

## 268th Business Plan Presentations Held on June 10 2025

### Tech Hub Yokohama

#### 1. HUB-CONNe Ltd. President Mr. Ryuta Chiba, Presenter Ms. Motomi Michizoe, COO

Established in January 2025 Capital stock: USD \$ 10,000

HUB-CONNe is a new company that was established this year by *Kanagawa Keizai Shimibun*, a local economic journal founded in 2013.

In partnership with a Taiwanese venture firm, it recently launched a supporting service for promotion of the production of short streams (motion videos) using an original AI stream-generating engine, based on articles written by newspaper reporters, corporate websites, leaflets sleeping in companies, and other textual information. It has recently also applied for a patent for its business model.

Customers are given a choice of stream durations (15, 30, or 60 seconds) to fit their use. They can also select whether or not they want an AI announcer, and the language options are English, Chinese, Korean, and Vietnamese in addition to Japanese. The advantages for the corporate side include the following.

- Acquisition of not only appealing articles by newspaper reporters merely interviewing the company but also completion of appealing streams
- Ability to transform in-house leaflets, manuals, and other documents into stream contents.
- Ability to produce stream contents at overwhelmingly low levels of cost and time (adapted to the age of mass production of streams)
- Ability to produce streams etc. that reach employees who are foreign nationals or foreign companies.

**\* At this meeting, many attendees said that they had trouble hearing the presentation by HUB-CONNe because of howling sounds from the streams and audio caused by the equipment at the venue. We therefore swiftly decided to have the company make its presentation again in the July meeting. We intend to post comments about it in the July TNP Newsletter.**



#### 2. EIKO TECHNO Co.,Ltd. President Mr. Masaaki Yasukawa

Established in July 2019 Capital stock: USD \$ 190,000

Transmitted signal (radio wave) strength deteriorates due to reflection of 5G signals and radar waves from building exterior walls and automobile bumpers. This deterioration can be prevented by the attachment of non-metallic materials without a power supply. The materials increase the transmitted signal strength, improve the 5G signal environment, and lengthen the reach distance with radar.

In addition, the technology lowers electromagnetic leakage of specific frequencies (e.g., outdoor leakage of Wi-Fi signals from inside the company), and contributes to the prevention of leakage of confidential information.

Since this technology has absolutely no equivalent worldwide, EIKO TECHNO is currently beginning to collaborate with major firms inside and outside Japan (in the fields of chemical materials, construction materials, housing, general construction, antennas, carriers, and automotive equipment) as well as national institutions and universities. It applies a business model based on revenue from licensing and royalty fees from partner companies. It aspires to business management specializing in new technology development.

**【Re-Cap】** Mr. Yasukawa observed that, at present, eco housing (with high heat-insulating effects) eligible for governmental subsidies is experiencing difficulties because radio waves are not reaching their interiors. 5G is now a necessity in homes, and has become one of the urban lifelines. According to Mr. Yasukawa, the company's navigation technology will also be effective for high-frequency and radar waves of 6G and succeeding generations. The scale of the market is between 3 and 4 billion yen a year.



#### 3. Genics Co.,Ltd. President Mr. Gen Sakaeda

Established in April 2018 Capital stock: USD \$ 447,000

Genics Co., Ltd. Is a venture firm that originated in the robotics laboratory of Waseda University. Its aspiration is to provide high-quality oral care to all people, and support health maintenance for the whole body, beginning with the oral cavity. It develops and sells g.eN (pronounced "gen" as in "generation"), the world's first oral care robot, based on the advanced robotics technology cultivated at Waseda University.

**【Product features】** Product features: g.eN is a full-auto toothbrush. Unlike conventional electric toothbrushes, it enables people to brush their teeth without using their hands. They merely insert the mouthpiece-type brush into their mouths and simply push a button while supporting the main unit with one hand. The unit brushes the teeth, both upper and lower, completely clean in 60 seconds. An original plastic spring mechanism surely fits the rear sides of teeth and the interstices of gums. The unit prevents brushing omissions while curtailing pain and bleeding by brushing with the proper pressure. In addition, with a change of the brush part, the units can also be used to massage the oral cavity and inner side of cheeks. It therefore also makes a contribution to the improvement oral functions. It has been given high marks by homes with elderly, people with disabilities, and children whose oral functions are still underdeveloped. The company is also planning for sales in the open market.

**【Future developments】** Future developments: g.eN is mounted with Internet of Things (IoT) functions and makes visible use data, trends in spots that were missed when brushing, and other items, with an application. This, in turn, enables optimization of oral care adapted to the particular user in question, and is also linked to improvement of habits. Further down the road, the company has in mind utilization of this oral care data for development into a health care platform connected with dental treatments institutions and health management services. It intends to expand delivery of this new form of prevention with technology from Japan to the rest of the world.

**【Re-Cap】** Oral health is linked to the health of the entire body. The maintenance of oral health is absolutely indispensable for living a full life. The government too is making efforts for the maintenance of oral health as one of its social agenda. This is because it is aiming for healthy longevity and reduction of medical expenditures. The company's products are being taken up in many mass media. According to Mr. Sakaeda, some are calling it the world's first Roomba® (a brand of housecleaning robot) in the toothbrushing area that can brush teeth as quickly as 60 seconds. He also said that, further in the future, they are taking aim at development of business combining cleaning robots with smart watches.



**《Impressions》** Please accept our deepest apologies for the difficulty some of the attendees had hearing presentations at this meeting, due to trouble with the equipment at the venue. 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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