

Greetings from the President's Office

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The Ability to Continue Growing your Dream

The Akita Northern Happinets, a Japanese professional basketball team based in Akita, is going to compete in the Eastern conference of the First Division of the B. League from this season after being promoted from the second division last year. I could not help myself and sent a telegram congratulation to the President of Akita Northern Happinets, Mr. Yuki Mizuno, an AIU graduate from the first class of AIU graduates.

At the age of 35, Mr. Mizuno is a young president and his outstanding accomplishments in recent years remind me of a perfect example of a business person who designs, launches and runs a new business, an "entrepreneur." From what I have gathered, Mr. Mizuno developed his interest in starting his own business since early childhood, and that dream solidified after he took courses in Sport Management at Griffith University, Australia, while studying abroad.

An entrepreneur is an individual who funds and runs a business (and assumes all risk and reward of the venture) by him or herself and occasionally is described as a dreamer, but originally describes an individual who is capable of having faith in something that does not exist yet and who is capable of having a vision.

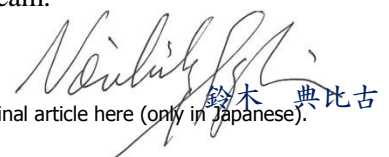
For example, let's see how a company would grow if it was a human being; taking the first step of his/her business would be the same as a mother feeding milk to a new born baby. In this period, all entrepreneurs might feel like a new mother who has just started to care for a new baby. They need to provide milk every few hours, change its diapers, and sleep alongside the baby. The mother becomes sensitive, even to the baby's sneeze.

So what would "feeding milk" mean in the context of a company? It would be to struggle with earning a daily wage. Most entrepreneurs generally are able to think nothing but to make money for milk, and work on keeping the business as it is, and the company ends up as a small-scale company. Entrepreneurs who are capable of breaking through this initial stage is less than 1%. And even if all 1% of entrepreneurs could sneak out of the "baby" stage and grow up into an "adult" large enterprise, society is likely to be surplus with larger companies with fierce competition, creating a difficult market. This indicates that launching a business will entail difficulties with great constrains in terms of Social Ecology.

The "baby" companies that managed to get out of the 1% crisis are now supposed to grow up smoothly, but that never happens so easily because the larger the business becomes, which requires million and billions of funds, the more difficult it becomes for an owner to manage the huge amount of money by his/herself.

Then, the next step for the owner is to issue stock certificates, sell them to the public, and make use of the profits for his/her business. And then, the people who bought the stock certificates will become stockholders and partial owners of the company. In this way, a company would become socialized and establish a social position in the business world, and would need to continue overcoming various roadblocks to stay afloat and be successful.

I sincerely wish Mr. Mizuno's the best in his future success in providing dreams and excitement to the citizens of Akita through the Akita Northern Happinets professional basketball team.



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