

EDGE-NEXT by The University of Tokyo

Transform society by business plan utilizing research output!

EDGE-NEXT(Exploration and Development of Global Entrepreneurship for NEXT generation) is subsidized by MEXT.

SUSTAINABLE DEVELOPMENT GOALS

Deepen problems

Entrepreneur development program connecting SDGs & research

Research Output X SDGs

Business plan utilizing research output

What is EDGE-NEXT Advanced Phase?

Objective: Make a business plan to solve social problems by utilizing research output/business experience and through mentoring and customer hearing, and confirm its value through making presentation to investors in Japan and the US. Create an opportunity to expand into all over the world in business.

Target: University (basically graduate level or higher), national laboratories (research), corporation & government (research or business development)

Requirements:

- ① Have a business idea
- ② Participate as a team (2-3 persons per team is desirable, but 1 person per team is acceptable.)
- ③ **Fee:** University & national laboratory researchers, government persons: Free, Corporation: 300K yen per person including overseas online training fee (Additional 300K yen per person if overseas training is done in the US.)

Merit of EDGE-NEXT program

- ▶ Can enhance business skill through lectures and talks for basic of starting business
- ▶ Can do customer hearing by using spot consulting (Visasq for research in Japan and GLG for research in overseas) with no fee
- ▶ Can receive special guidance and support from Japan and US mentors (advisers for business)
- ▶ Can receive comments from business professionals and investors at overseas training (San Diego, San Jose) and get opportunities to expand into overseas
- ▶ No charge for university & national laboratory researchers, government persons (Participants from corporation pay the fee)
- ▶ Can create diverse human network in business areas

Schedule for Advanced Phase

Sep. 17 (Fri) 9:30-17:00: Kickoff
Talk 1: Invited talk about customer hearing experience by the graduate of EDGE-NEXT program
Lecture 1: Business plan
Lecture 2: Customer and business model
Lecture 3: Competitive advantage
Lecture 4: Method of customer hearing

Sep. 18 (Sat) - Oct. 14 (Thu): Japan mentoring 1
1 or 2 mentoring to prepare for intermediate pitch 1 on Oct. 15

Oct. 15 (Fri) 9:30-17:00: Lecture and intermediate pitch 1
Lecture 5: IP(Intellectual Property) strategy
Lecture 6: Go to market and finance
Intermediate pitch 1: Present business plan by each team in Japanese or English and receive comments from mentors

Oct. 16 (Sat) - Nov. 17 (Wed): Japan mentoring 2
About 2 mentoring to prepare for intermediate pitch 2 and elevator pitch in English at online overseas training 1 on Nov. 18 and 19

Nov. 18 (Thu), Nov. 19 (Fri) AM only (details: TBD): Online overseas training 1

Nov. 20 (Sat) - Dec. 12 (Sun): Japan mentoring 3
About 2 mentoring to prepare for final pitch in Japan on Dec. 13

Dec. 13 (Mon) 13:00-17:00: Final pitch in Japan (language: English)

Dec. 14 (Tue) - Feb. 10, 2022 (Thu): Overseas mentoring (online)
About 2 mentoring to prepare for overseas training 2 in English on Feb. 20 (TBD)

Feb. 20 - 27, 2022 (TBD): Online overseas training 2

※ Register from the URL or QR code below to participate. Deadline is Sep. 15.



Application

<https://docs.google.com/forms/d/1zixPy-im-Si9XxDgBf3LzPMOJl6eyzIRIMMSYncHk7A/edit>



Details information

UTokyo Division of University Corporate Relations, EDGE-NEXT Office
E-mail: edgenext@ducr.u-tokyo.ac.jp
TEL: 03-5841-1492
<https://www.ducr.u-tokyo.ac.jp/en/activity/venture/education/edge.html>



東京大学
THE UNIVERSITY OF TOKYO

Pre-Basic Phase

- Target** ● University (basically graduate level or higher) & national laboratories (research), government, corporation (research or business development)
- Recruitment** ● Persons who have passion to solve SDGs problem (Disaster & Infrastructure, Environment, Health & Medical & Aging, Agriculture & Food) by specialties (research output or business experience)
- Fee** ● Free

Basic Phase

- Target** ● About 40 persons from university (basically graduate level or higher) & national laboratories (research), government, corporation (research or business development)
- Recruitment** ● Recruit by individual or team for each SDGs problem (Disaster & Infrastructure, Health & Medical & Aging, Environment, Power & Energy, Agriculture & Food)
- Requirement** ● Have passion to solve problems and have specialties (research output or business experience)
- Fee** ● University & national laboratory researchers: government persons: Free, Corporation: 100K yen per person

Advanced Phase

- Target** ● About 35 persons, 12 teams from university (basically graduate level or higher) & national laboratories (research), government, corporation (research or business development)
- Condition 1:** Theme is appropriate. **Condition 2:** Team member structure is appropriate.
- Recruitment & selection:** Recruit by team and accept based on the above two points.
- Fee** ● University & national laboratory researchers: government persons: Free, Corporation: 300K yen per person (Additional 300K yen per person if overseas training is done in the US.)

Practical Phase

- Target** ● Team considering start of business seriously (2-3 teams will be selected). Recruit by team all year and select by document and interview test
- Condition 1:** Business plan and also activity plan for 4-6 months (document)
- Condition 2:** Adopted by VCs such as UTEC, IPC (interview test)
- Fee** ● University & national laboratory researchers: government persons: Free, Corporation: 700K yen per person

Practical Phase

Activity of team to lift up to fundable level



- Make the business concrete through market verification
- Aim for fund raising
- We are recruiting participants for practical phase at any time.

Advanced Phase

Make presentation of business plan which is made through mentoring and customer hearing.
Present to overseas investors in English at overseas training in Silicon Valley and San Diego.



Complete an assumption level business plan

Basic Phase

Deepen the problem which each team targets and do problem hearing, and make clear the problem.

- Ability to build diverse team
- Communication skill
- Clarification of problem

Pre-Basic Phase

Introduce yourself for mutual understanding
Understand the essence of SDGs problems through invited talks
Understand overall program through briefing
Find team members through networking

May - June

July - August

September - February

4-6 months period

