



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。

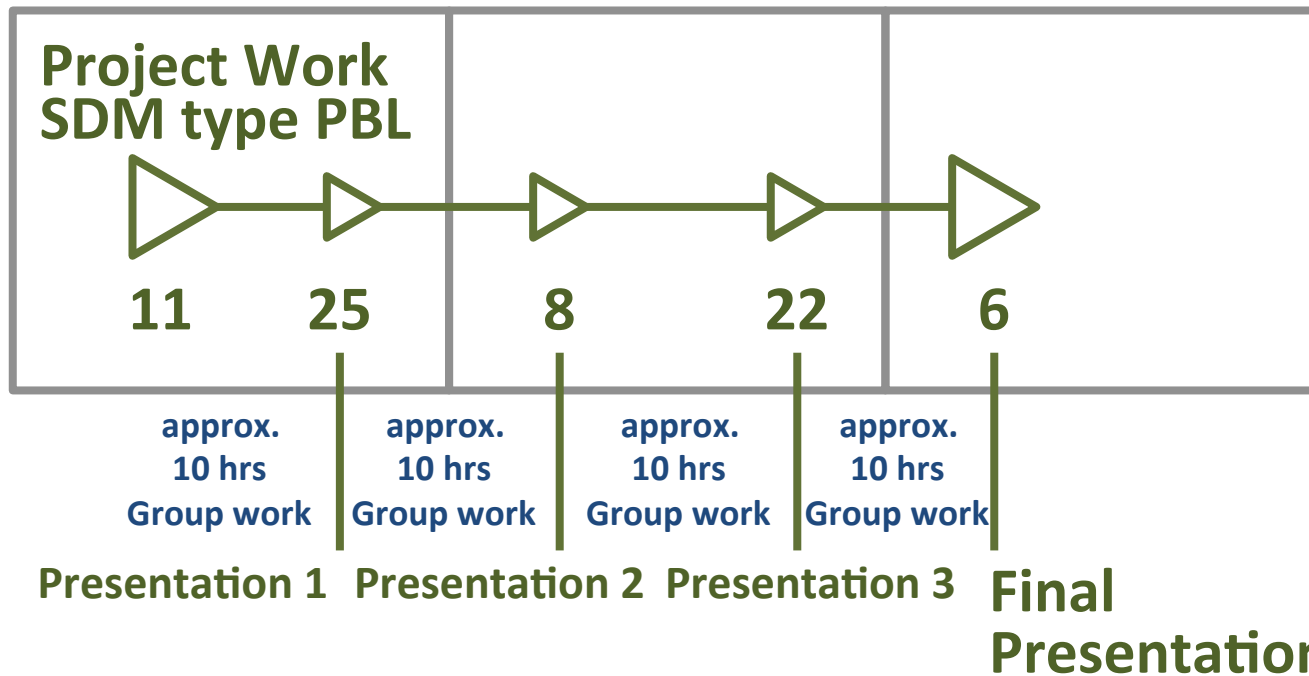
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

EDGE Program funded by MEXT  
Keio University  
Global Innovator Acceleration Program  
2015  
**Project Work SDM type PBL**  
**#4**

Graduate School of System Design and Management  
EDGE Program Team

# Keio EDGE Program Project Work: SDM type PBL Schedule

**October      November      December**



Keio EDGE Program  
Project Work: SDM type PBL  
**Common Context**

# Healthcare

- You can re-define if necessary.
- This is neither a requirement nor a constraint.
- This is a starting point for your discussion.
- At the end I want you to convince your audience that this is *a healthcare related solution*.

# Keio EDGE Program

## Project Work: SDM type PBL

### New Value Creation Process “Big Picture”

- Basic **building blocks** for your new value creation.

problem  
definition

design  
principle

functional  
design

physical  
design

use-case

value  
proposi-  
tion

unit  
econo-  
mics

marketa-  
bility

profita-  
bility

# Keio EDGE Program

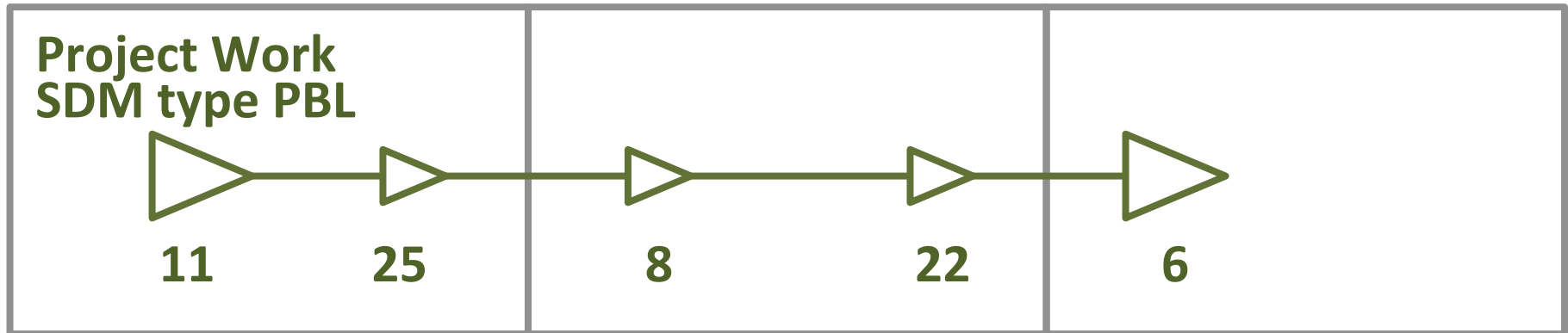
## Project Work: SDM type PBL

### In-class Activity PBL #1 - #3

October

November

December



problem  
definition

business  
synthesis

problem  
definition

problem  
definition

Final  
Presentation  
for PBL

ideation

ideation

ideation

architecting

architecting

architecting

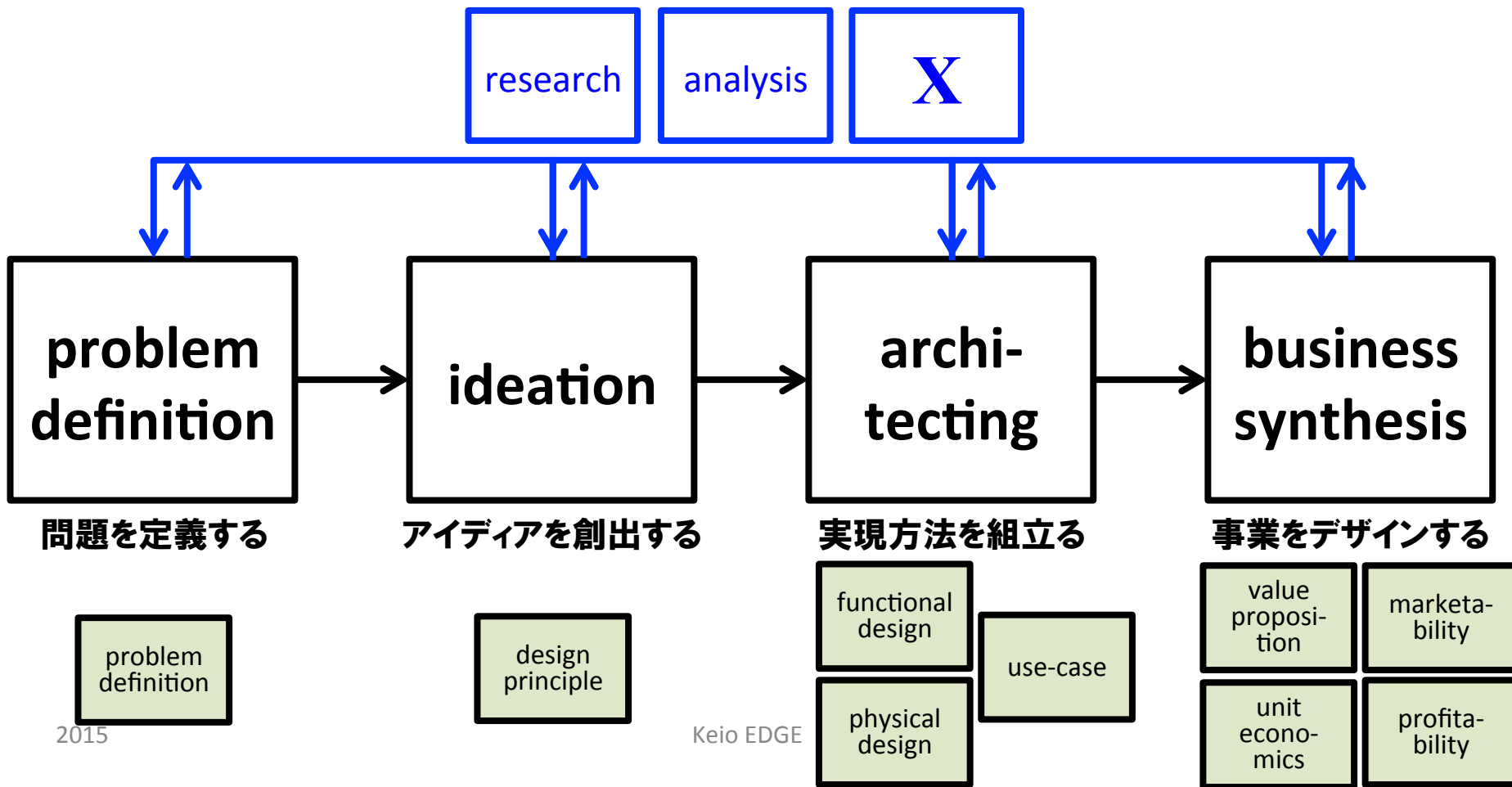
business  
synthesis

business  
synthesis

# Keio EDGE Program

## Project Work: SDM type PBL

### In-class Activity PBL #1 - #3



# Keio EDGE Program

## Project Work: SDM type PBL

### **In-class Activity**

- Tentative schedule of October 25<sup>th</sup>, November 8<sup>th</sup>, 22<sup>nd</sup> :
  - **9:30 - 11:30** Team presentations and discussions
  - **11:30 - 12:00** *Lecture or Group work*
  - **13:00 - 18:00** *Group work* and/or consult with instructors

# Presentation: 20 minutes

- 10 minutes presentation
  - Your **problem definition**
  - Your **solution** (highlight: **overview & value created**)
  - Your design principle or **most important insight**
  - Your solution's **architectural design**
  - Your solution's **core value** and **value chains created**
  - Your solution's **growth prospective**
- 10 minutes Q&A
  - Instructors and peer teams will ask questions.
  - ***All questions are intended to improve your design process and outcome.***
  - You can ask questions to the instructors too.



***Presenting*** your innovative solution.

# *Presenting* your innovative solution

- Purpose
  - To sell your innovative solution.
  - To make your audience say WOW!
  - To convince your audience.
- Audience
  - ***First time*** listeners. Very little or no common understanding.
  - ***Not interested*** and ***skeptical*** (e.g. They can walk away any moment during your presentation).
- Things you want to avoid
  - It is **NOT** showing everything you did.
  - It is **NOT** about slides. It is about *what you are talking*.

# *Presenting* your innovative solution

## A suggested format

1. Smile and confident.
2. Outline your scope and problem setting.
3. Introduce your solution. Overview and highlights. How it changes the world.
4. Details of your scope and problem setting. Emphasize on key elements.
5. Details of your solution. Emphasize on key elements.
6. Impressive closing.

# *Presenting* your innovative solution

## You

1. Smile and confident.
2. Outline your scope and problem setting.
3. Introduce your solution.  
Overview and highlights. How it changes the world.
4. Details of your scope and problem setting. Emphasize on key elements.
5. Details of your solution.  
Emphasize on key elements.
6. Impressive closing.

## Your audience

1. Hmm, she looks like she knows what she is talking about!
2. Okay, now I'm interested. I want to hear more about it.
3. Wow, that's brilliant and I can imagine many people liking it!  
But I have few questions.
4. Oh, now I understood the background and motivation behind the idea.
5. A-ha, some of my questions were answered and now I am more convinced.
6. Yes, I agree with what you just said. Now I want to ask a question!

# Keio EDGE Program

## Project Work: SDM type PBL

### New Value Creation Process “Big Picture”

- Basic **building blocks** for your new value creation.

problem  
definition

design  
principle

functional  
design

physical  
design

use-case

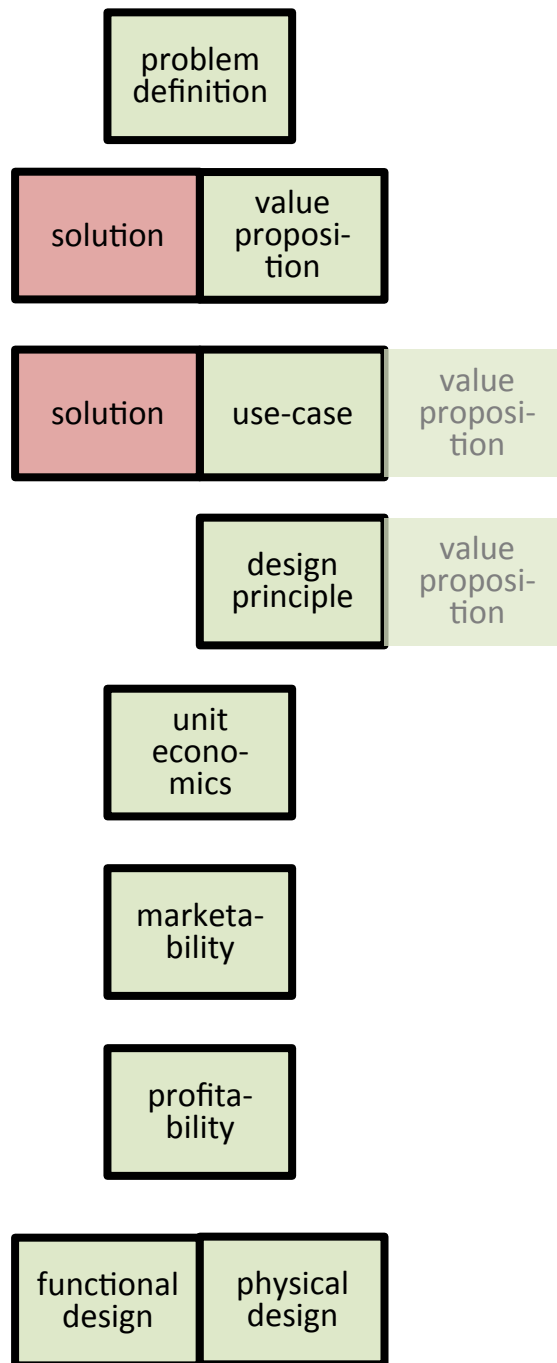
value  
proposi-  
tion

unit  
econo-  
mics

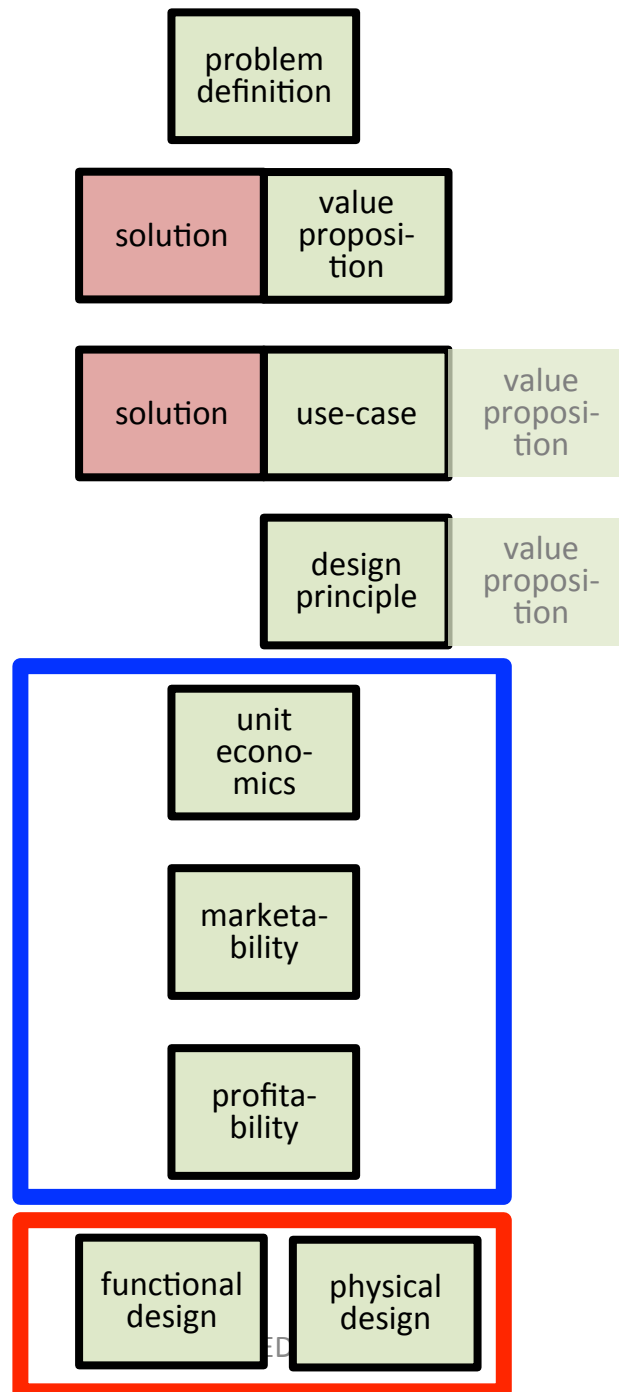
marketa-  
bility

profita-  
bility

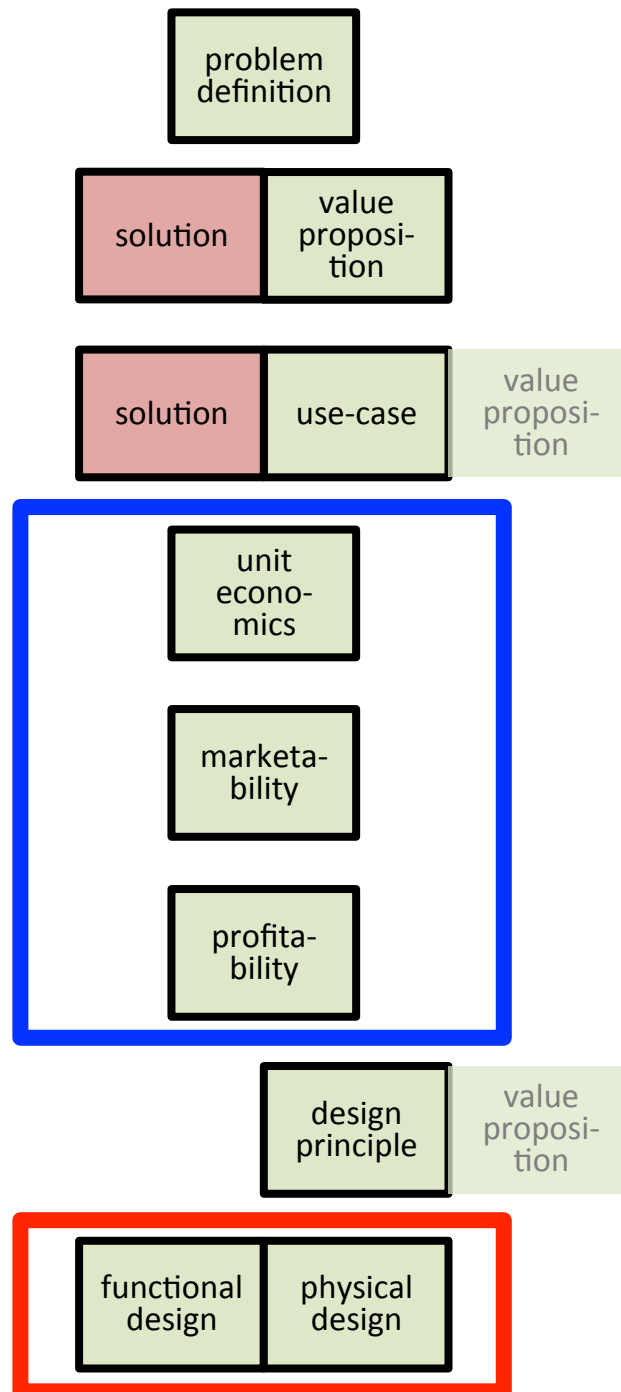
# One example of logical structure of a presentation



# One example of logical structure of a presentation: Alternative 1

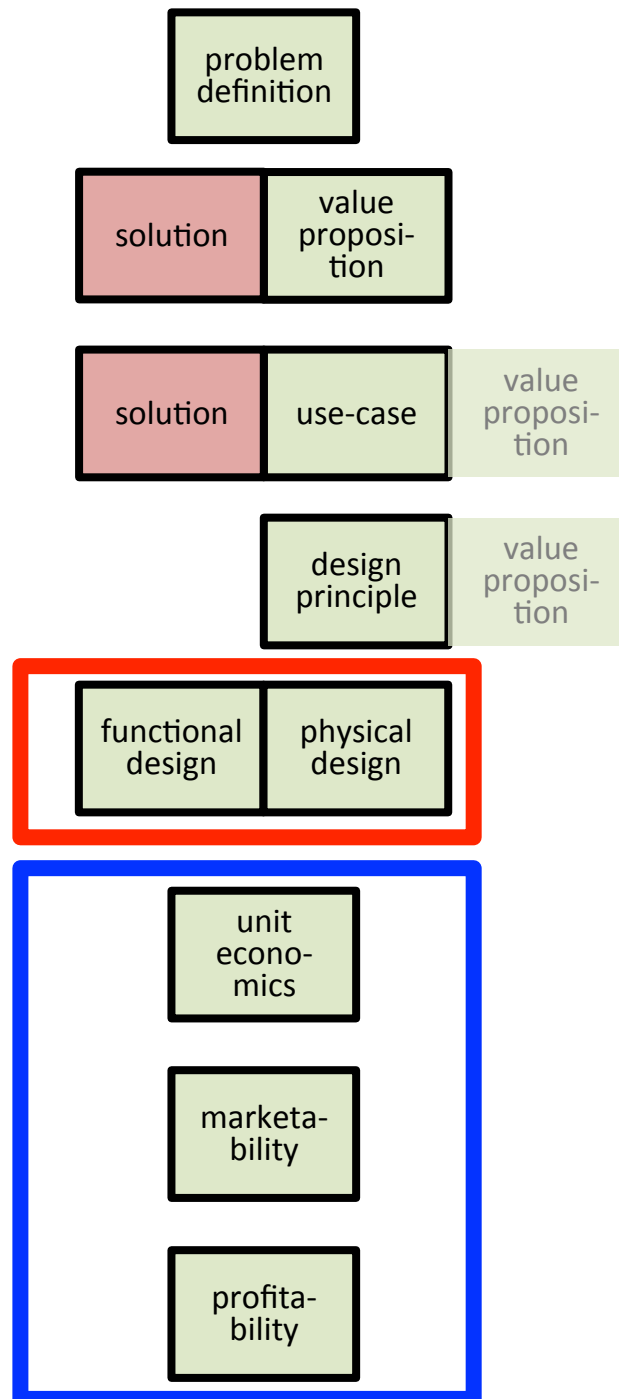


# One example of logical structure of a presentation: Alternative 2

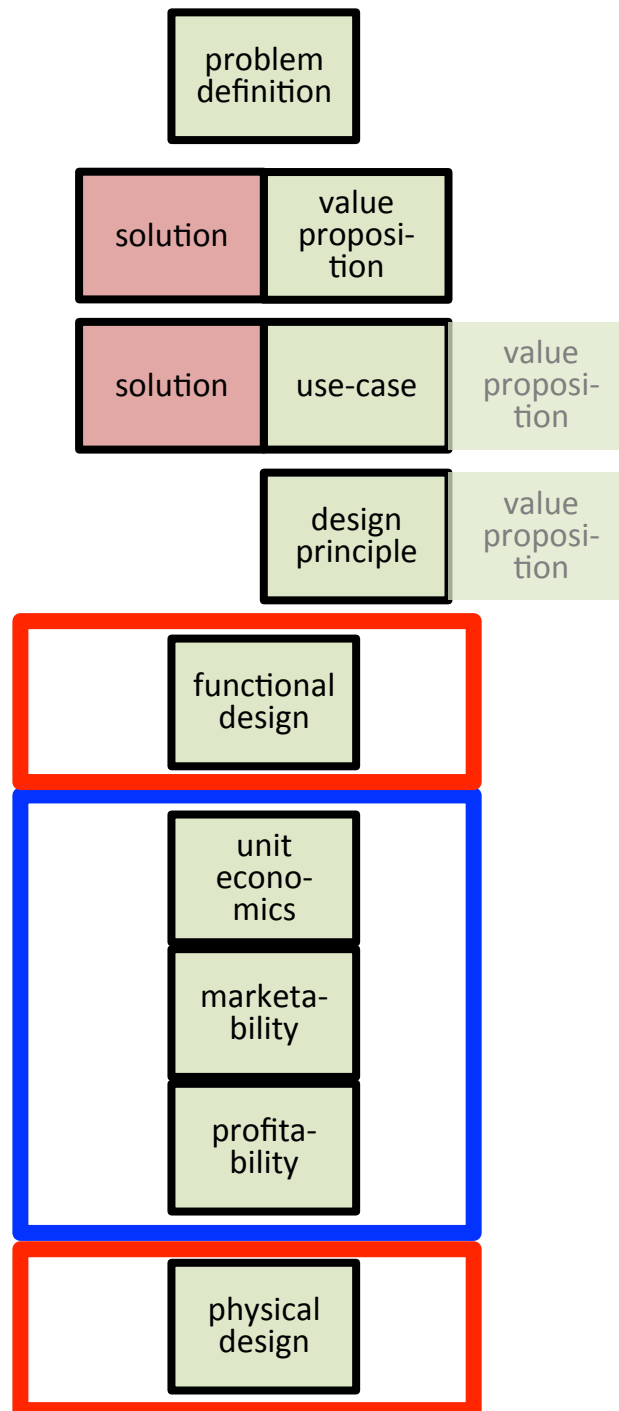




# One example of logical structure of a presentation: Alternative 3



# One example of logical structure of a presentation: Alternative 4



# What do Venture Capitals check?

Marketability	<ul style="list-style-type: none"><li>• Sufficient market size?</li><li>• Unmet needs?</li><li>• Growing?</li></ul>
Product/Service	<ul style="list-style-type: none"><li>• Value proposition satisfies unmet needs?</li><li>• Scalable?</li></ul>
Competitiveness	<ul style="list-style-type: none"><li>• Competitive advantage?</li><li>• Sustainable?</li></ul>
Management team	<ul style="list-style-type: none"><li>• Can get things done?</li><li>• Good chemistries?</li></ul>
Profitability	<ul style="list-style-type: none"><li>• Good unit economics?</li><li>• Initial investment can be paid back?</li></ul>
Return to funds	<ul style="list-style-type: none"><li>• Sufficient return to the fund?</li></ul>

# Basic questions you want to answer...

Marketability	<ul style="list-style-type: none"> <li>• What is your target market segment?</li> <li>• Market size?</li> <li>• Is it growing?</li> </ul>
Product/Service	<ul style="list-style-type: none"> <li>• What is your value proposition?</li> <li>• How can you deliver it?</li> </ul>
Competitiveness	<ul style="list-style-type: none"> <li>• Who is your competitor?</li> <li>• What is your competitive advantage?</li> <li>• Is it sustainable? Any entry barrier?</li> </ul>
Management team	<ul style="list-style-type: none"> <li>• n/a</li> </ul>
Profitability	<ul style="list-style-type: none"> <li>• How about unit economics?</li> <li>• Price? Marginal Profit?</li> <li>• Initial investment?</li> </ul>
Return to funds	<ul style="list-style-type: none"> <li>• n/a</li> </ul>

**for this afternoon**

# PBL #4

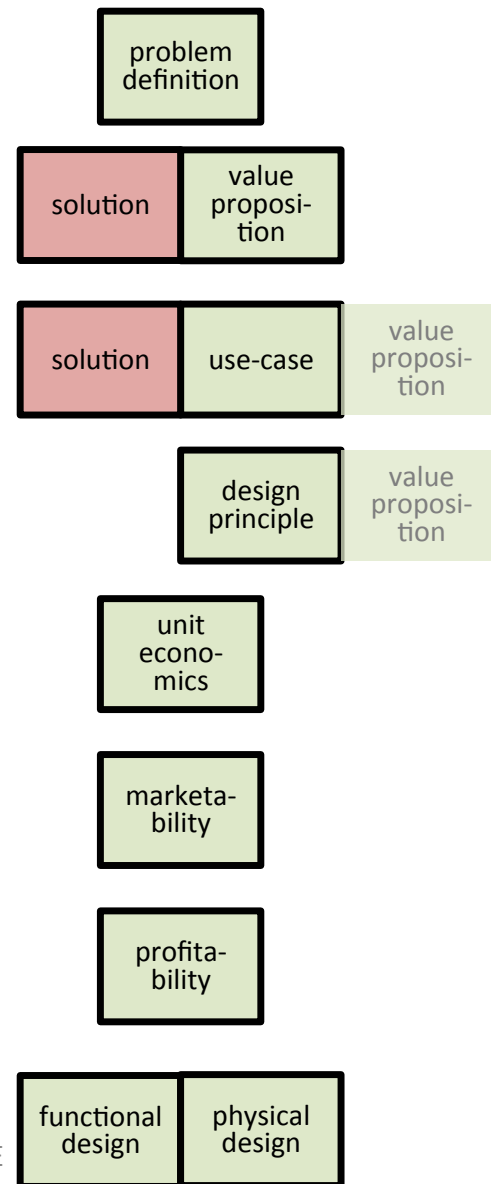
**This is just a suggested time table. You can choose what to work on.**

13:00	14:15	75分	10	Group Work
14:15	14:25	10分	11	Break
14:25	15:40	75分	12	Group Work
15:40	15:50	10分	13	Break
15:50	17:05	75分	14	Group Work
17:05	17:15	10分	15	Break
17:15	18:00	45分	16	Presentations

# PBL #4

This is just a suggestion. You can choose what to work on.

**One example  
of logical  
structure of a  
presentation**



# Keio EDGE Program

## Project Work: SDM type PBL

### **Final Presentation**

- Schedule of December 6<sup>th</sup>:
  - **13:00 – 13:10 Introduction**
  - **13:15 – 14:15 Team 1 (15min, 45min)**
  - **14:25 – 15:25 Team 2 (15min, 45min)**
  - **15:35 – 16:35 Team 3 (15min, 45min)**
  - **16:45 – 17:45 Team 4 (15min, 45min)**
  - **17:45 – 18:00 Wrap-up**