

Self Wing Inc., ~ Find your Own Wing ~



Selfwing Inc

Yukiko Hirai CEO

Ph.D. (Entrepreneurship Education)

内容

- * どのように起業したか 「大学発ベンチャーとして」
- * 何故起業したか？
- * 何で起業したか？
- * 企業を継続させるために実施したこと
- * 起業することの素晴らしさ
- * どんな形でもまず起業にトライ！

まずは「大学発ベンチャー」として産学で起業
継続させるために、常に新規事業にチャレンジ

Yukiko Hirai

- * 2000-present Self Wing Inc. CEO
- * 2006-2008 Future-Labo Inc. CEO
- * 2011 Entrepreneurship Education Ph.D.
- * 2016-present Self Wing Vietnam Co.,Ltd CEO

Reasons to Start up my own company 何故、起業だったのか？そしてそれを継続するのか？

Workers **were** guaranteed permanent employment in Japan.

After recession hits Japan economy around the end of 1990's
Faced the reality that the number of **unemployment** has been increasing in Japan.

In order to **solve these problems**, I thought I should start new type of educational service.

In 2000,
Established my own company.



小学生からのアントレプレナーシップ教育 日本の教育コンテンツの輸出

Self Wing Inc.

- * Entrepreneurship Education Contents Provider
- * Our Goals
 - * Create new opportunities for good work
 - * Provide good education with the youth
 - * Encourage everyone to be an entrepreneur
- * Our Motto
 - “Give a man a fish and you will feed him for a day.
Teach a man to fish and you will feed him for a life time.”*

Motivation to establish company 何故、小学生からアントレプレナーシップか？

In 1992,
Rioting breaks out at Los Angeles

90% of work of a community has
disappeared.



the wisdom and the educational necessity which begins to create
new opportunities to be independent.

不確実性にチャレンジし失敗から学ぶ



Marketing



Production



Making Business Plan



Sales Activities

会社継続・発展の為に次のステップへ コンテンツの有効性を担保するため博士に グローバルに展開できる教育コンテンツの開発

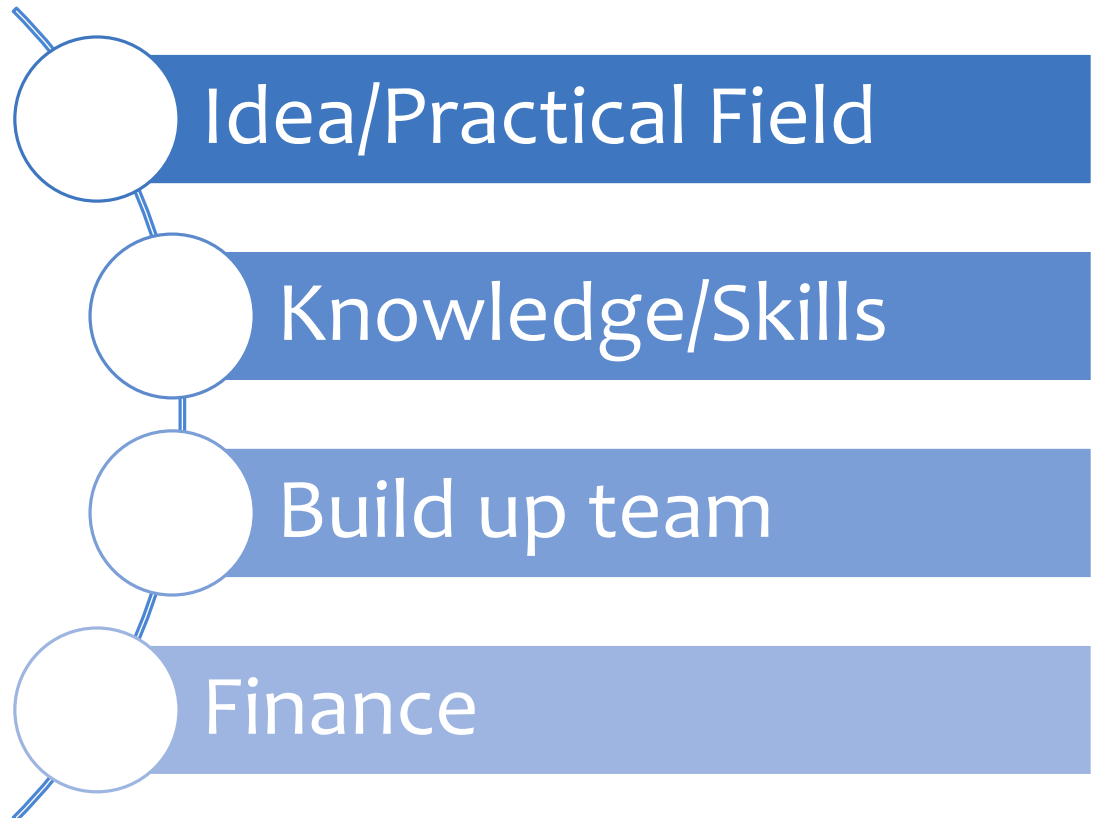
- Students establish the simulated company with their friends.
- Students understand Japanese culture, customs and products, formulate their business ideas and make their products.
- Students deepen exchange with people through sales activity for real customers
- Students reflect back on the statement of account of their business, understand the need of skills and mind of business and cap their program.

To be an Entrepreneur

会社を継続させるには新規事業を考えトライすること

Mindset

- ✓ Courage
- ✓ Self-Confidence



継続させるために必要なことは？ 創業・継続のための支援策は？

Mentors

- To navigate you
- To show us direction

Your
Team

Supporters

- To give you courage
- To help you to overcome your problem

Members

- To share your dream
- To challenge all together

皆様自身の起業

Good points to be an entrepreneur

創業することの素晴らしさ

- * Can be my own boss
- * •Can contribute to the society
- * •Can be able to create new businesses constantly

Responsibilities to be an entrepreneur

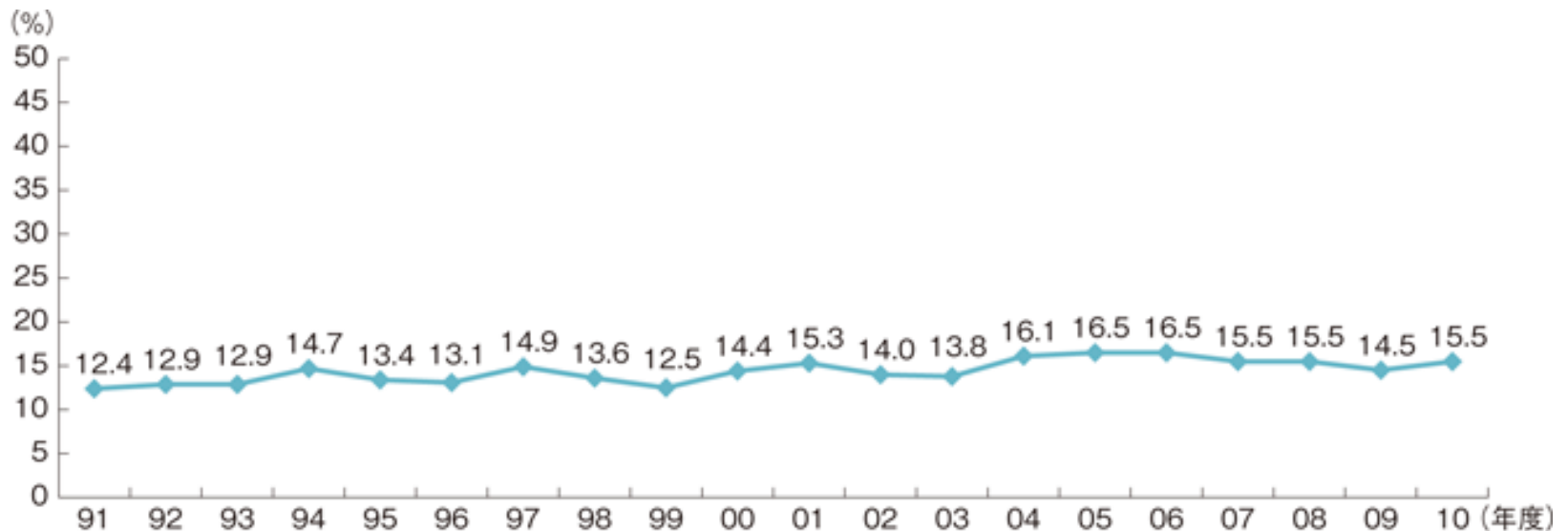
アントレプレナーとしての誇り

- * Be responsible for stakeholders (employers, stockholders. Customers, and so on)
- * •Be responsible for whatever I decide
- * •Be responsible for doing my best
- * •Never give up and keep going

Women Entrepreneur Situation in Japan 日本の女性の創業率

Women entrepreneurs was rare in Japan when I set up the company and the situation have not been improved.

Proportion of women entrepreneurs in the entire entrepreneurs



資料：(株)日本政策金融公庫総合研究所「新規開業実態調査」

自分はどうのように創業したいのか？

継続するためにどのようなステップを計画するか

- Social Entrepreneur

1. Heart

2. Brain

3. Stomach



- Necessity Entrepreneur

1. Stomach

2. Brain

3. Heart



- Opportunity Entrepreneur

1. Brain

2. Stomach

3. Heart

Bill Gates



(Source: Concept of Professor Björn Bjerke modified by Yukiko Hirai)

My Message for all of you 皆様へのメッセージ

Share and speak out your dream and plan

Give a man a fish and you will feed him for a day.

Teach a man to fish and you will feed him for a life time.