

Entrepreneurial talent development program for Kosen students



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1. Introduction

Starting a business is now attracting attention as a driving force for the future of Japan. National Institute of Technology (NIT) is expected to produce human resources who can bring about innovation. In order to develop such human resources, NIT Ichinoseki College (Ichinoseki KOSEN) has been offering entrepreneurial talent development program since 2018 with the support of donations from local companies. In this program, students learn the process of commercialization through a simulation of commercializing ideas that students have come up with.

2. Program content

This program is recognized as an elective subject worth one credit for regular curriculum students and is conducted using after school hours. The program consists of ten lectures for two and a half hours each, with a final report meeting session at the end. Among these, lecture-style courses will be held five times (Leadership, Strategy, Funding, Marketing, and Finance), and round-table conferences inviting venture entrepreneurs will be held three times.

In addition, every time, students brush up their own business concept. In addition to discussions among students, students receive advice from a mentor. The theme of the business concept is a product, program, project, etc. that each student has thought of. While receiving advice from the mentor, students brush up their own business concept and experience the process of independently exploring the direction of commercialization. We believe that it is possible to acquire the ability to understand and accept diverse opinions, and the ability to convey one's own thoughts concisely and clearly.



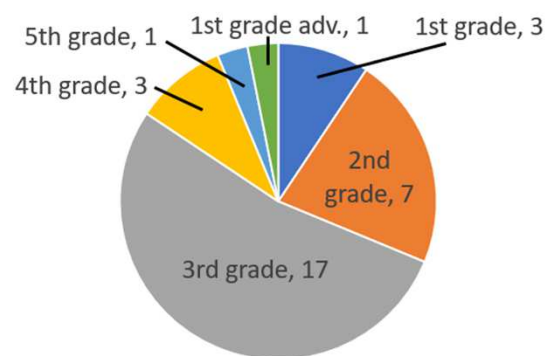
Discussion with the president.



3. Achievement

The program started in 2018 and has been held every year with an interruption in 2020. A total of 32 students attended the program over the four years, with an average of eight students attending each year.

So far, three of the students have started two companies while still in college.



Number of students over 4 years

4. Examples of business concept

- ✓ AR fishing pole that conveys the fun of toys to children of the smartphone generation.
- ✓ Creation of inexpensive and easy-to-use music creation tools.
- ✓ Let's reduce food loss ! Food bank activity !
- ✓ Coexistence with deer.

5. Voices of students

- ✓ I thought that starting a business is difficult and it would be impossible without a basis for absolute success, but my desire to try it became stronger.
- ✓ Usually, students don't have the opportunity to talk about starting a business, so it was very meaningful to be able to deepen discussions among students who are interested in starting a business.



Advice from the mentor.



Discussion among students.