

# “Tankyu” Concept at KIC 探究

*Social Innovation by IT & Yourself!*

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“Tankyu” means Inquiry-based Learning,





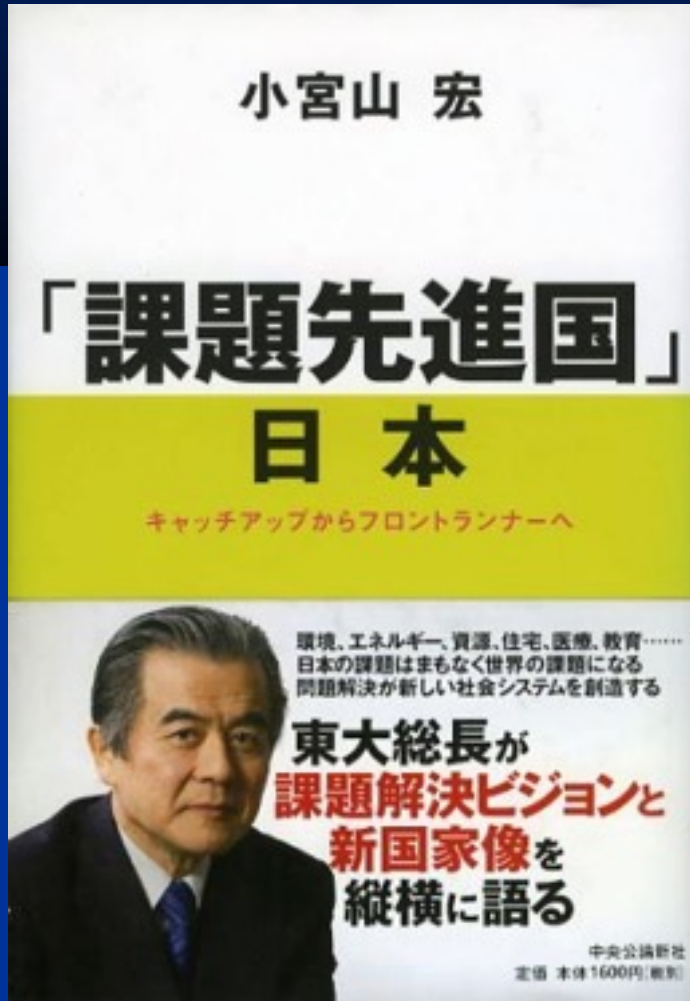
**Economic  
Value**



**Social  
Value**

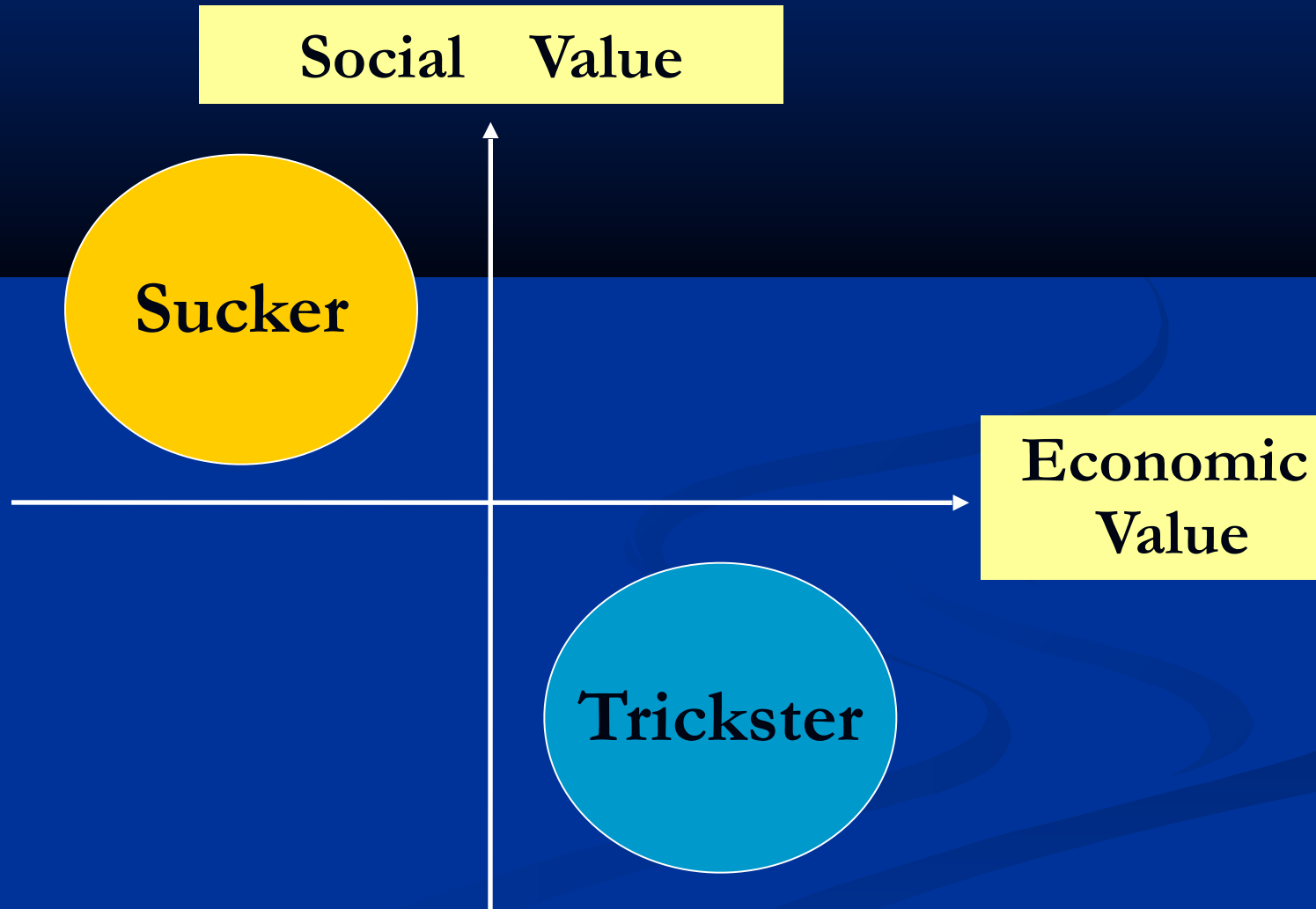


“Japan is the forerunner of emerging problems”



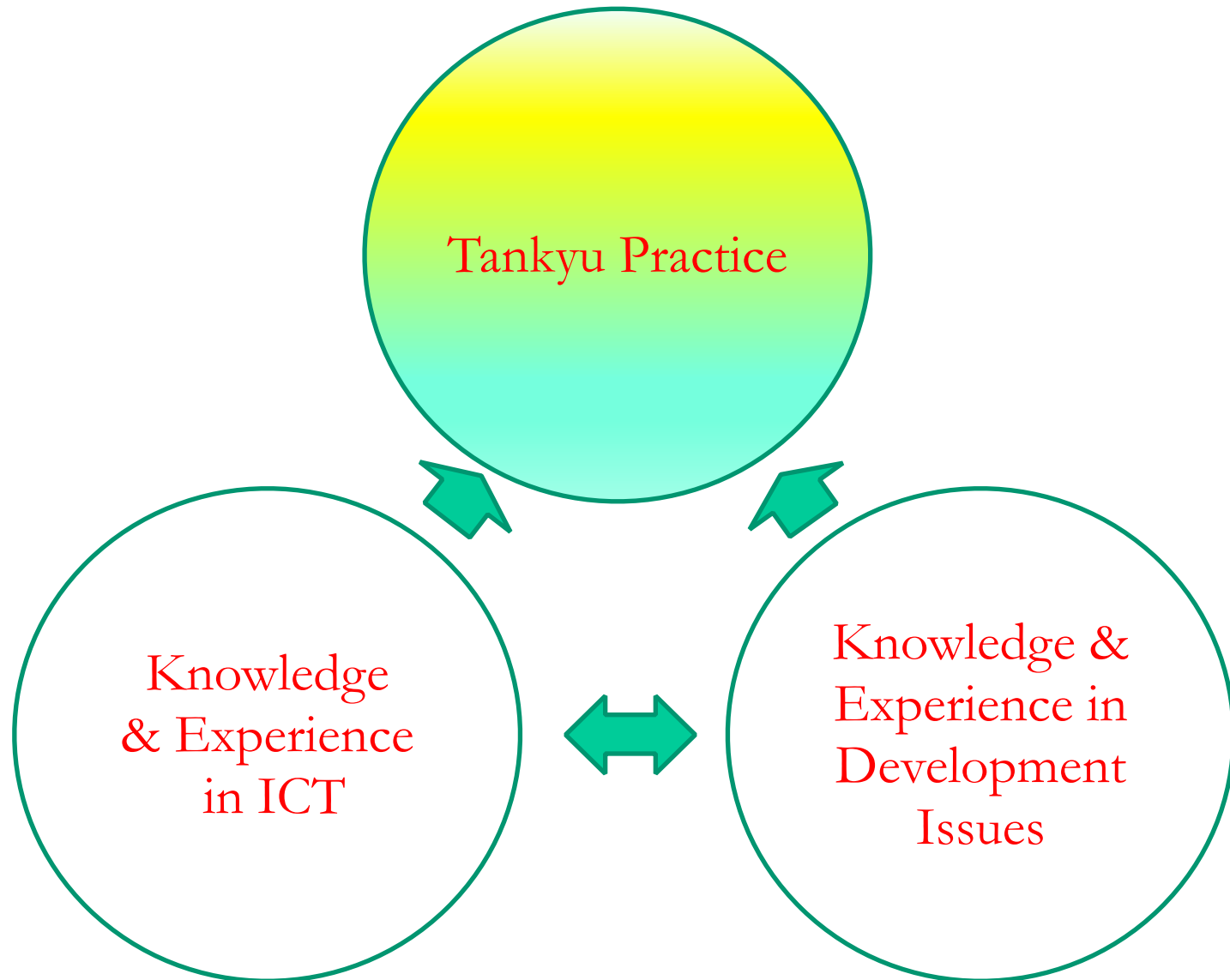
Dr. Komiyama, former President of Tokyo Univ.

# Value Matrix



# 3 Expertise Acquired in KIC

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# 3 Components of “Tankyu” Practice at KIC

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**1. Identifying Social Issues in the real world**

**2. Developing and applying your strengths to solve the issues**

**Technical Experience**

**Human abilities**

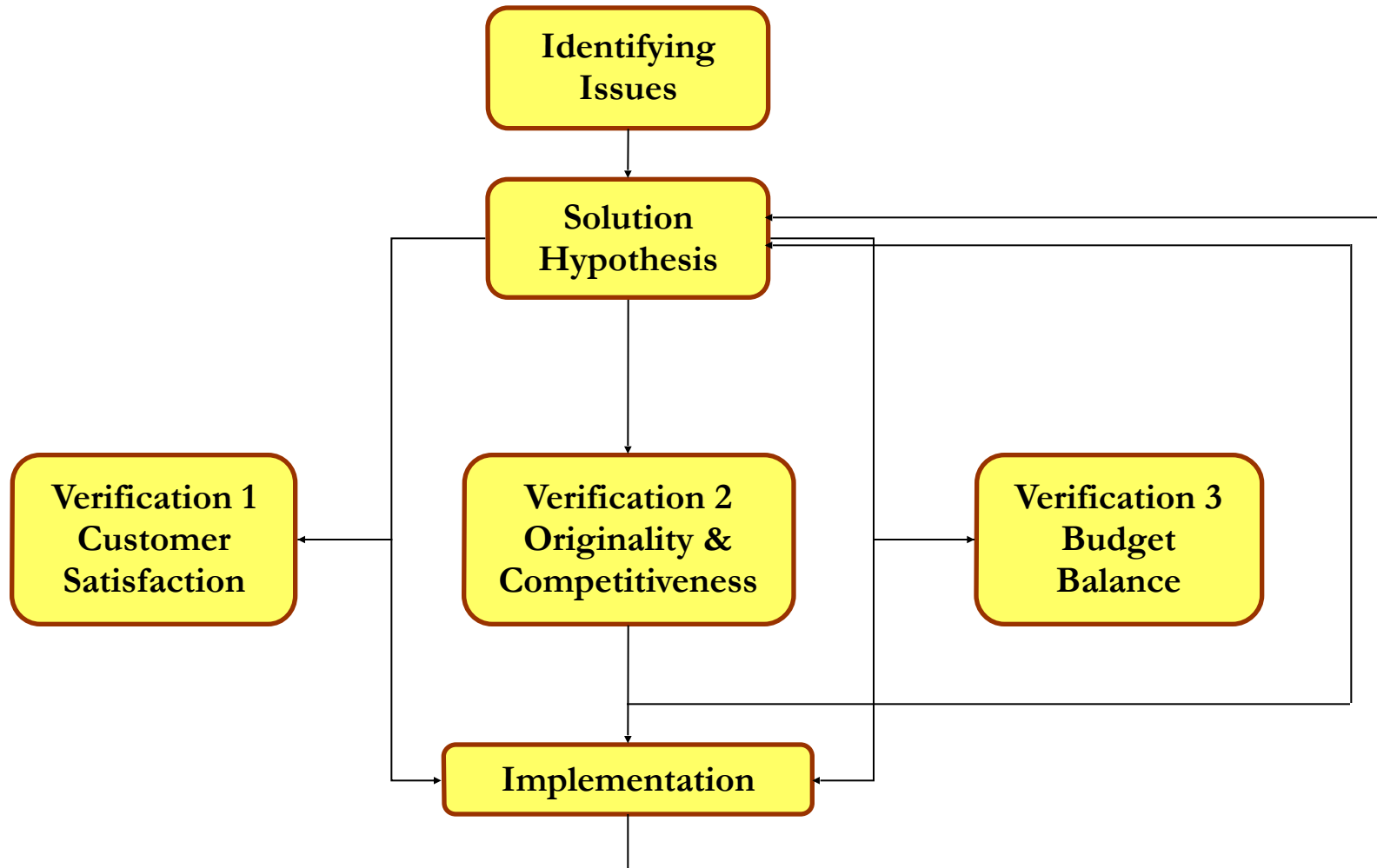
**3. Implementing a solution for the issues**

**Hypothesis building**

**Testing them with trials and errors**



# Tankyu Practice Flow: Build hypothesis and verify them with field research

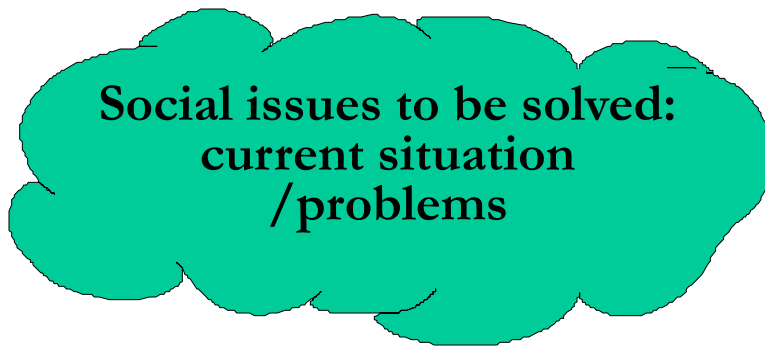




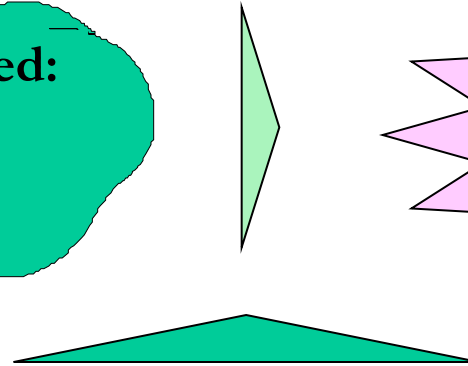
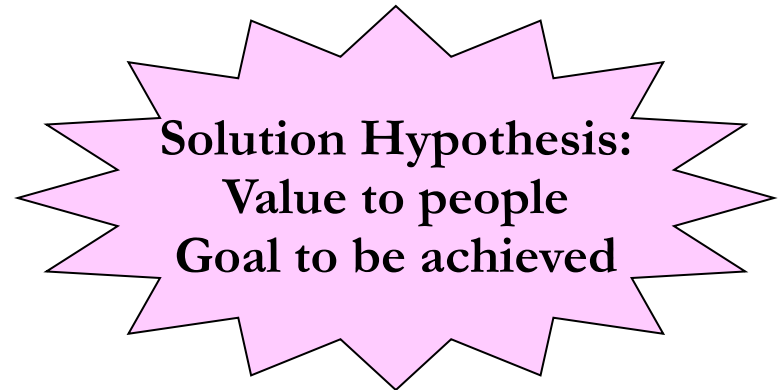
# Tankyu Hypothesis Structure

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## Issues Identified

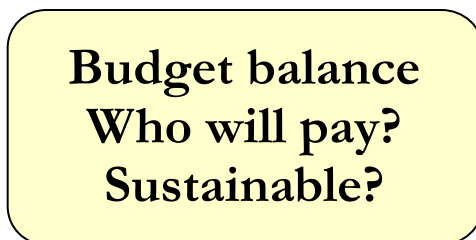


## Possible Solutions

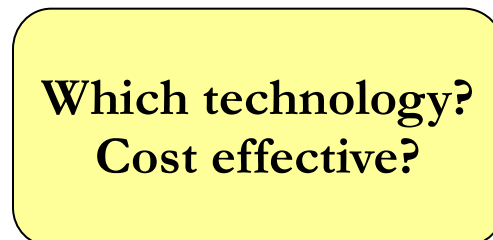


## Solution Enablers

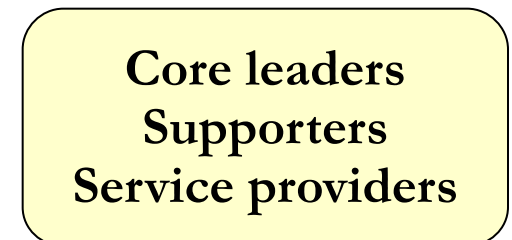
### Business Model



### Technologies



### Human Resources



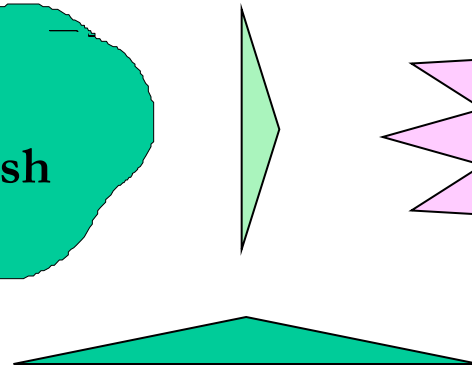
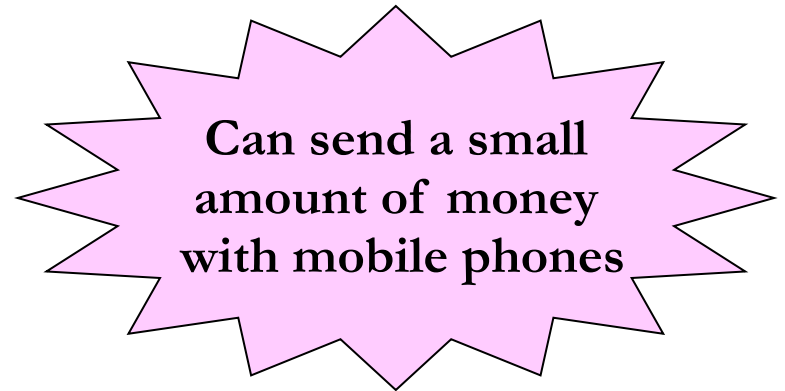
# Tankyu Chart of M-PESA

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## Issues Identified



## Possible Solutions

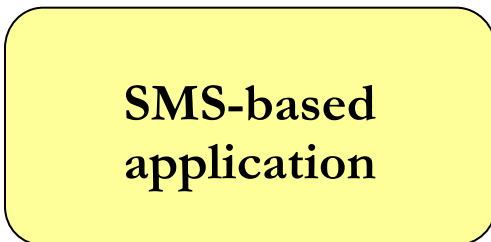


## Solution Enablers

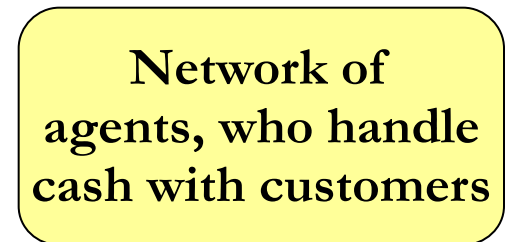
### Business Model



### Technologies



### Human Resources



# Tankyu Hypothesis Example: Agricultural Information in Nigeria

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## Issues Identified

Poor agricultural information dissemination mechanisms that leads to low agricultural production

## Possible Solutions

Readily available information on: markets, best farming practices, weather and knowledge transfer leading to increased productivity

## Solution Enablers

### Business Model

Public private partnership (PPP)  
Farmers

### Technologies

Existing Mobile telephone infrastructure

### Human Resources

Telecom companies,  
Agricultural experts, IT experts

# Tankyu Hypothesis Example: Bike Emergency Response Team

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## Issues Identified

Rescue operation tend to be delayed due to traffic jam and lack of information

## Possible Solutions

Trained bike rescue team provide quick rescue operation with right information

## Solution Enablers

### Business Model

Publicly Funded  
NPO

### Technologies

GPS technology  
Mobile network  
/android application

### Human Resources

Amateur riders  
Collaboration with  
Government

# Hypothesis should be verified from 3 perspectives

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## 1.Customer Satisfaction

Are people willing to receive the service you are providing?

Do they feel value?

## 2.Originality and Competitiveness

Is the service more cost effective than existing or other possible services?

## 3.Budget Balance

What is the budget plan?

Who will pay for what?

Will revenue and cost balance?

What are the risks and how to overcome them?

Whether it  
be learning or technology,  
everything in this world is nothing  
more than a means to serve people. I  
think the most important thing of all  
is to have love for people.

By Soichiro Honda  
Founder of Honda Corporation

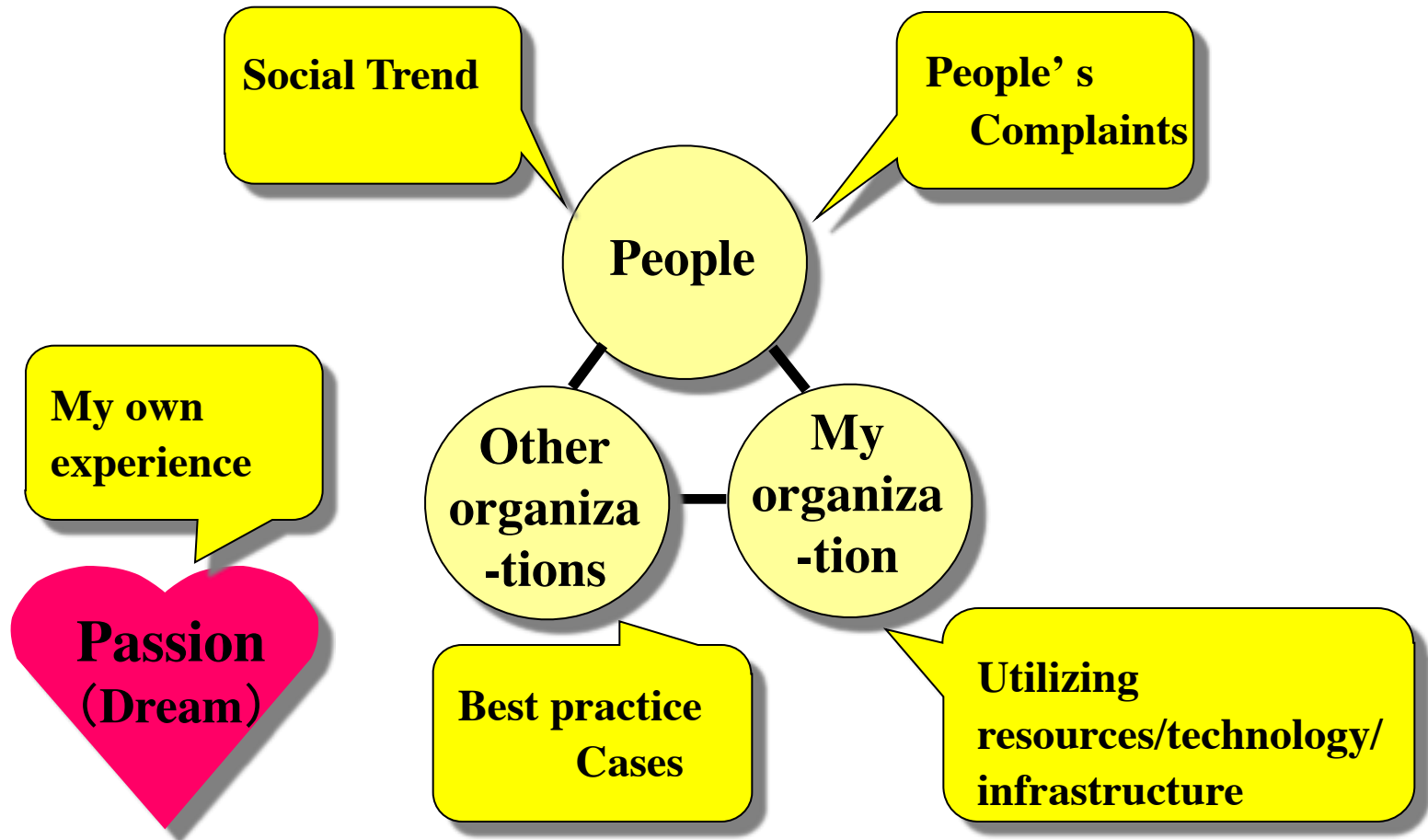
# Identifying Issues (Theme setting)



# Issues could be identified from various perspectives

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## Perspectives to find social issues



# Hypothesis Building

# NTTDoCoMo developed iMode business platform

## Business Example: NTT DoCoMo's iMode Business

(Japan, 2000)

### Potential Needs/Problems

Mobile phones are expensive  
and not easy to use

### New Value provided

You can send money,  
play game or music  
on mobile phones easily

### Solution Enablers

#### Business model

Contents providers get more  
than 90% of contents revenue,  
while DoCoMo gets revenue  
from data communication

#### Technologies

2nd generation  
Mobile communication  
technologies

#### Human resources

Developing content providers,  
both major and  
venture companies

# Apple provided unique value with iPod+iTunes

## Business Example: Apple's iPod + iTunes

(USA,2001 )

### Potential Needs/Problems

Expensive and inconvenient to copy music to CD/MD media which carries only 12 tunes

### New Value provided

Easy to download music files and copy them to iPod, which carries more than 10,000 tunes

### Solution Enablers

#### Business model

Seamless collaboration between hardware, software and infrastructure built easy-to use platform for users

#### Technologies

Small hard disks  
Compression technologies  
Security technologies

#### Human resources

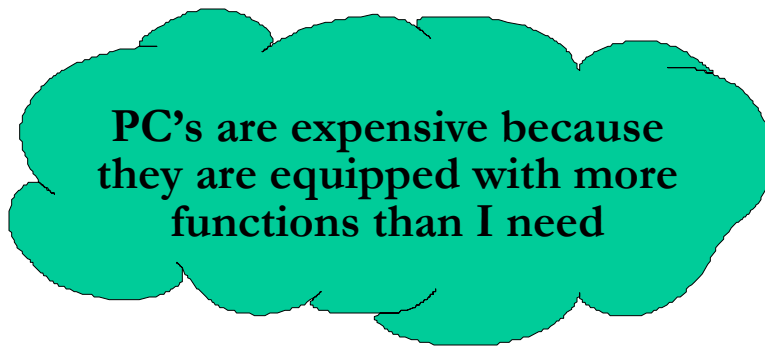
Steve Jobs persuaded famous musicians to provide their tunes to iTunes

# DELL provided direct sales of custom-made PC's

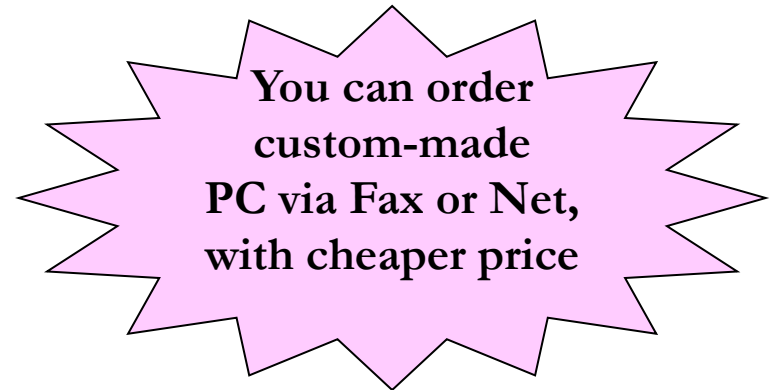
## Business Example: Dell's direct sales model

(USA, 1996)

### Potential Needs/Problems

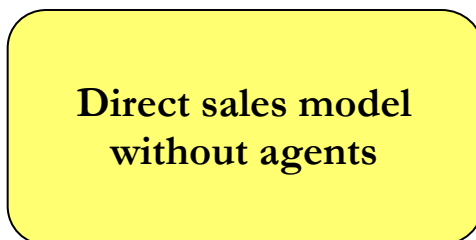


### New Value provided

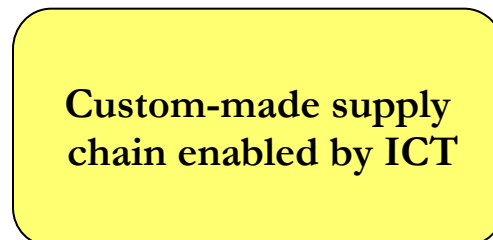


### Solution Enablers

#### Business model



#### Technologies



#### Human resources

