Intergenerational Gerontech Innovation Academy

IGIA Online Lecture Series · Talk 2 · Event Introduction

Youth Dialogue on Ageing, Innovation & Intergenerational Understanding

From Project-Based Learning to the Seed of Youth Ventures



Speaker: Prof. Joe Hug
Date: Saturday, 19 December 2026
Time: 15:00 JST / 14:00 HKT
Venue: Online talk · Zoom
Language: English
Registration: https://forms.gle/a5cSsnh8WaQTHp1r7

Scan to register

LECTURE OVERVIEW

Students and educators interested in innovation, entrepreneurship, and gerontechnology: this is your chance to hear, in English, from a professor and startup mentor who works closely with Japan's entrepreneurial ecosystem. Talk 2 is part of the IGIA Online Lecture Series. Sign up and bring your questions!

In this online lecture, Prof. Joe Hug explores how Project-Based Learning (PBL) can serve as a launchpad for youth entrepreneurship and social innovation. Drawing on his experience at the Professional University of Information and Management for Innovation (iU) and as a startup mentor, he will discuss how young people can move from classroom project work to real-world problem solving, effective idea pitching, and venture creation.

TENTATIVE OUTLINE

1. **Mentoring youth ventures:** Insights from supporting young innovators, and the common roadblocks young founders face, such as limited experience and operational skill gaps.
2. **PBL as an entrepreneurial foundation:** How PBL cultivates an entrepreneurial mindset, with practical tips for high schoolers and a student spotlight on effective idea pitching.
3. **Future horizons:** Perspectives on AI, youth innovation, and entrepreneurship, plus an introduction to TEDxInnovationU, where emerging talent connects and thrives.

ABOUT THE SPEAKER

Prof. Joe Hug is a Professor at the Professional University of Information and Management for Innovation (iU) in Tokyo and the Organizer of TEDxInnovationU. He also serves as an adjunct professor in the Global MBA program at Hosei University Graduate School of Business and the MBA program at the University of Maryland Global Campus (UMGC). As Managing Director of IOAK Corp., he advises executives of Japanese multinationals on organizational strategy and mentors early-stage founders at the Founder Institute, Techstars, Startup World Cup, and the Global Entrepreneurship Network (GEN). Prof. Hug holds two MBA degrees and an EdD in Organizational Leadership. Following the start of his 20-year career in U.S. healthcare, he taught at New York University, the University of Tokyo, and Tokyo Medical and Dental University.

Who Should Attend: Secondary School & University Students · Educators & Curriculum Leaders · Youth Innovation, STEAM & Social Impact Partners

About IGIA: The Intergenerational Gerontech Innovation Academy (IGIA), organized with Kokoromachi Co., Ltd. and BNET-TECH Company Limited, connects young people and educators across regions to respond to ageing society challenges through Empathy-to-Impact learning, technology, and social innovation.

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