

200th Business Plan Presentations Held on September 11, 2018 at Iwasaki Gakuen, Shin-Yokohama, Japan

1. Clear Co.,Ltd. President Mr. Noboru Kodake Presentator Mr. Noriaki Shimizu, GM Sales <http://clear-eco.jp/> (Japanese)

Established in January 1997 Capital stock:USD\$ 30,000

1. By means of a patented water-saving valve offering a number of mutually different water conservation rates, the system provided by Clear Co., Ltd. reduces water consumption throughout hospitals, offices, and schools. More specifically, it reduces unnecessary water use by about 15 percent and saves costs.

2. The company's personnel conduct on-site inspections free of charge, and make proposals that post the target water-conservation rate and an estimate of the monetary savings. For a period of one year after contracting and installation, they maintain and manage the equipment free of charge. The work is concluded once the numerical target is attained.

3. Comprised of the product, technology, and management, the water-conservation system has been recognized even in tenders conducted by self-governing bodies (with jurisdiction over elementary and junior high schools, and kindergartens). It offers a benefit to cost managers nationwide.

[Re-Cap] Clear Co., Ltd. has sold valves to all of the 35 ward-run elementary and junior high schools in Tokyo's Sumida Ward. Although it seems unchanged from conventional equipment in terms of both appearance and mode of use, the system offers a 10-stage adjustment of water quantity. The company is looking for referrals to the heads of wards with public schools as well as the presidents of private schools, homes for the elderly, and general hospitals.



2. First-Ascent Inc. President Mr. Tomoyuki Hattori <https://first-ascent.jp/> (Japanese)

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

First-Ascent Inc. is a venture firm whose stated mission is to change child-rearing with technology. It is placing special emphasis on the combination of child-rearing data and machine learning. Its technology forecasts the timing of meals and bowel movements based on the child-rearing data record, and it offers services in estimating emotion from an infant's cry. Of particular note is its Papatto Ikuji@Akachan Techo, an application for recording child-rearing data. It has acquired such data for a cumulative total of more than 300,000 infants. Utilizing these data, it is engaged in joint research with the National Center for Child Health and Development, and is constructing medical evidence.

At present, First-Ascent is focusing on research for reducing child-rearing stress by estimating the stress level of the guardian from the child-rearing record and intervening at the right time. Through this research, it is developing services for health and welfare provisions to heighten the quality of life after childbirth and services aimed at preventing post-childbirth depression from becoming critical, together with local governments and other bodies. (One out of every ten mothers is reportedly suspected of suffering with depression after childbirth.)

[Re-Cap] President Hattori formerly worked as an engineer for Toshiba Corporation. He devised this business while drawing partly on his own child-rearing experience. It is said to be hard to promptly detect post-childbirth depression and to intervene early. The company would like referrals to prospective partners for actual implementation in intervention for post-childbirth depression or for more effective use of child-rearing "big data," as well as to potential sources of funding for research and development.



3. VLC Co.,Ltd. President Mr. Hiroyuki Ikura Presentator Mr. Makoto Yoshino MR Business Dept, Mr. Norihiko Iwata

Established in March 2007 Capital stock:USD\$ 1,000,000 <https://www.vlcank.com/> (Japanese)

In the consulting business, VLC Co., Ltd. is one of the top companies in its industry. Specifically, in consulting to support the construction of management systems for compliance with P-Mark requirements and ISO 27001, it has carried out more than 2,700 projects. In recent years, it has been developing business in support for comprehensive information security encompassing measures to thwart cyber attacks and protection of personal information.

In its marketing research business, VLC provides customized research services for optimal data collection, interpretation, and utilization to address marketing issues faced by companies. It has transactions with more than 1,000 firms consisting mainly of major ones, and 85 percent of its clients seek its services more than once. It is packaging the know-how and knowledge resulting from development and accumulated in customized research, and promoting business in services directed to small and medium enterprises through partners and agencies.

[Re-Cap] One of VLC's services is the ES Survey Package. It is aimed at companies with no more than 300 employees, and dedicated to instruction about job separation risks with a view to increasing the employee retention rate. There are two types of Package: First Pack and Self Pack. They are priced on a comparatively low level that facilitates their introduction. The speakers said there were several other packages as well.



《Message from Masatoshi Go, Vice President and Tadahito Takahashi, President of MINERVA》

Mr.Go: When we launched the activities of MINERVA (the former TSUNAMI) in 2000, we wondered whether there were some interesting businesses out there. There were plenty, and we also faced various challenges. People told us that we had to support venture businesses on a volunteer basis. I can agree with this view, but I think it is not right to let things end with the volunteering. If projects are turned into a business, then responsibility is born, and this sets up a win-win relationship for both. I understand that, in Silicon Valley as well, only about 30 percent of the investment projects achieve success, and failure is regarded as the very key to success. This is the thinking of the so-called "techno-region" there, and sets up a positive cycle. I hope we can bring innovators together and change things here in Japan, too.

Mr.Takahashi: I am really grateful to the people at MINERVA. I am sure it has been no easy task to continue furnishing a venue to nurture the growth of ventures businesses. In the global competition among entrepreneurs, it is hard for established Japanese companies to move quickly enough even if they have excellent technology. I consequently think the time has finally come for VBs to be the key players in this age. Society is at last coming to recognize that all sorts of technologies are needed to support this country. I want to continue sending superb VBs out into the world with the help of all concerned. And I hope that we can make Japan even a little better and also more able to win in global competition.



Mr. Go



Mr.Takahashi

《Impressions》 This last meeting was, at the same time, an event to celebrate the 200th holding of the meetings, and so drew many people who have been involved with us from an early date. We are really grateful to all of them. From now on as well, we are going to keep forging ahead with these activities, out of our desire to help even just one more appealing SME or venture business to go out into the world and succeed in its activities. In these endeavors, we are counting on your continued advice and support!