

**214th Business Plan Presentations Held on February 12, 2020**  
**at Iwasaki Gakuen, Shin-Yokohama, Japan**

**1. Firstnations Inc. President Mr. Toshiyuki Sugiyama** <https://aisave.asia/>(Japanese)

Established in May 2005 Capital stock:USD\$ 30,000

With its original technology, Firstnations Inc. developed a milestone light capable of disinfecting, deodorizing, and preventing the growth of mildew in the surrounding space. Simple activation of the light produces photocatalysis and silver ions. This product is directed to all facilities and fields that have risks of infection with hazardous bacteria (such as e coli and Staphylococcus aureus), norovirus, influenza, etc.; malodor problems; incidence of mildew; and issues in health management due to hay fever etc. More specifically, the targets include medical and long-term care facilities, plants producing food products, kitchens, schools, childcare facilities, public institutions, restrooms, offices in general, and farming and livestock production. The light delivers a service life and energy-saving performance on a par with those of light-emitting diode (LED) bulbs. With an effect that remains unchanged for more than 10 years, it can resolve problems while being used for lighting, without taking up any space. The product is backed by extensive third-party evidence and has been introduced by many customers. It is yielding results that exceed conventional anti-bacterial agents on actual sites of use as opposed to the laboratory level. At present, the company's assortment consists of fluorescent bulbs, ordinary electric bulbs, and down (recessed) lights. It is considering the prospect of developing and mass-producing products in new forms that come into demand going forward.

**【Re-Cap】** Firstnations's light could also be applied for the Novel Coronavirus, and the company is reportedly receiving many orders from China, which is most affected by the same. Mr. Sugiyama said that, at present, there are virtually no manufacturers of CCFL lighting outside the Firstnations Group, and also no similar products. The market for lighting in Japan comes to about 1 trillion yen, and that in the field of disinfection and deodorization is holding steady at around 200 billion yen.



**2. Value-Solution Co.,Ltd. President Mr. Toshinobu Hino** <http://value-solution.co.jp/>(Japanese)

Established in May 2015 Capital stock:USD\$ 200,000

Value-Solution Co., Ltd. develops, designs, manufactures, and sells the world's first alive monitoring unit that can tell whether a program is operating, and control the power. It developed a device (Non-Freeze, patent pending) that automatically restarts electronic devices that run without operators (e.g., surveillance cameras, digital signage, and ATMs) when they cannot be reactivated (i.e., when they freeze) for some reason. Freezing accounts for about 90 percent of all failure by such operator-less equipment.

The automatic resumption of service in this 90-percent component enables a great reduction in maintenance costs. The company is consequently contributing to cost reduction at maintenance companies.

IoT technology is expected to spread among ordinary households over the coming years. One can imagine how all sorts of problems could arise if the router, which is the inlet for information, freezes. Value-Solution is currently selling products based on the B-to-B model, but plans to develop and sell equipment that could also be built into ordinary household routers in preparation for the household diffusion of the IoT.

**【Re-Cap】** President Hino was in charge of digital signage at a company that was formerly a major manufacturer of such signage. When this company announced its intention to withdraw from that field, he carved out the whole division and established Value-Solution. Specific cases of introduction include surveillance camera systems in shopping districts, free WiFi systems in lodging facilities, fixed-point camera systems, and Internet condominiums. The products are in action in all areas, at places where freezing would cause serious difficulties.



**3. SANSHO Co.,Ltd. President Mr. Toshiro Morohoshi** <http://sanshopharma.co.jp/en/>

Established in January 2008 Capital stock:USD\$ 100,000

A drug discovery venture firm, Sansho Co., Ltd. is currently conducting Phase 1 clinical trials outside Japan (in Taiwan) for 2-carba cyclic phosphatidic acid (2ccPA). This compound is based on natural substances derived from plasmodial ("true") slime molds, and has the status of a new drug candidate at present. It is indicated for osteoarthritis (OA). As for other business, the company is selling cosmetic materials (new substances) and function-enhanced food materials (new substances) to cosmetic companies and trading firms, respectively. In its future medical business, it intends to move into the field of multiple sclerosis (MS), which is a second candidate indication to follow OA.

**【Re-Cap】** Sansho has patented intellectual properties based on the technology established by Dr. Kimiko Murofushi, Professor Emeritus of Ochanomizu University (appointed its president on April 1, 2015) and newly discovered items. It is aiming to turn these properties into business. The OA condition is characterized by pain, stiffness of joints, and functional impairment due to chronic trouble accompanying damage to the cartilage and surrounding tissue. The number of latent OA patients is estimated at 25 million. President Morohoshi said that he wanted to obtain a new formulation patent and had IPO in mind further in the future.



**《Impressions》**

This was our first business presentation meeting of 2020. At this last meeting, too, there were presentations by companies in diverse fields. Each was cultivating new markets, and it will be interesting to see how their business develops from now on. 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.