

# EDGE-NEXT Joint Program

## Tohoku Univ. – UC Berkeley Haas MBA Design Thinking Workshop 2021

Prof. Rhonda Shrader, NSF I-Corps' expert on entrepreneurship education and innovation ecosystem, will give us a special lecture.



UC Berkeley, Haas  
School of Business, MBA  
96  
Executive Director -  
Entrepreneurship  
Executive Director - NSF  
I-Corps Bay Area Node  
Lecturer - Lean Transfer  
& LAUNCH Accelerator

Prof. Rhonda Shrader

### Contents

- Understanding "product-market fit" for customers
- What "jobs" your customers need to do & how your product does/does not meet those needs.
- Value proposition
- Customer discovery, business model canvas...
- Small group work

### The number to be accepted

50 students

- ※ Free of charge (students)
- ※ We will stop accepting applications once the places for screening are taken (around 50 applicants).

### Date & Time

November 20th (Sat) , 2021  
9am – 10:30am (JST)

### Application deadline

November 17<sup>th</sup> (Wed.), 2021

### Registration

<https://forms.gle/h14VP9hsLt2Guny49>



- ※ Fill in the required fields and send it to us
- ※ **Zoom URL will be sent one day before the class.**

カリフォルニア大学バークレイ校ハースビジネススクールのロンダ先生をお迎えして、起業や新しい価値を社会に送り出すときに必要な基本的な考え方をグループワークも含めた講義で学びます。