

# JICA Social Innovator Hub (SIH) 2<sup>nd</sup> Program

September 19th, 2024

Cooperation Agency (JICA)  
Dream Incubator Inc.



November 2024  
Japan International Cooperation Agency (JICA)  
Dream Incubator Inc

This document contains highly confidential information & information related to the rights of third parties, and its disclosure is limited to within your company. Additionally, the usage purpose is limited to the purpose agreed upon at the request. If you are considering disclosing it to the outside or using it for purposes other than the intended one, please consult with us in advance & obtain written consent.



# TODAY'S AGENDA

## 1. SIH 2<sup>nd</sup> Incubation Program

- Building on the successful implementation of the 1<sup>st</sup> Program in Aug-Sept 2024, JICA will hold the SIH 2<sup>nd</sup> Incubation Program in Feb-Mar 2025
- We would like to ask for your cooperation in reaching out to passionate and talented youths who can create innovative business solutions to social issues

## 2. Application Process and Timelines

- Application deadline is January 12<sup>th</sup>, 2025. The final participants will be decided by the end of January 2025.
- Online Phase: Feb 10<sup>th</sup> – 28<sup>th</sup>, 2025
- Japan Phase: Mar 3<sup>rd</sup> – 28<sup>th</sup>, 2025

## SIH 2<sup>nd</sup> Incubation Program

### Application Process

# What is SIH?

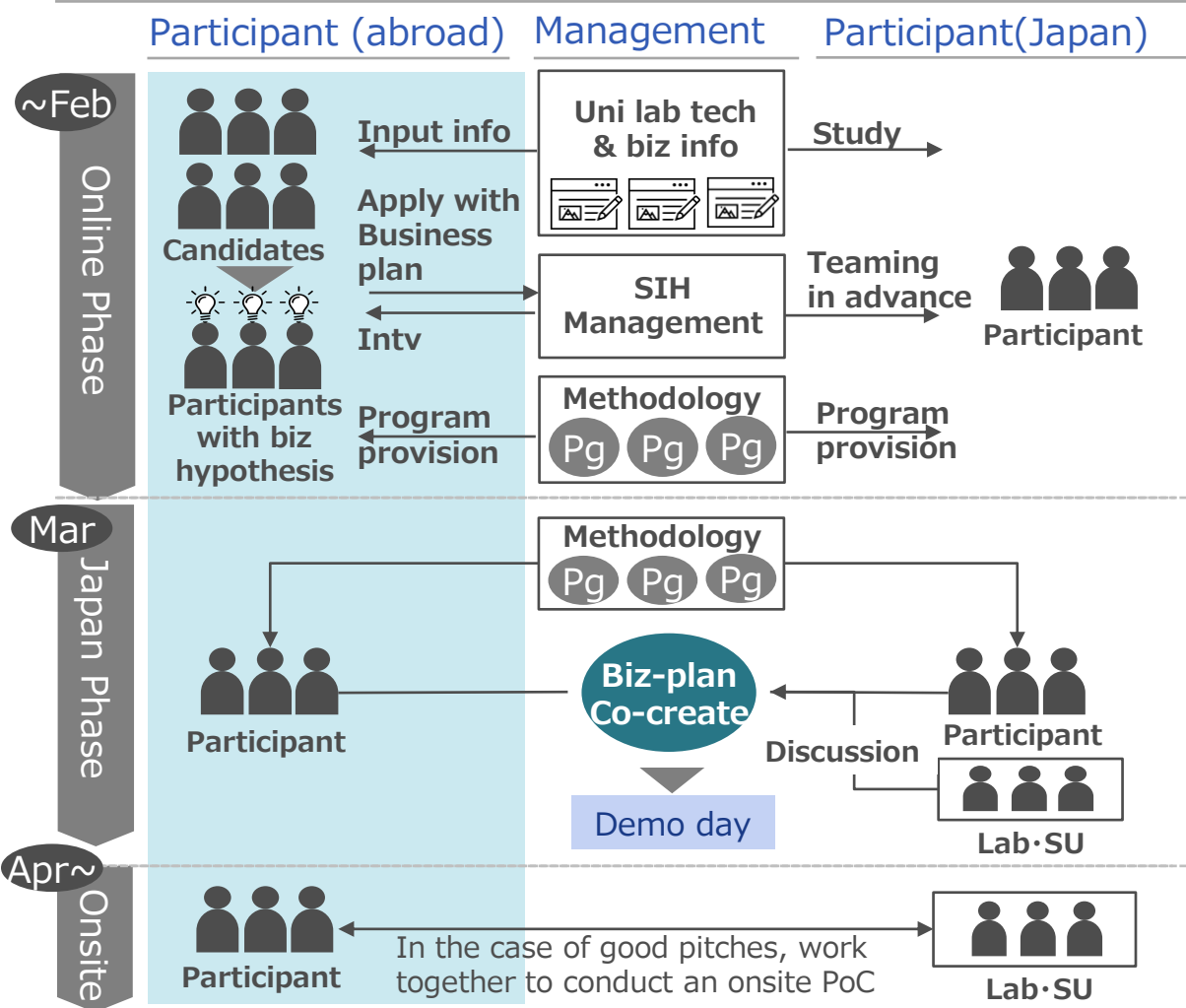
Incubation Hub for Future Social Innovators in Partner Countries and Japan



# How SIH 2<sup>nd</sup> Incubation Program is Structured

Clarifying Issues & Hypothesis Creation -> Business Model Iteration through Lab/SU Input

## Overall Program structure



## Overview

**Propose a biz plan using cutting-edge tech from 15-20 Japanese University labs, followed by an interview**

- Details about lab technology etc. are available on the JICA official website

**Once selected, participants will begin hypothesis testing, biz methodology lectures & work with mentors**

**In Japan, participants will collaborate with Japanese Uni participants/labs/SU & co-create innovative, feasible solutions**

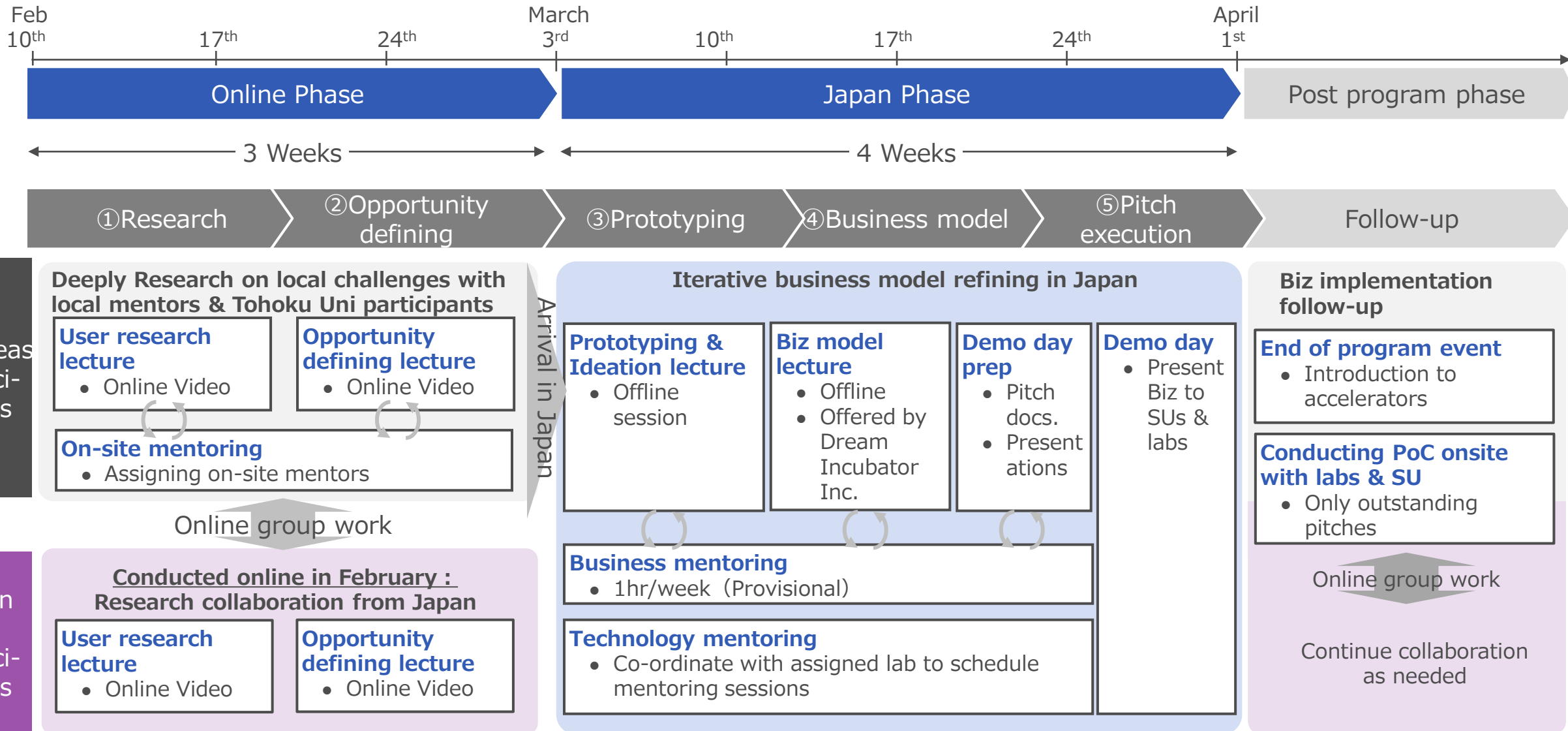
- Refine solution & biz model adapting to local challenges
- Refine technical feasibility of ideas

**Those with exceptional pitches will conduct a full-scale local PoC towards commercialization**

Detailed program schedule & content introduced on the next page

# Detailed Program Schedule

Online Phase: Feb 10<sup>th</sup> – 28<sup>th</sup>, Japan Phase: March 3<sup>rd</sup> – 28<sup>th</sup>





# Overview of participating labs & Tech

Participants have to select Labs/Startups they want to collaborate and submit in Application Form

Research category	Technology	Researcher	Company
Healthcare/Drugs	Development & Commercialization of a New Portable Device for Quantifying 'Shoulder Stiffness'	Dr. Hashimoto	-
Healthcare/Drugs	Development of Selective Nucleic Acid Drugs for Cancer Cells	Dr. Wada	-
Communication	Tech that displays curved terrain, aiding in the management of rivers, roads, waterways, coastline	Dr. Sato	-
Social Sciences	Caregiving education system specialized for foreign caregivers using Mixed Reality (MR) tech	Dr. Aoki	-
Materials/Nano	Creation of Material Nano-Interface Science through Surface Force Measurements	Dr. Kurihara	-
Social Sciences	Research on Proper Waste Management and Urban Mining Policies in Asia	Prof. Yu	-
Healthcare/Drugs	Enables Fast and Accurate Dosimetry Under Magnetic Fields	Dr. Kadoya	Airato
Environment	Discovery of New Physiological Functionalities of Supercritical Carbon Dioxide-Extracted Japanese Essential Oil	Prof. Watanabe	Storyline
Material/Nano	Development and Manufacturing of Applied Products Using Conductive Fibers Based on Silk	Dr. Torimitsu	AI-silk
Material/Nano	Development and Device Integration of New Functional Crystals, Scintillators, and Piezoelectric Single Crystals	Dr. Yoshikawa	Piezo Studio
Material/Nano	Low-Temperature Reforming Reactions of Hydrocarbons Using Metal Oxide Nanoparticles Synthesized via a Supercritical Method	Prof. Adschiri	Super Nano design
Life Science	Research on Development and Aging Using a Brain MRI Database	Dr. Taki	CogSmart
Life Science	The Development of Methods to Maintain and Improve Brain Function and Mental Well-Being	Dr. Kawashima	NeU
Healthcare/Drugs	Functional Design of Proteins Using Artificial Intelligence: Supporting the Design of Enzymes, Diagnostics, and Pharmaceuticals	Dr. Umetsu	Revolka
Communication	Optimizing everything: towards an optimal society	Dr. Ozeki	Sigma-Ai

# THE MAIN PARTNER : TOHOKU UNIVERSITY, JAPAN'S LEADING UNIVERSITY IN SCIENCE & TECH / STARTUP DEVELOPMENT / GLOBALIZATION

## Top Global School

### Selected as the best university in the Times Higher Education 'Japan University Rankings' \* for 4 consecutive years

- Ranked top in terms of internationality, educational results & resources.
- Number of international students: over 2,200 (13% of the total)

### The only 'Universities of International Research Excellence' in Japan

- Potentially have access to the investment profits from the Japanese government's 10 trillion-yen fund for research

## Commitment

### Two Tohoku University Vice Presidents advocate the program

- " It is essential to strengthen cooperation with the Global South as we promote Global x Diversity" (Executive Vice President Aoki)
- " We have formed a task force and will take responsibly promote & ensure success of SIH" (Vice President Yamaguchi)

### Have their own accelerators and venture capital

- Accelerator: TOHOKU UNIVERSITY Startup Incubation Center
- VC: TOHOKU University Venture Partners

## Startup Eco-system

### 179 startups have originated from Tohoku University

- Including 6 IPOs and 2 M&As
- Holding many seeds in the fields of environment and disaster prevention



Tohoku University Aobayama Campus



Executive VP Aoki



VP Yamaguchi

\* Ranking by Education Information magazine published by the Times, a daily newspaper in the U.K.  
Source: HP of Times Higher Education, HP of Tohoku University



# THE MAIN FIELD IS SENDAI, THE LARGEST CITY IN THE TOHOKU REGION, HIGHLY ENGAGED IN SOLVING SOCIAL ISSUES

## Population of about 1.1 million: Top among the 6 prefectures in the Tohoku (northeast) region

- Coexistence of metropolitan atmosphere with a proximity to nature

## Convenient compact city

- Everything you need for daily life is available around Sendai Station

## Easy access to traditional Japanese culture

- Sendai Tanabata Festival (August)
- 30 minutes from Matsushima, a popular tourist spot etc.

## Sendai city is heavily focused on startup support

- Local government advocates “If you want to ‘start up’ a business, do it in Sendai/Tohoku”
- One-stop support center for startups was established recently.

## Local government particularly focus on fostering social business

- Been an increase in social entrepreneurs since the Great East Japan Earthquake in 2011.
- Various support program / facilities are provided for social startups



Central area of Sendai city



Example of social entrepreneurship support program / facilities in Sendai

Sendai  
-Largest city in  
Tohoku-

Social Impact  
Eco-system

# What Participants can gain from SIH?

## Global Network of Social Innovations

Next-generation social innovators from JICA's partner countries across the continents will work together intensively to build global network of social innovators

---

## Collaboration with Labs/Startups with cutting-edge technologies

Participants are provided with opportunities to work closely with Japan's leading Laboratories and Startups that have cutting-edge technologies with huge potential of application to lingering social issues

---

## Incubate business to tackle social challenges

Local and International Mentors will provide hands-on support throughout the program to support participants incubate businesses to tackle social challenges leveraging advanced technologies

### Cost

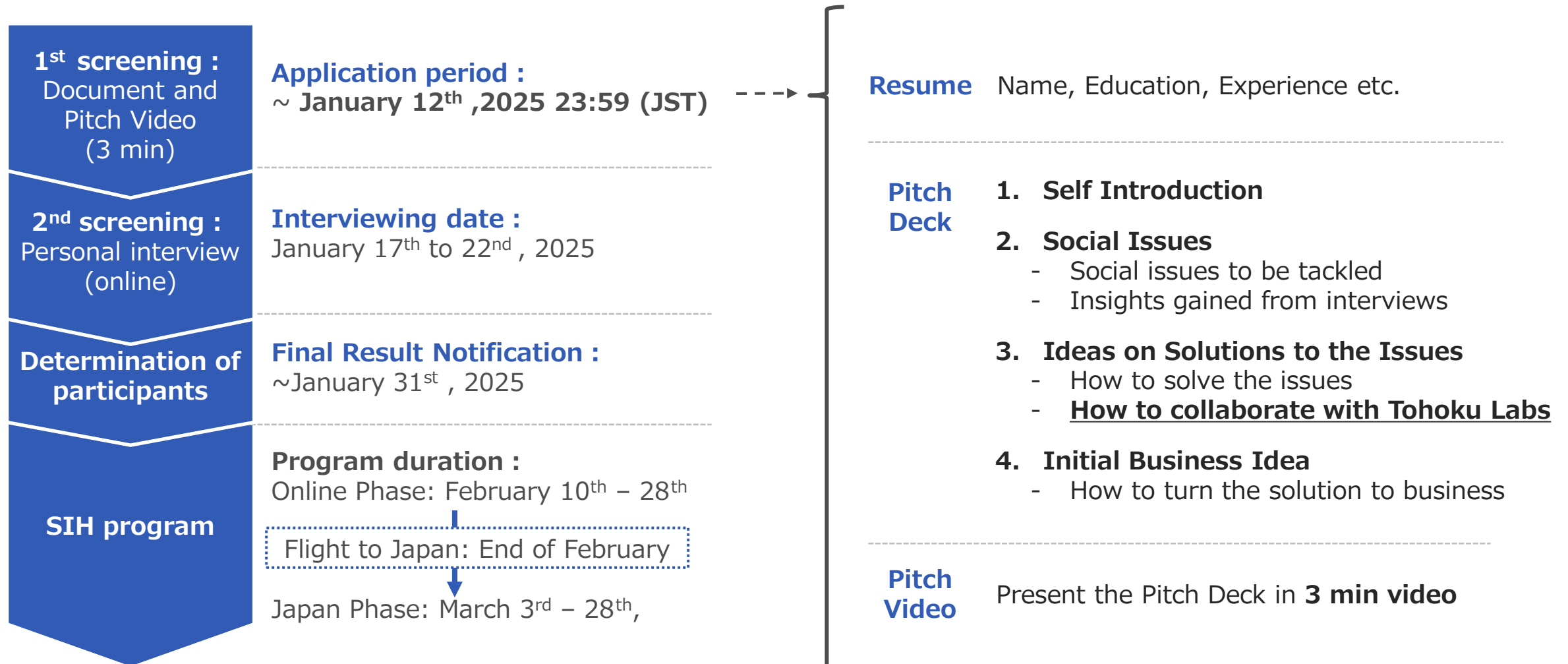
- **Provided by JICA : travel expense** (flight tickets, insurance, accommodation fee, course fee)
- **Borne by participants** : Items not included above (passport, PC, fare to/from the airports in each country, etc.)

SIH 2<sup>nd</sup> Incubation Program

Application Process

# Application and Screening Process

Accept Application until January 12<sup>th</sup>, 2025



# Ideal Candidates

## Commitment to Social Innovations through Business

Genuinely committed to solving social issues through business

---

## Capabilities to leverage cutting-edge technologies

Having tangible business ideas that leverages technologies and insights from the participating labs or startups from Tohoku University to solve social issues in developing countries.

---

## Action Oriented

Willing to keep engaging with the labs or startups to tackle real-world problems once they get back to their home countries after the program

**\*Preferred participants are graduate or PhD students, final-year undergraduates, or recent alumni who are ready to take action and initiate their ventures as soon as they return home.**



# LANDING PAGE AND APPLICATION FORM

Landing Page Under construction

- Link to be shared as soon as completed

**Social Innovators Hub (SIH) Call for Participation!** **SAMPLE**

## Program Overview

Social Innovators Hub (SIH) is a co-creation type incubation program connecting Japan & developing countries to foster 'next generation social innovators' who through business aim to solve social issues in their respective countries. Organizers, the Japan International Cooperation Agency (JICA) are now inviting participants from Japan & partner countries.

## Key points of the program



**(1) Driven to solve social issues.**

Participant is passionate about solving these issues/support problem...



**(2) Utilize "Japan's strengths" to solve issues in Partner Countries.**

Introduce top tier Japanese university technology.



**(3) Project based practical programs**

Globally renowned, replicable methodologies.



**(4) Teach practical business skills**

Business planning, finance, impact assessment/methods by experienced...



**(5) Creating a place of emergence & diversity**

Participants from 4 countries

Application Form Throttle (<https://sih2.throttle.biz/>)

- We will update applicants with new information once they have created an account.

**THROTTLE**

The Program you are selecting. SIH 2nd Program Select

Dashboard

Program

Message

## Resume

### Create a Resume

Your name **Required**

This form is for people CURRENTLY RESIDES in Indonesia, Mongolia, Nigeria, and Peru.  
※Please fill out this resume entirely in English.  
※ 1 to 100 characters max (0/100, characters)

Country of residence **Required**

Your nationality **Required**

※ 1 to 100 characters max (0/100, characters)

Educational background **Required**

Please describe your educational background after high school. [e.g. XX High School, XX course (September 20XX - August 20XX), XX]

We'd like to request your assistance in encouraging the creation of Throttle accounts

# TODAY'S AGENDA

## 1. SIH 2<sup>nd</sup> Incubation Program

- Building on the successful implementation of the 1<sup>st</sup> Program in Aug-Sept 2024, JICA will hold the SIH 2<sup>nd</sup> Incubation Program in Feb-Mar 2025
- We would like to ask for your cooperation in reaching out to passionate and talented youths who can create innovative business solutions to social issues

## 2. Application Process and Timelines

- Application deadline is January 12<sup>th</sup>, 2025. The final participants will be decided by the end of January 2025.
- Online Phase: Feb 10<sup>th</sup> – 28<sup>th</sup>, 2025
- Japan Phase: Mar 3<sup>rd</sup> – 28<sup>th</sup>, 2025

# Appendix

# JICA PROFILE

Title Japan International Cooperation Agency (JICA)

Establishment October 1, 2003

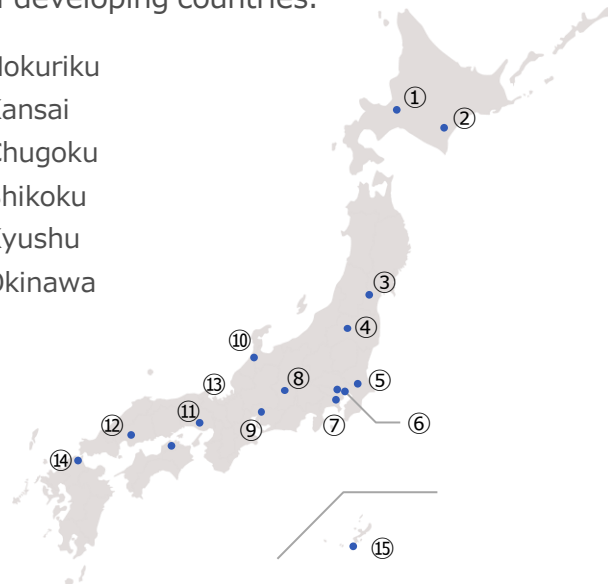
Capital 8 trillion 405 billion yen (as of January 2024) \*Wholly funded by the Japanese Government

Full-time-staff 1,968 (as of January 1, 2023)

## Domestic offices : 15

As a base for connecting various parts of Japan with developing countries, they carry out a wide range of activities, such as collaboration activities with local people, and receiving the participants of Knowledge co-creation programs from developing countries.

- |                      |            |
|----------------------|------------|
| ① Hokkaido (Sapporo) | ⑩ Hokuriku |
| ② Hokkaido (Obihiro) | ⑪ Kansai   |
| ③ Tohoku             | ⑫ Chugoku  |
| ④ Nihonmatsu         | ⑬ Shikoku  |
| ⑤ Tsukuba            | ⑭ Kyushu   |
| ⑥ Tokyo              | ⑮ Okinawa  |
| ⑦ Yokohama           |            |
| ⑧ Komagane           |            |
| ⑨ Chubu              |            |







## Overseas offices : 97

Regional breakdown:

Asia(23), Oceania(9), North and Latin America(24)  
Africa(28), the Middle East(9), Europe(4)



# TYPE OF JICA'S COOPERATION

Finance and Investment Cooperation	Grant	Technical Cooperation	Proposal Based Program
 <p data-bbox="290 629 591 662"><b>ODA Loan Project</b></p> <p data-bbox="175 689 715 876">low-interest and long-term concessional term loans to partner country governments for accelerating public works projects necessary for socio-economic development.</p> <p data-bbox="270 929 614 996"><b>Private-Sector Investment Finance</b></p> <p data-bbox="175 1036 680 1103">Financial support for private-sector activities in developing countries.</p>	 <p data-bbox="782 689 1182 876">Financial assistance with no repayment obligation. It mainly targets partner countries with low levels of income.</p>	 <p data-bbox="1291 689 1775 876">Dispatch of Japanese experts to partner countries and acceptance of training participants and students to disseminate Japanese technologies and knowledge.</p>	 <p data-bbox="1870 689 2354 953">Invite proposals from Japanese enterprises and collaborate with the proponents who have submitted successful proposals to fulfill societal needs and have a positive impact on the social welfare of the partner countries.</p>



- Construct infrastructures
- Capacity Building
- Establish Rule of Law
- Support Public-Private Partnership
- Transaction Advisory Service
- Feasibility Study on Master Plan



# JICA'S VISION AND MISSION



## Principles of SDGs

- **An inclusive society where 'no one is left behind'**  
Participation in and benefits from development of diverse populations, including children, older people, women, people with disabilities, refugees and displaced persons
- **Towards a sustainable and resilient world**  
Focus on resilience in agriculture, cities and infrastructure.



## Common goals



Vision

Leading the world with trust

Mission

**JICA, in accordance with the Development Cooperation Charter, will work on human security and quality growth.**

【Human security】 Aiming for a society where all people can protect themselves from various threats and live their daily lives in security and with dignity.

【Quality growth】 Promoting sustainable growth with less disparity and without harming the environment.

# TACKLING GLOBAL ISSUES WITH DIVERSE ACTORS

JICA Global Agenda – JICA's 20 strategies for global development issues –



A society where all can live healthy, safe lives

## People

- Health
- Improvement of Nutrition
- Education
- Sports & Development
- Social Security /Disability & Development



A peaceful, just society without fear or violence

## Peace

- Peacebuilding
- Governance
- Public Finance & Financial Systems
- Gender Equality & Women's Empowerment
- Digital for Development



A prosperous, sustainable economy at harmony with nature and prepared for promoting social development

## Prosperity

- Urban & Regional Development
- Transportation
- Energy & Mining
- Private Sector Development
- Agriculture & Rural Development (Sustainable Food Systems)



Care for the Planet

## Planet

- Climate change
- Natural Conservation
- Environmental Management
- Sustainable Water Resources & Water Supply
- Disaster Risk Reduction through Pre-disaster Investment & Build Back Better

# DREAM INCUBATOR INC. SUPPORTS AS A CONSULTANT

## Company profile

**Mission** **Creating businesses and change society**

Founded: June 1, 2000

Consolidated net asset\* : ¥15.1 billion

Staff \* : 227

Listed on TSE Mothers: May 10, 2002

First Section of TSE: Sep 26, 2005

Transition to TSE Prime Market: April 4, 2022

DI Group's global locations: India, Vietnam

## DI's value proposition

### Service Line

	<b>Industry Produce</b>	Transcend boundaries of industry, law, & common sense to envision ideal state & promote realization
	<b>Business Creation Support</b>	Support the creation of businesses worth hundreds of billions of yen
	<b>Strategy Consulting</b>	Formulate growth strategies & mid-term biz plans, provide R&D, M&A strategies, etc.
	<b>Installation/execution support</b>	Provide in-depth support, from guiding and representing during execution to ensuring outcomes
	<b>Technology &amp; Amplify</b>	Provide support for the design & realization of technology-based business models
	<b>Global SX</b>	Provide support in conjunction with solutions to social issues, mainly in Asia & Latin America
	<b>M&amp;A/FA/Financial Solutions</b>	Assist in resolving M&A & other financing issues necessary for new business development & expansion

### DI's actions to social issues



#### Social Impact Bond

DI develops new public-private partnership system to solve social issues

### Collaboration



#### Incubation/Investment

Actively utilize investment functions and establish JVs, etc. to create new businesses

# THE 1<sup>st</sup> PROG. INCLUDED PARTICIPANTS FROM TOP UNIVERSITIES FOCUSING ON START UP SUPPORT

List of recommended universities

Country	Target University	Ranking	Startup support activities
Indonesia	University of Indonesia	1st	STP university focusing on the SU ecosystem
	ITB (Bandung Institute of Technology)	3rd	Entrepreneurship support at LPiK ITB
	IPB (Bogor Agricultural University)	5th	Operates a school to nurture entrepreneurs
Nigeria	University of Abuja	13th	Management lessons/lectures for all students
	Nile University	35th	Business Pitch 「Startup 2.0」 is held every year
Peru	RUI** { National University of Engineering	3rd	Startup UNI runs tech based programs
	{ The Catholic University of Santa Maria	27th	Run the Equipu Santa Maria, INNICIA Incubator
	{ Universidad Católica San Pablo	31st	Holds the Impact Start-up Competition UNSP
Mongolia	National University of Mongolia	1st	Establishing an entrepreneurial uni
	Mongolian University of Science and Technology	2nd	Joint pitch event with MIT Global Startup Labs

From over 130 Intl applicants, 13 top-tier candidates were carefully selected & invited

- Leveraging JICAs capability to recruit a significant number of top private sector talents globally

## Reference

# BROAD INPUT ON SOCIAL ISSUES AND MASTERY OF SYSTEM/USER BASED RESEARCH METHODS TO BUILD THE FOUNDATIONS FOR IDEA GENERATION

Aug~Sept first program review ①first half of Lectures/WS

Week1  
Problem input/  
Question  
setting

**After an exposure to social issues teaming was conducted**

- Lectures delivered by Mr. Kaida/Ms. Ogino from Dentsu & Dr. Kondo, Dr. Nagami of Tohoku Uni



Week2  
Research  
(System  
origin) \*

**Lectures & WS on system thinking frameworks**

- Design firm ACTANT participated as speaker



Week3  
Research  
(User-based)\*

**Created interview scripts & used them for hypothesis testing**

- Mr. Izumo of Dentsu provided guidance on research methods etc.



\* The second program in Feb~Mar is planned with an "On-Site" phase  
\*\* Certain parts are planned to be omitted in the second pg



## Reference

# TO PREPARE FOR DEMO DAY, PITCH IDEAS WERE EXPANDED & REFINED. WEEKLY MENTORING SESSIONS WERE USED FOR FINE TUNING

Aug~Sept first program review ②second half of Lectures/WS

### Week4 Opportunity area definition\*

**Based on research HMW\*\*  
questions were set,  
personas defined &  
journeys were created**

- Lectures/WS conducted by Ms. Koseki of Dentsu



### Week5 Prototyping\*\*\*

**After idea brainstorming,  
prototypes were created**

- Tech cards used to list diverse ideas
- One idea prototype was created during Tokyo Uni DLXs workshop



### Week6 Business Skill\*

**Lectures like revenue  
planning etc. to finalize  
ideas**

- DI Mr. Miyauchi· Mr. Eto held lectures/WS

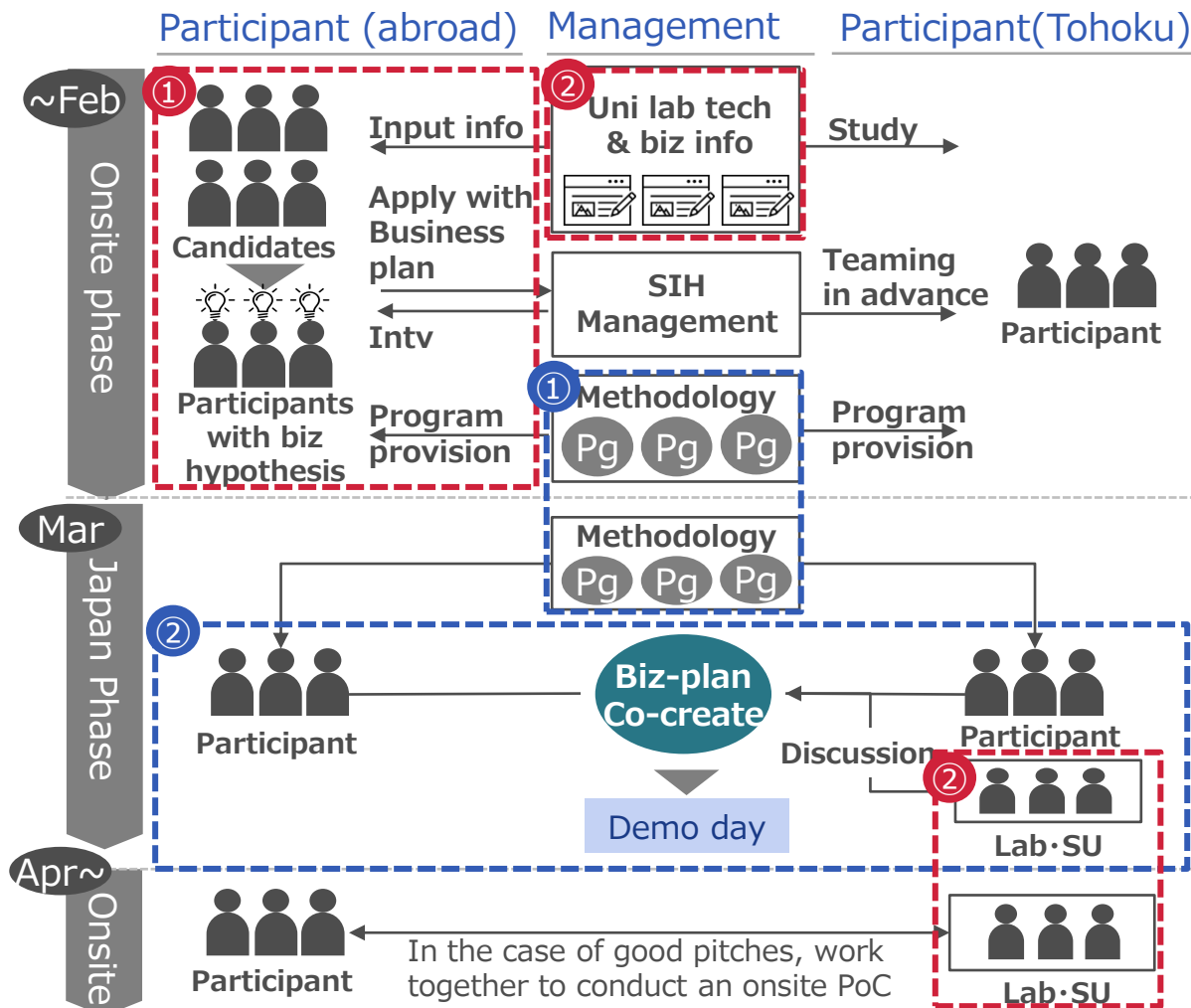


\* The second Pg in Feb~Mar is planned as the 'On-Site phase'  
\*\* How Might We  
\*\*\* The second pg. will primarily be conducted as "Japan phase"

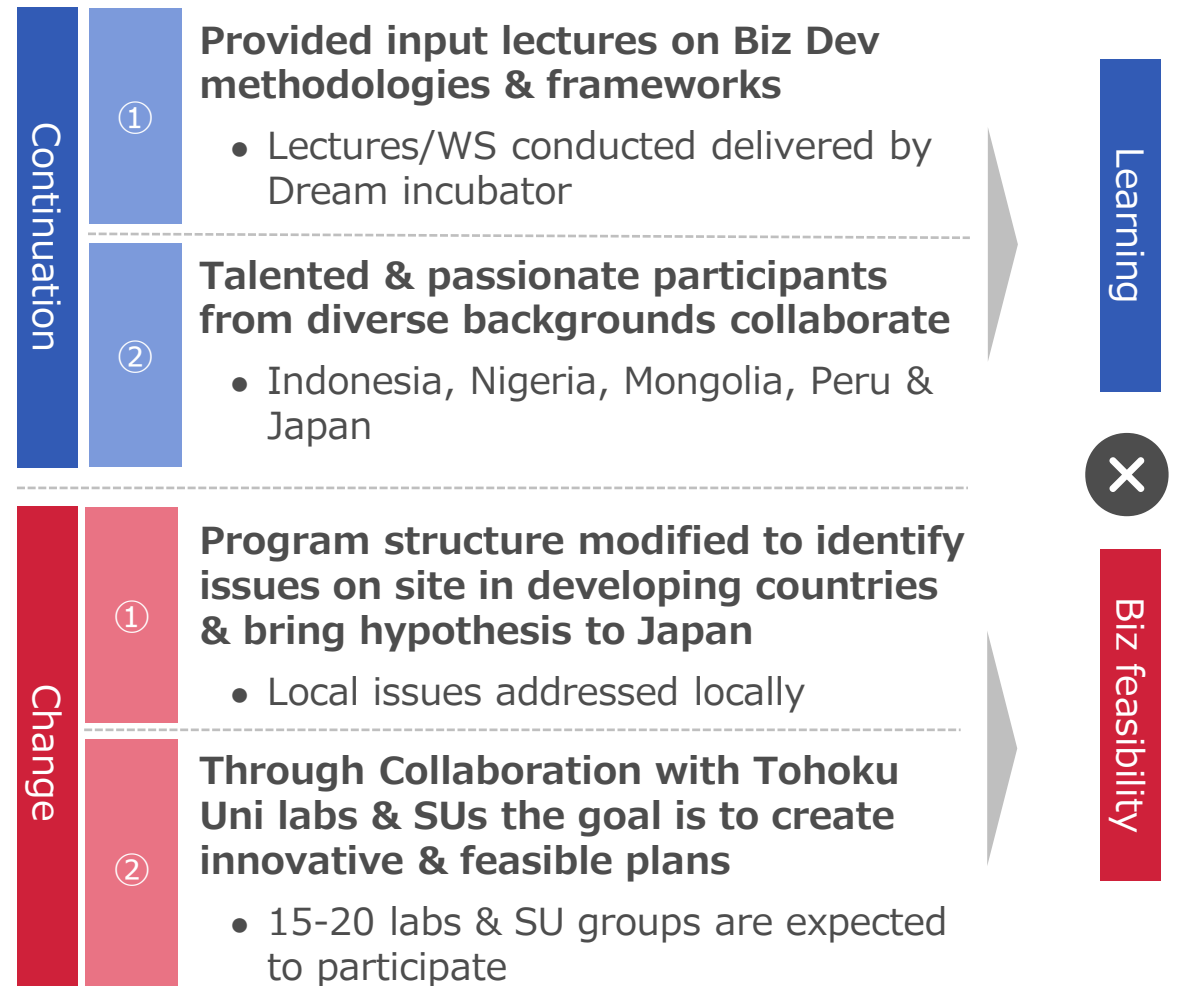
# RECONSTRUCTING THE PROGRAM TO BALANCE LEARNING & BUSINESS IDEA FEASIBILITY

## Structure of 2<sup>nd</sup> SIH program

### Overall Program structure



### Design Points



# WE WILL START ENCOURAGING APPLICATIONS IN EARLY DEC & WOULD APPRECIATE YOUR COOPERATION IN NOTIFYING STUDENTS

## Application and Screening Process

### Application requirements

- Person-ality**
- Commitment to solving social issues through business
  - A clear business model reflecting a deep understanding of the market and related social issue
  - Trustworthy with personal responsibility
- Requi-rement**
- **Attend all courses during the SIH program**
    - Able to stay in Sendai, Japan during the period
  - **Have a good command in English**
    - Applicants need English proficiency to converse with international participants, understand complex texts, and express opinions fluently.
    - English proficiency will be evaluated during interviews. If you have any English proficiency test scores, submitting a certificate is preferred.
  - **Submit a passport copy by end of January**
- Cost**
- **Providing : travel expense** (flight tickets, insurance, accommodation fee, course fee)
  - **Borne by participants :** Items not included above (passport, PC, fare to/from the airports in each country, etc.)

### Schedule

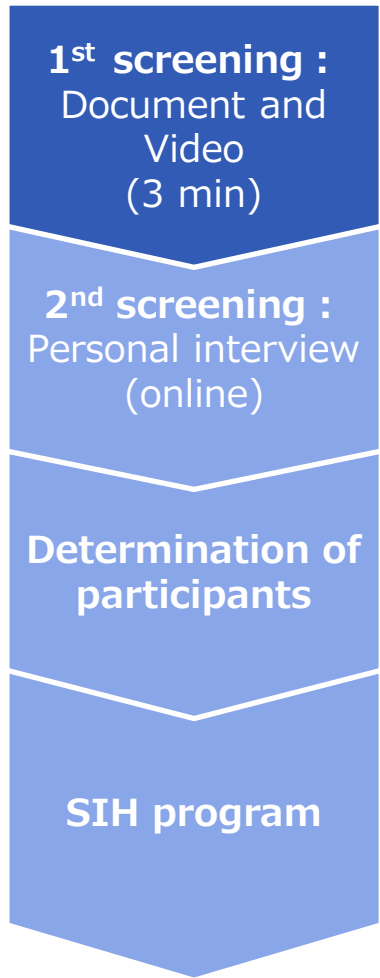


If the application process is unsuccessful, we would appreciate your cooperation with additional notifications etc.

# TO EVALUATE ALIGNMENT WITH NEW TALENT REQUIREMENTS, SUBMISSION OF RESUMES & BUSINESS IDEA DOCUMENTS REQUIRED

## Preliminary screening

### Screening flow



### Info to be gathered during preliminary screening

#### Personal info

- Name
- Nationality
- Residence
- Date of birth
- Gender
- Education history
- Work history
- Organization - Uni, Company
- Phone number
- Email address
- English level

#### Info to assess capabilities

#### Social issues to be addressed

#### Tech/Biz from uni SUs & companies

#### Submission of business idea (PPT & presentation video about 3min)

※Please complete provided PPT template

PREPARE YOUR BUSINESS IDEA MATERIALS WITH THE FOLLOWING STRUCTURE USING THIS POWERPOINT FILE

- Insights
  - Findings gained as a result of the interview(s) you conducted
- Solutions to the issues (initial hypothesis)
  - Including how to collaborate with Tohoku University lab or/and startups
- Business idea
- Self introduction

### Points of focus

- Filtering based on basic information
- (Including items to streamline subsequent processes)

(Set as an item for ease of consolidation)

- Clarity of social issue & biz idea feasibility
- Is the hypothesis/approach appropriate?
  - Can the initiative be explained clearly?
- Tech understanding/appropriateness
- Do they understand the tech seeds?

A guide for the desired content is provided on each slide

INSIGHT

BUSINESS IDEA

you

Please clearly illustrate who the seller/buyer is, and the flow of money.



# AFTER APPLICATIONS & SCREENING, THE 2<sup>nd</sup> PG WILL BE HELD IN FEB~MAR

Overall Schedule for the implementation of the program

