



**Project Road To Shine
Hiroshima - Hyderabad**

Road To Shine Program Syllabus

Road To Shine

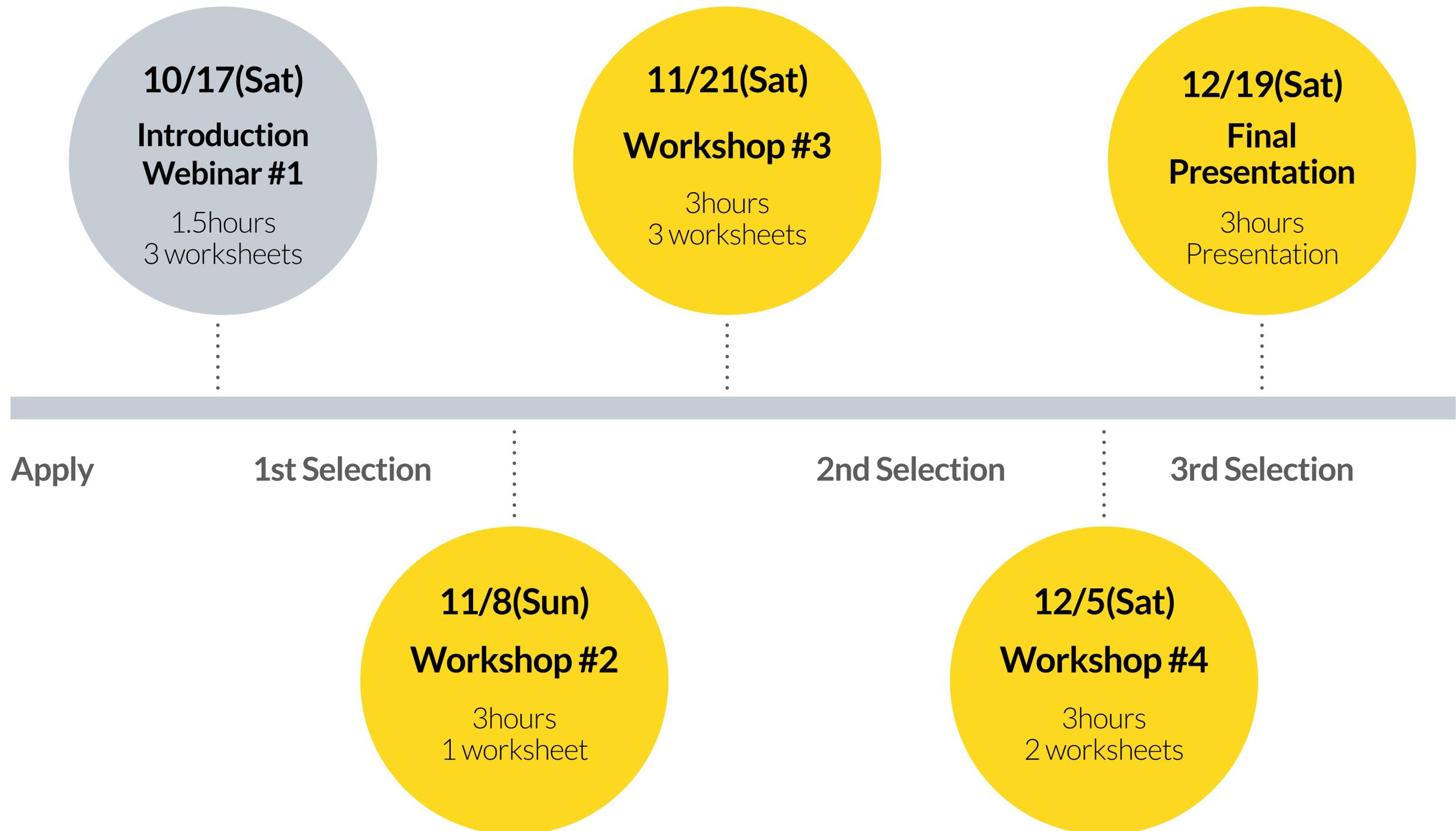
ROAD TO SHINE IS A NEW INNOVATION PROGRAM

Road To Shine is a human-centered innovation program for India's engineering students and fresh graduates who want to make a difference. Participants will attend workshops and submit assignments to learn how to consider the future, society, and systems when developing technology. We've designed a program where our participants will learn how to apply technology to better our society.

There will be a selection process throughout the program and finalists will have an opportunity to test their skill in Hiroshima, Japan with leading industry leaders.



Course Overview



Meet the Program Directors!

Japan Team



Fumiko Ichikawa

Re:Public, Japan

Fumiko has worked with many leading companies and design offices, where she took lead in global design research based in Finland, China, and Japan. Fumiko co-founded Re:public with Hiroshi Tamura in 2011. Through Re:public her mission is to empower individuals and develop innovation platforms for the better future with national and regional governments, companies of all sizes, and educational institutions. Fumiko is the founding director of Innovators 100, an innovation program for local industries commissioned by Hiroshima prefecture.



Hiroshi Tamura

Re:Public, Japan

Hiroshi is the Co-founder and Managing Director at Re:public. He also serves as Co-Founder and Executive Fellow at i.school of The University of Tokyo where ground-breaking interdisciplinary innovation education program is offered. He has developed his career in Asia's leading advertising agency, Hakuhodo, as a research expert in digital media, ethnographic praxis and design-led innovation.

Meet the Program Directors!

India Team



Naho Shigeta

Infobridge, India

Naho is the Founder of Infobridge Holdings Group. Infobridge has set up several companies in Japan and India in order to bring about closer cooperation and relationships between Indian and Japanese companies and expand markets for Japanese companies in India. Naho is highly experienced in setting up commercial relationships between companies from different countries and managing multi-cultural teams.



Ravi Narayan

T-Hub, India

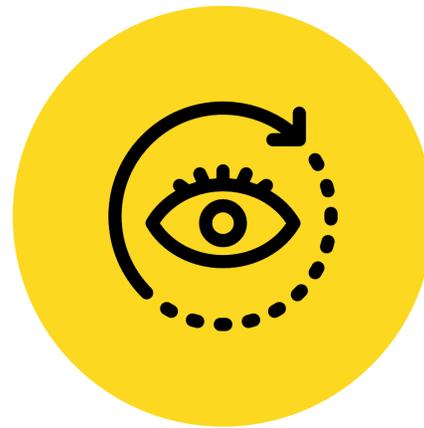
Ravi is the CEO at T-Hub, which enables and empowers an ecosystem hungry for innovation. T-Hub leads India's pioneering innovation ecosystem that powers next-generation products and new business models. It currently houses India's largest tech incubator and leads programs with large corporations like Boeing, Facebook, and United Technologies along with several international institutions. In a career spanning over two decades, Ravi has been a product engineer, entrepreneur, investor, mentor, and leader. As the global director of Microsoft for Startups, Ravi has helped establish Accelerators and Co-sell Programs across the world. He also worked with the portfolio of Temasek funds in Singapore to help them with digital transformation by collaborating with global startups.

Program Outcomes



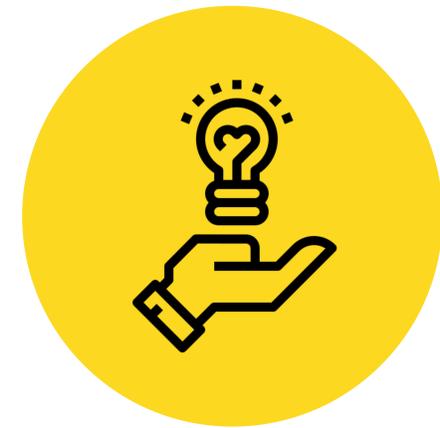
Learn How To Innovate

You will learn how to drive innovation and deliver products and services that are meaningful to society. You will consider wider systems when developing your ideas.



Envision the Future

You will envision your ideal future city in order to expand your ideas and think beyond what is relevant in our society today.



Deliver True Social Impact

You will apply your skills to intervene with real-life scenarios and complexities. You will first and foremost consider the impact and meanings that your ideas bring to better society.

What is Innovation?

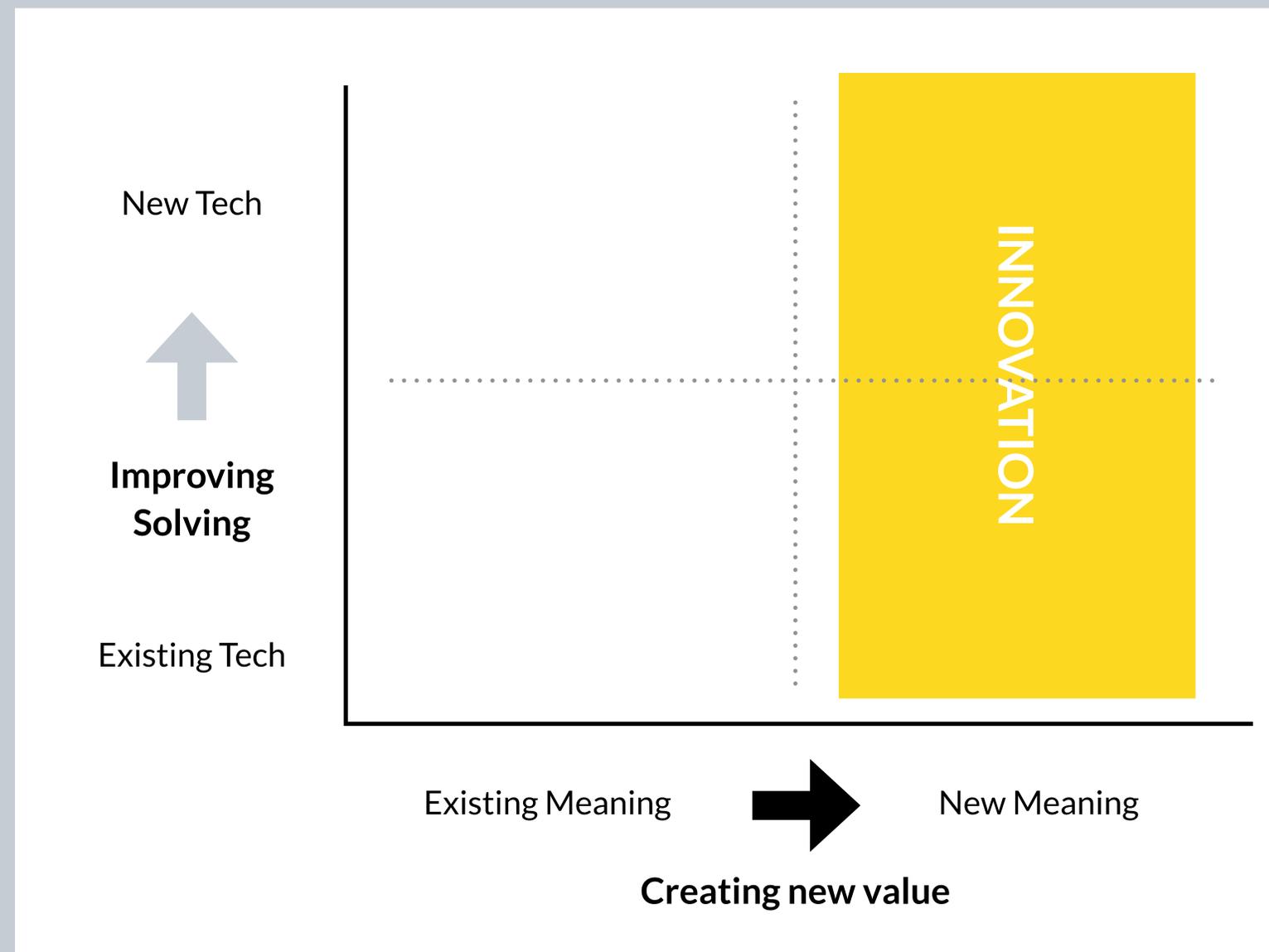
Finding new meanings, innovate for the future

We define innovation as finding new meanings. You will consider **why** products and services are meaningful and to **whom**.

Today, it is difficult to bring significant social impact by only focusing on technology. If you widen your perspective and reflect on your lifestyle, society, and norms, there are many hints and insights that you can use to drive meaningful change through technology.

You will not only focus on improving technologies and solutions. Instead, you will also reflect on how to bring new values and meanings for true social impact.

For more context on why we focus on innovation of meaning, please watch our [video](#)



Theme

The Future City You Want To Create

With A Wider Perspective, You Will Deliver True Social Impact

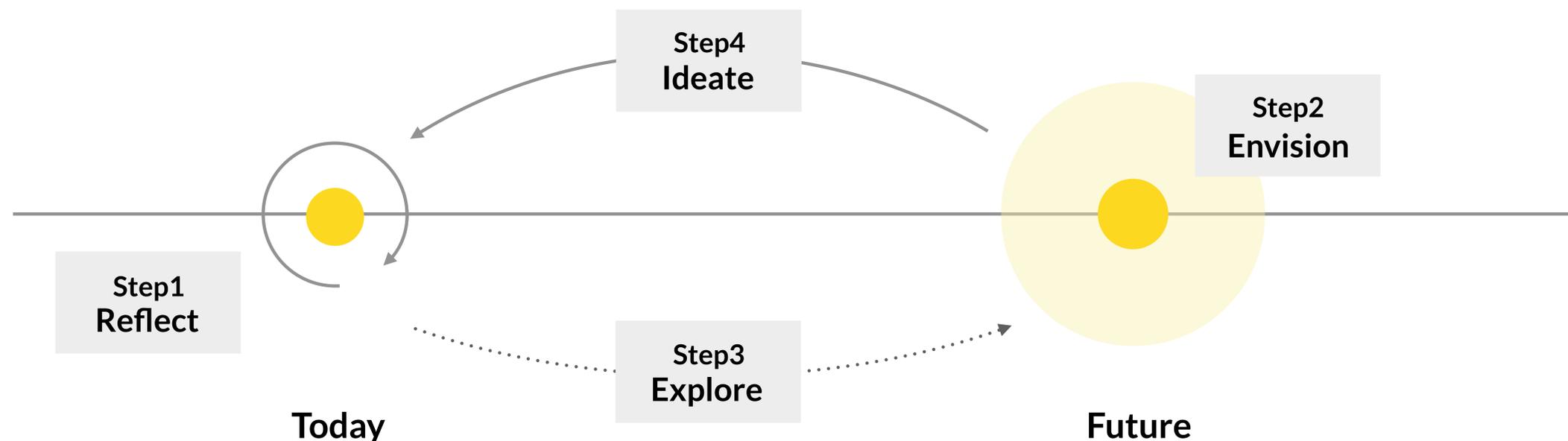
This year, the COVID-19 pandemic has disrupted society in ways we have never imagined before, revealing social issues and weaknesses. Yet, this is also an opportunity to re-think and re-shape society in ways we have never imagined before. What kind of future city do you want to create? Why is this valuable to you and to society? How will you intervene to shape this future?

Thinking on a city-level will help us think beyond the effects of technology on an individual or consumer level. Instead, we will be able to envision a larger vision to apply technology that will have societal impact and significance.



Approach

Innovation comes with understanding the **why, who, how of ideas and what kind of value** they bring to society. **These four steps** will guide you through multiple layers and perspectives: you will reflect on your own individual experiences, define a vision, gain insight from others, and also consider larger systems and society. Ultimately, you will have an idea that will bring about meaningful impact in our society.



A hand holding a crystal ball that reflects a city street scene. The background is a warm, yellowish-gold gradient.

Step 1 Reflect

Reflect on your daily life and society

In this step you will:

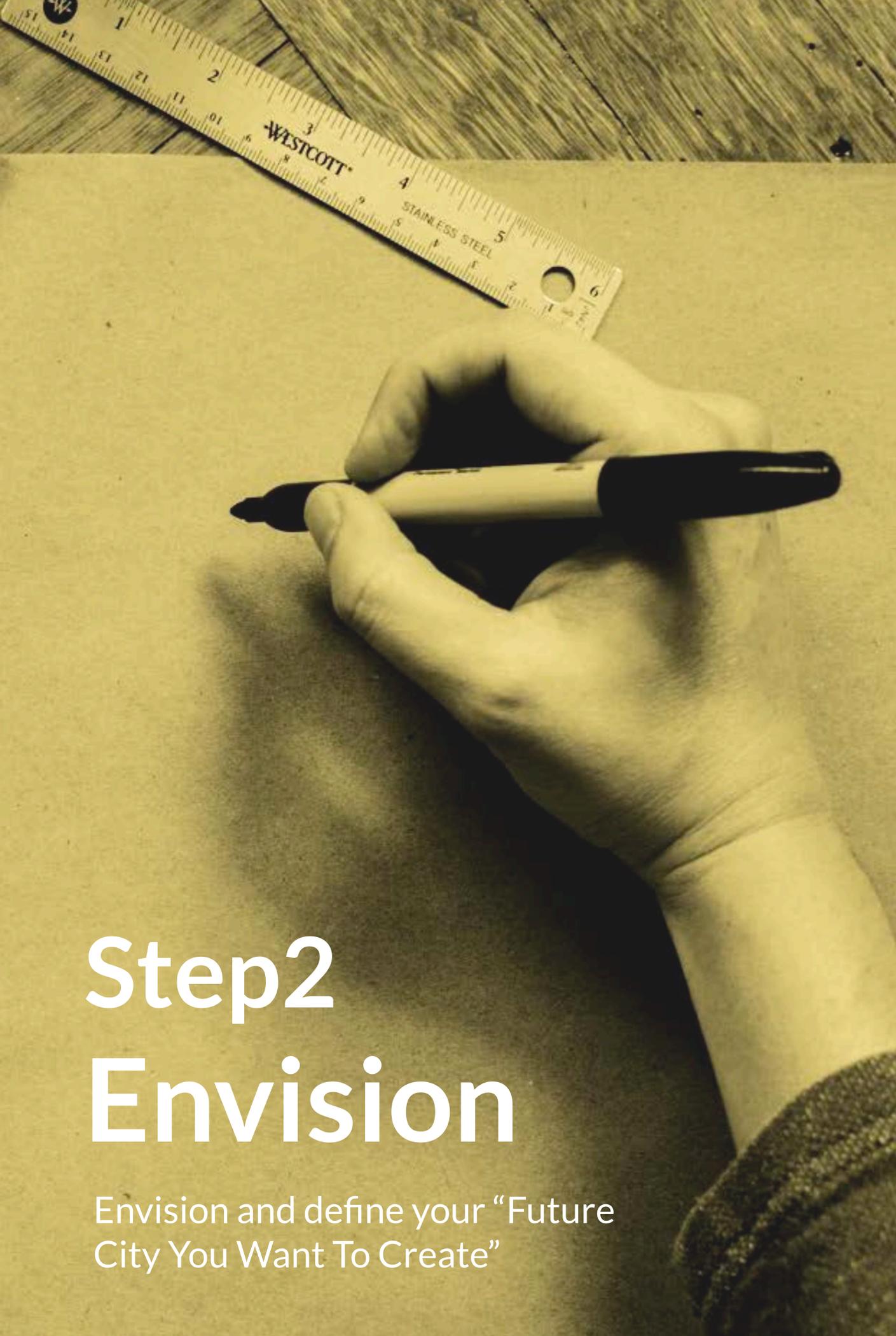
- Identify a topic of interest based on the changes in your life that have come about due to COVID-19.
- Reflect on the social norms, systems, and other aspects of our society that currently uphold this topic of interest.
- Question existing norms, lifestyles, and systems to widen the avenues of possibilities for what could change or be different.

Worksheet / Assignments:

- 1.1. Find Signals Of Change
- 1.2. Dig Into Your Topic
- 1.3. Question The Obvious

Evaluation Point:

- Reflects deep introspection and the moment of change is clear and coherent.
- Able to expand on self reflection to bring social and societal perspectives.
- Questions are very critical and demonstrate in-depth analysis.

A hand holding a black marker over a piece of paper, with a ruler in the background. The ruler is a Westcott stainless steel ruler, showing inches and centimeters. The hand is positioned as if about to write on the paper.

Step2

Envision

Envision and define your “Future City You Want To Create”

In this step you will:

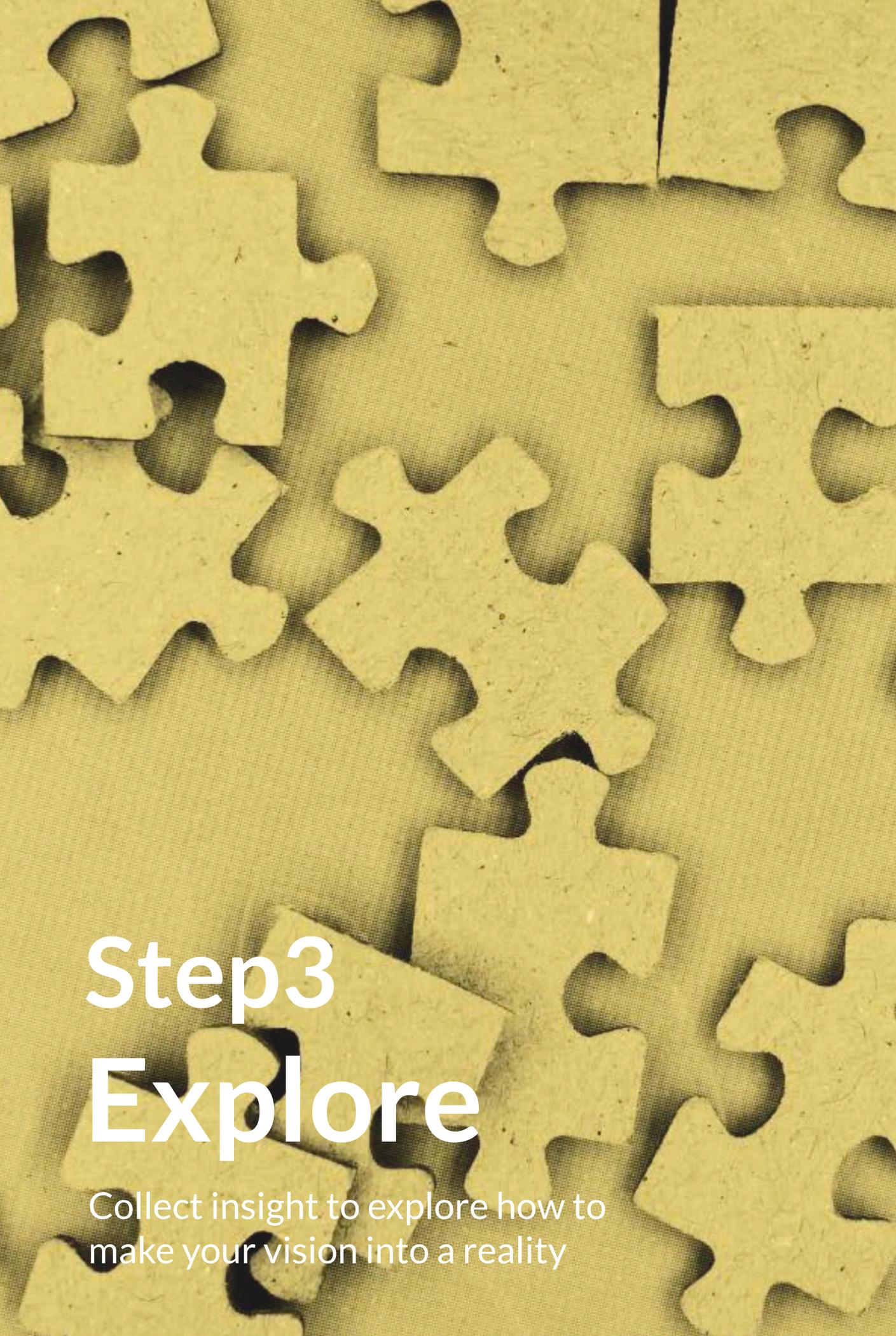
- Envision an ideal city based on your topic of interest, by defining “The Future City You Want To Create.”
- Identify a specific user and purpose within this Future City You Want To Create.

Worksheet / Assignments:

2.1. Define The Future City You Want To Create

Evaluation Point:

- The vision has a clear, preferable future that is relevant.
- The reason behind this vision is convincing and supported by reflection and analysis
- The users is clearly defined.



Step 3 Explore

Collect insight to explore how to make your vision into a reality

In this step you will:

- Brainstorm the different perspectives that you can view your topic of interest from.
- Collect concrete examples and provide new insights for the direction of your topic.
- Identify and highlight key stake holders that could help make your vision a reality.

Worksheet / Assignments:

3.1. Your Future City Mind Map

3.2. Gather Insight

3.3. Identify Key Stakeholders

Evaluation Point:

- Offers new angles and approaches to topic of interest.
- Collects interesting insights and examples that expand the possibilities of the future city.
- Identifies new key stakeholders that go beyond the obvious.



Step4 Ideate

Ideate products and services that
bring value to society

In this step you will:

- Draw a stakeholder relationship diagram that illustrates how to achieve your ideal future city.
- Ideate specific services and products.
- Frame your idea based on “Before and After” to clearly define the new meanings that your idea brings.

Worksheet / Assignments:

4.1. Relationship Diagram

4.2. Before/After: Define Meaning

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Final Presentation Slide

Evaluation Point:

- The diagram clearly identifies the important relationships between key stake holders.
- The meaning that the idea adds is clear, relevant, and important.
- The process and reasoning behind the idea is supported by previous work.

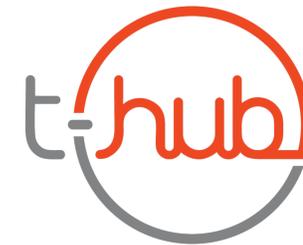
Organizers



For the past decade, Hiroshima has been promoting itself as “Innovative Prefecture Hiroshima” under the Yuzaki prefectural governor’s administration. They have started multiple initiatives to foster innovators and to generate new businesses that enrich entrepreneurs and corporations in the prefecture, while simultaneously improving the lives of citizens.

RE:PUBLIC

Since 2013, Re:public has operated in Japan as a think-and-do tank that contributes to a more innovative and sustainable society. They are inspired by citizens and communities from all corners of the world that implement creative solutions despite economic, political, and social hurdles that prevent us from achieving a sustainable society. Using their expertise in ethnography, computer science, architecture, media, and design, they work with individuals, institutions, and cities to re-imagine and build a brighter future.



T-Hub leads India’s pioneering innovation ecosystem that powers next-generation products and new business models. Since its incorporation in 2015, it has provided 1,100+ national and international startups access to better technology, talent, mentors, customers, corporations, investors and government agencies.



The Infobridge Group has been conducting activities to support the global expansion of Japanese companies since 2006, particularly in the Indian market. Their goal is to help Japanese companies build the value of the Japanese brand in the rapidly developing Asian market and be a liaison between Japanese customers and partners in India. They hope to carve a positive future for Asian consumers and markets through trans-national collaborations.

