

## ショートドラマアプリ FANY :D 連携 「iU サタデーアイデアソン」最優秀企画選出について

iU(情報経営イノベーション専門職大学、東京都墨田区、学長:中村 伊知哉、<https://www.i-u.ac.jp>)は、ショートドラマアプリ「FANY :D」を運営する株式会社 Minto と連携、FANY :D の事業を 5 年で倍増させるビジネスプランを企画し提案する iU 学生のハッカソンを開催し、最優秀チームを選出しました。

iU は学生全員が起業に挑戦し、「ICT・ビジネス・グローバル」の知識・スキルを身につけるカリキュラムを展開しています。なかでも、本学の学びの中核となる必修科目「イノベーションプロジェクト(通称:イノプロ)」は、120 名以上のゲスト講師を招聘、ビジネストレンドを体感しながら、学生全員が起業プランを企画するアクティブ形式の科目です。

「サタデー・アイデアソン」は、イノプロの一環として、3 年生を対象に実施、最優秀企画を選出します。サタデーハッカソンの概要は、イノプロホームページ(<https://iuintnovation.jp/>)でもご覧いただけます。

### ■ 開催概要

#### ●開催日・場所

2025年5月24日(土)・Hall

司会: 弭間花菜(吉本興業)

#### ●サタデーアイデアソン企画概要

今回は、ショートドラマアプリ「FANY :D」を運営する株式会社Minto中川元太取締役をお招きし、新たなエンターテインメントビジネスであるショートドラマ市場の課題解決をしながら、FANY :Dの事業を5年で倍増させるビジネスプランを企画、提案しました。

各クラスから選出された合計5チームが最終プレゼンに臨み、最優秀企画を選出しました。

#### ●最優秀企画:「FANY:L」メンバー 佐々木勇樹、加藤光、小島慶、神山久留美、板井瞳、平山大智

#### ●最優秀チーム「FANY:L」佐々木勇樹さんのコメント

今回の提案は、FANY :Dの強みを活かした新規事業『FANY:L』。「娛樂の中に学びを」という逆転の発想で、資格学習の“はじめの一步”を支えるサービスを構想しました。事業提案にあたっては、FANY :Dを運営する株式会社Mintoの中川元太取締役にも直接ヒアリングを実施。現場の視点や実態を丁寧に汲み取り、「一貫して“倫理性ある事業提案”」を心がけました。売上シミュレーションや市場分析も行い、5年後に30億円超の実現性ある戦略としてまとめました！



### ■ FANY :D について

「FANY :D」は 1 話 1～3 分程度で、冒頭数話無料でご視聴いただき、その後は視聴毎に課金となる縦型ショートドラマアプリです。「人間の欲望を解放するショートドラマアプリ」をコンセプトに作品を展開しています。

#### 株式会社 Minto 中川元太取締役コメント：

IU 生皆さんの、発想力と論理的思考力のレベルの高さには驚かされました。優勝した『FANY:L』さんはじめ、みなさん学生とは思えないプレゼンのクオリティで、こちらのほうこそ勉強になる機会でした。FANY :D の運営にも参考にさせていただきます。

Minto ホームページ：<https://minto-inc.jp/>

FANY :D ホームページ：<https://fany-d.com/>

### ■ 本企画詳細情報について

本企画に関する詳細はイノプロホームページ(<https://iuinnovation.jp/>)をご確認ください。

イノプロ X、Instagram にもご登録ください。



## <大学概要>

### ■大学・学部学科名

- ・大学名：「情報経営イノベーション専門職大学」 ※愛称「iU（あいゆー）」
- ・学部名：情報経営イノベーション学部 情報経営イノベーション学科

起業率全国1位、増加率2年連続1位、在学中に学生が起業に挑戦する大学。ビジネス・ICT・グローバルな視点について学び、新しい時代を創る人材を育成。さらに必修科目として約4か月間のインターンシップも経験し、将来の起業や就職を見据えたキャリアビジョンの具現化につなげている。

iUホームページ：<https://www.i-u.ac.jp/>

### ■学長

中村伊知哉（なかむらいちや）



京都大学研究員、東京大学研究員、デジタル政策財団理事長、CiP協議会理事長、国際公共経済学会会長、日本eスポーツ連合特別顧問、理化学研究所コーディネーターなどを兼務。

1984年、ロックバンド「少年ナイフ」のディレクターを経て郵政省入省。MITメディアラボ客員教授、スタンフォード日本センター研究所長、慶應義塾大学教授を経て、2020年4月よりiU学長。

内閣官房、内閣府、総務省、文部科学省、経済産業省などの参与・委員を歴任。

著書に『新版 超ヒマ社会をつくる—アフターコロナはネコの時代—』（ヨシモトブックス）、『コンテンツと国家戦略』（角川EPUB選書）など多数。

1961年生まれ。京都大学経済学部卒、大阪大学博士課程単位取得退学。博士（政策・メディア）。

情報と経営でイノベーションを起こす人材を育成する、デジタルとビジネスの国際大学。

AI、ソーシャル、Web3、eスポーツ、デザイン思考、メディア、VR/AR、マーケティング、オタク、メタバース、セキュリティ……。

プロジェクト授業、4ヶ月インターン、そして恐らく世界初の「全員起業」。

全員が起業に成功すれば就職率がゼロになるので、目標就職率ゼロ。起業数45以上、起業増加率日本一。

だが多くは失敗する。失敗から学ぶ「失敗大学」。コンピテンシー：行動偏差値がトップ級。結果、2期生の就職率99.1%。

連携企業700社以上、客員教員1,000人以上。学生より教授のほうが多い、プロのコミュニティの中で学ぶ大学。

研究所「B Lab」をベースとして地域DX、超校歌、超人スポーツ、ニューロダイバーシティ等100以上のプロジェクトが走っている。

2025年度には、eスポーツの学習・活動・インターン・起業を行う正課「eスポーツ」も設ける。

入学式、卒業式などイベントは学生が企画・運営。自分でつくる大学。デジタル1st。日本初のPC・ネットあり入試を導入。

理念は「変化を楽しみ、自ら学び、革新を創造する」。

それ、おもしろい？ それ、あたらしい？

### ■所在地

・墨田キャンパス：東京都墨田区文花1-18-13

・サテライトオフィス：東京都港区海岸1-7-1 東京ポートシティ竹芝 オフィスタワー8階



左：墨田キャンパス  
右：サテライトオフィス

・学生数：655名 ・基幹教員数：30名

## ■教育理念

「変化を楽しみ、自ら学び、革新を創造する。」

## ■学びの特色

### 「ICT」「ビジネス」「グローバル」この3つが学びの柱

#### ①組織管理やマーケティング、会計・財務などを学ぶ【ビジネス】

ビジネスの仕組みを理解し、マーケティング、マネジメント、財務、法務などの専門知識を学習

さらに、必修科目「イノベーションプロジェクト」を通じて、課題発見からビジネスプランの立案までを繰り返し学ぶことで、実践力を身に付ける

#### ②アプリ設計・開発、データサイエンスなどの技術を修得する【ICT】

急速に進化する世界で自身のアイデアを形にし、世界へ発信する力となるデジタル技術を身に付ける

プログラミングやデータ処理、ネットワークといった基礎技術から、AI、データサイエンスなどの最新領域をカバーするカリキュラムを展開

#### ③国際感覚や語学力を自分のものにする【グローバル】

卒業後に現場で生きるビジネス英語を中心に、異文化理解、国際情報やグローバルビジネスを学び、ボーダーレスな共創・活躍を実現するための多角的な国際感覚を養い、英語でのビジネスピッチが行えるまでを学び、実社会で活躍できる人材を育成

### 現場で学び、起業で挑む。600時間の実習×全員起業プログラム

・臨地実務実習とプロジェクト実践演習：1人600時間の臨地実務実習、実在するサービスの事業展開やリアルな社会課題の解決などに取り組むプロジェクト実践演習を実施

・全員起業：全員が在学中に起業に挑戦。必修科目「イノベーションプロジェクト」を通じてリアルなビジネスの立ち上げを経験し、社会で即戦力となる力を育成。希望者には事業化支援・資金提供・登記サポートも完備。

## ■育成人材像

- ・ICTを活用する様々な業界・団体において課題を解決し、新たな商品・サービスやビジネスを生み出すことのできる人材
- ・ICTを活用し新たな商品・サービスやビジネスを生み出すことで、国際社会と地域社会の産業発展に貢献する起業家

【本リリースに関するお問い合わせ先】

iU 情報経営イノベーション専門職大学 TEL : 03-5655-1555 E-mail : [info@i-u.ac.jp](mailto:info@i-u.ac.jp)

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## Winning Plan Chosen for iU Saturday Ideathon Held in Collaboration With Short Drama App FANY :D

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iU (Professional University of Information and Management for Innovation, Sumida-ku, Tokyo, President: Ichiya Nakamura, <https://www.i-u.ac.jp>) held a hackathon in collaboration with Minto Inc., the operator of the short drama app FANY :D, in which iU students planned and proposed business plans aimed at doubling FANY :D's business over the next five years. The team with the best project was selected as the winner of the hackathon.

iU implements a curriculum that allows students to acquire knowledge and skills in business, ICT, and global communication with the goal of all students starting their own businesses. In particular, the **Innovation Project (often abbreviated as Innopro)**, a compulsory course that is at the core of learning at iU, is an active learning course in which all students plan their own entrepreneurial plans and experience business trends under the guidance of more than 120 invited guest lecturers. The **Saturday Ideathon** was held for third-year students as part of the Innopro Course, and the winning project was chosen. An overview of the Saturday Hackathon is also available on the Innopro website (<https://iuintnovation.jp/>).

### ■ Event overview

#### ● Date and location of the event

May 24, 2025 (Sat), Hall

Host: Kana Hazuma (Yoshimoto Kogyo)

#### ● Saturday Ideathon Project overview

For this event, iU invited Genta Nakagawa, Director of Minto Inc. which operates the short drama app FANY :D, and the students were tasked with planning and proposing business plans to double FANY :D's business in five years while solving issues in the short drama market, a new entertainment business.

A total of five teams were selected from all classes to compete in the final presentation, and the best plan was selected as the winner.

#### ● Winning plan: "FANY:L" Team Members: Yuki Sasaki, Hikaru Kato, Kei Kojima, Kurumi Koyama, Hitomi Itai, and Daichi Hirayama

#### ● Comment from Yuki Sasaki, a member of the winning team FANY:L

Our proposal this time is to create a new business called FANY:L that utilizes the strengths of FANY :D. By thinking outside the box and coming up with the idea of "learning through entertainment", we conceived of a service that would support the "first step" in studying for qualifications. We also interviewed Genta Nakagawa directly, Director of Minto

Inc. who operates FANY :D, when we were creating our business proposal. We carefully listened to the perspectives and realities of the field, and strived to provide a thoroughly “ethical business proposal”. Sales simulations and market analysis were also conducted, and we were able to compile a feasible strategy that could be worth over 3 billion yen in 5 years!



### ■ About FANY :D

FANY :D is a vertical short drama app where each episode is about 1 to 3 minutes long, and viewers can watch the first few episodes for free and then pay to watch each subsequent episode. The app delivers dramas based on the concept of being “a short drama app that liberates human desires.”

#### Comment from Genta Nakagawa, Director of Minto Inc.:

I was amazed at the high level of creativity and logical thinking skills of iU students. The quality of the presentation by the winning team FANY:L and the other teams were so good that it was hard to believe they were all students, and it was a learning opportunity for me as well. I will use what I learned today as a reference for the operation of FANY :D.

Minto website: <https://minto-inc.jp/>

FANY :D website: <https://fany-d.com/>

### ■ For more information on this project

For more information on this project, please visit the Innopro website (<https://iinnovation.jp/>).

Please also follow Innopro on X and Instagram.



## (University overview)

### ■ University, Faculty, and Department names

- University name: Professional University of Information and Management for Innovation \*Nickname: iU
- Department name: Faculty of Information and Management for Innovation, Department of Information and Management for Innovation

The university with the highest entrepreneurship rate in the country and the highest growth in entrepreneurship rate for two consecutive years, where students take on the challenge of starting their own businesses while still in school. Students learn about business, ICT, and global perspectives, developing human resources who will create a new era. In addition, students also undergo internship for approximately 4 months as a compulsory course, which will help them to realize their career vision with a view to starting their own businesses or finding employment in the future.

iU website: <https://www.i-u.ac.jp/>

### ■ President

Ichiya Nakamura



Also serving as a Researcher at Kyoto University, Researcher at University of Tokyo, Chairman of the Digital Policy Foundation, Chairman of the CiP Council, Chairman of CIRIEC Japan, Special Advisor to the Japan Esports Union, and Coordinator at RIKEN.

In 1984, after serving as the Director of the rock band Shonen Knife, he joined the Ministry of Posts and Telecommunications. After serving as a Visiting Professor at the MIT Media Lab, Executive Director of Stanford Japan Center Research Institute, and Professor at Keio University, he has been serving as the President of iU since April 2020.

He has served as an advisor and a committee member of organizations such as the Cabinet Secretariat, Cabinet Office, Ministry of Internal Affairs and Communications, Ministry of Education, Culture, Sports, Science and Technology, and Ministry of Economy, Trade and Industry.

He is also the author of many books, including "New Edition: Creating Super Free-Time Society – The Post-COVID Era Will Be the Age of Cats" (Yoshimoto Books) and "Content and National Strategy" (Kadokawa EPUB Selection).

Born in 1961. Graduated from the Faculty of Economics at Kyoto University, and completed coursework for the doctoral program at Osaka University without obtaining a degree. PhD (Policy and Media).

An international university of digital and business fields that develops human resources to create innovation through information and management.

AI, social, Web3, eSports, design thinking, media, VR/AR, marketing, otaku, metaverse, security... Project classes, a four-month internship, and perhaps the world's first university with the goal of "all students becoming entrepreneurs."

Since the employment rate would be zero if all students were to succeed in starting their own businesses, our target employment is zero. More than 45 businesses have been started by our students, and we have the highest growth in entrepreneurship rate in Japan.

But many will fail. We are the "university of mistakes", where students can learn from their mistakes. Competency: Our behavioral deviation score is top class. As a result, the employment rate for our second batch of graduates was 99.1%.

We have over 700 partnered companies and 1,000 visiting faculty members. A university with more professors than students, where students can learn within a professional community.

Our research institute B Lab is a base of operations where over 100 projects are underway, including regional digital transformation, super school songs, superhuman sports, and neurodiversity.

In 2025, a full-time eSports course will also be established, which will involve learning about eSports, participating in activities, internships, and entrepreneurship.

Events such as entrance ceremonies and graduation ceremonies are planned and managed by the students. A university created by students. Digital first. The first university in Japan that implemented computer-based and online entrance examinations.

Our philosophy is “Enjoy change, learn independently, and create innovation.”

Is it interesting? Is it new?

### ■ Address

•Sumida Campus: 1-18-13 Bunka, Sumida-ku, Tokyo

•Satellite Office: Tokyo Portcity Takeshiba Office Tower 8F, 1-7-1 Kaigan, Minato-ku, Tokyo



Left: Sumida Campus  
Right: Satellite Office

•No. of students: 655 •No of core faculty members: 30

### ■ Educational philosophy

“Enjoy change, learn independently, and create innovation”

### ■ Educational features

#### ICT, Business, and Global, the 3 pillars of education

##### ① Learning organizational management, marketing, accounting, and finance [Business]

Understand how business works and learn expertise in marketing, management, finance, legal affairs, and other areas.

In addition, through the compulsory course Innovation Project, students will repeatedly learn everything from identifying problems to creating business plans, thereby acquiring practical skills.

##### ② Acquiring skills in app design, development, and data science [ICT]

Acquire digital skills to turn your ideas into reality and the ability to share them with the world in a rapidly evolving world.

The curriculum covers everything from basic technologies such as programming, data processing, and networks, to the latest fields such as AI and data science.

##### ③ Master international perspectives and language skills [Global]

The curriculum develops human resources who can play an active role in the real world by learning intercultural understanding, international information, and global business, while also focusing on business English that will be useful in the workplace after graduation, allowing them to develop a multifaceted international outlook to realize borderless co-creation and success and to make business pitches in English.

**Learning on the job, and taking on the challenge of entrepreneurship. A program with 600 hours of practical training and all students becoming entrepreneurs**

- On-site practical training and project-based practical seminars: 600 hours of on-site practical training per student, and project-based practical seminars where students work on business development of actual services and solving real social issues.
- All students becoming entrepreneurs: All students take on the challenge of starting their own businesses while still in school. Through the compulsory course Innovation Project, students gain experience in starting a real business and develop the skills to be an immediate asset in society. Students can also receive support for commercialization, funding, and registration if they wish.

**■ Type of human resources nurtured**

- Human resources who can solve problems and create new products, services, and businesses in various industries and organizations that utilize ICT
- Entrepreneurs who contribute to the industrial development of international and local communities by creating new products, services, and businesses through the use of ICT

**[For inquiries regarding this press release]**

iU Professional University of Information and Management for Innovation

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