

# TSUKUBA Creative Camp Basic

## — Introduction to Entrepreneurship —



Noriaki OZAKI, Visiting Professor



Tsuyoshi NOMURA,  
Associate Professor

Even the businesses that everyone knows today began with a single spark of inspiration. The motivation to act on that inspiration is the essence of an entrepreneurial mindset.

In this course, students will participate in workshops where they work in teams to experience the entire process—from the initial spark of a business idea to building a business model—alongside lectures given by leading executives.

- Opening semester: Spring AB
- Academic credit: 1 credit
- Day: Wednesday
- Place: ILC bldg.101-103, etc.  
Check for updates from the professor.
- Tools used: Teams, Zoom, Slack, etc.
- Course Code: 8331204
- Standard Course of Study:  
Undergraduate: 1<sup>st</sup>-4<sup>th</sup> year
- Teaching Faculty:  
Tsuyoshi NOMURA, Associate Professor  
Noriaki OZAKI, Visiting Professor  
Hiroya IGARASHI, Senior Professor

Syllabus available here →



# Class Schedule

contents may change without notice

Num.	Date	Topic
1	Apr.15 (Wed), 4 <sup>th</sup> period (13:45-15:00) @ILC bldg.101-103	Orientation and Explanation of Course Content
2	Apr.22 (Wed), 4 <sup>th</sup> period (13:45-15:00) @ILC bldg.101-103	Guest Lecture by a Young Entrepreneur MamaWell Co., Ltd. Marika Seki Chief Executive Officer (CEO)
3	May.13 (Wed), 4 <sup>th</sup> period (13:45-15:00) @ILC bldg.101-103	Idea Presentations and Team Building
4	May.20 (Wed), 4 <sup>th</sup> period (13:45-15:00) @ILC bldg.101-103	Business Model Canvas: Lecture 1 and Workshop
5-6	May.27 (Wed), 4 <sup>th</sup> -5 <sup>th</sup> period (13:45-16:30) @ILC bldg.101-103	Presentation Session and Feedback, Business Model Canvas: Lecture 2
7-8	Jun.10 (Wed), 4 <sup>th</sup> -5 <sup>th</sup> period (13:45-16:30) @ILC bldg.101-103	Presentations and Feedback
9-10	Jun.24 (Wed), 4 <sup>th</sup> -5 <sup>th</sup> period (13:45-16:30) @ILC bldg.101-103	Final Presentations

## Speaker Profile for April 22

### Marika Seki - Chief Executive Officer (CEO)

She has attended more than 500 births as a midwife. She later pursued graduate studies at Chiba University, conducting research on physical activity during pregnancy. While enrolled in the graduate program, she founded MamaWell Inc., a startup originating from Chiba University and the University of Tsukuba, based on her research as well as her professional experience as a midwife and her personal experiences of pregnancy and childbirth. She also serves as an Entrepreneurship Promotion Ambassador appointed by the Ministry of Education, Culture, Sports, Science and Technology (MEXT), and as a committee member for the Accompanying Consultation Support Program of the Children and Families Agency.

## Faculty Introduction

### Tsuyoshi NOMURA Associate Professor

He has extensive experience at Subaru Corporation, specializing in development of occupant protection performance during collision accidents. Since 2018, he has been a Technology Transfer Manager at the University of Tsukuba, facilitating private joint research and managing intellectual property. Appointed as an entrepreneurial faculty member in April 2023, he currently teaches multiple entrepreneurship-related courses and supports startup consultations within the university.

### Noriaki OZAKI Visiting Professor

Representative of S-factory; Deputy Director of the General Incorporated Association TX Entrepreneur Partners /Lead Representative for Supporting Members; Visiting Professor at the University of Tsukuba.

He has experience supporting business development for more than 100 small and medium-sized enterprises and startups, as well as serving in various advisory roles for government startup support programs.

## Contact ▶

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