

# TSUNAMI Newsletter -- May 2010

## 127th Business Plan Presentations Held on May 12, 2010 at Iwasaki Gakuen in Yokohama

### 1. Ji2 Inc. <http://www.ji2.com/> (English)

**President (Mr. Tetsuo Fujisawa)** Established in August 2007 Capital stock: USD106,000

Specializing in global legal technology, Ji2 offers services in control of legal expenses for legal affairs and intellectual properties departments of Japanese firms. Recent years have seen the frequent application of "e-discovery", that is, use of electronic means in performance of discovery for (submission of evidence to) Japanese firms, as exemplified by the recall at Toyota Motor Corporation. In this rapidly growing field of legal technology, Ji2 has since 2007 been engaged in the full-fledged development of business for construction of services and processes for e-discovery directed to Japanese firms, in partnership with a U.S. branch. It has acquired a competitive edge with rival firms inside and outside Japan in two respects: knowledge of U.S. litigation procedures and the legal system, and specialized expertise concerning Japanese-language IT systems.



Mr. Fujisawa

[Re-Cap] The legal technology market is reportedly a field experiencing fast-paced expansion under U.S. leadership. The business appears to have good prospects for growth by leaps and bounds with management of data by electronic means. Ji2 has many years of experience in the United States, and is partnering with one of the top U.S. firms in the field.

### 2. Sobateria, Inc. <http://www.tokyosoba.com/> (English)

**President (Mr. Hiroki Suzuki)** Established in December 2009 Capital stock: USD217,500



Mr. Suzuki

Thus far, Japanese women have been averse to patronizing of "tachi-gui" restaurants (at which customers "stand-and-eat" at counters without stools) serving "soba" (buckwheat noodle dishes). Sobateria opened cafeteria-style "tachi-gui" restaurants that are bright, clean, and fashionably decorated. Moreover, it built a system for serving "juwari soba" (pure unblended buckwheat) with an unprecedentedly excellent flavor by part-time employees using a fully automatic noodle-making machine. Under the watchwords "no chef, no loss", it has perfected an ideal business model for the restaurant industry that dispenses with the employment of professionals, keeps costs down, and eliminates loss. It has also become the first restaurant to come out with frozen "juwari soba", and consequently has also begun sales through the Internet with wholesalers.

[Re-Cap] "Soba" is a highly popular item for eating out in Japan, but the "tachi-gui" restaurants have been shunned by women. The meeting participants were surprised to hear how Ji2 was offering "tachi-gui" fare at cafeteria-like restaurants and applying such diverse methods of cooking - even going as far as to prepare Western-style "soba" dishes. It has constructed a system for making "juwari soba" with a machine, and is solidly committed to authentic flavor. This operation definitely deserves to be seen at a restaurant in Daikanyama, an upscale district of Tokyo.

### 3. IIOSS K.K. <http://www.iioss.co.jp/en/index.html> (English)

**President (Mr. Seitaro (Sam) Ishii)** Established in January 2008 Capital stock: USD565,600

IIOSS provides services in diagnosis of organizational health based on its IIOSS Profiler (TM). An automatic diagnostic tool of its own development, the Profiler models corporate organizations, which are treated as consisting of all major elements surrounding corporate management (e.g., executives and other employees, the market, clients/customers, money, corporate mission, and the environment), as a single system. The company also comes up with both effective and efficient prescriptions for organizational renewal based on the diagnosis results. Through analysis of results and approaches to issues based on these prescriptions, it supports innovative transition to an organization enabling sustainable growth on the firm's own initiative.



Mr. Ishii

[Re-Cap] Although almost all people have their health checked periodically, this is not the case with companies. IIOSS provides a landmark tool enabling check-ups of organizational health in corporate units. At the start, there are undoubtedly many problems which cannot be clearly seen. The company detects organizational problems from various symptoms and writes prescriptions adapted to the state of health. Interested companies are urged to consult IIOSS.

### 4. Apollo Japan Co., Ltd. [http://www.apollo-japan.ne.jp/index\\_en.html](http://www.apollo-japan.ne.jp/index_en.html) (English)

**President (Mr. Gu Ze Cang)** Established in March 2005 Capital stock: USD272,000



Presented by  
Ms. Kishigami

Apollo Japan is engaged in the development and sales of its own products using Screen Code, an original patented technology making it possible to embed large quantities of information on paper surfaces. It also does business in the licensing of its Screen Code technology. Its assortment of products may be exemplified by Speakun, a voice reproduction device which it perfected in March 2009. A textbook company has decided to adopt it. In the field of publications with audio, it sells business-use software and has concluded contracts for the same with 12 sales agencies. It is planning to emphasize the development of code licensing business based on use of its technology for security codes in the Chinese market.

[Re-Cap] Screen Code represents the world's first embedded information codes that take account of the attributes of printing screens. The technology makes it possible to record sound (voice) on paper, and the sound can easily be reproduced with the use of a single special-purpose pen. There are good prospects for its widespread application in the Chinese market to prevent forgery. The company's vision for the future extends to application in mobile phones embedded with Screen Code.

The audience was riveted to the presentations by the sheer enthusiasm of the presenters. We thank all concerned for their participation. At the rear of the meeting venue, there is also some space always for displaying products. Please don't hesitate to contact us if you know of a company which would like to make a presentation in the future.

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