

# TSUNAMI Newsletter -- October 2009

## 121<sup>th</sup> Business Plan Presentations held on Oct. 14, 2009 at Iwasaki Gakuen in Yokohama

### 1. P+KACHI inc. <http://www.p-kachi.jp> (Japanese)

**President (Mr. Noritoshi Funahashi)** Established in February 2006 Capital stock: 88 million yen  
P+Kachi sells a sales promotion system utilizing mobile phones to real stores in the ASP format. Designed with a view to capturing repeat customers, the system fuses sales promotion using mainly e-mail with a members-only point service. At the same time, it provides mobile-phone social networking service (SNS) to the more than one million members assembled by the system. The SNS is a means of developing media and contents business.

【Re-Cap】 The presentation showed that it was possible to attract new customers and turn them into members through the P+Kachi Network as an added value not found in conventional mobile phone sales promotion. The company has offices in Osaka, Hiroshima, and Fukuoka as well as Tokyo, and is steadily increasing the number of stores adopting its system.



Mr. Funahashi

### 2. CBMI Corp. <http://www.cbmi.jp/> (Japanese)

**President (Mr. Masahiro Ono)** Established in April 2008 Capital stock: 20 million yen



Mr. Ono

CBMI is aiming for contribution to sustainable approaches for the earth's water cycle and environment. It is developing software with capabilities for expression of analytical radar data for amounts of precipitation on maps, animated display of precipitation amounts, and preparation of precipitation graphs at desired points. Because the software is coupled with GIS, it can also incorporate information on items such as water quality, disasters/disaster prevention, torrential rains, and weather risks as attribute information. This provides footing for services in distribution as unprecedented localized water, meteorological and environmental information to SNS and mobile phones.

【Re-Cap】 The company name is an acronym for "Center for Blue Marble Intelligence". The audience was amazed to learn of its aspiration to translate precipitation and water cycle into large-scale agriculture while using a network integrating satellite and ground data to set itself apart from competitors.

### 3. Oersted-International Ltd. <http://www.oersted-international.com/en/index.html> (English)

**President (Mr. Tomohiro Nagamori)** Established in April 2009 Capital stock: 15 million yen  
Oersted International operates Makers-IN, a portal site for manufacturing industries. More specifically, the site provides information to firms involved in manufacturing, in Japanese, English and Chinese. Through it, companies can post information on their technologies and products, place and receive orders for products, sell idle assets (such as molds and product inventories), and recruit personnel. Makers-IN functions as a sales agency for manufactured products. At present, the company is acting as an agent for injection molding and cutting by Proto Labs, Inc. It intends to unearth and offer industrial products that can aid the advancement of Japan's manufacturing industry.

【Re-Cap】 Makers-IN strength lies in its capability to handle Japanese, English, and Chinese, which enables construction of a global network encompassing the regions of East Asia, Southeast Asia, the Americas, Europe and Africa. Companies can utilize the network to provide information on themselves to the whole world. The portal site is currently attracting a lot of attention.



Mr. Nagamori

### 4. Towa Light Co., Ltd.

**President (Mr. Kunihiko Hojyo)** Established in May 2009 Capital stock: 10 million yen



Mr. Hojyo

Towa Light was established for sales of illumination products applying light-emitting diodes (LEDs) in the Japanese market. It is the sole Japanese distributor for a Chinese manufacturer which owns LED manufacturing equipment of the sort that is rare even in Japan in China's Shandong Province. This company engages in everything from related research and development to end-to-end production of LED chips, processing, and assembly. The assortment covers all application fields, including fluorescent bulbs, LED light bulbs, downlights, and street lights. Besides selling them in China, the company is exporting LED street lights to various markets around the world, including the United States, Australia, Singapore and Europe. It boasts the world's biggest LED ex-factory shipment volume.

【Re-Cap】 The presenter brought an LED fluorescent bulb and a street light to the meeting and demonstrated their performance. As compared to the ordinary 120-cm types, LED fluorescent bulbs have a power consumption of less than 50 percent and a service life that is more than four times as long.

### 5. Aqua Science Corp. <http://www.aquasc.com> (Japanese)

**President (Mr. Yoichi Isago)** Established in January 2003 Capital stock: 462 million yen

Aqua Science is engaged in the development, manufacture, and sales of cleaning units for use in manufacturing processes for semiconductors, solar cells, printed circuit boards, and other such products, as well as provision of related services. The units use steam to remove resist film in the semiconductor manufacturing process and by-product polymer derived in the dry etching process from devices to clean them. As such, it lowers environmental burden and production costs. Additionally, it enables high-speed cleaning with steam in the manufacturing processes for solar cells and printed circuit boards while bringing a steep reduction in production costs.

【Re-Cap】 The steam-cleaning method is superior to other cleaning methods in respect of cleaning capacity, damage to substrates, running cost, and all other items. Its market is expanding from semiconductors to other industries, and its sales regions, to a worldwide scope.



Mr. Isago

The meeting was the first in a long time to have five presentations, and again attracted a good turnout. There are only two meetings left before the end of the year. We invite all to participate in these meetings, too.

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

(株)TSUNAMI ネットワーク・テクノロジーズ  
〒2220033 横浜市港北区新横浜 3-6-1  
新横浜 S Rビル 4F  
TEL045-470-8088 FAX045-470-8090  
(URL <http://www.tsunami2000.co.jp>)

井汲 美樹 / 堂上 道子