

209th Business Plan Presentations Held on July 9, 2019
at Iwasaki Gakuen, Shin-Yokohama, Japan

1. Zipangu Payment Inc. President Mr. JANG, Jong-Choul

<http://zpay.jp/>(Japanese)

Established in September 2017 Capital stock:USD \$ 20,000

< Business & service outline >

Zipangu Payment Inc. is engaged in the development, operation, and management of Sumachu*, an order management system using QR codes. The introduction of this system by restaurants greatly increases efficiency while eliminating the bother associated with placement of paper menus at every table and the taking of orders, one at a time, by staff. Zipangu Payment's IT service also makes it easy to perform menu changes. The menu items read using QR codes are displayed on smartphones. With its multilingual capability, the system can also be immediately used by customers who are foreign nationals. It consequently makes it possible for restaurants to construct a platform for smooth handling of orders, in preparation for the Olympic and Paralympic Games Tokyo 2020 and in response to national policy for development of Japan's tourism industry. QR payment is now showing signs of diffusion, and the achievement of "menu-less" systems for display and ordering of menu items by QR code will save labor and heighten efficiency in the ordering stage, while enabling multilingual ordering. The company is convinced that it will provide vital support for the operation of restaurants.

< Sales targets etc. > Zipangu Payment is targeting countless restaurants in Japan. They include restaurant chains, fast food restaurants, privately owned restaurants, restaurants in the vicinity of sightseeing spots (especially in the area of sites hosting Olympic events), soba (buckwheat noodle) stalls, and even karaoke boxes. The company also intends to develop business in South Korea once the business in Japan reaches a certain scale.

* The service name is a coinage from the Japanese words for "order by smartphone" ("sumaho de chumon").

【Re-Cap】 The main factors giving Sumachu good growth prospects are: 1) QR codes are in general use, 2) the system can be introduced by both existing and new restaurants, and 3) it can be linked to various cost-cutting effects. Sumachu could also assist the satisfaction of restaurant needs and the resolution of problems at low cost. Further in the future, Zipangu Payment



2. Global Knowledge LLC President Mr. Yoshihito Sugiyama

Established in May 2018 Capital stock:USD \$ 50,000 <https://www.globalknowledge.com/> (Japanese)

The fast-paced decline in Japan's working-age population is having a serious impact on the Japanese economy. Some observers are raising the possibility that jobs will be taken over by AI systems and robots, or predicting that Japan will even become a country with a large number of immigrants. It remains to be seen just how Japanese society will change in the near future. Reportedly numbering about 3.9 million, the small and medium enterprises in Japan are supporting the country's economy and employment, but are faced with serious management issues such as a drop in productivity induced by the severe shortage of hands, lagging utilization of IT systems, and the problem of finding successors. To resolve such issues, Global Knowledge provides one-stop (one-company) services for support of utilization of robot process automation (RPA), the Internet of Things (IoT), and other IT, as well as for the related human resources (development, education, and referral of personnel able to make full use of IT). It also generates synergistic effects by unique approaches skillfully combining various services. Its activities currently center around consulting and product sales conducted independently, but it wants to expand its business through tie-up with medium-sized and large companies in areas such as IT services and services related to human resources, including new business it is planning.

【Re-Cap】 Global Knowledge can resolve issues stemming from the shortage of human resources through full use of IT. Its software has the following three features: 1) use is remarkably easy and does not require a specialist, 2) the total expense is low, and 3) it applies leading-edge technology born in Silicon Valley (with the ability to handle Japanese).



3. Information Systems Inc. President Mr. Michio Hirai

<https://informationsystems.jp/>(Japanese)

Established in March 2010 Capital stock: USD \$ 893,000

Japan is an earthquake-prone country. It had a total of 266,425 earthquakes in 2017. This averages out to 720 per day and 30 per hour. The Earthquake Analysis Laboratory forecasts the occurrence of those earthquakes that could cause significant damage within the short time frame of one week. The earthquake forecasts announced to the public at present have a long time frame of "within the next 30 years," and the authorities issue emergency bulletins a few seconds before tremors begin. The difficulty is that, under this forecasting setup, it is not possible to take action to reduce damage. Information Systems Inc. is targeting effective damage reduction by supplementing this setup with short-term earthquake forecasting. The ability to predict the occurrence of earthquakes over the short term, i.e., a few days in advance, would enable all to make waste-free preparations before the quake hit and verify disaster-prevention arrangements afterward. It would also make it possible to mitigate damage caused by earthquakes, heighten the rate of survival 72 hours after occurrence, and reduce secondary (collateral) damage. The objective is to help reduce the otherwise terrible loss in human and material terms as well as in the aspect of economic activities, and to expedite service restoration and recovery. The company's earthquake forecasts are based on its observation system and analysis system in the two categories of seismometers and electromagnetism. It is participating in the Weather Business Consortium headed by the Japan Meteorological Agency and is also a member of the Science & Technology Conference under the United Nations World Conference on Disaster Risk Reduction. Going forward, it is striving to amplify its observation system, augment its analytical system, and heighten its forecasting precision. At present, research on earthquake forecasting is moving ahead at a fast pace around the world. In this situation, the company is working to establish its forecasting system as the de facto standard worldwide. It is also committed to promoting attainment of SDGs in many countries exposed to the threat of earthquakes, mitigation of disaster risks, and sustained advancement of the international community.

【Re-Cap】 Earthquake Search and Earthquake Forecasting Plus, the company's short-term earthquake forecasting applications for personal use (both for pay), provide a firsthand experience of the system's earthquake forecasting precision. President Hirai said that they display data for earthquakes with a seismic intensity of 4.0 or higher reported by the Meteorological Agency in virtually real time, regardless of whether or not they are within the forecast scope.



4. Aurora Inc. President Mr. Zhang Qi <http://aurora-lab.co.jp/>(Japanese)

Established in March 2018 Capital stock: USD \$ 90,000

Aurora Inc. is developing and operating a service in battery sharing for mobile devices. It has opened service sites mainly in commercial facilities and universities in the Greater Tokyo Metropolitan Area (TMA). A key feature of the service is that customers can return batteries they rented at any site. The company is planning to site some 10,000 mobile battery stations in the Greater TMA by the end of fiscal 2020. In addition, it is applying its technology in the development of platforms for an online-to-offline (O2O) sharing service. It is collaborating with big established firms in various industries, and intends to handle sharing services for mobile routers, house keys, and car keys further down the road.

【Re-Cap】 Aurora Inc. is a venture firm that was born at the Tokyo Institute of Technology. President Zhang previously worked for Japan IBM, Fast Retailing, and Rakuten, and said he founded it in pursuit of mobile energy that would never run out. Noting that the market for mobile device batteries is forecast to reach 86.4 billion yen in 2020, he added that he wanted to develop the business quickly in order to increase the number of station sites by the holding of the Tokyo Olympics.



《Impressions》 This month's meeting opened with a report by Mr. Masatoshi Go, Vice President of MINERVA, on its general meeting held last month. In his report, Mr. Go commented: "Next year will mark the 20th anniversary of our founding, and some are of the opinion that we should move to a format involving membership dues. Personally, however, I would like us to remain active in the world of business-matching on a volunteer basis, and also doubt that we could easily shift to such a format. We intend to continue with our activities into future, and are counting on your staunch support."

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