

220th Business Plan Presentations Held on September 8, 2020 at Iwasaki Gakuen, Shin-Yokohama, Japan

1. C-t-i Co.,Ltd. President Mr. Makoto Taguchi <https://www.c-t-i.jp/>(Japanese)

Established in July 2015 Capital stock: USD \$ 423,000

C-t-i Co., Ltd. is creating new services and value through extensive use of radio frequency identification (RFID). It has devised and acquired a patent for an unprecedented area security system that combines RFID and human sensors, and enables the specification of individuals. In addition, it has patented a system for non-contact, automatic language conversion that can even provide site guidance, by incorporating language, time, and place data into RFID tags for utilization in hotel and inn signage. This technology won praise at a show held in February of this year, and the development of business around it had good prospects for success, but was suspended under the influence of the Covid-19 pandemic. However, the company is determined to expand the business, widen the circle of transaction partners, and heighten its performance. The mechanism cannot be matched by any other companies, and the cultivation of customers in other countries is a further possibility along with the growth of the business.

【Re-Cap】 RFID has already been around for more than 40 years, and major firms have constructed sales networks for it. In the spring of 2018, however, there was a change in the RFID frequency band, and this paved the way for use of low-cost foreign-made products. The new combination of security and signage devised by the company makes for a system enabling judgments merely by RFID detection even in cases that cannot be handled by operating a smartphone. The company can presumably anticipate application in fields such as bathing facilities and livestock raising.



2. Kiryu Electronics Development Inc President Mr. Kazuya Kogure

<http://www.krydk.co.jp/>(Japanese)

Established in June 2015 Capital stock: USD \$ 50,000

Kiryu Electronics Development Inc. is promoting the commercialization of a "optical-agrisensor" that utilizes near infrared light to detect any displacement in the ecological state of plants in respect of moisture, nourishment, etc. in the stems and leaves, in a non-destructive manner. Differing in conception from any precedents, this sensor enables direct observation of the reaction of plants to environmental displacement, and can help to improve agricultural productivity and to resolve the problem of know-how transmission to successors. In addition, the company is applying this technology in pursuing the development of a "body sugar balance meter." This would be a completely new health indicator focused on change in the human blood sugar level, with measurement by entirely non-invasive means. Going forward, the company wants to promote the development and commercialization of these technologies together with many companies approving of them. Furthermore, it is also going to consider their application to industrial fields.

【Re-Cap】 China and India account for an overwhelmingly high share of the number of people with diabetes worldwide. A decrease in related medical costs calls for preventive medicine so people avoid disease contraction. Reduction of the number of diabetes patients requires continued daily measurement of blood sugar levels. Kiryu Electronics Development came up with a way to facilitate such measurement on an everyday basis. Mr. Kogure, its president, said that the three key devices for prevention are a scale showing the body fat percentage, blood-pressure gauge, and his body sugar balance meter.



3. Genial Light Co.,Ltd. President Mr. Ryo Shimokita <https://www.geniallight.co.jp/>(Japanese)

Established in November 2006 Capital stock: USD \$ 1,361,500

Genial Light Co., Ltd. is engaged in the development, design, and manufacture of analytical and inspection devices aimed at more accurate, faster, less invasive, and simpler inspection to meet the needs of physicians. The subjects of its activities are small analyzers mounted with the world's most high-precision weak light detection technology, speedy diagnostic equipment, and other real-time inspection devices for use on the site of medical care (e.g., POCT devices for infectious diseases, bloody urine, and blood coagulation). Through their development, design, and manufacture, it is making a vital contribution to the qualitative improvement of medical care and, by extension, advancement of the health of the populace. Its weak light detection technology is used for high-sensitivity, low-noise measurement of weak light (discretionary 300 pW) in indoor environments lit with fluorescent lights using ordinary LED bulbs and light-receiving elements.

【Re-Cap】 Genial Light is a venture that took its start at the Graduate School for the Creation of New Photonics Industries. POCT is an acronym for "point-of-care testing." The company's advantage lies in the superiority of its technology to pre-existing high-performance types in the following aspects: 1) shorter time required for measurement, 2) smaller size, 3) lower price, 4) a higher number of subject viruses (seven types), and 5) a high sensitivity (20 times as high as human vision). The company's future looks bright, considering that the clinical testing market is expanding beyond expectations, partly due to the worldwide spread of Covid-19.



《Impressions》 In spite of the Covid pandemic, in September, too, we managed to hold the business plan presentations meeting, which attracted about 40 participants. This time, there happened to be mostly presentations by firms engaged in business related to photosensors, and they apparently explored possibilities for collaboration among themselves.

This month also marked the 20th anniversary of the Venture Support Mechanism MINERVA. We realize we would never have been able to reach this anniversary without the support of all concerned, and would like to take this opportunity to express our profound gratitude to you.

We at MINERVA are determined to persist in our activities aimed at assisting the launch and success of even just one more company with new technologies and services, and are counting on your continued support. If your firm would like to make a presentation at our meeting, please contact us as soon as possible.