

Falling Walls Lab Sendai 2015

Coaching Session Guidance

Tohoku University
Falling Walls Lab Sendai Committee

University Research Administration Centre

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The Falling Walls Foundation and Lab (1)



◆ What is the Lab?

- It is a challenging, inspiring and interdisciplinary format for young bright minds, and offers the opportunity to excellent young **academics** and **professionals** to present *their outstanding ideas, research projects and initiatives.*
- Each participant is asked to present his/her work in **3 minutes.**
- All disciplines are welcome: from agriculture, medicine, economics, engineering to the humanities.
- A prestigious jury from science and business awards the best participants.

The Falling Walls Foundation and Lab (2)



◆ Who are part of the Lab?

- **You!**;
- young bright minds from around the world;
- decision makers of enterprises leading in innovation;
- and distinguished representatives of scientific institutions.

◆ The Falling Walls Lab **(Not just a competition.)**

- supports interdisciplinary dialogue and international cooperation.
- connects young and senior innovators.
- develops new ways of scientific communication.



Falling Walls Conference:

Unique Access to Breakthrough Research

- connect science with the innovation industry, politics, media and culture
- identify trends, opportunities and solutions for global challenges
- make research understandable to a broad audience
- inspire people to break down the walls that we face today



Presentation Format and Evaluation

<http://www.falling-walls.com/lab/winners>

- 2.5 min presentation; and 30 sec Q&A.
- Three slides:
 1. Your presentation title, name, and affiliation
 2. Your breakthrough idea
 3. Summary
- A group of audience with diverse backgrounds
- Three criteria for scoring
 1. Breakthrough Factor (50%)
 2. Impact/Relevance (30%)
 3. Structure/Performance (20%)

The First 2.5 min (1)



- The Stage is all yours. You are the centre of focus.

 Win the hearts of the audience, and enjoy yourself!

- You will talk about your outstanding ideas, research projects and initiatives.

 What does 'outstanding' mean at our event?

1. Which are the next walls to fall? (issue, problem)
2. How did or will you break the wall? (methods)
3. What did or will you see? (difference, impact)

- Three criteria for scoring:
 1. Breakthrough Factor (50%)
 2. Impact/Relevance (30%)
 3. Structure/Performance (20%)



Judging Points by Jury Members

Falling Walls Lab Scoring System

Each presentation is evaluated with a score, based on three criteria

5W1H

Overall scoring

50%

Breakthrough factor

- Does the project have originality and potential for innovation?
- Does it represent a groundbreaking idea, initiative or discovery?
- Could it trigger other innovation processes?

30%

Relevance/Impact

- What is the target (group)?
- Does the idea affect a broad group of addressees or does it have a deep impact on a small group?
- Does the idea have short-term or long-term effects?

20%

Structure/Performance

- Is the presentation well structured? Does it clearly explain breakthrough and impact?
- Does the candidate present a proof of concept/ the feasibility of the project?
- Is the candidate able to explain the idea?
- How does the candidate perform?



The First 2.5 min (2)

- Three slides:
 1. Your presentation title, name, and affiliation
 2. Your breakthrough idea
 3. Summary



➡ Use other available tools, if reasonable.

- A group of audience with diverse backgrounds

➡ Speak 'English!'



The Last 0.5 min

- The distinguished jury will ask you questions.
- **Prof. Sadayoshi Ito, M.D., Ph.D.**
Executive Vice President, Research and Scientific Affairs, Tohoku University
Expertise: Nephrology, Medical Science
- **Prof. Daisuke Toki**
Managing Professor, Special Advisor (for Research), Tohoku University
Expertise: Finance
- **Prof. Reiko Kuroda**
Research Institute for Science and Technology, Tokyo University of Science
Expertise: Life Science
- **Prof. Fumio S. Ohuchi**
Department of Materials Science and Engineering, University of Washington
Expertise: Materials Science
- **Prof. Masao Ogaki**
Department of Economics, Keio University
Expertise: Behavioral Economics, Macroeconomics, International Economics, Econometrics
- **Dr. Yuko Harayama**
Council for Science, Technology and Innovation, Cabinet Office
Expertise: History of East Asia
- **Mr. Shigenori Oyama**
The Representative Director and President, NEC TOKIN Corporation
Expertise: Innovative industrialization
- **Dr. Noriko Tsuruoka (Special Guest)**
The FWLS2014 winner, Tohoku University
Expertise: Medical Engineering

2nd Falling Walls Lab Sendai: September 4th, 2015



Venue: TOKYO ELECTRON House of Creativity,
Katahira Campus, Tohoku University

We will have 35 wall-breakers present, and
8 distinguished jury members judge.



Falling Walls Lab Berlin Finale:

November 8th, 2015



We will offer to the Top 3 winners the following prizes:

Round flight ticket to Berlin and
Three nights stay coupon in Berlin
Training sessions



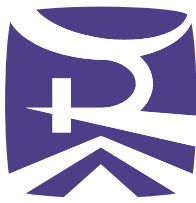
If you win again,
On November 9th, you will
speak at the Conference in
front of distinguished delegates.

FWLS2015 Calendar:



Schedule at <http://www.tfc.tohoku.ac.jp/fwls/>

- May, 19th (Tue): Guidance at Seiryō Campus
- May, 20th (Wed): Guidance at Kawauchi Campus
- May, 21th (Thu): Guidance at Aobayama Campus
- June, 30th (Tue): Application Deadline
- Early July: Selection by FWLS Committee
- July, 13th-17th: Guidance to the Wall-Breakers at FWLS2015
- **August 3rd: Training Session 1 (today)**
- **August 21st: Training Session 2**
- September, 4th (Fri): Falling Walls Lab Sendai 2015



Have a lot of fun!

Thank You.