SCHEDULE

Contest Schedule

Sep 1 - 10	Sep 11	Sep 11 - 25	Sep 25
Registrations	Orientation session	Submission window is open	Submission deadline: 6 PM IST

Oct 31	Nov - Dec	Mid Dec/Mid Jan	NOTE
Winners announced	Preparation for winners' travel to Japan	10-12 winners' trip to Japan	No extensions to deadline

6 THEMES

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JAPAN
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Professionals

JETRO
Japan External Trade Organization

Themes Overview

The six contest themes represent real-world problem statements from Japanese companies. Each theme comes from a different sector — EdTech, FoodTech, AgriTech, AI, Manufacturing, and Supply Chain.

- **Why these themes matter:** They highlight current challenges Japan and India share — from sustainable farming and factory inspections, to knowledge transfer and food innovation.
- **What you need to do:** Pick one theme that excites you and build an innovative solution around it.
- **What not to worry about:** You are not expected to create a sales pitch, marketing plan, or financial model. Instead, focus purely on ideas, concepts, and innovation.
- **The big picture:** These themes are designed to push you to think like innovators — combining creativity, practicality, and an understanding of India–Japan collaboration.

gbl, inc

HATTORI est.1885

ISK

GEOGLYPH

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TOA SOFTWARE CORP.

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Theme 1: Game-Based Learning Co., Ltd.

gbl, inc

Topic: The Metrics of Play

Prompt: Create a framework to assess creativity, teamwork, or problem-solving in digital game-based activities and build an AI tool framework that can measure non-cognitive skill development.

Buzz Keywords: Game-based learning, EdTech, Learning Analytics

Theme Details:
- Digital games teach more than facts — they build creativity, teamwork, and problem-solving.
- Current education systems rarely measure these "soft skills."
- Your challenge is to design an AI-powered tool that can assess these skills while students play.
- Think of decision-making speed, variety of solutions, collaboration patterns, and how to make assessments seamless, not like an exam.
- Your framework should be practical, scalable, and useful for educators.

Theme 2: Hattori Industrial Co., Ltd.

Topic: Culinary Equipment Innovation

Prompt: Develop a business idea to innovate kitchen equipment to support the creation of Japanese-inspired dishes tailored for Indian tastes at scale.

Buzz Keywords: FoodTech, Culinary Innovation, Cultural Fusion

Guidance for Students:
- Japanese food is loved worldwide, but adapting it to India faces challenges: taste preferences, ingredient access, and cost.
- Hattori is not just about food — they create kitchen equipment for restaurants and food services.
- Your task is to propose new or improved equipment designs that can enable chefs and food businesses to prepare fusion dishes consistently and efficiently.
- Think about modular, scalable, or cost-effective equipment that can work in restaurants, cafés, or cloud kitchens.
- You may also design a pilot shop concept (within the USD 80,000 hypothetical budget) to showcase how your innovation could be tested in the Indian market.
- Focus on innovation and usability — not on marketing strategies.

Theme 3: Ishihara Sangyo Kaisha, Ltd. (ISK)

Topic: Digital Fields, Greener Yields

Prompt: Develop a business model and strategy for India to promote smart farming practices for farmers across India, enhancing productivity, reducing waste, and ensuring long-term sustainability.

Buzz Keywords: AgriTech, Sustainability, Smart Farming

Guidance for Students:
- Farmers in India face low productivity, high post-harvest losses, and climate uncertainty.
- Technologies such as IoT sensors, drones, precision farming, and AI-based tools exist but adoption is slow due to cost and awareness gaps.
- Your task is to design a scalable, affordable, and farmer-friendly model that makes smart farming more accessible.
- Consider:
  - How to reduce waste in supply chains.
  - Ways to improve yields and income for smallholder farmers.
  - Ensuring environmental sustainability and long-term soil health.
- Think of practical solutions that can realistically be applied in rural India while being relevant for Japanese companies exploring agricultural innovation.

Theme 4: Geoglyph Inc.

Topic: Factory Intelligence

Prompt: Propose a system that analyses video and textual data to boost compliance and reduce time spent on manual inspections.

Buzz Keywords: Compliance Tech, AI Video Analysis, Smart Manufacturing

Guidance for Students:
- Manufacturing companies undergo regular compliance and safety inspections (e.g., for FDA or local regulations).
- Current inspections are time-consuming, costly, and prone to human error.
- Your challenge is to reimagine inspections with AI and 360° video, making the process faster and more reliable.
- Consider how to:
  - Automate detection of compliance issues.
  - Use video and data analytics for real-time monitoring.
  - Ensure solutions can adapt across different industries and factory setups.
- Focus on accuracy, efficiency, and practicality.

Theme 5: Order Busters Co., Ltd.

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Topic: Knowledge Capturing AI System

Prompt: Develop an innovative concept for an AI system that can capture and learn from an individual's tacit knowledge across diverse scenarios and varying levels of complexity.

Buzz Keywords: Tacit knowledge, Smart Learning System

Guidance for Students:

- Much of an expert's knowledge is undocumented, experience-based, and often lost when they retire.
- Order Busters wants to create AI agents that can observe workflows, understand decision-making, and replicate routine tasks.
- Your solution should explore:
  - How AI can capture decision-making logic and reasoning.
  - Ways to use this knowledge for training new employees or improving workplace efficiency.
  - Ensuring data privacy, trust, and adaptability.
- The focus is on designing a system that enhances productivity and knowledge transfer, not on marketing or selling.

Theme 6: Toa Software Co., Ltd.

TOA SOFTWARE CORP.
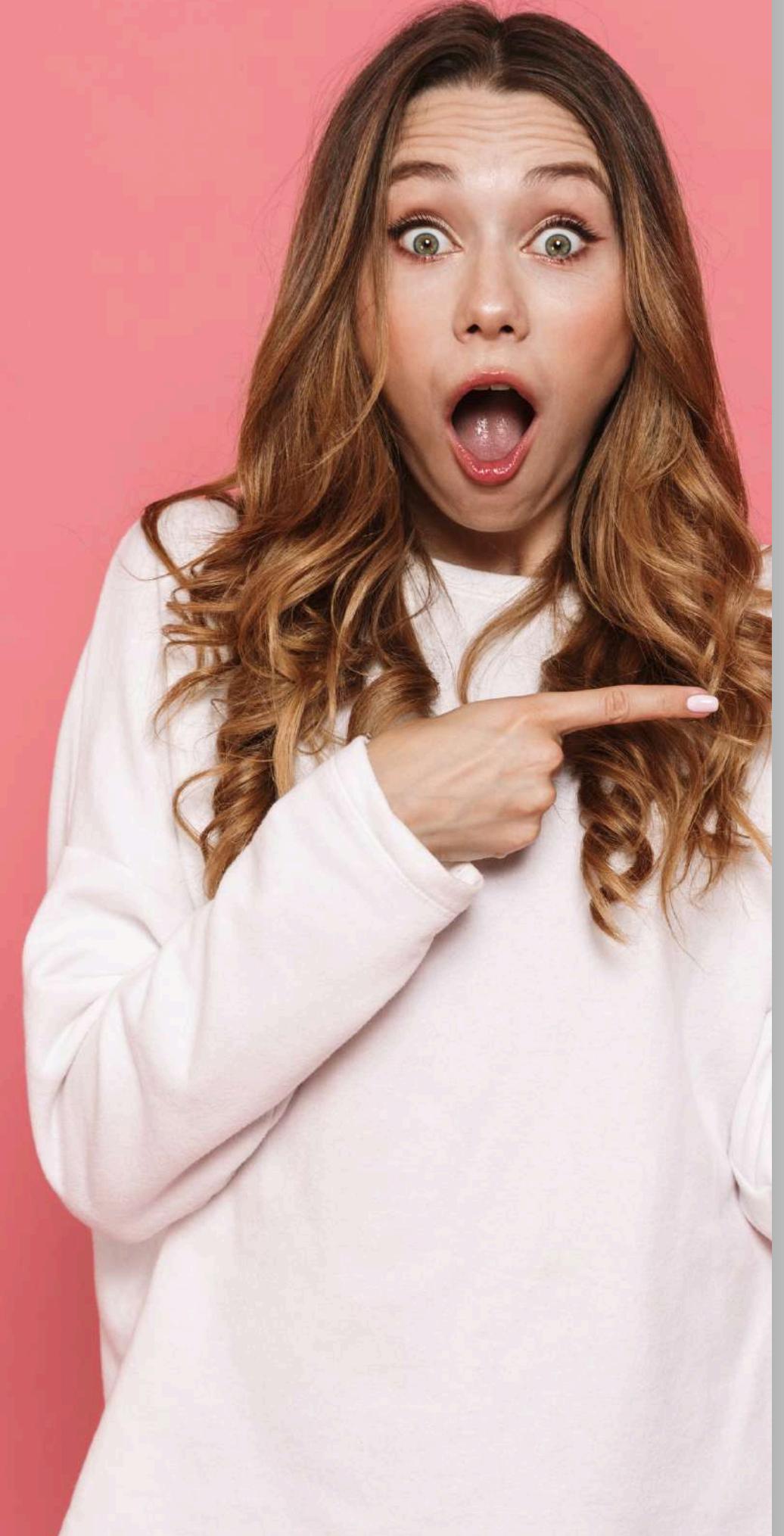
Topic: Smart Markets for Smart Produce

Prompt: Build an AI-powered system to analyse fruit and vegetable supply-demand data to predict sales prices using past data and market trends for Japan.

Buzz Keywords: AgriTech, Predictive Analytics, Supply Chain AI

Guidance for Students:

- Fresh produce markets in Japan (and globally) face price fluctuations due to weather, seasonal demand, and transport delays.
- These challenges affect farmers' incomes and make it harder for retailers and wholesalers to plan effectively.
- Your task is to design an AI tool that predicts sales and prices with high accuracy, helping all stakeholders make better decisions.
- Consider:
  - Using historical pricing, climate data, and market trends.
  - Making insights easy for farmers and traders to understand and act upon.
  - Helping reduce food waste and improve supply chain efficiency.
- The emphasis should be on practical, data-driven innovation that supports both Indian and Japanese contexts.

Important Do's and Don'ts!

✅ Do's
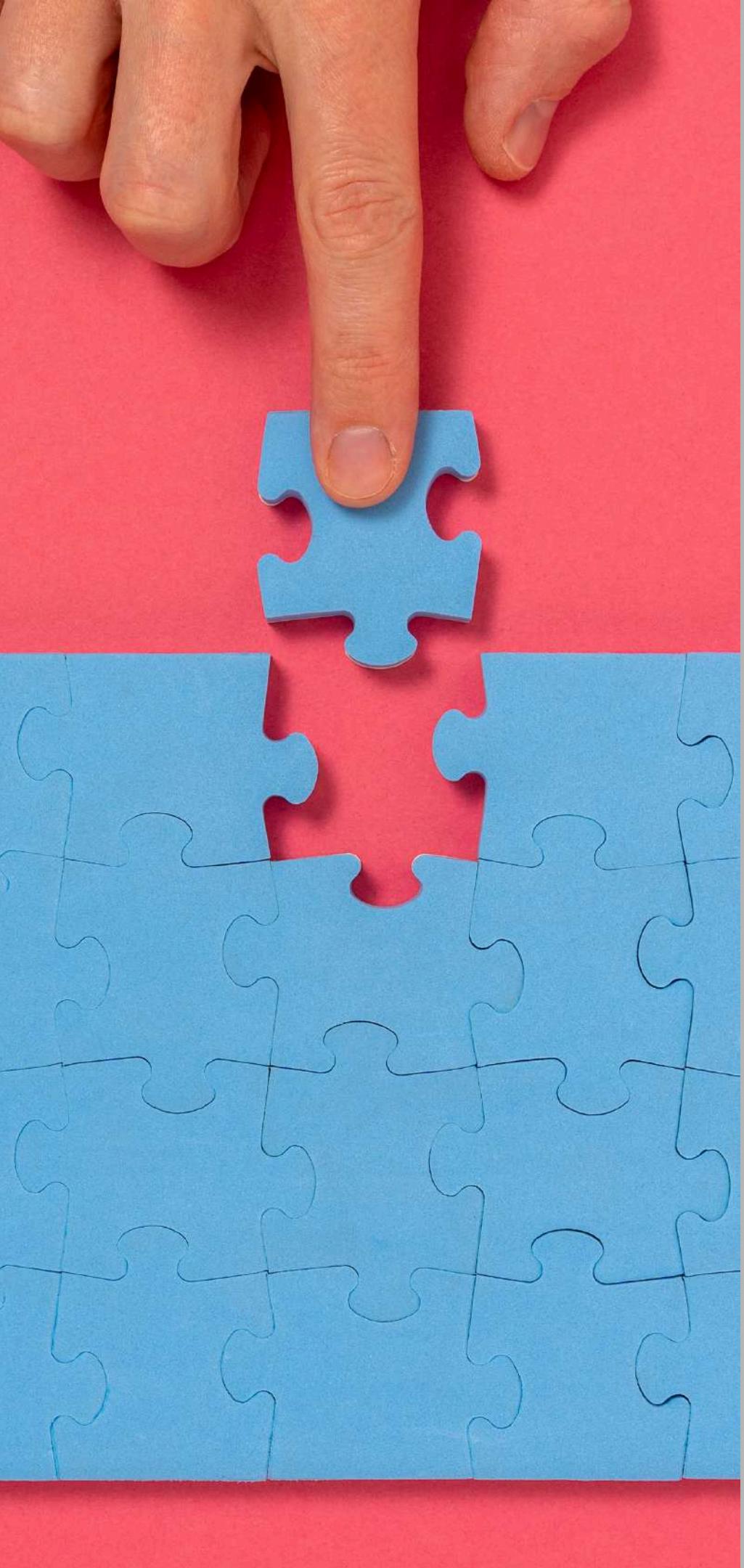
- **Choose carefully:** Select the 1 theme that matches your strengths, interests, and background.
- **Understand the problem deeply:** Re-explain the problem in your own words before working on a solution.
- **Think innovation-first:** Propose a concept, system, or model that's new and solves the challenge effectively.
- **Keep it practical:** Make sure your idea is realistic, feasible, and can be scaled.
- Use the budget wisely (where applicable): If your theme includes a hypothetical budget, design a solution that fits within it.
- **Connect to Japan:** Always highlight why your solution matters in the India–Japan context.
- **Keep it structured:** Follow the video + PPT submission format to present your idea clearly.

❌ Don'ts

- **No sales/marketing plans:** This contest is about innovation, not advertising or promotions.
- **No vague ideas:** Avoid generic suggestions without a clear model, framework, or method.
- **Don't ignore the theme:** Off-topic or loosely related ideas will not be evaluated.
- **No plagiarism:** Ideas must be entirely your own — copying will lead to disqualification.
- **No over-complication:** Don't suggest technology that doesn't exist yet or is impossible to implement.
- **Don't forget relevance:** Your idea should make sense in both India and Japan, not only one context, unless otherwise specified.

SUBMISSION GUIDELINES

Submission Guidelines

- **Step 1: Check Your Theme**
  - You can only change your theme once after registration.
- **Step 2: Prepare Your Submission**
  - **Video: 5–7 min, 500 MB, 720p+, landscape.**
    - Must show your face, use your own voice.
    - Structure: Intro → Problem → Solution → Plan → Impact → Japan Connection → Closing.
  - PPT: 10 slides max, clear & visual, supports your video.
- **Step 3: Submit Before Deadline (Sep 25)**
  - Re-submission allowed → only latest entry counted.
- **Rules Recap**
  - Original ideas only.
  - Must fit chosen theme.
  - Deadlines are strict.
- **Checklist Slide**
  - Valid passport or confirmed date of receiving passport
  - 1 Theme selected and finalized
  - Attend orientation for all information
  - Submit video + PPT on time

| Change theme once only | PPT + Video | No Deadline Extensions |

Video Submission

- **Duration:** 5–7 minutes (max 7).
- **Format:** Must be recorded in landscape (16:9), min. 720p.
- **Visibility:** Your face must be clearly visible throughout.
- **Voice:** You must narrate your idea in your own voice (no AI or external narration).
- **Upload Platform:** Upload your final video to YouTube as Unlisted or Public. Private uploads will not work (judges won't be able to access). Check the video's visibility by opening it in incognito mode to be sure.
- **Submission Method:** Paste the YouTube link in the contest submission form.
- **Re-submissions:** You may re-upload a new video on YouTube and share the updated link before the deadline. Only your latest link will be evaluated.
- **Content flow (suggested):**
  - Intro - Your Name, Course, Year, University Name, Selected theme (30-45s)
  - Problem understanding (1 min)
  - Proposed solution (2–3 min)
  - Implementation plan (1 min)
  - Impact & relevance to Japan (30–45s)
  - Why Japan inspires you (personal and not generic) (30–45s)
  - Conclusion (15–30s)

PPT Submission

- **File:** PPTX or PDF format.
- **Slides:** Max 10 (including title slide).
- **Size:** Up to 100 MB.
- **Purpose:** To visually explain your idea, not to repeat the video.
- **File Saving:** FirstName_LastName_Theme
- **Recommended slides:**
  - Title & student details
  - Chosen theme
  - Proposed solution
  - How it works (step-by-step)
  - Feasibility (real-world applicability)
  - Impact for India & Japan
  - Relevance to theme/company
  - Additional notes / visuals / prototypes (if any)
  - Summary & closing
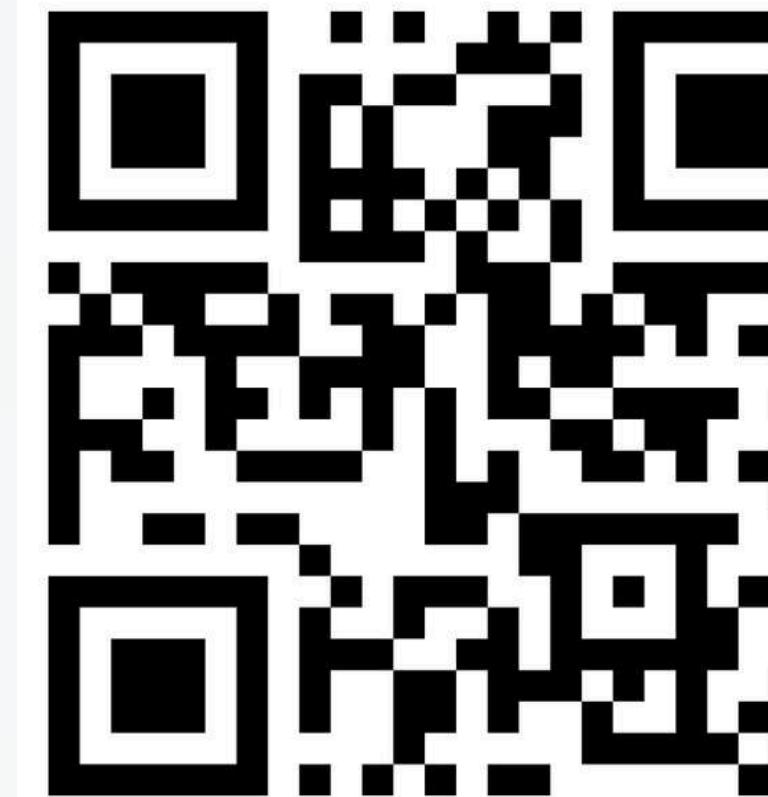
Submission Deadline

Thursday, September 25
6 PM IST

Submission Form

Scan the QR code below for the submission form

Submission form link:
https://forms.gle/kt13mXVt2E74ZA6X6
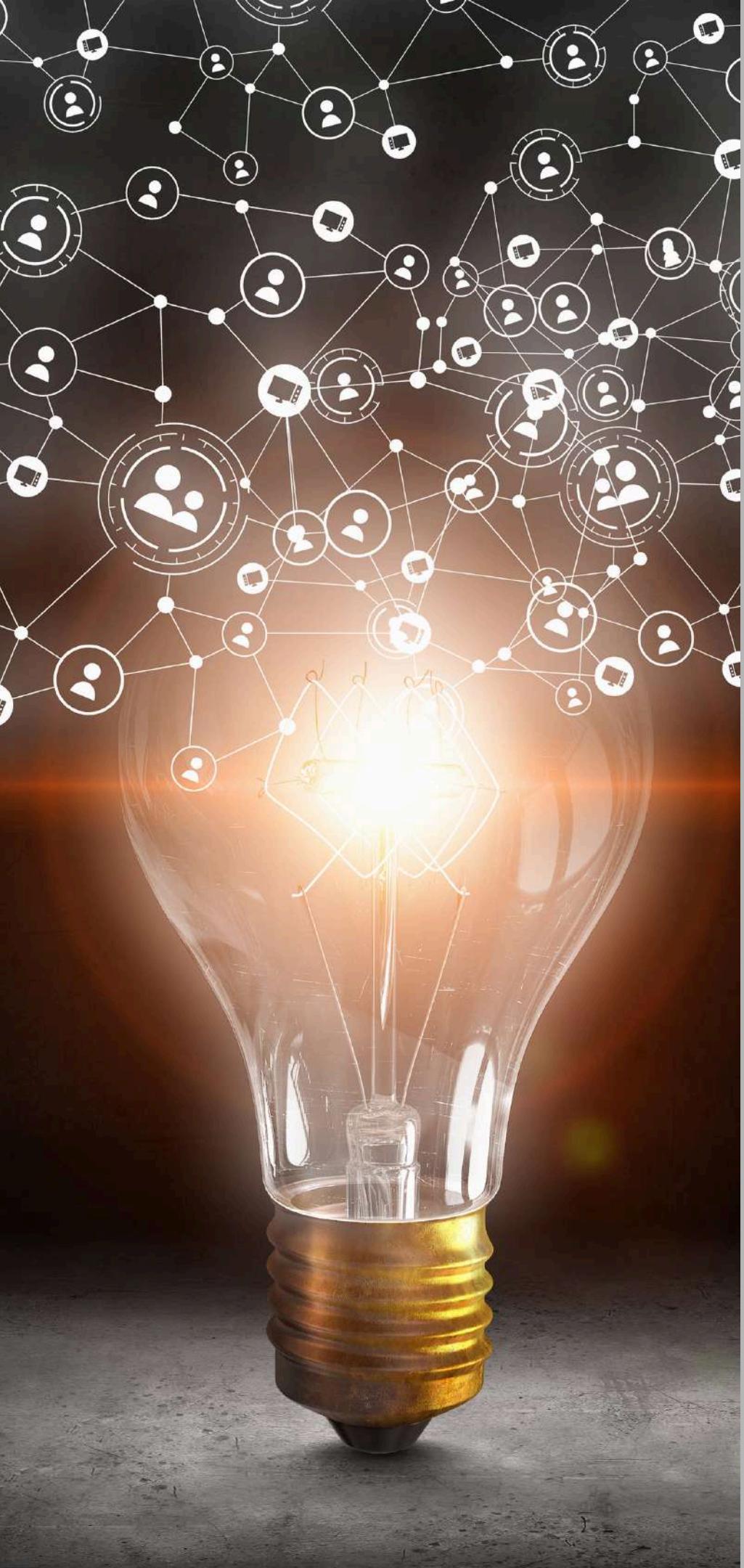
JUDGING CRITERIA

Contest Judging Criteria

	Weightage	Details
Realism	20%	Practicality for real-world execution.
Feasibility	20%	Achievability with current or near-future technology.
Viability	20%	Potential for long-term impact and scalability.
Creativity & Innovation	20%	Freshness, originality, and out-of-the-box thinking.
Structure Adherence	10%	Following the recommended video format and flow.
Relevance to Theme & Japan Context	10%	Alignment with the contest theme and Japan–India collaboration potential.

What Makes A Strong Idea?

✅ **Realistic**
- Grounded in today's reality, not science fiction
- Possible with current or near-future technology
- Practical for India–Japan context

✅ **Innovative**
- Fresh, original approach
- Offers a new perspective or method
- Moves beyond "obvious" solutions

✅ **Relevant to Japan**
- Connects to Japan's industry needs
- Strengthens India–Japan collaboration
- Adds value across both countries

Connect With Us For Any Support or Guidance

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