

New Industry Visions in Kanazawa City

-Event to Know about Business & Kanazawa Culture-

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Solution

we propose holding **the event**

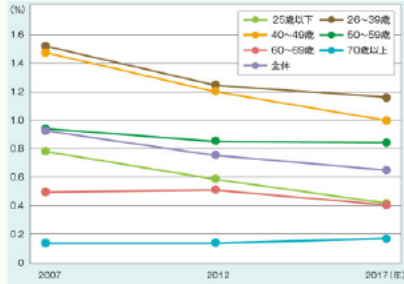
Purpose

To increase entrepreneurs who produce businesses connected new technology and Kanazawa's Food or KOGEI.

Investing method



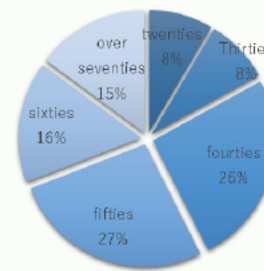
1. Problem of Entrepreneurs



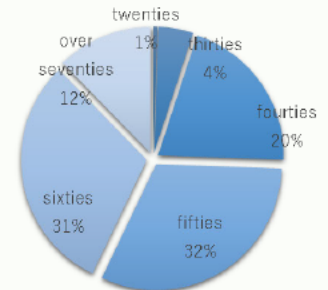
This shows the change in the proportion of entrepreneurs 2007 to 2017. We can find that young people are becoming less interested in the start-up business.

2. Current Status of Food, KOGEI

Age distribution (fishermen)



Age distribution (KOGEI Worker)



These pie charts show the proportion of Food and KOGEI worker by age. We can find that young people becoming less interested in these industries.

3. Analyze

To solve the problem

- 1) Create a place to deeply understand entrepreneurship so that young people can feel familiar with entrepreneurship.
- 2) Make opportunities for young people to become interested in Food and KOGEI.
- 3) Produce new industries fused with IT to solve Food and KOGEI problems.
- 4) Build relationships with people from different industry [Food, KOGEI, IT]

In the investigation so far, we concluded holding **an event** is the best way to realize our ideas.

4. proposal

Contents and explanation

"Booth Presentation"

Exhibitors can introduce their business ideas without own products. By looking, touching, thinking and talking with many people who have different background lead to better improvement for their plans and come up new businesses.

"Crowdfunding"

Participants can invest even if the amount of money is small. They can support new projects and exhibitors can get funding for their projects.

"Seminar"

Famous entrepreneurs speak about entrepreneurship. By listening to the actual experience, you can eliminate the concerns of starting a business. That contribute to increase the number of entrepreneurs.

"Business plan Contest"

The main presenter is student. Flexible ideas from students can be a hint for new business. Inviting students to this event creates an opportunity for young people to become interested in Kanazawa's Food and KOGEI.



5. Illustration

Advertisement Poster of the event



Target : student & above (including foreigner)

*Please use it to communicate with each participants
HP: <https://projectdesign.umeboshi.com>

Advertise

- *Posting **website**.
- ***Broadcasting**
- ***inviting both of domestic and foreign students**.
- *Students can participate easily because this event will be **held during summer vacation**.
- ***publicities** at high school, university, industry union and Kanazawa HP to call in more people.