



# **SOI Asia**

## **Service plan Contest 2020**

### **-Portraying the future of distance learning-**

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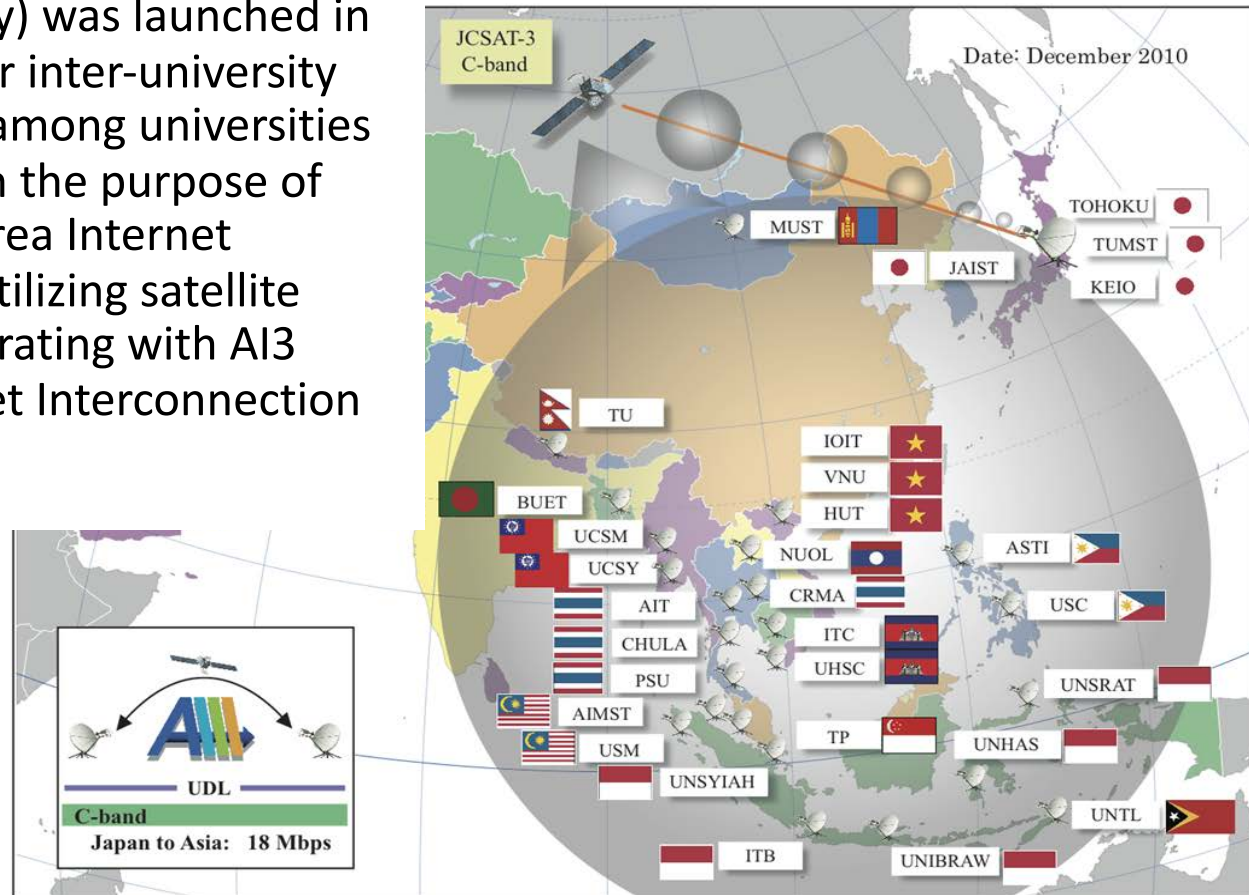
## **Vol2.0**

Oct 28 2020  
SOI Asia Project

# SOI Asia



- The SOI Asia Project (Chair: Prof. Jun Murai, Keio University) was launched in 2001 as a platform for inter-university education programs among universities throughout Asia, with the purpose of establishing a wide area Internet education platform utilizing satellite technologies, collaborating with A13 project (Asian Internet Interconnection Initiatives project).



# Purpose of the contest



- To foster ideas to create social innovation
- To bridge the valley between idea creation and prototype development in university research
- To create student start up through matching potential service ideas with industrial partners

# “The future service on distance learning” is the topic in 2020



- In December 1997, Japanese universities started distance learning. In 1996, one year prior to the government the de-regulation, Keio University, led by Prof. Jun Murai (the internet hall of fame), launched the academic alliance for running SOI Asia in which higher educational institutions jointly operated the high speed internet backed by the satellite telecommunication, working together with 28 leading universities in 14 Asian countries. Since then, universities have fostered know-hows backed by the successful and failure practices.
- In encountering covid-19 crisis, there is a growing need for distance learning in university and K12 education. If the user experiences take the leadership of making a new service, now is the best timing to launch the new prototype in distance learning. Let's bury the gaps between an idea and prototype at the workshop.





Our class is over ZOOM. Is it the ideal for higher education? What is the missing part? Your idea and tech will remove the students' and teachers' frustration and empower their satisfaction

zoom

Class of Management of Emerging Business 202... -スピーカービューとの共有画面

The screenshot shows a Zoom meeting interface. The main content is a slide with the following text:

WHAT ARE WE TALKING ABOUT?

Q. What is the difference between...

Invention and Innovation?  
Science and Technology?

Q. Why do we need new business to innovate?

There are two icons on the slide: a robot and a lightbulb.

In the top right corner of the slide, there is a small video thumbnail of a speaker wearing a face mask, labeled "Jiro Kokuryo".

At the bottom of the slide, there is a video player control bar showing a play button, a progress bar at 01:23:15 / 02:04:26, a volume icon, and a speed control icon.

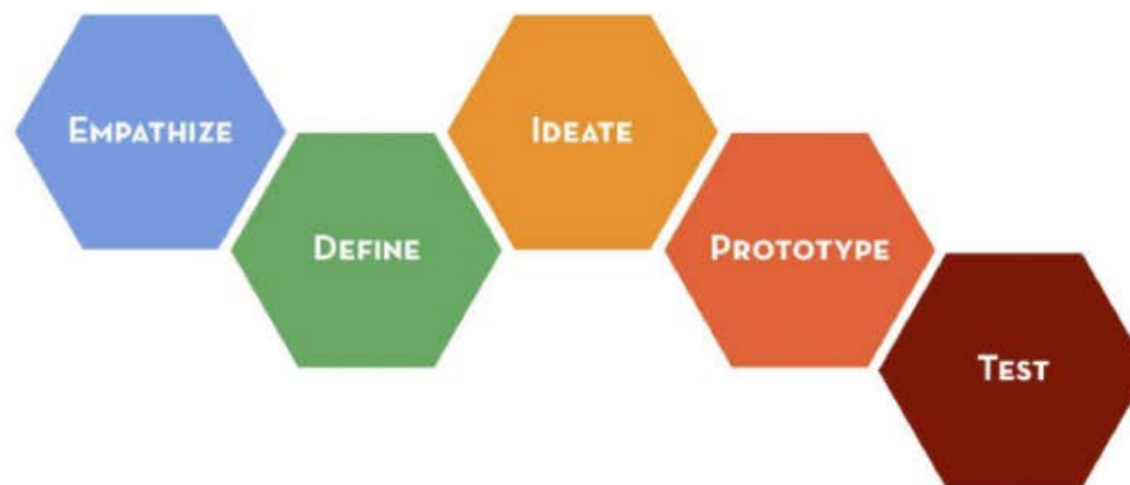
On the right side, there is a chat window titled "チャットメッセージ" (Chat Messages) with the following messages:

- Masaki Umejima 28:13: hello everyone, here is the room for Management of Emerging Business!
- Daum Kim 28:20: Helloooo
- Josephine Galipon 28:22: Hi
- Jiro Kokuryo 30:28: 梅嶋さん、れこーでいんぐし てください
- Josephine Galipon 30:43: oooh, there's a partner in Mongolia

**One example framework for idea generation is the design thinking method to be human and market centric.**



### 5 Processes of design thinking



<https://medium.com/@philmichaels/5-components-to-design-thinking-by-stanford-d-school-48dd111bbbe5>





Another example is a technology centric way.

VC Technology originated at Dr. Sures as Alumni in SOI Asia <https://www.nltvc.com/>



# Schedule



- 1st round: Judgment based on the submitted documents  
**Submission due: ~~10 November 2020, 24:00 GMT+9~~**  
**Submission due: 16 November 2020, 24:00 GMT+9**
- \* *Round one result will be announced by e-mail or contest website by **18 November 2020***
- \* *Submission document is format-free, e.g. power point, document, and video, however the less than 5 minutes' presentation video is recommended*
- \* *Both group and individual participations are welcomed*
- Final round: Judgment based on 5 minutes' presentation and Q&A.  
**Presentation due: 25 November 2020, 11:10 - 12:40 GMT+9.**



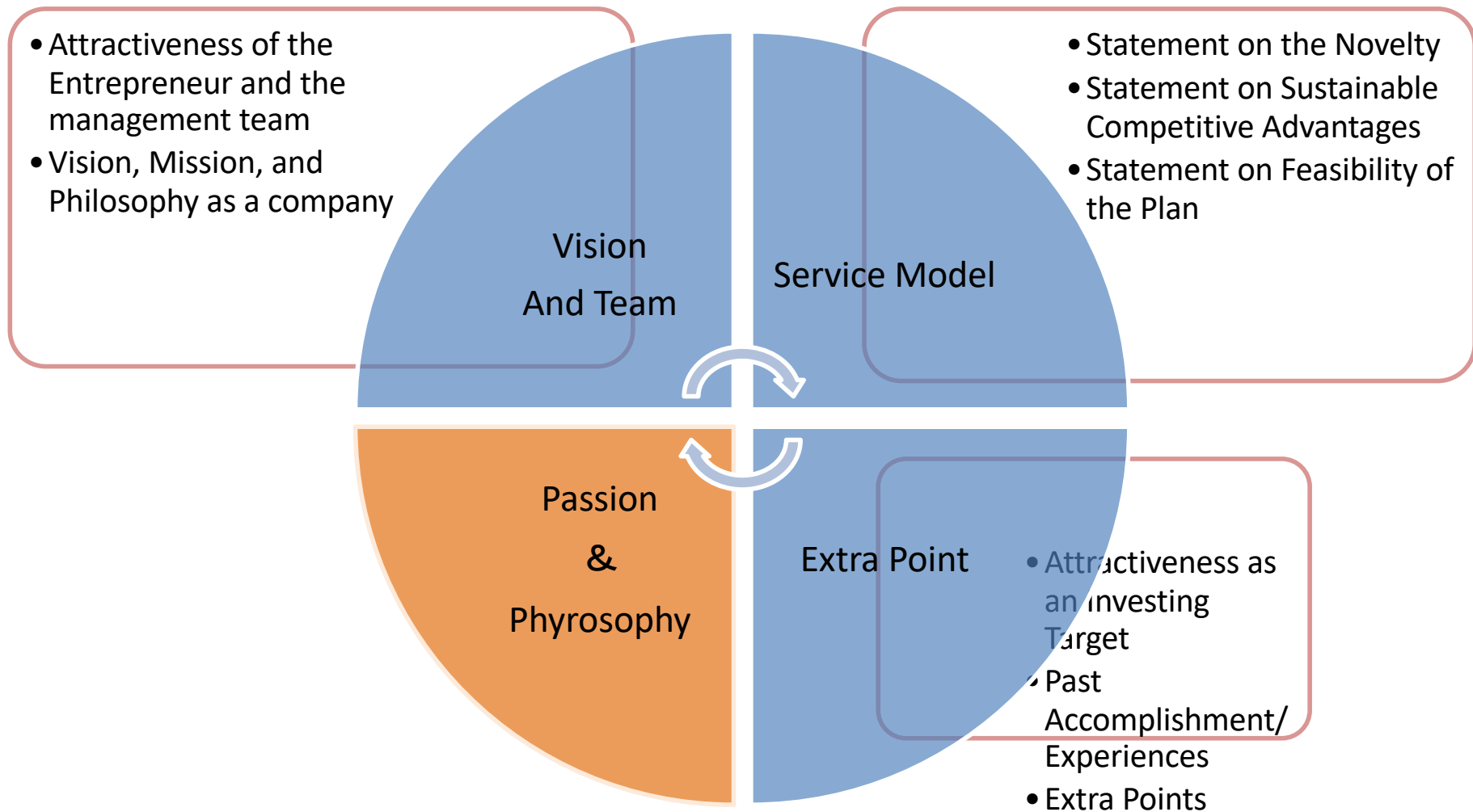
# How to submit?



- Submission due: 16 November 2020, 24:00 GMT+9
- Submission document is format-free, e.g. power point, document, and video, however the less than 5 minutes' presentation video is recommended
- Content upload link is at:
  - <https://drive.google.com/drive/folders/1bzfjPThqZAMUcAjoHdiozwpypWKWIPw1?usp=sharing>



# Evaluation Criteria



# Prize and Incentive



- *\*The final round result will be announced by e-mail or contest website at **the end of December 2020***
- Finance [scholarship and donation] to make a prototype
  - Maximum is 5,000 USD [half million Yen] per one good idea
- Contest is hosted by SOI Asia Project
- SOI Asia deliver the certificate to all the contest finalists

- **W**hen we turn our eyes toward regional communities in Japan, we can observe that the various infrastructures required for our livelihood—such as transportation, education, medical services and financial services—are designed, dependent on having a certain level of population. The required population size varies depending on the type of service, but if the population of a certain area declines below the threshold, local community will become difficult to continue providing those services. At the same time, the reduction of such services also entails the risk of bringing on a catastrophic depopulation in those areas.
- Regional ICT Platform Laboratory with joint hosts by Keio University and INTEC aims at solving these management issues in the regional communities by the combination of ICT and the platform theory.
  - INTEC was established in January 1964 in Toyama, as a provider of outsourcing services with its own data processing center. In over 50 years of history since our founding, INTEC has grown into a company of 3,600 employees with more than 100 billion yen unconsolidated sales. The details are:  
<https://www.intec.co.jp/english/>

