

186th Business Plan Presentations Held on April 11, 2017 at Iwasaki Gakuen, Shin-Yokohama, Japan

1. OHEN Company Co.,Ltd. President Mr. Tetsuo Sasaki <http://mini-cafe.jp/>(Japanese)

Established in April 2015 Capital stock:USD \$ 150,000

OHEN Company is engaged in marketing business aimed at capturing the in-house consumption market associated with companies and other employers. It installs unmanned convenience stores named "mini CAFE" for delivery of "people, goods, information, and services" within the office (there is no charge for installation or removal of the "stores"). Its primary service is the low-cost provision of beverages and sweets. The "stores" are able to procure and stock products that employees would like to buy. The company is currently developing business in Tokyo and neighboring Kanagawa Prefecture. It is planning to expand its operations to major cities across Japan.

【Re-Cap】 OHEN was founded to serve working people and companies. Its motto is to have all of its employees pull together toward three goals: 1) inspiring and gratifying its customers, 2) motivating customers to make a habit out of patronizing its services, and 3) viewing things from the user's perspective. Precisely because it is able to reflect the little points of dissatisfaction and desires among customers in its business, not a single one of its customers has switched to a competitor. It recruits new customers mainly by referrals from existing ones and inquiries. Its biggest objective in making the presentation was to get referrals to additional customers. Its plans for the future include initial public offering.



2. MOBILE LIFE JAPAN Inc. President Mr. Wataru Kanno

<http://www.mobilelifejapan.co.jp/>(Japanese)

Established in April 2014 Capital stock:USD \$ 160,000

Mobile Life Japan Inc. has launched Map Life, a self-curation map service. Customers can input what they have done when and where on a map for visualization, logging, and classification. They can also download and utilize map contents of their choice.

From now on, the company intends to add social media functions, to make Map Life the only SNS enabling "friends" to get a sense of distance by using a "profile map" not available on SNS so far. More specifically, these plans include a #hashtag function (for sharing of a single map with all users), @group function (for sharing of a single map with "friends" only), stamp function, and an inbound tourism function based on multilingual semi-automatic conversion.

【Re-Cap】 Mobile Life Japan was founded for the resolution of problems with positional information. Applications such as Facebook, Twitter, and Instagram may be used to leave memories, but there seem to be none for leaving records of what was done, and when and where. Map Life is a novel app for production of a personal map. Furthermore, it is mounted with functions to assist publicity for events and restaurants, and is therefore optimal for campaigns to revitalize districts and promote communities. Many of the users are reportedly over 40 years old. According to the presenter, the Map Life world view encompasses development of matching business bringing together people with the same tastes and interests, the diverse possibilities opened up by use for life-log data, and business in stamps so each user can decorate his or her My Map and make it the only one of its kind in the whole world. The app will presumably play a role in inbound tourism strategy with the approach of the Tokyo Olympics.



3. Industrial Innovation Institute Inc. President Mr. Osamu(Oscar) Kumasaka

<https://www.monodukuri.com/>(Japanese)

Established in October 2011 Capital stock:USD \$ 93,350

Industrial Innovation Institute operates monozukuri.com, one of the world's largest knowledge portals providing support for productivity innovation and problem-solving in the manufacturing industry. It targets a two-fold increase in business productivity, and offers a range of functions including commentary, case profiles, Q&A, guides to seminars, sale of educational materials, and referral to experts. Over the five years since the start of provision, its service has been used by a cumulative total of more than 1.4 million accessors. Beginning in the second half of 2016 and into 2017, it added functions for private Q&A dialogue, self-diagnosis by manufacturers, and AI search of contents. As for the future, in parallel with its efforts for fuller contents in both the qualitative and quantitative aspects, the company wants to add a standard template function for new product development. In such ways, it intends to fill out its assortment of tools to support manufacturing and develop business outside Japan.

【Re-Cap】 The name "Industrial Innovation Institute Inc." contains terms that are heavily involved with the manufacturing industry. Japanese manufacturing still has much room for advancement and growth. The company is headquartered in Yamanashi Prefecture, but can respond to needs nationwide. It wants to develop business on a worldwide basis eventually, and the president said he makes trips twice a week to Tokyo, Japan's hub of information dissemination. Japan's population in the working-age segment is declining by about 700,000 every year. The key point is how to make many goods with less people. The company's chief strength is its possession of an information site with capabilities for individual response and specialized interactive communication. The president said they had recently released a self-diagnosis service for companies which are unsure about where their issues lie.



《Impressions》 Many of the companies which made presentations this time seemed to be engaged in activities closely intertwined with our lives. Each was cultivating new markets, and it will be interesting to see how their business develops from now on. If your company would like to make a presentation at the meeting, please contact us at an early date, because the schedule is filled up for a few months in advance.