

Course	Collaboratory Exercise
Course No.	02RB405
Credits	2.0Credits
Grade	5Year
Timetable	SprABC by request
Instructor	Yoshihiro Hamakawa, Mai Otsuki
Course Overview	Students will learn the basic concept of a business model design practically, create a business model assuming startup & new business creation of products & services using research outcomes and make a presentation. By doing this, they cultivate the business mind set necessary to industrialize research outcomes.
Remarks	Only students of the PhD program in Empowerment Informatics are allowed to register.This exercise in English. This class is held jointly with Standard Entrepreneurship course. Classroom: EMP studio (April 21, May 26, June 23), Tokyo Campus Lecture Room 121(July 14)
Course Type	lab works, practical
Course Remarks	
Relationship to EMP Educational Objectives	<ul style="list-style-type: none"> • Frontline ability: Entrepreneurship and Leadership • Interdisciplinary ability: Broad specialist knowledge and experience • Presentation ability: International power of expression
Course Objectives	<ul style="list-style-type: none"> • To understand the way of thinking and process to start a business using research outcomes. • To design business models.
Course Schedule	<p>1)Friday, April 21</p> <ul style="list-style-type: none"> • Introduction • Think about a business idea using research outcomes. • Imagine the customer image of the business idea. • Learn a human-centered business design method. • Plan for the customer interview. <p>2)Friday, May 26</p> <ul style="list-style-type: none"> • Modify and develop the business idea based on the customer interviews • Draw a future story that can happen to customers by your business. • Learn verification by prototype creation. <p>3)Friday, June 23</p> <ul style="list-style-type: none"> • Learn a business model canvas and build the business model. • Brush up the business model. • Learn the skills of a business pitch. <p>4)Friday, July 14</p> <ul style="list-style-type: none"> • Present your business model, get feedback and an evaluation.
Graduating Methods and Criteria	Content and presentation of the business model (70 points), Contribution degree to the business model making (30 points)
Homework	
Textbook	
References	<ol style="list-style-type: none"> 1. Bill Aulet,Disciplined Entrepreneurship: 24 Steps to a Successful Startup(WILEY) 2. Alexander Osterwalder, Yves Pigneur,Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers(WILEY)

Office Hour	
Messages for Students	
Teaching Fellow / Teaching Assistant	
Keywords	Entrepreneurship, customer-centered, business model canvas, business plan