

## 189th Business Plan Presentations Held on July 11, 2017 at Iwasaki Gakuen, Shin-Yokohama, Japan

### 1. TripodWorks CO.,Ltd. President Mr. Kenichi Sasaki

**Presenter Executive Managing Director&COO/CTO Mr. Tsutomu Kikuchi**

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

Established in November 2005 Capital stock:USD \$ 747,740

Tripod Works Co., Ltd. is developing business in the following three fields:

1) Information security: sales of unified threat management (UTM) systems to about 3,000 companies, and start of new sales of security mobile tablets

2) Imaging solutions: video construction information modeling (CIM) systems for construction sites, child monitoring systems for childcare centers, and drone-based aerial photography services

3) IoT solutions: transportation traffic sensing, driver sensing, and vehicle sensing (tire inflation pressure etc.)

These days, there is keen interest in security mobile tablets, systems for watching over infants and small children, and tire inflation and other air pressure sensing in various industries. These new technologies are also receiving a lot of play in newspapers and other mass media.

**【Re-Cap】** The strength of Tripod Works lies in its ability for integration to match customer wants and needs using conventional consumer products and mass-produced goods. Mr. Kikuchi said that, to this end, the company listens to the views of people on the front lines of the business and wishes to prepare proposals with them. He also said that the company is even receiving orders for crime-prevention and railway systems from Indonesia.



### 2. SUDACHI Co.,Ltd. President Mr. Michihiro Ogawa <https://kenkoukeiei.co.jp/>(Japanese)

Established in March 2014 Capital stock:USD \$ 30,000

Sudachi Co., Ltd. rests on the concept of highly productive organizations created by all employees, who are each both physically and mentally healthy. It carries out seminar programs that utilize business games and help to heighten organizational engagement while preventing tension. Japan is now faced squarely with a society marked by very low birthrates and a high degree of population aging. Of the three types of management resources, i.e., human, material, and financial, companies are going to find it even more necessary to invest in human resources from now on. Sudachi helps them to achieve schemes for investing in human resources and improving productivity with experience-oriented business games involving use of the body.

**【Re-Cap】** In recent years, there has been much talk about ways of effectively using health data. People are ordinarily apt to think that perseverance and moderation are needed for good health. Sudachi replaces this with the idea of practices performed by two or more employees who enjoy themselves in the process. Mr. Ogawa said that the experience-oriented games also have the effect of smoothening communication and solidifying the cohesiveness of the team.



### 3. BioLife Co.,Ltd. President Mr. Toshifumi Seki

Established in January 2015 Capital stock:USD \$ 20,000

Business: Manufacture and sale of gelato and other dessert items, health foods and beverages, and cosmetics offering added value in the form of enzyme contents

Features: A special yeast (planned for exclusive use) used in ingredient fermentation enabled manufacture of unique products "containing enzymes." The use of this special yeast likewise makes it easy to manufacture various products made entirely of vegetable ingredients.

Future outlook: Bio Life intends to open stores in response to offers with good terms it has received from Lumine department store and Atre, which runs shopping malls. At the same time, it intends to establish a small store business model and build its own franchise.

**【Re-Cap】** Recently, many health-oriented desserts have appeared in the market. Until the presentation, most in the audience had never heard of desserts with enzymes. The company graciously handed out samples of chocolate and green-tea gelato ice cream at the venue. The vegetable ingredients were vividly reflected in the flavor, and the gelato was given high ratings by many in the audience.



### 4. WHIP,Inc. President Mr. Kunihiko Kawakubo <https://www.whip.life/>(Japanese)

Established in January 2017 Capital stock:USD \$ 90,000

WHIP is developing business around Char☆me, the streaming social network service (SNS) taking "female empathy" as its theme and linking young female stars and their female fans. Unlike conventional SNS, it creates a closed space only for girls and women, and thereby provides a platform in which they can enthuse and empathize to their heart's content, and with peace of mind.

Recent and coming activities

\* June 2017: Launch of the smartphone application Char☆me

\* Summer 2017: Planned start of motion-video advertising within the application

\* Fall or winter 2017: Planned holding of an event hosted by WHIP

**【Re-Cap】** Mr. Kawakubo said he was assigned to the launch of new business and formulation of business strategy at mixi, Inc. (a Japanese-language SNS company). At WHIP, he devised a service focusing on communication between females. Japan may very well become more vibrant if its society enables its female members to be vigorously active. The company is looking for referrals to advertisers.



### 5. Description of I-Challenge!, the program of challenge for the creation of ICT innovation, by the Ministry of Internal Affairs and Communications

- I-Challenge! is aimed at assisting the creation of Japanese-made innovation in the realm of information and communication technology (ICT). It provides support (subsidies for part of the cost of research and development etc.) for projects taking up the challenge of commercialization applying new technology by venture firms, universities, and other organizations. Applications for it are accepted at any time.[http://www.soumu.go.jp/menu\\_seisaku/ictseisaku/ictR-D/ichallenge/](http://www.soumu.go.jp/menu_seisaku/ictseisaku/ictR-D/ichallenge/)