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Vol. 32 / August 2023

special feature

NEW

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ENGLISH



Pioneers of entrepreneurship

~Part 1 Mr. Nishiumi~

Open your own path in an uncertain world

entrepreneurship. This word, which is also translated as entrepreneurship, is the CEO policy

It came out two years ago. When he heard about entrepreneurship, he said, "I want to start a new business.

I don't know how to use it in my actual work."

However, in order for JATCO to survive and develop independently,

If you say that each person aims to have the ability to act,

You may be able to

This time, for two weeks, one of the efforts to foster entrepreneurship, "Musashi Ino

2 out of 10 employees who applied for the "Vation Program"

I would like to hear from you. What motivated you to apply, what you learned in the program, and what you are aiming for

For JATCO, we are walking in the wilderness of unexplored entrepreneurship, such as goals.

From the pioneers, we get the courage to take steps to change ourselves.



Musashi Innovation Program (1)



Musashi Innovation Program (2)

~Part 1~ Parts Engineering Department 2nd Processing Technology Section Mr. Nishiumi

~Part 2~ Mr. Inoue, Innovation Technology Development Department (Introduced in the next issue)

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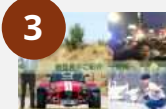
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INFORMATION

Jatco

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The mission is passion.

What is the "Musashi Innovation Program"?

JATCO calls it the "Musashi Innovation Program"

is called "Higashi Mikawa Innovator's Bus 2023 Summer". Musashi Seimitsu Industry Co., Ltd.

Sponsored by Shikisha, an academic method on innovation in a short period of less than two months and practice (fieldwork). Musashisei, a leading company in new business creation

This is a program created by Mitsu for companies, individuals, and local governments in the Higashi Mikawa area.

The purpose is to acquire the mind and skill set as a data. From the end of June to the end of August

JATCO also participated in this season.

"I can't stop thinking about it because it's fun" 2nd

Mr. Saikai, Processing Technology Section

The pioneer of entrepreneurship, the first is Mr. Nishiumi of the second processing technology section. enter

Mr. Nishikai, who jumped into the Musashi Innovation Program in his second year at the company, said,

When considering an idea, I am allowed to speak freely regardless of age or experience.

vinegar. I'm busy, but it's fun and I can't stop thinking about it."



Ms. Nishiumi says she enjoys it so much that she can't stop thinking about it.

I didn't have the skills to turn ideas into businesses

It was last year that I started thinking about business innovation. I was a new employee

As part of the curriculum for employee education, we formed a team with several people and started our first business.

I applied for the contest. In my mind, the idea is so-so.

was. At the same time, I came up with an idea that I thought was pretty interesting with one of my co-workers.

I submitted another proposal with confidence that "this is my favorite". But the result is education

The proposal I made remained until the second selection, and another proposal that I should have been confident in was rejected in the first selection.

It's gone. Thinking, "I don't have the skills to communicate my ideas to others."

I found out No matter how good an idea is, if it doesn't get across to people, move on to the next step

cannot proceed. And I didn't know how to proceed. At that time, Entle

People from the secretariat for fostering friendship asked me if I would like to participate in this program.

I received it. At the first selection interview, I was told, "If you do this, the company should grow.

It may be because I spoke with a strong passion.

Since I was originally involved in research and development at university,

I was curious. Starting a new business is one of development,

It will also be useful for careers. More than anything else, it was not enough for me who could not make use of my ideas.

I want to learn what I don't have. I decided to apply, saying, "Now is the time."



looking back on those days

how to turn ideas into business

In the program, students are taught how to link the ideas they or the company has to business.

I am learning that Commercialization, not how to generate ideas

Learn how to do it by doing. The idea itself is wonderful in the world

However, there are many things that do not lead to commercialization. We are customer-oriented

Finding "customer insight: what they really want" deeper than their needs,

"Even if it's just one person, I'll make something that I think I'll commercialize for that person."

We are considering a business plan with the concept of

We will proceed with the study based on the concept of "design thinking". Freedom of purpose

We will have a conversation and converge from there. There is no correct answer. Diversity

focus on, and rather focus on minor opinions. Try to classify/organize it and take a step back

See what it looks like from the outside with a straight eye. the goal is set

I go back and forth because I don't. In my daily work, I decide the direction, make a plan, and hold meetings.

It's completely different from that because I'm going to do things theoretically. After many twists and turns,

I finally found customer insight, turned it into a business plan, and evaluated it.

It was me... and sometimes I go back to the drawing board again. while repeating these

Pursue the business subjectively, such as "I want to do it!", "I can sympathize!"

It is.

Interestingly, the steps to proceed are the QC stories that I usually do in the production department.

is the same as Empathize, understand the current situation, select issues and find solutions. base

It is different whether the thinking method that becomes is "emotional intelligence design thinking" or "logical thinking"

This is it.

Still, design thinking uses parts of your brain that you don't normally use, so it's exhausting.

vinegar. Everyone says it makes your brain sweat. Different from logical thinking, design thinking

Then, think deeply about "my feelings and other people's feelings" and "how I and others think".

to come. I've never delved so deeply into myself and other people's feelings before.

was. I couldn't find an answer or reach empathy, so I felt confused all day.

I've been thinking about it.

Through this project, instead of turning my strengths into a business, I wanted to

insight, the idea of turning what you really want into a business, and how to proceed

learning This is a world that will continue to diversify and change rapidly.

I think it's a very important skill to survive.



Explore customer insights

I am inspired by ideas that are not in my community

I said that I sometimes get lost in thought, but my team is considering

The theme is not to "get rid of the negative things in the world", but to "make what you have now even more enjoyable"

I want to make things better."

It's spinning

We wanted to provide citizen runners with an unprecedented running experience.

I'm getting First, I went to a famous running spot and met many runners.

I did a interview. Listening to various stories, sympathizing with runners' feelings,

Reaching the insights that runners really want, not just general needs

We will get closer to the business plan that says, "There are people who really want it."



At MUSASHI Innovation Lab CLUE

The team consists of Mr. Kondo from the Legal and Intellectual Property Department, Mr. Yoshikawa from Musashi Seimitsu Industry, and myself. two

They all have much longer careers than I do, and I'm very good at that.

No, but in this project, we are allowed to speak equally and freely. what

For me, the stimulation I receive from people outside my own community is my motivation.

It becomes. To be honest, this project uses a completely different way of thinking at the same time as normal work.

It's hard to move forward with a project. But it's fun. "It's fun, I think

I'm so into this project that I can't stop.

Getting through our business plan now

We had a pitch rehearsal yesterday. A pitch is "informing investors about our business

This is a place to explain the orchids and ask whether they will invest or not. Scheduled for late August

I presented my business plan to my mentor as a rehearsal for the upcoming pitch.

is. The mentor said, "I think the insight and the solution to it are good.

But I also think about how to get the money and the originality that other people can't imitate.

I want it," but it seems that the direction was reasonable.

Now I don't think much about what happens after this program ends. myself first

I can pass this plan that I really want to do on the pitch and continue to consider the plan.

I would like to do my best to do so. But in the future I have an idea

If there is an opportunity to grow and think about commercialization, at that time people around me

I want to get involved. I have a lot of amazing people around me,

By proceeding while arguing, you can think about things from all angles.

And a serious discussion will also pull out the insight in yourself.

This is one of the most important things I learned this time.



A scene from a presentation in the lab



Work well

How did you like it? Saikai, who is full of deep insight and composure that you wouldn't expect from her second year as a working adult.

yeah. I am looking forward to seeing the younger generation who will be responsible for JATCO in the future. next time

This is an interview with Mr. Inoue from the Innovation Technology Development Department. in business as usual

How does Mr. Inoue, who is thinking about innovation, perceive this program?

Is it? looking forward to.



At the in-house "entrepreneurship event" to be held on September 4th (Monday), Musashi Innovation Program participants earnest pitch (presentation to investors presentation), Musashi Innovation Secretariat and companies participating in the program A panel discussion by members will be held. Bring innovation to your business Would you like to take a look at the professional site that continues to do so?

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