

QREC

ANNUAL  
REPORT  
2012-13



KYUSHU  
UNIVERSITY

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ROBERT T. HUANG ENTREPRENEURSHIP CENTER OF KYUSHU UNIVERSITY

English





# ANNUAL REPORT

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# 2012-13

Dr. Robert T. Huang

In order for Kyushu University to produce future global leaders who challenge themselves to make their dreams into reality, QREC strives to be one of the top entrepreneurship centers in Asia.



Toru Tanigawa

Director General, Robert T. Huang Entrepreneurship Center of Kyushu University (QREC)  
Professor & Deputy Director General, Arts, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC)

The Robert T. Huang Entrepreneurship Center of Kyushu University (QREC) is an education and research center that aims to nurture entrepreneurs in a variety of fields. In addition to advancing traditional for-profit types of venture firms, the Center also aims to promote entrepreneurship in a diverse range of formats including initiatives aimed at resolving social issues and the establishment of new businesses at existing large companies as well as creating new values at academic and public institutions. This means that the Center is to help students realize their own dreams, turning out a substantial number of business leaders who are ready to make their respective marks in the business world and society at large.

In 2012, the second year after it opened for instruction, the Center held entrepreneurship-related lectures on 18 subjects, including lectures on two new subjects added that year. The Center offers consistent, systematic entrepreneurship education for students throughout Kyushu University, from first-year undergraduates in every school to doctoral degree candidates in graduate school. The unique education provided here has received very positive evaluations from students, and the number of participants in the 2012 academic year rose to 500, a large increase of nearly 60% over the previous academic year.

In terms of course operation, the Center is further expanding its two-way courses, which include generous amounts of workshops, group discussions, and so on. Over 40 business professionals have also been invited as guest lecturers to provide a sense of what real business is like. The Center has also greatly advanced its collaboration with other influential universities that aim for human resource development for innovation, as well as collaboration with other departments within the university. In its aim of achieving high-quality education, therefore, the Center's efforts are producing results.

In addition to formal lectures, the Center has implemented numerous innovative educational projects. These include workshops incorporating design concepts that have recently attracted attention, projects to provide experience in business startups, international symposiums, and so on. Some of these events were also intended for local residents, and the Center has therefore been able to have a significant impact on students and local residents.

The Center not only provides an education in entrepreneurship as an organization it is also a place for reformers and challengers (i.e., entrepreneurs) who are ready to meet head-on the challenges of developing and introducing new educational methodology.

It is my sincere desire that this report allows the leaders to more fully understand the Center's activities. I also hope that you will share your opinions and suggestions with us. Entrepreneurship education develops human resources possessing active imaginations that will open the way to the future. Thank you for your continued support and cooperation.



※QREC:Kyushu University Robert T. Huang Entrepreneurship Center

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## An Overview of QREC

### Background

The Robert T. Huang Entrepreneurship Center of Kyushu University (QREC) grew out of a donation made to commemorate the centennial anniversary of Kyushu University by Dr. Robert T. Huang, a prominent alumnus of the university who has achieved significant success in the United States. That donation led to a drastic reorganization and reconstruction of the university's former Venture Business Laboratory and the establishment of the Center in December 2012 as a full-scale entrepreneurship education and research center. The Center was established against the background of Japan's growing need for education to develop human resources that will take on the challenge of creating new values (entrepreneurship education), education in management of technology (MOT) that shows students how they can transfer their research results and technologies to society, and education for development of global human resources. Kyushu University therefore established the Center and positioned it as an important systematic initiative for addressing these issues.

QREC provides students at Kyushu University with a leading entrepreneurship education that will produce **future entrepreneurial leaders who can spread their wings internationally, and with a sense of independence and ambition, a global point of view, and a willingness to actively create new values.**

QREC strives to develop talented individuals who will challenge themselves to not only start new ventures but also create new values in a large company, in academia, and in any other field in society.

QREC serves as a hub for the nurturing of entrepreneurship in our region

### Mission

#### The Talents We Foster

- ☐The ability to discover and/or create an opportunity by one's self, to set one's goals and to find the path to achieve them
- ☐The willingness to challenge one's self to create new values
- ☐A sense of independence
- ☐The knowledge and ability to observe society and the world from a broader point of view ("T-shaped people", "Global talent")
- ☐The motivation to utilize knowledge in society, as well as the ability to create practical value ("MOT people")

### Activities

QREC provides both undergraduate and graduate students at Kyushu University with systematic, pragmatic, and interdisciplinary education concerning entrepreneurship, while carrying out R & D activities on entrepreneurship in collaboration with leading national and international universities and research institutes that are highly recognized in terms of entrepreneurship education.

#### QREC focuses on the following six activities

Providing all students in Kyushu University with advanced and systematic education concerning entrepreneurship

Conducting research on entrepreneurship and effective methods of entrepreneurship education

Carrying out social and regional entrepreneurship activities in collaboration with the community

Disseminating information on entrepreneurship, and carrying out exchange activities with domestic and overseas institutes to promote closer collaboration

Assisting with R & D activities concerning venture businesses

Operating and managing business incubation facilities

Developing future leaders who will play active roles in the global arena

Through these efforts, QREC aims to achieve our objectives, which include leadership development at Kyushu University, further internationalization and effective branding of Kyushu University, and the enhancement of social cohesion by promoting industry-academia collaboration.

### The Types of Entrepreneurs that QREC Develops

Venture capitalists

Social entrepreneurs

Individuals who implement new businesses at major corporations

New policy planners and implementers at public institutions

Innovative university researchers

QREC aims to be an internationally competitive and unique organization that trains students to respond to present-day challenges such as business in emerging countries and social business. QREC strives to be one of the top full-fledged entrepreneurship education and research centers not only in Kyushu and Japan, but also in Asia.

### Goal

#### Global

QREC is building its network with universities and industries in the United States, Asia, and other parts of the world. In doing so, QREC aims to design a curriculum that meets international standards, while actively promoting international exchange activities for students and faculty members. Additionally, QREC encourages foreign students to take an active part in QREC programs. Their participation brings diversity to the learning environment at QREC.

#### Practical

The courses QREC offers to students are not limited to classroom lectures. The curricula of QREC include case study analyses, lectures by invited active entrepreneurs, Project Based Learning, and interactive discussions. In this way, QREC provides students with a practical, dynamic, and interdisciplinary education. Moreover, in cooperation with industry, QREC holds lectures jointly with its partner companies, and promotes internship programs.

#### Design

In order to produce new social value, we need to find and identify the problems, and then "design" how we solve them. Enhancing a person's ability to design and generate an idea will help that person fulfill a personal dream, and QREC aims at developing each student's ability to design.

### Strength

#### Systematic entrepreneurship education intended for both undergraduate and graduate students

QREC is Japan's first institute to offer systematic and integrated entrepreneurship education programs for students from both undergraduate and graduate school.

#### Global perspectives

In collaboration with MIT and other leading international universities, QREC ensures opportunities for people to interact with the best resources available overseas. QREC also encourages foreign students to take an active part in QREC programs, and promotes collaboration with the International School of Arts and Sciences of Kyushu University (a new department in the planning stage), so that it can teach students to acquire global perspectives.

#### A combination of entrepreneurship education and MOT education

QREC gives a broader definition to "entrepreneurship education," and offers comprehensive education programs with the aim of producing future leaders.

#### Responding to today's needs

QREC responds to today's diverse new trends, such as businesses in emerging markets and social entrepreneurship.

#### Interdisciplinary education programs. Students from diverse backgrounds

QREC sets up and runs education programs jointly with other departments and schools of Kyushu University, including the Graduate School of Engineering, Graduate School of Information Science and Electrical Engineering, Graduate School of Bioenvironmental Science, Graduate School of Design, and the 21st Century Program. QREC promotes interdisciplinary projects, and encourages students who come from diverse backgrounds to learn and work together.

#### Practical approach to industry-academia collaboration

QREC encourages students to participate in international student organizations for networking purposes, while promoting interactive and student-participation programs. QREC uses the case study method to offer practical, hands-on training. QREC asks industries for their active participation in providing human resources and opportunities for practical training programs.

An Overview of Activities

2012 Schedule

■ Educational Initiatives ● Oversea research Initiatives ◆ Social Cooperation Initiatives ★ Organizational/Administrative Initiatives

April	■ Commencement of remote learning. ★ Renewal of the QREC website - FY2012 version ★ Continuation of the QREC Facebook page ■ Creation and distribution of course procedures	■ Lectures	■ Challenge & Creation (C&C)	■ Academic Challenges(AC)	■ Kyudaisai Festival Business Startup Program (QSHOP)
May	★ QREC Steering Committee convened (May 15) ■ C&C themes planning and operation project recruitment of student members	■ Examination board			● Associate Professor Tamaki dispatched to Babson College Entrepreneurial Educator Training (May 28 - Jun 4)
June	■ Presentation ceremony of the President's Award for C & C 2011		■ Examination board		● Professor Tanigawa and PM Yamada visit social Innovation Center at Stanford University to gather information for setting up new classes at QREC (Jun 25 - Jul 1)
July	■ Cooperative tie-up continues with Egg Japan (Mitsubishi Estate Co., Ltd.) ◆ QREC Brown Bag Lunch Seminar "Can Kyushu Learn from "Asian Dragons"? (Jul 3) ★ QREC Steering Committee convened (Jul 4) ◆ Three-day International Workshop on Entrepreneurial Education (Jul 17 - Jul 19)				■ Orientation
August	■ Commencement of student internships				● Associate Professor Tamaki Accompanies students participating in the ASES Summit (Aug 31 - 9 Aug)
September	■ QREC Summer Camp with Deloitte Tohmatsu Consulting - Learning the analytical methods of consultants (Sept 24 - Sept 26) ★ 9th National VBL Forum (Sept 28 - Sept 29)				● Professor Tanigawa, Associate Professor Igarashi and Associate Professor Takada participate in REE Europe 2012 (Sept 2 - Sept 15, 2012)
October		■ Mid-term presentation	■ Mid-term presentation	■ Business plan presentation	
November	◆ Entrepreneurship Education Seminar and Workshop presented by Kauffman Fellows Program (KFP) and QREC - "How do we develop new business and design innovation?" - (Nov 4)			■ Kyudaisai Festival	● Professor Tanigawa visits The Benetech Initiative and IDEO in San Francisco and attends lectures of d.school at Stanford University (Nov 25 - Nov 30)
December	■ Cooperative tie-up with Sunbridge Corp. continued ◆ QREC/See-D Collaborative Workshop "Developing Technology and Services to Bring to People in Developing Countries"			■ Audit, shareholders meeting	
January	★ QREC Steering Committee convened (Jan 22) ■ Assessment meeting with students (Jan 31)				● PM Yamada dispatched to Babson College Entrepreneurial Educator Training (Jan 12 - Jan 20)
February		■ Final presentation	■ Final presentation		● Associate Professor Igarashi participates in inspection and research tour in Europe (Feb 17 - Mar 3) ● Professor Tanigawa and Associate Professor Takada participate in AUTM Annual Meeting (Feb 26 - Mar 10)
March	◆ Asia Roundtable (Mar 20) ★ Meeting with part-time instructors to exchange views (Mar 21) ★ Innovation Education Conference (Mar 22)				● Associate Professor Igarashi participated in 2nd UNESCO-APEID Meeting on Entrepreneurship Education (Mar 25 - Mar 28)

Education

The educational programs that QREC offers are not limited to private enterprise-related efforts, but instead seek to foster entrepreneurship in a broader sense among Kyushu University students. In 2012, the Center initiated two new courses and 18 formal lectures. Many other education-related events also took place, including the Student Idea Competition that is held every year, the Challenge & Creation (C&C) and Academic Challenge (AC) programs, as well as QSHOP, workshops provided by consulting enterprises, business creation seminars and workshops held in collaboration with the Kauffman Fellows Program (KFP) and IDEO, and the workshop on assessment of technology for developing countries that was held in collaboration with See-D.

QREC also sent students to participate in the Asia Pacific Student Entrepreneurship Society conference held in Hangzhou, China, gathered students to conduct educational evaluation meetings, started developing an educational assessment and analysis system, and engaged in measures to assure teaching effectiveness. These were among the initiatives QREC promoted to improve the quality of education from a diversity of perspectives.



Social Outreach

Every year, QREC organizes special events that are open to students from other institutions and members of the public. These are intended to energize and make contributions to the local community in addition to Kyushu University students. A variety of different events took place during the 2012 academic year, including three-day international workshops held in Fukuoka and Tokyo with distinguished lecturers on entrepreneurship from other countries, a collaborative seminar on business with Asia organized with the US Consulate-General in Fukuoka, collaborative seminars and workshops held with KFP and IDEO, and a seminar (Asia Roundtable) taking the Tohoku region after the Great East Japan Earthquake as a model for thinking about desired forms of regional reconstruction and revitalization.



Research

In addition to research in their own specialized fields, members of the QREC faculty engage in activities intended to raise the level of entrepreneurship education and research by traveling to universities and other institutions overseas for professional development and by participating in academic conferences and other such events around the world. In the 2012 academic year, QREC dispatched one faculty member to a university in Sweden during the summer and one faculty member each in the spring and winter to short-term training sessions at Babson University, which is renowned for its entrepreneurship education. QREC also dispatched three faculty members to the international Roundtable for Entrepreneurship Educators (REE) organized by Stanford University and held in Finland. The results of this training and research are being reflected in education at QREC in terms of incorporating design concepts.



Organization and Administration

The 2012 academic year saw a continuation of work on improvement and introduction of expanded intranet utilization begun in the previous academic year, as well as expansion of remote learning, which involved augmentation of video conferencing systems. IT systems were also upgraded to improve organizational and administrative efficiency and ensure teaching effectiveness. QREC also collaborated with Kyushu University undergraduate and graduate schools, including the Graduate School of Engineering and the Graduate School of Design, on building a cooperative system within the University for purposes such as obtaining new government funding and considering joint lectures. Cooperation with universities and other institutions in Japan and other countries included seminars held jointly with Mitsubishi Estate Co., Ltd., with which QREC has a cooperative tie-up and assignment of undergraduate interns to SunBridge Corporation, as well as activities to develop new cooperative tie-ups. QREC further engaged in activities to disseminate information and acquire educational resources. This included organizing the National VBL Convention in September and inaugurating the Society for Innovation Education in March cooperatively with organizations for the advancement of innovation education at the University of Tokyo and Keio University. Management of the incubation facility during the 2012 academic year included setting up one office for a new venture enterprise as well as renting two offices to university laboratories and three offices to venture enterprises.





# An Overview of Activities

## Education

### Lectures (University-Wide Education and Joint Education with Graduate Schools)

QREC Lectures (on eighteen subjects, seven in the first semester, eleven in the second semester, of which sixteen are continuing and two are new)

### Education-Related Events

QREC engaged in its customary projects, including the annual Challenge & Creation (C&C) business plan competition for Kyushu University students, the Academic Challenge (AC) academic paper competition, and the Kyudaisai Festival Business Startup Program (QSHOP) started last academic year. Various special educational events were also newly added during the 2012 academic year. Opportunities were provided for education by means other than the lecture approach, including the summer camp for hands-on consulting experience (a three-day workshop) offered by Deloitte Tohmatsu Consulting Co., Ltd., and business creation seminars and workshops held jointly with the Kauffman Fellows Program (KFP), which is an influential educational assistance organization in the United States, and with IDEO, one of the world's leading design firms. QREC also organized a workshop on assessment of technology for developing countries in collaboration with See-D Contest, an organization that operates projects to suggest technologies and services that can be put to active use in developing countries. In addition, QREC sent three students to participate in the conference of the Asia Pacific Student Entrepreneurship Society (ASES) held in Hangzhou, China.

### Taking Education into the Digital Age

#### [Remote Learning Implemented] (Eight subjects offered in 2012)

Kyushu University offers a campus-wide study support system for the convenience of the students and to assure that they have opportunities to take classes. Using this system, QREC has instituted two additional lecture courses on video that are broadcast simultaneously to the four campuses in Hakozaki, Ito, Ohashi, and Chikushi, making a total of eight subjects that are implemented in distance education.

#### [Expanding the Use of Web-Based Study Systems]

The Web network that Kyushu University introduced in the autumn of 2011 was used for early adoption of Blackboard learning assistance system, and QREC supports it for all courses. This program was advanced still further in the 2012 academic year, and now student attendance cards, questionnaires, and syllabuses and lecture materials for each lecture are being shared among faculty members and the students taking the courses.

### New Educational Methodologies

#### [Workshop Format]

The majority of QREC courses do not follow the format of one-way reception of the instructor's lectures, but rather incorporate lectures in a participatory format (workshop style) that involves two-way dialogue with instructors, group discussion, and opportunities for students to give presentations. Class sessions are all 180 minutes long, taking two consecutive periods, and they are organized to get students accustomed to thinking and acting for themselves. Lectures during the 2012 academic year were held in the same way as in the 2011 academic year.

#### [Lectures by Businesspersons]

QREC offers many lectures by business people who are active in the real world (as well as entrepreneurs, people who are active on the industry-government-university front). In addition to classroom lectures, these invited speakers talk to students from their experience as business people or otherwise give lectures rooted in reality. This is done to advance student understanding. During the 2012 academic year, a total of some 40 guest speakers were invited to Kyushu University not only for lectures in Entrepreneurship Seminars I and II, competitive advantage in business, and management of research and technology, but also for special events and workshops.

#### [Case Studies]

Many of the class sessions in Entrepreneurship Management I and II, which are positioned as basic courses, as well as workshop sessions, make use of cases so that students can learn real information and study realistic models. Some of the cases are presented in the English language.

#### [Project-Based Learning (PBL)]

QREC is increasing the number of courses that use the PBL approach for learning by doing in small groups. This method is used in lectures that are placed on the practice-oriented side of the QREC curriculum as well as in a variety of educational projects so that students will not simply receive lecture contents as knowledge, but will learn about how ideas and technologies take on actual form as specific values in the real world. In the 2012 academic year, the courses on Regional Policy Design and on High Tech Entrepreneurship come under this category.

### Educational Evaluation

QREC has adopted a number of educational evaluation methods in order to improve the quality of its lectures.

#### [Educational Evaluation Questionnaires for Students]

QREC takes part in the questionnaires on university-wide education implemented by the University's Educational Affairs Department. In order to improve the quality of QREC lectures by means of the PDCA cycle, the Center also implements educational evaluation questionnaires for students from its own unique perspective in all QREC courses.

#### [Assessment Meeting Held for Educational Evaluation by Students]

In March 2013, QREC assembled some 10 students enrolled in Center courses to determine their views and evaluations that could not be covered by questionnaires alone. Many valuable views and useful information were gathered in an assessment meeting that lasted approximately three hours.

#### [Start on Development of Educational Assessment and Analysis System]

Work has begun on development of a system to analyze correlations between questionnaire contents collected from students enrolled in QREC courses, their grades, and their affiliated departments. The system will also check on requirements for issuance of certificates, etc., to increase administrative efficiency. Development is scheduled to end and use of the system to begin in the first half of the 2013 academic year.

## Research

### Participation in Academic Conferences, Etc.

#### ◆Society for Innovation Education Founded

The Society for Innovation Education was established in March 2013 as a forum for the exchange of information and views among interested individuals and industry-government-university organizations regarding methods for development of innovative human resources and global human resources, which is also one of the purposes of entrepreneurship education. QREC contributed to the founding of this group, working jointly with the i.school at the University of Tokyo and the program in System Design and Management at Keio University. (Collect information, secure research fields, and disseminate information)

#### ◆Participation in the Japan Academic Society for Ventures and Entrepreneurs (participation and presentations by three faculty members)

### Faculty Research Activities

**Toru Tanigawa** Professor  
Fields of specialization: Regional economic policy, business incubation, industry-university cooperation

#### ●Books (co-authored)

Academic Entrepreneurship in Asia: The Role and Impact of Universities in National Innovation Systems Edited by Dr. Poh-Kam Wong (Professor, NUS), Edward Elgar, March 2012  
A joint work by Professor Tanigawa and other scholars involved in research on industry-university cooperation, innovation, and entrepreneurship in Asian countries.

**Shingo Igarashi** Associate Professor  
Fields of specialization: Entrepreneurship, management strategy theory

#### ●Publications

"One Pattern of Regional Business Promotion: Entrepreneurial Spirit Formed at the Morioka Plant of Alps Electric Company"  
In Regional Innovation 2012, Vol. 5 (Hosei University Center for Regional Research). Working from the emergence of 40 start-up companies from the Alps Electric Morioka Plant, located in a region removed from Japan's major urban areas, together with analysis of survival cases, this study examines the state and effectiveness of business promotion in regional Japan.

**Hironobu Tamaki** Associate Professor  
Fields of specialization: Start-ups, venture management

#### [Main Research Topics]

Entrepreneurs who emerge from failed corporations, venture finance, IT ventures

Japan is said to have few potential entrepreneurs because, historically, the outstanding human resources are locked in by the major corporations. This research follows the careers of businessmen who belonged to major corporations that failed in order to demonstrate whether or not this hypothesis is correct. Seed funding and the use of IPOs for raising money are also areas of interest. Based upon experience from a long-term assignment to Silicon Valley, the research looks primarily at cases of IT ventures.

**Megumi Takata** Associate Professor  
Fields of Specialization: Industry-university management collaboration, management of technology (MOT), entrepreneurship

#### [Main Research Topics]

Entrepreneurship in the commercialization of fundamental technologies

"Joint Research on Commercialization of Hydrogen Technologies (Experimental Study of a Hydrogen Society Based on Local Regional Collaboration by Industry, University, and Government)"  
April 2012 to March 2013, Representative Megumi Takata, International Research Center for Hydrogen Energy  
Taking the commercialization of hydrogen technologies as the topic, students of differing backgrounds from the Department of Hydrogen Energy Systems in the Graduate School of Engineering, Kyushu University Business School(QBS) and the Social Information Systems Engineering Course (QITO) in the Department of Advanced Information Technology are trained in forms of social dissemination of hydrogen technology using group work and other such approaches. Support is also given to student applicants to the student team in the Hydrogen Student Design Contest of the Hydrogen Education Foundation.

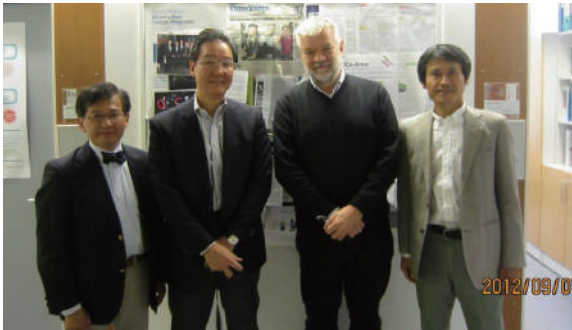
**Ei Shu** Associate Professor (Graduate School of Economics)  
Fields of Specialization: Innovation management

#### ●Publications

"Reshaping Cognition in Building Dynamic Capability: Automobile Emission Control Technology Development," DRUID 2013.  
"Incumbent Response to Technological Change: Hybrid Vehicle Development," The 7th ISMOT Paper Proceedings, 2012.

#### ●Books (joint editorship, co-authored)

*Advances in Technology and Innovation Management*, IEEE Technology Management Council, 2012.



# An Overview of Activities

## Social Outreach

### Seminar Co-sponsored with Fukuoka American Center

#### QREC Brown Bag Lunch Seminar "Can Kyushu Learn from "Asian Dragons"?"

High-Tech Corporations Supporting Rapid Growth in Emerging Asian Economies, and Their Background

In the context of a sluggish global economy over the past several years, emerging economies in Asia have been maintaining high growth. It would not be overstating to say that Asia is now the engine of the world economy, and that this is the era of Asia. is said to be the center of the world economy. Dr. Richard B. Dasher, Professor at Stanford University and Director of the US-Asia Technology Management Center, has been conducting research on the founders of Asia's high-tech corporations and their support networks, and QREC invited him for a seminar focused on the latest trends in high-tech ventures in Asia, the background to their growth, and what Kyushu and Fukuoka should learn from them. The seminar was jointly sponsored with the Fukuoka American Center.

### Three-Day International Workshop on Entrepreneurship Education

#### Entrepreneurship Education is Needed Now Learning from Advanced Examples in the West and Asia

International Workshop on Entrepreneurship Education

QREC invited three practitioners of advanced entrepreneurship education for a three-day workshop and seminar held in Fukuoka and Tokyo. Invited were Dr. Boo Edgar, Director of the Gothenburg International Bioscience Business School (GIBBS) in Sweden, Dr. Norris Krueger of Entrepreneurship Northwest in Boise, Idaho, in the United States, and the Max Planck Institute for Economics in Jena, and Dr. Poh-Kam Wong, Director of the National University of Singapore (NUS) Entrepreneurship Centre.

The event was an attempt to provide opportunities for rethinking the form that entrepreneurship education should take in Japan, and discussion was directed to the question of what kind of entrepreneurship education should be practiced, depending upon the circumstances in the country or region. QREC organized it as an international event held over a three-day period. On the first day, a public symposium was held in Fukuoka, and on the second was a workshop for students. On the third day, the venue moved to Tokyo where a seminar was held for educators.

### Entrepreneurship Education Seminar and Workshop presented by Kauffman Fellows Program and QREC

#### How do we develop new business and design innovation?

A seminar and a simulated class on creating new business were organized through QREC collaboration with the Kauffman Fellows Program (KFP), an influential entrepreneurship education support organization in the United States with an established reputation in innovation education and global human resource education. Cooperation was also obtained from IDEO, one of the top design and consulting firms in the United States.

### QREC and See-D Collaborative Workshop

#### Developing Technology and Services to Bring to People in Developing Countries

Let's plant a seed to change the world together

There are large numbers of people in the world who suffer in poverty, unable to access water, medical care, and other such necessities of life, and even though the technologies exist, it is difficult to provide products manufactured to suit local needs because awareness of the needs and ways of life of those people is lacking. See-D is an organization that was established to develop products that contribute to the resolution of issues faced in developing countries by joining the technological capabilities of Japan with the needs of developing countries. QREC obtained the cooperation of three members of See-D and See-D President Ken Endo, in holding a workshop to consider what technologies and services (appropriate technologies) are needed in developing countries.

### Asia Roundtable 2012

#### Local revitalization and creation initiative from Tohoku

Kyushu can learn from the reconstruction and community renewal in the disaster areas

Two years have passed since the Great East Japan Earthquake of March 11, 2011. Four representatives of organizations engaged in volunteer activities, students, university professors, and others who have taken roles related to reconstruction in disaster areas presented reports intended to give a deeper understanding of trends in local reconstruction and recovery in disaster-stricken areas, fresh perceptions of circumstances there, and on what is required for the creation of new business as well as for community development, and related matters. The reports were followed by discussion, and the event was productive of thinking about desirable patterns of regional revitalization and regional creation for all areas including Kyushu, not only the Tohoku region.

## Organization and Administration

### Organizational Strategies

#### 【Cooperative Efforts with Japanese/Overseas Organizations】

Through internships and other such programs, QREC expanded its infrastructure for education and research and secured resources, sought to acquire opportunities and venues for information dissemination and networking. In order to evolve its educational methods and acquire future funding, QREC also actively advanced its cooperation with organizations in Japan and other countries.

Jointly held an entrepreneurship symposium in Tokyo making active use of its tie-up with Egg Japan (Mitsubishi Estate Co., Ltd.)

Made use of tie-up with SunBridge International (US) to dispatch student interns

Assessed joint projects with IDEO and the Kauffman Fellows Program (KFP)

Assessed corporate human resource development projects through collaboration with major corporations in Japan

#### 【Cooperative Efforts with Kyushu University Departments】

QREC furthered the expansion of cooperative relationships with Kyushu University departments in order to increase the number of students in its courses and to secure educational resources as well as to heighten recognition of QREC activities. In the 2012 academic year, some of the QREC lectures started being given over to the charge of faculty members from the School of Design, and QREC began building cooperative relationships with IDEO and other influential corporations in the United States. A cooperative relationship was also formed with the Department of Design Strategy with the aim of holding joint lectures from the following year.

QREC has further cooperated with and obtained government funding for the Leading Graduate School Program for which a budget had been requested primarily by the Department of Applied Chemistry in the Graduate School of Engineering. QREC faculty members are slated to institute lectures at the Graduate School of Engineering starting in the new academic year.

### Operation

#### 【Public Relations and Information Dissemination】

QREC engaged in the following activities for the purposes of public information and information dissemination as well as to improve and spread services for students and other users.

Operation and improvement of the QREC website (Enlargement and functional expansion of website content)

Update and distribution of a QREC pamphlet (in English and Japanese)

Update and distribution of course guide (Public information on QREC educational programs)

Creation and distribution of Annual Report for 2011-2012 (Public information on QREC activities, in Japanese and English)

Held the National VBL Forum (Organize annual conferences of Japan national university VBL: Part of information dissemination activity)

#### 【Increasing Organizational Efficiency and Improving the Educational Environment】

Use of the Cybozu® intranet system developed in 2011 was advanced. An additional video conferencing system was installed in the Silicon Valley Room to support the increase in distance education.

#### 【Administration and Management of Incubation Facilities】

Space was rented for laboratories (three rooms) on the university campus and for venture capital firms created at the university (three rooms), including one new firm.





## Lecture Highlights

## Idea Lab I・II

Instructor Shingo Igarashi (QREC)

A part of the QREC Education Program, the Idea Lab is a course of study that focuses on idea generation and awareness as well as motivation related to entrepreneurship. The Lab is not only for those looking to begin their own businesses; it also involves research into new academic areas and innovation. As such, creative abilities that go beyond the conventional are critical for success here. Bearing this in mind, the goal of lectures is to heighten students' creative and expressive abilities. The goal at the idea creation stage is not to determine whether an idea is correct or not; rather at this stage the student must select the idea or resolution he or she feels is optimal. Moreover, the question of which idea is best is different depending on the timing, time frame and situation. Therefore, it is essential that this involve a process whereby first brainstorming occurs resulting in several ideas coming out, after which the best of these are selected and one is finally settled on. Another critical element of success in the Idea Lab is creating an environment where students can intellectually stimulate each other in either a group or team framework. Students study the idea creation process and the mutual relationships that this process encourages through various group work projects.



## Entrepreneurship Management I

Instructor Jin-ichiro Yamada (Osaka City University)

Entrepreneurship Management I is an introduction to the language of management studies. This involves reexamining the world with the eyes of an entrepreneur, which means a person who creates a new business. We can say simply that a new business comes into being, but that business has various aspects and faces a variety of hurdles. When seen from the viewpoint of an entrepreneur or a proprietor, most issues can be put into order by thinking about them in terms of the terminology of the basic framework of management studies. Opportunities to start a new business exist everywhere to be discovered. A physician encounters the spread of the incurable AIDS virus in Africa. A shop keeper in a retail district worries about the rapidly declining population. And when they rise up and search out the management resources (people, materials, money) that are so unevenly distributed in the world, how should they put those resources together and make them work, and how should the task of turning their project into a business be pursued? For these lectures, leading entrepreneurs are invited (lavishly) for dialogue and discussion with students. These learning opportunities are certain to produce understanding of the contemporary significance and issues of management. Following the sessions, enrolled students achieve a grasp of entrepreneurship and innovation phenomena, and conduct analyses of them, by means of the lectures and direct dialogues with entrepreneurs. Investigating specific cases, they will acquire the language of management studies in the form of the intellectual skills and the contemporary cultivation to obtain insights.



## Entrepreneurship Management II

Instructor Hironobu Tamaki (QREC)

Entrepreneurship Management II, when combined with Part I, is designed to enable students to acquire the general run of basic knowledge needed by entrepreneurs. Part II, in particular, covers the broad areas of accounting, finance, marketing, sales, and ethics. These areas are generally referred to as management studies, and the course is focused in particular on problems faced by startups. In marketing, for example, the course does not take up the methods of marketing utilizing the mass media that large corporations employ, or media mix marketing, but rather the guerilla marketing that is feasible for a venture firm. Similarly for finance, discussion covers financial analysis and strategies that take negotiation with venture capitalists into consideration. In the case of ventures in which the founder's judgement plays a greater part, then ethics are also a major issue. By learning about the misconduct of past venture managers, students come to know the importance of integrity. The content of these courses is designed in this way so that as students study the basics needed for understanding the practical QREC course, at the same time they also acquire the basics needed to be an entrepreneur.



## Technology Marketing I

Instructor Ei Shu (Faculty of Economics)

This lecture introduce the basic theories of innovation management, technology competition, and the processes of technology diffusion from management studies perspectives so that students can learn the conceptual approaches and framework for thinking about technology and markets. Specifically this lecture will focus on how firms involve with innovation activities, how innovation contributes to business performance, and what should be done to stimulate innovation activities. In order to answer these practical issues, students learn the basic concepts and viewpoints of management studies with regard to the distinctive characteristics of innovation, its influence on corporate competition, and what kind of corporate strategies are necessary in innovation diffusion processes. Students seek to learn the process of innovation, by experiencing specific cases.

The course will proceed using a combination of lectures, case discussion, team projects, and other interactive learning methods.



## Technology Marketing II

Instructor Hironobu Tamaki (QREC)

A variety of subjects are studied, including new product development and the marketing that serves as its foundation, the fund-raising to make it possible, and the strategies to successfully lead a venture to growth. However, in order to integrate the variety of different knowledge learned from the individual subjects and elevate them to practically usable skills, 3Rock KK President Jeffrey B. Schnack, an entrepreneur, was brought in to teach this course. A game called MARKSTRAT that simulates real market environments is used for experiential learning.

MARKSTRAT provides a wealth of data (industry overviews, trends in competing firms, market forecasts, market survey data) for students to examine, and the students therefore conduct more detailed analyses. This gives them a grasp of market needs, and they learn to engage in more appropriate decision-making. Not only does this allow a simulated experience of decision-making at the management level, but it also provides valuable opportunities for engineers to eliminate their preconceived notion that good products will sell and to think about the necessity of product development based on forecasts of market trends.

NOTE: MARKSTRAT is a registered trademark of STRATX International.





Lecture Highlights

Management of Research and Technology

Instructor Toru Tanigawa (QREC)

A specialized education received at university will not of itself amount to anything in the real world. It is only when that specialized knowledge is joined with acquisition of the ability understand such factors as various different environmental changes in the world, including in the areas of your own specialization, and the needs and issues found in society, that you become able to make a start in society. It is the so-called T-shaped people who will be competitive in society and who can become the leaders. Students who take this course will be taught by a team of guest instructions invited primarily from the world of business to give lectures from a variety of different perspectives, including issues and environmental changes in the world of research and technology, ways to make advantageous use of science and technology in society, and the changing needs with regard to science-trained personnel in society. Each session is also aimed to achieve deeper understanding through discussion of specific topics by the students. During the 2012 academic year, the course met eight times to hear questions raised from a variety of different approaches by lecturers including Mr. Kenichiro Senoh (President and Chairperson of the Industry-Academia Collaboration Initiative, a Nonprofit Organization), noted author of Why Does Japan's Superior Technology Lose Out in Business?, in addition to a science and technology journalist, an official of the Ministry of Economy, Trade and Industry, a representative of an intellectual property management corporation, an executive of a major strategic consulting firm, a person responsible for research and development at a major automobile manufacturer, and an editor of a design journal, among others.



Core Competence Management

Instructor Megumi Takata (Faculty of Economics)

Students in this course focus on the conditions for a business to achieve high levels of stable, continuous growth, and particularly on the core capabilities and resources that serve as a wellspring of competitive advantage from the perspective of management of technology (MOT) that other companies cannot imitate, and learn methods for forming and making use of these conditions. Specifically, the course takes up such various topics as core technologies, intellectual property, incorporating external resources (alliances, university-industry collaboration), agility and fast mover advantages, technology brands, competitive advantage as seen by investors, and so on. Leading corporate executives who are currently active in business are invited as guest lecturers, and active discussions are encouraged to clarify the sources of their competitive advantage. Specifically, students are required to provide reports on a previous topic in every session. The course starts with group discussions on those reports, after which presentations from guest lecturer, and then receives comments on the presentations from each group.



New Business Creation

Instructor Shingo Igarashi (QREC)

This is the first course in which students integrate their knowledge from idea creation, strategy, organization, marketing, and other subjects they have previously covered from the QREC curriculum system. In the 2012 academic year, the course was offered use of the Ice BatteryTM, a seed technology that was actually developed by an Indian entrepreneur, and it is being taken up as a start-up opportunity for the purposes of the course. Students generate ideas for making use of the opportunity, consider visions for what kind of enterprise it should be, analyze potential markets, and consider possible business models. From those results, they think about prototypes, conduct actual interviews with potential customers, and used that feedback to rebuild their business model. This puts into practice the lean startup approach that is presently receiving attention as a way of starting a new business. The students taking the course, who range from department undergraduates to business school students with considerable life experience, are divided into two teams, each of which plays the role of a company. In other words, this is also presenting the question of how the students, with their wide range of abilities and experience, will unite as members of their team so that it can act with the power of an organization. In the last lecture session, the results of study to that point were put together in the form of a business plan that was then presented to the entrepreneur who provided the technology and to a venture capitalist from Tokyo. The entrepreneur found the results so satisfactory that he remarked, "It's a waste to do this just as education, so why not try doing it for real?" QREC therefore plans to continue improving its courses that involve learning by actual doing.



Practical Training Program for Regional Management

Instructor Hirofumi Taniguchi (Art, Science and Technology Center for Cooperative Research)/ Hiroyasu Horio (Research and Education Center of Carbon Resources)

In a context of declining populations and a rapidly aging society, declining international competitiveness, and other severe environmental conditions, local regions and communities must formulate their own future image without relying on central government in order to sustain local dynamic power and search out ways to new growth. It is important for them to possess the capabilities in themselves to plan their own measures to realize those aims. This course is intended to develop human resources with the advanced planning and executive ability to contribute to the resolution of local regional issues by providing lectures and exercises for students and also for working adult members of society to experience the actual process of proposing specific policies and measures. Every year, the course takes up current hot topics and turns them over to thoroughgoing group debate from a variety of angles. To date, these debates have covered such topics as growth strategies, tourism, global human resource development, transportation, energy, crisis management and emergency countermeasures, agriculture, forestry, local resources, health care and long term care, local communities in an aged society, local government over broader areas, and the "Kyushu-Fu" concept for governing Kyushu as a single administrative area. The process of gaining a proper grasp of problems in society and building local wisdom into plans and policies is a creative endeavor. While students work under the guidance of several tutors and acquire specialized knowledge through groupwork, they formulate policy hypotheses out of new ideas and work through scientific policy analysis until they present their policies on the last day of the course.





Comments from QREC Students

QREC is where it all starts.

**Atsutoshi Tanaka** 2nd year, Department of Architecture, Faculty of Engineering; Representative of Startup Volunteer Group Q.E.D.; Representative of Bridge Q.E.D. Project; Office Manager, Gayagayamon Café Operating Circle

■ Courses ●Introduction to Entrepreneurship ●Idea Lab I ● Idea Lab II ●Entrepreneurship Management I ●Entrepreneurship Management II ●Opportunity Recognition ●Entrepreneurship Organization

I started taking QREC courses one year ago, and I have been able to experience growth to an extent I couldn't imagine. First of all, there is the way I think. I became able to think about what is truly important, and to think logically, and I think it is because of the QREC courses. I've also become able to consider talking with people and communicating with them to be one of my strengths. Next, I have gained the ability to take action. I have been able to start an organization called Q.E.D., which allows members to put the things they want to do into action, and now I have 25 important friends who I can work with on mutual improvement. I have activities I can devote myself to and mean it, and I can state with confidence that my university life has become fulfilled. The things we learn at QREC about questioning what is usual, and not being trapped in conventional ideas, appear simple but are unexpectedly difficult to accomplish. That is why they are strengths to be sought, and why it is so interesting to acquire them. Entrepreneurship of this kind is a spirit that I think must be applicable to any course of study, so I would encourage Kyushu University students who have the future in their hands to study entrepreneurship and pursue their careers of action in the world accordingly.

Being able to take courses at QREC is the prerogative of Kyushu University students.  
You are certain to make new discoveries and have new encounters.

**Ken Iwata** 2nd year, Kyushu University Business School (QBS), Graduate School of Economics

■ Courses ●Entrepreneurship Management I ●Entrepreneurship Management II ●Entrepreneurship Organization ●Technology Marketing II ●Entrepreneurship Finance ●Core Competence Management ●High-Tech Entrepreneurship

Being able to take courses at QREC is the prerogative of Kyushu University students. As an adult university student, I am keenly aware, every day, of the importance of learning. As a QBS student, I am able to take QREC courses, which is exactly like having your cake and eating it, too. Even if there had been a program like this when I was an undergraduate, I can't help but wonder if I would have taken courses there. Now that I have some experience of actual business, however, I could not bear not to take QREC courses. I intend to work as a project manager. The point is not to take QREC courses because you want to become an entrepreneur. The courses are packed with knowledge that will be useful in what you are doing now and what you will be doing in the future. Also, you will have more alternatives. QREC is not just about studying, either, since you can meet many people there. If I were to overlook the place where I gain the knowledge and experience of simulations that I need for my future, that would be a great opportunity loss. I recommend to you the experience of this prerogative you have as a Kyushu University student. Give it a try. You are certain to make new discoveries and have new encounters.



This gave me a good opportunity to rethink my future career path.

**Mari Nakamura** 4th year, 21st Century Program

■ Courses ●High-Tech Entrepreneurship ●New Business Creation ●Core Competence Management ●Entrepreneurship Finance ●Entrepreneurship Organization ●Entrepreneurship Seminar I ●Entrepreneurship Seminar II ●Technology Marketing II

I received the strong impression that QREC is an important place where one can meet stimulating people who have an influence on others. I myself studied at this important place, and encountered people with various different backgrounds. This gave me a good opportunity to rethink my future career path. When I take my place as a working member of society, and go forward on a new path, I want to make full use of all the knowledge and experience I gained in taking courses at QREC. I urge all of you to try taking the stimulus of QREC instead of one of the usual lecture courses, just once, while you are at Kyushu University.

This was a field I had never come in contact with before.

**Daisuke Kodama** 1st year, Department of Physics, Faculty of Sciences

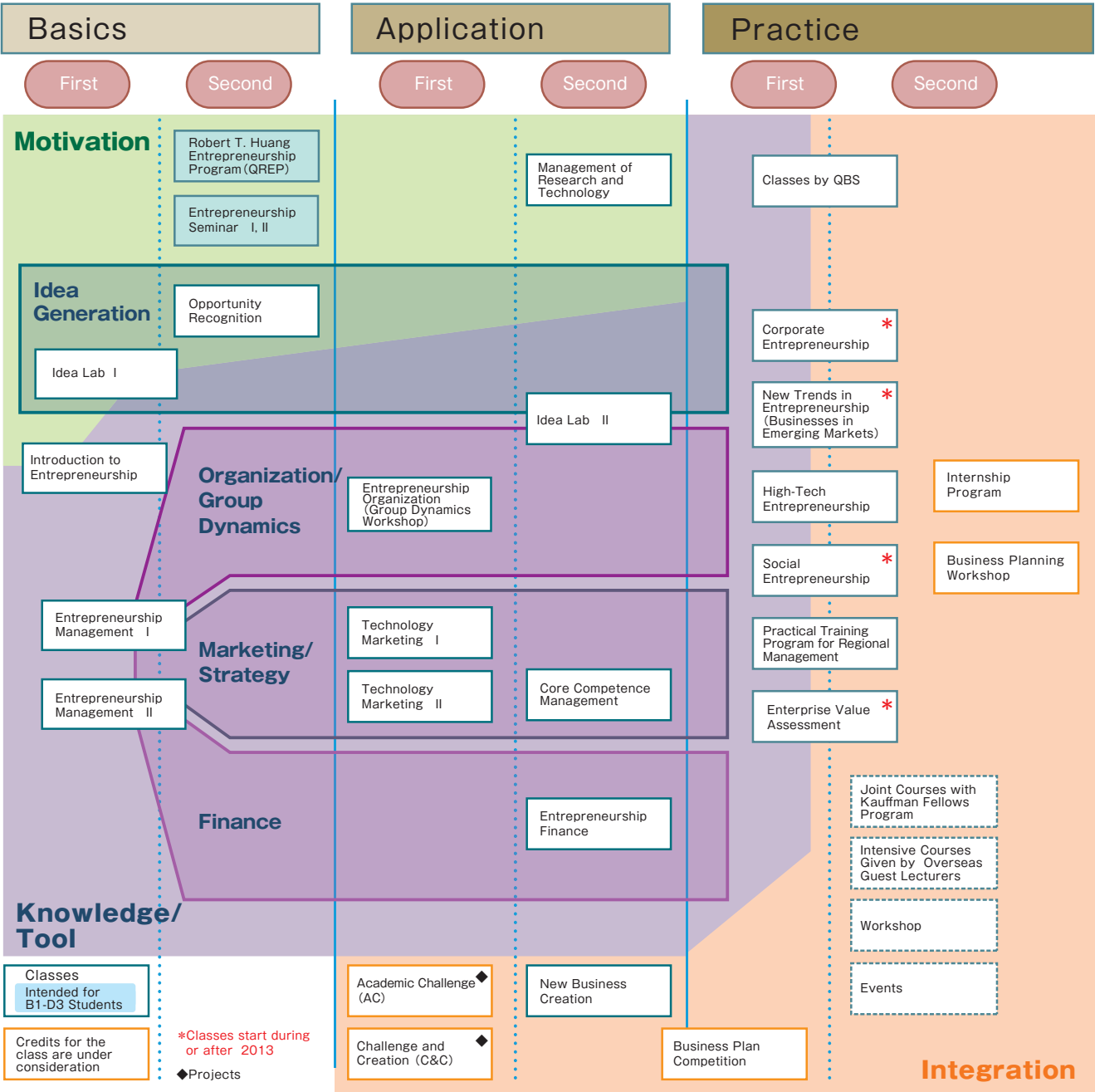
■ Courses ●Management of Research and Technology

Originally, it turned out that a course I wanted to take was unavailable, so I was just looking for something to take instead. I tried it, and found that I was fascinated to be hearing about a field I had never had contact with before. The classes are two periods long, and there is groupwork, which means there are opportunities to think more deeply about the content. There was also a varied group of lecturers that gave us a multifaceted view of the relations between industry and academia. I think that my own view of business has been changing because of these lectures. I have now started my job search, and I find that I am looking at how a company handles research and technology, and what its international strategy is. I think that what I like and want has changed, as well. Looking ahead, I definitely want to take what I gained in this course as an opportunity for me to create my arrangement for the future.



Curriculum Chart

As of April 2012



Main target B1, B2      B3 ~ M2      D1~D3

Any student at Kyushu University is welcome to take any of the courses in this curriculum as their minor. As shown in the above chart, the QREC curriculum is designed so that students can learn entrepreneurial skills by taking a step-by-step approach, from "Basics" to "Practice." First of all, it is important for students to become aware of the problems surrounding each of them as well as their own interests respectively. The next steps are for them to solve their problems, to enhance their creativity to generate ideas ("Idea Generation"), to get to know the target market to formulate strategies ("Marketing/Strategy"), to raise funds ("Finance"), and then to recruit and get together with peers to utilize group dynamics to expand their activities as an organization ("Organization/Group Dynamics"). QREC offers various courses so that students can acquire the knowledge and skills ("Knowledge/Tools") necessary to achieve their goals, to integrate them ("Integration"), and then to put their ideas into practice.





## List of Courses

## Basics : 8 Courses

Course name Instructor name	Main classroom Lecture times	Overview	Course
Introduction to Entrepreneurship  Shingo Igarashi (QREC)	Ito Campus  First semester (First half) Wednesdays periods 5 & 6 consecutive	Remote Lecture  Introduction to Entrepreneurship Comprehensive general study	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Management I  Jin-ichiro Yamada (Osaka City University Graduate School)	Hakozaki Campus  First Semester Saturdays periods 3-5 consecutive Sundays periods 1 & 2 consecutive	Students study basic management studies such as strategy, organizations, and management of technology (MOT) as they build up their applied case study skills.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Management II  Hironobu Tamaki (QREC)	Hakozaki Campus  First Semester Saturdays periods 1 & 2 consecutive	Students discuss real issues, after which they consider optimal resolutions. (Mutually complementary with Entrepreneurial Management I).	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Idea Lab I  Shingo Igarashi (QREC)	Ito Campus  First semester (Second half) Wednesdays periods 5 & 6 consecutive	Remote Lecture  This course is designed to expand students' expressive and creative abilities. After studying the expression of divergent techniques, students break into teams and look into how to improve upon these.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Robert T. Huang Entrepreneurship Program (QREP)  Toru Tanigawa (QREC)	Pre-visit: Hakozaki Campus On-site: Silicon Valley Postvisit: JR HAKATA CITY  Second term - Intensive course Jan., Feb.: Pre-visit; March: On-site, post-visit	This course features direct discussions with U.S. Silicon Valley venture capitalists, NPOs, exchange students, visiting scholars, businesspersons and researchers. Students come to understand the essence of entrepreneurship and the individual paths used to get there.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Seminar I  Hironobu Tamaki (QREC)	Ito Campus  Second semester / Intensive course (First half) Fridays periods 5 & 6 consecutive	Remote Lecture  Lectures consist of interactions with guest lecturers who are active on the front lines of society. Career design support is provided to students beginning when they are underclassmen.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Seminar II  Hironobu Tamaki (QREC)	Hakozaki Campus  Second semester (Second half) Fridays periods 5 & 6 consecutive	Remote Lecture  Lectures consist of interactions with guest lecturers who are active on the front lines of society. Class is administered by the Student Planning Committee.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Opportunity Recognition  Shingo Igarashi (QREC)	Ito Campus  Second semester(First half) Wednesdays periods 5 & 6 consecutive	Remote Lecture  Students combine various phenomena occurring in society (environmental problems, depletion of resources, rapidly aging society, maturation of industries) with maps, figures, etc., and practice interpreting those combinations.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course

## Application : 7 Courses

Course name Instructor name / contact info.	Main classroom Lecture times	Overview	Course
Entrepreneurship Organization  Masaki Kuroki (Ritsumeikan University)	Hakozaki Campus  Second semester Saturdays periods 3 & 4 consecutive	Looking at real examples, students study the breadth of management, hierarchy, horizontal division, and other basic organizational concepts as they learn just how to incrementally create an organization incrementally.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Technology Marketing I  Ei Shu (Faculty of Economics)	Hakozaki Campus  First Semester / Every other week Saturday, periods 3 & 4 consecutive	Students acquire the basic knowledge for market creation from the perspective of Management of Technology (MOT).	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Technology Marketing II  Hironobu Tamaki (QREC)	Hakozaki Campus  First Semester Saturdays periods 1-5 consecutive	Continuing from Technology Marketing I, management games are used to mimic the development of new products to illustrate the product development gap with the market.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Management of Research and Technology  Toru Tanigawa (QREC)	Hakozaki Campus  Second semester Fridays periods 4 & 5 consecutive	Remote Lecture  With special guest lectures representing industry, government and academia, students study the basics of MOT. Students look at methodology as well as the position of research and technology in society and the role of researchers and technology professionals.	— Integrated course ○ Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Idea Lab II  Shingo Igarashi (QREC)	Ito Campus  Second semester (Second half) Wednesdays periods 5 & 6 consecutive	Remote Lecture  Solution strategies with tangible themes (Getting rid of poverty, protecting the global environment, decreasing unused agricultural lands, dealing with unlawfully parked bicycles, etc.) are discussed in groups.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Entrepreneurship Finance  Hironori Higashide (Waseda University Business School)	Hakozaki Campus  Second semester Saturdays periods 3-5 consecutive	In this course students study methods for accessing business worth to better understand the pros and cons of investing vs. borrowing, and also learn methods for procuring funding.	— Integrated course ○ Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
Core Competence Management  Megumi Takata (Faculty of Economics)	Hakozaki Campus  Second semester / Every other week Tuesdays, 18:50-22:00	Remote Lecture  Making free use of intellectual property rights and antecedal rights acquisition, students study how to preserve a competitive advantage in this course.	— Integrated course ○ Cultural Studies for Upperclassmen ○ Joint course with graduate school ○ QBS course

## Practice: 3 Course

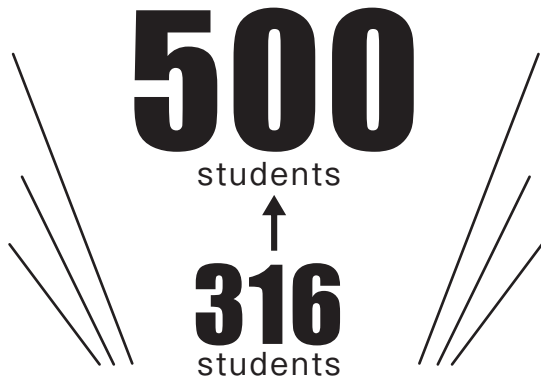
Practical Training Program for Regional Management  Hirofumi Taniguchi, Hiroyasu Horio (Art, Science and Technology Center for Cooperative Research)	Hakata Station Satellite Campus  Every semester Saturdays 14:00-18:30	In this course students study how to create policies from an entrepreneurial point of view.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
New Business Craetion  Shingo Igarashi (QREC)	Hakozaki Campus  Second Semester Saturdays periods 1 & 2 consecutive	Students practice formulating a scenario (strategy) for starting a business and acquiring management resources, from the actual seeds of a potential business, by integrating the knowledge and knowhow obtained in basic courses.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school — QBS course
High-Tech Entrepreneurship  Shingo Igarashi (QREC)	Hakozaki Campus  First Semester Fridays 18:50-22:00	Students practice starting a technology-based business. The course takes case studies and actual technological seeds for business, and uses groupwork to go over the process of securing intellectual property, establishing competency, and formulating a business strategy, to include partnerships, for that purpose.	○ Integrated course — Cultural Studies for Upperclassmen ○ Joint course with graduate school ○ QBS course



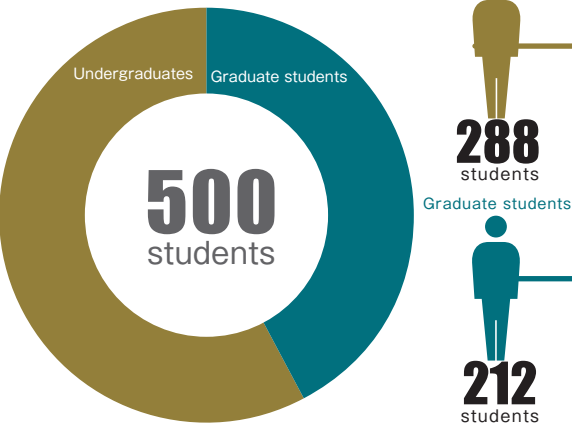
Course Data

Number of Students Attending Lectures

※“Students Attending Lectures” indicates students who are formally enrolled in classes (excludes students auditing the class and working adults).



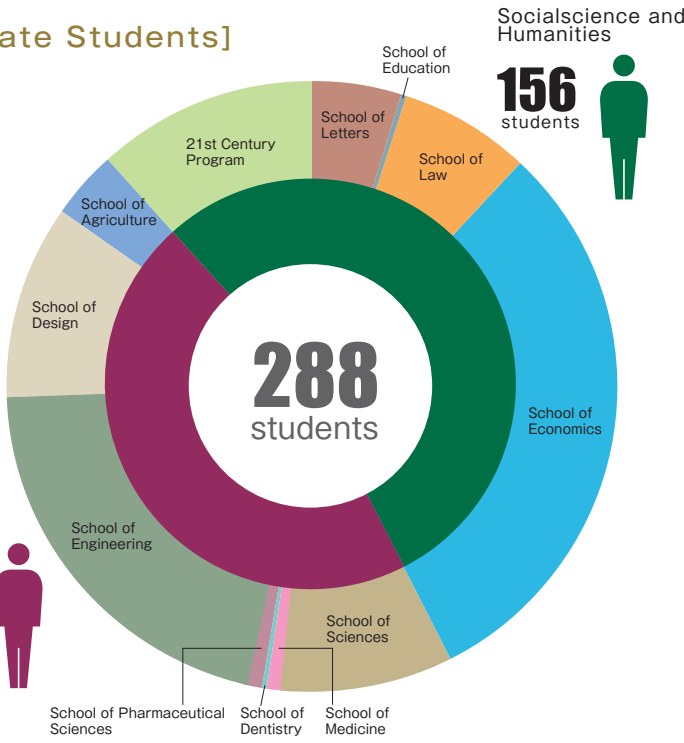
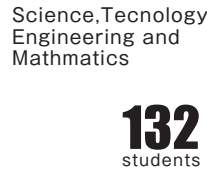
[A Look at the Number of Undergraduate and Graduate Students in the Program]



[Undergraduate Students]

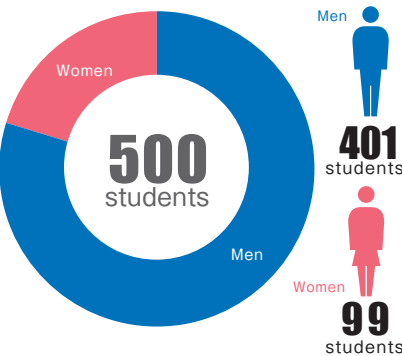
Number of Students Taking Classes By Grade

- Freshmen 124
- Sophomores 74
- Juniors 29
- Seniors 61

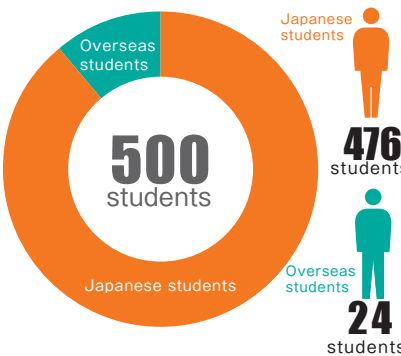


School of Letters	14 students
School of Education	1 students
School of Law	20 students
School of Economics	88 students
School of Sciences	25 students
School of Medicine	3 students
School of Dentistry	1 students
School of Pharmaceutical Sciences	3 students
School of Engineering	60 students
School of Design	29 students
School of Agriculture	11 students
21st Century Program	33 students

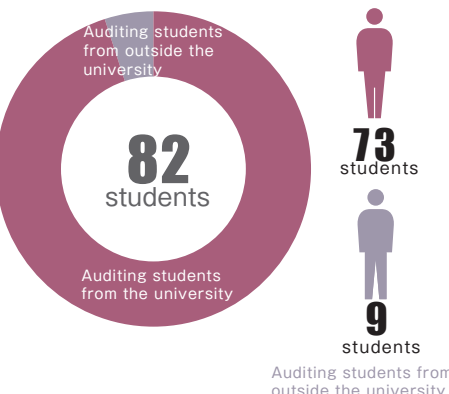
[Number of Students by Gender]



[Numbers of Overseas Students]



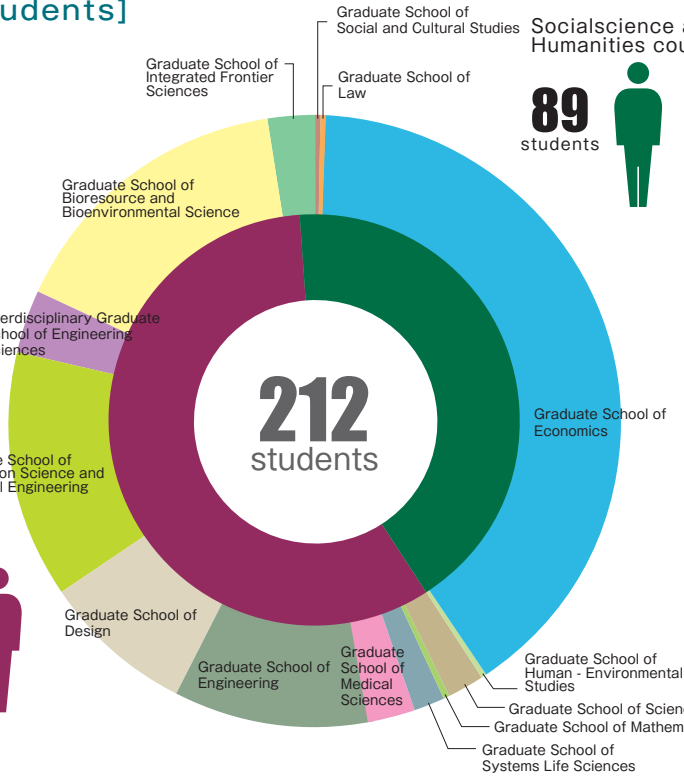
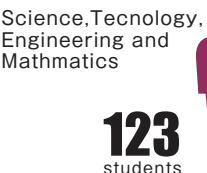
[Auditing Students]



[Graduate Students]

Number of Students Taking Classes By Grade

- First year master's program 88
- Second year master's program 112
- First year doctoral program 0
- Second year doctoral program 5
- Third year doctoral program 7



Graduate School of Social and Cultural Studies	1 students
Graduate School of Law	1 students
Graduate School of Economics	84 students
Graduate School of Human - Environmental Studies	1 students
Graduate School of Sciences	4 students
Graduate School of Mathematics	1 students
Graduate School of Systems Life Sciences	3 students
Graduate School of Medical Sciences	5 students
Graduate School of Engineering	22 students
Graduate School of Design	17 students
Graduate School of Information Science and Electrical Engineering	28 students
Interdisciplinary Graduate School of Engineering Sciences	7 students
Graduate School of Bioresource and Bioenvironmental Science	33 students
Graduate School of Integrated Frontier Sciences	5 students

Number of Students for Each Lecture Course

◆ Introduction to Entrepreneurship	64 students
◆ Entrepreneurship Management I	31 students
◆ Entrepreneurship Management II	25 students
◆ Idea Lab I	59 students
◆ Entrepreneurship Seminar I	75 students
◆ Entrepreneurship Seminar II	45 students
◆ Opportunity Recognition	32 students
◆ Entrepreneurship Organization	18 students
◆ Technology Marketing I	20 students

◆ Technology Marketing II	30 students
◆ High-Tech Entrepreneurship	25 students
◆ Management Research and Technology	23 students
◆ Idea Lab II	21 students
◆ Entrepreneurship Finance	25 students
◆ Core Competence Management	33 students
◆ New Business Creation	20 students
◆ Practical Training Program for Regional Management	15 students
◆ QREP	21 students



Projects



**C&C** (Challenge & Creation)

<http://qrec.kyushu-u.ac.jp/researches/cc>

With the idea of producing a creative, challenging environment, C & C was begun in 1997 as a university-wide effort designed to provide assistance and implementation support to unique research and study projects planned by the university's own undergraduate and graduate students. The program now epitomizes Kyushu University's unique approach to education. Based on the undergraduate and graduate students' youthfulness, the research and study projects are one-of-a-kind. Students implement these themselves, which allows for the opportunity to know the joy of creative self-discovery.

2012 featured a variety of unique projects, many of them designed to encourage participation in government and local community activities. There were even projects that, for example, won awards in off-campus competitions.



C&C 2012 Schedule

April	Applications begin to be accepted
May 24 (Thurs)	Applicant Review Board convened (Of 31 applicants 9 were accepted)
May 31 (Thurs)	Briefing on procedural matters
October 18 (Thurs)	Mid-term presentation
February 12 (Tue)	Final presentation (FY2012, 3 recipients of the President's Award and one special award)
May 10 (Fri), 2013	President's Award Ceremony

C&C 2012 Selections

Project name	Representative name	Graduate / undergraduate school	Department	Year	Category
<b>President's Award</b> Science Class Projects	Hisashi Yoshitake	Graduate School of Engineering	Department of Aeronautics and Astronautics	M1	Open theme
<b>Excellence Award</b> "RE COSME PROJECT" for the design and commercial manufacture of sustainable cosmetics	Midori Sakaguchi	Graduate School of Integrated Frontier Sciences	Department of User Sensitivity	M2	Business creation
<b>Excellence Award</b> Development of a safe unmanned aircraft system	Hironori Totoki	Graduate School of Engineering	Department of Aeronautics and Astronautics	M2	Open theme
<b>Special Award</b> Project to recreate the bond between Sun Yat-sen and Tōten Miyazaki with exchange students from China and Taiwan as monitors, and a community-based creative tourism program proposal for the city of Arai	Ma Reina	Graduate School of Design	Environment and Heritage Design Course	D2	Open theme
Use of an ergonomic approach for the design of an automobile's appearance	Kohei Obuchi	Graduate School of Design	Department of Design	M1	Open theme
"From me" project	Kosuke Fujita	Graduate School of Integrated Frontier Sciences	Department of User Sensitivity	M2	Open theme
3rd Itoshima City Community Revitalization Plan Contest	Daiki Yanagihara	Graduate School of Engineering	Department of Mechanical Engineering	M1	Open theme
Creation of a service to provide real-time information on the location and use status of electric vehicle recharging units	Kohei Noguchi	Graduate School of Engineering	Department of Mechanical Engineering	M1	Business creation
Itoshima City Vacant House Project "Offices in Old Traditional Japanese Houses for Mutual Stimulation: Study of Formation of a Business Model for Community Revitalization through the Creation of Centers for Student Activity"	Kosuke Yamaguchi	Graduate School of Human-Environment Studies	Urban Habitat Design Studies	M2	Business creation


◆Winners of the President's Award, Excellence Award and Special Award were decided at the February 12 Final Presentation. As of March 2013

Specialty Projects / Curriculum





Projects



**AC** (Academic Challenge)

<http://qrec.kyushu-u.ac.jp/researches/ac>

Started in 2008, AC (Academic Challenge) is a research promotion program aimed at graduate students enrolled at Kyushu University. Students plan out their own research projects with any necessary capital provided by the university and students carrying out the actual research. The aim of the program is for students to gain valuable research management experience through this sequence of hands-on exercises. In order to promote promising research to fuel future innovation, students are afforded the opportunity to display their creativity and flexibility by facing off against each other in the pursuit of academic research.

One project in 2012 obtained department funding from other organizations in order to expand the opportunities for research.




AC 2012 Schedule

April	Applications begin to be accepted
June 21 (Thurs)	Academic Challenge review board convened (Of 30 applicants 10 were accepted)
June 29 (Fri)	Briefing on procedural matters
October 26 (Fri)	Mid-term presentation
February 13 (Wed), 2013	Final presentation

Fifth Academic Challenge 2012 Selections

Theme	Name	Graduate / undergraduate school	Department	Year	Supervisor affiliation	Supervisor
Explanation of the interaction between all lanthanoid elements and microorganisms	Hiroyuki Shiotsu	Graduate School of Science	Department of Chemistry	M1	Laboratory of Inorganic Reaction Chemistry, Department of Chemistry, Graduate School of Sciences	Associate Prof. Satoshi Utsunomiya
Explanation of the molecular mechanism of novel medical gases/hydrogen behind the neuroprotective and oxystress resistance mechanisms	Megumi Yamafuji	Graduate School of Pharmaceutical Sciences	Department of Chemo-Pharmaceutical Sciences	M1	Faculty of Pharmaceutical Sciences	Associate Prof. Mami Noda
Development of a method for selective detection and identification of radical intermediates inside the bodies of living organisms	Yuta Matsuoka	Graduate School of Pharmaceutical Sciences	Department of Chemo-Pharmaceutical Sciences	M2	Faculty of Pharmaceutical Sciences	Associate Prof. Ken-ichi Yamada
Development of a commercial method for highly sensitive analysis of endogenous melatonin for the purpose of diagnosing sleep disorders and rhythm disorders	Tsubasa Oyama	Graduate School of Pharmaceutical Sciences	Department of Chemo-Pharmaceutical Sciences	D1	Faculty of Pharmaceutical Sciences, Bio-analytical chemistry	Associate Prof. Kenji Hamase
Development of a direct alkylation reaction through hydroxyl activation of allyl alcohol using a platinum catalyst	Ryozo Shibuya	Graduate School of Pharmaceutical Sciences	Department of Chemo-Pharmaceutical Sciences	M2	Faculty of Pharmaceutical Sciences	Prof. Takashi Ohshima
Explanation of the mechanism of homeostatic imbalance accompanying chronic kidney disease (CKD) and development of chronopharmacotherapy for CKD	Eriko Ikeda	Graduate School of Pharmaceutical Sciences	Department of Medico-Pharmaceutical Sciences	D3	Faculty of Pharmaceutical Sciences	Prof. Shigehiro Ohdo
Measurement of pressure distribution on object surfaces by means of cavitation using emitting dye	Akihisa Aikawa	Graduate School of Engineering	Department of Marine Systems Engineering	M2	Department of Marine Systems Engineering, Faculty of Engineering	Prof. Jun Ando
Creation of a high-speed thin film transistor circuit board technology for the achievement of flexible information terminals	Tsuneharu Suzuki	Graduate School of Information Science and Electrical Engineering	Department of Electrical and Electronic Engineering	M2	Department of Electronics, Faculty of Information Science and Electrical Engineering	Associate Prof. Tazoh Sadon
Development of a multi-bit magnetic recording technology using injection of localized pure spin currents	Tatsuya Nomura	Graduate School of Information Science and Electrical Engineering	Department of Electrical and Electronic Engineering	M1	Inamori Frontier Research Lab	Prof. Takashi Kimura
Explanation of the mechanism that results in the onset of depression, based on the amino-acid metabolism in the brain	Mao Nagasawa	Graduate School of Bioresource and Bioenvironmental Sciences	Regulation in Metabolism and Behavior Field, Department of Bioresource Sciences	D1	Faculty of Agriculture	Prof. Mitsuhiro Furuse

As of March 2013



**QSHOP** (Startup Simulation program at the Kyushu University)

<http://qrec.kyushu-u.ac.jp/educations/program/qshop>

The Kyudaisai Festival Business Startup Program (QSHOP) offers the entrepreneurs of tomorrow the opportunity to start businesses today by setting up and managing stalls at the university's Kyudaisai Festival. Students also establish a business organization as a part of this effort. Through this process, the "entrepreneurs" learn the basics of business management and get to experience what it's like to actually run a company. Not only do they set up the stall and conduct sales activities, they also announce a business plan and hold a general shareholders meeting. They also receive support from real-life sponsors ("venture capitalists"), certified public accountants, judicial scriveners, bank employees and so on. This project-based learning (PBL) program allows students to actually experience the process of setting up a company using real money. The objective of the program is for each team to maximize its Return on Equity (ROE). In the process of determining the final rankings, they also learn about the activities of the other teams that are their business competitors.



2012 Status of QSHOP Implementation

April - mid-May	Operation project recruitment of student members	
May - June	Invitation to organizations to participate	
July 21 (Sat)	Orientation / Opening Lecture	
September 26 (Wed) Deadline		Students consider what kind of business they want to engage in, what their sales target is, who their target customers are, how they will sell their products and so on, and prepare a business plan
October 27 (Sat)	Business plan presentation and Extermination board	Each team of entrepreneurs announces its business plan and negotiates with potential sponsors ("venture capitalists"), and then finalizes its business plan and investment ratio.
Mid-October - the day before the Kyudaisai Festival	Various formalities / preparations taken care of	Establishment of companies and preparations for sales activities.
November 24 (Sat) & 25 (Sun)	Kyudaisai Festival: Sales activities	Venue for entrepreneurs to present what they have prepared.
December 1 (Sat)	General Meeting of Stockholders and Awards Ceremony	Balance sheets recognized, business reports created. Dividends calculated, companies liquidated.
February 12, 2013 (Tue)	C&C 2012 Final presentation	Presentation of activities for this program

Five teams participated in 2012, and the businesses shown below were established. The winner was the team that achieved the best Return on Equity (ROE).

1st place	Company: Maichaffa♥Tehepero	Description: Preparation and sale of hashimaki (okononiyaki on a stick)
2nd place	Company: Matsuri-danji	Description: Candy store (sale of sweets and katanuki or candy-carving)
3rd place	Company: Joto Foods, Co., Ltd.	Description: Preparation and sale of kakuni manju (steamed bun with braised pork inside)
4th place	Company: Natsu Foods Co., Ltd.	Description: Sale of fruit punch
5th place	Company: Free Rest Space with a "Doctor Fish" foot spa	Description: "Doctor Fish" foot spa and beverage service

As of March 2013



Curriculum



Entrepreneurship Seminar I・II

<http://qrec.kyushu-u.ac.jp/educations/program/company>

In order to create a new industry, along with research activities that produce the seeds of this new vision, professionals possessing the entrepreneurial spirit necessary to stand up to new challenges must be nurtured. At QREC, the goal is to develop the entrepreneurial spirit in our students and provide each of them with the opportunity to consider different career options. With this in mind, each year the Entrepreneurship Seminar I-II classes are planned out and presented in an omnibus format.



2012 Theme

Entrepreneurship Seminar I: What we want to tell those who want to be an entrepreneur  
Entrepreneurship Seminar II: The past ten years and the ten years from now onwards

2012 Entrepreneurship Seminar I Lecture Schedule

Seminar #1 October 5 (Fri)	Dr.Tadahisa Kagimoto, Chief Executive Officer and President, Aqumen Biopharmaceuticals, K.K.
Seminar #2 October 12 (Fri)	Mr.Hidetaka Kuroki, Chief Executive Officer and President, Mediator Co., Ltd.
Seminar #3 October 19 (Fri)	Mr.Daisuke Iwase, Chief Operating Officer and vice-President, Lifenet Insurance Company
Seminar #4 October 27 (Fri)	Mr.Takahiro Hisaoka, Eco Proposer, Tacmic-ATR Corporation
Seminar #5 November 2 (Fri)	Mr.Kozo Hiramatsu, Chief Executive Officer and President, Kozocom, Inc. (formerly Livedoor Co., Ltd.)
Seminar #6 November 9 (Fri)	Mr.Naoyuki Honda, Chief Executive Officer and President, Leverage Consulting Inc.
Seminar #7 November 16 (Fri)	Mr.Shinichi Yonehara, Chief Executive Officer, President, Executive Officer, StarFlyer Inc.
Seminar #8 November 30 (Fri)	Mr.Tomokazu Ukishiro, Representative Director, Vega Corporation

2012 Entrepreneurship Seminar II Lecture Schedule

Seminar #1 December 7 (Fri)	Mr.Gen Matsuda, Chief Executive Officer, AsZ Group Holdings
Seminar #2 December 14 (Fri)	Mr.Yoshihiko Kawana, Representative/Spray Artist, VisionImagine.com (Artist name: YOSHI)
Seminar #3 December 21 (Fri)	Mr.Shinichi Fujita, Chief Technical Officer, Tabi Capital Corporation
Seminar #4 January 11 (Fri)	Hironobu Tamaki, Associate Professor, Robert T. Huang Entrepreneurship Center of Kyushu University
Seminar #5 January 17 (Thurs)	Mr.Akio Yamada, Director/Adviser, Mirai Industry Co., Ltd.
Seminar #6 January 25 (Fri)	Mr.Takashi Koishihara, Representative Director, Gakusei Shushoku Shien Kyokai (GSS)
Seminar #7 January 25 (Fri)	Mr.Shintaro Tabata, Executive Officer, General Manager for Advertising Business Group, NHN Japan Corporation
Seminar #8 February 1 (Fri)	Mr.Saichiro Takaoka, Chief Executive Officer, Abraham Group Holdings Co., Ltd.

As of March 2013



QREP

(Kyushu University Robert T. Huang Entrepreneurship Program)

<http://qrec.kyushu-u.ac.jp/educations/program/qrep>

A Program Designed to Encourage a Spirit of Challenge and Global Awareness

Designed to foster entrepreneurship and an international sensibility, this program was brought about thanks to the support of Dr. Robert T. Huang, a graduate of Kyushu University, as well as other individuals. Students visit Silicon Valley in the U.S. for one week, attending lectures by a variety of noted instructors and exchanging opinions and information with Stanford University students and others. Through this process, students are afforded the opportunity to reflect on their career choices and develop a spirit of seeking out challenges and improving their international awareness. This year, 20 students from the science and humanities faculties of Kyushu University as well as Graduate School participated together with 4 students from Waseda University, which has a special agreement with Kyushu University, and one other non-student. The participants were surprised by the diverse sense of values existing in Silicon Valley, and being exposed to ways of life and corporate culture that were totally different to Japan provided a strong stimulus to the students, impacting greatly on their ideas of how to live their lives in the future.



Goals

- To nurture the entrepreneurial spirit (a spirit of seeking out challenges)
- To increase global consciousness
- To provide the opportunity to come in contact with a variety of values
- To improve individual self-awareness (assertiveness, independence)
- To reinforce the significance of subjects studied at university and improve the desire to learn
- To expose students to world-class research and business practices
- To allow students to develop knowledge related to starting a business and an understanding of actual business conditions
- To develop competitive professionals

2012 QREP Silicon Valley Schedule

March 3 (Sun)	Arrival → Pass through immigration → Travel by bus (sightseeing in San Francisco) → QREP goals explained by Prof. Tanigawa → "What do you want to study at QREP?" Mr.Masato Matsuo, Director of Kyushu U. CA Office → Informal discussions between Kyushu and Waseda University graduates: Welcome reception hosted by Kyushu U. CA Office
March 4 (Mon)	Discussion on international careers, Mr.Kazuhiya Terasaki of Evernote → Discussion on entrepreneurs and entrepreneurship, Mr.Ray Grieselhuber CEO & Co-founder of GinzaMetrics → Discussion on the global business environment, Ms.Michi Kaitu, CEO of Enotech Consulting → Panel discussion on international careers with 6 exchange students from Stanford University, San Jose State University, and others
March 5 (Tue)	Discussion on international corporations & international careers, visit Oracle for discussions with Japanese employees → Discussions on international corporations/Visit Google → Discussion on how to start up a business/visit to Plug & Play (presentation by Japanese VB) → Discussion on Japanese corporations/ participation in SVIF seminar, Speaker: Fenox Venture Capital, GP & CEO Mr.Anis Uzzaman
March 6 (Wed)	Discussion on international careers, Ms.Shan Riku, Marketing Director at COOKPAD Inc. → Discussion on international professionals: Panel discussion featuring Japanese professionals who work for Apple, ATA VC, Yanmer, Alchimier, etc. → Discussion on social entrepreneurship with Aaron Firestone, Manager at Benetech → Interim arrangement of issues / discussion → Discussion on research, technology and careers, a panel discussion JBC (a biological research organization staffed by Japanese nationals)
March 7 (Thurs)	Discussion on design ideas/visit to IDEO → Discussion on research management / research careers with Professor Yoshihisa Yamamoto of Stanford University → Visit to D School → Tour of the campus → International Corporation discussion, participation in a class at Stanford University, discussion with Stanford University students (Prof. Richard Dasher) → Roundtable exchange of opinions with Stanford University students
March 8 (Fri)	Discussion on professional development and global careers led by Mr.Tomoyuki Tateno, TP Partners MD → Discussion on global corporations and careers with Mr.Hiroaki Yoshihara, former Vice Chairman of KPMG International → Discussion about venture capital and careers with Mr.Gen Isayama, Partner at DCM → Interim arrangement of issues / discussion → Farewell reception given by Kyushu U. CA Office (Presentations by students with professors, graduates and others participating)
March 9 (Sat)	Get ready to leave U.S. → Arrive in Japan

As of March 2013



## Events / Workshops

## Three-Day International Workshop on Entrepreneurship Education

Entrepreneurship Education is Needed Now —Learning from Advanced Examples in the West and Asia: International Workshop on Entrepreneurship Education

Date: July 17 (Tuesday) to 19 (Thursday)

Place: Day 1 (Fukuoka) 7F Conference Room, Across Fukuoka

Day 2 (Fukuoka) 2F Seminar Room, Sozo Pavilion, Hakozaki Campus, Kyushu University

Day 3 (Tokyo) Collaboration Space, Tokyo 21c Club

QREC undertook its first three-day International Symposium on July 17 (Tuesday), 18 (Wednesday), and 19 (Thursday). We invited leading entrepreneurship education practitioners from Europe, America and Asia, and sought to raise the awareness of various audiences in Fukuoka and Tokyo of the importance of entrepreneurship education. Lecturers were invited from Europe, the United States and Asia; Dr. Boo Edgar of Gothenburg International Bioscience Business School in Sweden, Dr. Norris Krueger of Entrepreneurship Northwest in America, and Dr. Poh-Kam Wong, Director of the Singapore National University Entrepreneurship Centre.

In the first session on the first day of the three-day symposium, there were reports on the activities and achievements of students who won awards for excellence and particular excellence in the Challenge and Creation (C&C) project held since 1997. This was a public symposium with Japanese and English simultaneous interpretation. Mr. Seiichi Shimada, Special Adviser to Nihon Unisys, Ltd. gave the keynote speech then the invited lecturers introduced examples from various countries, followed by an intensive panel discussion about entrepreneurship education. The second day was a workshop for students. Students from Sweden who came here as interns also took part. In an international environment, they carried out group work and attended three lectures in English, making this a very valuable experience. On the third day, the location was switched to Tokyo for a lecture for educators on examples of entrepreneurship education and local innovation systems. This was a pioneering initiative to deepen understanding of the various forms of entrepreneurship education, lasting three days.



## Seminar Co-sponsored with Fukuoka American Center

QREC Brown Bag Lunch Seminar "Can Kyushu Learn from "Asian Dragons"?"  
-High-Tech Corporations Supporting Rapid Growth in Emerging Asian Economies, and their Background-

Date: July 3, 2012 (Tuesday) Place: Fukuoka American Center Hall

On July 3 (Tuesday), we invited Dr. Richard B. Dasher, Director of Stanford University's U.S.- Asia Technology Management Center to conduct a seminar jointly with the U.S. consulate in Fukuoka. Continuing from last year, we held 'brown bag lunch' seminars, where participants can take part in a casual atmosphere. This time, the public was able to participate as well as students. Dr. Dasher, who has a thorough knowledge of Asian high-tech and venture companies, gave a lecture with extensive data on the importance of entrepreneurs for achieving innovation, and how Kyushu can foster companies that enjoy rapid growth. In the last few years, newly developing Asian economies have grown continuously, and it is no exaggeration to say that Asia has already become the engine of the world economy. Now, we are living in an Asian age. Dr. Dasher offered the participants many stimulating hints.



## QREC Summer Camp with Deloitte Tohmatsu Consulting Co., Ltd.

QREC Summer Camp with Deloitte Tohmatsu Consulting Co., Ltd.  
-Learning the analytical methods of consultants-

Date: September 24 (Monday) to 26 (Wednesday)

Place: Silicon Valley Room, 2F Entrepreneurship Center, Academic-Industrial Building,  
Hakozaki Campus, Kyushu University

For three days between September 24 (Monday) and 26 (Wednesday), we held a 'Summer Camp' workshop with Deloitte Tohmatsu Consulting Co., Ltd. to study corporate consulting. Participating students gained practical experience of corporate consulting, carrying out group work to learn basic knowledge, research techniques, problem analysis, strategy planning and other frameworks used by actual corporate consultants. The theme this time was "Marketing with the goal of doubling inbound tourists to Kyushu". The client was the Kyushu Tourism Association. It was an opportunity to learn much about the familiar theme of tourism, such as how businesses should take management decisions and action, how this should be evaluated, and how to approach business planning for the creation of new value.





## Events / Workshops

## National VBL Forum

## 9th National VBL Forum

Date: September 28, 2012 (Friday) Place: Nishijin Plaza, Kyushu University

On September 28 (Friday) and 29 (Saturday), Kyushu University took its turn to host the 9th National VBL Forum on the theme of 'The future development of VBLs — Strengthening nationwide VBL cooperation and approaches to entrepreneurship education'. The National VBL Forum is attended by the directors of the Venture Business Laboratories (VBL) established at national universities throughout Japan and academic-industrial cooperation support facilities, as a venue for information exchange between the various organizations. Entrepreneurship education is positioned as an important theme for the future of VBLs, and in fiscal 2012, the basic concept of an opportunity for deep examination of its specific position, content and approach in relation to VBLs was adopted, as well as approaches to coordination between the VBLs at each university.

Keynote speeches were given by Mr.Naohito Kimura, Director for Regional Support Planning, Industrial Cooperation and Regional Support Division at the Ministry of Education, Culture, Sports, Science and Technology, and Mr.Shuhei Morofuji, President and CEO of SMS Co., Ltd. They expressed their expectations for the various nationwide VBLs and entrepreneurship education at universities. In addition, as invited lecturers, Mr.Katsuya Hirokawa, Manager of Keio University Shonan Fujisawa Incubation Village and Dr.Shigeo Kagami, Professor of Tokyo University and General Manager of the Division of University Corporate Relations presented case studies of their respective universities. This was followed by a discussion of issues common to the 31 national universities participating. It represented a valuable opportunity to exchange views on education.



## Entrepreneurship Education Presentation and Workshop presented by Kauffman Fellows Program and QREC

## -How do we develop new business and design innovation?-

Date: November 4, 2012 (Sunday)

Place: (Morning session) Conference Room 1, former Faculty of Engineering 3F, Hakozaki Campus, Kyushu University  
(Afternoon session) 2F Seminar Room, Sozo Pavilion, Hakozaki Campus, Kyushu University

On November 4 (Sunday), QREC held a seminar with the influential American entrepreneurship education and innovative personnel development support organization, the Kauffman Fellows Program (KFP). In the morning there was seminar for students and the public with simultaneous Japanese and English interpretation. In the afternoon, a lesson-style workshop was held in English for students. In the morning seminar, KFP President&CEO Mr.Phillip G. Wickam who is known for his expertise in innovation education, talked about examples of collaboration between companies and universities. With the cooperation of IDEO, one of America's biggest design and consulting corporations, Mr.Sungene Ryang, representative of IDEO Asia, also discussed examples of cooperation with universities. In the afternoon, the venue switched to the Sozo Pavilion for mock classes for students from KFP on new business creation and finance, and from IDEO on the basics of design thinking entitled 'Let's design the ideal wallet!'. At first the students were nervous about having a class in English, but as they become engrossed in the process of considering the current problem, thinking up solutions, and creating a prototype, towards the end they were enjoying the class in English.

It has also been decided to offer a course on 'Design Thinking' with an Faculty of Design, Kyushu University in 2013.



## QREC/See-D Collaborative Workshop

"Developing Technology and Services to Bring to People in Developing Countries"  
-Let's plant a seed to change the world together-

Date: December 2, 2012 (Sunday)

Place: Silicon Valley Room, 2nd Floor, Entrepreneurship Center, EC Building, Hakozaki Campus, Kyushu University

On December 2 (Sunday) QREC held a joint workshop with See-D to consider providing technology and services (appropriate technology) to people in developing countries. See-D is an organization established with the aim of linking Japanese technical capabilities with the needs of developing countries, with the aim of developing products that solve the issues facing developing countries. In the workshop, four lecturers, including a representative of See-D, an instructor from MIT D-lab, and associate researcher Dr.Ken Endo from Sony Computer Science Laboratories participated as the facilitator of each group.

Around the world there are many people suffering from poverty, without access to water, medical care and other minimum daily necessities. At the same time, despite the fact that Japan has technology, it is difficult to provide suitable products without checking the lifestyle and needs of local people. In order to overcome this situation, teams were required to think up products and services for four countries, Bangladesh, Vietnam, Laos and India, then create and present prototypes. This required deep understanding from the participants, resulting in a very substantial workshop. This will be incorporated into courses in future.

In 2013, we will offer a course "Entrepreneurship in Designing new value for BOP people" where students actually visit and experience the regions on field trips.



## Organized by QREC/ 2012 Asia Round Table

## Local revitalization and creation initiative from Tohoku

## -Kyushu can learn from the reconstruction and community renewal in the disaster areas-

Held simultaneously: Kyushu University Robert T. Huang Entrepreneurship Program (QREP)

2012 Presentation of Participating Student Results — Japan revitalization plan modeled on Silicon Valley, originating in Kyushu —

Date: March 20, 2013 (Wednesday) Place: JR HAKATA CITY 10th floor conference room

On March 20 day (Wednesday), the Asian Round Table was hosted jointly by the Fukuoka Industry, Science & Technology Foundation (Fukuoka IST) and the Intellectual Property Management Center (IMAQ). Two years after the Tohoku earthquake which occurred on March 11, 2011, this was an opportunity to consider the creation of new businesses and community development not only in Tohoku but also in Kyushu, by recognizing the current state of reconstruction and regeneration in the disaster-hit areas. Lectures were given by those who played leading roles in the region; Mr.Katsuyoshi Kuriya, former representative of the Togura Reconstruction Support Group, Mr.Atsutoshi Tanaka, second year at the Kyushu University Faculty of Technology and representative of student volunteers from Kyushu in Kesennuma, Mr.Yoshinobu Yokota, joint representative of the NPO Motivation Maker, and Dr.Michi Fukushima, Professor at Tohoku University Graduate School of Economics and Management.

A meeting to report on the achievements of students from Kyushu University and Waseda University who participated in the QREP training held every March in Silicon Valley was held at the same time. The students reported on their impressions of Silicon Valley and businesses (projects) for revitalizing Japan, and the panelists offered valuable advice.

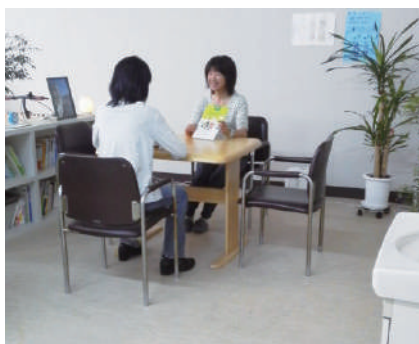




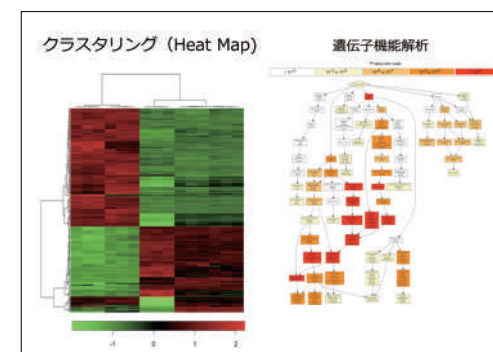
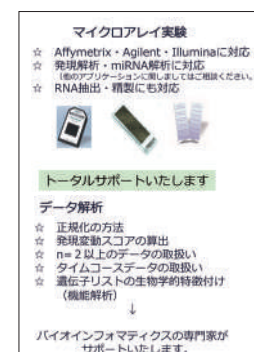
## Incubation (Research and Implementation Support)

Second Floor, Room #202

First Floor, Room #101

[Project Name]  
Counseling Visits[Affiliation]  
Beautiful Sunday LLC[Staff Responsible for Use]  
Takako Kitajima,  
Representative

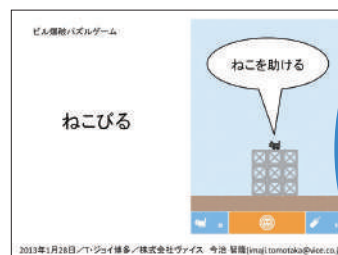
Second Floor, Room #202

[Photo caption: Cell Innovator Inc.,  
analysis outsourcing]

[Photo caption: Microarray outsourcing experimental data output]

[Project Name]  
Research Project Related to Microarray  
Experimental Methods and Experimental  
Data Analysis Techniques[Affiliation]  
Cell Innovator Inc[Staff Responsible for Use]  
Masamitsu Saito,  
Representative Director  
(Formerly Yoshimasa Ono)

First Floor, Room #101

[Project Name]  
Development and deployment  
of content and software[Affiliation]  
Vice Inc.[Staff Responsible for Use]  
Tomotaka Imaji,  
President

Second Floor, Room #204

[Project Name]  
Development of Evaluation System for  
Pulmonary Advers Effects of Various  
Carbon and Metal-Based Nano-Material[Affiliation]  
Department of Environmental Medicine,  
Faculty of Medical Science[Staff Responsible for Use]  
Akiyo Tanaka,  
Assistant Professor

First Floor, Room #102



[Project Name]

An International Community Program Concerning  
the Hydrological Cycle and Aquatic Environment  
in Arid Regions as Well as Future Predictions and  
Countermeasures for These Areas[Affiliation]  
Faculty of Sciences[Staff Responsible for Use]  
Kaoru Kashima,  
Associate Professor

Incubation

## Educational and Administrative Staff

As of March 2013

## QREC Core Faculty Members



**Professor  
Toru Tanigawa**  
Director General,  
Robert T. Huang  
Entrepreneurship Center  
Deputy Director General, Arts,  
Science and Technology Center  
for Cooperative Research  
Field of specialization:  
Regional Economic Policy,  
Entrepreneurship,  
Industry-University Cooperation



**Associate Professor  
Shingo Igarashi**  
Deputy Director General,  
Robert T. Huang  
Entrepreneurship Center  
Field of specialization:  
Entrepreneurship,  
Management strategy theory



**Associate Professor  
Hironobu Tamaki**  
Adviser to the Director  
General, QREC  
Field of specialization:  
Entrepreneurship



**Associate Professor  
Megumi Takata**  
Department of Business and  
Technology Management  
Faculty of Economics  
Field of specialization:  
University-Industry Collaboration,  
Management of Technology (MOT),  
Entrepreneurship



**Associate Professor  
Ei Shu**  
Department of Business and  
Technology Management  
Faculty of Economics  
Field of specialization:  
Technological Innovation and  
Entrepreneurship

## QREC Lecturers



**Professor  
Masaki Kuroki**  
Assistant Dean, Management  
Studies Department,  
MOT Graduate School,  
Ritsumeikan University



**Professor  
Hironori Higashide**  
Graduate School of Commerce  
and Business School  
Waseda University



**Associate Professor  
Jin-ichiro Yamada**  
Graduate School for  
Management Studies,  
Osaka City University



**Professor  
Hirofumi Taniguchi**  
Arts, Science and Technology  
Center for Cooperative Research,  
Kyushu University

QREC Advisory  
Committee Members

&lt;Professional titles omitted&gt;

## Dr. Robert T. Huang

Founder of SYNEX Corporation  
Chairman, SB Pacific Corporation Limited  
Chairman of SYNEX Infotec Corporation  
ThreePro Group Inc. Chairman  
Honorary Doctor of Kyushu University

## Dr. Shuichi Matsuda

Chairman, WERU INVESTMENT Co., Ltd.  
Director (Former President),  
The Japan Academic Society for  
Ventures and Entrepreneurship

## Dr. Richard B. Dasher

Director, Consulting Professor  
US-Asia Technology Management Center  
School of Engineering  
Stanford University

## Koichiro Nakamura

Representative of Japan,  
Kauffman Fellows Program  
Manager, e-business Development Team  
New Channel Development Unit  
Retail & Healthcare Division  
Mitsubishi Corporation

## Hirokazu Hasegawa

Chairman,  
Japan New Business Conference Associations  
Chairman & CEO, HASEGAWA Co., Ltd.

## Allen Miner

Chairman & CEO, SunBridge Corp.  
First generation representative of Oracle Japan

## Yasuyuki Abe

Head of Corporate Planning & Coordination Group,  
Senior Managing Executive Officer,  
Sumitomo Corporation

## Mariko Takahashi

Senior Staff Writer,  
Science and Medical News Section  
The Asahi Shimbun

## Shuhei Morofuji

President, SMS Co., Ltd.

QREC Administration  
Committee Members

## Yuji Hakoda

Graduate School of Human-Environment Studies, Dean

## Sunao Yamada

Graduate School of Engineering, Dean

## Shinichi Ishimura

Graduate School of Design, Dean

## Atsushi Yoshimura

Graduate School Bioresource and Bioenvironmental Sciences, Dean

## Mitsuo Katano

Graduate School of Medical Science, Dean

## Akiya Nagata

Professor, Department of Business and Technology Management,  
Graduate School of Economics

## Masato Wakayama

Executive Vice Dean, Faculty of Arts and Science

## Toru Tanigawa

Director General, QREC

## Shingo Igarashi

Deputy Director General, QREC



## QREC Facilities

Silicon Valley Room <http://qrec.kyushu-u.ac.jp/incubations/sroom>

Located in Room #201 on the second floor of the Entrepreneurship Center Building, the Silicon Valley Room opened in April of 2011. It is divided into four rooms, and also features a public space that may be used for meetings and exchanges by students enrolled at Kyushu University who have been selected to participate in C & C and AC, as well as students taking QREC courses. Most of the wall surface of the Silicon Valley Room is covered with whiteboard, which helps make the space very versatile.



■ Public space (Holds up to 30 persons)	An exchange space equipped with a shared desktop PC, copier (requires money to operate), video conference system, a wireless projector and a mobile whiteboard
■ Palo Alto Room (Holds up to 10 persons)	Meeting room (Priority usage for QREC students and staff)
■ Mountain View Room (Holds up to 10 persons)	Meeting room (Priority usage for students)
■ San Jose Room (Holds up to 10 persons)	Meeting room (Priority usage for students)

■ Each room is equipped with the university's Wi-Fi service, kitenet.

NOTE: With the temporary removal of the partition dividing the Mountain View and San Jose rooms, these rooms may be combined into one large space.  
NOTE: All of the walls of the room can be used as whiteboards

Sozo Pavilion (Seminar Room / Reading Room) <http://qrec.kyushu-u.ac.jp/incubations/about>

Kyushu University faculty, staff and students enrolled at the university who are working on their C & C or other projects have access to the seminar and reading rooms located on the 2nd floor of the Sozo Pavilion. These two rooms are utilized chiefly by the C & C examination board, as well as for academic meetings and as a lecture hall. Desks and chairs may be arranged as the participants see fit, so these rooms are ideally suited for group work, workshops, and similar activities.

In order to improve remote lectures, in 2012 we expanded the video conference system. To improve classes, we provided easels with memo pads which are useful for group work, and a picture recording system.



■ Seminar Room (Holds up to 60 persons)	One projector (suspended ceiling type), one PC connection cord, four microphones (two wireless, one desktop type, one pin type), one DVD player (with remote control), one VHS video player (with remote control), whiteboard, video conferencing system, Hard disk picture recording system, spotlight (lighting), four easels with memo pad NOTE: Projector screens are available in both rooms.
■ Reading Room (Holds up to 12 persons)	One projector (suspended ceiling type), one projector remote control, one PC connection cord, whiteboard

■ Each room is equipped with the university's Wi-Fi service, kitenet.

