Value Creation Studio - For Creating our New Future -

1 Teaching Staff :
   ○ Matsushita Yu Stephane Research Associate （TEL 022-795-7996 stephaneyu.matsushita.a5@tohoku.ac.jp)
     Takeshi Kato Appointed Associate Professor（TEL 022-795-2283 takeshi.kato.b4@tohoku.ac.jp)
     Yoshiaki Ikenoue Appointed Professor（TEL 022-795-7249 yoshiaki.ikenoue.b7@tohoku.ac.jp)
     Hirokazu Moriya Professor（TEL 022-795-4310   hirokazu.moriya.e1@tohoku.ac.jp)
2．Number of students (Max) : 30
3．Period : 2nd semester
4．Date and place of the first session : Thursday, October 6, 16:20 (at Innovation Plaza)
5．Outline :

Try & Error Practice

"I want to create something original and surprising to the world !"

  We will learn the Silicon Valley way of making new values that will astonish the world.   In this studio, you will learn how to "conceive an idea, give shape to it, and brush it up" based on design thinking, so that everyone can become such a creative person. In the steps (1) to (3), you will develop a mindset to enjoy prototyping with your hands, acquire skills to quickly give shape to your ideas using the materials around you, and take on the challenge of creating more advanced prototypes to hit the hearts and minds of customers. You will learn how to develop products that create new value using design thinking, which is common practice in Silicon Valley. This training program offers a chance to go abroad for training as part of the Cross-cultural Entrepreneurship Challenge.

(1) Try & Error Practice: Groups work on tasks that do not require special expertise, such as the marshmallow challenge, cardboard chairs, and straw bridges.

(2) Quick prototype: Each group selects a problem (e.g., "something like a smartphone that we cannot live without") and gives shape to their ideas in a short period of time using inexpensive materials such as paper, clay, and kite string.

(3) Tech Prototype: At the Innovation Plaza and other facilities, you give shape to your idea using simple electrical circuits, software, 3D printers, etc.