

HOW OUR LIBRARY HELPS PEOPLE TO REALIZE THEIR DREAMS

Hiroshima City Central Library
Shinobu Doi

American Library Association Annual Conference 2019

Introduction to Hiroshima City

Hiroshima Castle



Hiroshima City Central Library



Hiroshima Prefectural Office



Peace Memorial Park



Atomic Bomb Dome



Hondouri Shopping Street

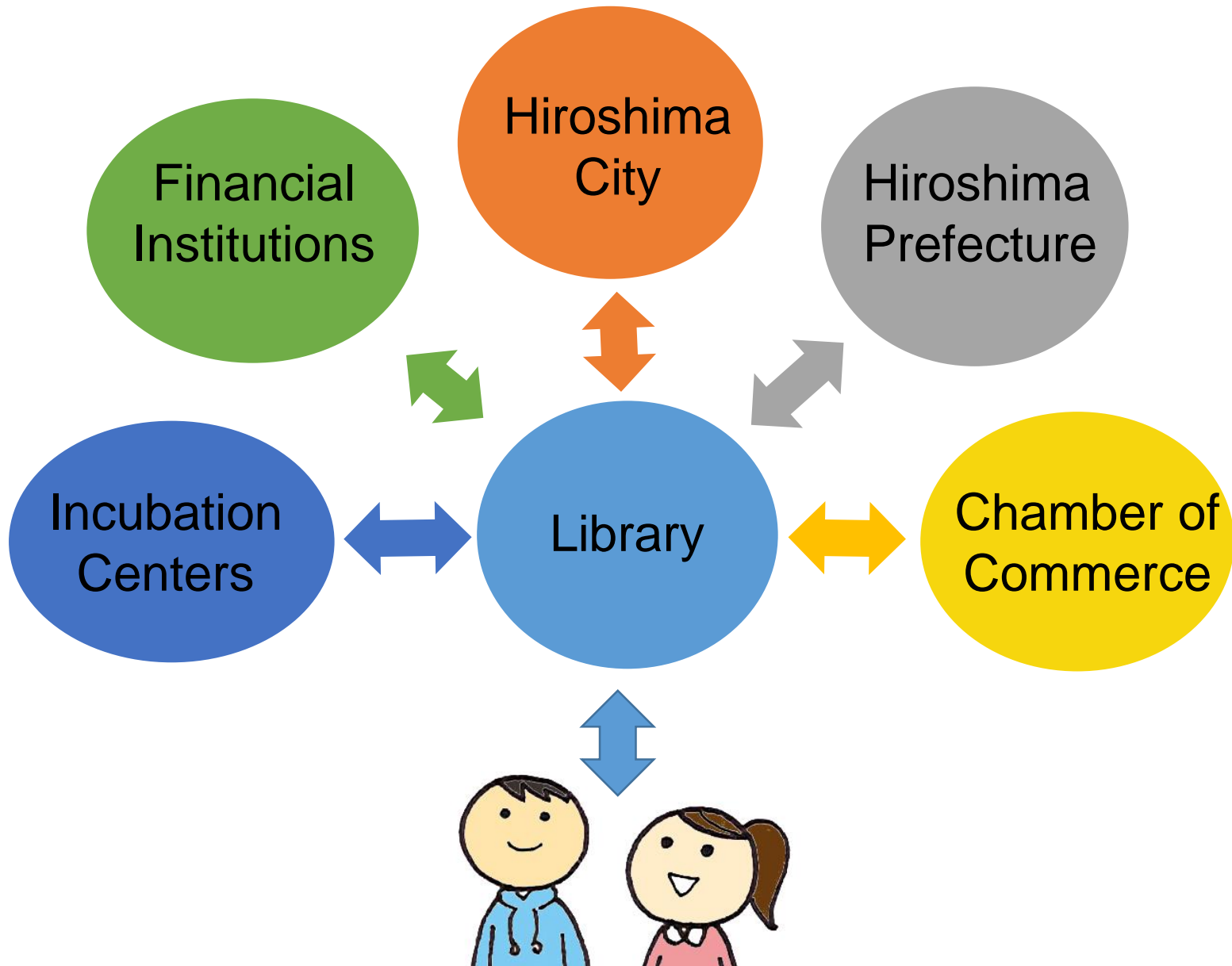


Business Support offered by Hiroshima City Central Library

We support Dreams and Future for

1	Startups	2	High School Students
	Reference & Referral service		Importance of research

The Library as a Gateway



1

Support for Startups



Business Consultation in the Library

- 5-6 experts
- 2 librarians
- Since 2007
- Once a month

1

Support for Startups

Librarian

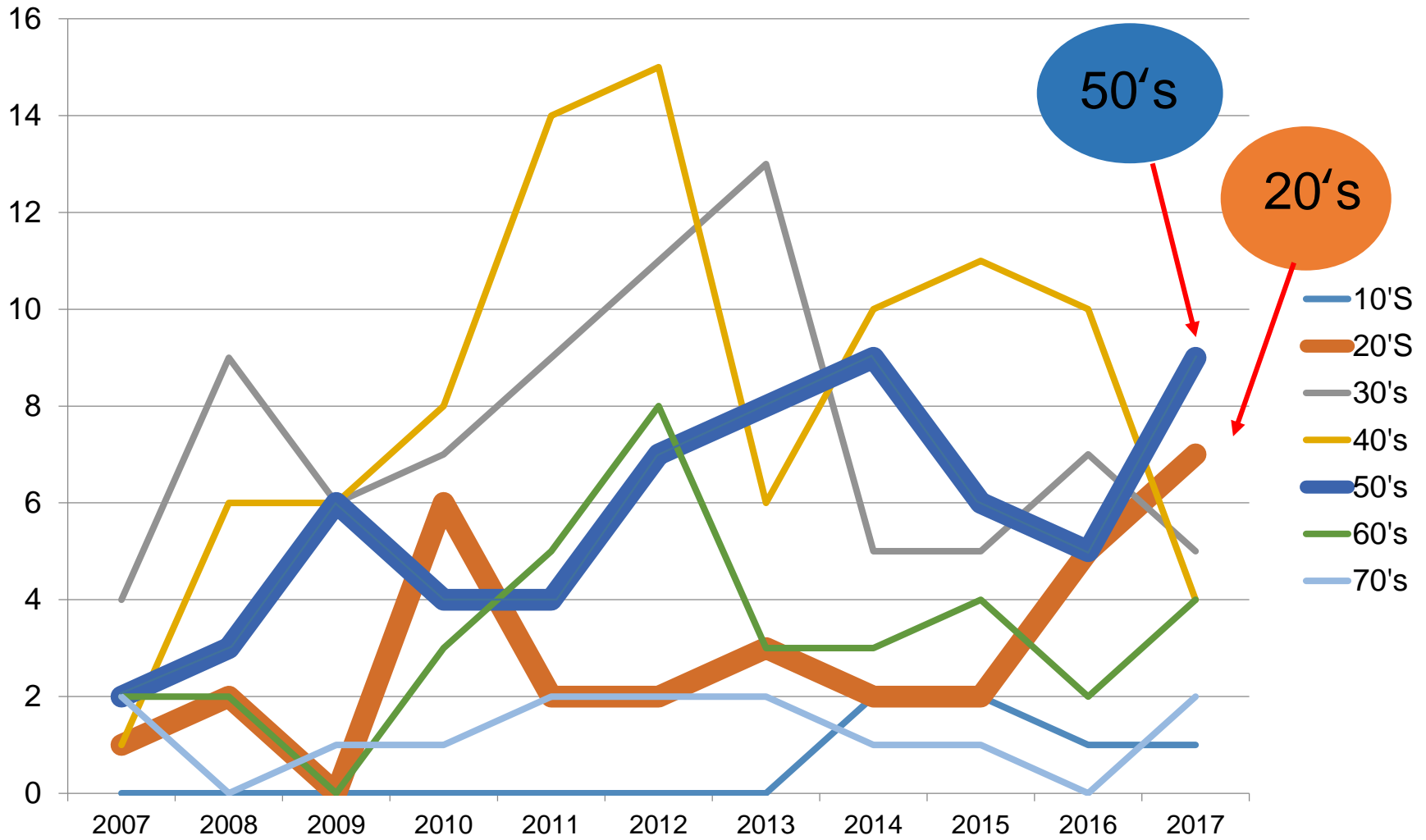
Advisees



We provide useful info for each case

- Books,
- Journals,
- Brochures,
- Databases
- Websites

Advisees by Age group



Their Dreams

Bar

Coffee Shop

Aroma Therapy

Nursing Home

Guest House

Stationary Store

Curry Restaurant

Labor Consultant

Shoe Shine Shop

Mountain Climbing Guide

Bakery

Beauty Salon

Shogi School

#1

Sweet Shop “Small Ohagi Shop”

November
2015

How to create a business plan

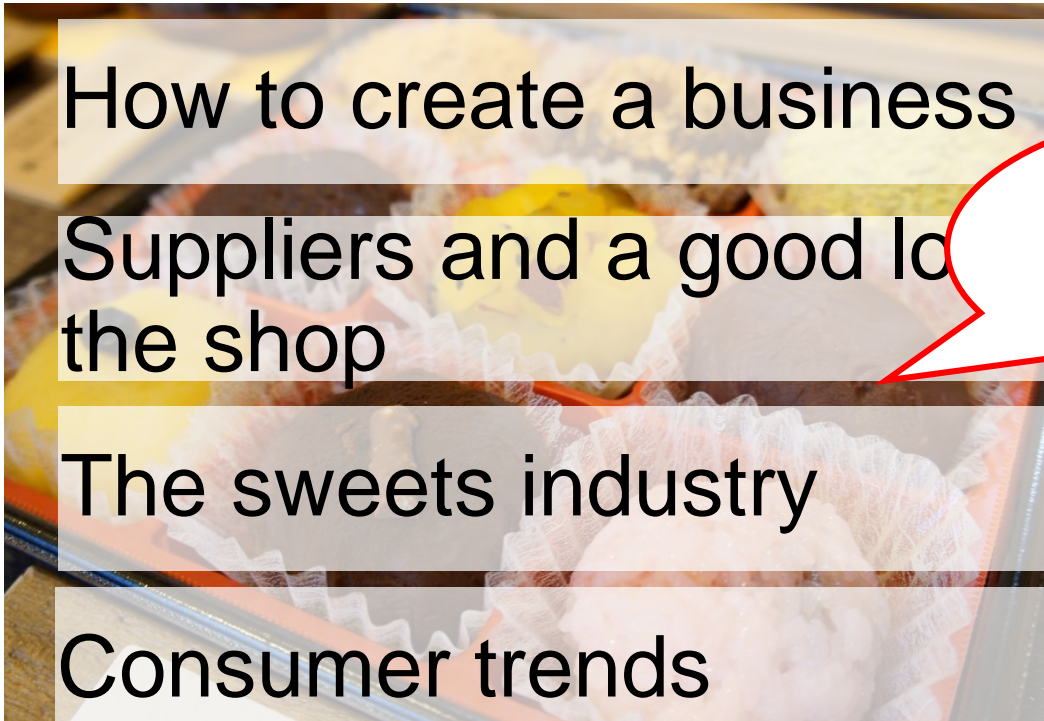
Suppliers and a good location for the shop

The sweets industry

Consumer trends

Hiroshima's sweets history

**Colorful
Modern
Ohagi !**



#2

Coffee Shop “ Corita Cafe ”

July
2015

A woman with short dark hair, wearing a white short-sleeved shirt and green overalls, stands smiling in front of the entrance to Corita Cafe. The entrance is framed by dark wood and has a brick wall behind it. A sign on the wall reads "CORITA CAFE" in white letters. A chalkboard menu is visible to the left.

How to develop Business Plan

A view of the interior of Corita Cafe, showing a long wooden bar counter with various bottles and glasses. The bar is illuminated by several hanging lamps with colorful, patterned shades. The background shows shelves with more bottles and a kitchen area.

Apply for the city's endorsement

#3

Herb Shop “Soujya KAMAU”

March
2013



Designing the shop interior

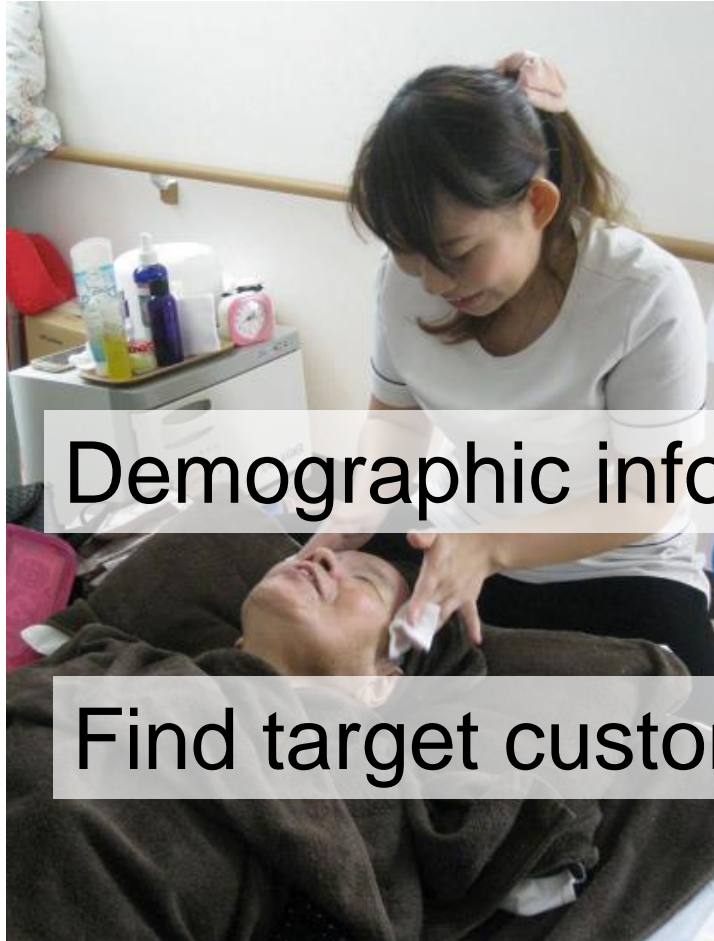
Implementing social media marketing



#4

Aromatherapy “Healing Space Micro”

October
2014



Demographic information in the area

Find target customers



▲ Aroma treatments at home salon

▲ Salon for caregivers

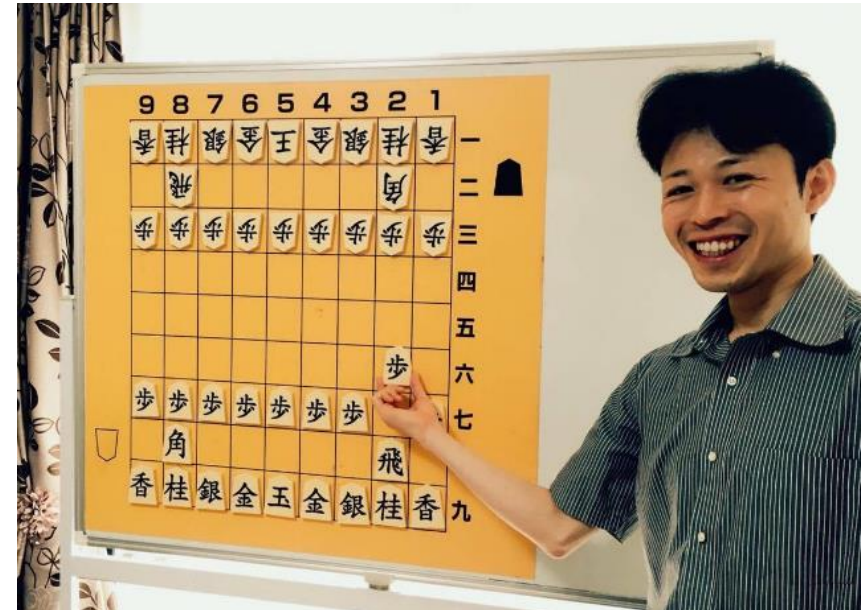
#5

Shogi School

“Edu Shogi School”

July
2016

Shogi Man !

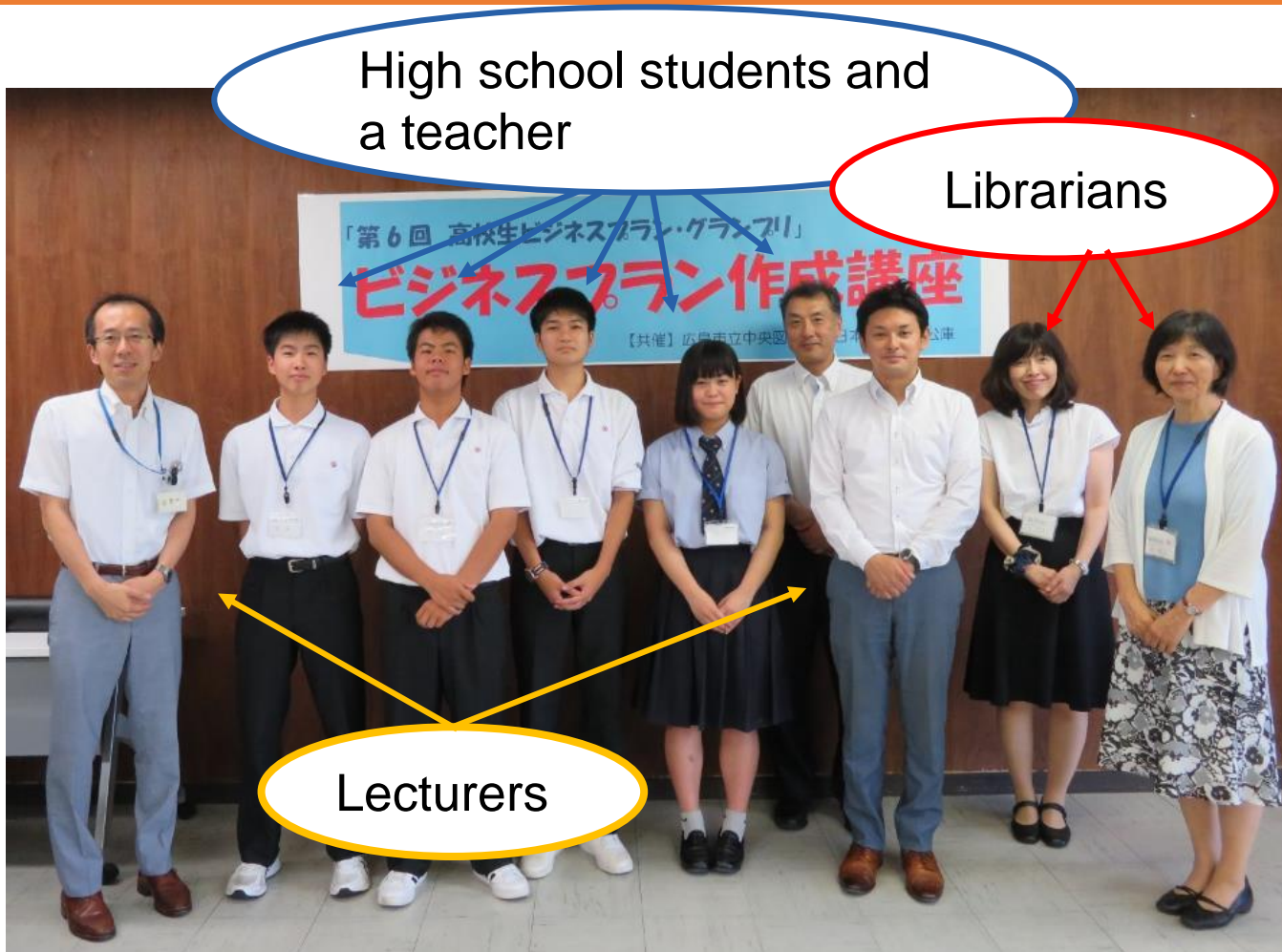


The library acts as a support for each one.
They can consult us for anything
and come back to us at any time.



2

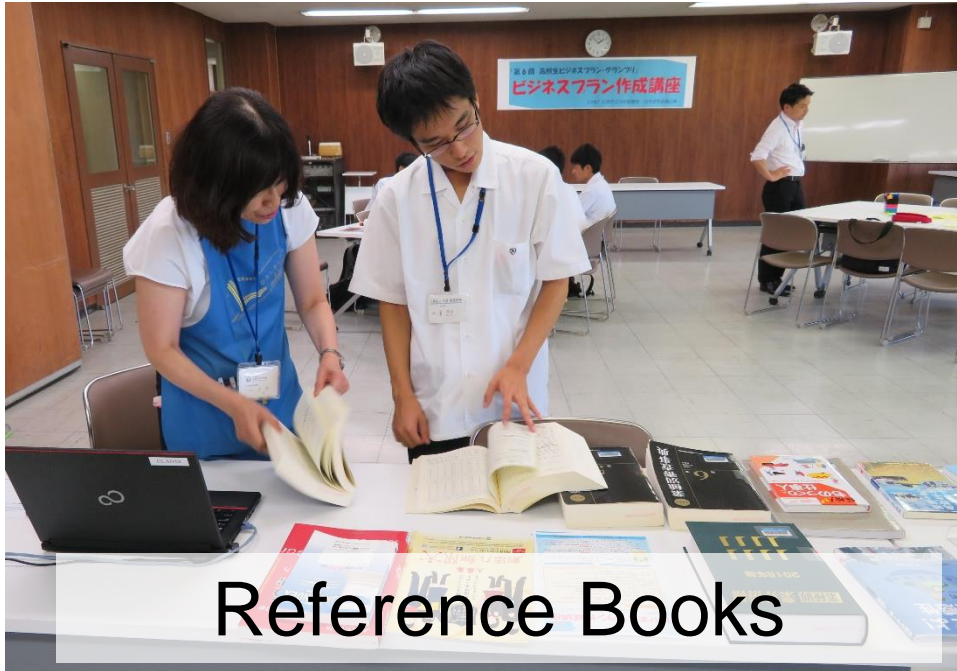
Business Plan Writing program



Support high school students entering the Business Plan Competition

- Since 2013
- Annual
- Thousands of ideas
- All over Japan

How we support high school students



Reference Books



Commercial Databases



Books

Students Create Their Own Business Plan



Working on a plan sheet, using the research materials

Students Create Their Own Business Plan

Storm in Hiroshima in 2018
The city experienced a blackout



The students designed special shoes that generate power when you walk in them

(一財) 消防防災科学センター
<http://www.isad.or.jp/>

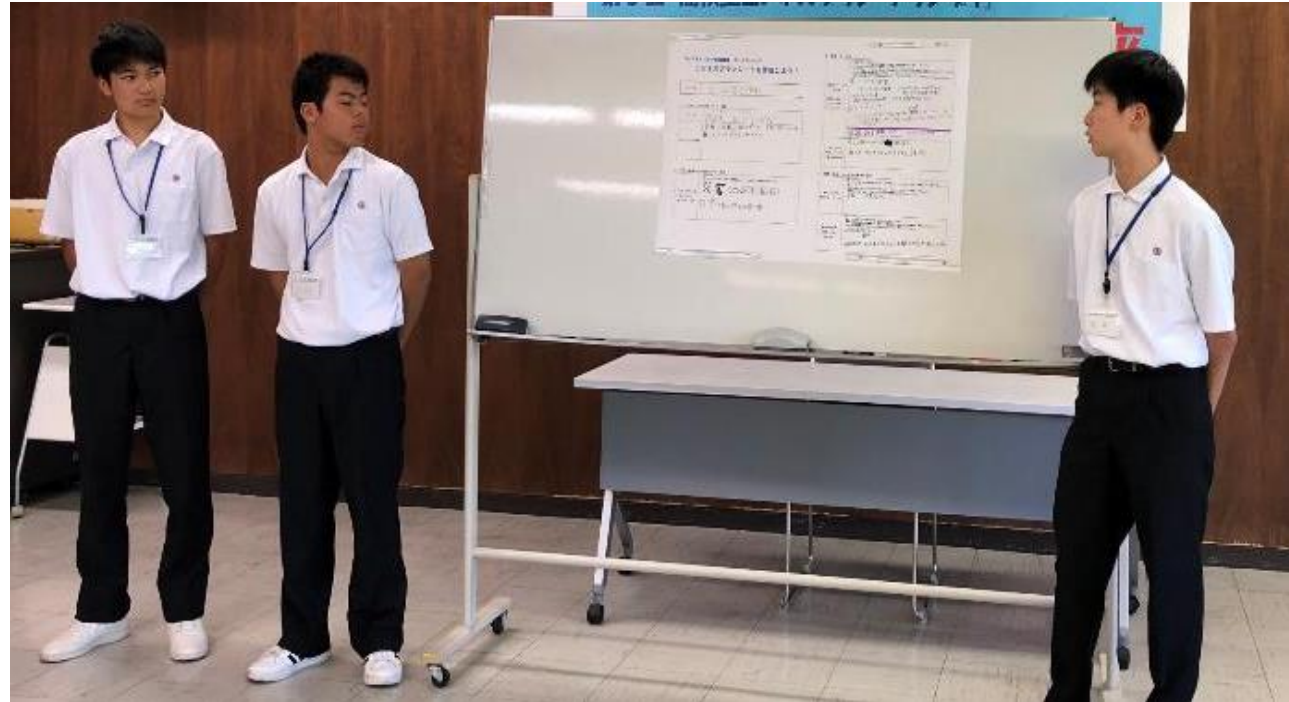
Students Create Their Own Business Plan

Plan sheet
「Walking is a Power !」

Who would buy these shoes?

What are the benefits?

Presentation Practice for High School Business Plan Competition

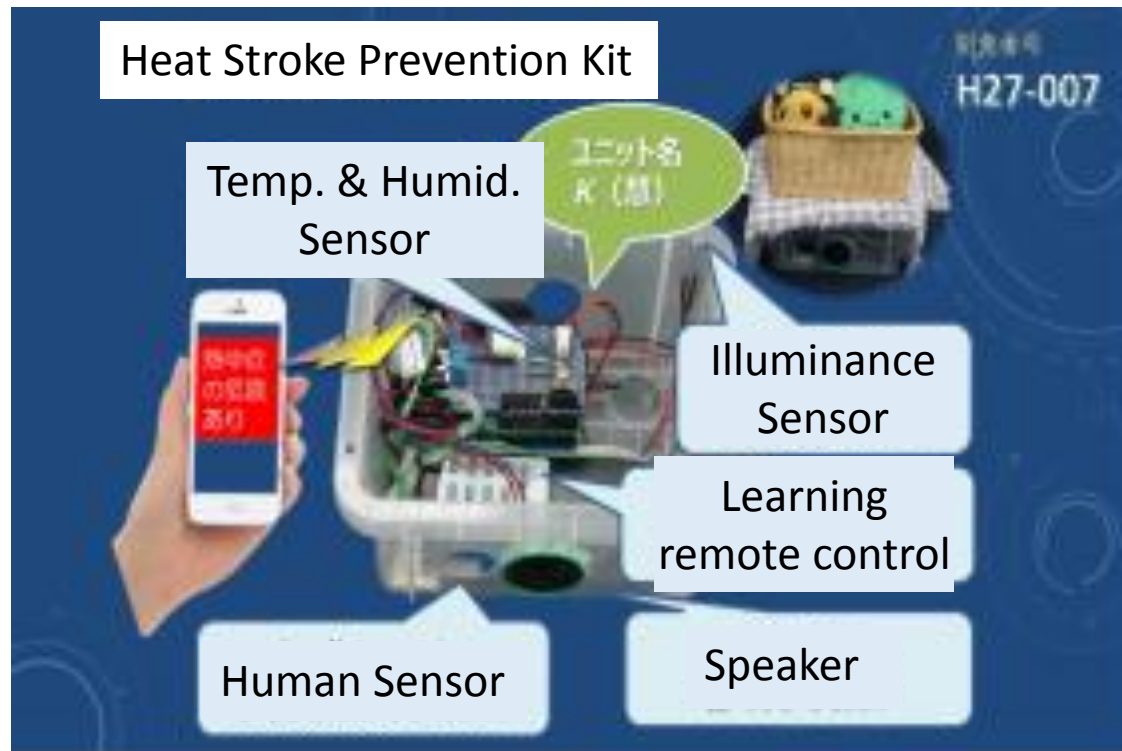


Students from different schools discuss their ideas and exchange their opinions

Prepare for the competition

The group reached the final 10 of the National Competition (Award for Excellence)

2015



“Heat sensor development to save elderly persons from heat stroke”
Learn how to research people’s needs and how to respond to it.

The group reached the final 10 of the National Competition (Award for Excellence)

2018



“Bicycle Traffic Safety Service”
Drive recorder for preventing accidents

Mission Accomplished!



Our library is featured in a Manga comic book Episode #18 “Budding Ideas”



Problem solution service serves our People and the City



French restaurant



Goods selection shop



Ohagi shop



Business ideas



Coffee shop

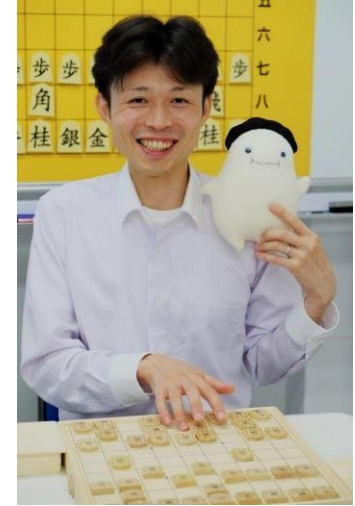


Herb Shop



The world's breakfast cafe

Our library can realize the future hopes and dreams of anyone of any age



THANK YOU !

Hiroshima City Central Library

Service Division

Acting Head of Business Service

Shinobu Doi

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