

## 194th Business Plan Presentations Held on February 13, 2018 at Iwasaki Gakuen, Shin-Yokohama, Japan

### 1. CURECODE Corp. President Mr. Fumitaka Tsuchida <https://curecode.jp/>(Japanese)

Established in November 2011 Capital stock:USD\$ 60,000

Curecode Corp. is engaged in the development of information systems and production of applications in the fields of medicine, nursing, and healthcare. At present, it is providing applications to local governments and nursing facilities, mainly on the basis of consigned development. In the future, it intends to develop services for prevention and early detection of dementia using IT, and to offer them to local governments and as its own services. It is taking aim at the construction of platforms enabling health management in an enjoyable way.

**【Re-Cap】** Many companies are making extensive use of brain training services directed to the aged for prevention of dementia. Curecode is distinguished by its targeting of adults in their 40s and 50s, at the prime of their working life, and new development of health maintenance services also designed for prevention of dementia. Mr. Tsuchida said that, further down the road, they are not only going to make full use of smartphones and tablet devices but also pursue research and development in collaboration with MRs and manufacturers of robots and medical apparatus. He defined the ultimate goal as curing diseases with IT and building a world free of sickness.



### 2. Laboratory of Cell Applied Technologies, Co. <http://l-cat.co.jp/>(Japanese)

President Mr. Takahide Kinae, Presenter Chief Operating Officer Mr. Masanori Inoue

Established in February 2012 Capital stock:USD\$ 50,000

▶ Development of products for regenerative medicine using homologous cultured epidermis

Treatment with use of homologous cultured epidermis has been approved in certain Western countries and South Korea, but has not yet been approved in Japan. Laboratory of Cell Applied Technologies is working to develop homologous cultured epidermis by a new culturing procedure that will resolve the problems of the conventional technology. To this end, it is seeking funding and joint development needed for non-clinical trials and clinical trials. Besides heightening safety and curtailing manufacturing costs, its technology could possibly expand application to intractable diseases such as those deriving from spinal cord injuries as well as skin diseases.

▶ Provision of regenerative medical services using platelet-rich plasma (PRP)

Under the new legislation governing regenerative medicine, platelet-rich plasma (PRP) is now being used as a form of selective care (not covered by the national health insurance program) for anti-aging treatment and hair growth in the areas of plastic surgery, cosmetic surgery, and dermatology; for treatment of joints and tendinitis in orthopedics; and for implants and periodontal diseases in dentistry. Apart from PRP, the company intends to bring out products related to regenerative medicine.

**【Re-Cap】** The company's technology has been the subject of research and development at St. Marianna University School of Medicine beginning about 30 years ago. It reportedly has already been applied for about 500 cases of culturing. In the future, the company hopes to increase its pipelines and consider initial public offering (IPO).



### 3. SYQ Co.,Ltd. President Mr. Naoto Soya <http://www.syq.co.jp/>(Japanese)

Established in February 2004 Capital stock:USD\$ 30,000

SYQ Co., Ltd. provides 3D one-stop solutions applying high-end 3D-CAD systems. Its key strength lies in its ability for total outsourcing services in manufacturing environments making full use of digital data. It handles assignments in all fields from 3D modeling linked directly to product development, consisting of industrial, mechanical, and structural design and analysis, to reverse engineering and 3D printing. In July 2015, it established SYQ Laboratory for provision of open space targeting mainly individual business proprietors and creators. The Laboratory is equipped with 3D-CAD systems, 3D scanners, 3D printers, and other such devices, all of which can be freely used by the visiting members. It hopes to offer both non-consumer services and services directed to consumers, and to change the prevailing environment of manufacturing from an engineer's perspective. It is taking approaches to new business with this aspiration.

**【Re-Cap】** President Soya said, from now on, he was focusing on "learning" and wanted to set up an "academy course" program and an original "certification system." He believes that, if the members receive a solid education, these features will lead to the solution of problems among clients and enable construction of a stable economic foundation.



### 4. MM Souken Co.,Ltd. President Mr. Harihiro Hagiwara <https://www.mmsouken.co.jp/>(Japanese)

Established in March 1989 Capital stock:USD\$ 1,000,000

MM Souken Co., Ltd. supports B-to-B marketing. It provides total support, from planning to execution, for all activities required for B-to-B operations, including events, web application, creative PR, telemarketing, and data base use. Its clients include many foreign-affiliated companies. In recent years, it has been aggressively developing business in support of marketing by Japanese firms. It is currently offering services in provision of marketing personnel based on inside sales.

It is collaborating with a tool vendor in the field of marketing automation, and is striving for the spread of B-to-B marketing directed at Japanese companies.

**【Re-Cap】** MM Souken is the company that has made the most presentations at the MINERVA business plan meetings. President Hagiwara said that he founded it out of the desire to bring sales methods applied in Manhattan ("smart sales" methods incorporating marketing techniques as opposed to "walk-in" sales) into Japan as well. In recent years, B-to-B marketing has begun to come into the mainstream in Japan, too, and some companies engaged in it have even gone public. The company's ultimate goal is to revolutionize sales in Japan's corporate sales market.



#### 《Message from Tadahito Takahashi, President of MINERVA》

In Japan, there are many technologies that have been refined in mutual isolation. I believe companies may be reaching the point for taking aim at synergistic effects with each other's technologies using their imagination instead of working independently on lines that are extensions from the past. As I see it, the opportunity for this kind of action has now arrived. I am definitely looking forward to such synergistic effects in the context of MINERVA as well.

