

**263th Business Plan Presentations Held on December 10 2024****YOXO BOX****1. Physiologas Technologies, Inc. President Mr. Kazuyoshi Miyawaki**

Established in March 2020 Capital stock: USD \$ 10,000,000

Physiologas Technologies is a start-up that originated in Kitasato University, and develops home hemodialysis devices that do not require a supply of water. The equipment adopts technology that recirculates the dialysis liquid inside the system, enabling dialysis treatment even in places with no infrastructure for water supply and drainage.

As a result, it is easier to set up and maintain than the conventional equipment, and supports receipt of the treatment by patients at their own homes, with peace of mind.

At present, the company is in the middle of a project for development aimed at implementation of non-clinical trials. Once the product is marketed, it plans to sell it in major markets such as Japan, the United States, and Europe, as well as newly emerging countries and regions lacking a good water supply infrastructure.

**【Re-Cap】** People with end-stage renal disease number more than 10 million worldwide. There are two types of hemodialysis: pain in-center hemodialysis and benefit home dialysis. Although about 340,000 people are receiving in-center dialysis, only about 830 are receiving home dialysis. The home hemodialysis market is estimated to reach 4 trillion in the United States and 500 million yen in Japan. Mr. Miyawaki said that, further in the future, the company intended to make a portable dialysis device which would be even more compact and could be carried around, in order to improve the quality of life (QOL) for patients.

**2. Refcore Co.,Ltd. President Mr. Kohei Kizuki , Mr. Shintaro Yamaza, Director**

Established in February 2016 Capital stock: USD \$ 30,000

Besides the preparation of recipes, the development of cuisine requires calculation of prime cost and thought on items such as cooking, presentation, and flavor characteristics. The on-premise staff have their hands full with waiting on customers, cooking orders, making preparations, and other tasks, and lack sufficient spare time to master computer technology and do the updating needed for dish recipe management, which is consequently neglected. This situation is thought to be one of the headaches of restaurant managers. Refore regards recipes, which are

at the core of restaurant management, as intellectual property, and developed Recipro to manage recipes more simply, automatically ascertain more accurate pricing and prime cost rates, and enable anyone to operate it intuitively. The company wants to reduce the workload on restaurant staff, create an environment facilitating work, assist the addition of more value on the site, and support an upsurge in the restaurant business. These days, restaurant owners are reluctant to raise prices in spite of the rising costs of foodstuffs and materials. By making earnings visible on the site and providing an environment enabling business to be run with peace of mind, Recipro could become part of the restaurant infrastructure going forward.

**【Re-Cap】** Refore's goal is "to eliminate bother for all people working in restaurants." Introduction of its service enables fine adjustments of the prime cost rate for each menu item. In one case, it improved this rate by 3 percent. At present, profit rates are going down due to the jump in raw material costs under the circumstances prevailing around the world. This has heightened the importance of prime cost management. The digital transformation market in the food industry is estimated at about 5 trillion yen. The presenters said they were targeting introduction of Recipro into 3,000 restaurants over the coming years.

**3. Genial Light Co.,Ltd. President Mr. Ryo Shimokita**

Established in November 2006 Capital stock: USD \$ 100,000

1) Main business: Genial Light develops business with a focus on the Hct Monitor, a small blood measurement device used in the dialysis market. Its purpose is to allow patients with renal failure to receive treatment and continue working, and thereby improve their quality of life (QOL). The monitor measures the blood flowing through the tube in real time, and feeds information on the blood to the dialysis equipment in real time. The company sells devices providing information needed for making decisions on settings on dialysis equipment required for blood treatment to manufacturers of this equipment.

2) Other business: Product sales and consigned development in the areas of blood measurement devices, measurement devices using diagnostic agents, and measurement & control devices.

Feature: Distinctive features in the aspects of both technology and quality.

(1) Technology: The company has a wealth of experience in optical design based on analogue design, and electrical circuit design. It is highly skilled at making small, high-precision devices to measure the condition of blood and agents.

(2) Quality: The company has a setup which has received patents and standard certifications required for medical apparatus and chemical equipment. It therefore can design measurement devices from the development stage while interspersing clinical trials. It has been given high marks by various manufacturers of dialysis equipment in the blood treatment market for the evidence produced by its blood measurements.

(3) Licenses and certifications received: ISO 13485, license for manufacture and sale of medical devices, license for sale of specially controlled medical devices, license for manufacture of medical devices

**【Future outlook】**

< Medium-term > Sales of the compact blood measurement device Hct Monitor inside and outside Japan, and increase of its market share to at least 50 percent, making it the top company in this niche.

< Medium- to long-term > The blood treatment market has a higher degree of difficulty, and the company aspires to be one that can make a contribution to the entire care cycle by applying the knowledge and experience gained through the business in blood measurement,

**【Re-Cap】** Genial Light is a venture firm that took its start from the Graduate School for the Creation of New Photonics Industries. Mr. Shimokita said that the name "Genial Light" expresses the desire to shine a warm light on society as a whole. Upon the company's establishment, it initially did business involving mainly optical sensors. At present, however, it is participating in the market for dialysis equipment. Mr. Shimokita added that, as a corporate platform able to contribute to the entire patient care cycle, he hoped to expand its share of this market in the next few years.



### 【Message from Vice Chairman Masatoshi Go】

Next year will mark the 25th since the start of our activities. One acquaintance reminded me that 25 years is a quarter of a century. In these activities, I have always believed that the world is going to change, but also felt that things have remained the same more than I thought they would.

Looking back, however, I guess things have changed, albeit a little at a time. There has been an increase in the number of people who aspire to go into business from their student days and succeed within a short period of time. In contrast, many people achieve success after continuing to refine their technology over a long period of time, as in the past.

I think that the patterns of success are also diversifying.

Starting next year, the venue for these Business Plan Presentations meeting is changing to Tech Hub Yokohama in the Minato Mirai district, at the request of Yokohama City Government. Please note that, because the second Tuesday of February 2025 is a holiday, only the February meeting will be held on the following Wednesday.

We will be sending you more detailed information that you can check at a later date.

This year, we also deepened our partnership with the Silicon Valley vision of the University of Science and Technology of China (USTC). The city of Hefei in Anhui Province is seeing the emergence of various innovations related to EVs and other technologies, centered on USTC. The area is achieving tremendous success in the context of China as a whole. I believe that partnership with diverse places leads to the spread of technologies and ideas, and their implementation in society. In the future as well, I want to build links with all sorts of networks. "Network chains" is going to become a vital key term. I would like to express my sincere thanks to all of you who came to the meetings again this year, and my hopes that you will continue to do so next year, too.



### ☆☆☆☆ Future activities ☆☆☆☆ 264th Business Plan Presentations

**There will be no event in January of next year.**

**The venue will change to Minato Mirai from now on. The February recital will be held on the following Wednesday, as the second Tuesday is a national holiday, and will also start 30 minutes earlier, so please be careful not to make a mistake!!**

[Date and time] February 12, 2020 (Wednesday) 13:00-14:30

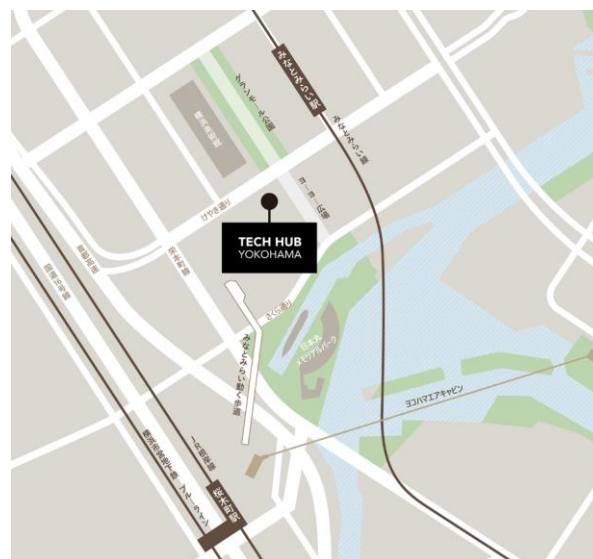
[Meeting place] "TECH HUB YOKOHAMA"

2-2-1 Minatomirai, Nishi-ku, Yokohama, Yokohama Landmark Tower, Block 25 Gallery Building

•Minatomirai Line: 6 minutes walk from Minatomirai Station

•7 minutes walk from Sakuragicho Station on the JR Line and Yokohama Municipal Subway

<https://techhub-yokohama.com/>



### 《Impression》

This was the last Business Plan Presentations meeting of 2024. It attracted the participation of more than 40 people, counting both those who participated online and those who came to the venue. By coincidence, two of the companies are doing business in the same field. Each has its own aspirations, and I think this coincidence was a mutually beneficial and stimulating one for them.

We earnestly hope to hear presentations by many appealing companies again in 2025. Best wishes for a happy holiday season!

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