

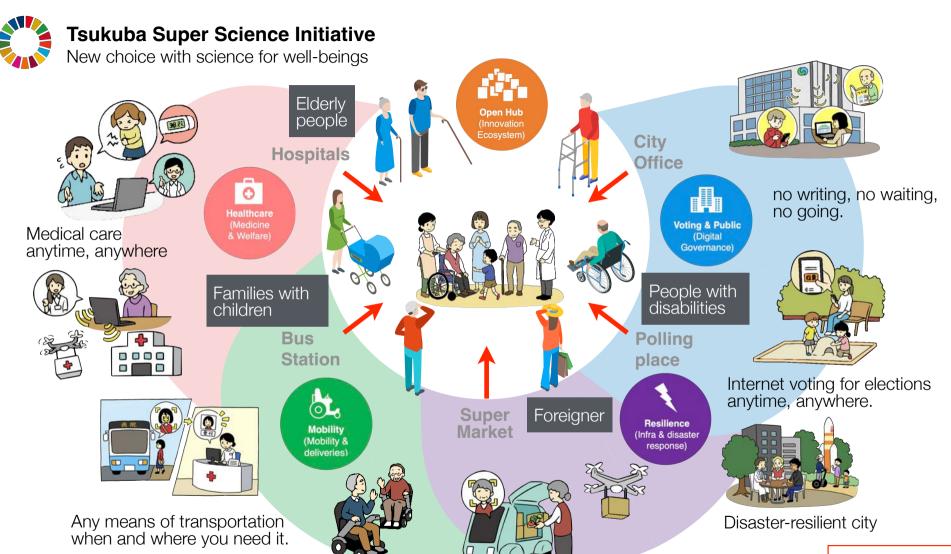
Towards the Inclusive Smart Society

Tsukuba Super Science City Initiative

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Closer to stores

From "Place" to "People"
Inclusive Technology

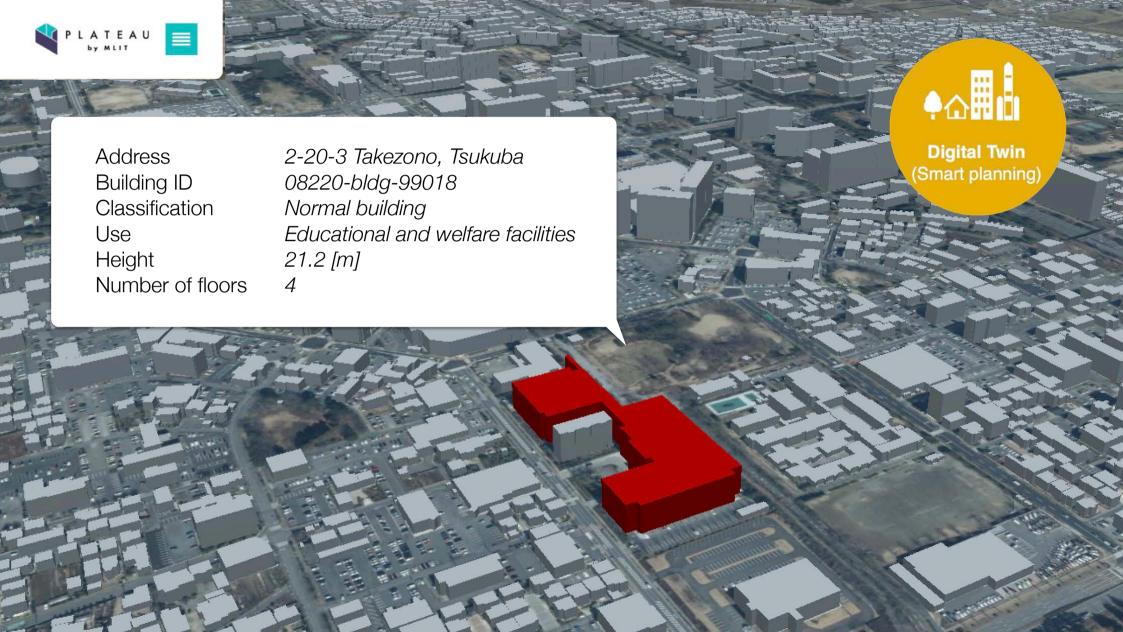








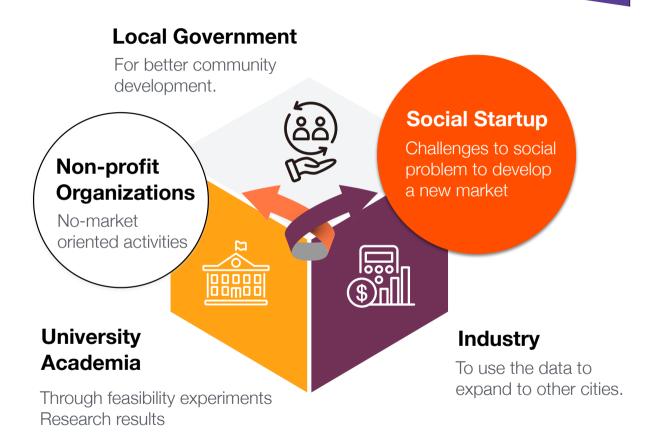






University of Tsukuba

- A social startup is an entrepreneurial venture that has just been established and is market-oriented.
- They develop and implement solutions to social, cultural, or environmental issues.
- For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices.
- A new ecosystem that connects local governments and markets will become necessary.



A business model development with the public sector