

# July 4 “Basic & Team Building Phase” Kickoff

[Place] Hongo Campus Faculty of Engineering No.2 Building 211

[Students] Tokyo Univ: 7(graduate 5, teacher 2), Shizuoka Univ: 20 (graduate 1, undergraduate 19), Ochanomizu Univ: 8(graduate 1, undergraduate 7), AIST: 1, Corporation: 10

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Lecture No.1 & No.2:

□ Prof. Kagami “What is entrepreneurship?”

- Have clearly the problem to be solved and the world to be created (vision)

□ Miyawaki “About Business Plan”

- Create business plan based on three points: Problem (Who is customer?, market size, growth rate), Solution (Can the proposal really solve the problem? Is it must-to-have and implementable?), Competitive Advantage (Can it really win?)

Entrepreneurs Talk: 2 sessions

□ Pine Leaf Consulting President Tomomasa Emoto “For people who will start new business”

- It is important not to provide product which you would like to sell, but to provide which users would like to buy by actively coordinate members and tasks based on the teaching of Sun Tzu (Know others, know myself).

□ AnyTimes Inc. President Chika Tsunoda “Trajectory and fund raising for Sharing Economy startup”

- Motivation for starting business is that I would like to make the most of individual capability to change negative work environment. A company which has the same business idea invested in my company and the business spread through the word-of-mouth communication.

