



April 16, 2020
Business Breakthrough Inc.

BBT launches blockchain certificate of completion for the first time in Japan

Many benefits such as forgery/loss prevention, eco-friendly,
easy management of completion history information

On April 5th, 2020, Ohmae Management School of Business Breakthrough, Inc. (located in Chiyoda-ku, Tokyo; President and COO: Iwao Shibata, hereinafter BBT), which offers lifelong recurrent education for all age groups, has become the first educational institution in Japan to introduce a blockchain certificate of completion. (※)



Ohmae Management School is a professional executive development course established by the global management consultant, Kenichi Ohmae. The course can be taken at any time and anywhere via online, and nearly 3,000 managerial talents have completed to date. On April 5th, 55 graduates were awarded a blockchain certificate of completion at a special graduation ceremony which was held online due to the new coronavirus pandemic.

A blockchain certificate of completion is a digitally issued certificate, unlike a certificate printed on paper. The introduction of the blockchain certificate of completion has the following advantages.

- It is unnecessary to keep a hardcopy of the certificate and can be referred to anytime and anywhere with a PC or a smartphone
- The certificate can be attached to emails and sent to a third party, such as the human resources department of corporations
- The data of certificate of completion is encrypted (hashed), decentralized and managed on the block chain, preventing forgery and unauthorized browsing
- Shifting from traditional paper management to digital can save time and resources for publishing

Ohmae Management School has decided to introduce a blockchain certificate so as to ensure that essential information regarding the graduates' achievements and abilities can be easily shared with corporate human resources departments, allowing them to seamlessly optimize graduates' career paths in the future. The school is considering extending the provision of blockchain certificates to other BBT programs in the future.

Ohmae Management School's new certificate relied upon the "CloudCerts", a blockchain certificate issuance system developed by Last Trust Corporation (located in Bunkyo-ku, Tokyo; CEO: Kenta Akutsu). Last Trust plans on expanding the system, saying that "CloudCerts can perform decentralized management of all kinds of certificates and documents, not just certificates like this case, but also including study logs, dissertations, contracts, employee certificates, testamentary trust, and evidence of accounting firms. "

(*) According to research by LasTrust. (As of April 7, 2020)

[About LasTrust Company]

Founded in 2019, LasTrust is an EdTech × Blockchain startup company. They use blockchain technology to "visualize the value of the invisible individual", issuing "blockchain certificates" and "digital badges" that visualize individuals' qualifications, degrees, achievements, and human characteristics. Furthermore they have developed a Wallet app that easily manages them. LasTrust's business is borderless with offices in Tokyo, Sendai, Russia and Thailand. <https://lastrust.io/>

[About Ohmae Management School]

Established in 2002 as a fully fledged BBT management training course, Ohmae Management School's purpose is to develop the viewpoints, ideas, insights, and communication skills required of managers by discussing various theories and examples of management with Kenichi Ohmae and the executives from various companies. Basically, participants can take online courses, but they can also expect to form personal connections at actual seminars and social gatherings held several times a year. With over 2,900 graduates, it is one of Japan's leading networks of managers and executives. <https://www.bbt757.com/keiejuku/>

[About BBT]

BBT is an educational company established in 1998 by Kenichi Ohmae, a global management consultant, with the aim of developing human resources who can play active roles in a global environment. Since its inception, it has provided management education programmes through a variety of distribution media, with the aim of providing high-quality education that ensures interactivity through an innovative distance learning system. In addition to running versatile educational programmes for universities, graduate schools, entrepreneurship training, and study sessions for business English and for managers, BBT provides lifelong recurrent education for all ages, such as providing corporate training and producing TV programmes. Since their participation in Aoba-Japan International School's management in October 2013, the company has positioned the platform construction that supports lifelong learning as one of the pillars of its group strategy. Their current registered members number about 10,000, with total registered members to date numbering over 50,000. <https://www.bbt757.com/>

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