

269th Business Plan Presentations Held on July 8 2025

Tech Hub Yokohama

1. codeless technology inc. President Mr. Yoshiyuki Saruya

Established in April 2020 Capital stock: USD \$ 383,800

The mission of codeless technology inc. is to offer the world's easiest digital transformation (DX) first step. It provides As Is DX as a product to this end. As Is DX is a flexible system enabling automatic preparation of input forms using solely the customary ledger sheets, without altering the existing business flow. It centralizes the collection and analysis of complex data and rapidly lays the foundation required for promotion of DX. Furthermore, it assists companies in the construction of their own DX strategies based on the collected data, and heightens the speed and precision of decision-making. By linking a seamless connection with existing tools and sophisticated analysis based on AI, it gives companies the capacity for future demand forecasting and swift response to diverse client needs. Because the operation can give fully accommodate on-site wants and needs, it can be installed easily and by any company, regardless of its size, and this is another big part of its attractiveness. As Is DX covers a wide range of applications in all sorts of industries, and the company intends to promote its introduction as the first step in DX, and thereby to build a world enabling the most effective use of data.



【Re-Cap】 Precisely because he experienced the front lines in businesses including stores and factories, Mr. Saruya apparently developed a keen awareness of the necessity of on-site system introduction and the importance of data management. As a result, he devised a service for simple management of data without changing the business flow. The key strengths also include the ability to initiate operation on the day after installation and in any languages around the world. The company is looking for “trial users” that want to achieve cases of success with DX, sales partners that want to make Japanese DX systems the easiest in the world, and collaboration partners that want to solve many issues through service cooperation.

2. Kansei AI Co.,Ltd President Mr. Masaharu Akiyama,

Presenter Mr. Ryo Miyazaki, Chief of the Business Division

Established in May 2018 Capital stock: USD \$ 450,000

Kansei AI Co., Ltd. is a university-born venture firm; it derived from collaboration between Keio Corporation (a railway company) and the University of Electro-Communications. It is developing online services based on AI technology for quantification of the sensations of the five human senses (especially the tactile and visual senses), and supporting manufacturing. Its technology has a good affinity with companies in a wide spectrum of industries, and encompasses making spatial impressions visible and assessing sensory attributes (e.g., chewiness).



【Re-Cap】 Kansei AI is characterized by an original AI system backed by many years of research at the Maki Sakamoto Laboratory of the University of Electro-Communications (a national university), centered on studies of human sensory information. Thus far, assessment of human impressions and sensations has required the implementation of long questionnaires consisting of dozens or even hundreds of questions, and imposed a heavy burden. With this original AI system, information is input for items such as words, sentences, onomatopoeias, images, and material data. The system then instantaneously quantifies and assesses sensory impressions from three perspectives: “feel” (visual & tactile senses), taste, and personality. “Onomatopoeia” is a collective term for *gitaigo*, the Japanese word for utterances that symbolically express the states of things with speech sounds. Kansei AI wants to find companies that will join with them in co-creation of new business utilizing sensibility and AI.

3. 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 Shimbun*, 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.

【Re-Cap】 Behind the establishment of HUB-CONNe were the existence of many small and medium enterprises (SMEs) that were unable to distribute information on wonderful technologies and products they have, and the current virtual lack of companies with public relations (human resource) units in their organizations. Exactly for these reasons, the company sensed the need for a “mechanism to deliver voices,” and came up with this new business model. Generally speaking, PR requires a particular know-how and presents high barriers. On the other hand, however, it is also the key to the solution of management issues. By receiving information from just one hour's worth of interviewing by a veteran reporter heightens cost effectiveness and saves time. In addition, the information can be delivered to a wide range of recipients. The company is seeking points of contact with administrative authorities, institutions & groups providing industrial support, and private companies.

《Impressions》 Temperatures have remained very high in the last few days, and we are grateful to the guests who came all the way to the venue in spite of the heat. We received attendance requests until shortly before the proceedings began, and could sense the high level of interest among all. There was a lively exchange of views after the meeting. There was a lively exchange of views in the reception after it. The companies that made presentations this time are all putting original AI systems to extensive use and striving to create new markets. We are looking forward to their future activities.

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