

**181th Business Plan Presentations Held on October 11, 2016
at Iwasaki Gakuen, Shin-Yokohama, Japan**

**1. Aloha Cattle Company, Inc. President Mr. Masaharu Inami <http://alohacattleco.com/en/index.html>
Presentator CFO Mr. Jun Minamitani, CTO Mr. Toshio Watanabe**

Established in April 2011 Capital stock: USD \$ 680,000

Aloha Cattle Co., Inc. manufactures fetal bovine serum (FBS) and bovine-derived raw materials for pharmaceuticals and reagents (BDRMS) on the island of Hawaii. It also produces beef as a by-product. There has been absolutely no incidence of bovine spongiform encephalopathy in Hawaii, which is consequently a safe place for such business, but the island has attracted almost no interest from big companies because of limited scales and its remoteness. The company's production technology is of an extremely specialized and exacting nature, and the quality of its final products could not be duplicated with mass-production systems. It is anticipated to add vitality to Hawaii's livestock industry, develop a sustainable supply of raw materials for pharmaceuticals and of Hawaiian beef, and create high-paying jobs and career paths for high-school and college graduates.

【Re-Cap】 The FBS supplied by the company has the following features: 1) stable quality from lot to lot (by limitation of the types of cattle to 1 - 3), 2) little risk of viral infection (owing to the geographical advantages of Hawaii), and 3) precise product traceability (because the entire production is limited to Hawaii from start to finish). Its goal for further in the future is contribution to the medical industry mainly in Japan through activities centered in Hawaii.



2. Japan Business Lead Co., Ltd. President Mr. Takayuki Saishu <http://www.jbls.net/>(Japanese)

Established in June 2009 Capital stock: USD \$ 100,000

Japan Business Lead Co., Ltd. provides cloud-based services highlighting people and assessment history in companies and public agencies. Its key product is KEYMAN-PRO, a database and search service containing information on personnel changes at companies accumulated for more than 13 years, beginning in 2004. The database is the biggest in Japan; it contains more than a million items as compared to about 300,000 for the Nikkei database and 160,000 for the Diamond database.

* The main functions consist of over 20 functions and mechanisms that can also be fully used even by salespersons.

Function 1: searches for key persons at companies using key words, with output of an attack list

Function 2: output of historical information by persons who have changed positions ten times in the last 13 years, without any omissions

Function 3: attack list enabling downloading of CSV data (on items including address, telephone number, fax number, and the corporate "my number")

Function 4: acquisition of information on sales and other items through coordination with the websites of survey firms during searches of key persons

Function 5: storage of information on structural reform at companies, for easy search with simple key words to unearth new markets

Function 6: adoption of 1,445 business categories (the standard Japanese industrial classification) to enable finely subdivided searching

* Effects: (extensive record of achievement)

Cultivation of new markets and customers based on approaches to key persons at prospective customers, and expansion of sales by monitoring of staffing information at existing customers

* Future outlook

1. Provision of services to sales, general affairs, and secretarial divisions beginning at 10,000 yen per month to widen the market

2. Coordination with partners in connection with systems for business card management, customer relationship management (CRM), and sales force automation (SFA)

3. Ongoing incorporation of needs and upgrading, and release of new products and services tailored to particular work and business categories

【Re-Cap】 President Saishu said he began the business in KEYMAN-PRO out of the desire to give a boost to Japanese salespersons and induce new business talk opportunities. The key point in his view is that the business know-how of seasoned employees is available for use even by newly hired ones. Even the business card management software now in use does not leave such a detailed record of personnel changes, and there appears to be no other tool to assist new diplomatic action immediately. The company is aiming for listing within a few years.



3. GOMA-BOOKS Co., Ltd. President Mr. Hiroshi Akai <http://www.goma-books.com/>(Japanese)

Established in July 1988 Capital stock: USD \$ 5,240,275

Goma-Books Co. is engaged in the planning, editing, production, and sale of books, magazines, e-publications, and digital contents. Its strategy for growth is grounded in the aspiration to be an unparalleled new publishing company whose business is based on e-books. It is developing business in the three fields of e-books, digital items, and outsourced publishing.

(1) E-book business

The company is aiming for further advancement through collaboration and mixture with real stores. It is reinforcing its comic book business and expanding the number of titles through the service in unlimited reading for a fixed price (offered by Amazon for Kindle).

(2) Digital business

The company is expanding its omni business (by developing disk-on-demand (DOD) and print-on-demand (POD) sales through real stores). It is also filling out its assortment of products through POD coloring capabilities.

(3) Outsourced publishing business

The company is striving for a proper buildup of outsourced publishing as well as higher levels of efficiency in promotion of e-books, POD, and paper books.

【Re-Cap】 When e-books began to spread in the United States, the Goma-Books became convinced that they would eventually spread in Japan, too. The presenter said they contacted Amazon, which supplied them with the related know-how. The e-book market came to 158.4 billion yen in fiscal 2015, and is projected to continue growing and hit 300 billion yen in fiscal 2020. The company is one of the few publishers that has contracted directly with the world's four leading e-bookstores to act as an agency for them. It is likewise aiming for listing within a few years.



《Impressions》 This last meeting, too, featured presentations by companies in diverse fields. Each has in mind the opening of new markets, and it will be interesting to see how their activities evolve from now on. While the list of presenters at the meeting is set for the next few months, we strongly urge any people who would like to make a presentation to contact our secretariat.