

**240th Business Plan Presentations Held on September 13, 2022****SHINYOKOHAMA-3CHOME-DAIHOI****1. Japan Business Lead Co.,Ltd. President Mr. Takayuki Saishu**<https://jbls.biz/company/> (Japanese)

Established in June 2009 Capital stock: USD \$ 100,000

A recent survey found that, on the site of corporate sales, the rate of success in business negotiations had fallen to 28 percent, because the pandemic made it impossible to properly make sales preparations and get an understanding of the client before each negotiation in about 70 percent of the cases. When it was possible to make preparations and understand the client in advance of the talks, the success rate was 61 percent. At 44.3 percent of the organizations surveyed, advance preparations and understanding of the client were considered "important issues to be resolved." The survey also found that a remarkable 89.1 percent of the organizations wanted to examine any prospective solutions for them. At present, a fast-paced switch to online formats is under way in sales. In response, Japan Business Lead developed and released the sales information platform KEYMAN-PRO Series. This platform is designed to help organizations perform advance research online for sales preparations and client understanding more efficiently, enable them to visualize the results, and share these results with all members of the team. The objective is to support a rise in success rates for business negotiations and thereby contribute to an increase in the number of clients and expansion of sales at the user companies.

For the time being, Japan Business Lead is going to focus on marketing activities. Its initial aims are an expansion of sales from web-based marketing and increase in orders by widening the circle of users among sales agency companies. It hopes to attract support for the related activities.

【Re-Cap】 Japan Business Lead's sales information platform contains information on both corporate and departmental levels for 1.2 million companies, 1.8 million cases of personnel reshuffling registration, and personnel reshuffling registration at 9,000 companies. Mr. Saishu said that users could obtain the information they were looking for in just one minute. He added that they were now offering free trial use. Interested companies are urged to take this opportunity to give the platform a try.

**2. liver-LLC President Ms. Tomoko Ikawa, Presenter Ms. Momoka Ikawa, CSO**<https://www.liver-llc.com/?lang=en>

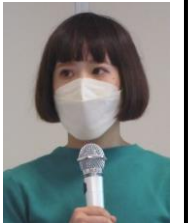
Established in February 2021 Capital stock: USD \$ 1,000

At present, coffee grounds and chicken feces are being discarded in large quantities, the former because of the lack of effective ways of using them, and the latter because of their odor and handling difficulty. liveR-LLC has developed the three products WOW, GARDEN, and +Coffee using coffee fertilizer made by effectively upcycling the grounds and feces.

At NIWATORI COFFEE, the company's Tokyo office and cafe, liveR launched the Rich Soil Project based on collection of coffee grounds from not only cafes but also residents in the neighborhood. The project therefore permits participation in upcycling by consumers as well as other companies through a scheme that is close to them.

Going forward, liveR intends to link the Rich Soil Project to the greening of city districts with the involvement of the whole community. It also wants to promote meaningful education about food, with the participation of whole communities and the educational institutions in them. The project would consequently provide education about food sustainability, which has so far made little headway in Japan in the company's view, and have the participants grow and eat safe vegetables cultivated only with safe materials.

【Re-Cap】 The Rich Soil Project is scheduled to start in Tokyo's Sugunami Ward this fall. Ms. Ikawa said that the company was going to build a mechanism for community-wide cyclic use of resources through activities by principals including farmers growing vegetables in the ward, ordinary consumers, and cafes. To this end, it is looking for parties to furnish assistance with referrals to cooperating businesses, cafes, farmers, and other actors that could become involved in the project, and with the tasks of advertising and publicity for it.

**3. Grid Solutions, Inc. President Mr. Yohei Takahashi** <https://gridsolutions.co.jp/en/>

Established in April 2012 Capital stock: USD \$ 100,000

Grid Solutions develops leading-edge solutions related to smart grids. It aspires to growth on a global scale under its motto of "putting power grids on the web." It provides mainly the following solutions.

1) Open ADR (automated control of power demand response) solutions, 2) VPP & Microgrid (control within the power grid) solutions, 3) AI forecasting solutions, 4) power trading solutions, and 5) non-fossil fuel energy value trading solutions.

【Re-Cap】 Mr. Takahashi said he founded Grid Solutions out of a strong desire to be of some help in solving energy problems, after the unprecedented disaster caused by the Great East Japan Earthquake that struck in 2011. VPP solutions, which are one of the company's flagship solutions, are cloud-based solutions directed to aggregators (businesses that control the balance between power demand and supply) promoting virtual power plant (VPP) projects. Mr. Takahashi voiced his intention to expand sales channels for these solutions.

※Virtual power plants deliver the same level of functions as real power plants, because the owners (or third parties) of demand-side energy resources, power generation facilities directly connected to the power grid, and power storage facilities control the energy resources.



《 Impressions 》 The companies which made presentations this time were bringing about innovations in different fields and striving to create new markets. We are looking forward to their future activities.

We have recently received a number of requests from companies wishing to present at the conference. If you are interested in presenting, we would appreciate it if you could contact us as soon as possible.

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