Pre-GEfIL Project Summer Program
TSUCHIYA Kiyohiro
The University of Tokyo, Faculty of Engineering (B2)
About myself

TSUCHIYA Kiyohiro

• Natural Science Course 2nd
  → Faculty of Engineering, Department of Systems Innovation

• Belong to the student organisation of African studies

• Study tour to Cambodia & Tanzania

• Academic interests:
  Data Sciences, Economy, Management, International affairs
The Contents

1) The motive of participation

2) Education in LSE-PKU Summer School

3) School life in Beijing

4) What I learned & think in Beijing
The motive of participation

1. Real “internationalised” environment

2. The education of Leading schools
   (LSE: 15th @ Social Sciences by Times Higher Education ranking)

3. Practical English skills

4. Experience Growing economy
Education in Summer School

The classroom
# Education in Summer School

**Course title:** Management, Entrepreneurship, and Global Leadership

<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
<th>Lecture (8:30~12:30)</th>
<th>Seminar (13:30<del>14:50 or 15:00</del>16:20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (8/11)</td>
<td>Opportunity</td>
<td>Introduction to entrepreneurship</td>
<td>Team formation and brainstorming on business ideas</td>
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<tr>
<td>2 (8/12)</td>
<td>The entrepreneurial process, idea generation, and <strong>opportunity evaluation</strong></td>
<td>Kurt and John case (about launching an economic database business in Eastern Europe)</td>
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<td>3 (8/13)</td>
<td><strong>Business model building blocks</strong></td>
<td>Mamma Mia! (the business strategy of musical)</td>
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<td>4 (8/14)</td>
<td>Resources</td>
<td>Social capital, <strong>entrepreneurial networks</strong> and innovation</td>
<td>Cyworld (the business case about the Korean social network service)</td>
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<td>6 (8/18)</td>
<td><strong>Venture capital</strong> and sources of finance</td>
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<td>Business plan surgery</td>
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<td>7 (8/19)</td>
<td>Entrepreneurial leadership and founding team</td>
<td>Security online (the detailed business case about Kurt and John case)</td>
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<td>8 (8/20)</td>
<td><strong>Business plan presentation</strong></td>
<td>Beijing Sammies (the case about the catering service in Beijing)</td>
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<td>9 (8/21)</td>
<td>Building and growing entrepreneurial organisations</td>
<td>TA energy (the case about the power generation company in Turkey)</td>
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<td>10 (8/22)</td>
<td>Transnational entrepreneurs and global value chains</td>
<td>Exam</td>
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# Education in Summer School

*e.g. the business model building blocks*

<table>
<thead>
<tr>
<th>Partner Network</th>
<th>Key Activities</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
<th>Customer Segments</th>
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<tbody>
<tr>
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<tr>
<td><strong>Key Resources</strong></td>
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<tr>
<td><strong>Distribution Channels</strong></td>
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<td><strong>Cost Structure</strong></td>
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### Education in Summer School

**e.g. Google**

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</thead>
</table>
|                  | • platform management  
|                  | • managing services  
|                  | • expanding research | • advertising  
|                  |               | • free search engine  
|                  |               | • monetising contents | • Internet  
|                  |               |                       | • advertisers  
|                  |               |                       | • web users  
|                  |               |                       | • contents creators |

<table>
<thead>
<tr>
<th>Key Resources</th>
<th>Value Proposition</th>
<th>Customer Relationships</th>
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</thead>
</table>
| • Search platform | • advertising  
|                   | • free search engine  
|                   | • monetising contents | • Internet |

<table>
<thead>
<tr>
<th>Cost Structure</th>
<th>Revenue Streams</th>
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</thead>
</table>
| • platform costs | • keyword auctions  
|                 | • (free services)  
|                 | • contents brokerage fee |
IP Market for Leonardo: design, usage, growth in sales.

Suitcase Tracking: design and technology.

Financial Boutique.

1. Chinese character
2. Yoga business
3. Improve privacy

Cyworld case—preparation questions:

- Why do people use social networks?
- How can you segment Cyworld’s users? Which segment should Cyworld target? How can it create a value for users in these segments?
- Which is most valuable to Cyworld?
- How is Cyworld different from Facebook? How are these social networking sites different from other large websites such as Amazon, Yahoo, or YouTube?
- What should be Cyworld’s business model—paid items, mobile networking, or advertisements? Should Cyworld explore any other areas of opportunity?
Education in Summer School
Seminars & Guest speakers

5 special Asian guest speakers
(all once educated in the U.S.)

• the architect office organiser
• the venture capital
• the lawyer specialised in international IPO
• the investment company specialised in energy
• Beijing based real estate company
Education in Summer School

Business Plan

**Strengths**

We are the first and only company that integrates connectivity, green technology and great design into a comprehensive travel product that enhances the travel experience. Latest travel trends show an increased
Education in Summer School
Business Plan
(Presentation)

PRODUCT

- Plastic recycled plastic board & fibers.
- Via smartphone interface
- Direct Social Networking Service connection
- GPS tracking system
- Digital weight scaling
- Bluetooth locking system & Force open alarm
- Wheel dynamo power generating
- Mileage-based services
School life in Beijing
Diverse Environment

• More than 300 students from 40+ countries

• My class: from 19 countries

• Gap year students, University students, Working people (family business~ Multinational firm)
School life in Beijing
Peking University
School life in Beijing
Accommodation & Foods
School life in Beijing
Social Activities
What I learned & think in Beijing

• How to discuss with foreigners > English skills

• Cooperation with diversified group mates

• The high fluidity among the foreign people

• Ambitions to study & doing business globally
Thank you for listening & giving me a chance