

Nationwide Regional Brand Election

Participants Needed!

Tongali
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"NISHIO NO
MATCHA"
TEAM

Tongali project teams up with the regional brand "Nishio no Matcha" and applied for the "2020 Nationwide Regional Brand Election."

Therefore, we are recruiting a team that will attend the national competition as the Tongali project "Nishio no Matcha" team.

Eligibility

The team leader is currently attending a university in the Tokai area (Aichi, Gifu, and Mie prefecture) or Osaka University, and each team should consist of up to 4 members.

Selection Process

Apply via website

<https://tongali.net/events/nishio-matcha2020/>



April 19, 2020

Notification: send by email by the end of April



What is Nationwide Regional Brand Election?

Japan Patent Office of Ministry of Economy, Trade, and Industry (JPO) has held "Nationwide Regional Brand Election." At this election, a business operator of regional brands and local students will work together to promote the brand by posting photos on "Instagram®," and create a new business plan.

Organizer&Contact: Nagoya University Tongali Project and Nishio no Matcha
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Nishio no Matcha

Nishio, located in the south-central part of Aichi Prefecture, is one of Japan's largest matcha production centers, accounting for about 20% of domestic production.

*Regional brand "Nishio no Matcha" is the trademark certified by Japan Patent Office.



Schedule

※only selected teams

May, 2020 (TBD) [Tea-picking and Seminar] Nishio*

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June to August, 2020 [Tongali School 1 4 days workshop] NAGONO Campus

- June 20 Introduction to Design Thinking, Define a Problem Statement
- July 4 Generate Ideas and Potential Solutions
- July 18 User Journey Mapping
- Aug 1 Prototype and Test Ideas

Venue: Nagono Campus 1F Coworking Space (HOMEROOM)
<https://nagono-campus.jp/access/>

※Dates are subject to change

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June/July (TBD) [One day Networking Seminar] Tokyo*

- Information session about the Nationwide Regional Brand Election
 - Workshop and Presentation
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July to October [Interviews and Creating Ideas] Nishio/Nagoya*

- Requirement ① Introduce the regional product/service on SNS
 - Requirement ② Create presentation slides for your new business idea
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[Pre-selection]

Based on the posted photos on SNS and presentation slides

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November/December (TBD) [Final Round] Tokyo*

- Present your business plan (in Japanese)
- Judges and the audience will make the selection
- Exhibitions and tastings of the regional brands near the venue of the final round will also be held

※*Transportation expenses between Nagoya and Tokyo/Nishio will be paid.



What is Tongali ?

Nagoya University-led Tongali project is an entrepreneurship development program. The project implementation focuses on fostering creative ideas and building business models among groups comprised primarily of undergraduate students, graduate students, and young researchers in Tokai area (Aichi, Gifu, and Mie).

<https://tongali.net/>

