



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM



WHY ARE JAPANESE CORPORATES INTERESTED IN SILICON VALLEY INNOVATION METHODS?

By Keizai Staff

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.

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APRIL NETWORKING EVENT

By Joe Quinlan

Have you been to a Keizai event and wished there were more time for networking with others? Keizai has events for you. In April we conducted just such an event, with the kind assistance of the law firm Procopio, who provided the conference room, hors d'oeuvres, and speaker for the evening. Most of the evening was devoted to pure networking, but Hazel Ocampo of Procopio provided a very enjoyable 15-minute presentation on federal and California environmental law, followed by about 30 minutes of Q&A. Hazel is an attorney with Procopio, specializing in environmental regulation. Some of the more interesting points mentioned by Hazel were:

- Every company that creates hazardous waste in California must have a hazardous waste generator ID number, and the government periodically spot checks (including dumpster diving!) whether these companies are properly disposing of waste.
- The penalties for improperly disposing of waste can be quite high. Hazel gave some examples of settlements of \$1 million or more.

- The central pillar of federal regulation in this area is the Resource Conservation and Recovery Act (RCRA) of 1976.
 - Petroleum, paints, batteries, and cell phones are all things that contain hazardous materials and for which companies are required to dispose of properly.
- But perhaps the most enjoyable part of the evening was the generous amount of time allotted to networking. Everyone had their fill of strengthening contacts, and guest speaker Hazel Ocampo graciously joined in all the friendly chit chat. Keizai Silicon Valley plans to have more of these networking events, so keep your eyes open for them in our email announcements and newsletters. ✿

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FEATURED PANELISTS



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. ❀

THE ORIGINATORS

By Joe Quinlan



Leland Stanford (1824 – 1893)

Keizai Silicon Valley's June Forum focuses on the interest of Japanese corporations in Silicon Valley innovation methods. In this month's article, I would like to take a look at two historical contemporaries to whom we can trace both Silicon Valley and Japan's high tech.

Leland Stanford was born in New York state in 1824 to a wealthy farmer. He moved to California during the gold rush and achieved great success in business, including the Central Pacific Railroad. In 1885, he turned his Palo Alto farm into Stanford University, in memory of his only son who died at age 15. Stanford University ended up being the kernel that generated Silicon Valley, through the activities of William Hewlett, David Packard, David Shockley, Charles Litton and others. Leland Stanford died in 1893.

Paralleling the life of Leland Stanford was that of Ichibei Furukawa. He was born in 1832 and adopted by an eccentric man who gave him some schooling in business. He developed the large Ashio copper mine in Tochigi Prefecture, developed a



Ichibei Furukawa (1832 – 1903)

wire manufacturing operation in Yokohama, and eventually founded the Furukawa Electric Company, from which spun out Fuji Electric Company, which in turn spawned Fujitsu. In 1954, Fujitsu manufactured Japan's first computer, the FACOM 100.

Leland Stanford and Ichibei Furukawa were two men who lived almost perfectly contemporaneous lives, and to whom we can trace back some of the origins of high tech in both Japan and the United States. Had they known each other, how interesting it would have been. ❀

JUNE 2018 EVENT DETAILS

Date and Time

Wednesday, June 6th,
2018

Registration/
Networking: 5:30 PM –
6:00 PM

Program: 6:00 PM – 8:00
PM

Networking: 8:00 PM –
8:45 PM

Location

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

Dress

Business casual

Food

Sushi and beverage will
be served.

Ticket Fees

Early Bird Discount for
first 30 — \$15
by Saturday, May 19th,
11 PM, PST

Regular Registration —
\$20
by Saturday, June 2th,
11 PM, PST

Late Registration — \$35
by Monday, June 4th,
Noon, PST

Walk-ins — \$50
(Subject to room
capacity / cash or check
only)

Registration Website

<http://www.keizai.org>

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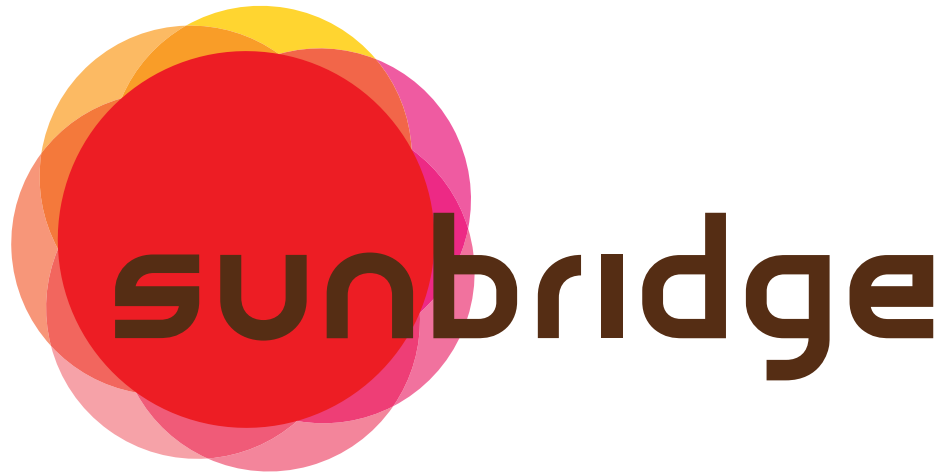
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本年もどうぞよろしくお願いいたします。

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