

Change the future.

# Message

**The Robert T. Huang Entrepreneurship Center of Kyushu University (QREC) aims to develop global leaders who will embark on creating new values and bring about societal change.**

QREC is an institute for the joint use of Kyushu University that was established in 2010 with the reorganization of the Venture Business Laboratory, thanks to a donation from Dr. Robert T. Huang.

Over the five years since its establishment, QREC has composed a systematic curriculum for the fostering of human talents who are rich in the entrepreneurial spirit, and offers students who want to challenge the creation of new value from all over the University a program of no less than 30 courses, not only related to the business world. This unprecedented comprehensive initiative was given a high evaluation in the White Paper on Science and Technology 2013.

In the future, QREC will continue to offer an array of project-based practical educational opportunities for active learners who can think and act for themselves, while at the same time attempting to create eco systems linked to entrepreneurship and global developments through collaboration between QREC and worldwide universities and research institutions. QREC will seek to contribute to society, and carry on autonomously tackling new initiatives.

Thank you for your continued support and cooperation.



**Dr. Robert T. Huang**

Founder of SYNEX Corporation  
Director of ThreePro Group Inc.  
Honorary Doctor of Kyushu University

**What is vital is just how successful we are in fostering innovative entrepreneurs who can perform on the global stage.**

It is now five years since QREC was established. Thanks to the leadership of former Director General Toru Tanigawa, the efforts of all the teaching staff and the support of the University, a total of more than 2,000 students have taken courses at QREC. I would like to express here my gratitude and sense of pride that we have been able to achieve such a remarkable track record.

Last June the new Director General, Professor Hirofumi Taniguchi, came to Silicon Valley to greet me upon his appointment. He told me about his new vision for QREC, based on its ongoing founding principles. I think that the most vital issue for QREC is just how successful we are in fostering innovative entrepreneurs who can perform on the global stage.

The city of Fukuoka is the strategic city for start-ups in Japan, and recently Soichiro Takashima, Mayor of Fukuoka, led a business mission to Silicon Valley. I really hope that from now on the most will be made of the QREC programs and that they will make a contribution to Japanese start-ups in conjunction with industry-government-academia alliances.



**Hirofumi Taniguchi**

Director General, QREC  
Professor Arts, Science and  
Technology Center for Cooperative  
Research, Kyushu University (KASTEC)

As of April 2015

# History

**1996** (April)

**Establishment of the Venture Business Laboratory (VBL)**

\*Predecessor of QREC

**1997**

Commencement of Challenge & Creation (C&C)

**2006**

Commencement of Kyushu University Robert T. Huang Entrepreneurship Program (QREP)

**2010** (December)

**Establishment of the Robert T. Huang Entrepreneurship Center of Kyushu University**

**2011**

**Commencement of formal lectures (16 subjects initially) (Basic 8 • Application 7 • Practice 1)**

**2012**

● Holding of the National VBL Forum

**2013**

● Holding of a 3-day International Workshop on Entrepreneurship Education (IWEE)

● QREC's educational initiatives are mentioned in the 2013 White Paper on Science and Technology

**2014**

● Commencement of Global Challenge & Creation (G.C&C)

● Selected by MEXT for the EDGE Program

● Conclusion of collaboration agreement with Aalto University

● 9th Japan New Business Creation Awards, Support category Winner, METI Minister's Award (the top award)

● Collaboration with Fukuoka City (Innovation Studio Fukuoka)

**2015**

**Introduction of one new course for a total of 31 courses (1 lecture presented twice during both first and second semester)**

● Relocated QREC office to Ito Campus

● Conclusion of collaboration agreement with Dhaka University

● Commencement of Global Seminar for Entrepreneurship Educator

● Commencement of Kyushu University Robert T. Huang Entrepreneurship Program II (QREP2.0)

● Setting up of the QREC Studio



# About QREC

## 1 Our Mission

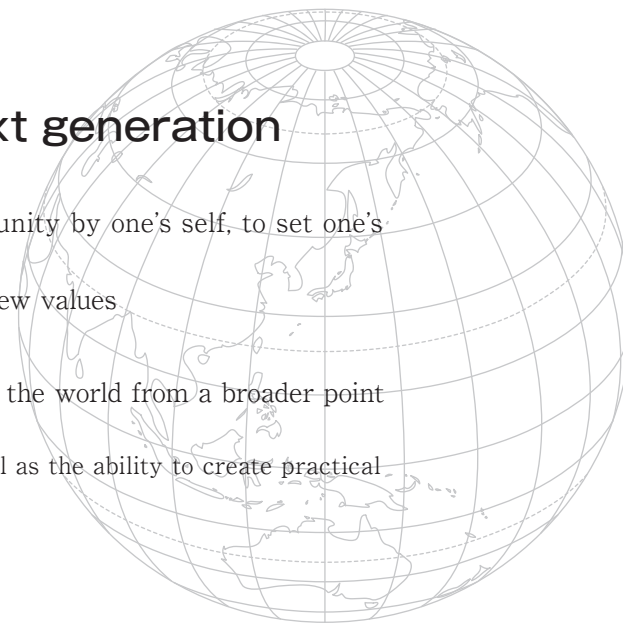
### Developing future leaders who will play active roles in the global arena

- 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.

## 2 The Talent We Foster

### The global leaders of the next generation

- 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")



## 3 Our Goal

We aim to become one of the highest ranked education and research organizations in Asia

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.

### 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.

### Practical

The courses QREC offers to students are not limited to classroom lectures. The curricula of QREC include Project Based Learning, and interactive discussions. In this way, QREC provides students with a practical, dynamic, and interdisciplinary.

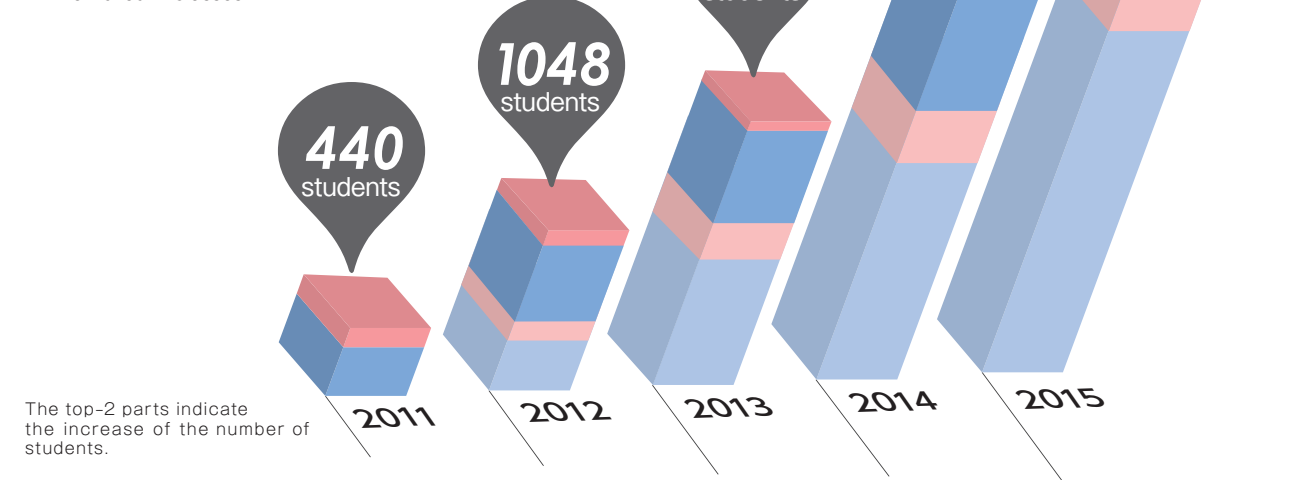
### Design

In order to produce new social value, we need to find and identify the problems, and then "design" how we solve them.

## 4 The cumulative number of participants

This chart indicates the cumulative number of students who participated in QREC programs or projects.

- Total number of students who are participated in student initiative program
- Total number of students who are formally enrolled in classes



The top-2 parts indicate the increase of the number of students.

## 5 What We Do

### Advanced entrepreneurship education in collaboration with major domestic and overseas universities

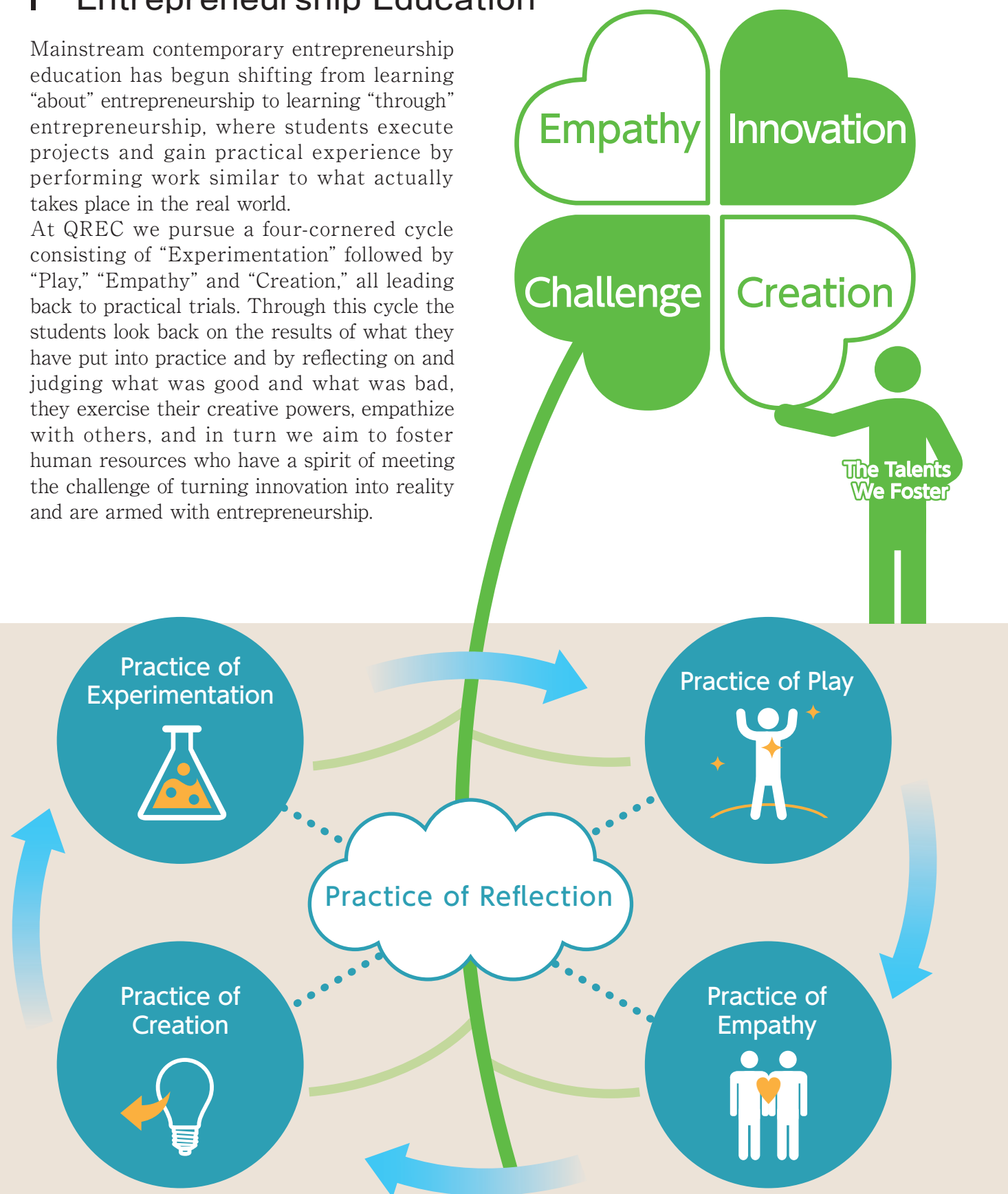
QREC provides both undergraduate and graduate students at Kyushu University with systematic, pragmatic, and interdisciplinary education concerning entrepreneurship, while carrying out R & D activities on entrepreneurship in collaboration with leading national and international universities and research institutes that are highly recognized in terms of entrepreneurship education. **We engage in mutually supportive initiatives based on the four pillars of action below.**



## The Basic Methodology behind QREC's Entrepreneurship Education

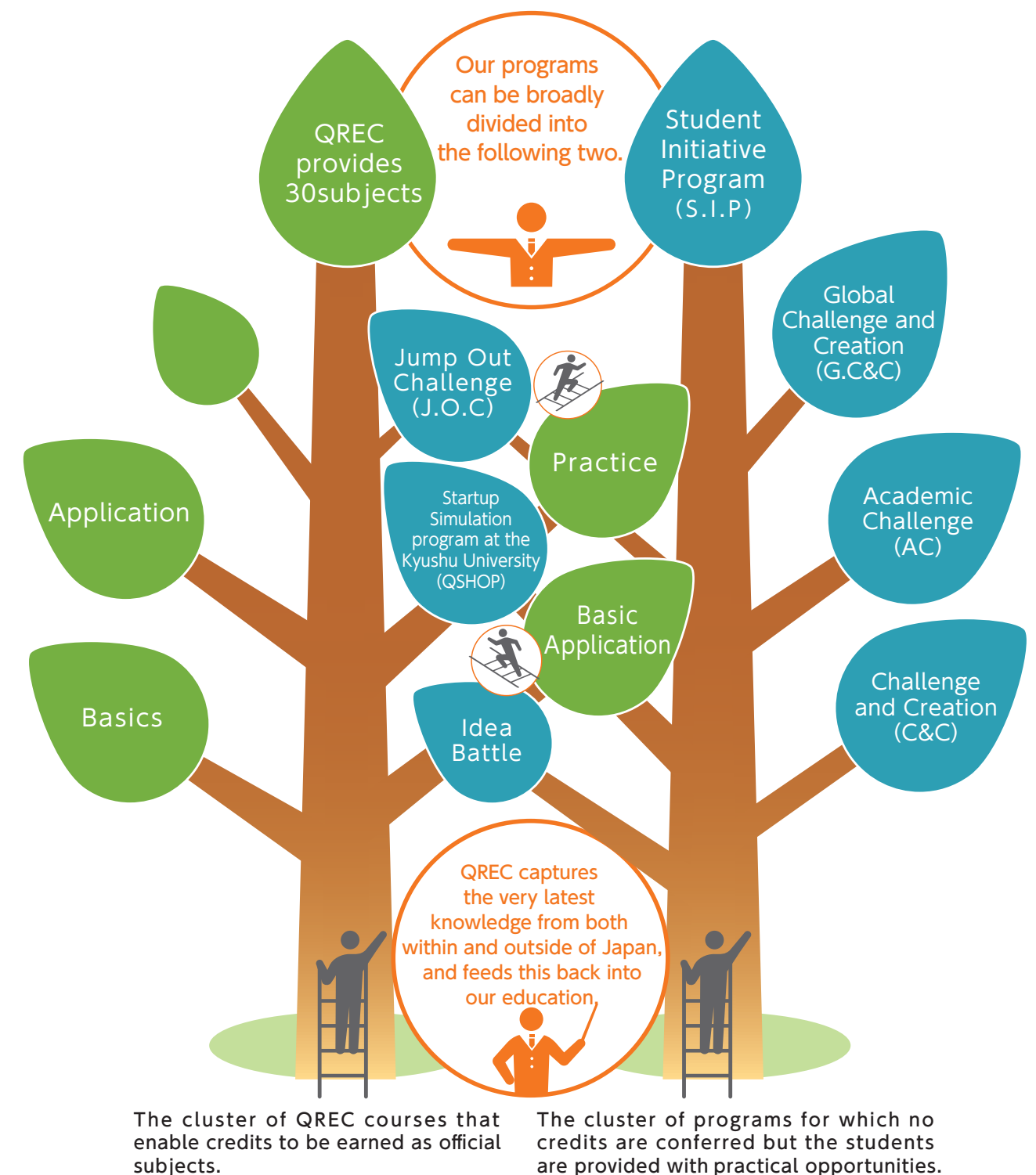
Mainstream contemporary entrepreneurship education has begun shifting from learning “about” entrepreneurship to learning “through” entrepreneurship, where students execute projects and gain practical experience by performing work similar to what actually takes place in the real world.

At QREC we pursue a four-cornered cycle consisting of “Experimentation” followed by “Play,” “Empathy” and “Creation,” all leading back to practical trials. Through this cycle the students look back on the results of what they have put into practice and by reflecting on and judging what was good and what was bad, they exercise their creative powers, empathize with others, and in turn we aim to foster human resources who have a spirit of meeting the challenge of turning innovation into reality and are armed with entrepreneurship.



## Entrepreneurial Thinking and Action(ETA)

The educational programs provided by QREC aim to endow students with entrepreneurship in its broadest sense. The objective of the QREC educational programs is to raise the entrepreneurial thinking and action(ETA) of all the students at Kyushu University. QREC aims at comprehensively providing various and diverse programs to heighten our students' ETA.



# Curriculum

(As of March 2016)

Education students endeavor to actually put what they have learned into practice based on their knowledge and understanding of methodology.

## Integration

Education designed to provide knowledge for achieving ideas for resolving issues.

## Knowledge/Tool

### Organization/ Group Dynamics

Students learn how to build organization/team for carrying out projects.

### Finance

Students learn methods for procuring funds.

### Marketing/Strategy

Students learn how to understand market generation and business strategies.

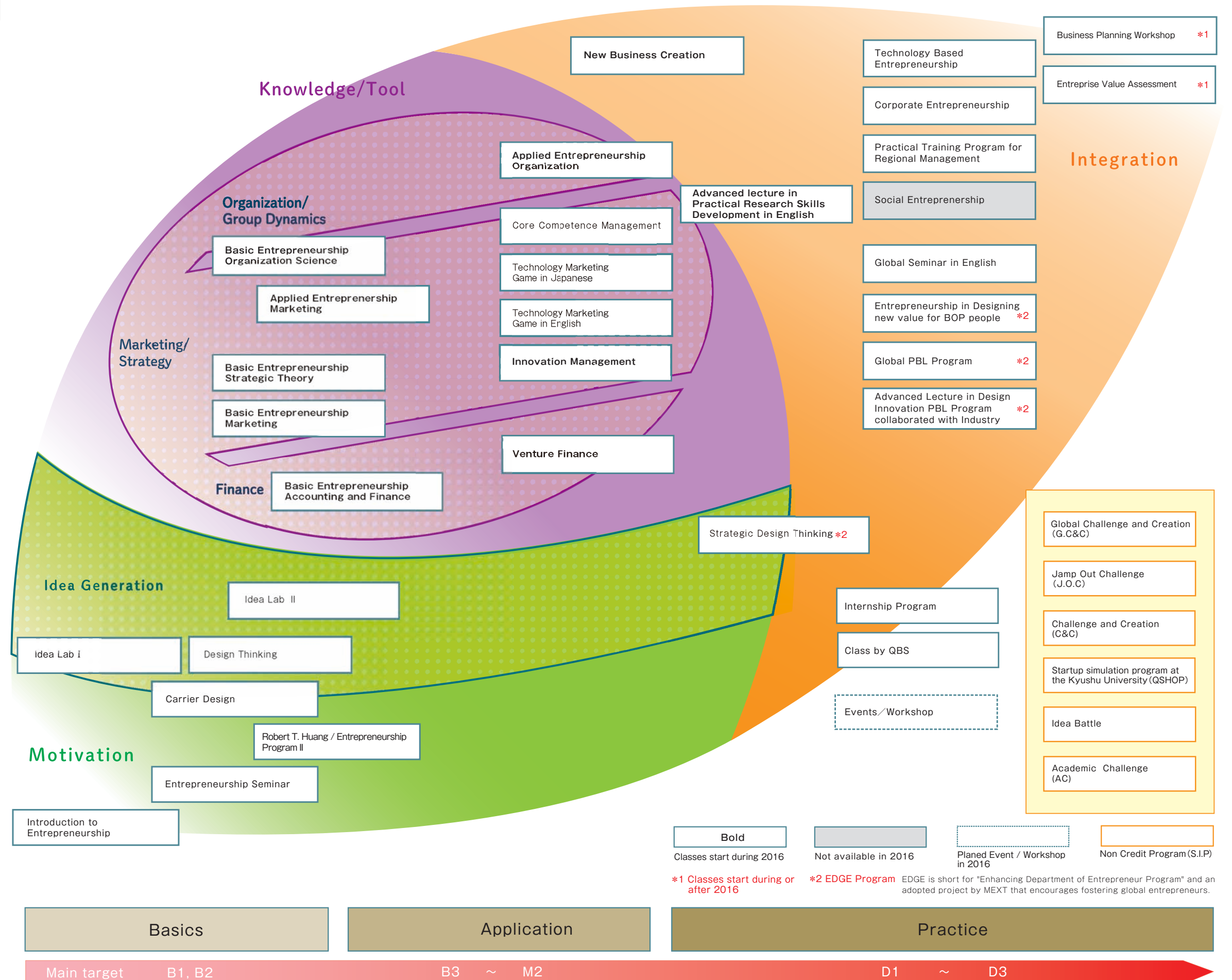
### Idea Generation

Students receive training in "idea generation" methods for resolving issues.

Education designed to make students realize the important of understanding social "issues" and "taking action" to make their own dreams come true.

## Motivation

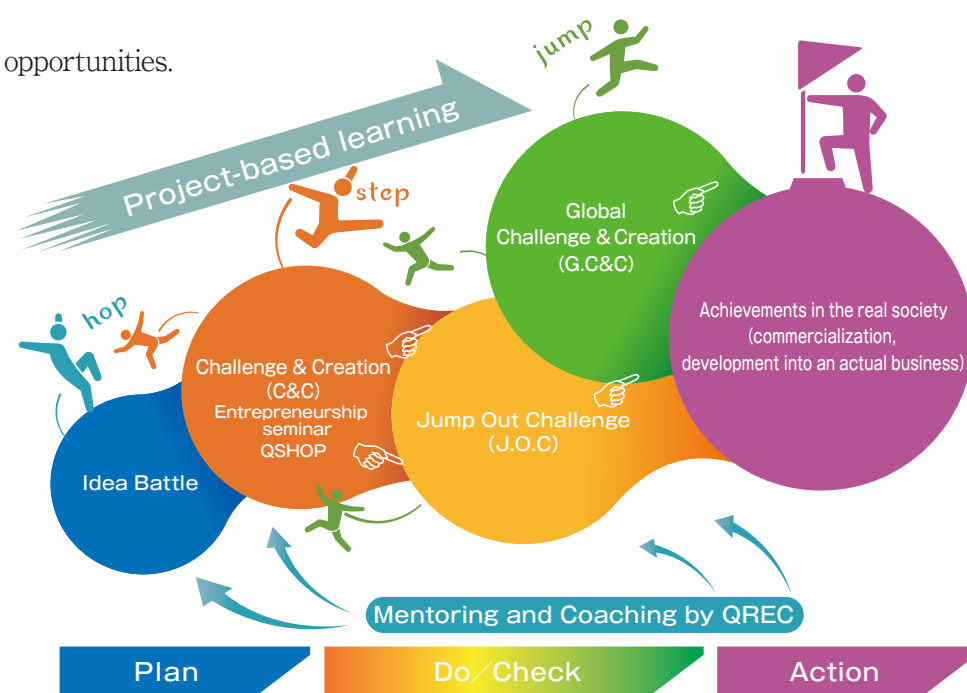
All subjects in the curriculum are available to all Kyushu University students to take as their minor. The curriculum is designed to enable students to study entrepreneurship in stages, from basics through application to practice.





## Student Projects

At QREC, under the concept of “making the students” ideas take shape, we foster active learners who will be able to make an impact inside and outside Japan, and promote the challenge of creating innovative businesses. There are several steps allowing them to learn through action-based experiences, with each stage providing challenging opportunities.



### 1 Global Challenge and Creation (G.C&C) |P.10

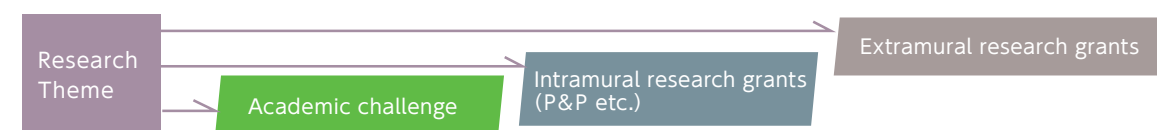
### 2 Jump Out Challenge (J.O.C)|P.10

### 3 Challenge and Creation (C&C)|P.10

<C&C issue themes> ● Entrepreneurship seminar |P.12  
● Startup Simulation program at the Kyushu University(QSHOP) |P.11

### 4 Idea Battle |P.11

### 5 Academic Challenge(AC) |P.11



## Challenge and Creation (C&C)

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

With the idea of producing a creative, challenging environment, C&C was begun in 1997 as an annual university-wide effort designed to provide assistance to unique ideas and research projects planned by Kyushu University students. The program now epitomizes Kyushu University's unique approach to education. Ideas and study projects proposed by individual students and groups of students are evaluated for novelty and societal impact, with eight teams being selected to receive up to 500,000yen to support their activities to realize the project goals. About one year later, the teams present reports on their projects and are evaluated, with the honors going to the winning team.



## Global Challenge and Creation (G.C&C) / Jump Out Challenge (J.O.C)

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

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

Global Challenge and Creation (G.C&C) provides opportunities for students to compete directly with overseas students in student business plan competitions, and gives them experience in the process of turning their ideas into practical services and goods that will bring value to society. Its purpose is to foster and let students acquire a fully-fledged entrepreneurship that will achieve results in international society, and a sense of innovation and globalism.





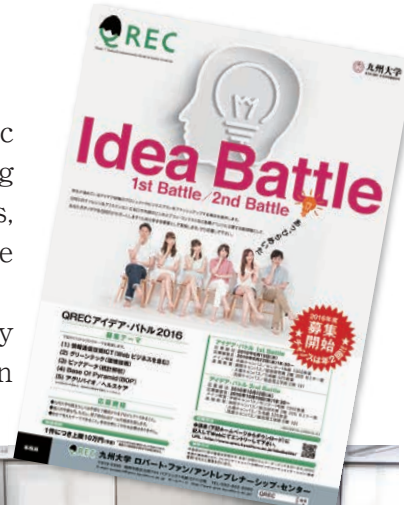
# Speciality Programs

## Idea Battle

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

Idea Battle is a new project that was first set up in the 2014 academic year. It enables the suggesting of more realistic projects by providing advice from mentors and preliminary research into the latent needs, competitive technologies and intellectual property rights regarding the creative but unrefined ideas cradled by the students.

Within the QREC projects the Idea Battle is positioned as a preliminary stage for Challenge & Creation (C&C) and applying to take part in external business plan competitions and other such events.



## Academic Challenge (AC)

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

Academic Challenge (AC) 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.



## Startup Simulation Program at the Kyushu University (QSHOP)

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

QSHOP provides an opportunity for students to learn about starting businesses and management by means of the Kyudaisai Festival.

As a hands-on experience of the process for starting a business using real cash, QSHOP is a projectbasedlearning (PBL) program.

Setting up a simulated store at the Kyudaisai Festival provides the opportunity to start a business.



## Entrepreneurship Seminar

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

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 class is planned out and presented in an omnibus format, inviting lectures from a broad spectrum of fields. Selection of the theme and lecturers, negotiations, organization and operation, including arranging the day's lecture program, are tasks completely delegated to the Student Planning Committee.



## Robert T. Huang Entrepreneurship Program II (QREP2.0)

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

QREP2.0 is an educational program that aims to nurture people with an interest in entrepreneurship and global points of views through the support of, among others, Dr. Robert T. Huang, an alumnus of Kyushu University and the founder and former chairman of SYNEX Corporation. 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.



## Global Seminar

This is an intensive lecture course held entirely in English with eminent, internationally active university researchers, educators, and business people from other countries who are invited to speak about entrepreneurship.

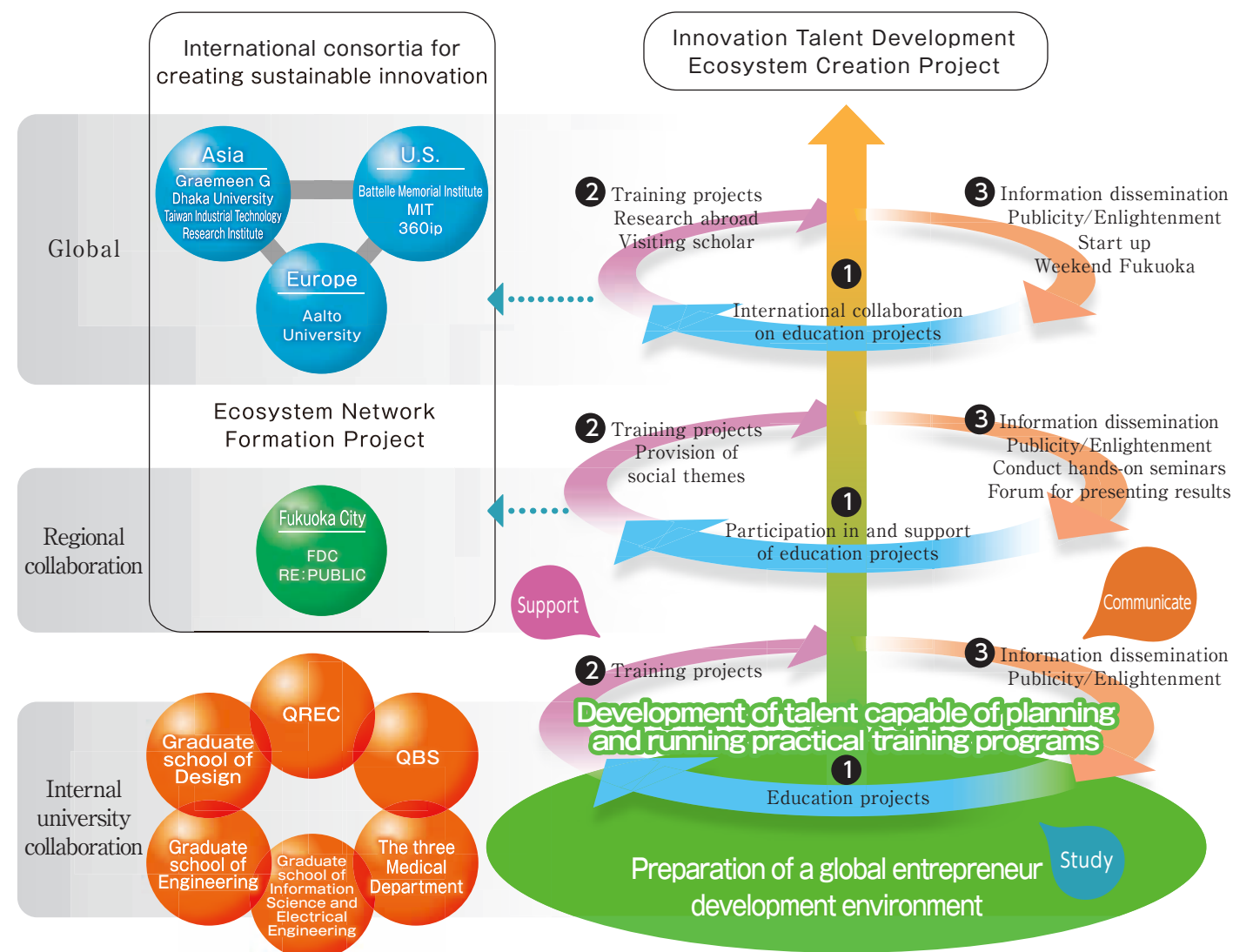




# Promotion Project

## Enhancing Development of Global Entrepreneur Program

Kyushu University's Global Innovation Talent Development Ecosystem Creation Program, proposed by Robert T. Huang Entrepreneurship Center (QREC), has been selected as an EDGE (Enhancing Development of Global Entrepreneur) Program, which falls under the 2014 Science and Technology Human Resources Development Aid Program run by the Ministry of Education, Culture, Sports, Science and Technology (MEXT).



(EDGE:Enhancing Development of Global Entrepreneur Program)

# Organization

## Core Faculty Members



### Hirofumi Taniguchi

Director General, QREC  
Professor Arts, Science and Technology Center for Cooperative Research, Kyushu University (KASTEC)

**Field of specialization**  
Public Policy, Industry-University Cooperation



### Shingo Igarashi

Deputy Director General, QREC  
Associate Professor, QREC

**Field of specialization**  
Entrepreneurship, Management strategy theory



### Toru Tanigawa

Specially-appointed Professor  
Enhancing Development of Global Entrepreneur Program (EDGE), QREC

**Field of specialization**  
Regional Economic Policy, Entrepreneurship, Industry-University Cooperation



### Masaki Matsunaga

Research Associate Professor, QREC

**Field of specialization**  
Interpersonal and intercultural communication, Leadership development



### Yuichi Harada

Professor  
Art, Science and Technology Center for Cooperative Research  
**Field of specialization**  
Nanoscience and nanotechnology, International collaboration between academia and industry, Management of technology



### Masaki Kumano

Associate Professor  
Startup Support Group  
Academic Research and Industrial Collaboration Management office of Kyushu University

**Field of specialization**  
Entrepreneurship, Startup Support



### Megumi Takata

Professor  
Department of Business and Technology Management  
Faculty of Economics

**Field of specialization**  
University-Industry Collaboration, Management of Technology (MOT), Entrepreneurship



### Yasuyuki Hirai

Professor  
Design Strategy  
Faculty of Design

**Field of specialization**  
Interior Design, Office Design, Interior Product Design, Inclusive Design



### Ei Shu

Associate Professor  
Department of Business and Technology Management  
Faculty of Economics

**Field of specialization**  
Technological Innovation and Entrepreneurship

## QREC Advisory Committee Members

### Robert T. Huang

Founder of SYNEX Corporation Director of Threepro Group Inc.Honorary Doctor of Kyushu University

### Richard B. Dasher

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

### Hirokazu Hasegawa

Executive adviser, HASEGAWA Co.,Ltd.

### Wakako Tokuda

Former President & CEO, CROSS FM  
Manager, Next Capital Partner Co., Ltd.

### Hardy TS Kagimoto

President, representative director and CEO, Healios K.K

### Shuichi Matsuda

Chairman, WERU INVESTMENT Co, Ltd.Director (Former President) , The Japan Academic Society for Ventures and Entrepreneurship  
Professor Emeritus, Doctor of Commercial Science of Waseda University

### Yasuhiro Yamakawa

Babson College  
Associate Professor of Entrepreneurship

### Allen Miner

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

### Nobuaki Satani

President/GroupCEO, PiPEDO HD, Inc.

Professional titles omitted(As of June 2016)