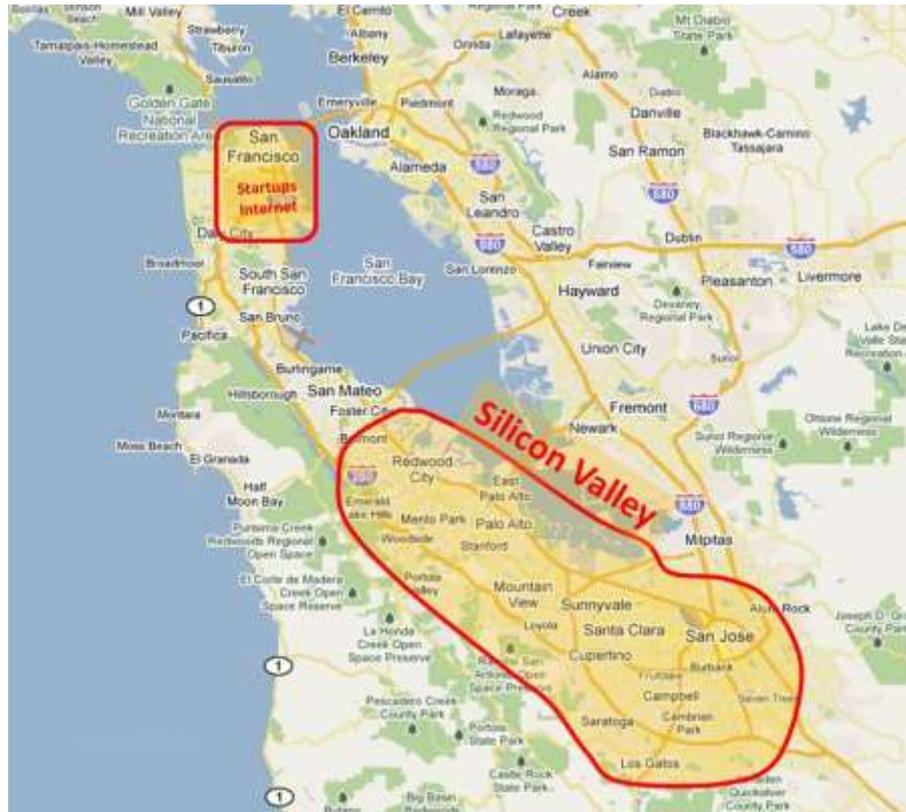


Group A

The World of Silicon Valley

s1230012	Kazuya Jomen	LSI Design lab.
s1230035	Yoshiki tanabe	Embedded system lab.
s1230161	Shinji Hironaka	Adaptive Systems lab.
s1230164	Kyosuke Mori	Distributing and Parallel Processing lab.
s1230203	Shogo Matsumoto	Bit lab.

Area of Silicon Valley



Why should we know about SV culture ?

- Silicon Valley is the world's leading technology city.
- There are world's top class company.
- SV has a culture that recommends new things that can change the world and also it's ok to take risk.
- In Japan, some people have new idea but they don't want to do that because they're afraid of failure.



Initial impression about Silicon Valley

- The people in this city looks very cheerful, fun and friendly.
- Excellent people from all over the world is gathering in this city.
- These people have high purpose motivation and are not afraid of risk.



- There are many big companies such as Google and Facebook.
- There are many startup companies not only famous companies also.
- There are young people having confidence and the excellent ability in SV.

The video related to Silicon Valley

Google interns' first week :

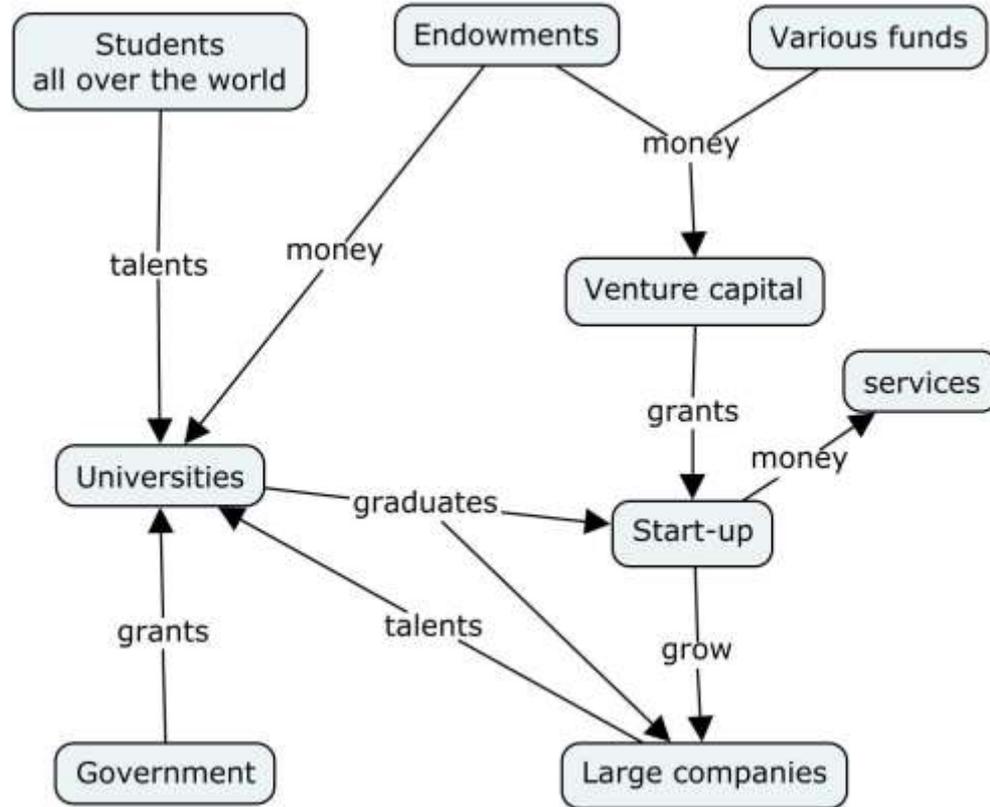
<https://www.youtube.com/watch?v=9No-FiEInLA>

This video explains about internship in the Google. In this intern, It is important that students have to not be afraid of fail. So, in schools and society, actively acting without afraid of risk is important.



The words said by one participant, “You don’t necessarily have to know everything. But you have to be willing to learn” means that it is important to work fun even if you cannot understand.

Silicon Valley ecosystem summary



How important is it for a tech start-up ?

For a start-up, locating in a third-tier market like Charlotte, San Antonio and Milwaukee can be a shrewd strategy. Because this strategy has many advantage.

- In the third-tier markets, significantly lower costs for office space and other expenses.
- Start-up can save on other overhead costs like insurance, catering services, and utilities.



Introduction start-up Nowait①

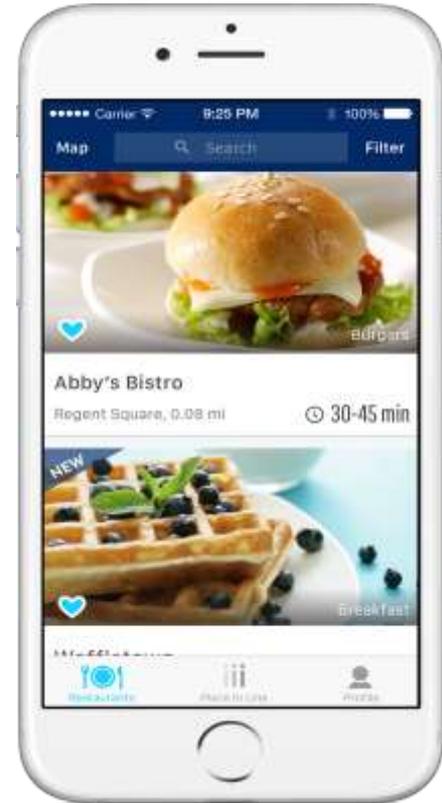
Nowait

Nowait is located in Pittsburgh, Pennsylvania.

Nowait application is for reserving a restaurant.

Until now we went to the shop and checked crowded condition. After that, we were waiting for our vacancy.

By using Nowait, you can join the restaurant waitlist while staying at home.



Introduction start-up Nowait②

What makes special?

- we can easily make a reservation with a smartphone.
- You don't have to wait in front of the restaurant, so you can use the waiting time effectively.
- You can see a list of the waiting times of nearby restaurants.

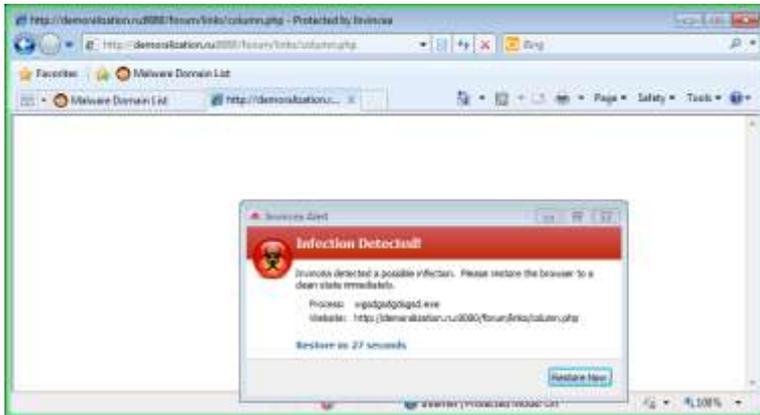
It is popular and easy to use for these reasons.



Introduction start-up Invincea①

Invincea

Invincea is located in Fairfax, Virginia. Invincea is security software company. It is not ordinary security software. This software learns using Deep Learning. Invincea has defense technology against unknown computer virus.



Introduction start-up Invincea②

What makes special?

Invincea use Deep Learning. Deep Learning is excellent AI. Given enough data, the machine automatically extracts features from the data without a people. Invincia technology can detect not only already-known virus, but also unknown virus by deep learning system Invincea developed.



Introduction of UBER

UBER offers a means of transportation in various situations. For example, Commute, Business travel, Office-to-Office. It is easy to find a car. You can find a car just only use UBER application on your smartphone. Only select riding method. Other things are done automatically by UBER. Therefore, UBER run it all from one place. Manage all of the company's ground transportation means. We grasp all rides and automate various processes.



What is sharing economy?

It is a kind of business by sharing human resources / products.

The sharing of things has changed into a business model that produces profits.

The big factor is the Internet.

UBER is one of the services using sharing economy. UBER is a service to share the movement.

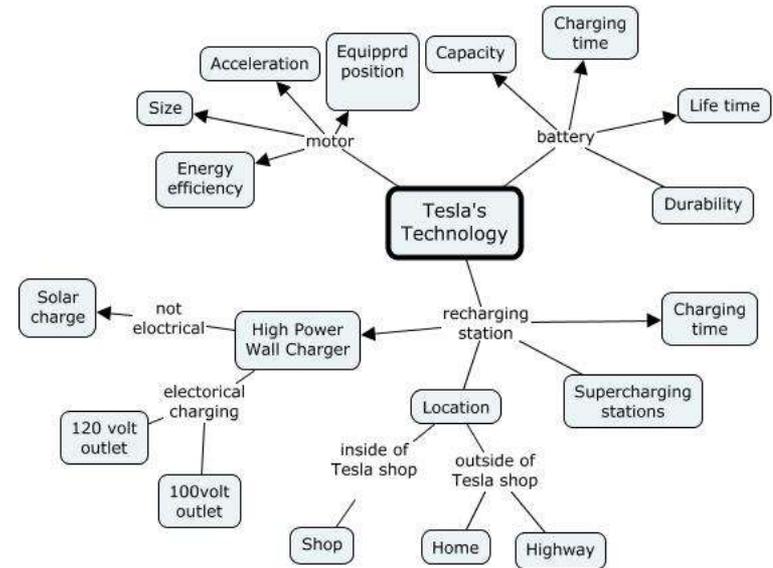
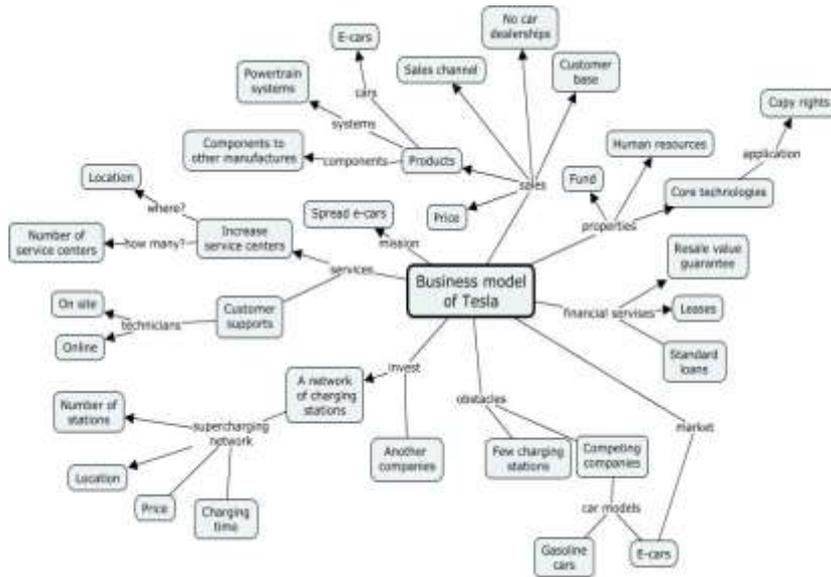


the business and technology model of TESLA

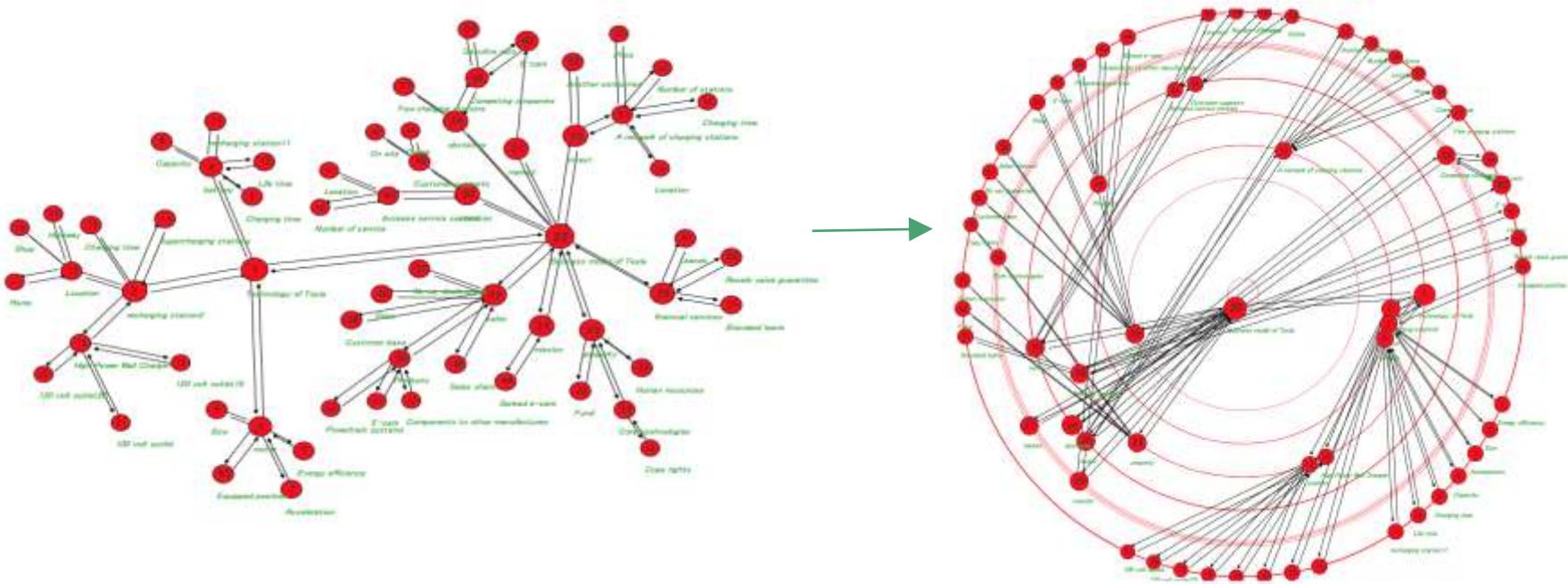
Business model

These are assignments we made in class.

Technology model



The business and technology model of TESLA with vizualizer image



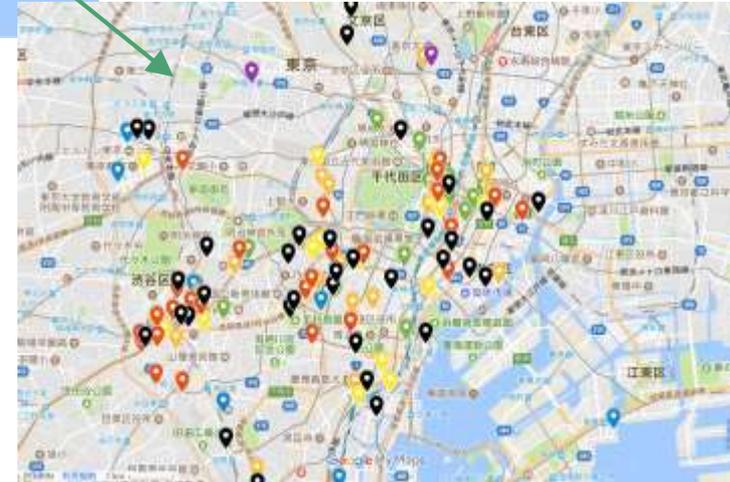
Explanation of the Tokyo ecosystems

What is the ecosystem ?

→ Ecosystem is created by university, Funding Organization, Service providers, Research Organization, big companies, and support Organization gathered.

Graphs to the right represent locations of start-up companies in Tokyo

The maps show that startups are scattered in the center of downtown cities including Shibuya, Otemachi / Tokyo station area.



NEW JAPAN PROJECT

TRIGGER

- Figure out how large firms, fast-growing large startups, and emerging startups can “harness” the Silicon Valley ecosystem.
- The need for greater university-business ties between Japanese businesses and US universities.
- Create a platform for close interpersonal relations to enable Silicon Valley to benefit from Japan.



PROJECT COMPONENTS

- PUBLIC FORUM SERIES WITH NETWORKING
- RESEARCH AND PUBLICATIONS
- POLICY RESEARCH AND IMPLEMENTATION
- OUTREACH SYMPOSIA AND ACTIVITIES

→ Silicon Valley New Japan Summit
<https://svs100.com/event2017-tokyo/>



Btrax's annual JapanNight pitch contest

Btrax is market consulting and brand localization company. Especially, Japanese companies hoping to enter the US.

12 start-ups participate in this contest.

Evaluation method:

- technology
- business model
- value to users
- pitch skill
- global growth potential



Top 5 start-ups

- 1st: Comic English (Conversational robot for learning English)
- 2nd: Drivemode (Expansion function of car by smartphone)
- 3th: SpaceMarket (Convenient reservation system)
- 4th: Colavi (Automatic video editing software)
- 5th: HiNative (English conversation learning software)

These start-up companies are exposed by the media. This is very valuable point of contact for these start-up companies wanting to enter the US.



History of Japan and Silicon Valley

Japan and Silicon Valley have points of contact in two major IT fields.

- 1. Hardware and Software (1980-1990)
- 2. Internet (1990-2000)

Now, companies such as Panasonic, Dai Nippon Printing, JCB, Mitsubishi Heavy Industries and Dentsu are playing an active part in SV.

The Panasonic logo, consisting of the word "Panasonic" in a bold, blue, sans-serif font.The DNP logo, featuring the letters "DNP" in a bold, blue, sans-serif font, with the tagline "The Dai Nippon Printing Group" in a smaller, blue, sans-serif font below it.The Dentsu logo, consisting of the word "dentsu" in a bold, grey, sans-serif font.

Relationship between Japan and SV

Currently, SV pursues technologies and businesses that will directly affect many Japanese large companies.

SV is no longer just a place for IT companies but a place they must pay attention.



Silicon Valley in Japan, Fukuoka City



Famous for:



- Hakata ramen



- Spicy pollack roe

- **Accessible city**

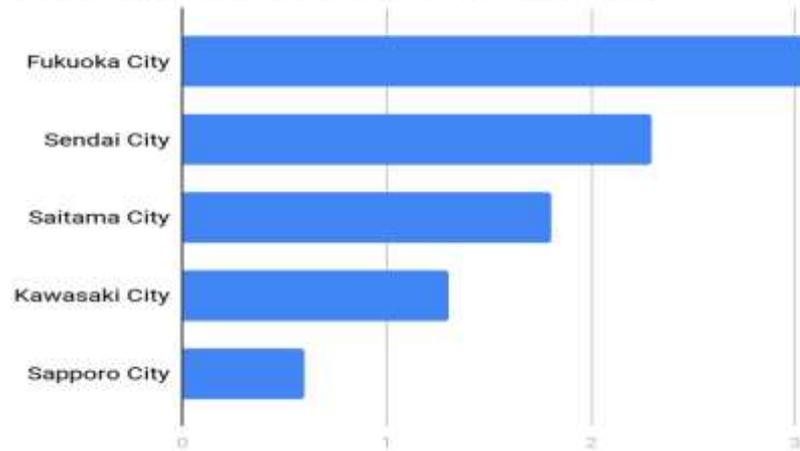
- **National strategic economic zone**

- **Startup Visa**
(Entrepreneurial Incentives for Foreigners)”

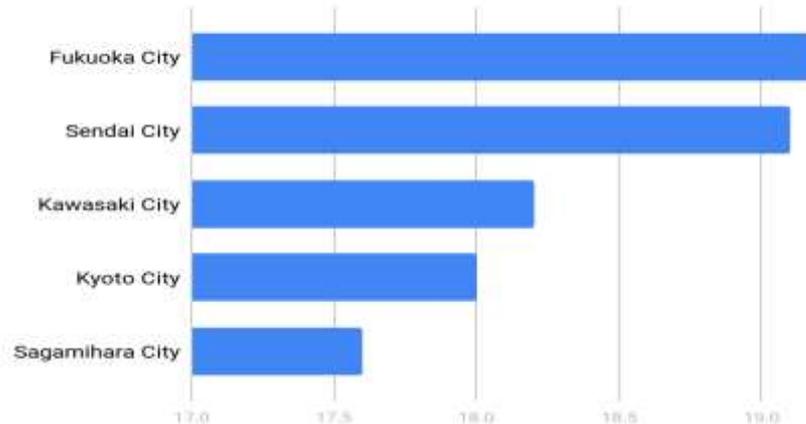
Why Fukuoka ??

- High youth rate and population growth rate
- Easy to start their own business for foreigners
- Plenty of facilities for entrepreneurship
- Various supports from governments

High Population Growth Rate City (%)



High Youth Rate City (%)



Plans to start-up a company following on SV

Ideas in Silicon Valley:

For workers:

- Never fear taking risk to succeed and make use of failure to other opportunity
- Work to create a better world
- Target people around the world

For investors or managers:

- Allow to result in failure and risk
- Focus on talent and new idea

General ideas in Japan:

For workers:

- Fear taking risk
- Work to earn money
- Target Japanese as customers

For investors or managers:

- Not allow to result in failure or taking risk
- Focus on their age or experiences

Our ideas and plans to start-up a company

Our ideas:

For workers:

- Taking risk to succeed without fear of failure
- Learn from failure
- Work to create a better world

For investors or managers:

- Have tolerance for some failure and help the person to learn from it.
- Focus on talent and new idea

Our plans:

- Never judge someone by their nationality, gender, or age
- Respect global talent and ideas
- Experiment without fear of taking risk
- Take the global market into consideration

Thank you for listening!

