

## 190th Business Plan Presentations Held on September 12, 2017 at Iwasaki Gakuen, Shin-Yokohama, Japan

### 1. Ataka planning corporation President Mr. Masami Furukawa <http://www.a-gogo.jp/> (Japanese)

Established in August 1995 Capital stock: USD \$ 100,000

- \* Provision of solution services dedicated to increasing the sales (profit rates and number of customers) of small and medium enterprises (SMEs)
- \* Increase in investment return rates from 97.5% to 100% with the addition of an initial examination and post-improvement guidance
- \* Japan's safest and surest service for business improvement
- \* Definition of targets, reconstruction of business based on the preferences and perspectives of those targets, and actualization of needs
- \* Provision of big-company branding in a volume that is easy for SMEs to use
- \* Continued increase in sales even after the passage of five or ten years in the case of many companies receiving the service

**【Re-Cap】** President Furukawa said he believed that the situation in Japan will not improve unless the analogue market is made more interesting, and that guidance and reform for increases in sales and the number of new customers is absolutely necessary to this end. Out of this belief, he devised a system to offer the most powerful support in the form of the company's plans for bringing businesses into the black. In his view, the notion that products will sell if they are of good quality is mistaken; he identified three factors behind sales increases: the appeal of the business design, the inherent appeal of the product, and convenience. The company is looking toward initial public offering further in the future.



### 2. JAOK Co.,Ltd. President Mr. Hidenori Aoki <http://www.j-aok.jp> (Japanese)

Established in May 1997 Capital stock: USD \$ 606,250

- 1) Business outline: JAOK is engaged in business mainly in day-care nursing facilities (two run directly by it and 12 run by franchises)
- 2) Features: The company has its personnel certified for work as professional nursing "rehabilitists" (rehabilitation experts), and promotes maintenance and improvement in the performance of activities of daily living (ADL) by users based on its original "total program for support of independence." The program is effective for helping the aged lead independent lives, and has a comprehensive scope encompassing musculoskeletal care, oral care, nutritional care, excretion care, and reflex care).
- 3) Future action: The company intends to expand its business by developing a system to support nursing at day care facilities using AI and a system enabling automatic preparation of nursing plans from care plans.

**【Re-Cap】** "Rehabilitists," i.e., personnel specializing in nursing to help the aged lead independent lives, may be termed nursing specialists able to provide a higher level of support for independence. The benefit which they can deliver to facilities is an increase in the rate of ADL maintenance and improvement for aged to at least 90 percent. JAOK aspires to be a hybrid company joining "people" and "AI."



### 3. Active and Company Co.,Ltd. President Mr. Junya Oono <http://www.aand.co.jp/> (Japanese)

Established in January 2006 Capital stock: USD \$ 160,000

Active and Company has thus far built a setup for one-stop solutions in the field of organizations and staffing. As an initiative for the future, it is planning to release a human resource (HR) automation system in July 2017. Thus far, there has been little accumulation of HR information, unlike the case of financial and sales information. For this reason, activities unavoidably have depended on personal control (memory and sense), and there has been almost no continuous reflection in management strategy. The HR automation system scheduled for release in July is a cloud-type HR management system. It stores information obtained through activities in the staffing area as digitized data and supports the drafting and execution of management strategy related to organizations, staffing, and personnel. This is a fully renewed version of the HR management system (the current AMS+) which the company began providing in fiscal 2010 with a view to riding the wave of big data and AI. From now on, it intends to advance into the field of HR tech (HR x IT) and establish a new domain. Beginning next year, it plans to expand into business in hybrid HR solutions by adding digital solutions to its analogue services.

**【Re-Cap】** Data digitization is apparently lagging most in the field of human resources. Active and Company's system reportedly can reduce the work load by a remarkable 80 percent relative to the conventional process. President Oono asserted that his company would be the only one in the industry able to embark on automation thanks to the incorporation of AI. Because it has been hard for companies with less than 100 employees to become clients, President Oono is hoping for referrals from all at the meeting.



### 4. Parsola INC. President Mr. Shinobu Miyake

Established in January 2015 Capital stock: USD \$ 505,000

Parsola Inc. publishes and sells e-books. It offers a next-generation user-generated content (UGC) service based on preparation of content in an original format designed for reading on smartphones as opposed to putting paper-medium content on cyber media without modification, plus use of a platform for content contributions.

**【Re-Cap】** President Miyake hails from a publishing company, and has a wealth of experience in handling publishing chores for famous comic books. At Parsola, he developed "Comic Nobel (collaboration between drawings and text)" as a model optimized for smartphones. It is characterized by three features: 1) ease on the eyes, 2) smooth reading, and 3) enjoyment even in short spare moments. The Comic Nobel model can also be applied in various other fields including classical literature, TV movies, and "rakugo" comic storytelling. President Miyake said he would like to eventually develop business in other countries as well.



**《Impressions》** This time, too, there were presentations by companies in diverse fields. Lately, there appears to be an increase in the ranks of companies intending to apply AI in particular.