



**KEIZAI**  
**SILICON VALLEY**  
US - JAPAN BUSINESS FORUM

## Why are Japanese Corporates Interested in Silicon Valley Innovation Methods?

**Wednesday | June 6, 2018 | 5:30 PM – 8:45 PM**

### **Event Overview**

From design thinking to lean startup, Silicon Valley's innovation methods have attracted global interest. As Japanese corporations strive to innovate, some have adopted these methods to disrupt their own innovation ecosystem. How are they learning these techniques? Can they be adapted for the framework of Japanese corporations? What are some of the results? We will explore these topics through interactive exercises and discussions of case studies by innovation strategy experts and their experience with Japanese corporate partners, such as Suzuki and ANA.

**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

**Date:** **Wednesday, June 6, 2018**  
Registration/Networking: 5:30 PM – 6:00 PM  
Program: 6:00 PM – 8:00 PM  
Networking: 8:00 PM – 8:45 PM

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

**Fees:** \$15: Early Bird Discount for first 30 registrations by May 19 (11PM)  
\$20: Regular Registration by Saturday, June 2 (11 PM)  
\$35: Late Registration by Monday, June 4 (Noon)  
\$50: Walk-ins (Seats are limited and may not be available)  
Food, including sushi and beverages, will be served.

**Registration:** <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.