

**182th Business Plan Presentations Held on November 8, 2016
at Iwasaki Gakuen, Shin-Yokohama, Japan**

1. FLAOUSE Co.,Ltd. President Mr. Hisato Sadamatsu <http://flaouse.co.jp/> (Japanese)

Established in June 2014 Capital stock: USD \$ 99,000

Flaouse Co., Ltd. is engaged in the extraction and sale of fucoxanthin, an extremely rare and expensive pharmaceutical material contained in algae. It cultures types of algae which have thus far been considered impossible to culture, and in large quantities, using new algae culturing equipment of its own development. Fucoxanthin is currently being traded at prices in the range of 20 - 50 million yen per kilogram. As for applications, it is being distributed for use as a reagent in research and development in the areas of cancer (all types), diabetes, liver diseases, and atopic dermatitis, and as material for high-priced supplements for these diseases and conditions. The market for it is now rapidly expanding around the world. However, the supply remains completely dependent on marine algae from the natural world. The supply sources are faced with several problems and are not able to keep abreast of the demand. There have not yet been any cases of supply of fucoxanthin from micro algae, and achievement of the same requires development of culturing equipment far exceeding the level so far. Such algae cannot be cultured with the conventional outdoor ponds or other existing culturing technology. As for the worldwide trend, every other company is thought to be at least about 20 years behind Flaouse in the aspect of equipment development. Flaouse has already completed the related research and development; it has now come to the stage of building a production plant, however small, and commencing actual supply. Fucoxanthin is an extremely high-priced product, and the rate of profit on its sale is accordingly very high as well. The company thinks that the profit will fully defray the cost of expanding the scale of production and launching new business from now on. In addition, the innovation induced by the culturing equipment could lead to the start-up of new business applying algae, in areas such as self-supporting production of biofuel, profitable reduction of CO2 emissions, and development of pharmaceutical materials to succeed fucoxanthin. A further prospect is the extraction and sale of a few more types of rare materials from the residue after extraction of a few percent of fucoxanthin from algae biomass (for cascade use of algae biomass). Moreover, these materials could all receive halal certification in the Islamic world, and therefore pave the way for entry with a vital advantage into the halal market, which has a population of about 1.6 billion and comes to about 30 trillion yen. At the start, the company intends to sell the rare fucoxanthin not to manufacturers, but to research institutions doing research on it, for use as a reagent.

【Re-Cap】 The new algae culturing equipment developed by Flaouse can culture about 30,000 types of algae, and this suggests that it will be able to agilely respond to the needs and preferences in the market. At present, there are no other competitors which handle fucoxanthin, and its future appears to be very promising. President Sadamatsu stated that this business would also be linked to social contribution, in the form of bequeathing a better global environment to our children's generation.



2. ESPERANTO Co.,Ltd. President Mr. Reiso Kimura <http://www.esperanto-ak.net> (Japanese)

Established in September 2009 Capital stock: USD \$ 55,030

Esperanto Co., Ltd. was built by a team of experts in analysis of big data.

1. Development and sale of products for big data analysis using innovative Japanese-language analytical software (The company is currently developing Japanese-language analytical software that automatically becomes smarter.)
2. Unearthing of hidden needs in the market based on big data analysis on the net, and preparation of reports on the findings of analyses of competitor strengths and weaknesses etc. (The company offers a low-cost provision of reports with recommendations by personnel who have MBAs and teach at graduate schools.)
3. Development and sale of search systems for finding optimal partners (companies and experts) using AI (Upon input of a description of needs, the system recommends products, experts, and companies to fill them. It can also lead the user to a definition of genuine needs from vague need descriptions.)

【Re-Cap】 In today's flood of information, it is becoming hard to find the information you are looking for. Esperanto's Business Compass product uses social big data for provision of a service for the preparation of reports assessing trends in the market as well as the company and its competitors, and analyzing things such as the presence or absence of loss due to rumors. The reports are low-cost and easy to understand in visual terms as well.



3. EBOOK CLOUD Inc. President Mr. Kenji Inagaki <http://app1.jp> (Japanese)

Established in January 2014 Capital stock: USD \$ 630,000

The cloud-based application preparation platform provides a service enabling anyone to easily prepare applications. It constitutes a landmark ASP service that can be used to create original IOS and android apps even without any programming or specialized knowledge. It takes only three minutes to make a hybrid application that can easily turn the existing website or online store into an application. The company's mission is to give all companies original applications. It is planning to develop business to this end not only in Japan but also in other countries around the world. It is also taking aim at listing in 2019.

【Re-Cap】 Possession of a smartphone is now taken for granted in contemporary society, and applications have become indispensable. Because information can be provided proactively with them, applications reportedly have about five times as much drawing power as even websites. Companies are now able to capture customers through applications. Applications have not spread so rapidly thus far because of the high cost of their development. Ebook Cloud provides the means of development at a reasonable cost, and the presenter said its users consequently include many major companies. He also offered privileges to all the people at the meeting, at the instruction of Chairman Inagaki.



《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. We strongly urge any people who would like to make a presentation to contact our secretariat.