

244th Business Plan Presentations Held on February 14, 2023**YOXO BOX****1. ATLIKE Inc. President Mr. Daisuke Tashiro** <https://atlike.co.jp/>(Japanese)

Established in February 2017 Capital stock: USD \$ 500,000

ATLIKE is an IT consulting firm which has posted the mission of resolving corporate and social issues with the power of people and technology. It has a record of achievement in system introduction and operational streamlining in various businesses, regardless of the type of industry.

In Japan, it has constructed an IT human resource network that is not dependent on the place of residence, and is delivering diverse work styles.

Going forward, in order to resolve problems in the areas of productivity improvement through digital transformation (DX) and the decline in the working population, it is planning for an overseas expansion of its human resource network and making preparations that will enable Japanese companies to join with counterparts in other countries in the promotion of projects together as a commonplace approach.

【Re-Cap】 On the subject of the business plan he wants to deploy over the coming years, Mr. Tashiro said that he wanted ATLIKE to play the role of a hub for referral of the requisite talent, at the requisite time, from a pool including women, senior citizens, foreign nationals, and recurrent employees by 2030, in light of the shrinking population in the productive age group (working-age population). At this meeting, he expressed his fervent desire to receive referrals to any firms that were looking for professional IT human resources, or having trouble recruiting such talent or promoting DX.

**2. Bit Trade One., Ltd. President Mr. Yukimasa Abe** <https://bit-trade-one.co.jp/>(Japanese)

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

Bit Trade One is engaged in the design, development, and manufacture of electronic equipment, mainly computer peripherals. Thus far, it has been producing (in-house) and selling about 250 items. It has also constructed a system for high-mix, low-volume production, and built up sales of niche products with a long tail strategy. As for sales routes, besides its own mail-order sales, it distributes products through companies such as Yodobashi Camera and Murauchi.com.

In December of last year, it introduced a system with an overseas sales capability and used it to launch sales to other countries.

At present, it is promoting the build-to-order (BTO) My Product Service as a new type of business. Under this service, it redesigns and sells products developed by individuals or small groups as regular commercial products, and pays royalties in correspondence with the sales volume. Social media such as YouTube and TikTok are attracting attention for their services bringing items made by individuals to the whole world. Bit Trade One is determined to achieve this in the sphere of hardware by developing business based on commercializing the products of individuals and delivering them to customers around the world.

【Re-Cap】 Mr. Abe said that it was important to maintain archives because someone, somewhere in the world could possibly want a certain niche-type product no matter how many years have passed. He also revealed his aspiration for the company to become a platformer for user-created contents in the sphere of hardware, by making the most of its know-how in high-mix, low-volume production. He added that he would deeply appreciate referrals to businesses engaged in overseas sales, cross-border electronic commerce, and the like.

**3. ORBIO Corporation President D.Sc. Eiichi Yamaguchi** <https://orbio.jp/en/>

Established in April 2018 Capital stock: USD \$ 705,400

Launched by researchers in Kyoto University and Hirosaki University, ORBIO Corporation is a start-up venture for the development of drugs for treatment of cancer.

Discovering that L-glucose is taken in by cancer cells with an extremely high degree of selectivity, the group set about the development of new drugs aimed at its application in next-generation treatment of cancer. The company has already developed diagnostic drugs and two kinds of therapeutic drugs, and has been granted over 40 patents.

The diagnostic drugs are in the phase of clinical trials, and testing with animals has confirmed that the therapeutic drugs have a marked efficacy. The company is taking aim at practical utilization with a particular focus on rare and intractable types of cancer.

【Re-Cap】 Even among the various types of intractable cancer, pancreatic cancer has a very low 10-year survival rate. Toward the goal of eradicating it, ORBIO invented an anti-cancer drug with no side effects. It estimates that the market associated with pancreatic cancer amounts to about 5 trillion yen. Dr. Yamaguchi said that the company is now exploring two areas: 1) fundraising possibilities and 2) opportunities for collaboration with drug companies.

**【Message from Vice Chairman Masatoshi Go】**

Since October 2022, we have been holding the Business Plan Presentations meetings at YOXO BOX.

The term “start-up” seems to have taken hold considerably in the recent past. Related events are increasingly being held, not only online but also in real venues. Ties are deepening in various ways, and the environment needed to support all sorts of start-ups is gradually taking shape.

These Business Plan Presentations meetings rest on the cooperation of all concerned.

I hope we can count on your continued support for them again this year.



《Impressions》 This was the first Business Plan Presentations meeting of 2023. Judging from the large number of attendees at the venue, there was a high degree of interest in the presenting firms. We are looking forward to hearing presentations by many appealing start-ups this year, too.

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