

PH.D. PROGRAM IN EMPOWERMENT INFORMATICS

# EMP ENTREPRENEURSHIP WORKSHOP

## 24 STEPS TO A SUCCESSFUL STARTUP FROM MIT

Date  
& TIME

MARCH 1, 2017 9:00 - 17:30

VENUE

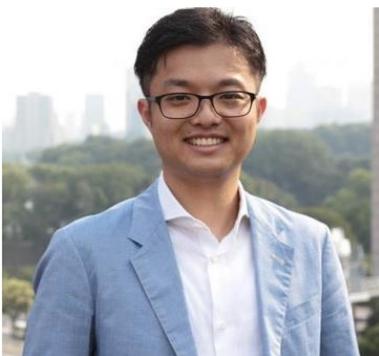
NOMADO-TYPE LABORATORY, EMPOWERMENT  
STUDIO, DAI-SAN AREA, UNIVERSITY OF TSUKUBA

<http://www.emp.tsukuba.ac.jp/english/access/>

- **Eligible students:** Undergraduate and graduate at University of Tsukuba
- **Language :** English
- **Admission Free**
- **Prior registration required (limit 20 persons) :**  
For the registration, please let us know your name, affiliation, grade, e-mail to the address below by February 23.  
E-mail : [info@emp.tsukuba.ac.jp](mailto:info@emp.tsukuba.ac.jp)

Facilitator

**Yoshitaka OHARA**



- Co-founder of Habataku Inc. /President of Habataku Vietnam.
- Joining IBM Japan, Ltd. (Formerly IBM Business Consulting Services) in 2007, he supported the reformation of organization/business towards his clients, varying in trade and category of business, as a strategy.
- In 2010, Habataku Inc. was founded in Japan. He is busily engaged in business developing support to help Japanese corporations spread to the ASEAN countries, and the construction of networks with innovators from the world.

# Outline of Workshop

- **PURPOSE:** To understand the process of business creation and to learn how to use the basic framework for describing a business .
- **CONTENTS:** We will learn the following through lectures & case studies.

- The process of business creation based on 24 steps for startup from MIT
- Importance of customer understanding in business creation
- Framework for business idea creation based on customer understanding
- Descriptive elements necessary for business model design and how to describe their relationship

## • STRUCTURE & TIMELINE

