

WISE 2017 Summer Program x Google Japan



Japan Institute for Social Innovation and Entrepreneurship (JSIE) organized Women's Initiative for Sustainable Empowerment (WISE) 2017 summer program on September 2-3, 2017 in Tokyo. This WISE 2017 program is designed to promote entrepreneurship and collaboration toward innovative solutions against various social challenges related to Sustainable Developmental Goals (SDGs). During the program, 25 participants from the U.S., Canada, the U.K. and Japan, had opportunities to shape ideas into plans through group work and to learn various types of leadership and communication skills.

September 2-3, 2017 at Roppongi Hills in Tokyo



JSIE supports fostering global talent, and offers global networking opportunities for young professionals, with an emphasis on helping women and minorities realize their greatest potential. Women's Initiative for Sustainable Empowerment (WISE) summer program is to provide opportunities to shape our life mission and work toward social challenges.



JSIE particularly focused on the following points and asked participants to consider such principles.

- *Identify and define problem(s)
- *Present and explain your ideas to others
- *Negotiate, collaborate, and involve with others
- *Accept different values and be flexible
- *Play leadership and bring "the best outcome"

JSIE has invited ideas that help to make our society better for the next generation. Participants shared their ideas tackling social problems and five groups were formed based on participants' interest.



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Mentors were providing different perspectives, asking critical questions, and encouraging continued effort for shaping plans. Mentors include, Mr. Makoto Goda, an entrepreneur conducting fin-tech business in Mozambique; Ms. Akiko Murai who is a certified coach and has in-depth experience in Worldbank; Ms. Mari Kogiso, who has extensive experience in development projects in Worldbank, MIGA, Dalberg, and now creating Asian women's fund at Sasakawa Peace Foundation in Japan.



JSIE staffs provided lectures on "You can make changes", social impact theories, discussion methodologies, "Story-telling & presentation", and "Tips for Funding" in order for each group to make attractive presentation on the final day.



WISE 2017 program was co-sponsored by Google Japan, and supported by American Chamber of Commerce Japan (ACCJ), Temple University Japan ICAS, Health and Global Policy Institute, and United States - Japan Foundation.



Other mentors are Ms. Suzuka Kobayakawa who deals with social investment fund, Kibow Fund and teaches funding and investment courses at Globis; and Ms. Miwa Koyasu, a former executive director at Recruit Inc., and now started her own business of connecting Asian women's handcrafting products with consumers in the Japanese market. All mentors received overwhelmingly positive feedback from the participants.

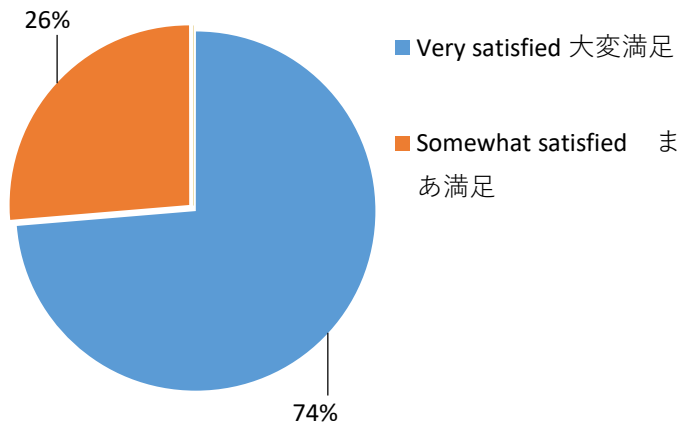


Five teams presented their business ideas and implementation plans in the end of two-day program. Their tackled challenges include food waste, ethical clothing productions, human resource matching, healthy meals, and value-making of the handicapped. The winning team, consist of multi-talent from different nationalities, had a brilliant presentation in English with ready-to-go website and a sample product. JSIE will continue to follow up with WISE fellows, through Facebook page and reunions to connect all past WISE Fellows. For more information, please go to <https://www.jsie.net/en/archives/4117/> for more information on WISE 2017 program.



Evaluation Survey Result

1) Rate your level of satisfaction with the WISE 2017 program.



Q: What inspired you the most during the WISE 2017? In what way?

The teamwork aspect was the perfect task to demonstrate skills required of entrepreneurs.

Meeting people who are actually trying to make their ideas into business.

Learning to think from a investor mindset was very new and intriguing to me.

The energy and ideas of young participants and their willingness to learn.

I was mostly inspired by other people's passion. Some of them really took actions on solving social issues and they didn't just treat the program as a mere 2 days event.

2) How effective were the instructors?

