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EDGE Program funded by MEXT  
Keio University  
Global Innovator Acceleration Program  
2015  
**Project Work SDM type PBL**  
**#1**

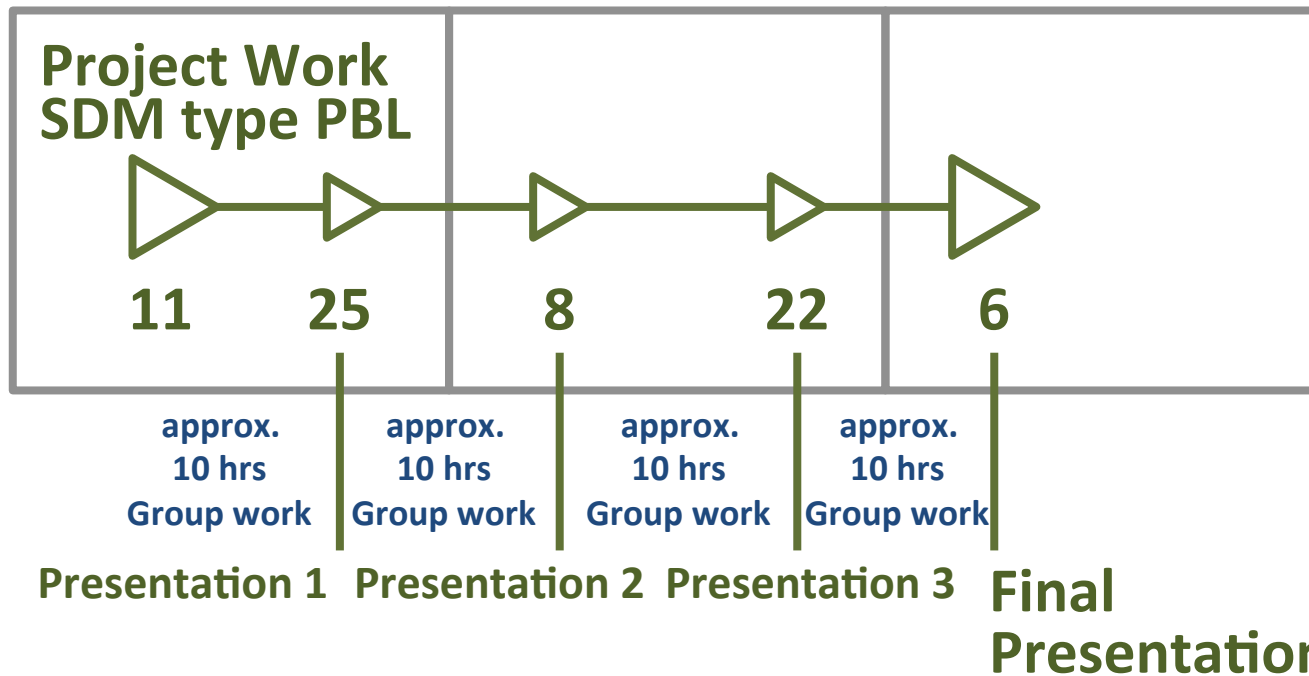
Graduate School of System Design and Management  
EDGE Program Team

**WELCOME** to  
**Keio EDGE Program**  
**2015**

**PROJECT WORK**  
**SDM type PBL**

# Keio EDGE Program Project Work: SDM type PBL Schedule

**October      November      December**



# Keio EDGE Program Social Nights!

We will have several social nights during the Project Work period. All *Intensive Workshop participants* are welcomed!

It is a **Pizza and drinks night**.

We will have **special guest speakers** and other special guests each night. It is a great opportunity for you to mingle with interesting domain experts.

Announcements will be made when it gets close.

**October 25<sup>th</sup>: Social Night #1**

**November 8<sup>th</sup>: Social Night #2**

**November 22<sup>nd</sup>: Social Night #3**

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*.

# Team Building

# Team Building

- Introduce yourself to the team.  
Including your **nickname**.
- Also include about one “**innovative solution**”  
**(product/service/strategy/or WHATEVER)**  
you found recently.
- Discuss and give your **innovative** team an  
**awesome name**.

**15min**  
Keio EDGE

**Friendly reminder...**



# 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

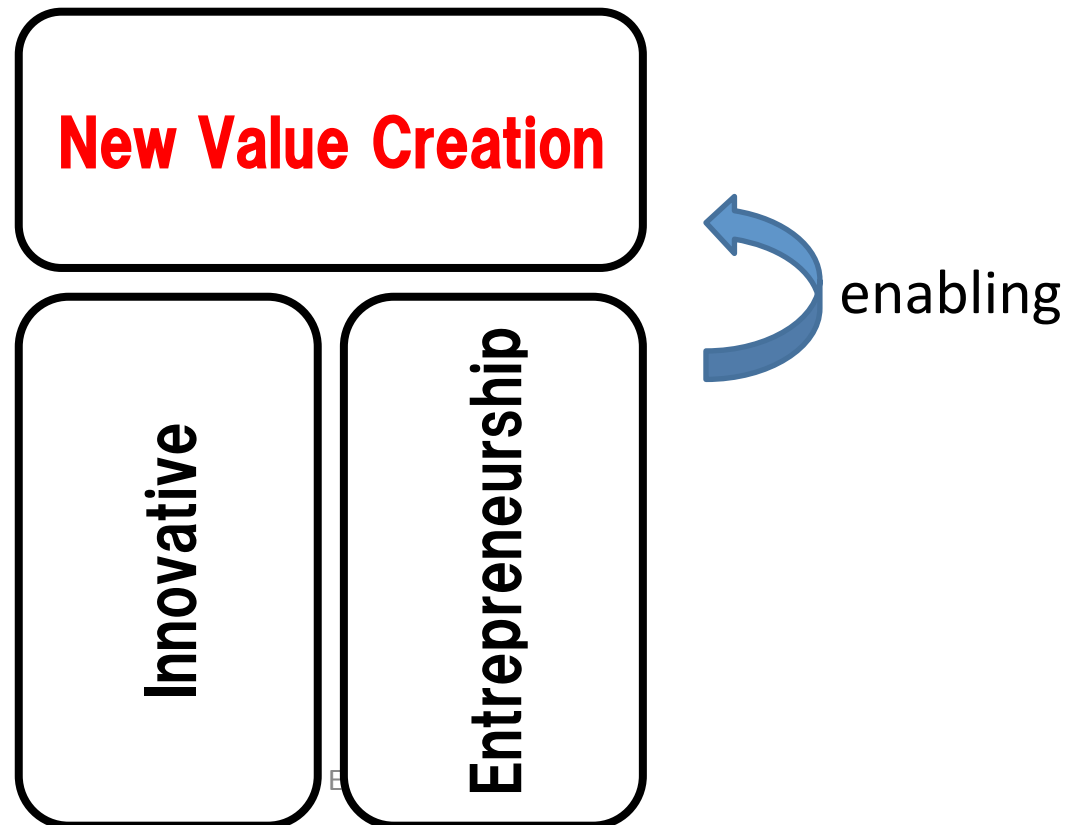
- thinking **OUTSIDE THE BOX**.
  - What box?  
Your box? Certain organization’s box?  
Certain domain’s box? Certain country’s box?
- a **NEW SOLUTION** with a **NEW VALUE**.
  - Our ultimate aim is  
NOT innovative technology,  
NOT innovative marketing,  
but **INNOVATIVE VALUE CREATION**

# “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.



# VALUE

**benefit**

**gain**

**joy**

someone's

**satisfaction**

**pain relief**

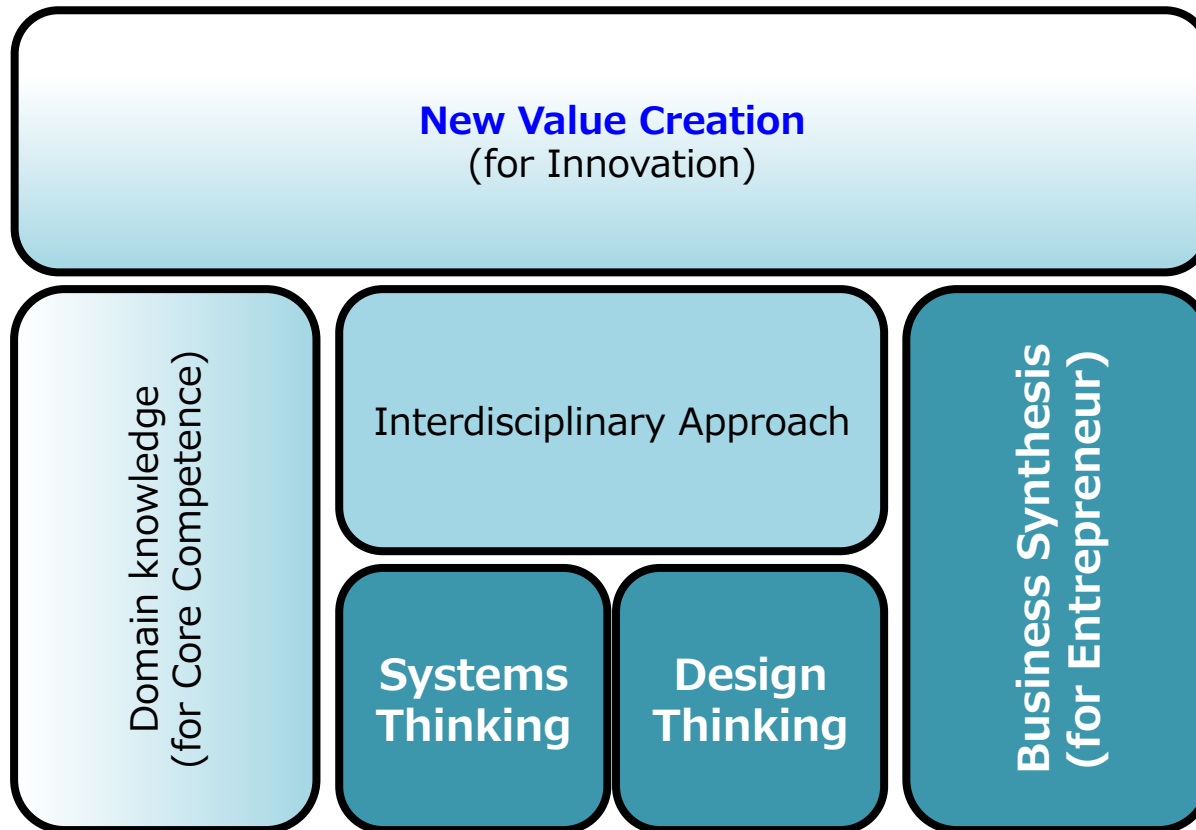
**help**

**excitement**

**peace of mind**

# Keio EDGE Program Intensive Workshop Design

Keio EDGE person's *capability structure model*

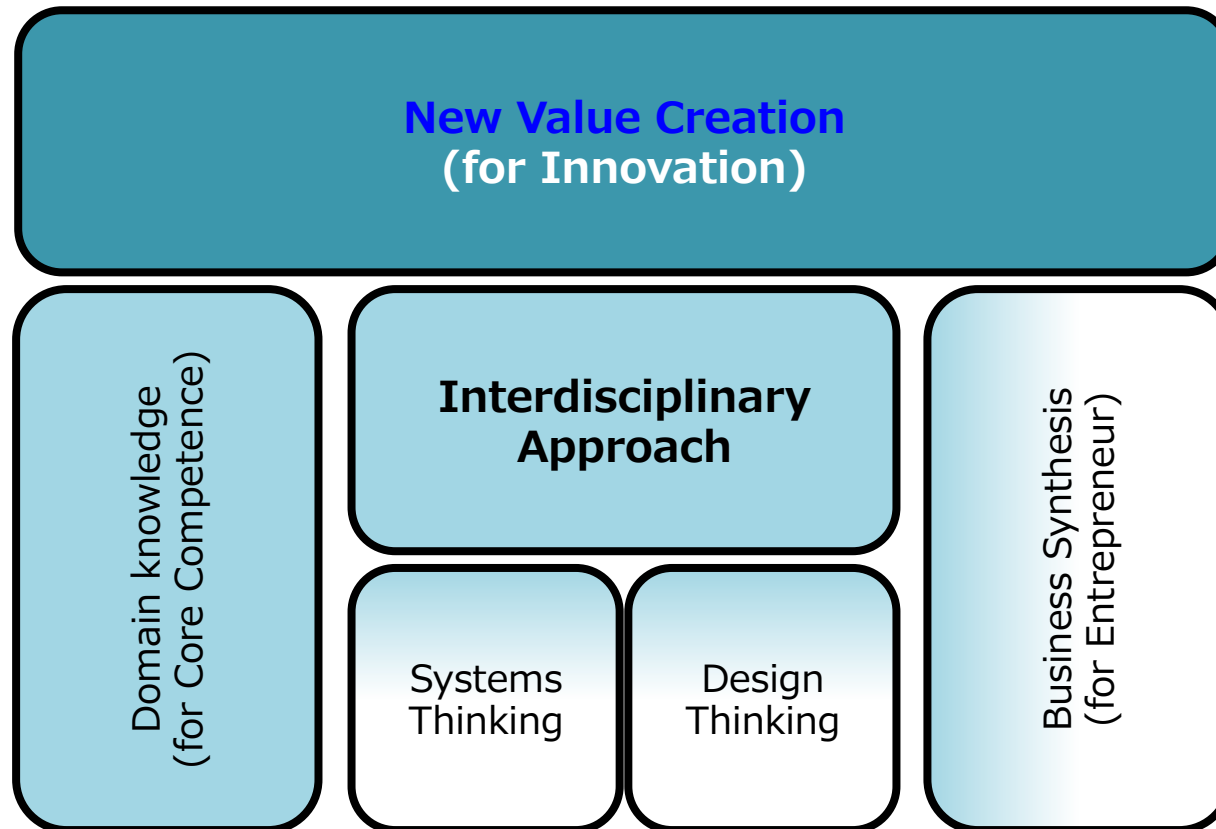


Interdisciplinary approach via Systems Thinking and Design Thinking.  
Business synthesis mindset and techniques are covered.

# Keio EDGE Program

## Project Work: SDM type PBL Design

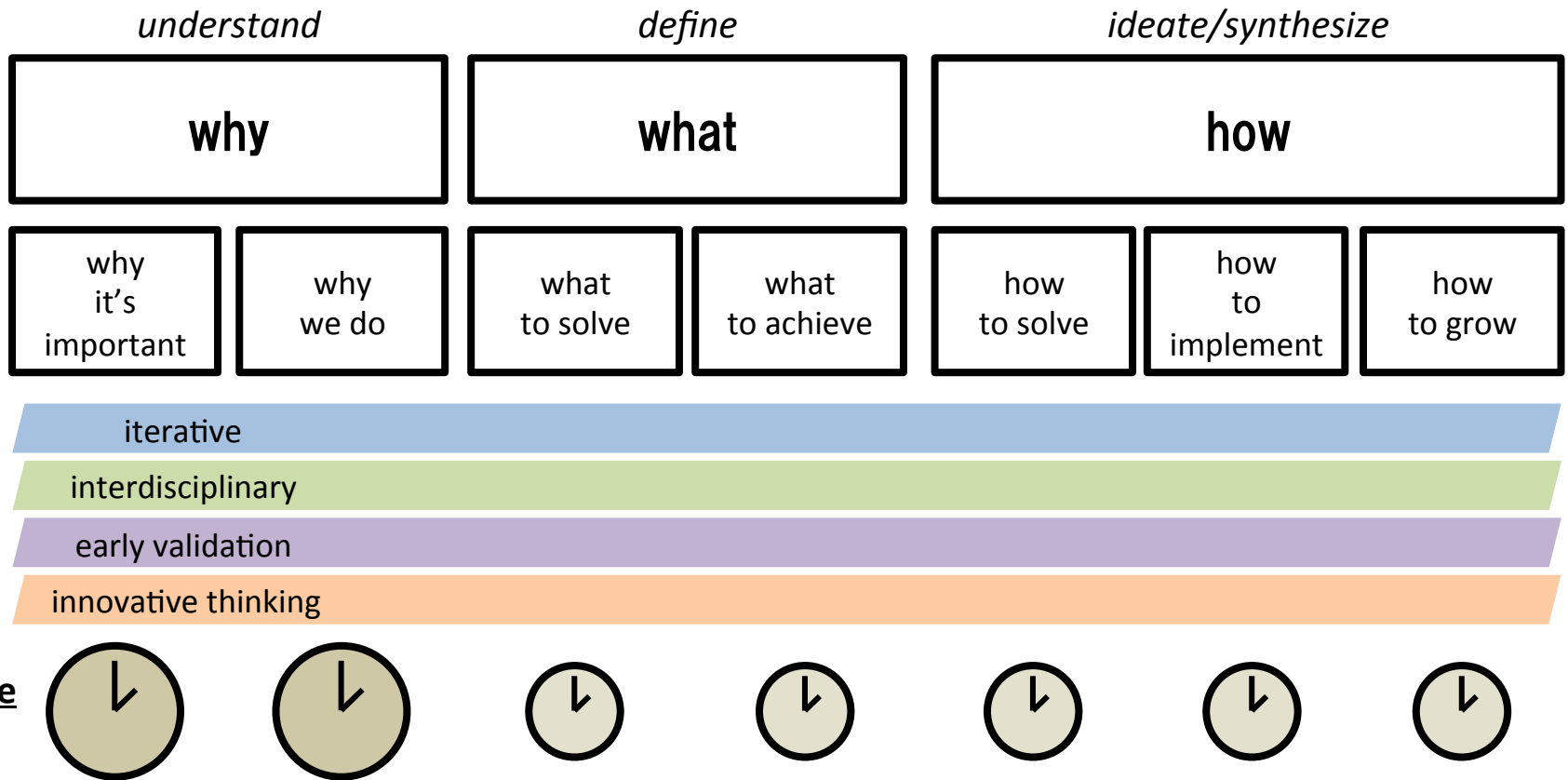
Keio EDGE person's *capability structure model*



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 intensive workshop may be useful.

# Keio EDGE Program

## Project Work: SDM type PBL Scope

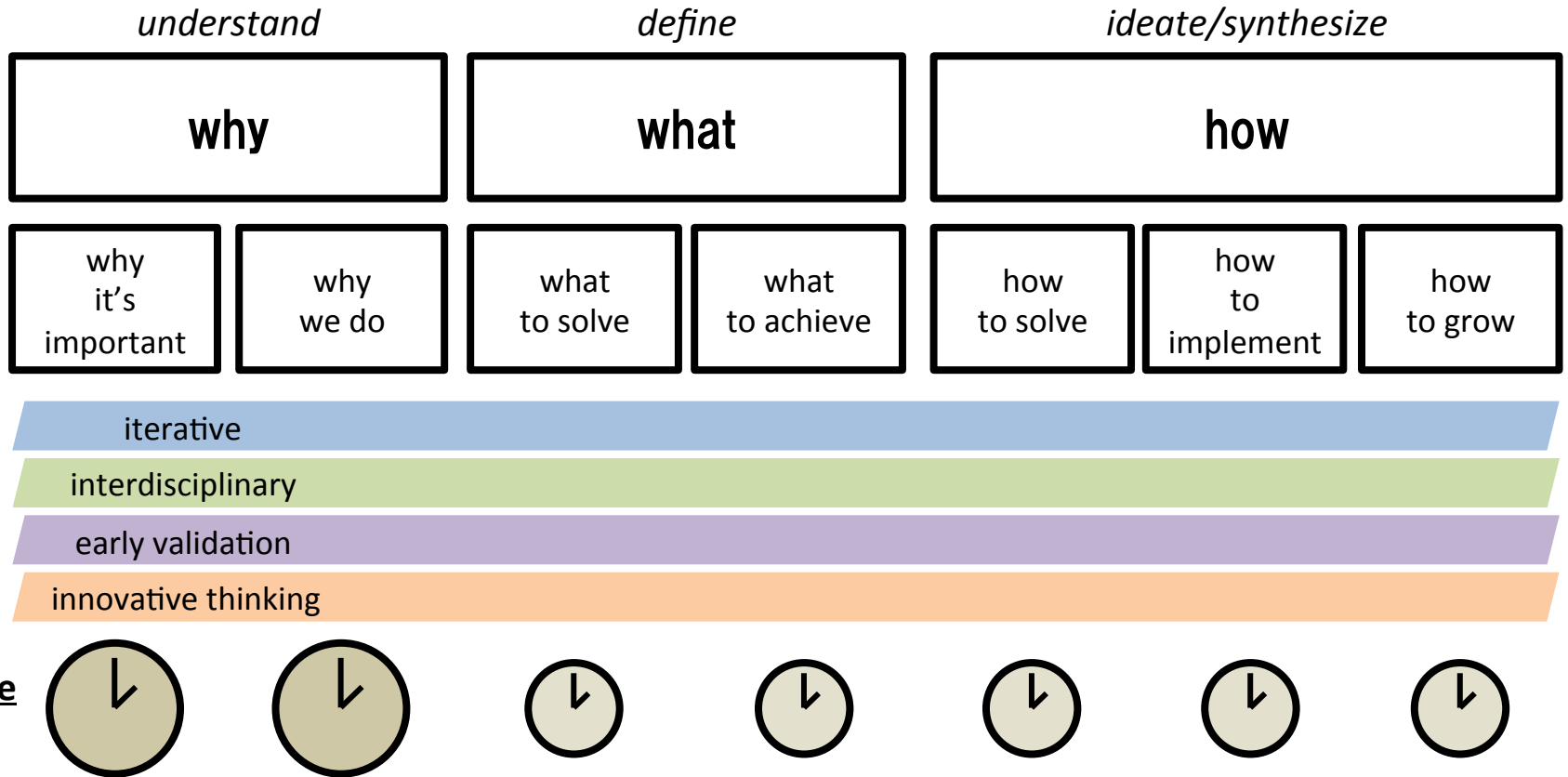


SDM type  
PBL



# Keio EDGE Program

## Project Work: SDM type PBL Scope



SDM type  
PBL

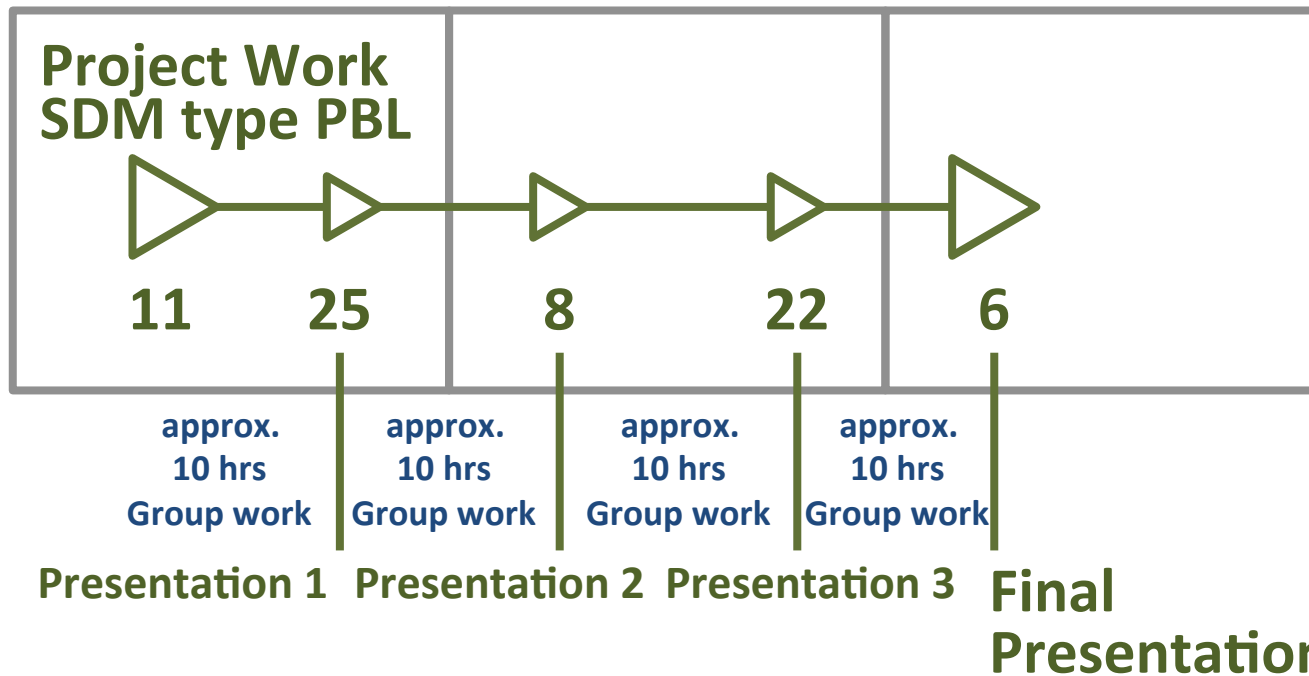
Keio EDGE Program  
Project Work: SDM type PBL  
**Common Context**

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# Keio EDGE Program Project Work: SDM type PBL Schedule

**October      November      December**



# Keio EDGE Program

## Project Work: SDM type PBL

### What You **DO** and **DELIVER**

- [What you will DO]
  - Form a team of **4 to 5 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. (Oct. 25, Nov. 8,22,)
  - Present your **final deliverable on Dec. 6<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

### What we expect

- You become familiar and comfortable to develop innovative solution and a business design ***for any given context.***
- You become capable to be a ***serial innovator*** and ***entrepreneur.***
- You become capable to be an effective member of ***a design consulting firm.***
  
- You start thinking about ***starting your own design consulting firm.***

# 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

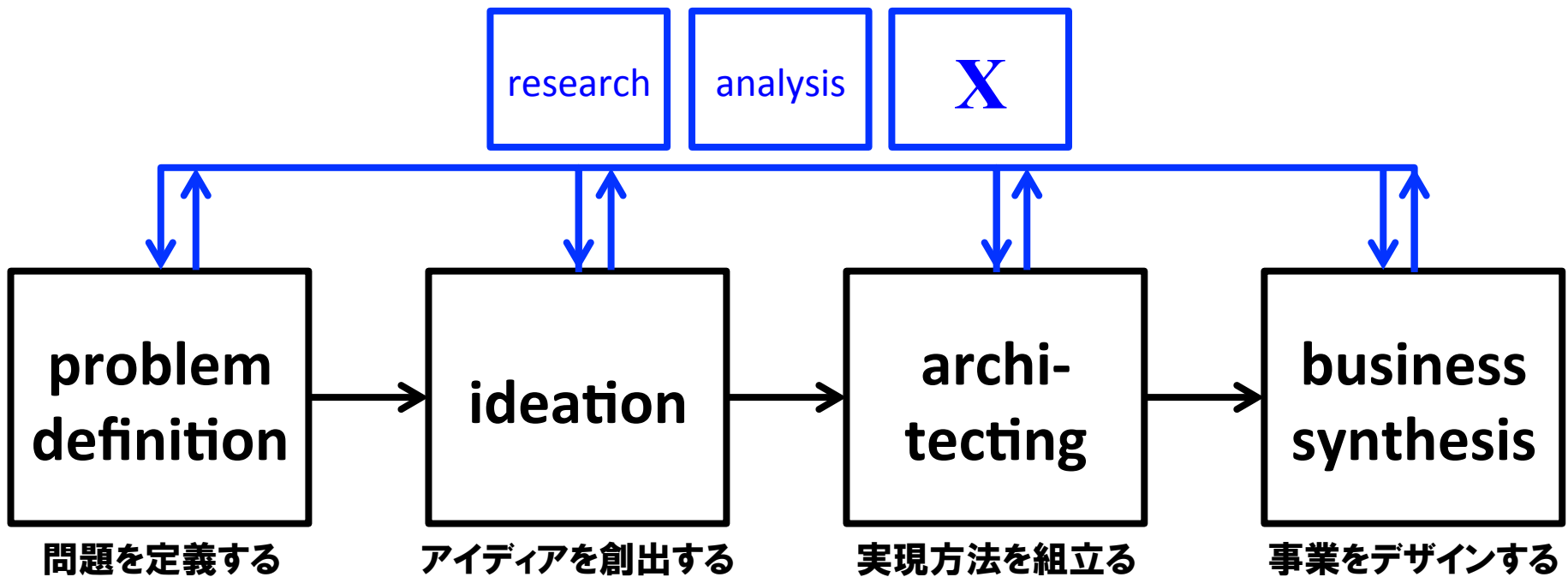
profita-  
bility



# Keio EDGE Program

## Project Work: SDM type PBL

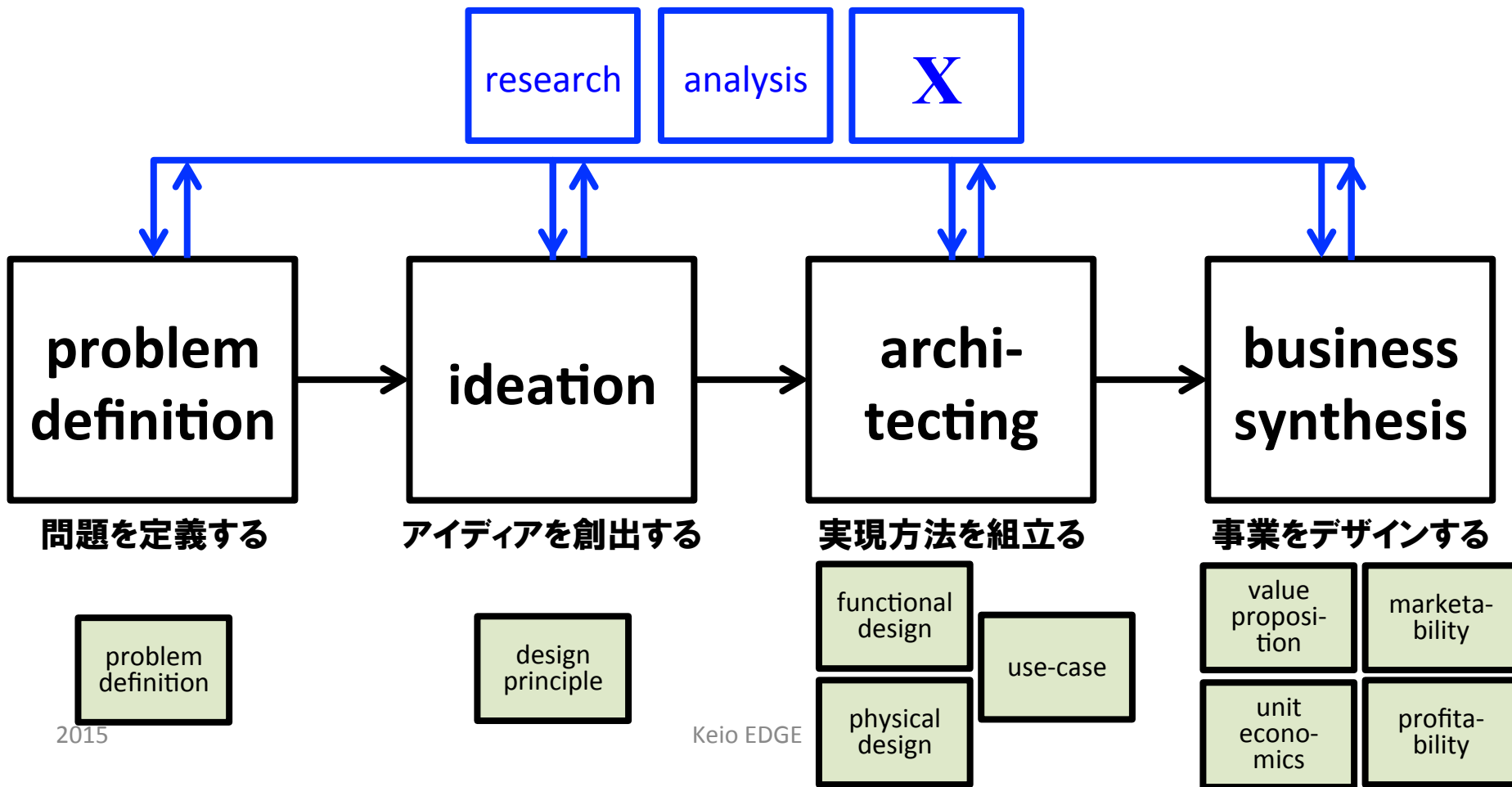
### Basic Project Framework



# Keio EDGE Program

## Project Work: SDM type PBL

### Basic Project Framework with *building blocks*



# Keio EDGE Program

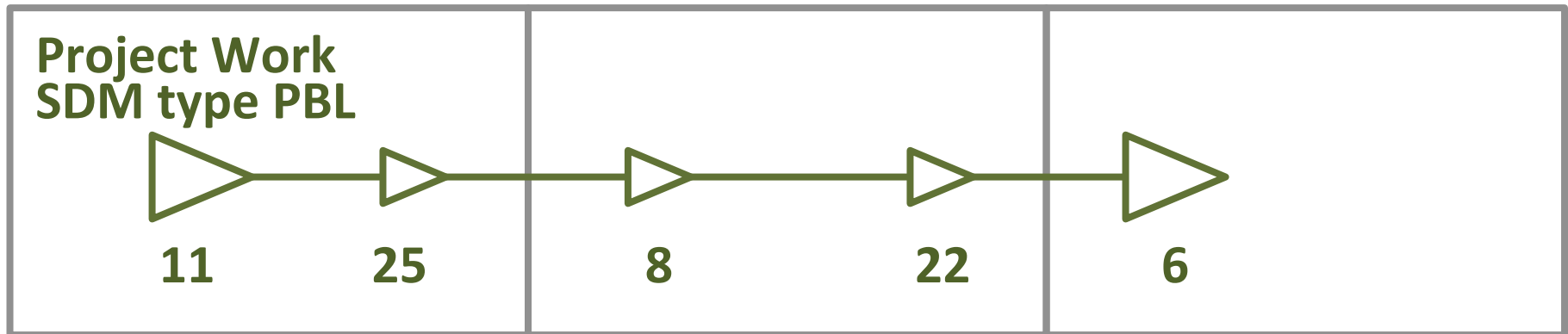
## Project Work: SDM type PBL

### In-class Activity

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**

- Tentative schedule of October 25<sup>th</sup>, November 8<sup>th</sup>, 22<sup>nd</sup> :
  - **9:00 - 10:30** Team presentations and discussions
  - **10:30 - 12:00** *Lecture or Group work*
  - **13:00 - 18:00** *Group work* and/or consult with instructors

# Keio EDGE Program

## Project Work: SDM type PBL

### Outside-class Group Work

- About **10 hours / 2 weeks** is expected from you.
- **Invite Kane and other instructors** to your group work **at least once** during the project. (\*Can be done as in-class activity too.)
- **Keio EDGE Lab** (2<sup>nd</sup> floor) is a place for your group work activities.
- It is **OPEN EVERYDAY from 9:00AM – 9:30PM.**
- If you want to use earlier or later than above hours than you need to check out the key from Keio SDM EDGE staff or TA.  
[keio.edge.sdm@sdm.keio.ac.jp](mailto:keio.edge.sdm@sdm.keio.ac.jp)  
[keio.edge2015.ta@sdm.keio.ac.jp](mailto:keio.edge2015.ta@sdm.keio.ac.jp)
- Your team has **a box** at Keio EDGE Lab.

# Keio EDGE Program

## Project Work: SDM type PBL

### **Project Management**

- If your team needs any help or support feel free to contact the instructors at [keio.edge.sdm@sdm.keio.ac.jp](mailto:keio.edge.sdm@sdm.keio.ac.jp).
- Also, we have a small budget to support your project. If you need to purchase something for your project please contact us.

# Keio EDGE Program

## Project Work: SDM type PBL

### Mentality

- **I do not want ordinary idea or concept** that some other EDGE program teams may have.
- **I am not aiming for eccentric crazy idea!**
- I want “Wow, I never thought about it!”, “You have a very good perspective!” type **awesome solution!**
- I look for **new and innovative insights!**
- I generate ideas and solutions **based on insights.**
- **Unusual** but **interesting!**
- **Unfamiliar** but **convincing!**

**I want to be creative and intelligent at the same time!**

**for this afternoon**



# PBL #1

13:00	14:15	8	Exercise	Problem Definition
14:15	14:25	9	Break	
14:25	15:40	10	Exercise	Ideation
15:40	15:50	11	Break	
15:50	17:05	12	Exercise	Architecting
17:05	17:15	13	Break	
17:15	18:00	14	Presentations	

# Keio EDGE Program

## Project Work: SDM type PBL

### Basic Project Framework with *building blocks*

