2022 MIT Startup Showcase in Tokyo

November 8, 2022 8:00 am - 1:00 pm

8:15 AM	Check-in and Registration
9:00 AM	Welcome Remarks
	Atsushi Yamakoshi Senior Counselor, International Affairs Department Keizai Koho Center
9:05 AM	MIT Innovation Ecosystem, ILP & Startup Exchange Program John Roberts Executive Director (Interim), MIT Corporate Relations

John Roberts
Executive Director (Interim)
MIT Corporate Relations

John Roberts has been Executive Director of MIT Corporate Relations (Interim) since February 2022. He obtained his Ph.D. in organic chemistry at MIT and returned to the university after a 20-year career in the pharmaceutical industry, joining the MIT Industrial Liaison Program (ILP) in 2013. Prior to his return, John worked at small, medium, and large companies, holding positions that allowed him to exploit his passions in synthetic chemistry, project leadership, and alliance management while growing his responsibilities for managing others, ultimately as a department head. As a program director at MIT, John built a portfolio of ILP member companies, mostly in the pharmaceutical industry and headquartered in Japan, connecting them to engagement opportunities in the MIT community. Soon after returning to MIT, John began to lead a group of program directors with a combined portfolio of 60-80 global companies. In his current role, John oversees MIT Corporate Relations which houses ILP and MIT Startup Exchange.

9:20 AM   Quantified Innovation: 7 Steps To Place The RIGHT Big Bets
            Blade Kotelly

            Senior Lecturer
            MIT Gordon Engineering Leadership Program

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Blade is an innovation and user-experience expert, Sr. Lecturer at MIT on Design-Thinking
and Innovation, and provides consulting service in Design-Thinking (www.bladekotelly.com),
Blade's consulting services helps top brands to innovate radically on their product and
services, and teaches corporate teams how to create solutions that customers love.

Prior to that, Blade led the Advanced Concept Lab at Sonos where he defined the future
experience that will fill your home with music. Prior to joining Sonos, Blade was the VP
Design & Consumer Experience at Jibo, Inc. where he was in charge of the industrial-
design, human-factors, user-interface, brand, packaging, web experience supporting Jibo,
the world's first social robot for the home. Blade has also designed a variety of technologies
including ones at Rapid7, an enterprise security-software company, StorytellingMachines, a
software firm enabling anyone to make high-impact movies, Endeca Technologies, a search
and information access software technology company, Edify and SpeechWorks, companies
that provided speech-recognition solutions to the Fortune 1000.

Blade wrote the book on speech-recognition interface design (Addison Wesley, 2003), The
Art and Business of Speech Recognition: Creating the Noble Voice and his work and
thoughts have been featured in publications including The New York Times, the Wall Street
Journal, and on media including TechTV, NPR, and the BBC.

Since 2003, Blade has taught courses on design-thinking. He's a frequent guest lecturer at
Stanford University and Harvard University, and holds a Bachelors of Science in Human-
Factors Engineering from Tufts University and a Master of Science in Engineering and
Management from MIT.

View full bio

When it comes to innovation, startups can often remain innovative for years, while
established companies might need to create innovation initiatives to continue to stay
competitive and reach their business goals. But what causes this difference, and how can
these companies bridge the gap?

Large organizations need to behave differently in order to foster successful innovation
approaches, to understand how to take the right kinds of risks, and to create cultural change
that will be successful for the next 30 years. Meanwhile, startups need to postpone acting
and operating like large organizations to continue to innovate.

For companies both large and small to truly disrupt and transform, innovation requires the
ability to understand how to create a repeatable culture of innovation by uncovering the
innovation skills of every employee, incorporating new processes designed to enhance and
show the innovation process, and implement the leadership skills needed for innovation.

10:00 AM	MIT Startup Exchange Lightning Talks - Part 1
	Patrick Teyssonneyre Co-Founder & CEO Xinterra
	Junichi Hasegawa Vice President of Asia Basis Technology
	Kota Weaver Co-Founder and CTO Skylla Technologies
	Alberto Moel VP, Partnerships and Strategy Veo Robotics
	Vishal Punwani CEO SoWork
	Ali Merchant Founder & CEO iQ3Connect
	Sean Mihm Director of Mechanical Engineering CATALOG
10:50 AM	Networking Break
11:00 AM	MIT Startup Exchange Lightning Talks - Part 2
	Adam Briggs Chief Commercial Officer Ambri
	Lynn Frostman Vice President of Sustainability and Corporate Social Responsibility Syzygy Plasmonics
	Shoji Nishiura Sr. Business Development Executive Zapata Computing
	Joel Jean CEO and Co-Founder Swift Solar
	S. Roy Kimura Co-Founder & CEO Modulus Discovery
	Andrew A. Radin CEO & Co-Founder Aria Pharmaceuticals
	Kerin Perez Harwood Director of Business Development Nano-C
11:30 AM	Networking with Startup Exhibit
1:00 PM	Adjournment