

## 219th Business Plan Presentations Held on July 14, 2020 at Iwasaki Gakuen, Shin-Yokohama, Japan

### 1. AGREE, Inc. President Mr. Shunichiro Ito, Presenter CMO Mr. Seno Taga <https://www.leber.jp/>(Japanese)

Established in February 2017 Capital stock: USD \$ 2,860,000

AGREE, Inc. provides services in remote medical consultation by physicians. The services are available 24 hours a day, and consist of consultation on health and medical matters by means of smartphones. The physicians respond to inquiries in as little as one minute. If no response is made, the system displays a map indicating hospitals that can treat the condition and images of over-the-counter (OTC) medicine for it. As such, the services are linked to transformation of action and behavior by the consulting users. At present, the service is being provided to corporations, self-governing entities, and individuals. Going forward, the company intends to develop medical consultation in English, subscription design for individuals, and mental care for expectant and nursing mothers.

【Re-Cap】 "LEBER," the name of the company's application, means "protector of life" in German. The company is planning to change its name to LEBER, Inc. on August 1. Because the services enable people to consult a physician about medical issues even without going to a hospital or clinic, the number of users has rapidly expanded along with the spread of Covid-19. For the future, Mr. Ito said that they are also going to promote diffusion among sites of education in order to safeguard the health of children.



### 2. Advanced RF Design Inc. President Mr. Ryuichi Yanagi Presenter Founder Mr. Kiyoshi Tanaka <http://www.adrfd.com/>(Japanese)

Established in June 2015 Capital stock: USD \$ 150,000

Advanced RF Design, Inc. is engaged in the following activities: 1) development of energy-saving, long-distance wireless ICs, and development, manufacture, and mass-production sales of communication module products; 2) consigned development of hardware & software related to wireless devices; 3) development for use of various types of communication standards and protocol; and 4) mounting in artificial satellites developed by JAXA & the University of Tokyo Department of Aeronautics and Astronautics laboratory.

【Re-Cap】 The markets targeted by the company cover a wide range of fields, including energy, transportation/asset tracking, disaster prevention/agriculture, and factories/logistics. The key to success is high-quality IoT devices that can be easily used. Overseas, its sights are set mainly on India, and Indonesia and other ASEAN countries. As specific examples, Mr. Tanaka mentioned applications such as remote monitoring of the shaking and tilting by steel towers and utility poles via long-distance wireless communications from outside the mobile communication area, and the storage and sharing of meter-reading data for power, gas, and water supply. He said the technology would enable personnel to make confirmations through the Internet and smartphones in order to ascertain living circumstances.



### 3. APHROIA Co., Ltd. President Mrs Masayo Kumagai <http://www.aphroia.com/>(Japanese)

Established in December 2016 Capital stock: USD \$ 9,000

About 100 years have passed since the invention of hair-perming and coloring agents whose main constituent is alkaline agents by Western companies. The damage caused by alkaline agents has been impossible to completely heal, and consequently been the subject of symptomatic treatment. The treatment agent offered by APHROIA Co., Ltd. has landmark materials and technology that simultaneously repair damage and remove alkaline residue while it is being applied. The agent is also easy to apply and can cope with different types of hair quality. The company has acquired two patents for it. Besides beauty parlor treatments including hair coloring, gray hair dyeing, permanents, straightening, bleaching, and other treatment, it can cope with coloring and gray hair dyeing using OTC products.

【Re-Cap】 After research spanning 30 years, APHROIA acquired patents for the world's first hair treatment method of its kind. Its product contains 10 types of keratin and collagen that range from low to high in molecular weight and differ in size and characteristics. The constituents are adsorbed in correspondence with the magnitude of the damage, and the active ingredients repair the hair and improve it in respect of strength, softness, and moisture content. As for the future, the company has already completed a treatment agent for repair applying new technology. Mrs. Kumagai said that they wanted to sell it nationwide as a treatment for hair repair that is designed for home use but nevertheless delivers an effect on a par with professional treatment, just by being applied. (At present, it is being sold to monitors.)



### 4. SOUGO DENSYO Co., Ltd. President Mr. Yasuto Naka Presenter The President's Office, Mr. Toshikazu Nibe, The Business management part, Chief Director Mr. Keiji Osuda <http://www.sougodensyo.com/>(Japanese)

Established in June 2005 Capital stock: USD \$ 25,000

Sougo Densyo Co., Ltd. performs work incidental to electricity agency and retail sales based on the Electricity Enterprises Act. It makes proposals for reducing not only electricity charges but also the total expenses of power-related facilities. The owners of office buildings, commercial facilities, etc. have an obligation to install and manage substation facilities (cubicles) that lower voltage from a high level (6,600 V) to 100 V, for example, at an extra cost that piles up day by day. In its business, the company buys these cubicles, reduces the management cost for the owners, and can also decrease the total power bill. For its business in purchase of cubicles, it is now looking for a partner firm (agency) which could refer it to corporations and individuals that own cubicles.

【Re-Cap】 Generally speaking, cubicles reportedly deteriorate over a period of from 10 to 20 years. The replacement of a single cubicle is said to cost about 3 million yen. The number of cubicles installed nationwide is estimated to be on the order of about 850,000. Mr. Nibe asserted that, by using his company's service, customers could improve their earnings picture based on the cubicle purchase for a fee, zero repair expenses, zero maintenance and management costs, and electricity rate revision.



### 5. Organization for Small & Medium Enterprises and Regional Innovation, JAPAN Promotion Division, SME Support Department Kanto Head Office, Deputy Director Mr. Masayuki Shibahara

While they may have excellent new products, technologies, and services, many small and medium enterprises (SMEs) find it difficult to open up sales routes by themselves, owing to a variety of factors. These include the absence of actualized markets due to the highly innovative nature of their products etc., and the lack of connections for constructing sales routes over wide areas. For such SMEs, we offer support for activities aimed at the construction of sales routes. More specifically, our advisors versed in the industry in question provide help with the drafting of marketing plans, support test marketing in new markets and efforts to bolster sales capabilities, and assist studies to ascertain ratings in the market and examine the flow leading up to injection into the market.

([https://www.smrj.go.jp/ebook/kanto\\_hanrozirei/html5.html#page=1](https://www.smrj.go.jp/ebook/kanto_hanrozirei/html5.html#page=1))

