



PRESS RELEASE (2017/03/28)

**Challenge & Creation (C&C) 2016 winning projects
(President's Award 1, Excellence Awards 2)**

With the idea of producing a creative, challenging environment, C&C was begun in 1997 as an annual university-wide effort designed to provide assistance to unique ideas and research projects planned by Kyushu University students. The program now epitomizes Kyushu University's unique approach to education. Ideas and study projects proposed by individual students and groups of students are evaluated for novelty and societal impact, with eight teams being selected to receive up to 500,000 yen to support their activities to realize the project goals. About one year later, the teams present reports on their projects and are evaluated, with the honors going to the winning team. Moving towards the realizations of the goals that they set for themselves, the students grapple with the issues they have to face up to, and learn a great deal through the series of processes they have to continue pursuing in order to solve the issues. C&C is one of the main projects of QREC.

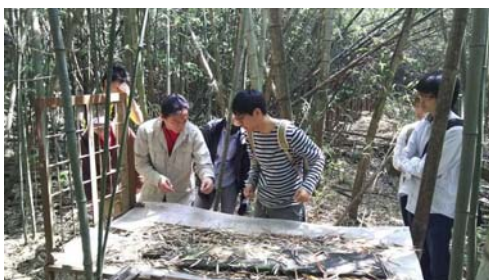
Applicant Review Board for 2017 academic year
Date : Sunday 21th May, 2017 13:00~
Place : Silicon Valley Room , 2F Common Facility 1 , Ito Campus

A word from Instructor :

The project which won the President's Award also won several prizes in business plan contests held by various municipalities. This entrepreneurship has become a reality as the project moves on to a new level through collaboration with a corporation. Above all, what is most valuable is that the students learn for themselves through daily tackling issues concerning the projects they have chosen and through activities that are experimental attempts to solve the issues. These are the ultimate goals that are the whole point of the C&C concept.

Kyushu University Gibier Project

A decline in snowfall and a tendency toward warmer winters is increasing the habitats suitable for certain wild birds and animals, including wild boars and deer, and causing their numbers to increase significantly. This has caused a rise in the damage by them in various regions. Eliminating such animals in order to prevent damage by them involves an enormous cost, making it a huge burden. On the other hand, destruction of "satoyama" (woodlands adjunct to small villages), which is the habitat for such birds and animals, causes them to move onto farm land. This project aims to generally resolve these issues and, after eliminating the appropriate number of such birds and animals, their meat and so on is looked upon as a kind of gift or blessing which can be used for meat, material for processed foods, and leather products, without wasting anything. Therefore, costs can be turned into profits, which can then be used for restoring the satoyama environment or for other purposes. In this manner, the entire concept is to create a hub. Wild boars were the focus of our attention in FY2016 with efforts made to secure an actual channel of distribution and the first steps were taken to create an ecosystem which will be maintained. These efforts received high appraisal.



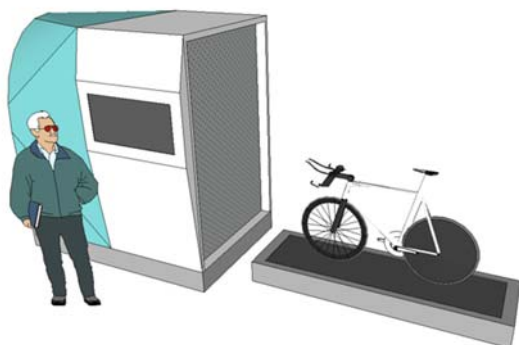
Bringing Entertainment to Hospitals

Hospitals are a place for treatment and for visits to hospitalized patients. As the front line in regards to “life”, the purposes of a hospital are clear while the focus is clear too. On the other hand, for the patients and also for the family members who come to visit the patients, the QOL in a boring hospital room with a feeling of claustrophobia cannot be said to be good. This project aims to provide peace of mind and something of interest to the patients and their families and in order to do so, aims to do something that will make a great impression on them in the hospital. For the first phase of the project, in FY2016 we staged a planetarium in the halls of hospitals showing images of a starry sky together with entertainment in the form of classical music concerts. This was implemented in three hospitals including Kyushu University Hospital and St. Luke’s International Hospital and we received words of thanks from doctors as well as patients, giving us a strong sense of satisfaction. We have already received enquiries from another 19 hospitals. We are planning to measure the therapeutic value through stimulation from a mental aspect. We received high appraisal as a project with high significance socially.



Bicycle power check service

Our team already has a track record with wind power generation and wind tunnels. Money used to fund research for this project was obtained by reinvesting capital acquired by the commercialization of the wind tunnel experiment equipment which had accumulated from past activities. Recently, the market for racing bicycles has shown a growth rate of more than 10 times annually, making it a growth industry. In competitive cycling, the biggest challenge is how to keep wind resistance to a minimum. However, no reasonable measuring device existed for reproducing the cycling situation. So we have developed a measuring device that makes it possible to give advice regarding optimal bike assembly and cycling form suitable for each cyclist. For potential customers, we are targeting shops selling bicycles, training gyms, and competitive cycling organizations all over the world. As well as our general planning and development abilities, backed up by our track record thus far, we received high appraisal for our choice of a market with high growth characteristics.



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