

251h Business Plan Presentations Held on October 10 2023

YOXO BOX

1. Clean next Co., Ltd. President Ms. Kayo Nishiyama <https://www.cleannextjp.com/>(Japanese)

Established in November 2021 Capital stock: USD \$ 10,000

Specializing in the field of hotel cleaning, Clean next Co., Ltd. is engaged in the improvement of operations and human resource development. Human resource development in the hotel cleaning business is centered around OJT, in its case as well. The key issues are a shortage of instructors and visualization of skills. In response, Clean next launched the development and operation of a digital transformation system for human resource development. It is already promoting education utilizing smart glasses on a trial basis.

Going forward, the company intends to increase productivity through automatic analysis of data on cleaning staff lines of sight and behavior, for achievement of sure procedures and shorter cleaning times. This, in turn, would be linked to resolution of the shortage of hands. There are currently no tools for human resource development in the hotel cleaning industry, and the company's tools would therefore be the first.

In its future business development, it is targeting the sequence of fundraising, reinforcement of sales capabilities and recruitment of clients, collection of data, automatic analysis of those data, construction of an assessment scheme, and development of wearable terminals.

【Re-Cap】 Ms. Nishiyama has been involved in this business for 20 years. In the course of this involvement, she became convinced that the problem in loss of opportunity as regards the lodging demand lay in education about hotel cleaning, and consequently devised this business model. She said that the main difficulty in her company's activities was the development of leaders with good linguistic capabilities, communication skills, experience of cleaning inspection, cleaning skills, and experience in related instruction or education.



2. Lively Inc. President Ms. Eri Oka <https://www.lively-talk.com/>(Japanese)

Established in October 2020 Capital stock: USD \$ 50,000

【Lively Inc. lessens loneliness and delivers pre-symptomatic care for mental health with the power of AI and dormant human resources.】

It provides the online service Lively Talk for active listening (meaning listening closely, digging deeper, empathizing, etc.) by a variety of listeners, and education in active listening (including seminars for companies and lectures for the general public).

Although loneliness is a cause of various diseases and death, it is not a disease and therefore not eligible for coverage under social insurance programs. In addition, mental illnesses (such as depression and dementia) cannot be completely supported by medical care alone, due to the vagueness of the border between illness and healthiness. Today, when many are pointing out the importance of pre-symptomatic care, the evidence clearly shows that simply listening to affected people can help to improve their mental health.

Lively recruits human resources who are good listeners and provides them with further training in listening skills. It aspires to a future in which there are people who will listen to anyone's story in various formats as opposed to only counseling services that many may be hesitant to use. To this end, it is making extensive use of ICT and AI while broadening the value of communication that AI cannot deliver and only people are capable of.

【Re-Cap】 The name "Lively" has connotations of "vibrant" and "energetic." Ms. Oka said that it expresses the idea of having affected people of different colors and shapes connect through communication, and sparkle. The company has registered more than 100 host users who are skilled at active listening. Of this total, women account for about 80 percent, and men, about 20 percent. At present, it has over 1,000 "talk rooms" that are used by people ranging in age from their 20s to their 80s.



3. Firstcrew Co., Ltd. President Mr. Kimio Yamamoto, President Mr. Yozo Hikota <https://for-ac.com/>(Japanese)

Established in June 2019 Capital stock: USD \$80,000

Firstcrew Co., Ltd. is developing stores and services providing "total appearance care" to people in the surrounding area who are afflicted with cancer. The services include the following.

- ① Fitting and maintenance of original wigs made of human hair,
- ② Support for blemish-covering makeup, eyebrows, and eyelashes,
- ③ Low-irritation nail care,
- ④ Life support through fitting of shaping underwear,
- ⑤ Epithesis support for physical deficiencies

It provides these services in dedicated salons equipped with the related products and technologies.

【Re-Cap】 Mr. Hikota said that Firstcrew was established to deliver support for care for external appearance that was advocated by Dr. Takako Wakeda of the Department of Breast and Endocrine Surgery at the University of Tokyo Hospital. In the case of partnership with hospitals that are seeing more than 3,000 cancer patients a year, it is estimated that the hair-related service alone would yield an annual turnover of 50 million yen (core hospitals that are regarded as centers for partnership in cancer examination number 450 nationwide). Mr. Hikota added that the company wants to develop a national franchise-chain operation that will forge network links with the beauty industry and enable customers to receive the same services, regardless of where they live.



《Impressions》 For this session too, 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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