

# leaders' award 2010

## Students pick best entrepreneurs in Japan

Leaders' Award 2010, which honors notable Japanese entrepreneurs as chosen by college students, will start accepting votes from students on Feb. 1.

Over 200,000 college students registered at Shushoku Walker Net, a job-hunting support Web site for college students, are invited to vote for their favorite company presidents from 50 nominees, selected by organizers in accordance with the students' requests posted between September and November last year.

Organized by Enjin Co., which runs Kenja TV, a Web site providing online video

content featuring venture-company presidents, and J Broad, which runs Shushoku Walker Net, the award attempts to help familiarize college students with venture or newly emerging companies that intend to actively recruit new graduates.

The award was launched three years ago with the purpose of providing information about venture companies to students. In major recruitment Web sites for graduating students, such as Rikunabi or Mynabi, students see only large, well-known enterprises' names in the popular company rankings. Even if producing good business results, ven-

ture or small companies are rarely spotlighted or recognized. Leaders' Award intends to provide the equivalent of such company rankings, focusing on fast-growing venture companies.

Once award nominees are decided, the secretariat of the Leaders' Award project conducts interviews with the nominated presidents to feature the nominees' personal histories, key episodes in their career, their visions and their messages to students. These interviews are compiled in a booklet and posted on the Web prior to the voting period.

The interview articles focus on eliciting the president's

personality in order to provide information that will enable students to find someone they feel drawn to and motivated to work under, not just employing them can depend on, according to the secretariat.

The booklet is distributed to some 230 universities throughout Japan.

The previous two Leaders' Award booklets won high acclaim from universities. In particular, staffs at university job-assistance centers seem to have found the booklets useful as there are few tools that compile information on venture companies, the secretariat said.


Nominated for the award are all hopeful enterprises that show good business performance in the midst of the prevailing harsh economic situation. The messages from energetic and innovative presidents of these companies are expected to inspire and encourage those students who seek challenges by working for venture companies or who attempt to start their own businesses in the future.

The award is also expected to help students consolidate their ideas toward work and help draw their career vision. Votes for Leaders' Award 2010 are accepted until June 30 at [www.leaders-award.com](http://www.leaders-award.com) in five award categories: "Spir-

it," "Personality," "Future," "No Biz, No Life," and "King of Venture."

The voting category changes monthly, meaning that each award receives votes during a one-month period only, so to vote for each award requires visiting the voting site once a month.

Listed below are the 50 nominees with their company names and their mottoes, work philosophies or advice for students.

Name	Company name	Comment
		



Leading man: Susumu Fujita, president of Cyber Agent, was named the "King of Venture" at Leaders' Award 2009.

### Award nominees

 <b>Miki Watanabe</b> <i>Watami</i> Work is the best form of self-expression.	 <b>Yoshihisa Ozasa</b> <i>Link and Motivation</i> Work is the place to challenge yourself.	 <b>Akira Takata</b> <i>Japanet Takata</i> Don't live 10 years in the future, live now.	 <b>Genichi Tamatsuka</b> <i>Revamp Corp.</i> Everything starts with a challenge.	 <b>Yoshiko Shinohara</b> <i>Tempstaff</i> I find the way ahead of failure. Don't be scared and do your best.
 <b>Shigeharu Aoyama</b> <i>Japan's Independent Institute</i> Don't live for yourself, live for others.	 <b>Takashi Kishi</b> <i>Sogo Shikaku</i> Just do your best in your given situation.	 <b>Hiroto Miura</b> <i>SER Holdings</i> Running away is ineffectual.	 <b>Yukio Fujimaki</b> <i>Fujimaki Bros.</i> Earnest and true feelings cultivate authenticity.	 <b>Reiko Maki</b> <i>Kansai Medical Sports College</i> I have never once thought that it may be impossible.
 <b>Hiroyasu Sasaki</b> <i>MED Communications</i> We are our own worst enemy. Aim to improve on who you were yesterday.	 <b>Takami Kondo</b> <i>Nexyz</i> Tight situations always bring chances in their wake.	 <b>Hideo Sawada</b> <i>H. I. S.</i> Travel and business are both kinds of adventures.	 <b>Koichi Miyano</b> <i>Digital Sphere</i> Work is a stage where I can get fulfilled or moved.	 <b>Teruhide Sato</b> <i>Netprice</i> Being a "Business Creator" is important.
 <b>Toshiyuki Goto</b> <i>Zeeboon</i> Care about the work "quantity" rather than the "quality."	 <b>Kazuki Morishita</b> <i>GungHo Online Entertainment</i> When faced with adversity, take the chance.	 <b>Mitsuo Sugimoto</b> <i>Investor Networks</i> Right now is the time to forge a new path for yourself.	 <b>Susumu Fujita</b> <i>CyberAgent</i> I will create a company that represents the 21st century.	 <b>Shujiro Beppu</b> <i>Cyber Quest Corp.</i> Every little counts for your future.
 <b>Masahiro Takahashi</b> <i>Hartin Martin</i> Adhere to coolness and beauty that lies ahead of coolness.	 <b>Yuichi Matsuda</b> <i>ASK Global Communication</i> Judge things by whether they are worth doing.	 <b>Kaneto Kanemoto</b> <i>OKWave</i> Failure is the first stage of success.	 <b>Daichi Watanabe</b> <i>JMC</i> Life always offers us second chances.	 <b>Masaharu Hashimoto</b> <i>Idea International</i> The present moment is more important than the future.
 <b>Hideki Kaneko</b> <i>Simplex Technology</i> It's not what you do but who you do it with.	 <b>Mieko Wanibuchi</b> <i>Ginza Tailor</i> Value the spirit of challenge and forward planning.	 <b>Kenichi Hatori</b> <i>Gulliver International</i> We can develop by overcoming obstacles.	 <b>Satoru Yamada</b> <i>Ecmis</i> Business is about inspiring people.	 <b>Masayuki Makino</b> <i>Works Applications</i> The professionals are the people who make the impossible possible.
 <b>Hiroshi Onoda</b> <i>Waseda Environmental Institute</i> Our choices make us what we are.	 <b>Shinsuke Usami</b> <i>EC Navi</i> Progress to become a unique company.	 <b>Toshifumi Endo</b> <i>Sports Data Bank</i> Every little successful experience helps sustain future growth.	 <b>Yuri Takano</b> <i>Fuji Beauty</i> Make the most of being a woman. <small>Shinichi Shimazaki photo</small>	 <b>Hiroki Negi</b> <i>Ometenashi</i> Realize your dreams through your work.
 <b>Yasuhiro Hori</b> <i>Pathfine</i> Making steady efforts is the path to professionalism.	 <b>Shigemi Kawahara</b> <i>Chikaranomoto Company</i> Lifestyle should be based on "coolness."	 <b>Kentaro Matsuda</b> <i>VM Advisors</i> The way forward is usually hidden in failure.	 <b>Norio Shiraiishi</b> <i>Benefit One</i> Everything begins with curiosity and imagination.	 <b>Tomoaki Hiwatashi</b> <i>Cocoroca</i> We grow through disappointments.
 <b>Yoshihisa Aono</b> <i>Cybozu</i> First, devote all your energy to the task at hand.	 <b>Junko Ogihara</b> <i>Pluspa</i> Set goals based on your own experience.	 <b>Masao Ichinoseki</b> <i>Vital</i> Choose a company where you can realize your objectives.	 <b>Tetsuya Sugimoto</b> <i>Macromill</i> Work is where I can express my dreams.	 <b>Taketoshi Kashiwabara</b> <i>BgenueTec</i> Growth is born from accumulated failures.
 <b>Takeshi Nakajima</b> <i>Kiwa Corp.</i> Climbing out of the abyss is the real thrill of business.	 <b>Rie Nakamura</b> <i>Yume no Machi Souzou Iinkai</i> Work is a tool that helps me grow.	 <b>Kyuichiro Horinouchi</b> <i>Seikatsu Soko</i> Enjoyable or not comes before profitability.	 <b>Oki Matsumoto</b> <i>Monex Group</i> Credibility is more essential than money.	 <b>Nobuyuki Idei</b> <i>Quantum Leaps</i> Work is a means to express what I want to do.