

TSUNAMI Newsletter -- November 2009

122nd Business Plan Presentations Held on Nov. 11, 2009 at Iwasaki Gakuen in Yokohama

1. VenusVeil Limited <http://www.venusveil.com> (Chinese)

President (Mr. Kaichiro Ito) Established in October 2008 Capital stock: 50 million yen

Venus Veil operates a mail-order business through a website of the same name. The business consists of a catalogue and network, and is aimed at wealthy women living in China. The concept is sales of fine Japanese products in the field of health and beauty to the most affluent class in China. The firm already handles the merchandise of many Japanese companies. It is aiming to be the No.1 mail-order firm targeting female customers in China. Toward the further development of its business, it plans to distribute about 200,000 copies of a seasonal catalogue directed to wealthy women living in major Chinese cities in order to recruit new customers. It also intends to engage in promotion through a media mix interlocked with its website.

[Re-Cap] In China as well, mail order business has spread over the last year or two. The company can apparently look forward to growth, given the popularity of quality Japanese merchandise there.



Mr. Ito

2. ICGB Corp. <http://www.icgb.co.jp/ICGB%20English%20HomePage2008/index-e.htm> (English)



Mr. Honda

President (Mr. Hatomi Honda) Established in May 2005 Capital stock: 10 million yen

ICGB develops and sells the numerical control (NC) unit JOGIDEN, which is mounted with a mechanism for technology transmission. It has developed a type enabling anyone to safely perform processing with machine tools. It delivers a mechanism for transmission of advanced yet established Japanese technology by input into a knowledge data base using an imaging device. Older machines can be turned into high-performance ones by switching to JOGIDEN for the control unit. As the prevailing hard times do not permit much additional capital investment, JOGIDEN enables an increase in productivity and reduction of costs by revamping existing equipment. The company is also engaged in buying old tools and selling them to newly emerging economies and other countries after JOGIDEN retrofitting.

[Re-Cap] The audience was most impressed with the focus on the transmission of technology born of market needs.

3. Bellnall Corp. <http://www.bellnall.jp/> (Japanese)

President (Mr. Susumu Tanaka) Established in June 2006 Capital stock: 43.5 million yen

Taking "washing innovation" and "the joy of washing" as its watchwords, Bellnall aspires to the development and diffusion of on-demand washing machines, a new type positioned between full-auto dishwashing machines and manual dishwashing. Users attach a special-purpose sponge (patented) to two rotors, which spin to wash dishes set on top of and between them. The product is extremely compact and can be used at any place, by any person, at any time. The company is also banking on the business in expendables, that is, the permanent demand for sponges along with diffusion of the product. The product has good prospects for sales in both the commercial and residential sectors, both inside and outside Japan.

[Re-Cap] Though the dishwasher can also be used in the home, it is attracting attention in the mass media as one especially recommended for use in restaurants and bars.



Mr. Tanaka

4. Kando Rensa Co., Ltd. <http://www.kandorensa.co.jp/> (Japanese)

President (Mr. Keiichi Ito) Established in October 2008 Capital stock: 37.8 million yen



Mr. Ito

On November 1, the company launched the hired car service Moome as the first of its kind in the Kanto region. The fare is 900 yen for 15 minutes or 5 kilometers, both after first getting in and for additional time or distance. The application of a new fare schedule making parallel use of time and distance made it possible to provide fares that are 10 - 50 percent lower than those offered by existing taxicabs. The business model has already scored a big success in testing in Fukuoka. The plan is to start the service in the Yokohama, Kawasaki, Yokosuka, and Miura areas, and gradually expand it from them.

[Re-Cap] The company is providing a service from the customer's perspective and its business appears to be very solid. People are bound to want to give it a try.

5. Net Forest Corp. <http://www.netforest.ad.jp/> (Japanese)

President (Mr. Yuji Takahashi) Established in April 2000 Capital stock: 60 million yen

Net Forest does business in operating stock for corporations, and mainly providers and data centers. In 2005, it became the sole Japanese distributor for Dr. Web, a Russian security product. Along with the growth of the Internet, it is developing business in orders for systems such as B-to-B sites and shopping sites. Over the last few years, it has actively broadened its portfolio from technical expertise, which is liable to be lost on potential customers, to user-oriented services. This move succeeded in winning it more outsourcing contracts for Internet work through production of websites and search engine optimization (SEO) for both big and small businesses. Today, when cloud computing has begun to take off, it is making a big shift from consigned development and emphasizing cloud-oriented application platforms.

[Re-Cap] The key selling points are the lack of a need for specialized knowledge for installation or other operations and the ability to use the software at low cost.



Mr. Takahashi

This time, too, there were presentations by five companies. Times are tough, and it is encouraging that there are many venture firms eager to make presentations.

There is only one meeting left again this year, and we ask for your participation in it.

NPO Venture Support mechanism TSUNAMI
(TEL 81-45-470-8668 Yokohama, JAPAN)
TSUNAMI Network Partners/
TSUNAMI On The Road (TEL 81-45-470-8088)