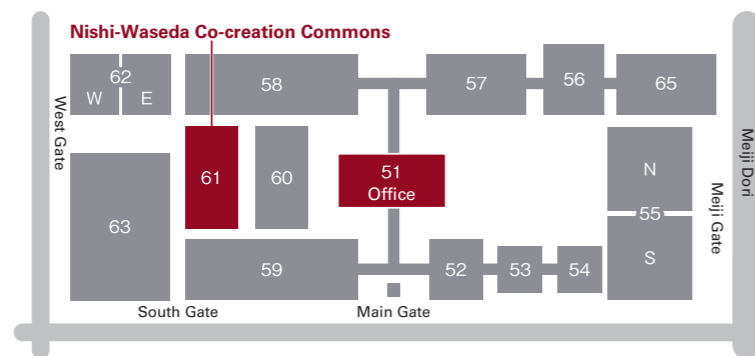


NISHI-WASEDA CAMPUS MAP



Waseda University
WASEDA-EDGE Global Talent Development Program
 –Co-creation Commons: Developing an Innovation Eco-system–

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MEXT Enhancing Development of Global Entrepreneur (EDGE) Program

WASEDA-EDGE
Global Talent Development Program

–Co-creation Commons: Developing an Innovation Eco-system–



As the pace of technology innovation increases, the shelf life of business models is also becoming shorter and shorter. In this rapidly changing environment, there is an ever-greater need to develop new businesses that can become the economic cornerstones for the next generation, and to build human capital with the ideas, skills and ambition to create and launch new businesses that will define the future.

This Program seeks to build these capabilities in our students through a range of engaging lectures and seminars that students can select based upon their personal circumstances and prior experience. Our approach follows the “Lean Start-Up Method,” which is a method for establishing businesses based on ideas or the results of research. Coursework covers concepts such as “Design Thinking,” (a formal method of solution-oriented business creation); commercialization of research results (led by renowned entrepreneurs); practical training through internships at venture-backed companies and new business divisions of corporations; and practical English training.

We welcome you to be a part of the WASEDA-EDGE Global Talent Development Program. Open the door to your future!



MEXT Enhancing
 Development of
 Global Entrepreneur

Ministry of Education, Culture, Sports,
 Science and Technology
 Enhancing Development of Global Entrepreneur Program

WEBSITE
<http://edgeprogram.jp/>

<http://waseda-edge.jp/>

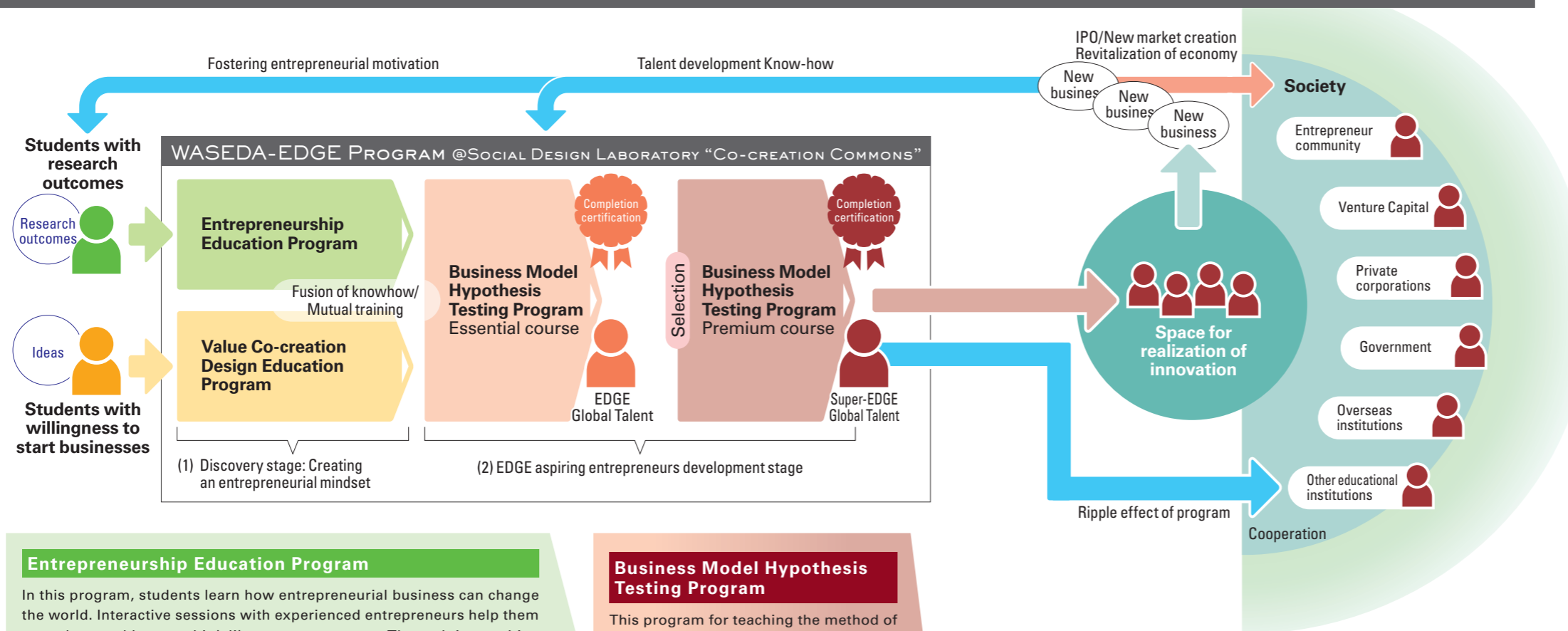
THE VISION OF WASEDA-EDGE GLOBAL TALENT DEVELOPMENT PROGRAM

The WASEDA-EDGE Global Talent Development Program aims to foster EDGE entrepreneurs who have the ability to create businesses with a global perspective, and thereby benefit people around the world. EDGE Global entrepreneurs are people with fundamental professional capabilities, the ability to open new markets by combining creative ideas with proven operational methodologies, and the ambition and know-how to build new businesses that can expand globally.

The WASEDA-EDGE Global Talent Development Program forms a part of the MEXT Enhancing Development of Global Entrepreneur (EDGE) Program, and has the following three goals:

- 1) To develop entrepreneurial graduate students and young researchers who have the capability to establish new businesses and start-up ventures based on the results of their own research work.
- 2) To develop the skills of entrepreneurially minded students to build business models and develop their business ideas through systematic thinking.
- 3) To contribute to the development of a sustainable innovation ecosystem through close collaboration with venture-related institutions, overseas institutions, and private corporations.

THE DEVELOPMENT OF AN INNOVATION ECOSYSTEM



Entrepreneurship Education Program

In this program, students learn how entrepreneurial business can change the world. Interactive sessions with experienced entrepreneurs help them to understand how to think like an entrepreneur. Through internships with venture-backed companies or new business departments, students expose themselves to the speed, tension, and excitement of entrepreneurial business and develop the ability to handle intense negotiations in English as a step toward becoming active in the global arena.

Value Co-creation Design Education Program

This program provides a practical approach to business that draws on international and Japanese methods. Concepts include marketing that inspires people through design, approaches to innovation based on the functionality of objects and iterative processes for evaluating and improving entrepreneurial ideas. Students will also be given opportunities to experience cutting-edge workshops overseas. The course draws on industry experts and helps to promote cooperation between industry and academia.

Business Model Hypothesis Testing Program

This program for teaching the method of creating new businesses is designed based on "Lean Launchpad", the cutting-edge entrepreneurship training method originally developed by Professor Steve Blank and accepted by top American universities. The highly practical contents help students develop prototypes, conduct customer interviews, test business assumptions and so on. They create business plans for research-based products and services in order to learn how to build a business. By having students test and develop business model hypotheses, the program provides them with tools to develop their own research results and apply them to solve society's problems.

OPERATING STRUCTURE

The WASEDA-EDGE Global Talent Development Program is an unprecedented and inspiring program. Its success stems from its multi-disciplinary approach that brings together faculty members with diverse backgrounds, ranging from basic science and engineering, to Business Design and Management, and Strategy and Business Systems, and gets them to work together as one team.

CO-CREATION COMMONS

Co-creation Commons established in 2015, is a space to facilitate the joint creation of new values and ideas by bringing together people from various backgrounds, including undergraduate and graduate students, researchers, and working adults. At Co-creation Commons, users freely exchange opinions about their own ideas, and make use of the 3D printers and other facilities to produce mock-ups for testing their ideas.

