

TSUNAMI Newsletter -- January 2010

124th Business Plan Presentations and Special Lecture Was Held on Feb. 10, 2010 at Iwasaki Gakuen in Yokohama

Besides presentations by three venture firms, this year's first meeting for presentation of business plans was the venue for a special lecture by Mr. Yoshihiro Maki, Consultant to the Commerce, Industry and Labor Department of Kanagawa Prefectural Government, on the topic "Aiming to be a Winning Venture Firm" and a reception. The meeting attracted nearly 100 guests, including Shinji Hata, Vice-Governor of Kanagawa Prefecture. Scenes of the gathering and the TSUNAMI Venture Fair held at Pacifico Yokohama from the third to the fifth of February may be found on the second page.

1. Wireless Open Platform, Inc.

President (Mr. Harry Miyamachi) Established in November 2009 Capital stock: 2.5 million yen

Wireless Open Platform provides cloud-computing services in certification and billing for local WiMAX enterprises. It is a major member of the Local WiMAX Promotion Council, a body under the jurisdiction of the Ministry of Internal Affairs and Communications. In this capacity, it is aiming for connection tests with 40 firms which have obtained local WiMAX licenses in accordance with the WiMAX standard, the global one for high-speed wireless broadband networks, and hopes to build a position for itself as a business-use central server enterprise. It has concluded a business tie-up with the Canadian firm Bridgewater System.

【Re-Cap】 The situation as regards broadband connection still varies with the region. The presenter spoke with passion about his desire to help stimulate local economies in Japan by bringing wireless broadband connection to local areas at very low cost.



Mr. Miyamachi

2. ELIA Co., Ltd.

<http://www.elia.co.jp> (Japanese)

President (Mr. Yoshimi Higuchi) Established in Sep 1993 Capital stock: 13.7 million yen



Mr. Higuchi

At present, Japan's semiconductor industry is seeing a horizontal division of production and further increases in LSI levels of performance and scales of integration. Meanwhile, it is being faced with the issues of longer time requirements for development and higher costs for testing. In this climate, Elia is a semiconductor test specialist and also engages in related consulting, services for product assessment and analysis, services to support mass production, and development of test applications. It is currently working to fill out its complement of engineers and facilities for power source devices, in order to improve the tact time from post-design assessment to injection into the market.

【Re-Cap】 The presenter came all the way from Oita in Kyushu. His company is building up an impressive record in the fields of development of LSI test equipment and LSI assessment and analysis. According to him, it has a laboratory in Kita-Kyushu and sales office in Ibaraki, which suggests good prospects for development of business in the eastern part of Japan.

3. ABI Inc.

<http://www.agribio.co.jp> (Japanese)

President (Mr. Miki Yoshida) Established in April 2006 Capital stock: 205 million yen

Agri Bio Industry is a venture firm born of the agriculture, engineering, and medical faculties of Hokkaido University. Bringing together technologies accumulated in the fields of agriculture, engineering, medicine, and commerce, it was established for the purpose of commercializing production of new materials endowed with high levels of added value. More specifically, it engages in production of bioplastics (biopolyester, bacteria cellulose, and lactic acid) made from the non-edible parts of beets, which are grown extensively in Hokkaido. By use in place of the conventional petroleum-derived plastics in a wide range of industrial applications, these plastics will contribute to the construction of the low-carbon society based on carbon-neutral arrangements.

【Re-Cap】 The presenter came all the way from Sapporo in northern Japan. The audience was amazed by the distinct transformation of parts of beets grown in Hokkaido into bioplastics, by fermentation. This is truly new technology of the sort that will open up the new age.



Mr. Yoshida

Special lecture: "Aiming to be a Winning Venture Firm"

Speaker: Mr. Yoshihiro Maki (Consultant; Department of Commerce, Industry, and Labor; Kanagawa Prefectural Government)

- Summary CV..... *April 1973 - Joined Nissan Motor Co., Ltd. where he went on to serve in posts including Director of the Materials Laboratory of the Sogo Research Institute and Director of the Research Promotion Department * July 2002 - Joined the Kanagawa Prefectural Government, * April 2009 - Appointed Director of the Kanagawa Industrial Promotion Center - Appointed to current position as Consultant to the Department of Commerce, Industry, and Labor in Kanagawa Prefectural Government, - Appointed to current position as Project Manager in the New Business Support Department of the Organization for Small & Medium Enterprise and Regional Innovation, Japan

Mr. Maki spoke in very understandable terms on four subjects: 1) implementation of overall support for management technology; 2) tips and cautions for managers; 3) requests for VCs, financial institutions, and big companies; and 4) pointers in the aspect of human resource development. In connection with support for management technology, he profiled the Kanagawa System for all-around assistance based on best-mix packages. The System rests on the creation of arrangements for new coordination by the prefectural public test and research organs, prefectural management support centers, and the Organization for Small & Medium Enterprise and Regional Innovation, Japan. The goal is to assist the creation of products that sell well and of strong brands by the firms receiving the support. In his remarks about tips for managers, Mr. Maki talked about the recommended mindset for managers. "You should have a vision for the future of your company and share it with your subordinates," he told the audience. A particularly strong impression was made by his assertion that a leader is not someone who makes others do what he or she wants, but someone who can make other want to do what he or she wants. Mr. Maki offered advice not only for venture firms but also for VCs, financial institutions, and big companies. Japanese companies are apt to be criticized for taking too much time to reach decisions in any area, and he saw a need for innovation in the decision-making process for investment. He was all the more persuasive because of his long years of first-hand career experience in a major firm and the prefectural government. As for human resource development, he pointed out that only a portion of a subordinate's capabilities are actualized, and that most of them are hidden below the surface. He concluded his lecture with some remarks of warm concern: "Be sure to take maximum consideration for the physical and mental health of your charges."



Report on TSUNAMI Venture Fair 2010

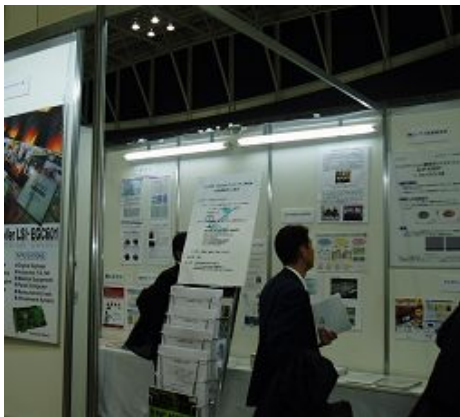
* Time: 3 (Wed.) - 5 (Fri.) February 2010 * Place: Pacifico Yokohama Exhibition Hall, Yokohama City

As one of its activities, TSUNAMI Venture Support Organization (a non-profit organization) holds the TSUNAMI Venture Fair every February. This year, too, we set up many display booths at the Technical Show Yokohama 2010 and co-hosted the Fair with the Kanagawa Industrial Promotion Center (KIP).

* Objectives of the Fair

- To introduce TSUNAMI Venture Support Organization and venture firms affiliated with it.
- To stage one-to-one meetings with venture firms.
- To hold business talks with TSUNAMI supporting members and supporting member firms.

This time as well, we displayed panels and products of venture firms that are TSUNAMI members and other firms. Thanks to the high level of technology possessed by many of the firms, the booths remained buzzing with activity, and there was no shortage of visitors coming to take a look. It was also equipped with a conference space for negotiation where several business talks were staged. The following firms and groups cooperated with the preparation of the TSUNAMI booth.



List of companies and groups cooperating with the exhibition (in no particular order)

PIRD Corp., Euphonic Technologies Inc., UNEX Corp., Aqua Science Corp., ASKA T3 Corp., EAMEX Corp., FOI Corp., Kansai Broadband Corp., Quasar System Inc., Silicon Library Inc., W-Scope Corp., Tsukuba Seiko Corp., Replus Corp., Knowledge Automation Inc., AJI Technologies Inc., AOBA Technical Consultants Ltd., Office of Taiwan-Japan Technological Collaboration Promotion, Yokohama Jisso Consortium (YJC), NPO Venture Support Mechanism TSUNAMI



~Recent events~

125th TSUNAMI Business Plan Presentation

* Time: 10 March (Wed.) 2010

* Place: Iwasaki Gakuen http://www.tsunami2000.co.jp/TNPG_E/information.html

Japan Green New Deal Forum 2010

* Time: 7 April (Wed.) and 8 April (Thurs.) 2010

* Place: Kanagawa Science Park (KSP Hall and Gallery)

In Japan, the new administration has posted the target of reducing greenhouse gas (GHG) emissions by 25 percent relative to 1990 levels. The United States, on the other hand, has hammered out policy for a Green New Deal to trigger the creation of new demand as well as to address environmental problems. Japan has an extensive array of world-leading environment-related technologies. As countries across the globe make efforts for a new round of advancement and the resolution of environmental and energy problems, Japan's sophisticated manufacturing industry infrastructure and technical prowess are bound to become the wellsprings of tremendous additional value. Event was held in conjunction with the milestone 10th anniversary of TSUNAMI's founding, the Forum was devoted to discussions with the participation of advisory experts. It took up mainly technologies on the first day under the title "Innovative Technology - Current Status and Possibilities", and issues such as the advisable type of industrial financing for emergence of new demand and coordination with other Asian countries on the second day under that of "Capitalism That Nurtures".

The early part of February saw the staging of the Venture Fair and the Business Plan Presentation Meeting, and respective receptions afterwards. Both functions, which are TSUNAMI's main events proved to be resounding successes thanks to all who participated in them. In 2010, as well, TSUNAMI is determined to remain vigorously active. As noted above, we successfully held the Japan Green New Deal Forum with a focus on the environment in April, and appreciate your participation in it.

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