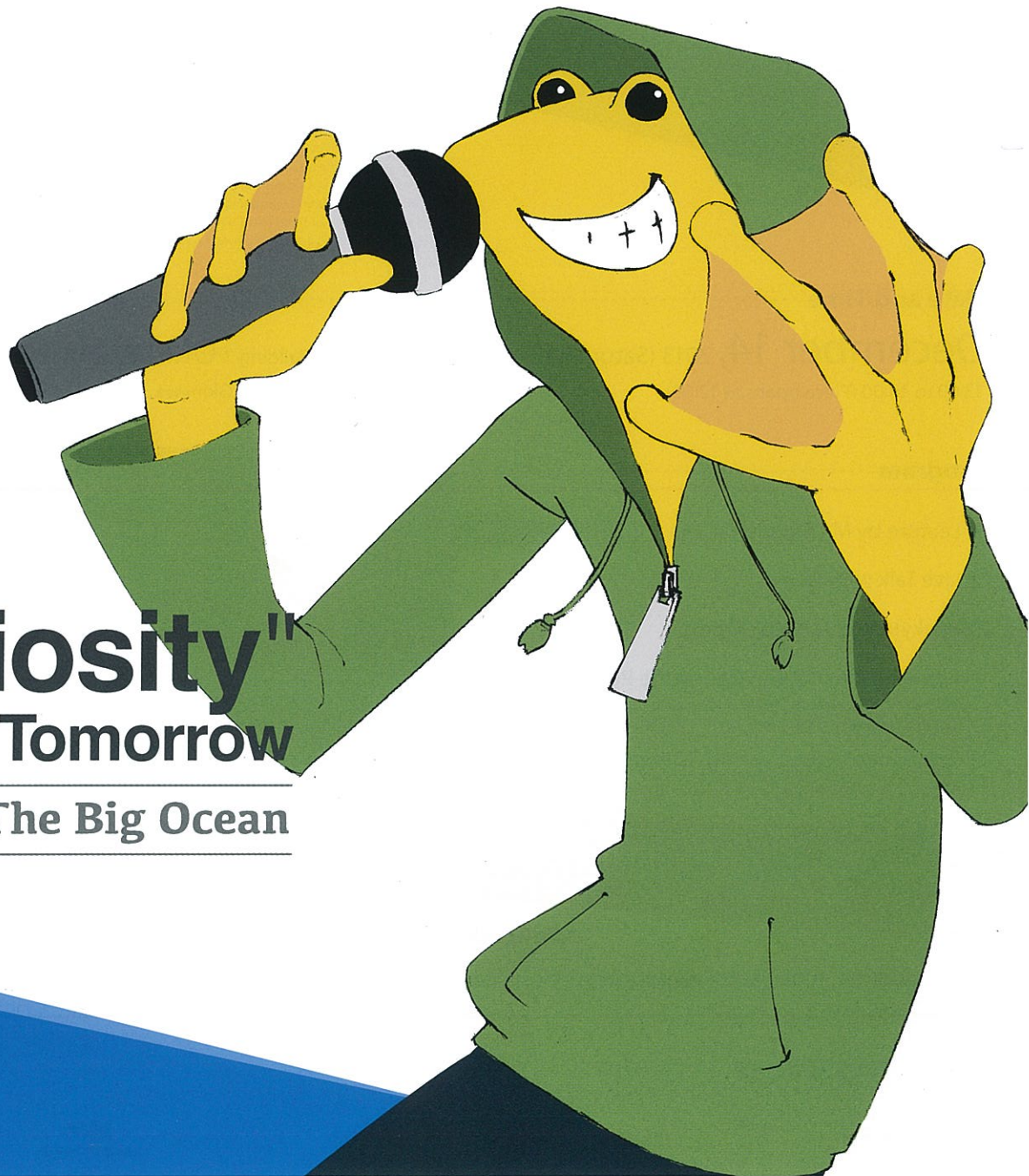


# Ryukyufrogs LeapDay



**"Curiosity"**  
**Creates Tomorrow**  

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**We Know The Big Ocean**

December 14, 2013 **SAT** Okinawa International University  
13:00-18:00 (Place opens at 12:00) Large lecture hall, 2F Building 7

# Ryukyufrogs Leap Day

## What is the Ryukyu Frogs Leap Day?

The term "leap" holds the meanings of, "fly, hop and jump," but also has been used for expressing the giant step for mankind when Apollo 11 landed on the moon. With these two meanings in mind, we have named this day as the Ryukyu Frogs Leap Day so that it will be a "day for the frogs students to show off their giant leap."

We wish to show all of the residents of Okinawa what ordinary students living in Okinawa felt and did at Silicon Valley, the holy ground for new technology and new businesses, where services are being produced, and how they shaped what they wanted to do and what kind of services they made after coming back.

## What is the Ryukyufrogs?

The Ryukyufrogs project has been established to bring up business leaders of the future generation. The project formerly has been started in 2007 as the "IT frogs" and evolved into the "Ryukyufrogs" as it entered its 5th term.

Through the problem solving business creation to enhance all of the Okinawan industries including tourism, agriculture, medicine and distribution using the formula of "IndustryxIT," the project has evolved into one that provides an advanced growth environment and triggers for bringing up human resources which will serve as leaders and entrepreneurs who will lead Okinawa in the future. Furthermore, we have been able to realize the U.S. TOMODACHI Initiative with the purpose of bringing up the junior generation. We aim to support as many of the young to grow out of being "the frog at the bottom of a well" that is seized in the "framework" called Okinawa, and get actively involved in the "ocean" called the World.

### Date and Time

**December 14, 2013 (Saturday)**  
13:00 to 18:00 (Place opens at 12:00)

### Place

Large lecture hall, 2F Building 7, **Okinawa International University**  
2-6-1 Ginowan, Ginowan City, Okinawa

### Program

- 1 Lecture by Mr. Brandon K. Hill
- 2 Live Talk with Guests
- 3 Ryukyufrogs Activity Report
- 4 Introduction of 7 Services by the Ryukyufrogs  
TourismxIT / EducationxIT / ChildcarexIT / TransportationxIT  
/ EnvironmentxIT / BioxIT / AIxIT
- 5 Expression of Ryukyufrogs' Determination



### Special Guest: Mr. Brandon K. Hill

CEO of btrax, Inc., a global creative agency based in San Francisco and Tokyo. Specializes in branding, global expansion consulting and UX design service to over 200 companies from the U.S. and Japan. Making the most of the experiences in business as a professional during his undergraduate years, btrax immediately stood out. In addition to Japan, he expanded his Chinese market division, and continues to grow globally while answering the demands of Japanese and U.S. companies that were conscious of expanding into the Asian market.

On the side of his strenuous work, he has actively participated in events, and dealt with volunteer activities, student support and guest speeches also. Also serving as a writer, translator, interpreter and event coordinator, he has continued his various relationships and vigorous personal and professional activities. He also has been providing contents related to design, technology and overseas trends to his in-house media Freshtrax, Fashionsnap.com and In the Loop. He presently resides in San Francisco.

## Applications for Participation

Please make applications from our website.

**Application Period** December 10, 2013 (Tuesday)

**Inquiries** mail : [kerobero@ryukyu-frogs.com](mailto:kerobero@ryukyu-frogs.com) tel : 098-921-1055 web : <http://ryukyu-frogs.com>



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