

TSUNAMI Newsletter -- March 2010

125th Business Plan Presentations Was Held on March 10, 2010 at Iwasaki Gakuen in Yokohama

1. **Joint 4 Inc.** <http://www.joint4.com> (Japanese)

President (Mr. Uichiro Fujino) Established in April 2000 Capital stock: 41.6 million yen

In Japan, there are said to be more pet dogs than children aged ten or less. Joint 4 develops business in the field of travel exclusively for people who want to be accompanied by their pets, mainly through petyado.com, a website for advance booking of lodgings directed especially to pet owners. The presentation made five major points, as follows: 1) the company furnishes advance booking especially for lodgings that accept pets to a leading supplier of health and welfare services; 2) it plans to provide information and develop a booking service through tie-up with Yahoo! Japan; 3) it hopes to expand its market by getting involved in the planning and sales of bus tours for people accompanied by pets, and arrangement of related group tours; 4) it is supporting the renewal of lodging facilities and development of resorts while drawing on its know-how in stays with pets, to increase facility working rates; and 5) it is holding events for pet owners that attract about 50,000 people and is promoting sales among companies with a view to widening the market for travel with pets.

[Re-Cap] Even in the circle of their personal acquaintances, people know someone who cannot go on trips because he or she does not want to leave a pet behind. This service is tailored to pet owners. The president of the company articulated an impressive vision of building a society that prizes symbiosis and living creatures.



Mr. Fujino

2. **World Foods Premium Inc.** <http://www.wfp-i.com> (Japanese)

President (Mr. Masayoshi Ishizaka) Established in September 2009 Capital stock: 6 million yen



Mr. Ishizaka

World Foods Premium is engaged in the processing and sales of food products using "single-cell" processing technology. Based on application of enzymes, this technology makes it possible to turn whole vegetables, fruits, and grains into purees in units of cells. It therefore enables processing that preserves absolutely all of the nutrients and flavor of the foodstuffs. Moreover, the process entails zero derivation of food waste. The company is using this processing technology for sales of food products for babies and the aged under the private brands of firms manufacturing health foods and cosmetics. At the same time, it hopes to promote the technology among administrative authorities in connection with zero-emission projects related to policy for promotion of agriculture, local economies, and employment.

[Re-Cap] The company was established only about six months ago. Today, the world is simultaneously faced with an increase in the hunger-stricken population and the dumping of agricultural products in massive quantities. The president made a moving presentation in which he stated that the company was established to serve as a powerful force for addressing this predicament.

3. **Ecoearth Inc.** <http://www.nobi-auc.com/gaiyo.html> (Japanese)

President (Mr. Nobuyuki Hayashi) Established in February 2006 Capital stock: 3 million yen

Ecoearth is deploying a rigorous "before & after" strategy in the field of reuse and recycling business. Within a short time, it has succeeded in increasing its sales by 50% per year. As a result, it has also been doubling its environmental contribution in forms such as curtailment of waste derivation and reduction of CO2 emissions. In its "before" stage, it lays in low-price goods from marginal domains in each business field. After reconditioning them, it sells them to the highest bidders through the Internet and on the auction market in its "after" stage. Aiming for initial public offering four years from now, it is providing all of these processes, which are performed by its staff of professionals, together with a new one-stop service business born of a strategy for differentiation from competitors with an emphasis on compliance (under the leadership of its legal affairs department).

[Re-Cap] The processes of sale, transfer, disposal, dismantling, and restoration of original status conventionally have to be performed separately. It is extremely convenient for them to be coordinated by a single company. Ecoearth's approach also reflects strategic thought as viewed from the perspective of environmental preservation.



Mr. Hayashi



The Tsunami Business Plan Presentation Meeting in the Green New Deal Forum 2010 was held at the Kanagawa Science Park on Thursday, April 8.

This program was separate from the regular business plan presentation meeting held on the second Wednesday of each month. A total of 13 "green-tech" venture firms made short presentations. We also held the regular business plan presentation meeting in the following week, on Wednesday, April 14.

We are grateful for the presence of so many people at the meeting in spite of their being especially busy with the approach of the fiscal year-end.

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