

Experience is the best teacher

Solving real world problems cultivates nature of entrepreneur-ship

- Studying on capitalization, how to write up a business plan, personnel management, etc. is helpful but not essential
- Solving real world problems instructs what real value is
- Thus, matching between real world problems and would-be entrepreneurs is highly important and should be accelerated

Situation in Japan

- Traditional corporations hold most of talented people
- Emerging of spin-out type startups is expected being poured from traditional corporations especially in hi-tech fields, which revitalizes Japanese economy
- Business culture between traditional corporations and startups is so different that would-be entrepreneurs in traditional companies often hesitate to start their own startups

Problems to be solved

- Obese administration and management
- Sectionalism within a corporation preventing instant and precise understanding of real world problems
- Seniority systems pushing capable persons to be at administrative positions far from real business
- Traditional corporations need to improve B/S and concentrate their core business

Prescription

Decreasing the gap of business cultures between traditional corporations and startups by inducing startups' business cultures into traditional corporations

Establishing project teams

- Consisting of heterogeneous specialties with passion
- Collaborating with knowledgeable teams outside as necessary
- Trying to grab the essence of real world problem accurately
- Providing a possible solution to be executed quickly

Implementation

If a project is core business and bears free cash flow

- It should carry out at the corporation
Example: i-mode, Prius, cellular with a camera, etc.
- The project team should have an incentive to work hard

If a project is post-core business but could well be a successful

- The project team should spin out and be a startup with capable people outside and VC finance
- The project team has an incentive according to its market value

Expectation for universities

Enrichment of university curriculums dealing with real world problems

- By collaboration with small-medium sized companies and startups
Example: collaborative research, internship, etc.
- By promoting a business plan contest among students
- By hiring professors with rich business experience and inviting business executives as lecturers

Setting up a merit system and promoting competitive society among universities, colleges, schools, faculties