

IdeaThon Workshop

Facilitators: T. Tsutsumi/Director & CEO, Startup Brain Co., Ltd.



- A “business” aims to provide products and/or services that users can empathize with and collect the “compensation” for them. This concept is exactly the same for research, NPO/NGO activities, and corporate activities regardless of the size of the organization. Of course, that compensation includes profit. That is why the business can continue. Even so-called “social projects” cannot be sustainable if they are funded by taking out money out of the business. Gaining sympathy from users means that the value of the product or service matches their needs, and that they are willing to pay for it.
- In this 1-day IdeaThon workshop, participants will be trained to create business ideas using the Design Thinking methodology with based on the above concept.

【Date & Time etc.】

14/FEB (Wed) 10:00-18:00

@Room S4-202, Ookayama



Although any of Tokyo Tech students, graduates or undergraduates, can apply the program, we will stop accepting applications once all the seats are taken.

【For details/Applications】→



【Inquires】

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