

Opening Address

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Waseda Business School

Opening Address

- Distinguished guests, Ladies and Gentlemen
- Welcome to The Third Technological Entrepreneurship Workshop.
- My name is Takeru Ohe, Professor at Waseda University, and coordinator of this event.
- The concept of the technological entrepreneurship workshop has been originated at the dinner celebrating Dr. Shillman's honorary doctorate from Waseda University, 2008.
- In order to promote the mutual collaboration between Northeastern University and Waseda University which are received Shillman Hall as generous gifts from Dr. Shillman, founder of Cognex corporation.

Objectives

- In this uncertainty world, we may need to take the experimental science approach to propose the new models for business world as well as for academic world.
- In this workshop we pick up two experiments;

Born Global Company Experiment

- The first experiment is to prove feasibility of establishing a born global company based on a technology seed. The technology seed is “CoCoNatch” , a social communication robot. This seed was provided by Mr. Takao Watanabe, Waseda University.
- Through this experiment we would like to answer two questions:

Two questions to be answered

1. How to develop a Global Strategy using a network of University incubation and business centers?
2. How to teach students to be global and entrepreneurial businessmen and is this learning experience is an effective way to teach students?

Creative Idea Experiment

- The second experiment is to figure out how much students can provide new creative ideas to technology seeds provided by a corporate R&D center. How this experiment is helpful for students who participated. This business development collaboration between industry and academia is quite different from traditional research and development collaboration. The technology seed is provided and supported by Murata Manufacturing Co. Ltd..

Programs

- For the first experiment, a born global experiment, five student groups will present their findings: one from University of Malaysia, one from Northeastern University, one from University of Twente, one from Waseda MBA team, and one from Waseda undergraduate team.
- For the second experiment, a creative idea experiment, two student groups from Waseda undergraduate teams will present their ideas.

Speakers

- We have seven speakers: Prof. Angelica Mader from the University of Twente, Prof. Tih Hong from University of Malaysia, Prof. Hironori Higashide from Waseda University, Prof. Tucker Marion from Northeastern University, Mr. Ryuichi Ushio from Murata Manufacturing Co, Ltd. and me, Prof. Takeru Ohe from Waseda University.
- Unfortunately Prof. Tucker Marion from Northeastern University can not come to Japan today, but he will join us through a video.

Close

- From five O'clock today, you are all welcome to the networking event at the next room.
- I would like to express my deepest appreciation to all those who made this event possible, and extend a warm welcome to our guests. Thank you.