

Enhancement of youth entrepreneurship



Group C

Contents of our presentation

1. Member Introduction
2. Status quo analysis on entrepreneurship engagement in Japan
 - a. Motivation of the youth to establish own business
 - b. Major startup sectors
 - c. Entrepreneurship supporting scheme by University/Gov't/NGO
 - d. Administrative process of establishing a company
 - e. Differences in resource between cities vs. rural areas
 - f. Examples of youth entrepreneurship
3. Proposal for mutual action for enhancing Russia-Japan's Youth entrepreneurship

Members of Group C



Ai



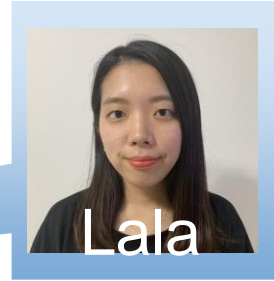
Chihiro



Naoto



Jo



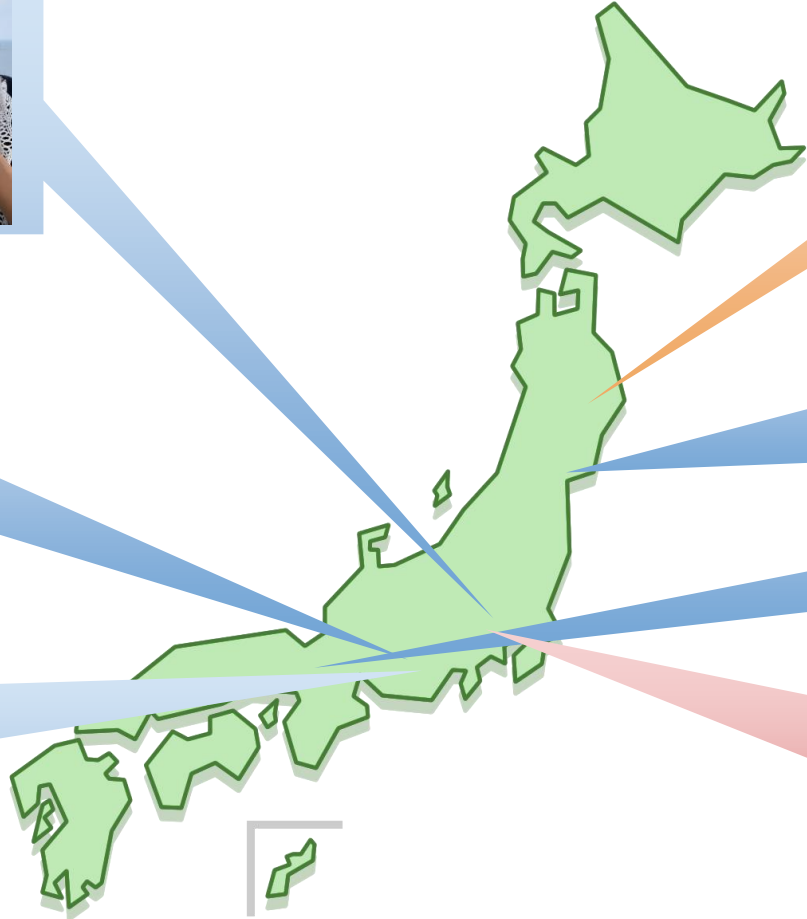
Lala



Mariko



Fumika





Bloomberg

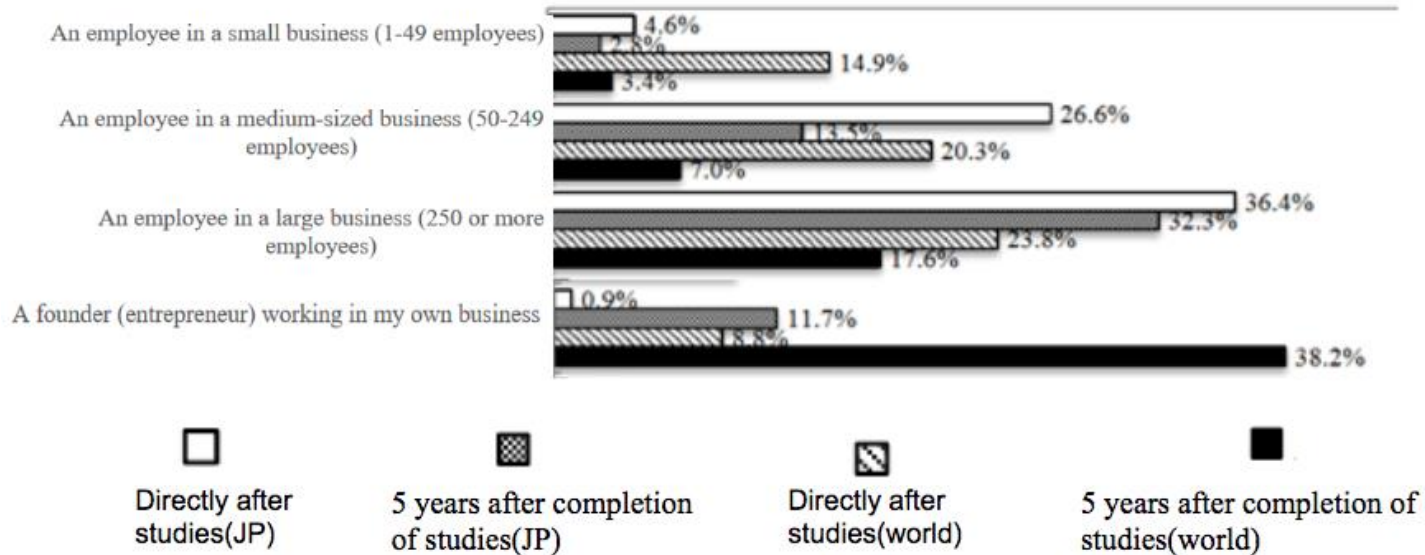
YOUNG JAPANESE SEEK TO AVOID RISK



Current status of Japanese youth entrepreneurs

Why are there a few Japanese youth entrepreneurs?

Graph: Prospective career path after completing degree and 5 years time



Major Startup sectors in Japan

- Currently in Japan, it is in the 4th phase of startup boom
 - Due to Industry 4.0, there is large increase in number of Big Data, AI, IoT, FinTech firms
 - Graph: Major 28 Startup Sectors list according to number of firms in Japan (2016)

1. Health Tech	5. Fintech	9. Software/IT System	13. Robot	17. Big data	21. Security	25. Social infrastructure
2. Clean Tech	6. Copyright/IP Business	10. IoT	14. Real estate	18. AI	22. Automobile Tech	26. Sharing economy
3. Ad Tech	7. HR Tech	11. Fashion/Lifestyle	15. Travel	19. Entertainment/Game	23. Production/ Factory	27. Professional Services
4. Pharmaceutical development	8. Agri Tech	12. Semiconductor/Hardware	16. Contents Curation	20. Food Tech	24. Logistics	28. Space

Source: Ministry of Economy Trade and Industry, https://www.meti.go.jp/medi_lib/report/2016fy/000217.pdf

Entrepreneurship supporting scheme by universities



筑波大学
University of Tsukuba



関西大学
KANSAI UNIVERSITY



同志社大学
Doshisha University



Entrepreneurship supporting scheme by universities

1. Promotional events (Seminars, Workshops, Business contests)
2. Mentorship scheme
3. Provision of the research funds (approx. 10,000-30,000\$ per year)
4. Provision of the office rooms for research
5. Collaboration opportunities with university hospitals or laboratories

Emphasise on Manufacturing / IT

Entrepreneurship supporting scheme by universities



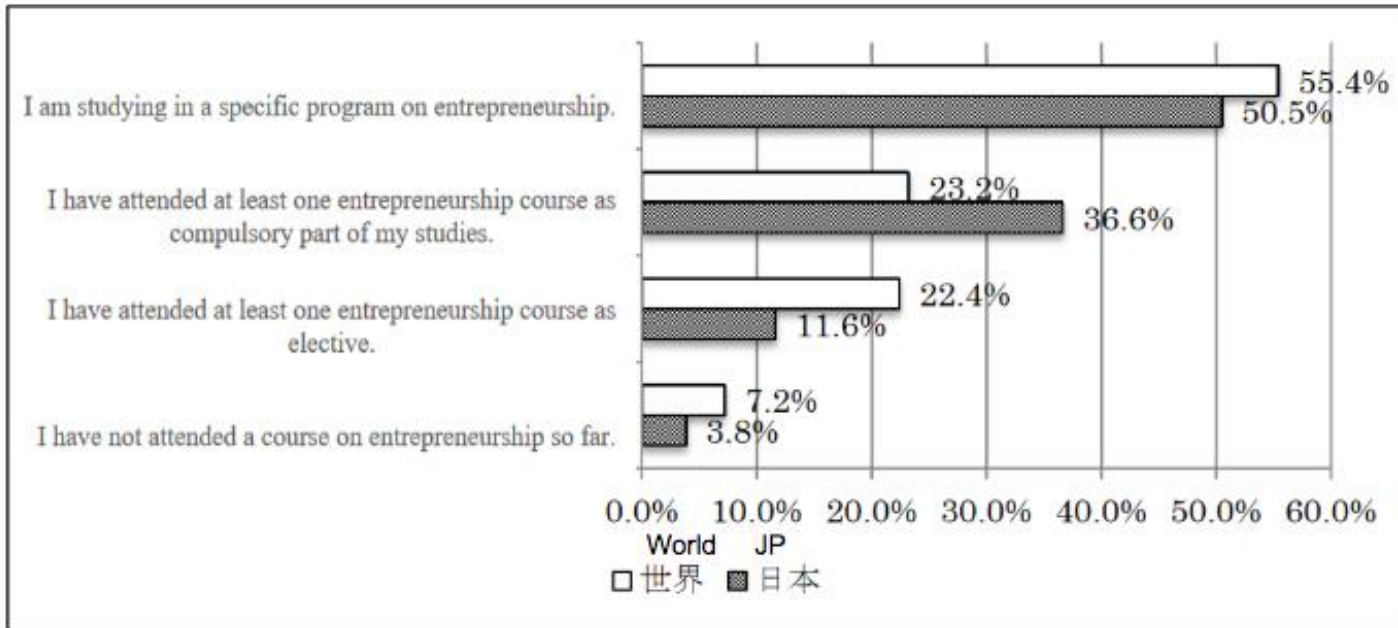
In 22 years...(1997~2019)

Established : 150

Active in 2019 : 121

What can universities do to increase youth entrepreneurs?

Graph: Attendance of entrepreneurship classes in university



Entrepreneurship supporting scheme

1. Federal Gov't

“J-Startup” initiative to support early stage development of startups

Maximum is \$65000 funded by Ministry of Economy, Trade, and Industries

2. Municipal Gov't

More than 1000 cities in local prefectures promote entrepreneurship, partnering with local bank for fundraising

ex) Business Seminar, Enterprise agency, financial support

3. NGO/NPO

Creating opportunities to test the business model, provide network, consultation

ex) Cooperation with local gov't for experiments of social problems

Administrative processes of establishing a company

1. Decide

Decide the founder, logo, and the name of the company

2. Submit

Submit the business purpose and certificate of registered seal to the municipal office

3. Certified

Obtain certification on Articles of Association (employee numbers/ business model) at the local notary public office

= minimum cost \$520

4. Payment

Pay the share capital at the bank and final registration at the legal affairs bureau

= minimum cost
\$1500



Differences in resources between cities and rural cities in Japan

Definition

Resources: Business ecology, Money, Human resources

Cities: Tokyo, Osaka, Nagoya

Rural cities: Others

Business Ecology & Money

Cities: Easy access to Venture Capitals (since early stage, it is possible to seek for investments and mentorship)

Rural cities: Only institutionalized resources are available such as local government, universities

Human resources

Cities: Abundant human resources from young professionals to senior

Rural cities: Comparatively difficult to find young employees, small community scale makes easier to find skilled personnel

Summary

- Focused on IT/Tech
- Issue is increase incentive for the fresh grads to go start business
- Need good environments to study and practice about entrepreneurship

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Proposal for enhancing R Japanese youth entrepreneurs

Enhancement of youth entrepreneurship



Group C

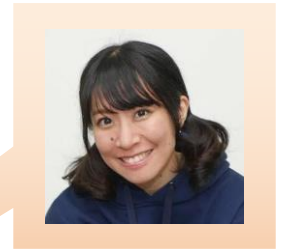
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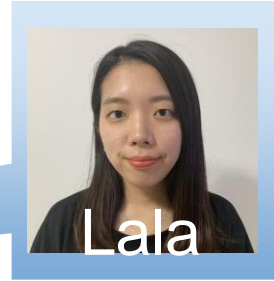
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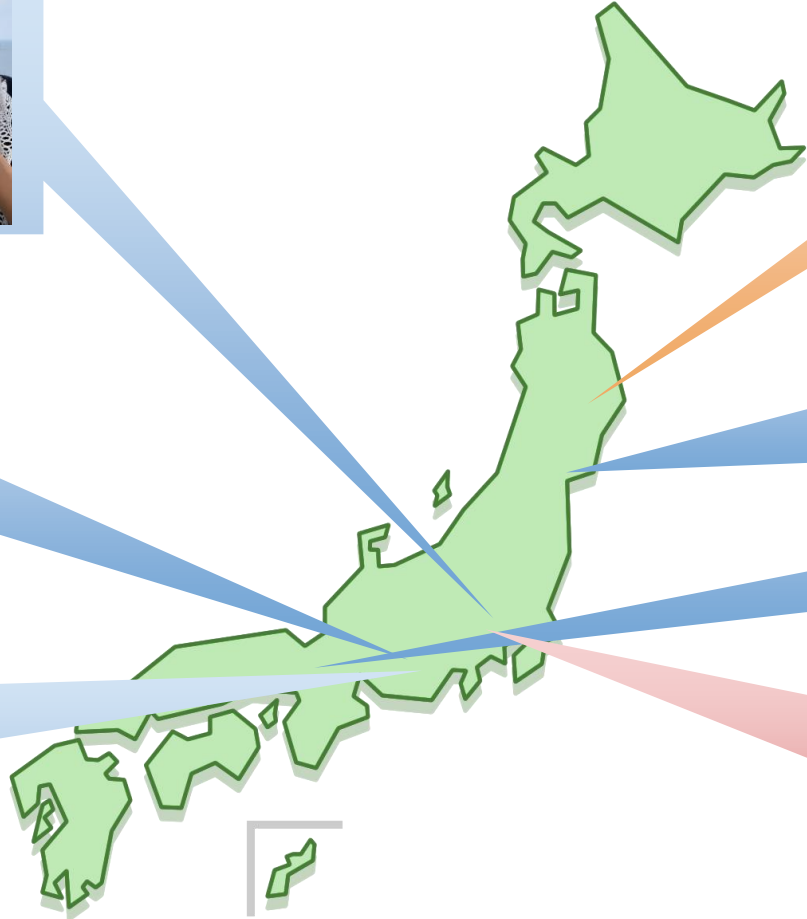
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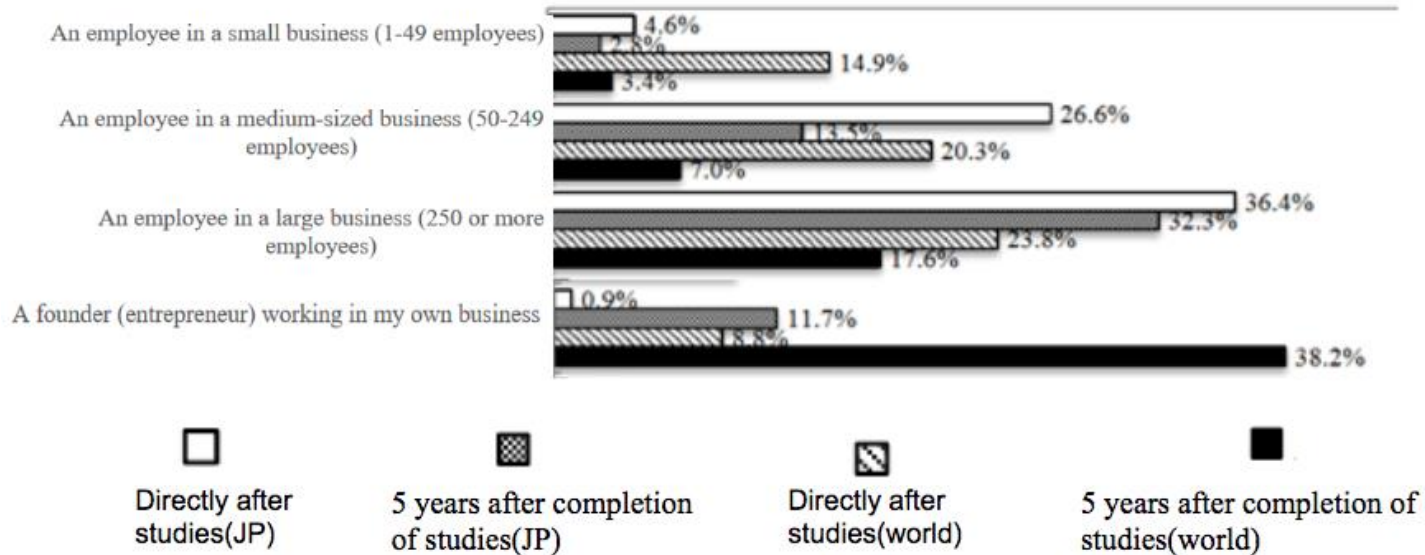
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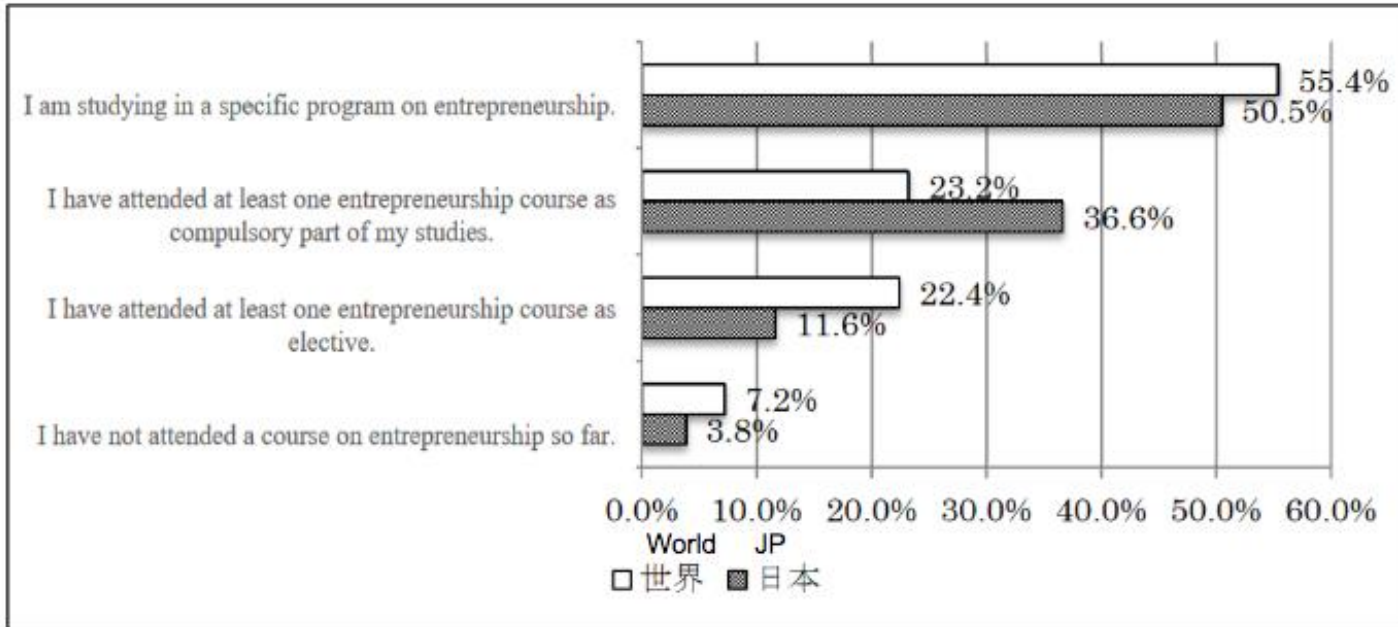
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Proposal for enhancing R Japanese youth entrepreneurs

To make connections between shrines, temples and people...

ホトカミ (Hotokami)

- To write down, record, and share your visiting to shrines and temples.
- Introducing temple's websites
- Practicing various kinds of campaign to attract people.
- Offering internship positions at temples

- More people visiting sites thanks to 'hotokami' .
- A new project for foreign people who will visit Japan during 2020 Tokyo Olympic is now available.
- <http://hotokami.com/explanations/sakurai-jinja/>



ホトカミ



To improve current medicine...
OUI inc.

SEC

Smart Eye Camera



- Established by ophthalmologists graduated from Keio University, Japan.
- Their first product, Smart Eye Camera (SEC), made it easier to do health check-up of eyes in developing countries.
- Keio University Medical School holds a contest which students and alumni compete their ideas about new businesses every year to promote entrepreneurship
- OUI inc. won the contest in 2018.



<https://www.ouiinc.jp>

To introduce Russia and make it familiar to Japanese people...

ВОСТОК Tokyo

- An apparel brand made by students in 2018.
- Their aim is to get Japanese people know more and feel familiar about Russia.
- Their products contains Cyrillic alphabet, which represents Russian.



В О С Т О К



<https://www.vostok-tokyo.com>

Proposal for enhancement on youth entrepreneurship

1. More Affiliations among Russian and Japanese universities

2. More Collaboration events

- Business Contests
- Meetups for programmers



Business contest

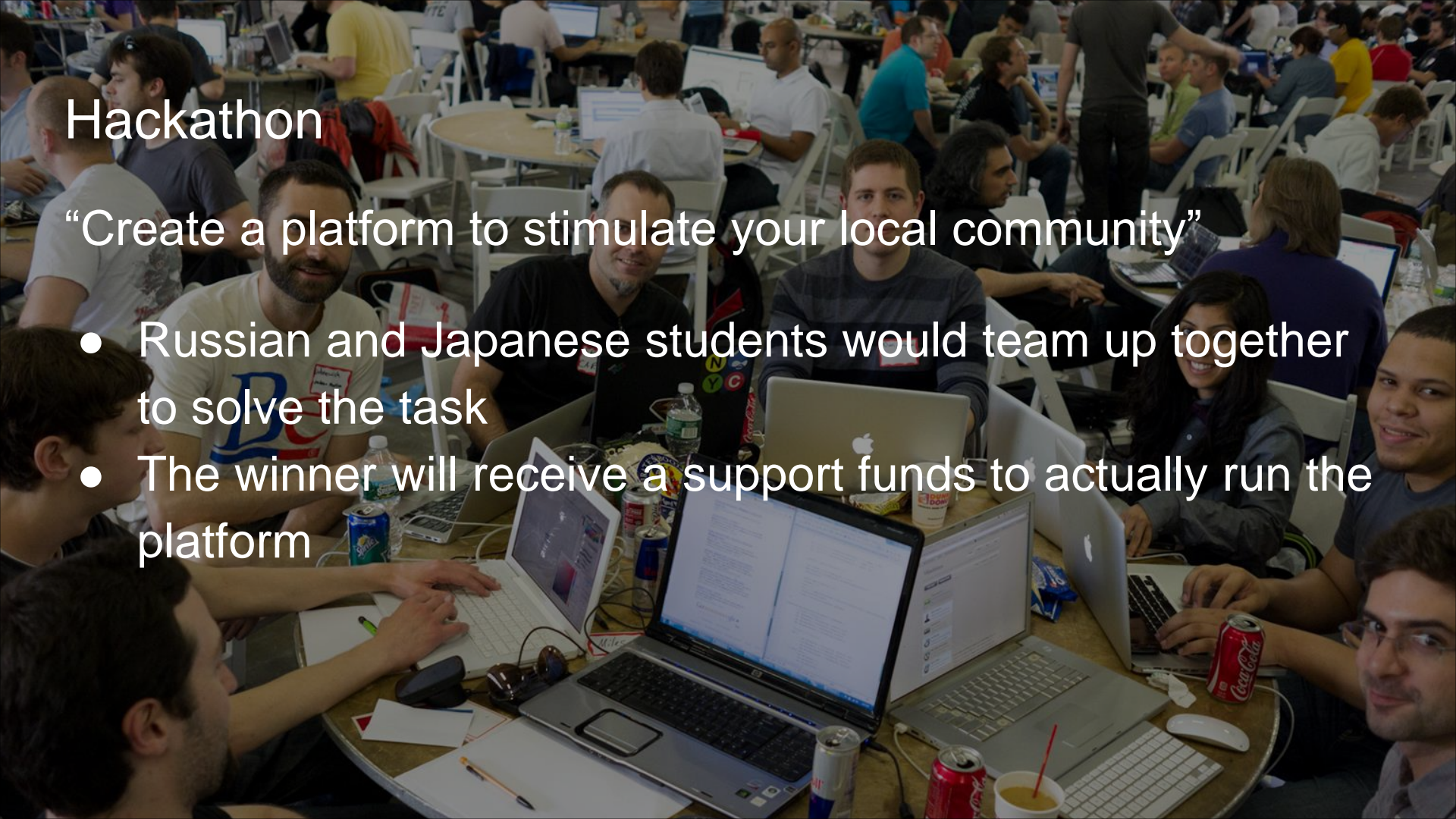
“Business model competition on health-tech industry”

- Russia and Japan both are faced with social problem of aging society
- Online application by video presentation and winning 3 teams of both countries would compete again physically by inter country forum
- Final-competition will be open to public at university facility, and online streaming

Hackathon

“Create a platform to stimulate your local community”

- Russian and Japanese students would team up together to solve the task
- The winner will receive a support funds to actually run the platform



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