

**222th Business Plan Presentations Held on November 10, 2020**  
**at Iwasaki Gakuen, Shin-Yokohama, Japan**

**1. D4Enterprise Co.,Ltd. President Mr. Naoto Suzuki** <http://www.d4e.co.jp/>(Japanese)

Established in March 2004 Capital stock:USD\$ 897,550

D4Enterprise has been engaged in the conception, production, and sale (provision) of game software through online distribution since the 1980s. Over the last approximately 20 years, it has built up a store of know-how in analysis of past software and hardware, and reissues contents using emulator technology. It performs work outsourced by major game companies on a continuous basis.

Going forward, the company intends to supply contents for smartphones, develop multilingual capabilities in its existing distribution business, and strive to expand its supply to a worldwide scope.

**【Re-Cap】** D4Enterprise's corporate vision is to become the world's No. 1 game reissue & distribution company. Of particular importance is its emulator technology, which reproduces the hardware of the time in software form. Mr. Suzuki said they were able to acquire a position that could not be equalled by rivals, thanks to cooperation by Microsoft in the adjustment of rights related to emulators. At present, online retro-games number more than 950, and a remarkable 50,000 people have registered to play them. The company is planning for linkage with services enabling users to play famous titles from old family game machines on their smartphones, and distribute them online around the world. Mr. Suzuki added that IPO was an objective further in the future.



**2.Frontes Co.,Ltd. President Mr. Nobuyoshi Funasaki** <https://frontes.co.jp/>(Japanese)

Established in March 2005 Capital stock:USD\$ 580,000

Ever since its founding, Frontes Co. has been involved mainly in test-related business.

- 1) Test-related consultation, performance of consigned tests, development and sale of test tools, etc.
- 2) Test tools consisting of automatic testing, preparation of test specification sheets, and test management
- 3) Sales of 250 test tools to about 70 companies

Frontes's test tools were taken up in the fiscal 2019 FASTAR program of the Organization for Small and Medium

Enterprises and Regional Innovation, Japan. With the support of this organization, it is pursuing a cloud-based provision of these tools. In the future, the company hopes to build an elite technical team and become an enterprise that sells excellent tools and other system products developed in Japan in both domestic and external markets.

**【Re-Cap】** Over more than 10 years, Frontes completed a "test platform" consisting of automatic testing, preparation of test specification sheets, and test management. The platform resolves the "three Ls" of the IT industry (laborious work, late return home, and low pay). The company's superiority lies in its delivery of up to a two-fold increase in productivity. It expects to retain an edge due to this platform even if newcomers enter the field. Mr. Funasaki also said that the company was eventually going to make the transition to cloud-based services, and would be able to develop business internationally with its launch of multilingual capabilities beginning next year.



**3. Plaly Co.,Ltd. President Mr. Takuya Inao** <https://sns-plaly.studio.site/>(Japanese)

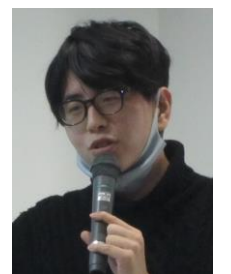
Established in March 2020 Capital stock:USD\$ 1,000

Plaly Co. operates Plaly, a social network service (SNS) that links only 10 people for 24 hours.

Youth in Generation Z (aged 15 - 24) have an issue, in that they feel obligated to say something interesting or witty on SNS and in real communication. Plaly resolves this issue by operating Plaly, an SNS linking participants for only 24 hours.

The company's objective is to create the world's best SNS. To do so, it intends to first build the No. 1 closed SNS and the No. 1 SNS in Japan. By building the world's No. 1 SNS, the company hopes to eradicate slander and vilification.

**【Re-Cap】** Mr. Inao, Plaly's president, began using SNS at age 3. He said he went into business to sweep away today's SNS, which he asserts are not interesting for youth. The scale of the Japanese market for SNS use by males and females aged 15 - 24 is estimated at 160 billion yen. Why did his company decide to limit the number of people linked for 24 hours to 10? That is reportedly the number at which communication is most lively and which is sought by users, according to comparisons with the services of other companies. The stated reasons for limiting the SNS duration to 24 hours were a high psychological safety, more exciting character, and prevention of the birth of influencers.



**《Impressions》**

In spite of the Covid pandemic, in September, too, we managed to hold the business plan presentations meeting, which attracted about 30 participants.

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.