

Keynote 3: A way of creating ideas

Just shut up and come with us!!



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My job is to create...

Innovation

Innovation is the creation of new connections, new breakthroughs, new approaches, new interpretations, and new applications. It is often mistakenly thought of just the invention of new technologies, but it's much more. It is a wide spectrum of spontaneous transformations spanning people, organizations, and communities that brings forth big social changes through the translation of new ideas into the creation of new value with meaning for society. Innovation is the quest to fuse completely novel technologies and concepts with existing things and systems to create new value, and in so doing beget major changes in society.

Emerging countries are leapfrogging

Do you know what “leapfrogging” is? It’s a game in which kids vault themselves over other children bent over, leaping like frogs. Figuratively, it also means making large leaps in technology, skipping one or more conventional stages of progress.

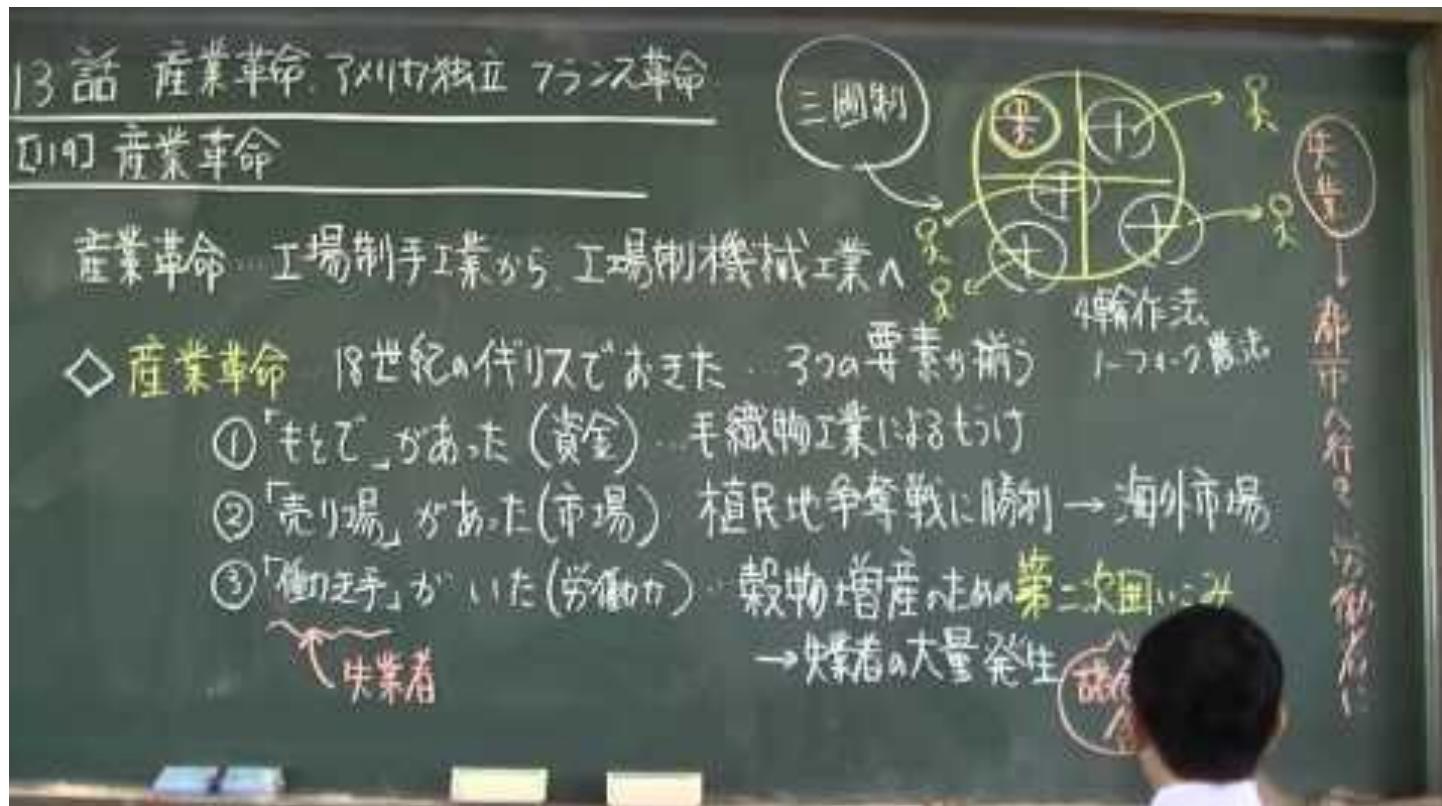
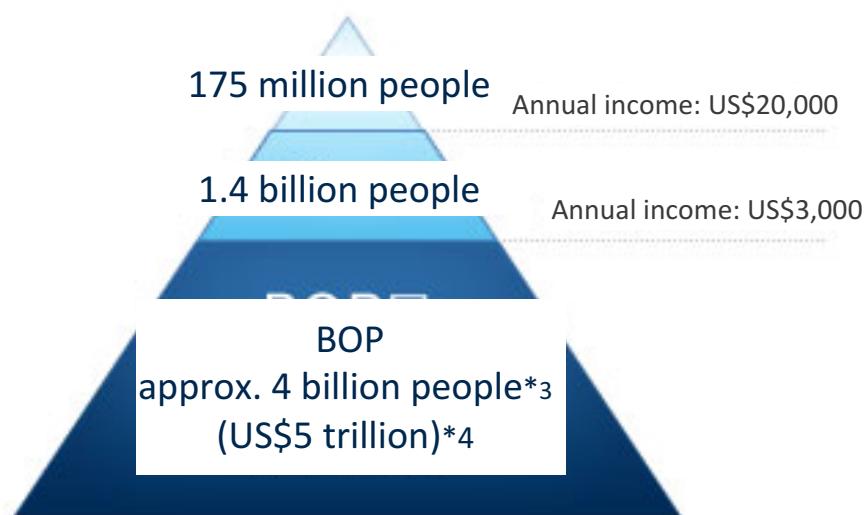
Let’s take the example of telephones. In Japan, phones first developed as land-line communication systems. Next came pagers and PHS phones, followed by the cell phone. And, cell phones have evolved as well, to 2G, then 3G, and now 4G. It has been a gradual process, with each new stage bringing a higher level of convenience.

In contrast, developing economies in Africa still didn’t have extensive land-line networks when the cell phone was becoming commonplace in Japan, but then telecom companies from China and elsewhere arrived on the scene and began building up 3G and 4G mobile networks. As a result, the cell phone became a fixture of everyday life in many parts of Africa, without going through the incremental phases seen in Japan and other developed nations.

This is called leapfrogging—taking technologies that have evolved through stages and planting them where no such technology existed before. In addition to telephony, emerging countries are also leapfrogging their way forward in architecture (office buildings and condos), infrastructure (electricity, gas, and water), IT, and many other areas.



Shifting to a world where innovation comes from the BOP (base of the pyramid)



マズロの欲求五段階説とは

Maslow's Hierarchy of Needs

We want to be recognized

Award!

We want a secure living

Employee

Employee

Self-actualization

Esteem

Love/belonging

Safety

Physiological

This theory arranges human needs into a 5-tier pyramid.

人間の欲求を5段階で整理する理論です。

It can be a helpful guide when seeking to motivate people or increase their satisfaction.

The most important indicator to judge whether our company Hanahanaworks should continue or not is not the sales amount; It is how much impact we provide to the social problems.

In other words, how much we contributed to solve the troubles in the society.
That is the only Key Performance Indicator (KPI) for us.

Some may misunderstand that we are full of volunteer spirit and love charity, but that is not true. Social problem cannot be solved by voluntary activities. The most effective measures for solving social problems are enterprises. There is no meaning to run such enterprises if they do not function for a long term.

The reason why we put more importance on solving social problems than earning money when thinking of KPI is because we know, as an entrepreneur, that the former is the most effective strategy to maintain a company, to bring the largest profit eventually, and to circulate money in the market.

Don't be greedy. Think first about giving the others benefits. That is the key.

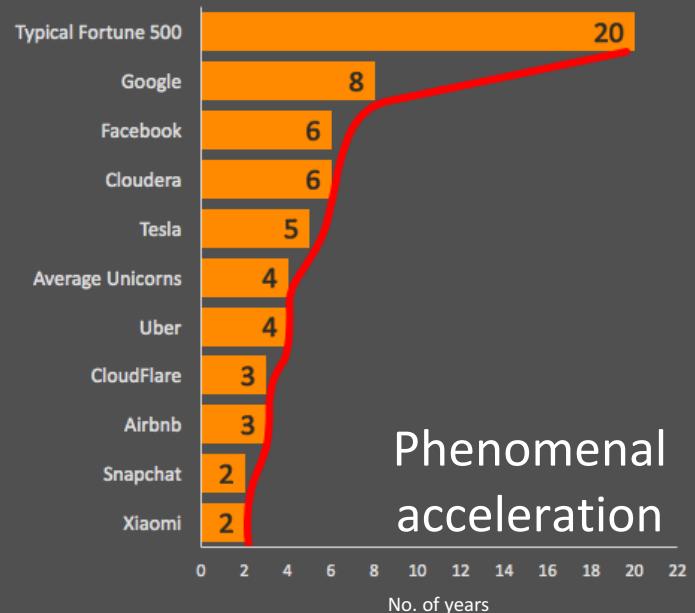
Be a great company to create a great society!

Manufacturing Cost of Technologies



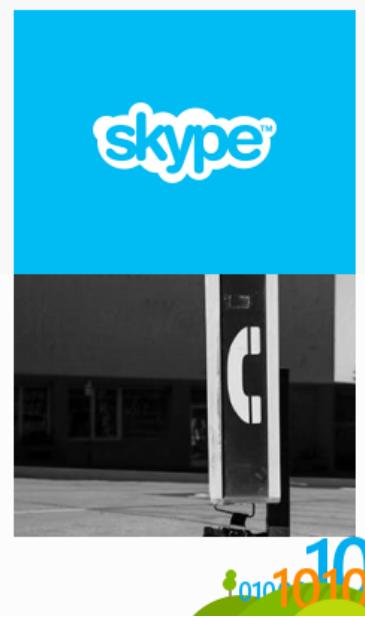
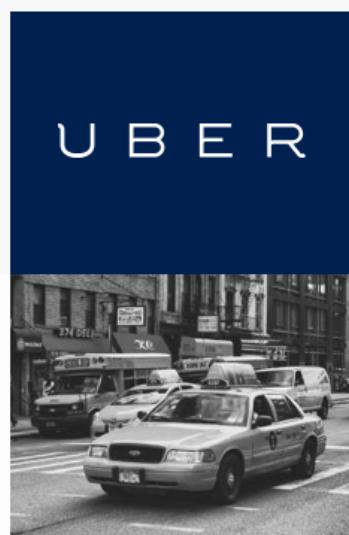
Source: World Economic Forum

No. of years it took for companies to grow to \$1 billion mark



10

Every company is a software company



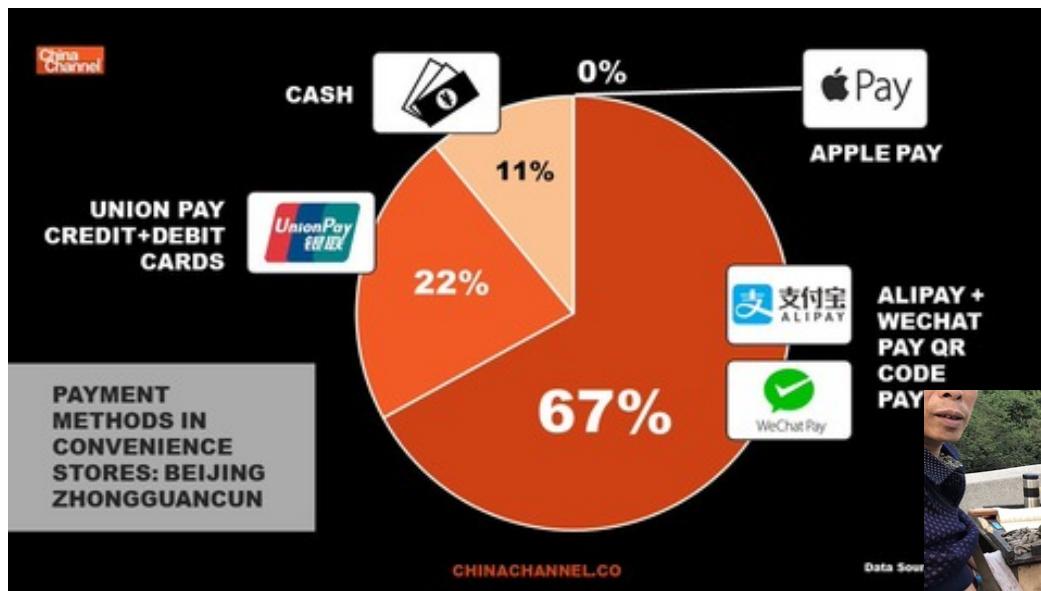
The Cloud

is used for everything



It's annual total number of servers
added in 2011.

Now the number equals
a total per day.



When you connect your device
to the Cloud...

You have access to unlimited
computing and storage



Greater computing power, greater integration



3.24 million



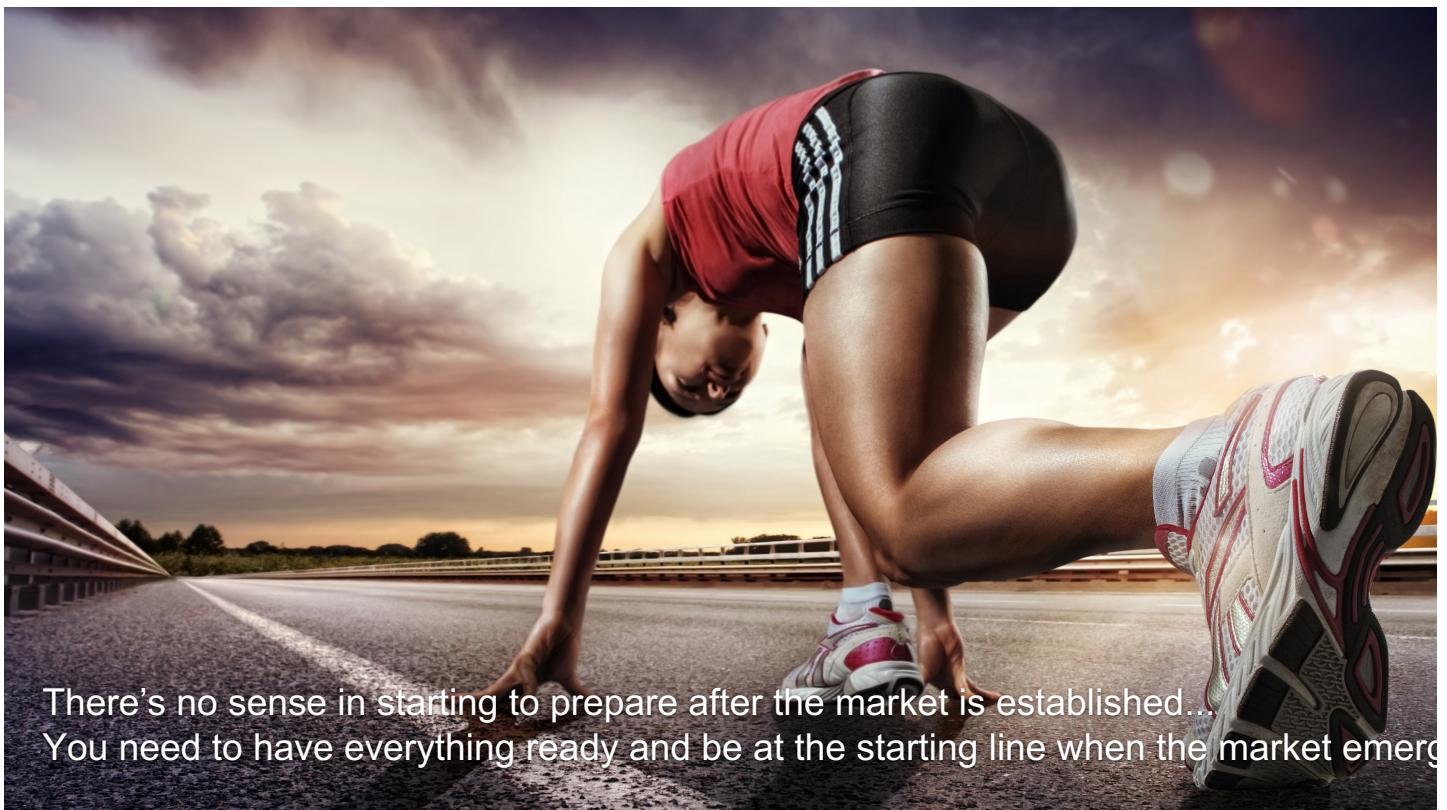
1971年

Intel 4004 (740 KHz) 0.092MIPS

2014年

Intel Core i7 5960x (3.0GHz) 298,190 MIPS





Okinawa & The Frontier Spirit



The people of Okinawa have long been endowed with the frontier spirit. Centuries ago Okinawa leveraged its location in the East China Sea to become a major nexus of regional trade at a time when its larger neighbors China and Japan had isolationist policies restricting seafaring. Its maritime trade reached as far as Southeast Asia, and led to strong ties with partners such as the Malacca Sultanate. In the decades before World War II, some 350,000 Okinawans emigrated to other parts of the world—the largest number of emigrants of all Japanese prefectures—and established new communities that still have close bonds with Okinawa today.