



KEIZAI
SILICON VALLEY
US - JAPAN BUSINESS FORUM

日本企業は何故シリコンバレーのイノベーションメソッドに関心があるのか？

2018 年 6 月 6 日(水) 5:30 PM – 8:45 PM

デザインシンキングやスタートアップについて学ぼうと、シリコンバレーのイノベーションメソッドは世界中から関心を集めている。日本企業が革新を推進する中、一部はこれらのメソッドを使って自らのイノベーションエコシステムを破壊しようとしている。彼らはこれらのテクニックをどのように学んだのか？これらのメソッドは日本企業の枠組みに適用できるのか？どのような結果が得られたのか？スズキや ANA といった日本企業とのパートナーシップの経験を持つイノベーション戦略の専門家によるケーススタディをもとに、インタラクティブなやり取りを通してこのトピックの議論を深める。

Presenters: **Diana Joseph, Ph.D.**—Founder, Diana Joseph Consulting
Aki Koto—Partner, World Innovation Lab
Deb Aoki (*Graphic Recorder*)—Senior Content Designer, PayPal
Yuka Nagashima (*Moderator*)—Global Advisory Board member, Astia;
Founder, Paideia Enterprises

日時: 2018 年 6 月 6 日(水)
レジストレーション/ネットワーキング: 5:30 PM – 6:00 PM
プログラム: 6:00 PM – 8:00 PM
ネットワーキング: 8:00 PM – 8:45 PM

場所: Fenwick and West
801 California Street, Mountain View, CA 94041

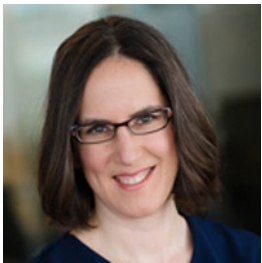
費用: \$15: Early Bird Discount 5/19(土)(11PM) 迄にお申し込みの先着 30 名
\$20: Regular Registration 6/2(土)(11 PM) 迄にお申し込みの方
\$35: Late Registration 6 月 4 日(月) 正午迄にお申し込みの方
\$50: 日券(お席に限りがございますのであらかじめご了承ください)
会場にてお寿司や飲み物などをご用意しております

お申し込み: <http://www.keizai.org>

Featured Presenters and Moderator



Aki Koto is a partner at WiL (World Innovation Lab). He enjoys working with visionary entrepreneurs in frontier tech such as VR/AR, Bitcoin, IoT and Autonomous Driving. He is also passionate about WiL's corporate innovation efforts to bring WiL's corporate partners' organizational and corporate cultures more in line with Silicon Valley's ethos. Through his facilitation of the Design Thinking Workshops and seminars, he has deepened his relationships with corporate executives which are influential in opening up business development opportunities between corporations and startup companies. Prior to WiL, he worked at Digital Garage and Twitter where he was instrumental in Twitter's expansion to Japan. He holds a Bachelor of Architecture degree from Kansai University.



Dr. Diana Joseph is a design thinking leader and an innovation and entrepreneurship consultant. She founded and leads the [Corporate Accelerator Forum](#), an annual knowledge-sharing event for companies engaged in external innovation. Diana led the Innovation Enablement team at Citrix where she was responsible for its design thinking initiative as well as programming for the Citrix Startup Accelerator. Prior roles include Senior Learning Research Manager at Adobe, and Research Faculty at the University of Chicago. Diana holds a doctorate in Learning Sciences from Northwestern University. She combines techniques from the learning sciences with Silicon Valley innovation methods such as design thinking and Lean Startup. Diana's consultancy helps individuals and organizations balance execution with innovation.



Deb Aoki combines writing, drawing and design to help drive transformational end-to-end customer experiences. She has worked with PayPal, Sony, eBay, Citrix Systems, and Microsoft, and has taught workshops on design thinking and simple sketching for UX in Japan, India, and at various companies and schools in North America, including MIT iDM and Stanford University's Continuing Studies Program. She's also a graphic recorder/workshop scribe who has drawn at corporate events for Google, Accenture, and Adobe. Deb is also a self-proclaimed semi-professional geek/comics/pop culture journalist, with over 10 years of experience writing about manga, music, and art. Freelance credits include Anime News Network, Publishers Weekly, MTV Iggy, and The Honolulu Advertiser.



Yuka Nagashima serves on Astia Global Advisory Board, whose mission is to level the playing field for women entrepreneurs to access capital. Originally from Japan, Yuka Nagashima co-founded 2 startups in Hawaii, directed the State of Hawaii's innovation policy, led their incubation centers and mentored businesses. Now residing in Silicon Valley, she advises companies and nonprofits to clarify corporate vision, develop strategic plans, and implement revenue models, using a unique blend of innovation techniques. Yuka also works with executives to realize their potential through her consulting firm, Paideia Enterprises. She is the author of "The Innovation Framework Forward" a strategic plan for how to develop an innovation ecosystem outside of Silicon Valley. She is a program manager at Keizai Silicon Valley.



Founded in 1990, Keizai Silicon Valley US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. Its primary purpose is to provide opportunities for executives and professionals to develop the knowledge and human networks for successful US-Japan Business.