

# TSUNAMI Newsletter -- March 2009

## 115<sup>th</sup> Business Plan Presentations held on March 11, 2009 at Iwasaki Gakuen in Yokohama

### 1. Radiant Corp. <http://www.radiant.co.jp> (Japanese)

**President (Mr. Takeo Sugiura)** Established in January 1993 Capital stock: 109 million yen

Radiant is developing business in a deep-layer underground heating system which could be the saviour of facility farming. In the process of crop growth, there are optimal temperatures both above and below the ground. In greenhouses in Japan, temperatures below ground are controlled by means of heaters above ground, and this makes production management unstable. Radiant's system lowers dependence on oil for heating in facility farming. It uses a heat pump chiller to recover high-temperature air within greenhouses during the day for heat storage while warming the soil, and reduces use of locally-produced biomass needed for heating the air during the night. Its benefits for decreasing CO2 emissions, practicing cultivation with little or no use of agricultural chemicals as well as organic farming, and increase in production yield and quality help to stabilize farm management.

**【Re-cap】** Besides its obvious positive effects in the aspect of agricultural yield, the in-ground heating system helps to create a rich soil environment and offers various other benefits. It is felt that Radiant's technology was essential for the future advancement of farming, particularly in cold regions.



Mr. Sugiura

### 2. Prophet Co.Ltd. <http://www.prophet.jp> (Japanese)

**President (Mr. Fumio Kuse)** Established in April 1997 Capital stock: 40 million yen



Mr. Kuse

Markets are now undergoing major changes, and marketing and sales methods are also changing substantially. While numerous techniques and theories appear only to disappear in rapid succession these days, Profit developed "Marketing A.I.", an original system to serve as a tool for achievement of corporate philosophies. As its clients use this system for marketing and sales support, its consultants furnish them with assistance for construction of marketing and sales organizational setups matching their own particular business. It is supporting mainly small and medium enterprises with no more than 1 billion yen in annual sales and less than 100 employees.

**【Re-cap】** Even if they develop excellent products, SMEs face the crucial question of how to sell them efficiently and link them to an increase in their marketing capabilities. Profit offers solutions that are the optimal ones for the client in question. Companies feeling a need for more effective marketing reform should inquire about its services.

### 3. Yatsuka Corp. <http://www.yatsuka.co.jp> (Japanese)

**President (Ms. Mitose Kadowaki)** Established in July 1988 Capital stock: 39 million yen

Yatsuka is engaged in development of biominerals and manufacture and sales of water-soluble mineral and vegetable products. Minerals are one of the five major nutrients required by the human body. They account for only about 4 percent of the body weight, but discharge a critical role for the support of life activities. It is extremely important for people to have a well-balanced intake of various minerals. The company focused on wild plants grown in healthy natural soil, reasoning that they selected and had a balanced intake of minerals needed for sustenance. After extensive research, they succeeded in developing products containing a balanced mix of a diversity of wild vegetable minerals. These products are made by extracting only the minerals from natural wild plant life such as tree leaves, weeds and kelp. They enable people to have an ideal intake of wild minerals.

**【Re-cap】** Although one often hears about minerals, It was amazing to learn they not only help to prevent diseases but also ward off parasites and are used in cosmetics. Everyone definitely should want to take more minerals from now on.



Ms. Kadowaki



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