

**246h Business Plan Presentations Held on April 11 2023****YOXO BOX****1. Spline Network Inc. President Mr. Yoichi Yukino** <https://www.spline-network.co.jp/>(Japanese)

Established in January 2002 Capital stock: USD \$ 940,00

Information leaks are becoming daily occurrences, and the Japanese government as well has issued emergency proposals for economic security including the formulation of rules for 14 critical infrastructure fields. In the current age, measures for cyber security are absolutely essential. IT infrastructures can be broadly divided into two components: cable networks and wireless networks (the Wi-Fi domain). At present, there is a full assortment of security products in the former, but security has basically been neglected in the latter. Malicious hackers have begun to take aim at the vulnerable Wi-Fi domain. More specifically, since around 2022, there has been a rapid increase in use of Wi-Fi as the opening for system intrusion or leakage of confidential information. In response, Spline Network devised and developed WiSAS, a Wi-Fi security product without parallel worldwide (patent granted in March 2022). WiSAS is a security solution that is rare even in the global context, and offers services in spot diagnosis and analysis, and constant monitoring. It is equipped with the following three features: 1) completely independent (no dependence on any particular type of equipment, and no construction cost, because the setup is complete with sensor installation), 2) fully remote (no need for human agency, in contrast to the walk-through inspection by the person in charge that is the mainstream type at present), and 3) fully managed (no need for posting of engineers amid the shortage of IT human resources). Upon its sales launch in January 2020, WiSAS was adopted by JAXA as well as the SMBC Group and other financial institutions. However, sales activities stagnated due to the ensuing spread of Covid-19. Meanwhile, threats surfaced in the Wi-Fi domain, and there were loud warnings about the menace posed by unauthorized devices, shadow IT, IoT devices, and spoofing. WiSAS has been given high ratings by its users (who have a continuation rate of more than 100 percent), sales agencies, and experts. For further expansion of its market, Spline Network is determined not only to bolster its sales capabilities but also to improve usability, address new Wi-Fi standards, and otherwise adapt to the needs of the times in developing the business.

**【Re-Cap】** Japanese companies do not readily spend money on security. Nevertheless, incidents involving information leaks are now occurring on an almost daily basis. In the current situation, the degree of risk rises along with levels of convenience and the extent of linkage among devices. Mr. Yukino said that he also wanted to develop business outside Japan further in the future.

**2. ON Inc. President Ms. Yuri Sato** <https://www.yurisatojewelry.com/>(Japanese)

Established in September 2022 Capital stock: USD \$ 500,00

In its existing business, ON makes jewelry using recycled gold retrieved from e-waste etc. (urban mines) and diamonds extracted from unneeded jewelry. It also operates the original brand Yuri Sato and engages in original equipment manufacturing (OEM). For new business, ON is going to launch operations in jewelry making. It is preparing a simple setup that will transform the currently complicated manufacture of jewelry into a pattern-ordering (selective option) system enabling anyone with a certain amount of training to receive and fill orders. It intends to widen participation in jewelry making through collaboration with companies in other industries such as businesses assisting preparations for death and beauty salons, and to develop business across Japan by opening sales agencies. Its mission is encapsulated in the watchwords, "Bring jewelry making to all people!" The jewelry sleeping in Japanese dresser drawers reportedly has a total worth of about 1,655 billion yen. ON wants to reduce the amount of "dresser jewelry" to zero.

**【Re-Cap】** The jump in prices for gold and diamonds over the last few years has made it harder to buy jewelry. By comparison, the market for used jewelry has been rapidly growing, but the purchasing prices offered are often extremely low, and owners feel it would be a shame to sell at those prices. From her experience of making jewelry in the United States, Ms. Sato conceived the desire to spread jewelry making in Japan, and consequently launched the new business. In her words, "I want to construct a scheme whereby many women can become independent and earn money by themselves through jewelry. I would be delighted if ON helps women to find fulfillment in jewelry making and to support themselves."

**3. S'UIMIN Inc. President Mr. Masashi Yanagisawa** <https://www.suimin.co.jp/>(Japanese)  
**Presenter Mr. Tetsuro Hiei, Executive Officer, Healthcare Div.**

Established in October 2017 Capital stock: USD \$ 100,000

A start-up born at the University of Tsukuba, S'UIMIN developed and provides InSomnograf, a sleep measurement service that makes it possible to perform hospital-level sleep examinations in the home. It has posted the vision of bringing rays of hope to all people who have sleep-related problems around the world. At present, in addition to supplying services for research and development programs, it is making efforts to construct services for support of sleep disorder screening and diagnosis in health examination centers and medical institutions.

**【Re-Cap】** Today, about one out of every four people has trouble sleeping. The sleep disorders causing this trouble are of various kinds. If left unresolved, sleep-related problems can possibly increase the risk of serious disease. The economic loss due to shortage of sleep is estimated at 14.8 trillion yen a year. To induce a paradigm shift in sleeping, S'UIMIN developed a service that enabled sleep examinations of the type performed at hospitals even in the home. It has already had transactions with more than 100 organizations, including universities and private companies. In addition, it has proposed a comprehensive sleep checkup as an option in health examinations and made it available for use in more than 100 facilities nationwide.

**【Message from Vice Chairman Mr. Takahashi】**

In Buddhism, there is a parable about three sizes of plants and two sizes of trees. Regardless of these differences of size, all are nourished equally by the rain. In other words, opportunities are available to all alike. Nevertheless, it can be quite difficult to take full advantage of them. The world of venture firms continues to be one of fierce competition. We at MINERVA furnish assistance as the soil for the growth of ventures, so that many of the fallen seeds will germinate and sprout. I also serve as a director of the Yokohama Management School Based on Philosophy (the former Seiwa-juku Yokohama), a study group organized by the late Kazuo Inamori of Kyocera Corporation. At this school, corporate managers vie with and help each other to make greater efforts while engaging in constructive criticism, in the interest of mutual progress. If you are interested, please consider participation in this school as well.



**《Impressions》** The pandemic is finally subsiding, and things are returning to normal. For this session, the overwhelming majority of participants actually attended the venue and made the meeting a resounding success.

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