

# TSUNAMI Newsletter -- July 2010

## 129th Business Plan Presentations Held on July 14, 2010 at Iwasaki Gakuen in Yokohama

### 1. Green Ship Co., Ltd. <http://www.green-ship.co.jp/> (Japanese)

**President (Mr. Shoji Nakayoshi)** Established in November 2008 Capital stock: USD630,420  
Green Ship develops and sells "Sales Jet", a system interlinking outbound interactive voice response (IVR) units and a computer telephony integration (CTI) system. The automatic telephone system is used to prepare a list of prospective customers. The list is input into the CTI system, and a telephone operator makes follow-up calls aimed at contracting. It takes an enormous amount of time and money to have a telephone operator place calls to names on a plain list. The scheme therefore leaves the time-and-money-consuming process of finding prospective customers to the IVR units, and allows the operators to concentrate on a narrowed-down list with a high "hit" probability. The system brings a higher sales efficiency with lower personnel expenses, and was commended by the Tokyo Metropolitan Small Business Center last year.



Mr. Nakayoshi

【Re-Cap】 The costs were surprisingly low as compared to those of a call center. Even with extensive use of IT, measures linked to efficient sales contracting have not evolved sufficiently. In this sense, the Sales Jet system is a milestone.

### 2. C & C Co., Ltd.

**President (Mr. Keishi Idenaga)** Established in July 2010 Capital stock: USD39,900



Presented by  
Mr. Tadokoro

A new system for sealed circulation-type sludge treatment was developed by applying the technology of Care Cycle K.K. (recycling toilets using coagulant) and MCP K.K. (rotary streamer engine; RSE). C and C was newly established for equipment sales and technical management, and placed MCP under its umbrella. The newly developed equipment combines the strong oxidizing capability of RSE with the advanced treatment performance of the sealed circulation-type treatment process. It delivers a 98-percent improvement in the sludge derivation rate, and enables reuse of treated effluent, sterilization, deodorization, and removal of harmful substances. It is also attracting attention for its size, which is more compact than that of the conventional system, as well as its price. It is a project that will assist environmental improvement in various fields.

【Re-Cap】 C and C is a new company that was just set up this month. In light of the importance attached to maintenance of the water environment these days, its people developed a wastewater treatment system harnessing the aforementioned technology in order to address the huge expense and solve problems of secondary pollution.

### 3. i-Voyage Corporation <http://www.i-voyage.jp/> (Japanese)

**President (Mr. Shinsuke Kagokura)** Established in March 2008 Capital stock: USD1,055,450

Aspiring to be the Google of the B-to-B world, i-Voyage Corporation develops and sells the search engine A-Trek. A-Trek is a new-age search solution that swiftly collects the necessary information from huge loads dispersed throughout the company and delivers a high-precision retrieval without omissions. According to JETRO data, the market for information-intense services aimed at automation of knowledge work is forecast to reach 250 billion dollars worldwide in 2015. The company has sold its engine to public institutions in Japan including the Cabinet Office; Ministry of Agriculture, Forestry and Fisheries; Financial Services Agency; and Ministry of the Environment. It used this engine to launch GovNavi, an information service for tenders conducted by public agencies, in April 2010. service has captured 60 companies as regular customers (with more than 600 using it on a trial basis).



Mr. Kagokura

【Re-Cap】 Although the presentation did not include a demonstration, A-Trek has an extremely high-precision search capability and is indeed a next-generation solution. All interested parties are urged to access the following URL for GovNavi, the service for retrieval and notification of information on Japan governmental procurement. URL: <http://www.govnavi.com/>

### 4. Cafegroove Co., Ltd. <http://www.cafegroove.com> (Japanese)

**President (Mr. Hisato Hamada)** Established in June 2000 Capital stock: USD3,191,500



Mr. Hamada

A new company was established by detachment of the Internet commerce (EC) business department of Cafegroove, which is engaged in media business. It handles the official commerce of firms including Converse and Katherine Hamnett, and has formed strategic tie-ups with Commerce 21, which handles EC for UNIQLO and Tokyu Hands. It has built a "glocal" distribution network stretching from points in Japan to other Asian countries and the rest of the world.

【Re-Cap】 The company is developing business in the construction and operation of low-cost mail-order websites. Through its services, it performs work in all stages from planning and photography to registration, order receipt, settlement, and shipping. The presentation conveyed the enthusiasm of the president to spread use of quality Japanese products around the world - an enthusiasm which could only be felt by one who has lived outside Japan for a long time. The president is hoping to conclude contracts with 50 brands within the next two years.

This year too, six months have gone by in a flash. Over the first half, we again managed to hold presentation meetings with the support of many participants, thanks to all concerned. There will be no presentation meeting in August, which is the summer vacation season. We are looking forward to your participation in the next event, which will be held in September.

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