

[Business Plan Competition with Binnovative and Santouka Ramen]

Event

Binnovative, an NPO based in Boston, is organizing a business plan competition with Santouka Ramen, a global ramen restaurant chain originally from Japan. The competition provides the opportunity to gain first-hand experience with entrepreneurship, as well as the chance to partner with one of the most successful global ramen chains. Anyone who is interested in business/marketing and loves ramen is welcome to register. The competition is open through [online registration](#) and we welcome teams or individuals to join.

Objective

In collaboration with Binnovative and bringing American and Japanese perspectives together, Ramen Santouka is looking for novel promotion ideas to attract new customers, discover new markets, and expand their business. Winning ideas will be executed by Ramen Santouka in collaboration with chosen team members. By encouraging cooperation and competition of attendees who have backgrounds in Japan, the U.S., or other countries, and who possess knowledge in marketing/business, we aim to promote better and more effective business strategies. Through cross-cultural collaboration, we also aim to foster entrepreneurial mindsets and multicultural perspectives.

Event Dates and Venues

9/10 6:30pm-7:30pm (Thu) Cambridge Innovation Center: Information Session (Optional)
9/19 1:00pm-4:00pm (Sat) Cambridge Innovation Center: Kick-off and team formation for individual attendees
9/26 1:00pm-3:00pm (Sat) Cambridge Innovation Center: Kick-off event for pre-registered teams
9/27 10:00am-11:00am (Sun) Santouka Harvard Square: Santoka Tour + Ramen Tasting
10/3 1:00pm-6:30pm (Sat) Cambridge Innovation Center: Final Presentation

The winning team may see their proposal executed by the Santouka Ramen management with support of that team's members. Teams with high quality submissions will receive great prizes including fine condiments from Japan.

Registration

Online registration link : <http://www.binnovative.org/biz-competition-2015>

Thank you and we look forward to seeing you at the event!

Binnovative Staff
www.binnovative.org