

191th Business Plan Presentations Held on October 10, 2017 at Iwasaki Gakuen, Shin-Yokohama, Japan

1. ADS MURAKAMI Co.,LTD. President Mr. Yasuhiro Murakami <http://www.ads-murakami.co.jp/>(Japanese)

Established in December 2014 Capital stock:USD \$ 50,000

1) Business outline: Development and manufacture of bathing equipment with hydraulic system specifications for facilities providing nursing-type care, welfare services, and care for the disabled; design and manufacture of hydraulic cylinders for disaster-prevention gates and food processing machines; and design and manufacture of various other hydraulic cylinders.

2) Features: ADS Murakami makes proposals for hydraulic cylinders as a new type of drive technology overcoming the drawbacks of oil-hydraulic, pneumatic, and electrical drive. These cylinders use tap water as the drive medium, and cover for the weak points of other types of drive, such as oil leakage from oil-hydraulic systems and lack of sufficient power in pneumatic systems. As a new means based on hydraulic technology, they have possibilities for application in fields that have been difficult to handle with the existing drive methods. The company intends to challenge these fields under the watchwords "security, safety, comfort, and oil-free."

3) Future approaches: ADS Murakami is taking aim at expansion of sales channels and increase in sales, driven by equipment based on its hydraulic cylinder technology. More specifically, this push will be centered around the development of all sorts of hydraulic equipment in various fields and new development of bathing equipment with hydraulic system specifications. The company has a global cultivation of business in mind further in the future, and is going to work for a widening of the market for its products.

【Re-Cap】 ADS Murakami is built around its core of hydraulic cylinders at the heart of its aqua drive system (ADS) technology, and could be termed one of the few specialists in this area, even in the nationwide context. Its full-auto bathing unit with hydraulic system specifications enables the provision of bathing assistance at the touch of a button, and is an industry-first. It lightens the burden on the care worker, and allows bathers to bathe with peace of mind while engaging in dialogue with them.



2. NISHIKAZE GIKEN K.K. President Mr. Shinichi Nishiura <https://nishikazegiken.jimdo.com/>(Japanese)

Established in May 2015 Capital stock:USD \$ 10,000

Nishikaze Giken is planning and promoting a diverse assortment of products that take as their platform Parsifal, its patented technology for increasing the power derived from natural energy. It attaches importance to products oriented toward the Internet of Things (IoT), and is aiming for the vertical launch of fabless business dedicated to planning and development.

1) Petit Par, a "power-up" module for IoT stand-alone power sources

The wireless power consumption problem is obstructing expanded diffusion of the IoT. There is a limit to the effects of power conservation alone. Applying the company's patented technology, Petit Par is a module for increasing the power of natural energy. It stores small amounts of environmental energy as the deformation volume of an elastic body, and yields a high electrical power when this volume is released all at once. It will dramatically enhance the convenience of stand-alone (autonomous) power sources for the IoT. This product has the potential to become a key item in the enormous market which the IoT is anticipated to bring. (As a first step, it is currently being used in the construction of sensor networks for vibration observation on bridges, tunnels, and expressways.)

2) Parasitic marine information-provision buoys based on wave power generation

The buoys generate electrical power by the movement of the waves as they bob on the ocean. This can deliver functions including GPS signals, emergency lights, and fish school data collection without an external supply of power.

3) Emergency renewable energy power generation units

These simple and unique generators generate power based on conversion of renewable energy into potential energy.

【Re-Cap】 In the story of his successes, President Nishiura said that he wanted to see if the efforts that brought success in Japan would likewise lead to success in other countries. He also saw many possibilities for patenting overseas. His vision for the more distant future extends to initial public offering (IPO).



3. ebook cloud Inc. President Mr. Kenji Inagaki <http://ebookcloud.jp/>(Japanese)

Established in January 2014 Capital stock:USD \$ 1,110,500

Ebook Cloud offers a cloud-based service enabling anyone to easily prepare IOS and Android applications even without any particular knowledge of program technology. It is a landmark solution also permitting simple registration on Apple Store and Google Play. In addition, users can create high-quality applications on their browsers. For a monthly fee of 9,800 yen, they can prepare and operate genuine original applications.

【Re-Cap】 The prepared application can be a powerful marketing tool for companies, because it makes a push notification function available for use once the application is downloaded. In fact, at least one company has reportedly doubled its sales by using this function. Thanks to the generosity of President Inagaki, the company is going to send a version for experience of the service to the meeting participants free of charge.



4. Maycraft Co.,Ltd. President Mr. Shigetoshi Yamazaki <http://www.maycraft.co.jp/>(Japanese)

Established in April 2015 Capital stock:USD \$ 30,000

Maycraft developed Maykeg, Japan's first one-way (disposable) draft beer container, in order to resolve distribution problems in the craft beer industry. In this industry, it currently costs from 10,000 to 15,000 yen to buy a (metal) keg of draft beer for use in restaurants and bars. Although the craft beer filling the kegs is sold directly to these establishments, the empty kegs are recovered by using the services of private shipping companies, unlike the kegs of big breweries, which are recovered free of charge by the local liquor store. The craft breweries therefore have to pay an extra cost for recovery. While the returned kegs can be used repeatedly after washing, it can be hard to recover empty kegs in some cases. In addition, there are problems in the aspect of sanitation, as it may be impossible to remove all the grime inside kegs that have been used for many years. The current system likewise entails management costs associated with warehouse space and returns. In this situation, Maycraft developed Maykeg, a one-way (disposable) beer keg that does not have to be recovered and holds the initial investment cost to a low level. From now on, it plans to sell Maykeg to the approximately 300 craft beer breweries nationwide, while simultaneously developing business in sales to liquor stores handling draft craft beer, by filling Maykeg with it.

【Re-Cap】 Use of Maycraft's Maykeg may be expected to widen sales of draft craft beer to include small bars and restaurants that have not handled it so far as well as liquor stores that sell to businesses. It could also immediately expand the market through sales for various events and even export. President Yamazaki said that, in reality, the product has been given high marks by a certain brewery because it can be used at any time and place, and is also linked to differentiation.



《Impressions》 It seemed that many of the companies which made presentations this time were doing business connected directly to consumers. If you would like to make a presentation at the meeting, please contact us at an early date!