

## 203th Business Plan Presentations Held on December 11, 2018 at Iwasaki Gakuen, Shin-Yokohama, Japan

### 1、Ebisu 14 Co.,Ltd. President Mr. Kazuo Saida <http://www.lilipeer.com/>(Japanese)

Established in April 2014 Capital stock: USD \$ 100,000

Lilipeer is an augmented reality (AR) application specializing in the provision of information on products and services, and is the first in the world that can also be used on the online-to-offline (O2O) basis. Its mission is to offer an experience deriving from enhanced use of QR codes and to transform the real world into a network entrance. Lilipeer links users with an interest in information seen on leaflets, pamphlets, display panels, etc. to smartphones in a manner avoiding a break in the customer journey. It can be put to extensive use in information provision and promotion by companies. Users can photograph product images with Lilipeer to view product videos, respond to questionnaires or campaign requests, and jump to pages with more detailed information or for shopping, by means of links. Lilipeer is part of a New Year's card program of collaboration between local teen idols and post offices in the Kawasaki area. More specifically, it was adopted for the posters for notification of the program displayed in 96 post offices in the city of Kawasaki and the New Year's cards sent to lottery winners.

**【Re-Cap】** President Saida hails from Dentsu and is an expert in digital technology and contents planning. Lilipeer is a very simple application. It does not require any search for information; the user can merely take photos of photos or illustrations of interest to get information about them directly. Ebisu's ultimate goal is to become a unicorn company with sales of more than 100 billion yen in Japan and 1 trillion yen worldwide. It is also considering initial public offering (IPO) further in the future.



### 2、MIRAIE Corporation President Mr. Yoshihisa Shimada <http://www.miraie-corp.com/>(Japanese)

Established in January 1972 Capital stock: USD \$ 790,000

< Product features > Miraie Corporation is engaged in the development of composting facilities and deodorizing units. It has commercialized new deodorization technology that is four times as effective for removal of malodors as conventional technology, and is striving to expand sales routes for it. The glass foam deodorization process developed by Tottori Prefecture captures microorganisms on a special glass substrate containing countless bubbles. It deodorizes space by breaking down ammonia and other malodors with a high efficiency. It boasts a removal effect that is more than four times as high as the conventional micro-organism deodorization process. Miraie brought this technology to the level permitting practical utilization, and has thus far sold it for use in waste disposal facilities and large paper-making plants. It intends to develop a remote-control unit-type version and cultivate new markets for it. It is looking for a partner that can assist with the procurement of funds and production setup accompanying the development of this product.

< Business outline > Development, sale, and installation of composting facilities and deodorization equipment

**【Re-Cap】** The market for deodorization and odor masking is forecast to reach the range of 150 - 200 billion yen per year. About half of this market consists of industrial use. In simple terms, Miraie's equipment is a type of micro-organism deodorization. President Shimada said that, as compared to conventional equipment, the technology enables the initial cost to be held to a lower level, and offers a longer material service life, no need for maintenance, and great reduction in electricity charges.



### 3、Nihon Techno-Resources,Inc. President Mr. Tadashi Asahina

Established in September 1984 Capital stock: USD \$ 300,000

1) Outline & features: Nihon Techno-Resources succeeded in developing an original encoded data transmission type of cyber physical system (CPS) for use of the IoT and big data, based on theory and simulation. It has obtained international patents for this system in key countries. According to its studies, its CPS is the only technology in the world capable of expanding the communications range and of high-speed data transmission. Combination with multiple-input, multiple-output (MIMO) and beam-forming technology can synergistically increase the speed and expand the communication range. There are high hopes for the dedicated CPS system and the hybrid system achieved by combination of the CPS with almost all conventional communication systems, as types that could become the major communication systems for IoT and big data.

2) Background: Some forecasts envision IoT connection to 50 billion terminals by 2020 and an IoT market worth more than 400 trillion yen in 2030. Meanwhile, the TSensor Summit Conference expects a trillion sensors to be needed every year by 2025. There are also apprehensions about a serious shortage of frequencies due to the diffusion of big-data communications etc. To prevent this from happening, there is an urgent need to improve the efficiency of frequency utilization and develop milliwatt bandwidths. New technology that will expand communication range and heighten data transmission speed is becoming indispensable to this end. CPS may be termed a powerful technology capable of responding to these needs, based on its features for high speeds, expanded range, and power conservation.

3) Future action: The company is making preparations for the swift production of a prototype and proving tests in the field. Toward the goal of making its CPS into the de-facto standard and international standard, it is conducting studies with a view to coordination with corporate and public research institutes, coordination with IoT device manufacturers and carriers inside and outside Japan, and the formation of a related consortium.

**【Re-Cap】** Data volumes carried by wireless communications are steadily increasing. The technology of Nihon Techno-Resources constitutes a theoretical proposal of an algorithm adapted to communications at higher speeds. The implementation of proving tests in the field is an important first step, and the company is anticipating favorable results. Diffusion in the future will call for the creation of new communication devices and the construction of semiconductor systems based on the proving test results.



### 4、Style-Japan-Associates LLC President Mrs. Yoshiko Machida <https://yokohamawinery.com/>(Japanese)

Established in September 2016 Capital Stock: USD \$ 10,000

< Features > A business making fruit wine in the category of Japanese wine

In November 2017, Style Japan Associates became the first business to obtain a license for production of alcoholic beverages in the city of Yokohama, and in the category of Japanese wine in Kanagawa Prefecture as well. It then began making and selling fruit wines. In Japan, it has attracted attention as an urban-style winery that is the smallest and closest to the sea, and is often taken up in the mass media. Wineries are characterized by linkage between producers and consumers. The company's business model has a strong dimension of contribution to the local economy and community by providing opportunities to think about dietary life, through wine.

< Future action > At present, Style Japan Associates is relying on other prefectures for its supply of grapes. It wants to acquire the ability to cultivate grapes for itself in farm land in the city (Yokohama) or prefecture (Kanagawa). This, in turn, would make effective use of farmland that has been left idle and help to resolve the issue of the rising average age of people engaged in farming. It intends to pursue the production of food while taking aim at these goals.

**【Re-Cap】** The appellation of the company's craft wine is "Hama Wine" (the price is 2,500 yen per bottle). President Machida said that, instead of making only wine from grapes, they want to broaden their assortment to include cider made from apples and expand their winemaking facilities. She also intends to develop business in restaurants that prepare cuisine with foodstuffs grown in the Yokohama area. She is hoping to turn the business into a joint-stock company early next year and commence full-fledged operations.



**【Impressions】** At the close of this year came the good news that Tsukuba Seiko Co., Ltd., a member venture company, is going to be listed on the Tokyo Pro Market in the Tokyo Stock Exchange. We are looking forward to the appearance of representatives from companies that are coming to the fore in various fields again in 2019. While it's a little early, we wish you all a happy holiday season!