

**254h Business Plan Presentations Held on February 13 2024****YOXO BOX****1. 80&Company Inc. President Mr. Hiroki Horiike, Presenter Mr. Koichiro Katayama, CFO**

Established in October 2018 Capital stock: USD \$ 6,250

< Open innovation-type business development > 80&Company accompanies and supports development of new business together with major firms and local companies of medium standing by combining it with its advanced digital products (AI and blockchains). Its strength lies in new business development making full use of startup-type methodologies in aspects such as business conception and agile development.

< Support for startup management > The company provides hands-on support for business development and management by startup firms, to help them increase their value. The subjects of this support include fundraising (equity, debt, grants, subsidies, etc.), provision of software engineer resources, product development, and product growth. Going forward, it is promoting entry into the market for mediation of M&A execution and M&A support, through open innovation pairing startups (small and medium enterprises) with major firms. It has strong capabilities in the areas of increasing corporate value through new business and developing new business that looks ahead to synergy with major firms. It therefore believes it can provide support applying these capabilities in due diligence (DD) and post-merger integration (PMI).

**[Re-Cap]** Mr. Katayama explained that the company name expressed their aspiration to make something unlimited from zero (nothing). He said they want to create business that will make its mark on the world by bringing to bear their powers of observation, conception, and realization. Open innovation is quickening, but cases of success through it are said to be extremely few. The success rate for new businesses based on business tie-ups barely reaches 30 percent. Although the need for new business is rising, there are limits to promoting it solely on the strength of the company's own resources. As a partner in innovation, 80& supplies the resources needed for execution while shouldering risks, and has established a unique position for itself in business co-creation. Mr. Katayama said they had IPO in mind further in the future.

**2. Sotas Co., Ltd. President Mr. Yuuki Yoshimoto**

Established in March 2022 Capital stock: USD \$ 50,000

Sotas Co., Ltd. aspires to be a materials platform, and is currently providing software as a service (SaaS) dedicated to the chemical industry as a first step. More specifically, it provides Sotas Process Control (an environment-friendly production/inventory control and ordering system), Sotas Database (a chemical industry database) and Sotas Chemical Examination (a system for examining chemical substances). Based on the data received from these systems, it is taking aim at the resolution of issues such as increased productivity and a circular economy.

**[Re-Cap]** Mr. Yoshimoto said that the company's purpose is to prolong the life of the earth. To this end, they are striving for change in supply chains in the materials industry, which holds the key to decarbonization, and especially in the chemicals industry, in order to assist the achievement of a resource-recycling society. Their database has the following features: 1) about 4,800 companies listed, 2) information on over 8,000 types of general-purpose plastics, and 3) the ability to import its own materials data. Mr. Yoshimoto commented, "Think of it as a chemical edition of IPROS (a Japanese manufacturing database website). The quantity of data we have is a remarkable 12 times as much as that in IPROS."

**3. Liberty Solution Co., Ltd. President Ms. Miyuki Huruta, Presenter Mr. Taiki Ikeda, Chairman**

Established in April 2013 Capital stock: USD \$ 100,000

Ever since its founding in April 2013, Liberty Solution Co., Ltd. has constantly been engaged in research, development, manufacture, and sale of nursing and welfare equipment. Its mainstay product is Liberty Himawari (Sunflower), an automatic excretion treatment apparatus. This product is aimed at improvement of the environment and quality of excretory care, which exerts a heavy mental and physical burden.

When the apparatus detects excretion by means of a sensor, it automatically suctions, washes, and dries. It is mounted with high-stability functions that constantly maintain a clean and comfortable excretory environment.

Over the coming years, the shortage of nursing caregivers is bound to become more serious. This apparatus will greatly reduce the burden on caregivers and protect the dignity of those receiving care.

**[Re-Cap]** The smooth treatment of excretion will reportedly resolve about 70 percent of the burden of nursing-type care. Development of the company's cup unit took about seven years. It is made of a special silicon that is also used for artificial breasts. Mr. Ikeda said that it has an adhesiveness and does not damage the skin even if left on for a long time. He added that its shape can be freely changed to match the body of the wearer, and that it can be used with peace of mind, because the close adherence of the cup to the body removes worries about leakage of water, urine, or odors. Moreover, the risk of urinary tract infection is greatly reduced because the excretion is treated at the same time as it occurs.



**[Message from Vice Chairman Masatoshi Go]** I want to thank all of you who came to the venue today in such a big turnout. Yesterday, we heard a speech by a representative of the Startup Association.

At present, stock prices in Japan are nearly reaching the levels attained when the economic bubble was at its height. In my view of the situation, however, startup firms are not yet seeing an abundance of funds flowing their way.

I think there are three new challenges facing us this year: 1) full use of grants and subsidies, 2) partnership with the University of Science and Technology's Silicon Valley project in China's Anhui Province, and 3) partnership with firms of medium standing and SMEs involved with materials and components in the Republic of Korea.

I want to break down the established structure and help to create even just one more case of a successful startup.

I hope that we can count on your support again this year.

