

**Ministry of Internal Affairs and Communications: Strategic Information and
Communications R&D Promotion Program (SCOPE)
Special Entries for Innovative Candidates
“INNO-vation” Program**



2019 Application Guidelines

Implementing Body of this Program KADOKAWA ASCII Research Laboratories, Inc.

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I “INNO-vation” Program

1 Message from Ministry of Internal Affairs and Communications

As we enter into the era of the 4th Industrial Revolution, there are many industrial changes on a global scale occurring all around us. Within such changes, in order for our nation to maintain and strengthen our international competitive edge while resolving social issues and achieving continuous economic growth, a social innovation in ICT is necessary. Especially important are inspirations and technologies that do not follow traditional ideas, and expectations for disruptive innovations that could drastically change the current markets are steadily becoming more prevalent.

In order for disruptive innovations to develop and grow in Japan, we require; a bedrock where the seeds of inspiration which is “unusual” from previous thoughts can naturally grow, an environment that accommodates challenges without fear of failure, a culture accepting of diversity, etc. In 2014, the Ministry of Internal Affairs and Communications (hereinafter referred to as “MIC”) established the “INNO-vation” Program to provide support towards candidates (referring to “strange or unusual persons”) that could bravely move forward with their wildly peculiar and ambitious challenges to resolve the technological issues facing us today. In addition, starting from 2017 we have begun accepting more casual challenges regarding particular ideas and technologies. In Japan, we aim to establish an environment in which our candidates can feel free to challenge themselves to create something out of nothing through an ability to discover those issues, unpredictable even to artificial intelligence, that will open up the future, rather than an ability to find pre-existing solutions, something which AI is now able to achieve.

We look forward to receiving applications from everyone who wishes to give a try.

The MIC too will continue working in finding the perfect structure to support world-class changes and fast-moving revolutions in the field of ICT. We can not only challenge ourselves towards something new, but also towards creating a future for our nation together.

*ICT stands for Information and Communication Technology, as defined and used accordingly in the Japanese terminology.

*This Program was launched in 2014 on the basis of the recommendations of a report from the Information and Communication Council entitled “Desired Course of ICT Policies towards Innovation Creation” (interim report: 5 July 2013, final report: 27 June 2013). In the ensuing years, the program has evolved and is now positioned as a key national strategy, having been included by the Council on Investments for the Future 2017 (approved on 9 June 2017), the Declaration to be the World’s Most Advanced IT Nation 7 (approved on 30 May 2017), and the Investments for the

2 Call for Applications: Segments

Support for your Disruptive Challenge

破壊的な挑戦

Section: Disruptive Challenge

Call for the ambitious technological challenges that create a "seed of disruptive innovation" in Information and communications Technology (ICT).

Wanted: Extraordinarily Ambitious Ideas, Technologies and Geeks!

(Up to ¥3,000,000 for a maximum period of 1 year.)

- Supervisors evaluate proposal to select "the challenges", as well as an "INNO-β" at the end of their challenge.
- The INNO-β will receive the support for global development.

Refer to page 6 for more details.

Awards from our Cooperative Partners

シネレーションアワード

Section: Generation Award

Call for your ideas, technology, and invention.

Award prizes to exceed "5 senses of animal" or "3 dimension of space and time" are evaluated by our Cooperative Partners for,

- An unique and strange idea
- A cutting-edge technology
- An invention

• Extra prizes (worth ¥200,000), or extra special company prizes are given from Cooperative Partners.

• Nominated proposals (e.g., 186 nominations in 2018) have the opportunities to join the matching events in Japan with Cooperative Partners.

• There is a possibility that your proposal become a candidate of the "INNO Grand Challenge" .

Refer to page 12 for more details.

3 Applicant

- All ages.
- All nationalities*
- You, or your recommendations. (individual or group) *

*Should meet the requirements for foreign nationals who want to be active in/for Japan. For further details, please see the guidelines for each segment.

* The Program secretariat shall not disclose any personal information of the recommender to the person recommended.

It is possible to apply to both the “Disruptive Challenge” and the “Generation Award”.

4 Intellectual Property Protection Policy

The protection policies regarding Intellectual Property are different depending on whether you apply to the “Disruptive Challenges” or “Generation Award” Segment. Please thoroughly read the application guidelines for the relevant segment and only apply after confirmation of the details.

5 Application Period

From 11:00 AM Monday, June 3, 2019 to 6:00 PM Wednesday, July 31, 2019.

6 How to Apply

Please submit your application through the form on the official website.

For further details, please see the guidelines for each segment.

<https://www.inno.go.jp/en/>



* Please enter according to the order and method of the application forms.

* Additional reference documents and prototype models may be submitted via attachment over the application form on the official website, or sent via post to the implementing body of this Program. Hand-delivery to the implementing body of this Program is NOT accepted.

* Delivery via post shall be deemed delivered with stamp of issue on date of deadline, or the acceptance date of same-day delivery. Please note that all submissions (documents, etc.) in general are not returned.

* Application to the Generation Award segment can be done via Social Media (Facebook, Instagram, Twitter, YouTube, etc.).

7 Contact Information concerning this Application

The Program Agency of the INNO-vation Program

KADOKAWA ASCII Research Laboratories, Inc., “INNO-vation” Secretariat

TEL : 03-5840-7629

Hours: Monday to Friday (except National Holidays) 10:00 AM to 6:00 PM

Email Address: info/atmark/inno.go.jp (replace the “/atmark/” to @)

Please see the FAQ section on the official INNO-vation website.

Official Website of the INNO-vation Program :<https://www.inno.go.jp>

You must read the application guidelines for the segment to which you are applying before submitting your application.

“Disruptive Challenge” Segment → P.6-11

“Generation Award” Segment → P.12-16

8 (Reference) Regarding the Handling of Personal Information

Personal information refers to any information pertaining to the address, name, telephone number, e-mail address and/or any other information that can identify a particular individual (including other information that can be cross-referenced and as such identify a particular individual).

In regards to the personal information submitted during the application, it shall be handled in accordance to the “Personal Information Protection Policy” of KADOKAWA ASCII Research Laboratories, Inc., the implementing body of this INNO-vation Program.

(1) Purpose of Use regarding the Submitted Personal Information

1. Notification regarding the Screening Process and Result
2. Confirmation regarding various inquiries, and/or reply notification
3. Notification upon any upcoming events pertaining to this Program

(2) Regarding the Management of the Submitted Personal Information

1. Implement strict security protocols to prevent unauthorized access, loss, divulgement, modification, etc.
2. During the entering of personal information, protect such information during the telecommunication transfer utilizing data encryption technology.
3. Personal information obtained by the implementing body of this Program regarding the application, aside from cases where mandated by law and regulation, shall not be used without the prior consent of the person providing the personal information, and shall not be used for any other reasons than for the purpose stated in advance.

[Inquiries, Complaints, and Consultation regarding the Handling of Personal Information]
Please contact the below for disclosure, correction, suspension, etc. of personal information.
Company Name: KADOKAWA ASCII Research Laboratories, Inc.
Address: 2F, KS Building, 1-17-8, Nishikata, Bunkyo-ku, Tokyo, 113-0024
TEL : 03-5840-7800 (representative) (FAX) 03-5840-7812
E-mail: info/atmark/inno.go.jp (replace the “/atmark/” with @)
Personal Information Manager: Eiji Yoshikawa (Mr)

◆The “Person Information Protection Policy” of the implementing body of this Program can be viewed at the following URL.

URL : <https://www.lab-kadokawa.com/privacy/en/>

Section: Disruptive Challenge

1 Subject of Eligibility

In the globally unpredictable field of ICT (Information and Communication Technology), where new technologies and inspirations are created every day, we will support wildly strange and ambitious technological challenges full of great possibilities in order to create the value of disruption on a worldwide scale. We invite fearless, brave and challenging proposals that tackle the issues bringing about great revolutions in both society and industry.

Please read the remarks carefully before proceeding to application.

2 Applicant

- Applicants must either hold Japanese citizenship (irrespective of current country of residence) or be able to reside in Japan (irrespective of citizenship held) until the completion of the technology challenge and further necessary responses.
- The “requirements for foreign nationals who want to be active in/for Japan.” for the Disruptive Challenge segment are given below. Any such foreign nationals must:
 - a. Hold qualifications that enable him/her to be located in Japan to engage in the “technology (issue) challenge” selected to be part of the INNO-vation Program.
 - b. Be able to agree to the governing law in their Program contract to be Japanese law.
 - c. Be able to adhere to all other matters decided, having agreed any adjustments as necessary with the Program Secretariat.
- ※ Applicants holding Japanese nationality may undertake their technology challenge either in Japan or overseas.
- ※ Applicants holding any other nationality must be able to undertake technical development within Japan from the point at which they pass the final screening process until the completion of the technical development required for the Program.
- ※ Applicants holding Japanese nationality who intend to undertake technology development outside of Japan and applicants not holding Japanese nationality who intend to undertake technology development within Japan are responsible for carrying out any administrative procedures relating to eligibility to reside in the country where the work required for the participation in this Program is intended to be carried out (for example obtaining visas, renewing or extending visas, changing visa status) is to be carried out by the Program participant at the participant’s own cost. If a participant does not meet the necessary requirements

relating to visa status, etc., appropriate measures may be taken including the cessation of Program funding.

3 Funding Amount

Up to ¥3,000,000 for a maximum period of 1 year.

※ The program secretariat will handle any cumbersome paperworks for the administrations, and creating an environment in which, as far as possible, successful participants are able to concentrate on the technical challenge. As such, in principle no funding will be paid in cash.

※ Budget for personnel salaries shall be calculated on the basis of the income recorded in the previous year of the persons due payment.

4 Technology Development Period

From the point of selection at final screening (tentatively, October 2019), a maximum one year after the selection (e.g., October 2019 - October 2020).

※The development period may be brought to an end prior to one year on the basis of supervisor evaluation.

5 Implementation Schedule

Application Period	11:00AM, Monday 3 June 2019 – 6:00PM, Wednesday 31 July 2019
Candidates Passing the First Screening Process will be Announced	Early September (tentative)
Final Screening Process	Mid September (tentative)
Candidates Passing the Final Screening Process will be Announced	Around October
Collaboration Event with the Cooperative Partners	Around October
Spring School (Mid-Term Performance Meeting)	February – March 2020 (tentative)
Result Report and Final Evaluation	September – October 2020 (tentative)

*Schedules are subject to change. Please confirm via official website.

6 Content of Application and How to Apply

To apply, use the application form accessible from the official Program website, ensuring that you provide all of the following information.

- Name of the Technology Challenge (under 50 Japanese characters)
 - Target Goal to Achieve in the Challenge (under 600 Japanese characters)
 - Milestone to Target Goal (under 1,000 Japanese characters)
 - Additional reference documents and prototype models can be submitted (voluntary).
- ※ Supplementary documentation, prototypes, and other supporting material may be submitted as part of your application, either by attaching such material to the online application form accessible from the official Program website or by posting such material to the implementing body of the Program. The implementing body is not able to accept any submissions of such material by hand.
- ※ Postal items will be accepted provided they have been postmarked by the deadline or are marked as having been received by the courier by the deadline. Please note that, in principle, it will not be possible to return any documentation or other materials submitted.

7 Disclosure of the Screening Process and Results

After confirmation of the screening method by the implementing body of this Program, the first and final screening shall be implemented. The final screening process may entail interviews, etc.

Evaluation of the proposals shall be implemented by a supervisor. Evaluation shall be limited only to the content of the proposal. (Gender, age, career history and/or accomplishment will not be subject to evaluation.) The name and residing prefecture of the applicants who have passed the first and final screening process will be announced on the official website.

All applicants besides the ones who have passed the final screening process are eligible to participate in the matching program with our Cooperative Partners. For details, refer to “11 (4) Regarding the Collaboration with our Cooperative Partners.”

Supervisor

Gaku Ueda CEO, MODE Inc.

Erika Ogawa President, Guinness World Records Japan

President and CEO of - “Takumi-Nippon” Project -

Tetsuya Kawanishi Professor, School of Fundamental Science and Engineering, Department of Electronic and Physical Systems, University of Waseda

Katsuya Takasu Chairman, Medical Corporation Fukushi Kai, Takasu Hospital, Takasu Clinic

Tomotaka Takahashi CEO, Robo Garage Co. Ltd and Project Associate Professor of Research Center for Advanced Science and Technology, University of Tokyo

Hiroshi Harada Professor, Department of Communication and Computer Engineering, University of Kyoto

Tomoe Makino President and CEO, Trip Advisor LLC

Yukihiro Matsumoto Chairman, Ruby Association

Program Adviser

Adam D'Angelo Co-founder and CEO of Quora, former Facebook CTO

Joichi Ito Director, MIT Media Lab

Shinichi Nakasuga Professor, Department of Aeronautics and Astronautics, University of Tokyo

Hitoshi Hokamura First Compass Group General Partner/ Advisor, Scrum Ventures

Former Chairman of Evernote Japan

Takeshi Miike Film Director

8 Prerequisite in the Screening Process

- Applicants must be the originators of the technology challenge and must be the person who intends to achieve the resolution of the technology challenge independently. If the challenge is to be implemented in a group, the various roles and responsibilities are not to overlap.
- Applicants must take all necessary responsibilities towards achieving their target goals throughout the development period of the technology.
- If an interview is to be scheduled as part of the screening process, applicants must be able to attend. In such cases, the transportation cost required shall be covered by the implementing body of this Program.
- After passing the final screening process, applicants must have the desire to actively participate in meetings and/or exchanges pertaining to this Program

- If an applicant is affiliated with an organization such as a corporation, a document of consent from the affiliated organization must be submitted after passing the final screening process. If an arrangement is required with the affiliated organization for the submission of such a document of consent, the implementing body of this Program shall provide support.
- If the applicant who has passed the final screening process is a minor (under age of 20), he/she must fulfill a contract with their legal guardian. If an arrangement is required with the legal guardian for obtaining such consent, the implementing body of this Program shall provide support.
 - ※ If it transpires that any relevant technology, etc., developed outside of Japan is subject to export limitations under the Foreign Exchange and Foreign Trade Act of Japan, appropriate measures may be taken including the cessation of Program funding.
- Applicants must have no connections to any organized crime or associated persons.

9 Confidentiality

(1) Confidentiality of the Proposed Contents until Passing the Final Screening Process

With the exception of the information set out in Section 7: Disclosure of the Screening Process and Results, no information relating to ideas submitted in applications, including information relating to the assessment of said ideas, will be disclosed under any circumstances.

(2) Confidentiality Obligations of Applicants Passing the Screening Process

Applicants passing the screening process are forbidden from leaking to any third party or using for any purpose other than the Program challenge any confidential information, e.g. corporate information, which applicants came to know through this Program.

10 Handling of Intellectual Property Rights

The rights to deliverables from this Program by the applicants who have passed the final screening process shall belong to the person(s) who invented and/or developed the technology. It is important to note that even if the successful applicant(s) are currently affiliated to organizations or institutions, the deliverables shall not become the property of those organizations or institutions.

11 Matters of Attention (Please Read)

(1) Regarding the Originality of the Contents of the Application and Developed Technology

For the entire period of this Program, from the point of application to the point of

passing the final screening, it is strictly forbidden to plagiarize or infringe upon the ideas or intellectual property of third parties. Applicants must be aware, from the application stage, of the need to be duly vigilant with regard to the plagiarism and infringement of the ideas and intellectual property of third parties.

(2) Handling of Malpractice

i “Malpractice,” as stated in this Program, shall be defined as any and all acts that infringe upon general laws and provisions. For example, using goods supplied for the purpose of the technical challenge for any purpose other than said technical challenge would constitute malpractice.

ii This Program forms part of the competitive funding system operated by the Ministry of Internal Affairs and Communications of Japan. Measures for dealing with malpractice are disclosed in the “Policy regarding the Appropriate Implementation of Competitive Funding”. Applicants must read and understand this policy prior to submitting any application.

[Reference] Policy regarding the Appropriate Implementation of Competitive Funding

<http://www8.cao.go.jp/cstp/compefund/shishin1.pdf>

(3) Obligation to Participate in Follow-up Surveys

In order to improve the Program for the future, we shall implement surveys on the status and situation of applicants who have passed the final screening process (at the point of Program and around 10 years later). Applicants who pass the final screening are expected to cooperate with these surveys.

(4) Matching with our Cooperative Partners

All applicants who do not pass the final screening shall be eligible to apply to the Cooperative Partners Program. From the perspective of the protection of applicants’ intellectual property, however, it should be noted that any participation in said Program assumes that the applicant has agreed and will adhere to the cautionary notes set out on the application form.

The implementing body of this program shall support the collaboration between the applicant and the cooperative partners.

(5) Other

- In the event that a challenge is completed within one calendar year, it shall be

possible to end the Program early.

- The recommended individual who has passed the first screening process shall be contacted by the implementing body of this Program regarding whether or not they desire to participate in the final screening.
- Supervisors will not intervene in Program challenges.
- Evaluation criteria are as follows:

...Originality: if the applicant demonstrates ideas and characteristics befitting a person capable of taking on disruptive technical challenges

...Self-Determination: if the applicant possesses strong and determinative attributes that do not expect reasoning and fact from others

...Clarity and Understanding: if the applicant has a clear understanding of the problems, solutions, possibilities

...Indomitable Will: if the applicant possesses the indomitable will and conviction of facing the challenges and moving ahead until they succeed

- In this Program, challenges where a hypothesis for challenge resolution has been developed and challenges where failure (if it has occurred) leads to the identification of the next potential path toward resolutions shall be evaluated positively. Such challenges may be tackled again if supervisor evaluation finds there to be merit in a further challenge.

III ジェネレーションアワード

Section: Generation Award

1 Subject of Eligibility

(1) Generation Award

Call for your ideas, technology, and invention.

Award prizes to exceed "5 senses of animal" or "3 demension of space and time" are evaluated by our Cooperative Partners for,

- A unique and strange idea
- A cutting-edge technology
- An invention

Please read the remarks carefully before proceeding to application.

2 Applicant

- All ages.
- All nationalities
- The “requirements for foreign nationals who want to be active in/for Japan.” for this segment are, simply, that the foreign national or group of foreign nationals applying must have an interest in working in Japan.

3 Implementation Schedule

Application Period	11:00AM, Monday 3 June 2019 – 6:00PM, Wednesday 31 July 2019
Screening by our Cooperative Partners	Late August – early September
Notification of Nomination	Late September (tentative)
Award Ceremony and Collaboration Event with our Cooperative Partners	Around October
Collaboration Event with Venture Capital, etc.	Scheduled sometime between November and December

4 Award

The nominees will be selected from the following categories. In addition, Honorary Mention Awards may be given for any proposals that the Cooperative Partners deems that they want to support. After screening, if there are no subjects that meet the criteria of a category, the category award will not be selected.

Category Awards
Awards will be provided for the ideas/technologies/inventions to exceed "5 senses of animal" or "3 demension of space and time".
Examples of Award are Something with ; 1. Perception 2. Listening 3. Pertaining to Touch 4. Pertaining to Smell 5. Pertaining to Taste 6. Something to Send 7. Further Expansion/or small 8. Changing Time 9. Increased Reach 10. Connecting with Something, Somewhere, Someone, or Any other unexpected categories, for a total of about 15 awards

Extra prizes (worth ¥200,000), or extra special company prizes are given from Cooperative

Partners.

Nominated proposals (e.g., 186 nominations in 2018) have the opportunities to join the matching events in Japan with Cooperative Partners.

5 Application Contents

To apply, use the application form accessible from the official Program website, ensuring that you provide all of the following information.

- Title of Proposal (under 50 Japanese characters)
- Overview of Proposal (under 600 Japanese characters, video, items produced, etc.)

<https://www.inno.go.jp/en/>

• Supplementary documentation, prototypes, and other supporting material may be submitted as part of your application (optional)

*Supplementary documentation, prototypes and other supporting material may be submitted either by attaching such material to the online application form or by posting such material to the implementing body of the Program. The implementing body is not able to accept any submissions of such material by hand.

*Postal items will be accepted provided they have been postmarked by the deadline or are marked as having been received by the courier by the deadline. Please note that, in principle, it will not be possible to return any submissions (documents, etc.).

6 How to Apply via Social Media

You may send your application via Facebook, Instagram, Line, and Twitter. For applications using Social Media, please confirm via the following URL.

① Facebook

Please apply using the Messenger.

<https://www.facebook.com/innovationproject/>



② Instagram

Please apply via Direct Message function.

Please follow the following account.

https://www.instagram.com/inno_project/



③ LINE

Please apply via the LINE Talk function.



Please add the account below as a friend.

http://line.me/ti/p/@inno_project

④ Twitter

Please apply via the LINE Talk function.

Please add the account below as a friend.



7 Matching with our Cooperative Partners

In our Cooperative Partners have discovered a proposal during the Generation award screening process, their request will be notified to the implementing body of this Program after the screening process. Later, the implementing body of this Program shall contact the applicant, and if the applicant desires, matching between company and applicant will be complete.

8 Disclosure of the Screening Process and Results

After the implementing body of this Program confirms the method, the screening shall be implemented by our Cooperative Partner of the INNO-uation Program.

Evaluation shall be limited only to the content of the proposal. (Gender, age, career history and/or accomplishment will not be subject to evaluation.) There are no differences in terms of evaluation, regardless of the method of application (via application form, various SNS).

The name, residing prefecture, and name of proposal of the nominees and award winners shall be disclosed via the official website after the screening.

Any applicants that have not passed the screening process shall not be notified.

9 Mandatory Requirements for Generation Award

- Must be the originator or the originating group of the proposal.
- Rights regarding the application contents (incl. additional reference materials) shall be managed as they belong to the applicant or the originator, however due to the possibility of our Cooperative Partners might be in consideration of a similar idea or technology or challenges, if the applicant desires to keep the content absolutely confidential, please do not apply.
- If an interview is to be scheduled as part of the screening process, the applicants must be able to attend. In such cases, the transportation cost required shall be covered by the implementing body of this Program.
- After passing the final screening process, applicants must have the desire to actively participate in meetings and/or exchanges pertaining to this Program.
- If an applicant is affiliated with an organization such as a corporation, a document of consent

from the affiliated organization must be submitted after being awarded. If an arrangement is required with the affiliated organization for the submission of such a document of consent, the implementing body of this Program shall provide support.

- If the applicant who was awarded is a minor, he/she must have the consent of their legal guardian. If an arrangement is required with the legal for obtaining such consent, the implementing body of this Program shall provide support.
- A person of Japanese nationality (regardless of the area of residency), or, a person who can reside in Japan until the completion of the development of this technology.
- Must be able to process administrative procedures in the Japanese language (or, are in an environment that makes such possible).
- If the awarded proposal is subject to export regulations based on Foreign Exchange and Foreign Trade Act, it will be ineligible for the award.

10 Confidentiality

(1) Confidentiality of Idea Content until Selection of Generation Awards

With the exception of the information set out in Section 8: Disclosure of the Screening Process and Results, no information relating to ideas submitted in applications, including information relating to the assessment of said ideas, will be disclosed under any circumstances.

(2) Confidentiality Obligations of Applicants Passing the Screening Process

Applicants passing the screening process are forbidden from leaking to any third party or using for any purpose other than the Program any confidential information, e.g. corporate information, which applicants came to know through this Program.

11 Handling of Intellectual Property Rights

- Since the application contents are to be disclosed to our Cooperative Partners, please do not apply if the applicant wishes to keep the content confidential.
- The name, residing prefecture, and name of proposal of the nominees and award winners shall be disclosed via the official website.

12 Matters of Attention (Please Read)

(1) Regarding the Originality of the Contents of the Application

For the entire period of this Program, it is strictly forbidden to plagiarize or infringe upon the ideas or intellectual property of third parties. Applicants must be aware, from the application stage, of the need to be duly vigilant with regard to the plagiarism and

infringement of the ideas and intellectual property of third parties.

(2) Handling of Malpractice

Do not engage in malpractice. “Malpractice,” as stated in this Program, shall be defined as any and all acts that infringe upon general laws and provisions.

(3) Obligation to Participate in Follow-up Surveys

In order to further improve the Program for the future, we shall conduct surveys on the status and situation of applicants who are awarded. Applicants who are awarded are expected to cooperate with these surveys.

(4) Other

- The implementing body of this Program shall not disclose the personal information unless having the consent of the applicant.
- Applicants shall not directly or indirectly negotiate with our Cooperative Partners through this Program (or through the implementing body of this Program etc.).
- After the awards and announcement process, our Cooperative Partners may continue to review the proposals of the applicants.