

Ideathon

Day 1

30-Sep-2020

Host: Tokyo Metropolitan Public University Corporation,
Tourism Strategy Project

There is a movement to explore the possibility of new tourism and travel services under the influence of COVID-19 disaster which the tourism industry has not experienced so far and still in a tough situation.

This year's Ideathon program aimed to let the students think idea on the theme of "Travel x VR" and to make them feel close to starting a business.

All five programs were held online and reported to Dr. Haruo Shimada, Chairperson of the Tokyo Metropolitan Public University Corporation, on November 11. 15 students from Tokyo Metropolitan Public University and Waseda University participated in five programs this year, they ranged from first-year undergraduates to doctoral students.

In the first session, started with self-introduction, and as a warm-up, discussed the issues the tourism and travel industries facing.

After that, divided into groups and learned about brainstorming that creates ideas by writing out images from the combination of "Elderly x VR" as much as possible.

From the second Ideathon, each participant as an idea owner brought ideas for the "Travel x VR" service and brushed them up.

Report on the Second Ideathon: Brush up on Ideas

Ideathon

Day 2

7-Oct-2020

Host: Tokyo Metropolitan Public University Corporation,
Tourism Strategy Project

As a part of the Tourism Strategy Project, the Tokyo Metropolitan Public University Corporation has implemented five series of entrepreneur training programs called “Ideathon” for university students.

The 2nd Ideathon was held on Wednesday, October 7. At the beginning, facilitator Mr. Hideki Matsushita (CEO of UNIQ TABLE Inc.) explained about start-ups and small businesses.

After that, in order to brush up the ideas of "Travel x VR", divided into groups and discussed subjects following "Who will be the customer?", "Which customers will you approach?", and "What kind of problem do customers have?".

Report on the Third Ideathon: Verification of Business Plan

Ideathon

Day 3

14-Oct-2020

Host: Tokyo Metropolitan Public University Corporation,
Tourism Strategy Project

As a part of the Tourism Strategy Project, the Tokyo Metropolitan Public University Corporation has implemented five series of entrepreneur training programs called “Ideathon” for university students.

The 3rd Ideathon was held on Wednesday, October 14. At the beginning, facilitator Mr. Hideki Matsushita (CEO of UNIQ TABLE Inc.) explained the concept of business planning and differences in business plans required at each stage.

After that, the participating students presented their business models to group members and verified the important points at the early stage following "target customers", "customer issues" and "value to offer".

Report of the Fourth Ideathon: Pre-Pitch

Ideathon

Day 4

21-Oct-2020

Host: Tokyo Metropolitan Public University Corporation,
Tourism Strategy Project

As a part of the Tourism Strategy Project, the Tokyo Metropolitan Public University Corporation has implemented five series of entrepreneur training programs called “Ideathon” for university students.

The 4th Ideathon was held on Wednesday, October 21. In the lead-up to the final pitch, pre-pitched in group and feedback to each other.

As an ice break, facilitator Mr. Hideki Matsushita (CEO of UNIQ TABLE Inc.) explained the basics of business, "sales", "expenses" and "profits." After that, students presented their opinion on “how to use the remaining profits” as a manager.

Report on the 5th Ideathon

Ideathon

Day 5

11-Nov-2020

Host: Tokyo Metropolitan Public University Corporation,
Tourism Strategy Project

As a part of the Tourism Strategy Project, the Tokyo Metropolitan Public University Corporation has implemented five series of entrepreneur training programs called “Ideathon” for university students.

The 5th Ideathon was held on Wednesday, November 11. In this fifth and final session, a total of 13 students presented their business ideas using VR that they had been working on.

Each speaker had three minutes to explain the outline of the idea, the expected customers and users, and the business model, using slides prepared in advance. Dr. Haruo Shimada, Chairperson of the Tokyo Metropolitan Public University Corporation joined the session and reviewed the presentations.

The themes of the ideas presented by the students are as follows.

- Introduction VR for sightseeing spots
- Pre-study VR for school trip
- Virtual overseas travel
- VR for sharing memories (reproduction)
- Virtual amusement park
- Virtual museum
- Experience VR for disaster prevention
- VR travel for seniors
- Training for VR operation
- Souvenir VR Kit

- VR platform for dispatch of local information
- VR platform for experience and travel video
- VR platform for travel experience

This year, all five programs were held online. However, the students were able to absorb the essence of startups through the programs despite their various difficulties. It was very impressive to see them presenting their ideas proudly on the screen.