

212th Business Plan Presentations Held on November 12, 2019 at Iwasaki Gakuen, Shin-Yokohama, Japan

1. E-system Inc. President Mr. Hideki Nakamura <http://www.esyst.co.jp/>(Japanese)

Established in December 2004 Capital stock: USD \$ 50,000

Mountains are interesting because of their ups and downs. Because there was no application that could satisfy climbers who have to squarely deal with all the ups and downs, E-system began developing one in 2017. Estimated at about 6.5 million, the number of people who climb mountains in Japan is enormous. The company is aiming to get 200,000 users within the next five years. It is targeting an annual turnover of some 840 million yen by charging a monthly fee of 350 yen and recruiting about 200,000 users (representing 3 percent of the climber population).

【Re-Cap】 Of all types of accidents occurring in mountains, cases of climbers losing their way are steadily increasing. Of these cases, climbers who become lost due to an insufficient grasp of the terrain account for a remarkable approximately 40 percent. Mr. Nakamura said he devised the business in order to maximize the fun of climbing and lower the risks of getting lost or other trouble to the minimum. He intends to continue the development with a view to complementing the pre-existing mountain applications, and is exploring possibilities for mounting AI and SNS technology as well as establishing a completely new genre he calls "e-climbing."



2. Maruwa Corporation President Mr. Yutaka Shibata <http://www.maruwa-ss.co.jp/>(Japanese)

Established in November 2009 Capital stock: USD \$ 4,250,500

Under the banner of "a venture for manufacturer-born, R&D-oriented venture firms," Maruwa Corporation is taking up the challenge of commercializing the new technologies and ideas of venture firms, small & medium enterprises, individuals, and large companies. At the Sanbongi Technical Center in its headquarters, a plural number of companies from inside and outside Japan have joined its network of cooperating companies and embarked on co-creation.

Going forward, Maruwa is taking aim at creating new value and expanding its business by marshaling the constituent technologies of cooperating firms in addition to the manufacturing technologies accumulated through its production of flexible printed circuits (FPC).

【Re-Cap】 Mr. Shibata said that Maruwa wanted to provide the kind of support for venture firms in the manufacturing aspect that venture capital provides in the financial aspect. As specific examples of venture challenges, he cited the following: 1) business in FPC directed to wafer supporters (estimated at 200 million FPC per year) and 2) business in haptic (tactile) devices (target market amounting to 2 billion devices). The company is taking approaches to such business through its network of co-creation centered on the Tohoku region.



3. Fast Space Inc. President Mr. Tatsuya Endo

Established in December 2018 Capital stock: USD \$ 20,000

Fast Space reduces the cost of wind power generation by half within seven years, through application of three new technologies of its own development. This fiscal year, it initiated a project of joint research for towers with new structures featuring reduced weight and cost, together with Aikawa Engineering Co., Ltd. and JAXA. This project was adopted under the scheme of research and development consignments made by the New Energy and Industrial Technology Development Organization (NEDO). The company's future plans call for the successive development of lightweight blades and large air bearings.

【Re-Cap】 At present, wind power accounts for only about 0.6 percent of all power generation in Japan. In contrast, the corresponding share in Spain is about 30 percent. Mr. Endo said that he wanted to develop business outside Japan, in light of the trend toward bigger wind turbines for lower costs in other countries. He also announced his desire to hire people with experience in production of original design drawings for machines and structures, to assist their development of technology.



4. Singlet Kaihatsu LLC President Mr. Makoto Nagashima

Presenter CTO Mr. Hideo Suzuki, Advisor of Board member Mr. Hideya Sato

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

Established in April 2010 Capital stock: USD \$ 60,000

Singlet Kaihatsu LLC is involved with pigment catalyst technology based on photosensitive dyes, for a "super-oxy" life utilizing light and pigment. It possesses patented technology for the formation of functional pigments called "photosensitive dyes," and their transformation into health-benefiting reactive oxygen (singlet oxygen) through contact with oxygen in the air. This technology enables the creation of excited oxygen that does not harm the subject through use of atmospheric oxygen, which accounts for about 21 percent of the composition of air, or pure oxygen consisting entirely of industrial-use oxygen. It can address various issues of worldwide concern, in areas including sanitary products, medical apparatus, livestock conservation, water purification & conservation, air pollution, and environmental improvement as regards water quality and soil. The company is hoping to bring this technology to the level of practical utilization in diverse fields by 2020. To this end, it is promoting the development of ink jet coating and transformation into ink, to permit early adoption for 3D printers that could be swiftly commercialized, and introduction of assembly robots. It is aiming for attainment of its earning targets within the initial three years.

【Re-Cap】 For a concrete example of Singlet Kaihatsu's products, the presenters cited its commercialization of Oxy Blue Matt. This bath-use mat has an anti-bacterial effect that is gentle to the body, and curbs slipperiness and bacteria by means of a photosensitized dye catalyst. This product has prospects for expanded demand in the market associated not only with home use but also with pools and public baths. The audience was additionally told that the technology has possibilities for a variety of other applications in categories such as indoor curtains, masks made of non-woven fabric, and sheets and underwear for patients.



【Impressions】 At this meeting, I was struck by the way the representatives of the companies making presentations searched for areas in which they could collaborate with each other. If your company would like to make a presentation at the meeting, please contact us at an early date, because the schedule is filled up for a few months in advance.

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