

**247h Business Plan Presentations Held on May 9 2023****YOXO BOX****1. Rebirthel Co.,Ltd. President Mr. Masunori Kajikawa** <https://rebirthel.com/en/>

Established in October 2019 Capital stock:USD \$ 750,000

Rebirthel Co., Ltd. is a bio-venture company that was born in Kyoto University; it was founded by Dr. Hiroshi Kawamoto, Director of the Kyoto University Institute for Life and Medical Sciences, in October 2019.

In recent years, autologous cell therapy using cells collected from patients themselves has demonstrated effectiveness for some types of cancer. However, it entails certain problems; in addition to being applicable only for the particular patient from whom the cells were collected, it exerts a heavy burden on the patient's body, requires a long amount of time until the treatment begins, unstable quality and carries a high cost. Furthermore, in the case of infectious diseases, which require rapid treatment, autologous cell therapy is too slow, and the very method of cell therapy is not available.

With a view to resolving these issues of concern to society as a whole, Rebirthel provides cell therapy using allogeneic immune cells. More specifically, from pluripotent stem cells, it regenerates immune cells that recognize and kill particular types of cancers and viruses. It is aiming for clinical application of therapy utilizing general-purpose, immediate-delivery killer T-cell preparations making full use of its patented technology indispensable for allogeneic cell therapy. These preparations would make it possible to supply high-quality therapy to any and all patients, both promptly and at low cost.

**【Re-Cap】** Rebirthel's underlying concept is "pioneering a new era for treating diseases through the transfusion of T cell preparations." Its killer T cells are a type of immune cell that attacks enemies such as cancer cells and viruses. They can do the following things: 1) eat pathogens, 2) produce antibodies, and 3) kill infected cells. The company is predicting that the market will expand to a scope encompassing allogeneic cell therapy, solid carcinoma, and viral infections.

**2. Qception Corporation President Mr. Gaku Imamura** <https://qception.co.jp/index.php/en/>

Established in May 2022 Capital stock:USD \$ 10,000

Qception Corporation is a start-up originating in the National Institute for Material Science (NIMS), and handles odor sensors using membrane-type surface stress sensors (MSS). Although they are small, MSS deliver a high sensitivity and have a chemical versatility that makes them applicable for all sorts of gases. As such, they are effective as sensing platforms for odor sensors. The company is targeting implementation of odor sensors that use sensors applying these MSS in society.

**【Re-Cap】** For a long time, odors have been regarded as difficult to measure. Concerning odor sensors in particular, it has been said that a practical product still does not exist.

This situation derived from the enormous number of odor molecules and existence of various concentrations, which require the development of constituent technologies. Qception's odor sensors have a record of use for odor identification in the food and restaurant industry, measurement of the degree of ripeness in the field of agriculture, and research of breath diagnosis in the medical and healthcare fields. It has organized the MSS Partnership, a platform for cooperation among industry, academia, and government, and is conducting various studies.

**3. Salt Co.,Ltd. President Mr. Toshiki Sato** <https://salt-gk.co.jp/>(Japanese)

Established in March 2014 Capital stock:USD \$ 80,000

Even today, when the Internet and smartphones are in such widespread diffusion, it is still difficult to search the neighborhood market, and almost none of the numerous application services available are directed to people in the middle- and upper-aged groups, which account for a high share of the population. Similarly, while the advertising market reportedly amounts to a whopping 7 trillion yen, local small and medium enterprises have no useful means of advertising, and represent an immense pool of latent advertising needs. Because the markets associated with local areas and middle- and upper-aged people have continued to be neglected in this way, they now constitute huge latent markets.

Salt Co., Ltd. is developing business around an application that translates "neighborhood guardian god." The tradition of guardian gods (*ujigami*), who are worshipped in some 80,000 shrines nationwide, is a model for neighborhood communities dating from Japan's distant past. Through neighborhood social media taking the guardian god model as their theme, the company wants to meet neighborhood communication needs and cultivate local advertising markets. Another part of its goal is to implement a model (already patented) for redistribution of wealth through private-sector projects, based on a scheme for distributing part of the profits to the users.

The technology is not leading-edge, and the scheme is a standard one that can be used by anyone. With them, the business model can revive neighborhood value that has been fading and resolve absolute poverty with a high cash convertibility. Thus far, Mr. Sato has made test releases by himself in Mie Prefecture, and received a solid response, even in local areas, with a previously unknown app and activities on a small scale. Going forward, he plans to develop business in the other three prefectures of the Tokai region, and then expand operations to nationwide proportions once there are good prospects for turning a profit. He is also considering IPO and M&A strategies to this end.

**【Re-Cap】** Mr. Sato said that, in Mie Prefecture, the app acquired about 5,000 subscribers in less than six months. His goal is to grow Salt's application into a platform for "new neighborhoods."



**《Impressions》** For this installment of Business Plan Presentations as well, many people came to the venue and engaged in a lively exchange of information.

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. If you are interested in presenting, we would appreciate it if you could contact us as soon as possible.

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