210th Business Plan Presentations Held on September 10, 2019
at Iwasaki Gakuen, Shin-Yokohama, Japan

1. Paradigmshift Inc. President Mr. Hiroshi Momota   https://paradigmshift.io/en

Established in March 2005   Capital stock：USD＄ 1,000,000

Paradigmshift Inc. is an Internet firm that was founded in March 2005. It is engaged in system development and service provision, mainly to hotels and Japanese-style inns. Its chief product is RepChecker, a cloud-based marketing system directed to such lodging businesses. As of July 2019, RepChecker was being used by about 1,300 lodging facilities.

* RepChecker is a marketing system exclusively for lodging facilities enabling collection of comments and price information, management & analysis of such data, and comparison with competition.

In recent years, the environment surrounding the hotel and inn industry has undergone great change. Although the industry been swept by a wave of prosperity due to the increase in the number of people from other countries visiting Japan, a lagging response to the inbound market and a shortage of hands have become serious problems among lodging facilities. Application of new technologies such as AI and the IoT are said to be an urgent task for addressing these problems. Nevertheless, hotel systems are divided in terms of work (POS, room inventory management, price management, comment management, etc.). At present, systems introduced for the purpose of more efficient operations have, on the contrary, resulted in a heavier workload. Similarly, because data are saved on separate systems, the facilities could not even run programs for AI analysis, for example. To resolve these issues, Paradigmshift is promoting the seamless connection of discrete hotel systems. The seamless automation of hotel systems that have been divided so far is linked to solution of the shortage-of-hands problem and reduction of costs. In addition, the company believes that it enables more sophisticated analysis, by facilitating the sharing of data. This fall, it is planning to release New RepChecker, a revised edition of its own development, and Aiface, a next-generation cloud-based property management system (PMS) aimed at hotels.

*Property management system (PMS): A system for centralized management of information on room reservations, sales prices, remaining number of rooms, and fee payment

President Momota additionally said that the company is developing an AI engine and hopes to bring out Next AI, a demand forecasting service for hotels and inns, by the end of this year.

【Re-Cap】Grounded in President Momota's deep store of experience and know-how, RepChecker was devised to be Japan's first marketing cloud-based system for hotels and inns. As of the end of January 2018, it was being used nationwide by the facilities of over 1,100 companies, including famous Japanese-style inns, resort hotels, city-center hotels, and business hotel chains. President Momota said he has IPO in his mind further in the future.

2. Lestyle Inc. President Mr. Naotaka Adachi   https://lestyle.co.jp/(Japanese)

Established in August 2017   Capital stock：USD＄ 90,000

Lestyle Inc. is a venture firm established for the development, sale, and rental of Posket, and provision of related services. Posket is a personal communication box combining a communication application and a collapsible IoT delivery box. It is the first system of its kind in Japan and features an unprecedented interactive capability. The product supplier is notified of the Posket key on a one-time basis, and the orderer (customer) can have the product delivered to the Posket box placed outside the front door even if he or she is away at the time. Trial mass production was completed toward the end of 2018, and was followed by the implementation of proving tests etc. At present, the company is working to eliminate all possible causes of trouble in preparation for commercial mass production, and focusing on the two tasks of opening up sales routes and raising funds.

【Re-Cap】President Adachi has a background in sales promotion at a major department store. He conceived Posket as a means of directly connecting consumers and stores in the same area. The latent Posket market is estimated at 1.77 million households. As future prospects, President Adachi mentioned the following: 1) partnership with proxy purchasing services, 2) sharing & renting/borrowing of objects in shared housing, and 3) use as simple lockers at outdoor festivals etc.

3. Nihon Computer Consultant Co.,Ltd.   President Mr. Shohei Tomita   https://www.moopad.biz/(Japanese)

Established in August 1980   Capital stock：USD＄ 500,000

The moopad system stores information on "wagyu" (Japanese beef cattle) breeding in the form of "big data," and can help to improve breeding efficiency. It is able to perform management of items including mating & breeding, disease & drug administration, and shipment. It can also be used for wide-area analysis of data in units of districts under prefectural jurisdiction, for example. In addition, users can register all kinds of external data on items other than breeding onto the data lake, and perform "big data" storage and management. The prospect of using the stored data for tasks such as programmed fertilization based on AI analysis is currently being researched. Because of it is a cloud-based system, moopad enables timely sharing of data on breeding by all concerned organizations. For example, it can be used by artificial inseminators to confirm the estimated day of the start of estrus and coordinate the insemination work, by livestock insurance offices to reinforce monitoring after insemination, and by veterinarians to check for cattle that have not become pregnant for a long time, and propose treatment and examinations for them. Furthermore, moopad permits utilization as a management consulting tool by breeding farms applying its wide-area capabilities, and as an asset-based lending (ABL) management tool by financial institutions. It could increase income for breeding farms by heightening the breeding efficiency, and free them from the work of preparing documents such as registration forms. Similarly, local governments could use it to research breeding efficiency and quality beef cattle. Adoption of a charge scheme that is based not on flat monthly fees but on payment of 1,000 yen per birth contributes to a higher breeding rate, and the company aims to build win-win relationships with customers through it.

The coming years are expected to bring an increase in the number of livestock farms with large herds of cattle as many of those with small herds go out of business, as well as their transformation into a sixth-sector industry (by expanding their activities to processing, sales, and related services), which is bound to make them busier. In light of these trends, an increase in work efficiency is going to become indispensable. Breeding farms nationwide have thus far managed operations by manual work and depended on personal experience and know-how in breeding management. Nippon Computer Consultant Co., Ltd. is encouraging them to make a switch to IT through the introduction of moopad and promoting sales of the system among them.

【Re-Cap】 These days, it has become possible to manage and "visualize" even livestock breeding by means of data. President Tomita said that they have received much praise from customers who have introduced their system, such as the following: "We used to manage the business by paperwork. Since introducing your system, we get a notification every morning, and this really helps us out. We can also input and share data easily by smartphone."

《Impressions》 This time, there were presentations by many companies which had developed services that are the first of their kind in Japan. In recent years, there has been a steady stream of new ideas and services applying AI, IoT, and other new technologies. We have a waiting list for appearance at the coming business plan presentation meetings. If your company would like to make a presentation, please contact us as early as possible.

NPO Venture Support Mechanism
MINERVA
TNP Partners / TNP On The Road
TNP THREADS OF LIGHT