Silicon Valley × Design Thinking

POV Life & Business Design Lab

Work, business and life.
Designed from Silicon Valley.

Design Thinking at the Core: programs tailored to you, across six directions



Persistence of Vision | Takahiro Iijima

WHAT WE DO

Silicon Valley design thinking, honestly

Facing these questions?

AI is changing my work

Which parts of my job will AI take over, and what will remain mine?

At a career crossroads

A new role, retirement, a job change, going independent. The next move isn't clear.

Nothing new gets made

At work or on your own, ideas never take shape.

How POV helps

1

Design thinking at the base

Iijima's own approach, refined through years of work with Stanford University and IDEO. It runs through every program.

2

Experience Silicon Valley

We support you online and connect you directly with companies, startups and guests here.

3

From ideas to real things

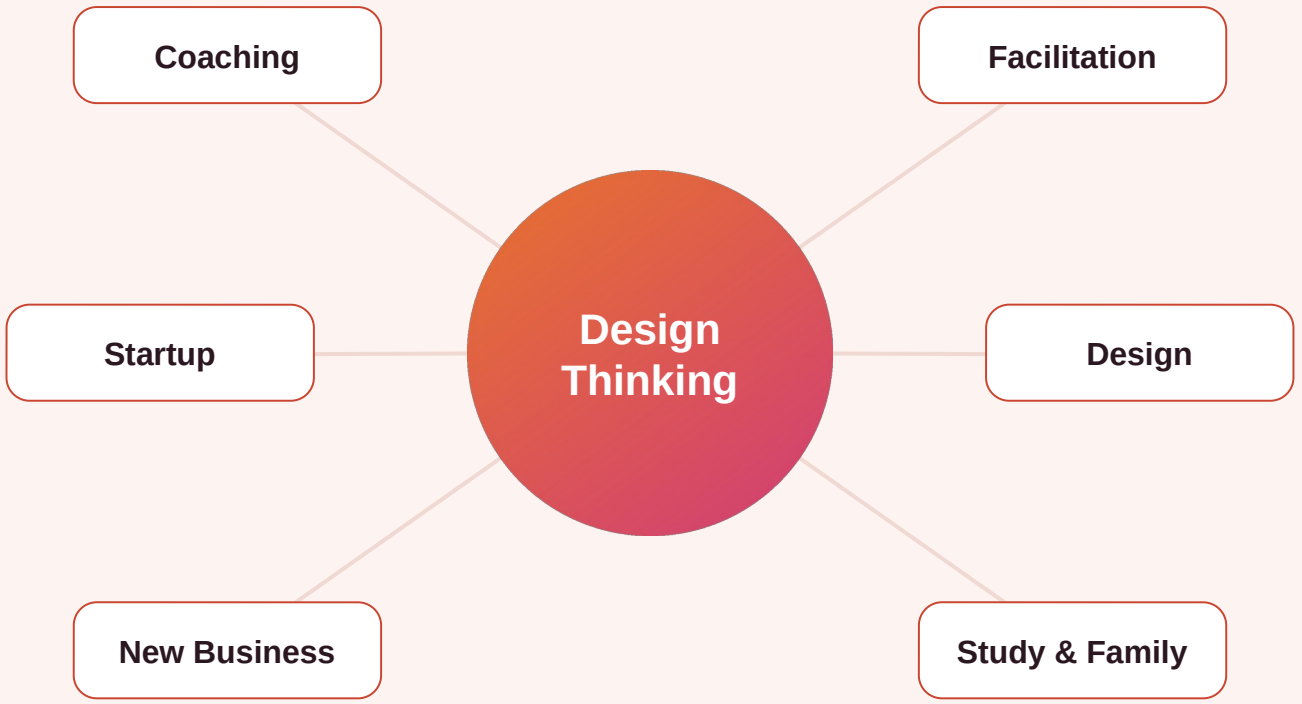
Not only learning and thinking (Lab): we build it with professional designers (Studio).

4

No sugarcoating

Twenty years in a large corporation and a startup in Silicon Valley: blunt questions that break assumptions.

Six directions, tailored to how you take part



Three phases

Before	On site	After
Online support	In Silicon Valley	Build and continue

Choose how you take part

1-on-1 custom	Your own schedule and content
Small-group class	Join a scheduled class, even on your own
Valley Week	Twice a year, a week of programs in Silicon Valley
Project	Design and prototypes, built by our Studio

Open to individuals. You can also combine several directions.

Coaching

Honest conversations to find your next move in the age of AI

Who it's for

- Executives and managers at a turning point, such as a new role or retirement
- People who want to know how AI will change their work
- Anyone who wants to clear their head and start moving

Length and format

About 4 months + 3 months of check-ins
6 biweekly 1-on-1 online sessions + 2 days on site

Before · Online

- Update your view with Silicon Valley and AI
- Find strengths and blind spots with the Johari window and a 7-skill assessment
- Put your real issue in one sentence and widen your options
- Choose an experiment you can run in 30 days

On site · Silicon Valley

- Visits to companies and startups
- Conversations with guests
- Test your thinking in a tough pitch
- Relaxed conversations at a winery

After · Follow-up

- Build a 90-day action plan
- Check in at 30, 60 and 90 days and adjust course
- Look after body and mind with the Life Vital Check

Expected results

- **See your strengths and blind spots clearly**
- **Turn uncertainty into your next move**
- **Take real action within 90 days**

Startup

Use AI to launch a business, even on your own

Who it's for

- Employees and sole proprietors who want to start a business
- People with an idea they haven't built yet
- Founders who want a stronger business before meeting investors

Length and format

About 5 months
6 biweekly 1-on-1 online sessions + 3 days on site

Before · Online

- Research customer pain points and find the real problem
- Generate ideas by breaking down and recombining tech companies
- Draw the business model
- Build a prototype with AI and prepare your pitch

On site · Silicon Valley

- Conversations with founders and investors
- Mini workshop
- Pitch simulation with mock investors

After · Follow-up

- Apply the feedback
- Finish your business book (ecosystem map, system diagram, business plan)
- Move to product development with our Studio if needed

Expected results

- **A working prototype**
- **A business plan tested through investors' eyes**
- **A method to keep moving, even alone**

New Business

Your company's strengths × a new field: grow the business and the team together

Who it's for

- Corporate new-business teams
- DX and innovation departments
- Leaders developing the next generation

Length and format

About 6 months
8 small-group classes (2.5 hours) + 4 days on site

Before · Online

- Break down your company's technology, data and customer base
- Observe customers in the field and find insights
- Startup simulation: your company × a new field
- AI prototyping and English pitch preparation

On site · Silicon Valley

- Company visits and two workshops
- Local founders as guests
- Pitch simulation with mock executives and investors

After · Follow-up

- Finish the business book
- Take the proposal to your real executive meeting
- Continue each year with the next team

Expected results

- **A proposal ready for the executive meeting**
- **A team that can run new businesses itself**
- **Living connections with Silicon Valley**

Facilitation

Lead meetings and teams with human skills AI can't replace

Who it's for

- Leaders and managers who run meetings and teams
- Coordinators of cross-department projects
- People leading multinational teams

Length and format

About 3 months
4 small-group classes (2.5 hours) + 2 days on site

Before · Online

- What facilitation requires, and the 7 trusted skills (DIDDONEH)
- Active listening and the Johari window
- Find the map of context in a cloud of words
- Read team dynamics and guide them quietly

On site · Silicon Valley

- See Silicon Valley meeting and team culture on company visits
- Practice in English with multinational members

After · Follow-up

- Practice in your own meetings
- Iijima observes and gives feedback
- Set your next goal with a strengths-and-challenges sheet

Expected results

- **Faster, better meetings**
- **Members speak up and the team moves**
- **Lead discussions, even in English**

Design

Don't stop at ideas. Build them with professional designers.

Who it's for

- Companies and startups with a new product or service to build
- Companies without a design lead
- Solo founders starting a business with AI

Length and format

About 2–3 months (project)
3 online sessions + 3–5 days on site + ongoing support

Before · Online

- Understand the business and its users
- Organize the requirements
- Set the concept direction

On site · Silicon Valley

- Design sprint in Silicon Valley
- UX and form design, prototyping
- User testing and reviews by guests from the design world

After · Follow-up

- Support through to product launch
- Ongoing partnership as a Fractional CDO
- Exhibiting at shows such as CES

Expected results

- **A usable prototype and development plan**
- **A partner you can trust with design decisions**
- **The experience behind Panasonic's top-selling products**

Study Abroad & Family

Parents gain a new mindset, kids learn design thinking. Same summer, same place.

Who it's for

- Parents visiting Silicon Valley on business, with kids from elementary to high school
- Families considering study abroad
- Families who want a real experience for their kids this summer

Length and format

About 6 months to 1 year
Online for parents and kids + 5 days on site

Before · Online

- Kids: 4 workshops that design the future from what makes daily life happy or annoying
- Parents: 2 coaching sessions

On site · Silicon Valley

- Kids: mini workshops, visits to local schools and summer camps, making things with AI
- Parents: company visits and conversations with guests
- On the last day, kids pitch in English

After · Follow-up

- Reflection and a portfolio of their work
- Study-abroad planning with our study-abroad partner

Expected results

- **Kids discover “I can do this too!”**
- **An unforgettable experience shared as a family**
- **A clear path toward studying abroad**

How to start

1

Free consultation (30 min)

We hear where you are now and what you want to do

2

Your proposal

We combine directions and formats into a plan and schedule made for you

3

Get started

Open to individuals. Start online, then come to Silicon Valley

Takahiro Iijima

Persistence of Vision
Founder / CEO / CDO

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After graduating from Tama Art University, Iijima spent about 20 years at Panasonic as an industrial designer and manager. He created more hit mobile products than anyone else in the company and won the German iF Design Award five times. In 2014 he became head of a design center in Silicon Valley, and in 2017 he founded the design engineering company Persistence of Vision. He has turned the design thinking know-how built through years of work with Stanford University and IDEO into his own method, and teaches it in Japan and the U.S., from corporate training and workshops for elementary and high school students to six years of classes at Institute of Science Tokyo.

PRICE

Pricing guide

Open to individuals. After a free consultation, we send a formal quote based on the content and group size.

Coaching

1-on-1, online	**$6,000**
1-on-1 with 2 days on site	**$9,500**
Ongoing after the program	**$600** per month

Startup

1-on-1 custom	**$12,000–15,000**
Join a small-group class	**$5,000–6,000** per person

New Business

Corporate team (5–20 people)	**$45,000–70,000**
Join a small-group class	**$6,000–8,000** per person

Facilitation

In-house class (6–12 people)	**$15,000–20,000**
Join a small-group class	**$2,000–2,500** per person

Design (Studio)

Design sprint	**$25,000–40,000**
Fractional CDO	**$4,000–8,000** per month

Study Abroad & Family

Custom, one family	**$8,000–12,000**
Valley Week (one family)	**$5,000–7,000**

Co-creation Partner Price Our first clients receive 30–50% off regular prices. In return, we ask for your honest feedback.

* Prices are estimates. Airfare, lodging and local transportation are charged at cost.
* Timing, length and number of sessions can all be customized. Just ask!