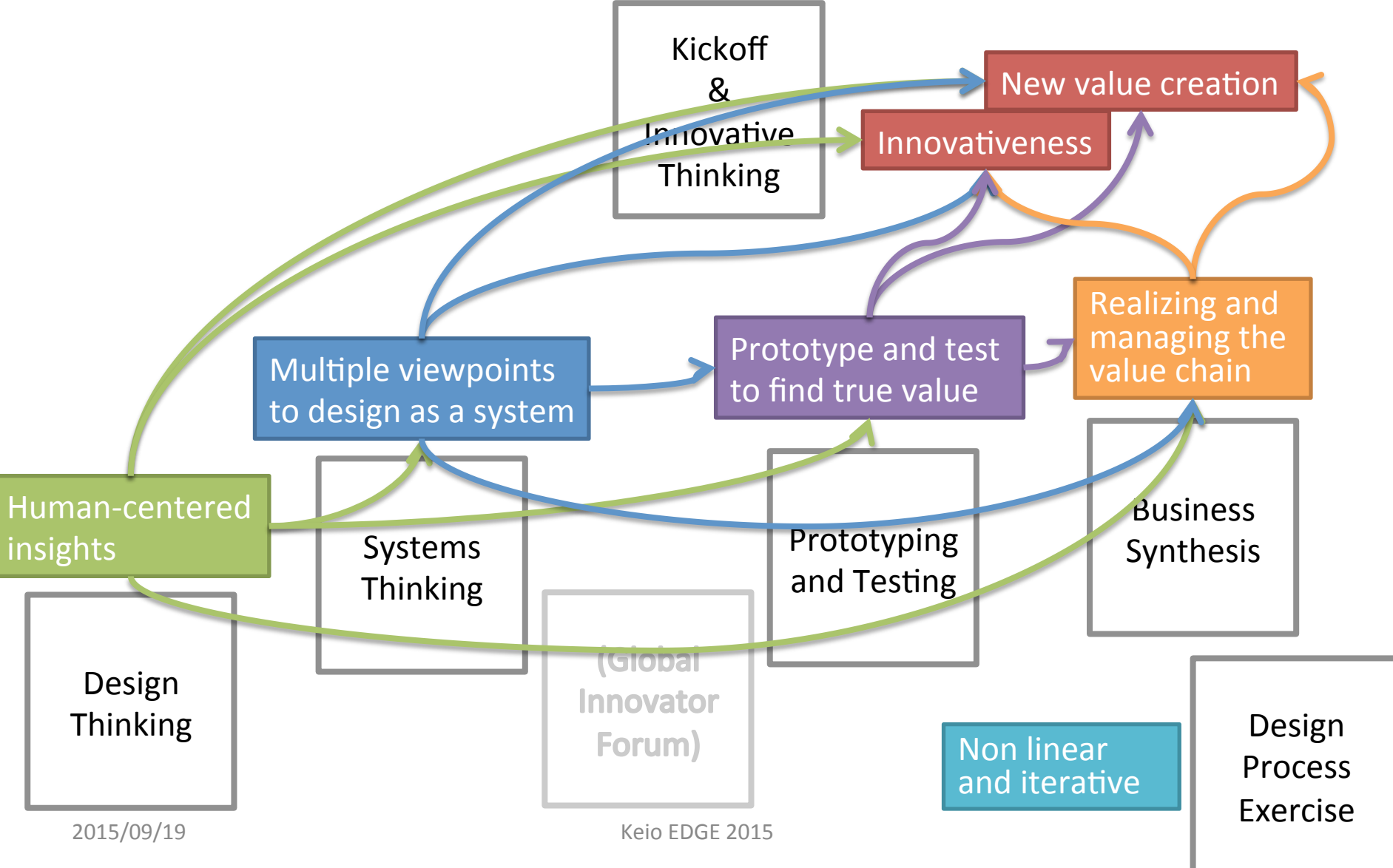
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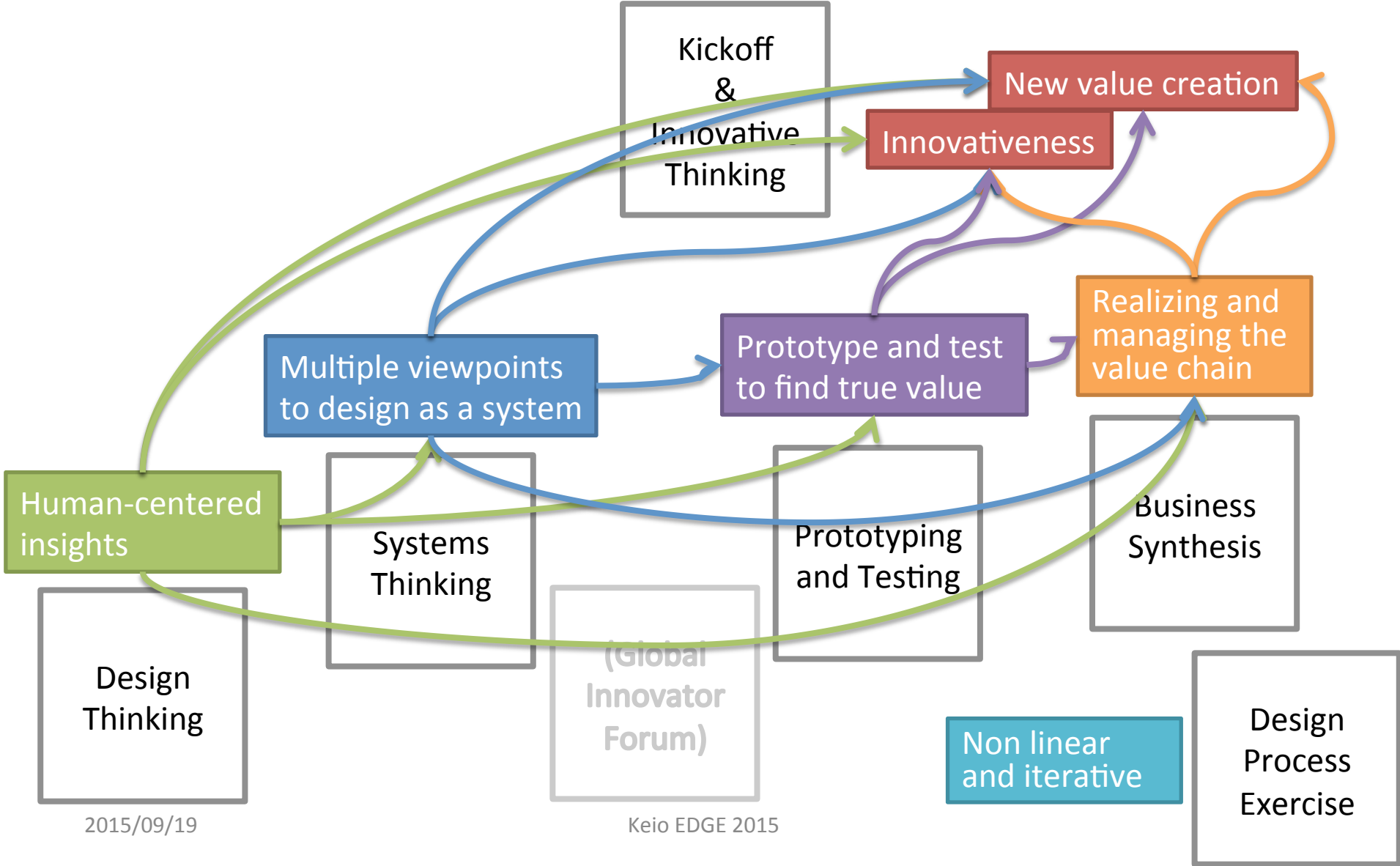


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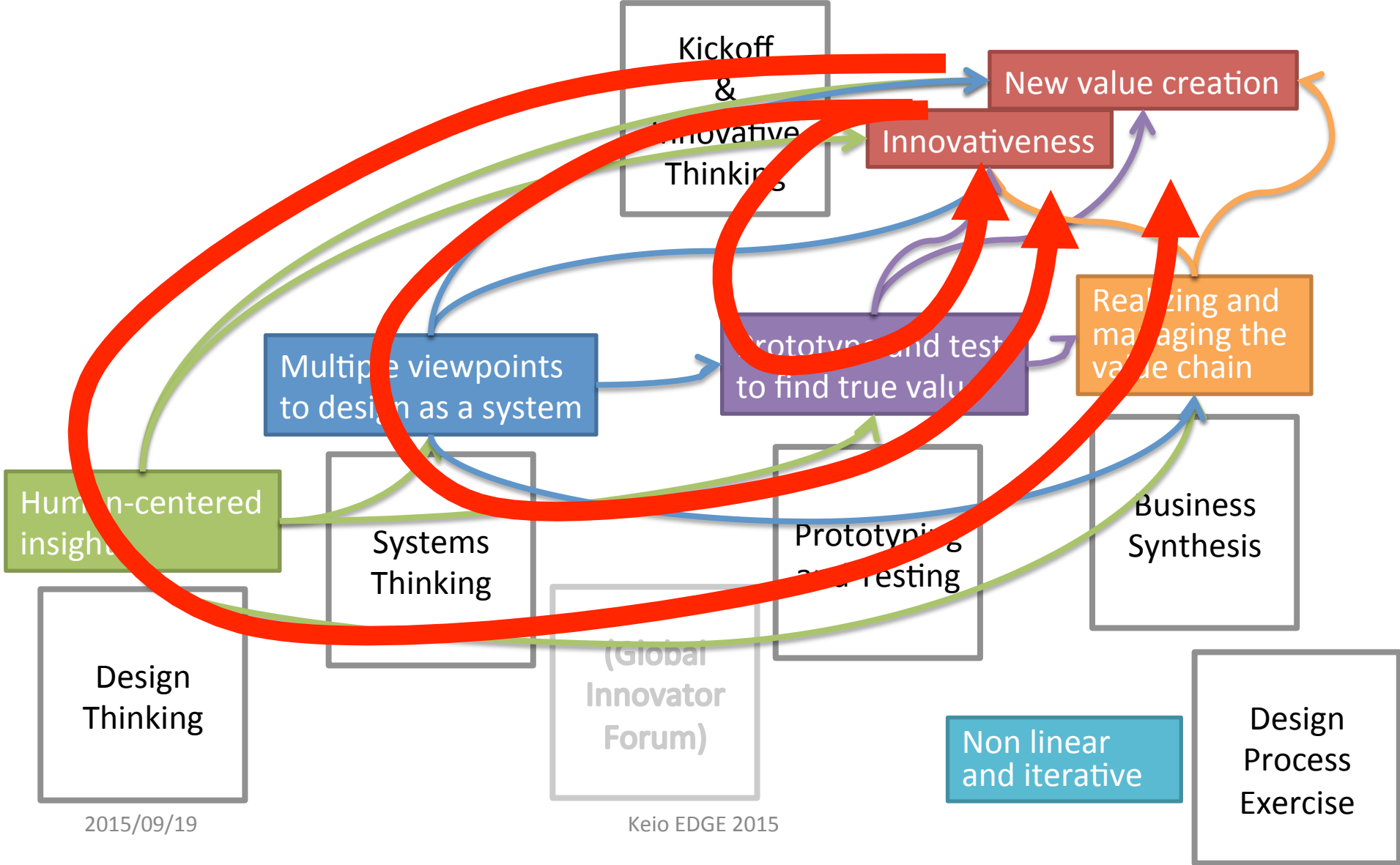




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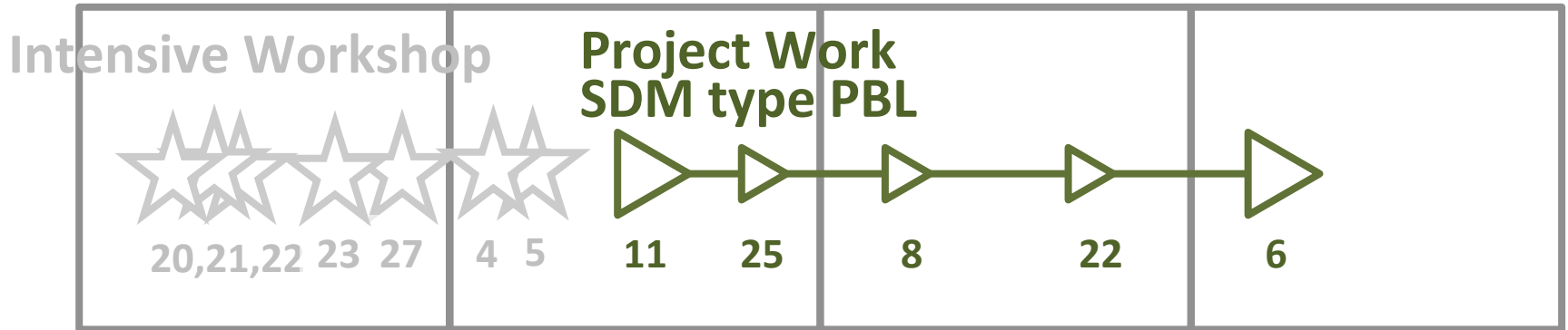


# Keio EDGE: SDM Secret Recipe



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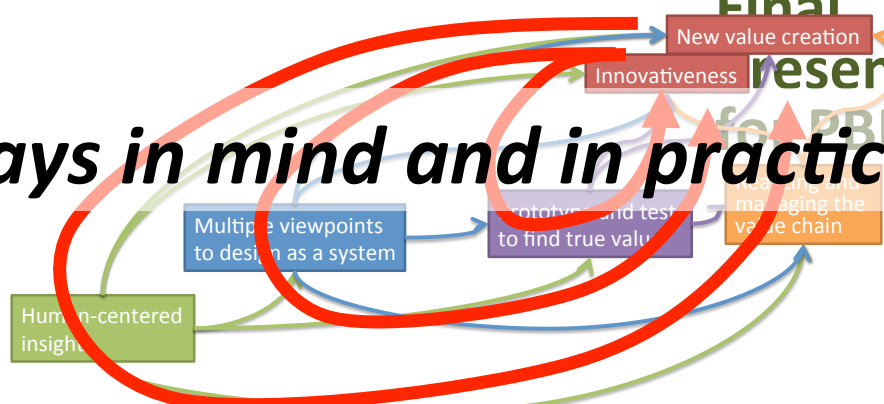


Keio Innovator Forum

Final representation

**Pain Point**

*<Always in mind and in practice>*



**Pain Point**

*<Validation of the program takes long time>*