

The Era to Grow Derukuis

XXXX年XX月XX日
@XXXX

Derukui Company

Representative

Hironobu Yokota

Considerations on “Derukuis”

What Sony had during its growth period, which the world called a myth

Sony's job advertisement in a newspaper in 1969

“Derukui” Wanted!

「出るクイ」を求む!

Sony brings people to life.
—SONYは人を生かす—

People who are willing to do something tend to be hit or pulled because of "overdoing".
It's a shame. Few people grow good ideas.
On the contrary, there are many people who argue that it is no good, no good, and break it.
However, since we made Sony, we have been collecting such "DERUKUI".

Sony has always been the first to launch unique new products, and in just the last decade, Sony has become one of the most famous brands in the world, partly because of its strong personality.
We think this is because we have gathered employees with such strong personalities and encouraged their creativity. Sony is now taking a leap forward with the addition of its new "Trinitron" color TV.

We hope talented individuals who are banging their heads against the organizational walls with skill and enthusiasm will join our battle line.

599 1.25朝日

A breakthrough similar to the current GAFA

“Derukui” wanted!

Words given by seniors when Yokota was assigned overseas
(1980s)

**"The Sony way is to identify the essence
and be faithful to the essence."**

**"Wherever you go in the world,
always stick to the Sony way."**



The world does not understand “what the essence is”.

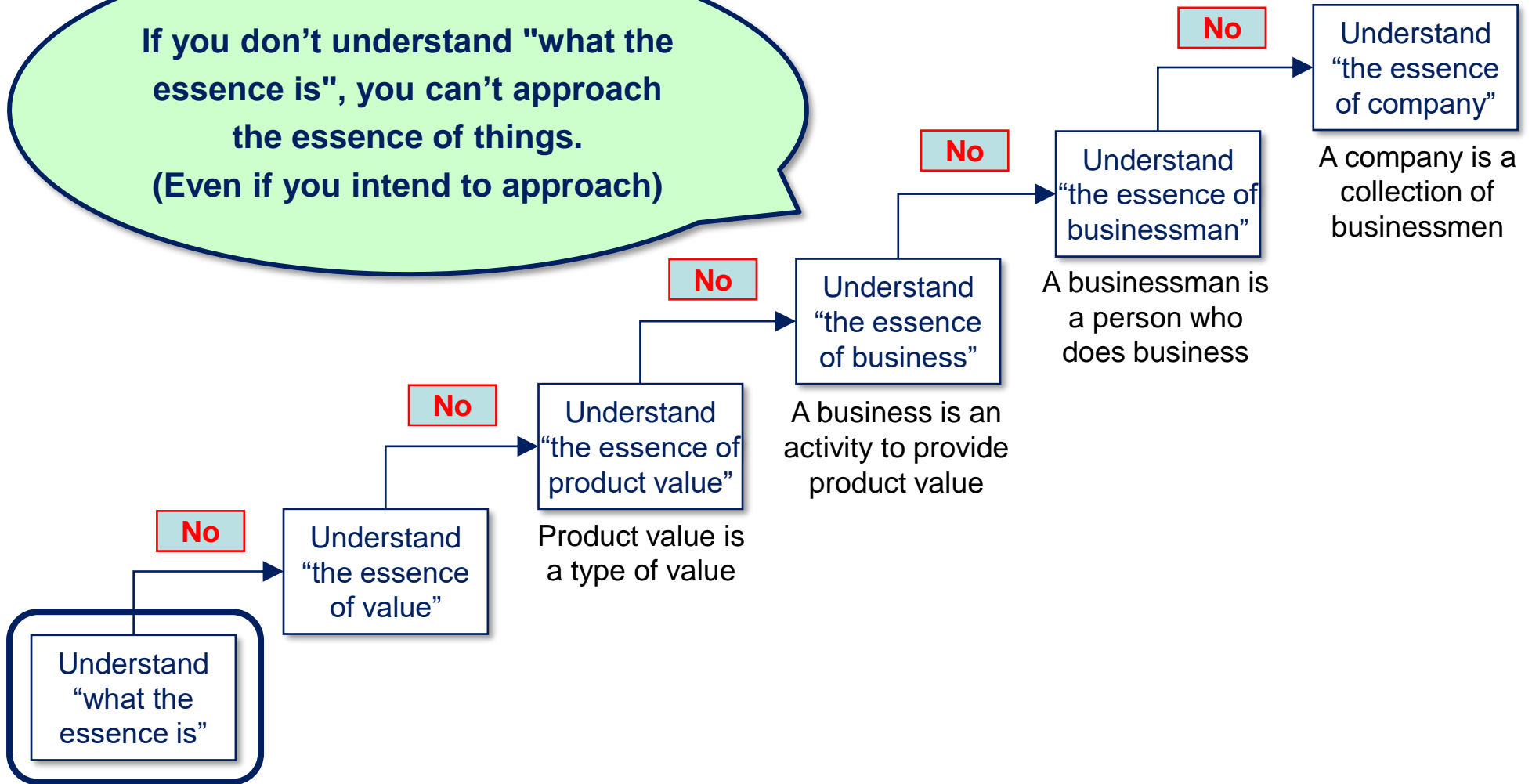
What is the essence?

A mystery from ancient Greek times

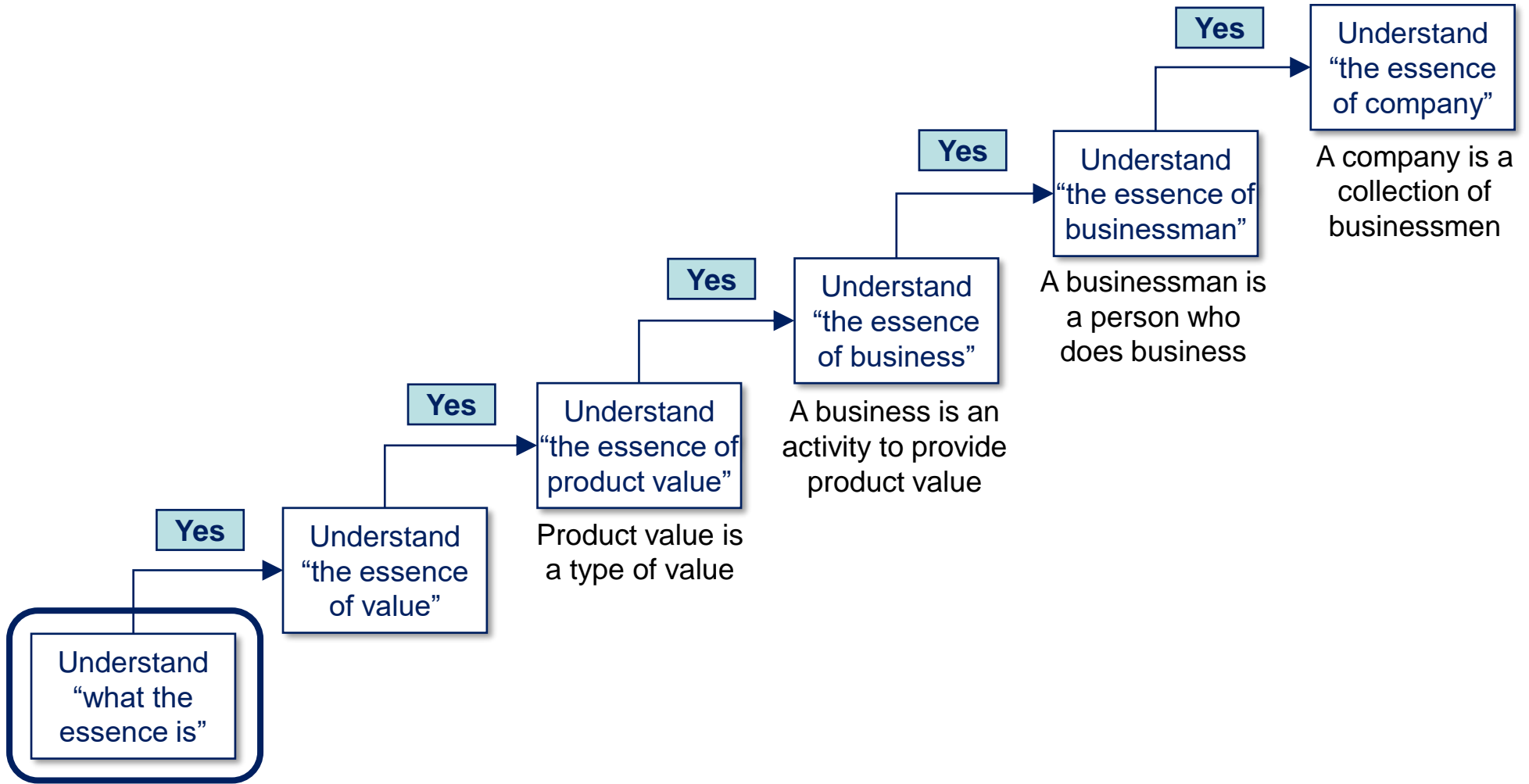
Is there anyone who doesn't get stuck in the answer?

Therefore,
the world cannot approach the essence of things.

If you don't understand "what the essence is", you can't approach the essence of things.
(Even if you intend to approach)

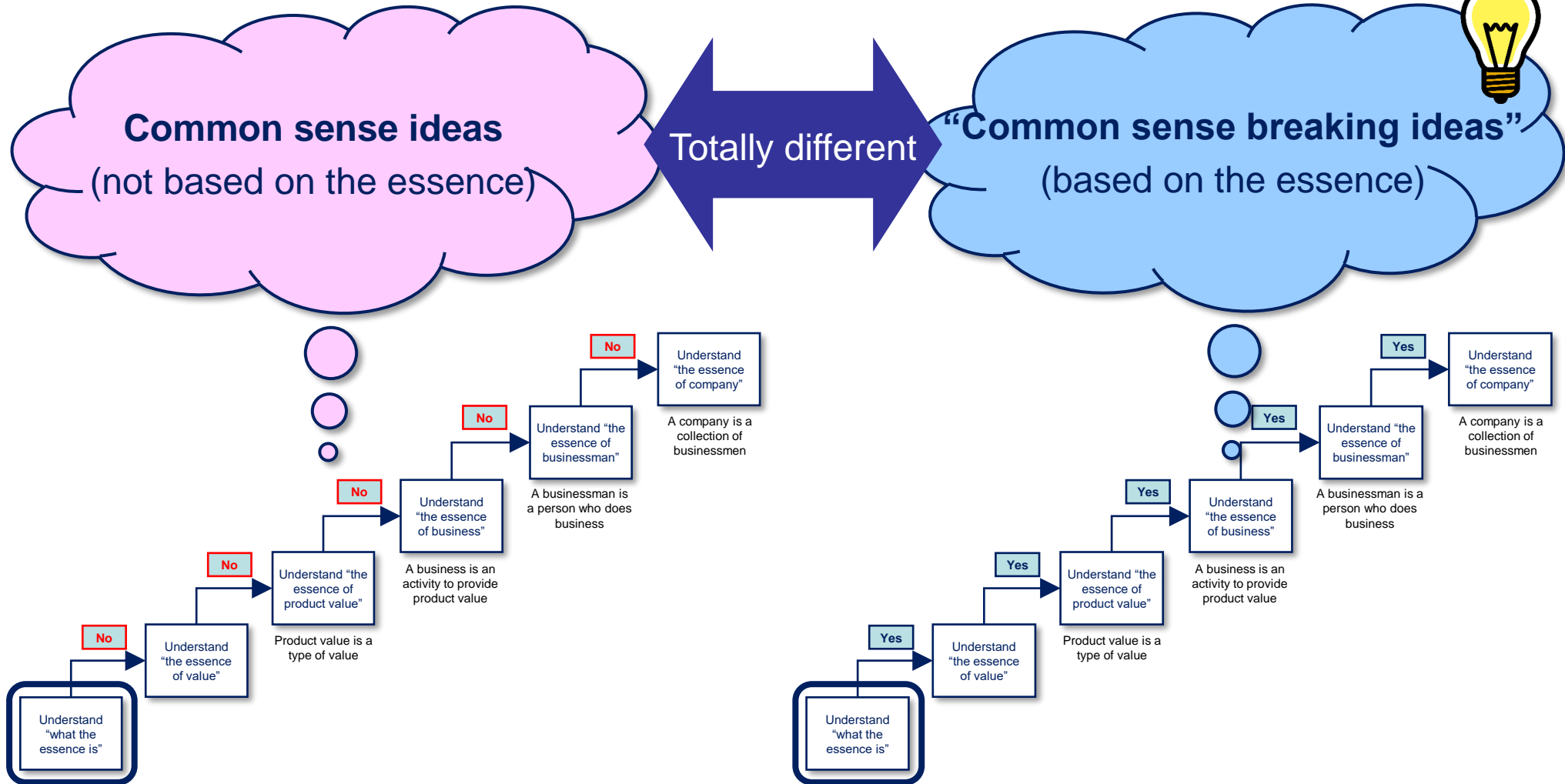


However,
if you understand "what the essence is", you can approach the essence of things.



※ Even if you understand what the essence is, it does not mean that you can automatically approach the essence of things.

A person who can approach the essence will have “essence-based common sense breaking ideas.”



People in the world

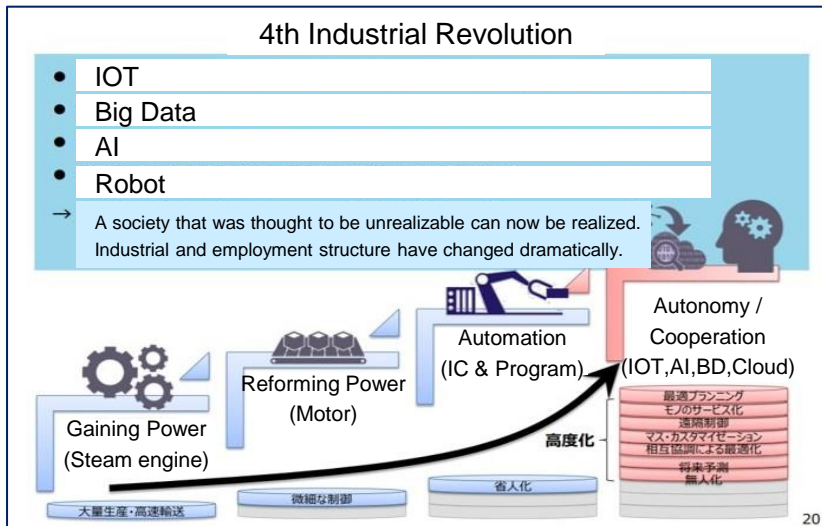
A person who can approach the essence

“Essence-based common sense breaking ideas” create innovation.



Innovation From Technological Reforms

< Industrial Revolution >

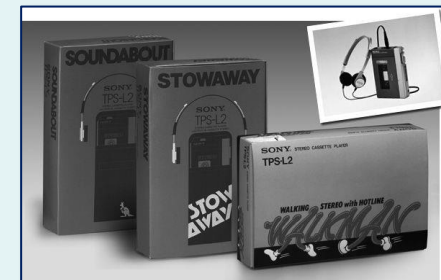


Innovation From “Essence-based common sense breaking ideas”

< Sony Walkman > (Iconic Hit of the 20th Century)

“Audio has recording and playback functions”

In the era when that was commonsense, an **essence based common sense breaking idea** “Essentially, audio is a tool for enjoying sound. Even if the recording function is reduced, it should be miniaturized so that sound can be enjoyed ubiquitously.” created Sony Walkman.



From Sony's website

Well known “Essence-based common sense breaking ideas”.



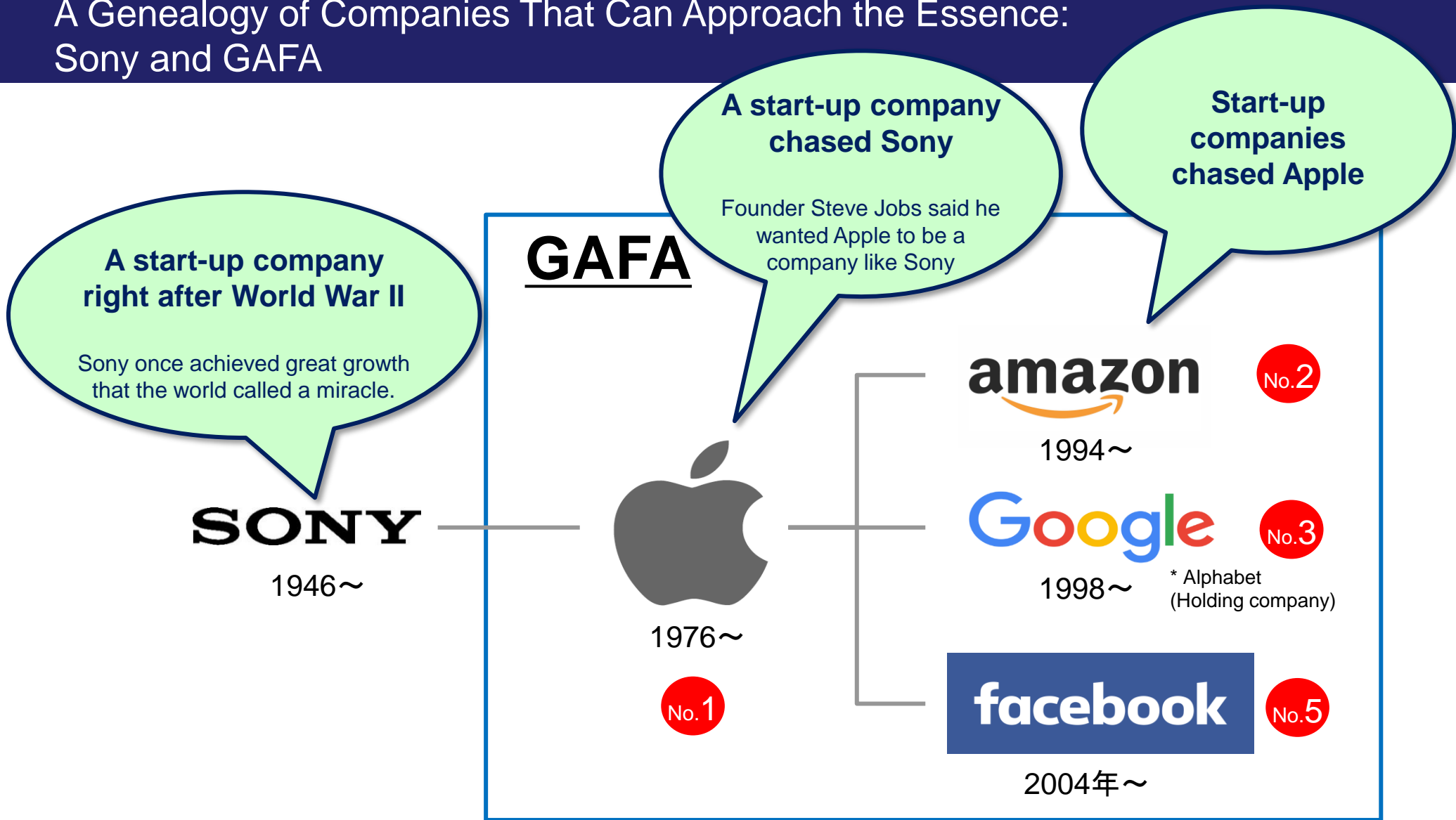
Since the essence is universal,
“essence-based common sense breaking ideas”
are also universal.

Universal ideas soon become
common sense ideas.

Mission	Realize a more open and connected world.
Business Model	Help customers sell their applications to other customers.
Business Model	Create a system that delivers products with one click.
Product	Create an e-mail service where e-mail is left forever.
Product	Increase audio portability by leaving only playback function.
Sales Activity	Estimate quantitative management effect of system introduction.
Supply Chain	Deliver freshly made PCs to users within 5 days of order receiving.
Marketing	Provide people in offices with freshly brewed coffee like cafés.

Facebook Real Name Registration
Apple Smartphone Business
Amazon One-Click Ordering
Google Gmail
Sony Walkman
IBM Consulting Service
Dell PC Direct
Nescafé Ambassador

A Genealogy of Companies That Can Approach the Essence: Sony and GAFA



●: 2018 Market Cap World Ranking (from Diamond Online)

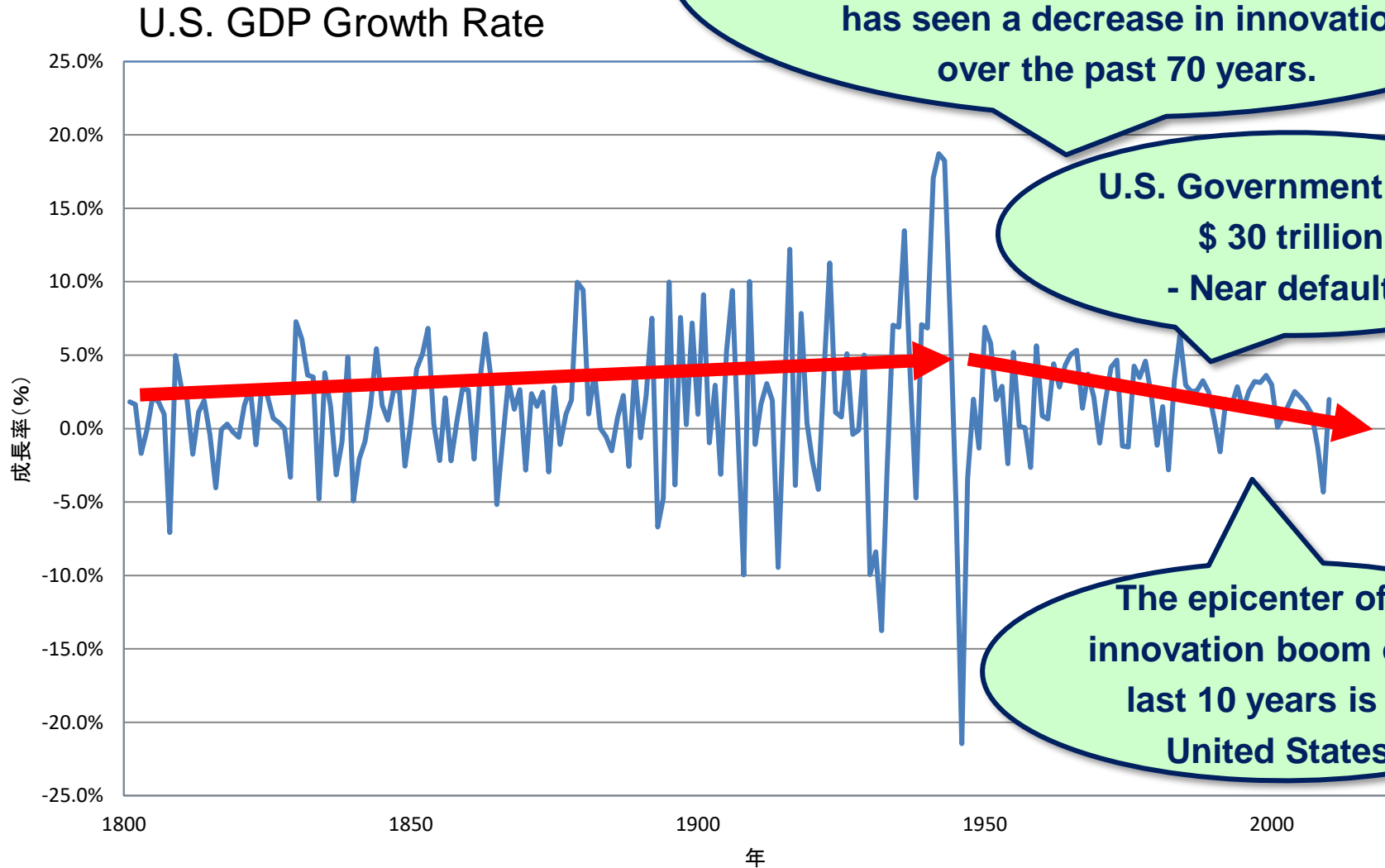
* Since Microsoft is in fourth place, GAFMA monopolizes the top 5 places.

By the way, innovation is decreasing.

The United States, which has caused a lot of innovation since the first industrial revolution (18th century), has seen a decrease in innovation over the past 70 years.

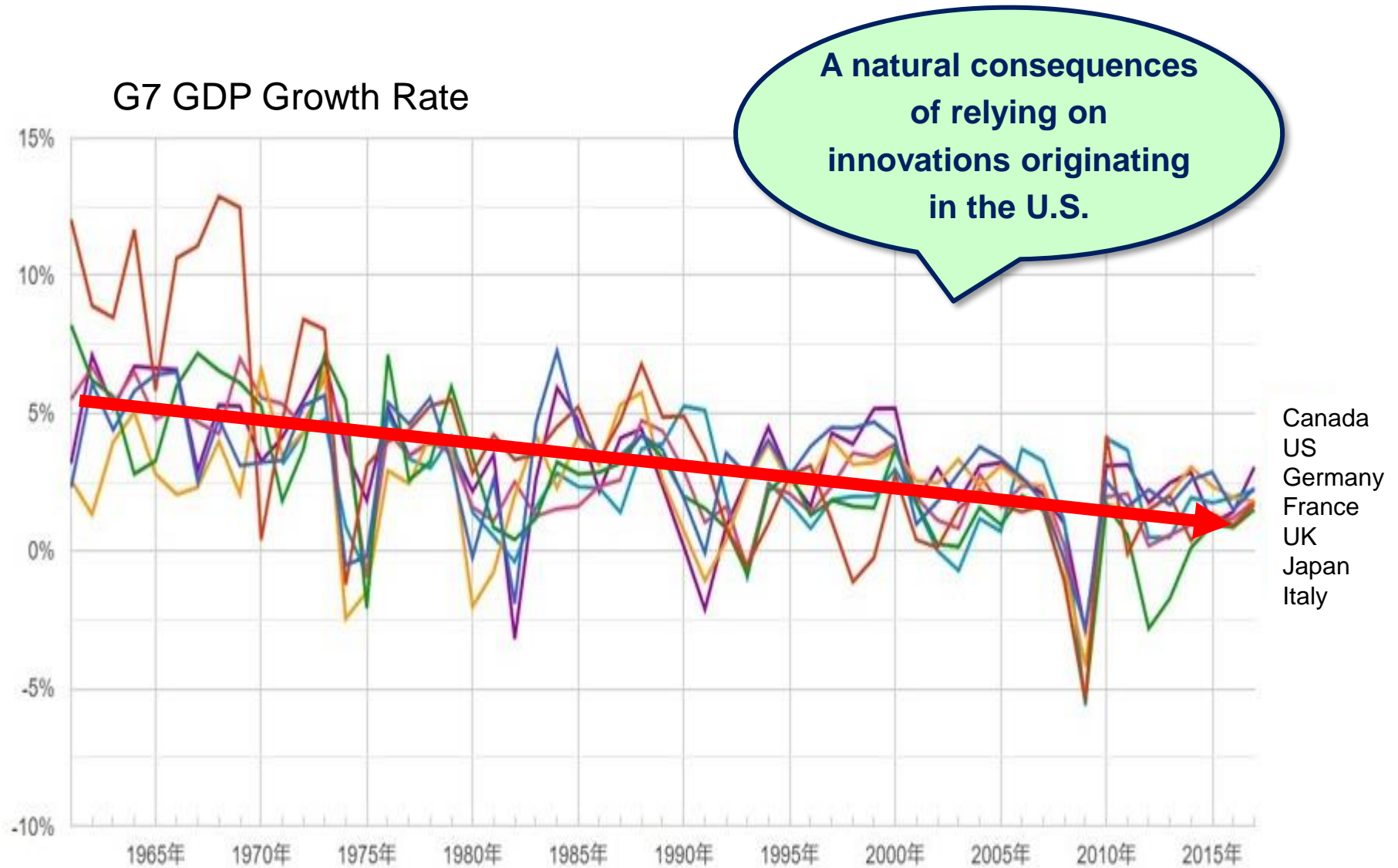
U.S. Government Debt:
\$ 30 trillion
- Near default -

The epicenter of the innovation boom of the last 10 years is the United States.



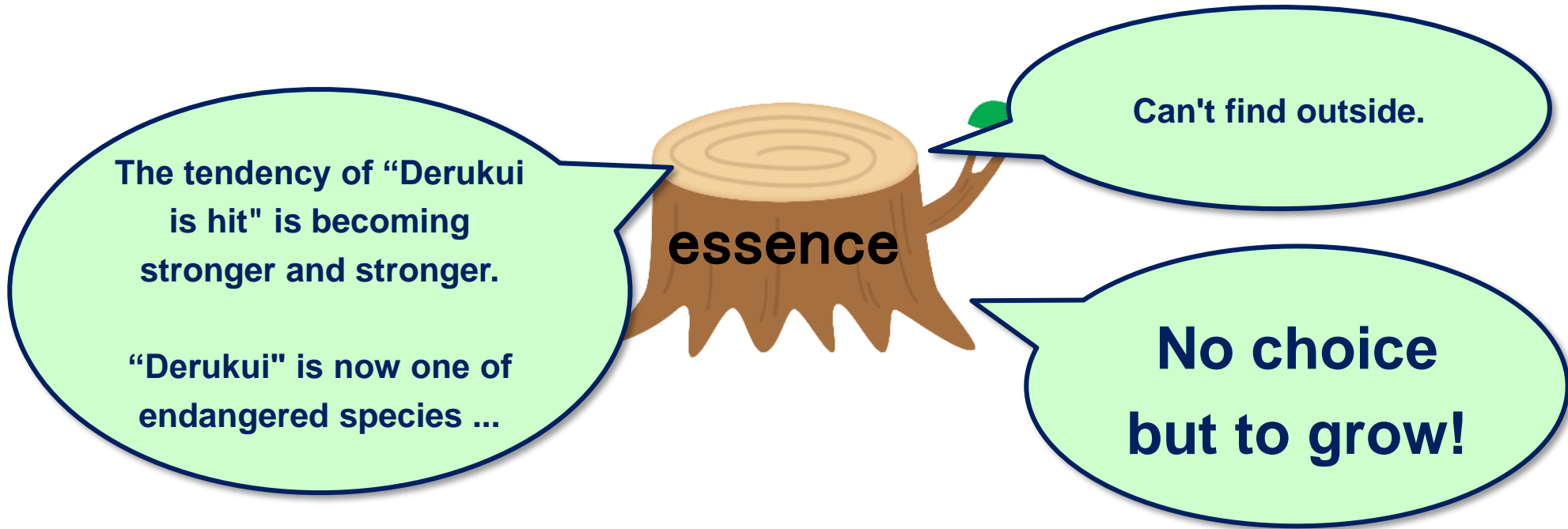
※The Maddison-Project, <http://www.ggd.net/maddison/maddison-project/home.htm>, 2013 version)

The earning power of developed countries is declining.



※Google Public Data (Original data: World Bank)

Now, “Derukui” is more strongly wanted than ever before in the world.

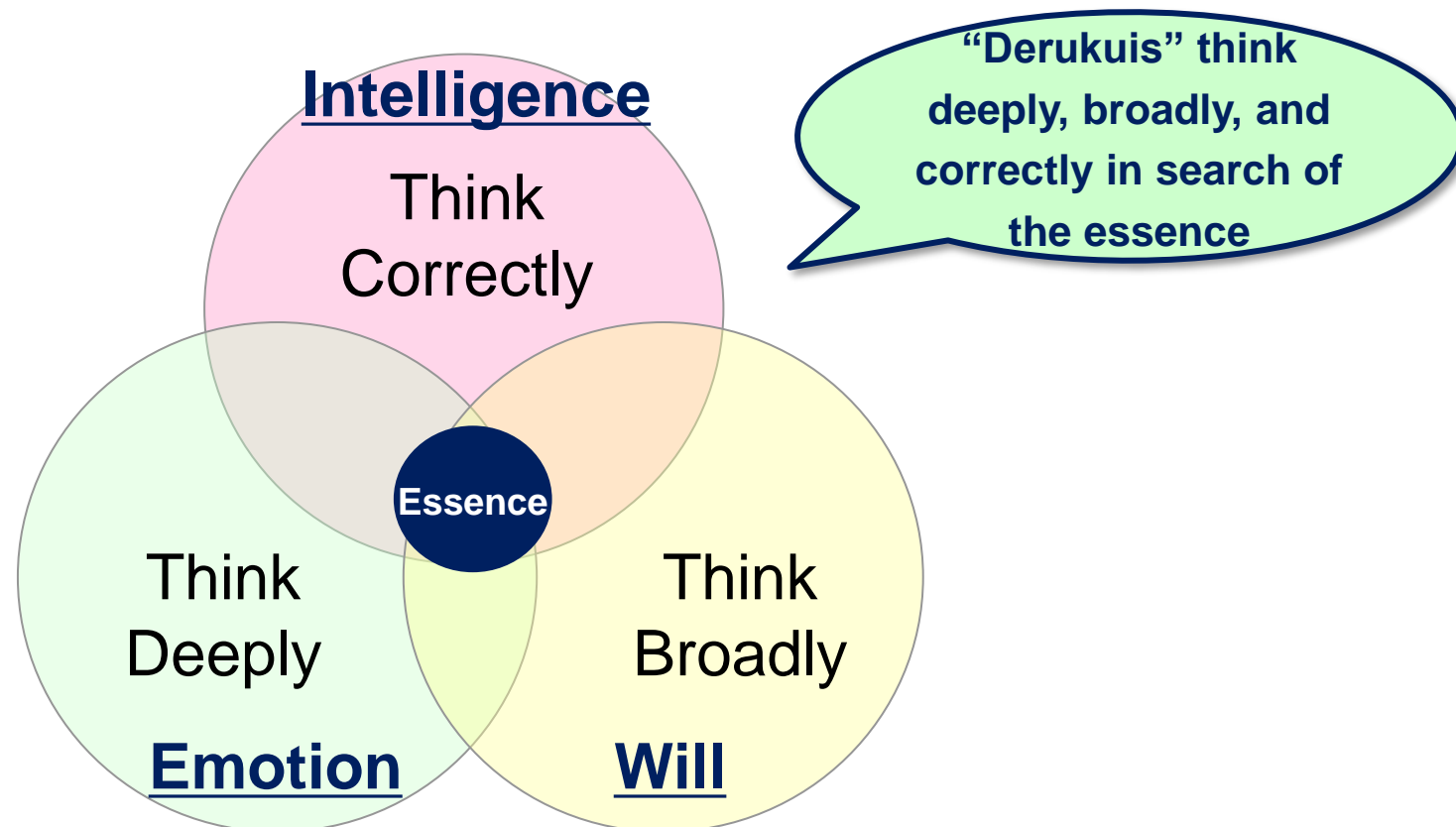


“Derukui” Wanted!

How to grow “Derukuis”
compliant with
“Essence-based Innovation Training”
(Knows as “Derukui Training”)

Think “Deeply, Broadly, and Correctly” in search of the essence.

The mental structure of the “Derukuis” as considered in Kant’s “Intelligence, Emotion, and Intention”



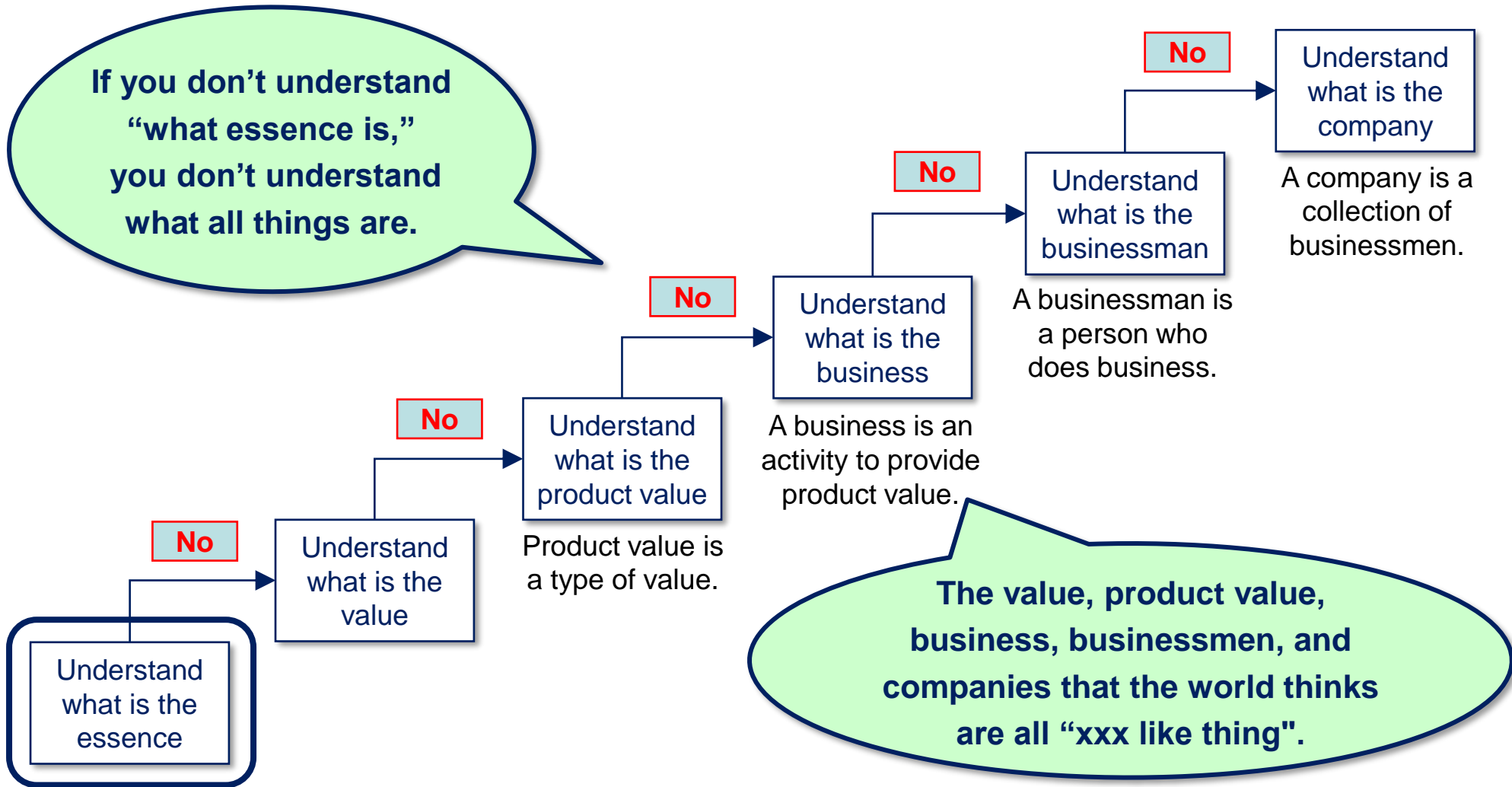
What is the essence?

Should be the essence
that can be said to be
"objectively the only one"!

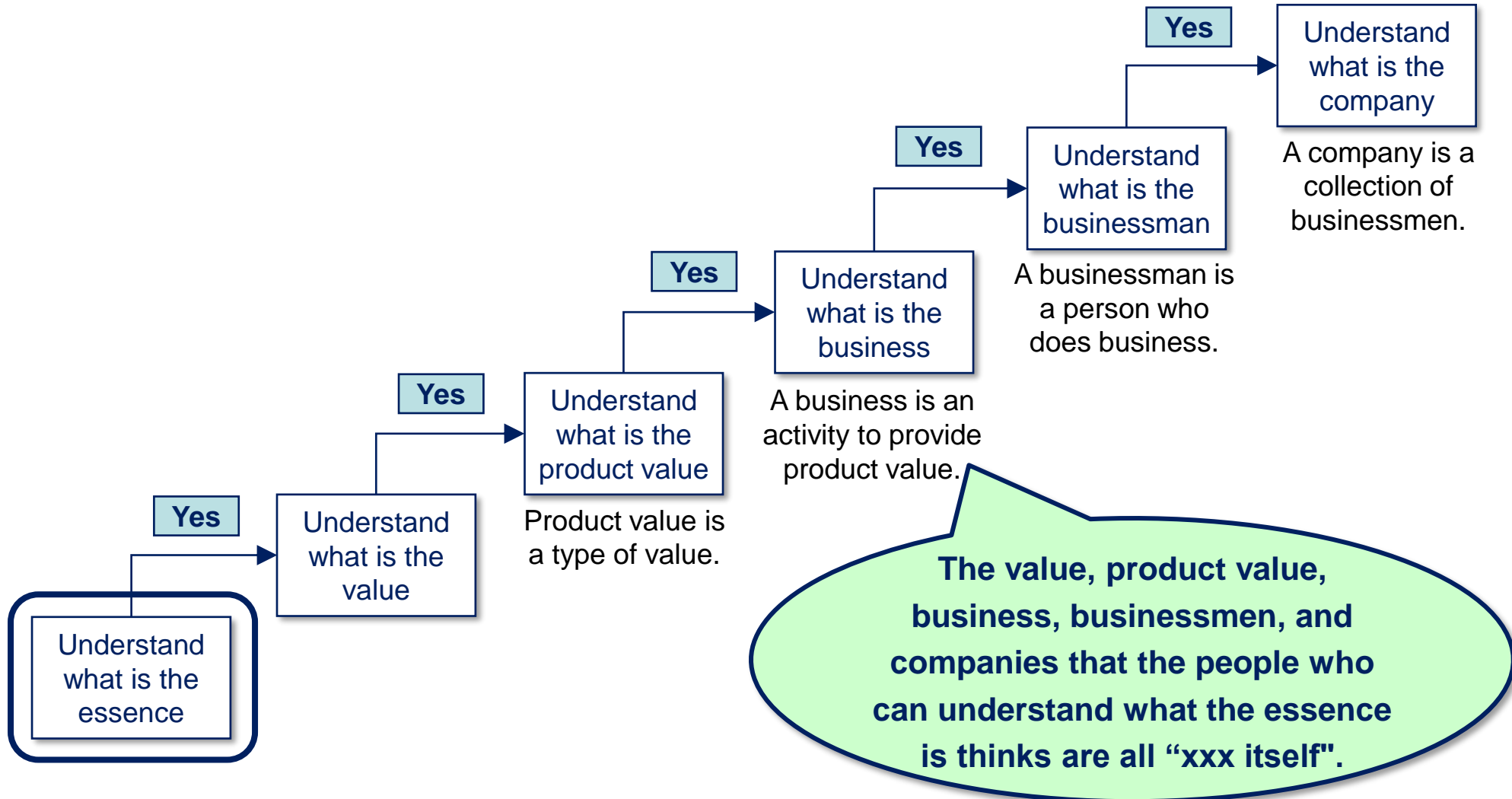
Let's think what the essence is!



What is the essence?



What is the essence?



※ Even if you understand what the essence is, it does not mean that you can automatically understand what other things are.

Where is the product value?

Think the rationale
that supports the
conclusion.

“Physically”

Let's think where the product value is!



Where is the product value?

Somewhere
In
the product



Recognition (memory)
generates product
value in the head.

Therefore,
the product value can be
reproduced as long as the
recognition (memory) of the product
is in the head.

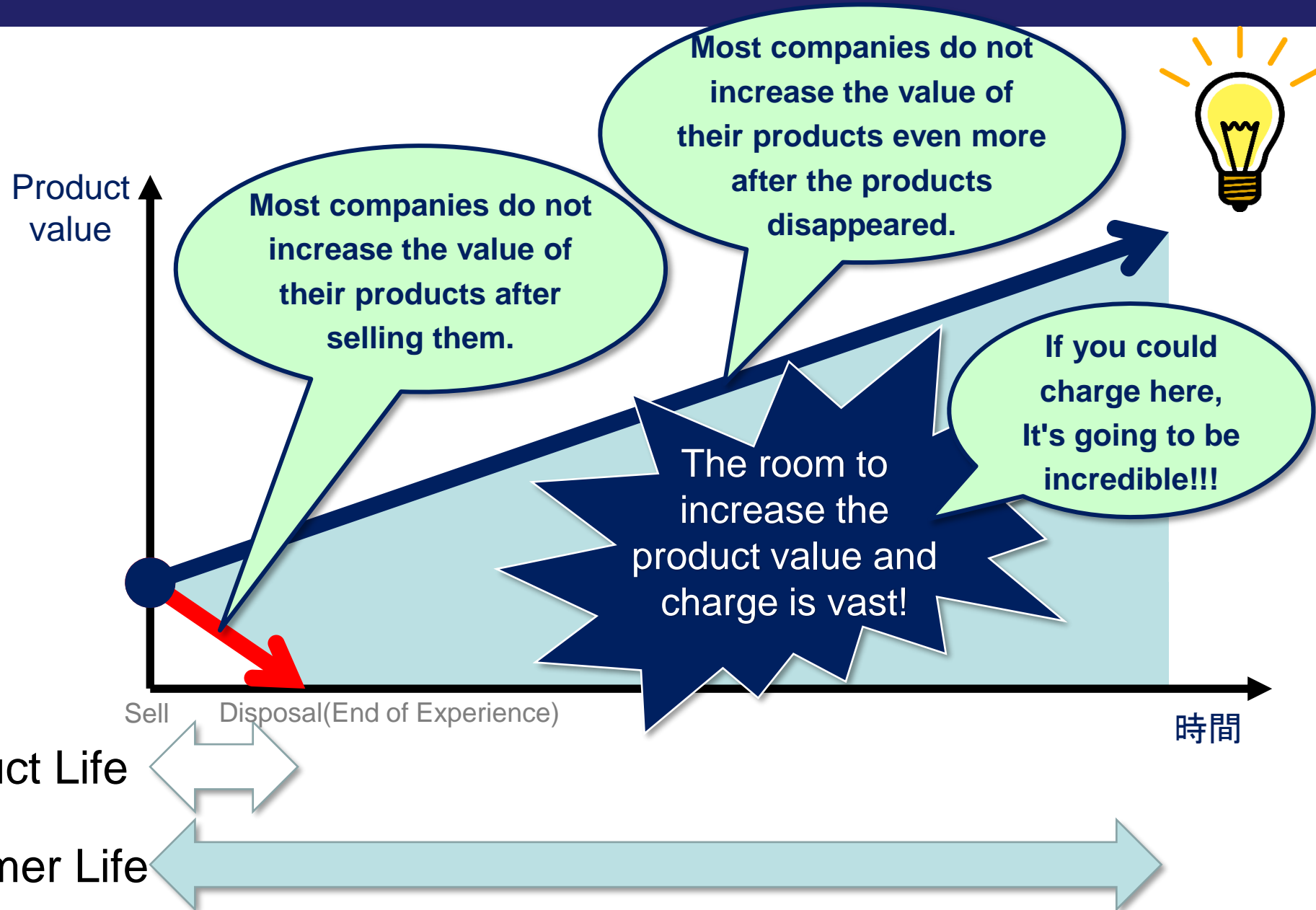
Somewhere
In
the customers' heads



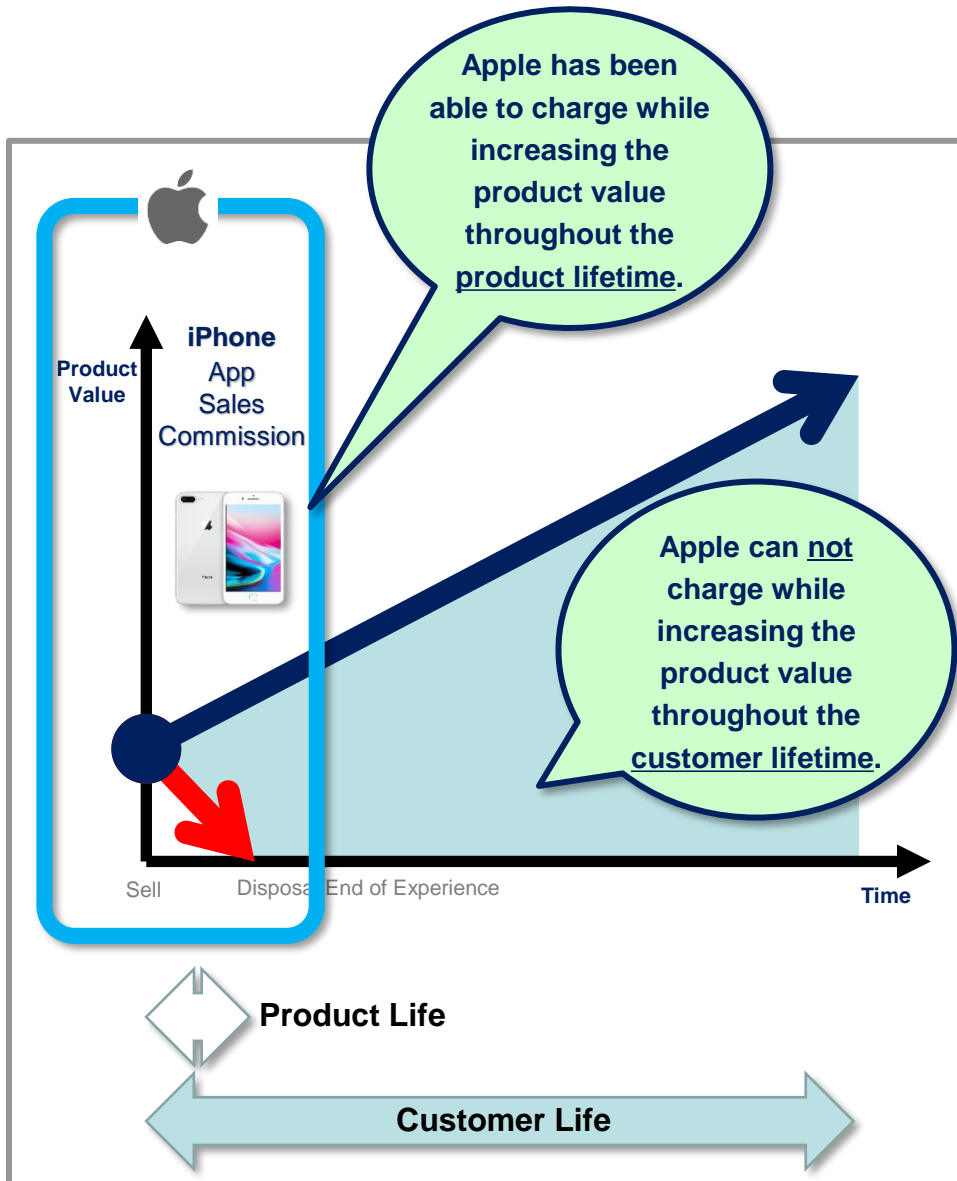
Somewhere
between
the product and the customers



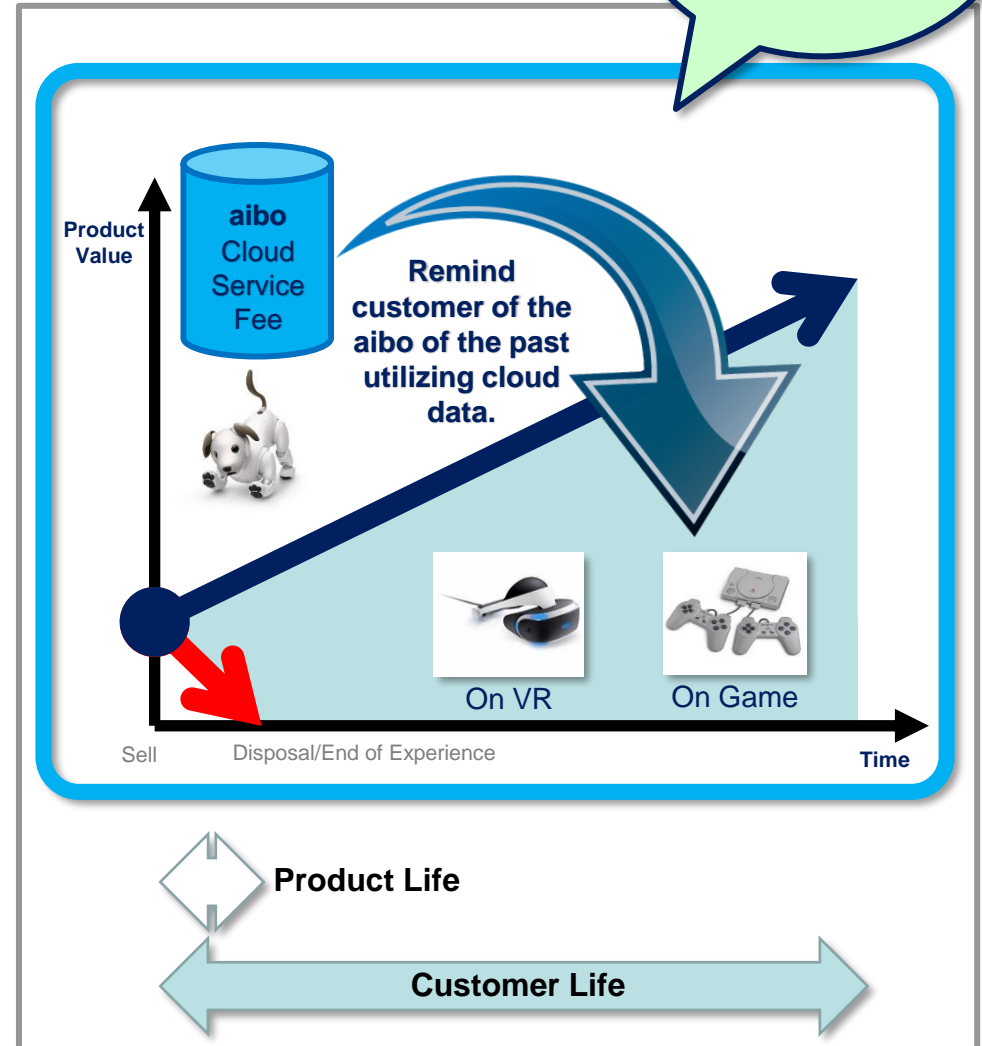
“Essence-based common sense breaking ideas” make invisible things visible.



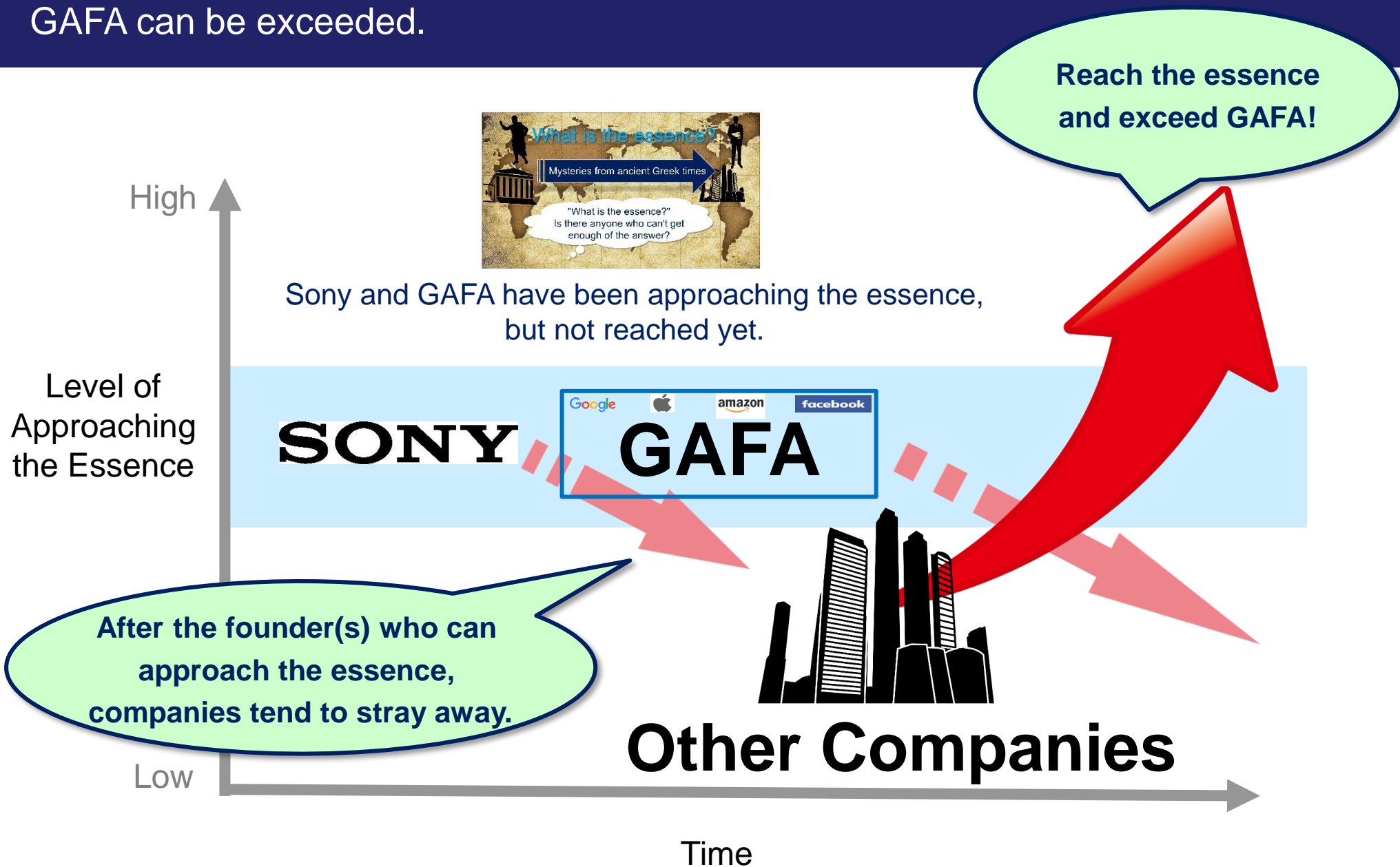
For example, aibo model far exceeds iPhone model.



Sony can charge while increasing the product value throughout the customer lifetime.



GAF A can be exceeded.



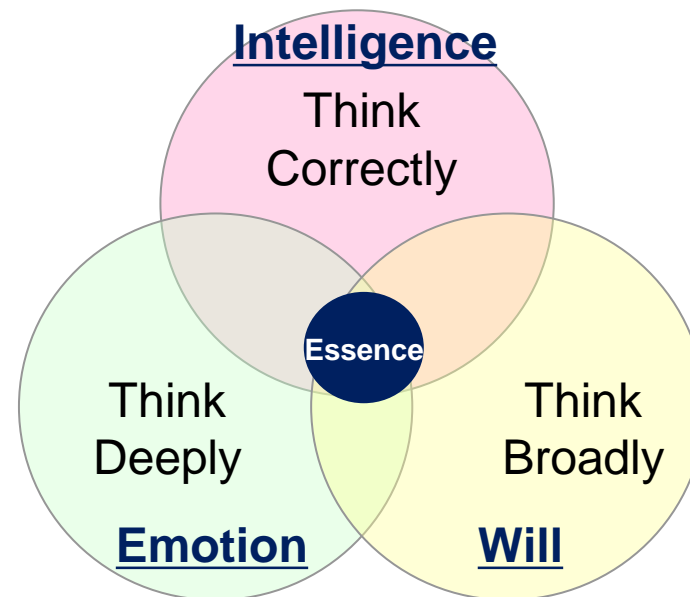
“Derukui Training” should be the universal foundation of education.

Education to learn how to understand "what it is" in the first place.

The universal Foundation of Education

All mankind should receive this kind of education.

But no other institution offers this kind of education.



“Derukui Training” is the innovation of education.

Innovation of Education

Future education
of
“Once Insane,
Now Common Sense”

