

Dream-based Social Innovation

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Abstract--The event by the name of Everyone's Dream Award (Minna-no-yume Award in Japanese) started in 2010 in Japan and the competition for dream-based social innovation was executed at the event almost every year. The events had been executed 5 times so far. Several hundred organizations applied for the competition at every event and 31 organizations in total were selected as finalists and made presentations in the big facilities which can accommodate several thousand people.

Among 31 organizations, dreams based on deep technologies were selected for this research. Among the dreams based on deep technologies, the organization which won the best prize was selected from each event. Those organizations include WHILL from Everyone's Dream Award 3 held in January, 2013, Ory Laboratory from Everyone's Dream Award 4 held in February, 2014 and Astroscale from Everyone's Dream Award 5 held in February, 2015 and how these dreams had been coming true was investigated through the case studies.

It was found that Everyone's Dream Award stimulated the other organizations to establish the eco-system for social innovation in Japan and that Everyone's Dream Award was playing a role of an "accelerator for social innovation" in the eco-system in Japan.

I. INTRODUCTION

There are several motivations to take actions for social innovation and dream is one of the major motivations. The event by the name of Everyone's Dream Award (Minna-no-yume Award in Japanese) started in 2010 in Japan to support social innovation in various fields. Everyone's Dream Award is the competition to determine the number one dream in Japan and the event has been held 5 times so far as of the end of 2015 as shown in Table 1. The 1st, 2nd, 3rd, 4th and 5th event were held on December 1, 2010, January 30, 2012, January 30, 2013, February 13, 2014 and February 23, 2015, respectively, and the 6th event which was not included in this research was held on February 22, 2016. The author worked for Everyone's Dream Award 3, 4 and 5 as an associate producer.

This research was conducted to clarify the role of Everyone's Dream Award for social innovation in Japan by analyzing the results of Everyone's Dream Award held so far.

TABLE 1. EVERYONE'S DREAM AWARD HELD BY THE END OF 2015

	Date	Event title
1	December 21, 2010	Everyone's Dream Award 2010
2	January 30, 2012	Everyone's Dream Award 2012
3	January 30, 2013	Everyone's Dream Award 3
4	February 13, 2014	Everyone's Dream Award 4
5	February 23, 2015	Everyone's Dream Award 5

II. ACTIVITIES FOR SOCIAL INNOVATION IN JAPAN

Social business was defined by Nobel Peace Prize laureate Professor Muhammad Yunus [1]. As social businesses are spread in the various areas in the world, some of Japanese companies started to get interested in starting social businesses and collaborate with Professor Yunus outside Japan. Japanese organizations which are the members of Grameen and Yunus Organization Network as of the end of 2015 are Grameen UNIQLO, Grameen Yukiguni Maitake, Kyushu University and Rikkyo University [2].

The activities of social businesses started seriously in Japan in 2009. The Organization to Realize Everyone's Dream was founded in 2009. The main activity of the Organization to Realize Everyone's Dream is to hold Everyone's Dream Award [3]. The Social Entrepreneur School was founded in 2010. The purpose of the Social Entrepreneur School is to grow social entrepreneurs and more than 300 students have graduated from the school so far [4]. The Social Entrepreneur School also holds Social Business Gran Prix every year [5] and the champion of the Social Business Gran Prix applies for Everyone's Dream Award. The event of the Global Agriculture Dream Plan Presentation started in October 2013 and the event to determine the number one dream plan in the agriculture field has been held every year [6]. The champion of this event also applies for Everyone's Dream Award.

In addition to these organizations, several social business funds were also founded. Social Business Partners was founded in 2012 and started investment in social businesses. Professor Yunus joined Social Business Partners as one of the supporting members. Social Business Partners invests in some of the finalists of Everyone's Dream Award [7]. Social Investment Partners (SIP) was founded in November, 2012 and established the Japan Venture Philanthropy Fund (JVPF) in March, 2013 to provide financial and non-financial support to social purpose organizations with an initial endowment of 100MJPY (Million Japanese Yen) [8]. The operational flow chart of JVPF is shown in Figure 1 [9].

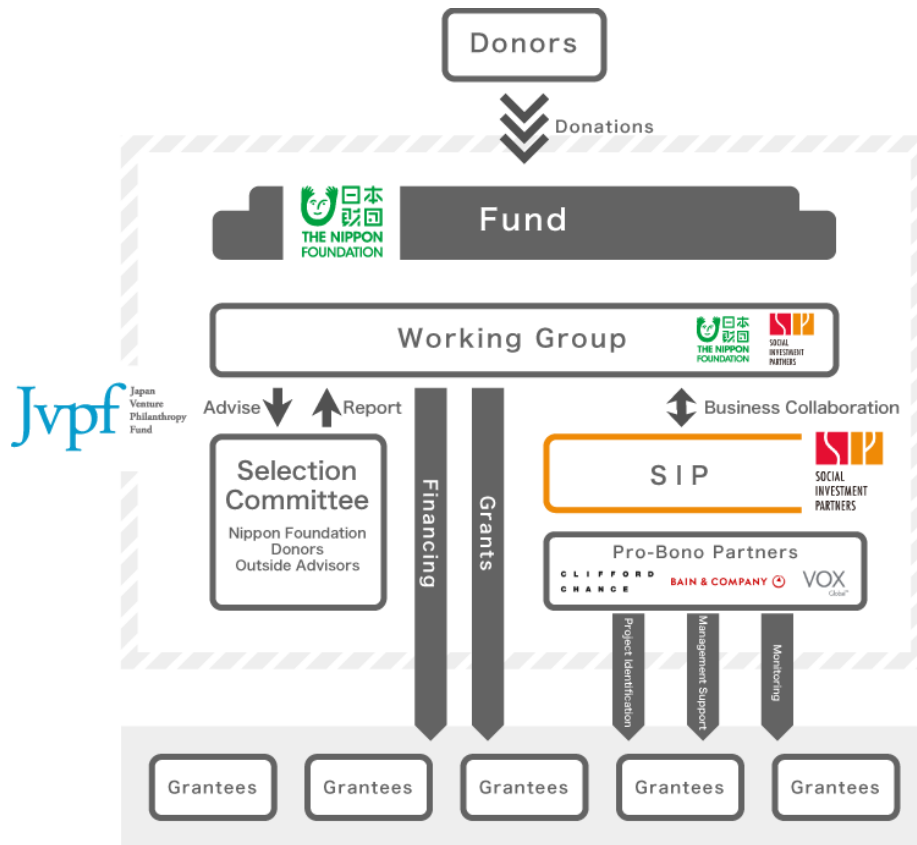


Figure 1. The operational flow chart of JVPF

III. ACTIVITIES OF EVERYONE’S DREAM AWARD

The main purpose of Everyone’s Dream Award is to determine the number one dream in Japan. The process to determine the number one dream is shown in Figure 2. Those who have dreams not only in Japan but also in foreign countries apply for the competition. The 1st selection is made based on the application documents submitted by the applicants and 50 to 60 dreams are selected. The 2nd selection is made through interviews by the judges and about 20 dreams are selected. The applicants who passed the 2nd selection make presentations about their dreams at the 3rd selection and the finalists who make presentations at Everyone’s Dream Award are determined. The author is one of the judges. The numbers of finalists were 5 at Everyone’s Dream Award 2010 and 2012 and 7 at Everyone’s Dream Award 3, 4 and 5.

The criteria to determine the number one dream consist of the following 3 points.

- 1) Sympathy: Can the dream excite everyone?
- 2) Sociability: Can the dream contribute to change the society?
- 3) Concreteness and feasibility: Is the plan to achieve the dream concrete and progressing?

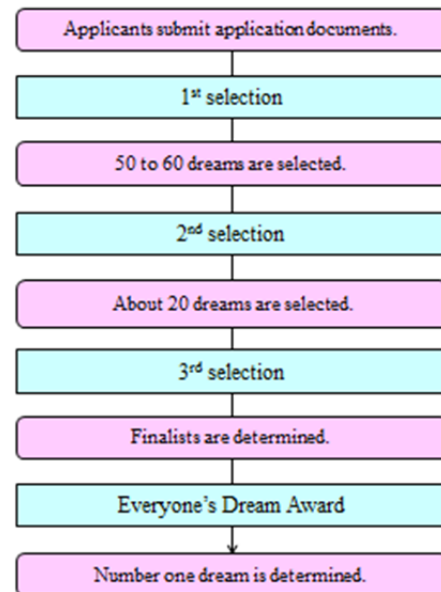


Figure 2. Process to determine the number one dream

The finalists make presentation at Everyone’s Dream Award. Several thousand audiences attend the event and vote for the dream which they think is the best and the number one dream in Japan is determined. The presenter who gains the number one dream award can get 20MJPY as prize money.

Also, companies which are interested in supporting the dreams attend the event and support the dreams they want to support individually.

IV. CASE STUDIES OF THE SELECTED FINALISTS

There were 31 finalists in total at Everyone’s Dream Award. The finalists who won the number one dream awards are shown in Table 2 [10].

Among 31 dreams, dreams based on deep technologies were selected for this research. Among the dreams based on deep technologies, the organization which won the best prize was selected from each event as shown in Table 3. Ory Laboratory won the number one dream and Astroscale won the 2nd prize.

All the open information about what happened to these organizations after the event was collected and how these finalists were growing was analyzed. Then, in what points Everyone’s Dream Award contributed to their growths and what kind of roles Everyone’s Dream Award is playing were analyzed.

A. WHILL

WHILL was founded in May, 2012 and has been developing new type of wheelchairs to reinvent the personal

mobility experience for consumers with all types of disability. WHILL was selected as a finalist at Everyone’s Dream Award 3 held on January 30, 2013. WHILL became famous after Everyone’s Dream Award 3 and started to win awards at various events as shown in Table 4 [11].

As WHILL became famous, many venture capitals became interested in investing in WHILL and WHILL closed US\$11M in Series A funding in September, 2014. The investors in Series A funding included Innovation Network Corporation of Japan (INCJ), 500 Startups, Scott McNealy who is a Sun Microsystems Co-founder and former CEO, Jochu and NTT Docomo Ventures [12].

WHILL opened offices in San Francisco, USA and Taiwan for further global deployment and has been recognized as a global company. On October 14, 2015, The CEA Foundation, which is a public, national foundation affiliated with the Consumer Electronics Association, announced the winners of its first “Technology That Improves Lives” video contest. WHILL along with four other companies was selected from more than 20 entries by companies that create technology that has a positive impact on older adults and others who use assistive technology [13]. Also in October, 2015, WHILL Model A shown in Figure 3 received the Good Design Award 2015 grand prize out of 1,258 participants.

TABLE 2. NUMBER ONE DREAMS IN JAPAN AT EVERYONE’S DREAM AWARD

Event title	Name of organization	Content
Everyone's Dream Award 2010	e-Education	Support childrens' education in developing counties such as Bangladesh
Everyone's Dream Award 2012	kinoko no SATO	Contribute to the reconstruction of the Tohoku region through mushroom business
Everyone's Dream Award 3	Mirairo	Change barriers to values through deployment of universal design
Everyone's Dream Award 4	Ory Laboratory	Support people who can not move through communication robots
Everyone's Dream Award 5	CATiC	Distribute movies to developing countries

TABLE 3. FINALISTS SELECTED FOR THIS RESEARCH

Finalist	Founded	Event
WHILL	May, 2012	Everyone's Dream Award 3
Ory Laboratory	September, 2012	Everyone's Dream Award 4
Astroscale	May, 2013	Everyone's Dream Award 5

TABLE 4. AWARDS WON BY WHILL AFTER EVERYONE’S DREAM AWARD 3

Date	Event	Prize
May, 2014	Invinity Venture Summit 2014 Launch Pad	Champion
August, 2014	Red Dot Design Award 2014 Product Design	Award of Excellence
November, 2014	Japan Creation Award 2014	Grand Prize
November, 2014	Best Team of the Year 2014	Award of Excellence
December, 2014	Japan Innovator Award 2014	Award of Excellence
December, 2014	Nikkei Excellent Product and Service Award 2014	Grand Prize
November, 2015	Good Design Award 2015	Grand Prize of Good Design



Figure 3. WHILL Model A

B. Ory Laboratory

Ory Laboratory was founded in September 12 and has been developing communication robots which can be remotely controlled. The name of the robot Ory Laboratory developed is OriHime and the picture of OriHime is shown in Figure 4.

Ory Laboratory won the number one dream award at

Everyone's Dream Award 4 held on February 13, 2014. After the event, many mass media wrote articles about Ory Laboratory or Ory Laboratory appeared on TV shows. Table 5 shows the major media in which Ory Laboratory appeared. Ory Laboratory got to be known to not only in Japan but also in foreign countries such as Saudi Arabia, Taiwan and Norway [14].



Figure 4. OriHime

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TABLE 5. MAJOR MEDIA IN WHICH ORY LABORATORY APPEARED

Date	Medium	Company
July 11, 2014	World Business Satellite	TV Tokyo
July 26, 2014	Special issue	The Asahi Shimbun Company
August 1, 2014	Khawater TV	Khawater (Saudi Arabia)
August 24, 2014	Taiwan TV	Taiwan Television Enterprise (Taiwan)
September 16, 2014	Nihon Keizai Shimbun	Nikkei
September 26, 2014	Nikkan Kyogyo Shimbun	Nikkan Kyogyo Shimbun
December 22, 2014	AERA	The Asahi Shimbun Company
February 10, 2015	Yukan Fuji	Sankei Digital
February 21, 2015	The Asahi Shimbun	The Asahi Shimbun Company
February 22, 2015	Gacchiri Monday!!	Tokyo Broadcasting System Television
March 13, 2015	Toyo Keizai Online	Toyo Keizai
March 16, 2015	Asa Chan!	Tokyo Broadcasting System Television
March 19, 2015	HELPMAN JAPAN	Recruit Career
July 6, 2014	NRK TV	NRK (Norway)
September 17, 2015	Heart Net TV	Japan Broadcasting Corporation
September- November, 2015	IT Media Healthcare	IT Media
October 2, 2015	Rikunavi Next Journal	Recruit Career
October 12, 2015	News Watch	Japan Broadcasting Corporation
October 19, 2015	Chichi	Chichi Publishing
November 1, 2015	Nihon Keizai Shimbun	Nikkei

C. Astroscale

Astroscale was founded in May, 2013 to develop innovative solutions against the growing number of space debris. Astroscale got the 2nd prize at Everyone's Dream Award 5 held on February 23, 2015. Just before the event, Astroscale completed US\$7.7M Series A funding at the end of January 2015 from JAFCO and 9 successful entrepreneurs – Mistletoe, Inc., Mr. Kotaro Yamagishi, Mr. Kenji Kasahara,

Mr. Shuhei Morofuji, Ms. Mari Murata, Mr. Kiyoshi Nishikawa, Mr. Mamoru Taniya, Mr. Osamu Kaneda and Mr. Takao Ozawa [15].

After the event, Astroscale also became more famous and many mass media wrote articles about Astroscale or Astroscale appeared on TV shows. Table 6 shows major media in which Astroscale appeared. Astroscale became famous to the public drastically as shown in Table 4.

TABLE 6. MAJOR MEDIA IN WHICH ORY LABORATORY APPEARED

Date	Medium	Company
March 14, 2015	The Business Times	Singapore Press Holdings
March 18, 2015	Dream Navi	Nagase
March 27, 2015	Nikkei Business Daily	Nikkei Business Publications
April 16, 2015	CNBC's Squawk Box	CNBC
April 19, 2015	The Straits Times	Singapore Press Holdings
May 1, 2015	Aerospace America	American Institute of Aeronautics and Astronautics
May 15, 2015	The Japan Times	The Japan Times
June 8, 2015	Singapore Smart Nation video	Infocomm Development Authority of Singapore
June 15, 2015	Nikkei Business	Nikkei Business Publications
June 16, 2015	CNN	CNN
June 18, 2015	Nikkan Kogyo Shimbun	Nikkan Kogyo Shimbun
August 11, 2015	Metaplaneta News	Metaplaneta
August 11, 2015	Space News and Astroscale	SpaceNews
August 20, 2015	9News	ninemsn
September 1, 2015	Wired Magazine	WIRED
September 20, 2015	Asahi Shimbun	Asahi Shimbun
September 21, 2015	CBN News	CBN
November 2, 2015	The Edge	The Edge Communications
November 15, 2015	METI Journal	Ministry of Economy, Trade and Industry
November 30, 2015	CNBC	CNBC
December 12, 2015	NHK BS Premium	Japan Broadcasting Corporation
December 16, 2015	The Mid-Japan Economist	The Mid-Japan Economist
December 16, 2015	Nihon Keizai Shimbun	Nikkei
December 17, 2015	Nikkan Kogyo Shimbun	Nikkan Kogyo Shimbun

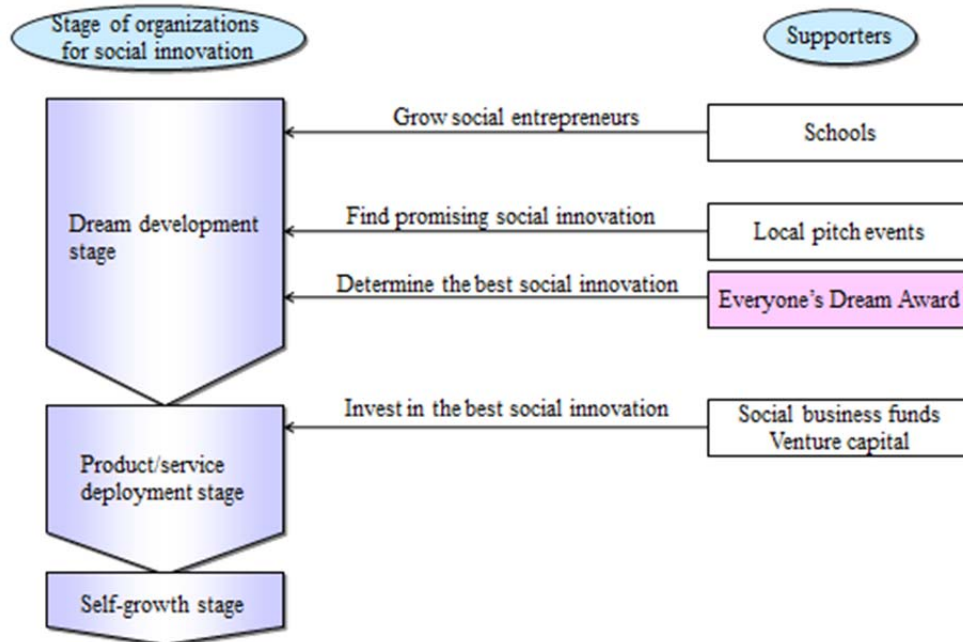


Figure 5. The role of Everyone's Dream Award

V. DISCUSSION

The effects of Everyone's Dream Awards were summarized as follows from the case studies of WHILL, Ory Laboratory and Astroscale.

- 1) Exposure to the public increases drastically if applicants are selected as finalists.
- 2) The dreams are understood well to the potential customers and investors and it helps applicants grow businesses.
- 3) The brand levels of the applicants also become higher drastically.
- 4) As a result, the speed at which the dreams come true will increase and social innovation is accelerated.

The eco-system for social innovation started to be established over the last few years in Japan and various organizations are supporting organizations for social innovation. Figure 5 shows the role of each supporter and the position of Everyone's Dream Award. Schools such as the Social Entrepreneurs School support social entrepreneurs to acquire various necessary skills. There are various local pitch events and social entrepreneurs join those events after starting activities. The organizations which win the local pitch events apply for Everyone's Dream Award and the best of the best organizations are selected as finalists of Everyone's Dream Award. Since Everyone's Dream Award determines the number one dream in Japan, the finalists can become famous drastically and financing and businesses or activities can be accelerated very effectively.

From this discussion, it can be said that Everyone's Dream Award is playing a role of an "accelerator" in the eco-system for social innovation. "Accelerator" is known as startup seed accelerators and the number of the accelerators in the startup

fields is increasing. The first seed accelerator was Y Combinator, started in Cambridge, Massachusetts, in 2005. Then, it was followed by TechStars in 2006, Seedcamp in 2007, Startupbootcamp in 2010, Tech Wildcatters in 2011, several accelerators of SOSV and Boomtown Boulder in 2014 [16].

Seed accelerators have been founded in the startup filed in recent years in Japan, too but there are not so many accelerators in the social innovation field. It can be said through this research that Everyone's Dream Award became the only and most influential accelerator in the social innovation field in Japan.

VI. CONCLUSIONS

It is not easy to realize social innovation in deep technology fields because it needs big investment. Due to Everyone's Dream Award, however, the cases of successful social innovation have been increasing even in deep technology fields.

Also, several years' activities of Everyone's Dream Award stimulated the other organizations to establish the eco-system for social innovation in Japan and Everyone's Dream Award plays a role of an "accelerator for social innovation" in the eco-system.

It is expected that the eco-system will be strengthened further and activities for social innovation will be more accelerated in Japan.

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