

228th Business Plan Presentations Held on June 10, 2021
TIME SHARING SHINYOKOHAMA-A

1. ZenmuTech, Inc. President Mr. Yoshikazu Taguchi <https://zenmutech.com/eng>

Established in March 2014 Capital stock: USD \$ 1,000,000

1. Development & sale of ZENMU, a world-first, Japanese-born security solution
2. Development & sale of Query Ahead, a tool enabling computation of confidential (secret) information that remains encrypted
3. Provision of consultation services ancillary to the above

* ZENMU, the secret-splitting solution

Zenmu provides an infrastructure that is based on all-or-nothing-transform (AONT) secret-splitting technology and allows users to enjoy security without having to be conscious of it. It converts information into data devoid of meaning, splits these data across plural locations (nullifying it), and stores them at these locations. By so doing, it eliminates the need for concern about information leaks.

* Confidential computation (secret computation)

The achievement of multi-party computation on the secret-splitting basis furnishes a sense of security to the information provider as well, because the contents cannot be viewed even if compounded through all channels.

【Re-Cap】 In a memorable statement in his presentation, ZenmuTech President Taguchi said that he wanted to build a society that could take information security for granted, by making information meaningful only when it is required and nullifying it when it is not. The biggest risk in the field of security thus far has been human involvement. Use of the company's solution offers peace of mind because work can be done with the information left encrypted.



2. Genext Co.,Ltd. President Mr. Hajime Kasahara <https://genext.co.jp/>(Japanese)

Presenter Mr. Ryo Yamaji, Director

Established in July 2009 Capital stock: USD \$ 2,235,500

Genext Co., Ltd. offers AI-Contact, an application for observance of the Road Traffic Act (<https://ai-contact.jp/>), directed to corporate enterprises. A dedicated smartphone application that is activated when the vehicle is driven enables determination of the degree to which the driver is obeying traffic rules, and so encourages safe driving by employees.

【Re-Cap】 Genext's goal is a society without any traffic accidents. In Japan, traffic accident casualties number more than 300,000 per year, and fatalities account for about one percent of this total. Almost all of these traffic accidents are caused by violations of mainly the Road Traffic Act. Genext's service is being introduced by companies that are experiencing problems with occurrence of traffic accidents and violations, or have a high awareness of the need for compliance with laws and regulations.



3. HOURS, Inc. President Mr. Kazumasa Ota <https://www.hours-inc.com/>(Japanese)

Established in February 2016 Capital stock: USD \$ 513,390

HOURS, Inc. is engaged in the development and operation of the application HOURS, a micro-community platform that is based on its vision of "reconstructing ties between people from ties based on things," and is aimed at creating warm, human-centered encounters.

With the ongoing transition from material affluence to spiritual affluence as a focal concern, even in a world where online interaction has come into the mainstream, people who share the same wavelength actually meet each other offline. In some cases, they form micro-communities that each have their own particular field of expertise or interest. HOURS is a model for online visualization and capitalization of these communities.

In this age, the attraction of about 1,000 mates for HOURS has more status (as a group of people on a higher spiritual plane) than the attraction of 100,000 followers on Instagram or a few million on YouTube. People are finding more time on their hands as activities of all sorts increasingly shift to online platforms and mechanized performance. In this situation, HOURS is coming to the fore as a community SNS service covering areas that can only be served by face-to-face encounters offline among members of a like-minded community as opposed to gatherings at a workplace or a school.

【Re-Cap】 The key benefit of the HOURS application lies in the ability for those on the organizing side to recruit community members for connection with peace of mind, and for those in the position of recruits to participate casually and with peace of mind even in real venues. Against the background of the spread of Covid-19, the present times are surely testing the worth and value of the existence of these respective communities.



《Impressions》

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.