

257h Business Plan Presentations Held on May 14 2024**YOXO BOX****1. Consortium for Senior Research Inc. President Dr. Satoshi Iwao**

Established in May 2011 Capital stock: USD \$ 250,000

The Consortium for Senior Research Inc. started out as a venture born in Nagoya University, and is now active in the following areas of business.

1) Opening of facilities for the aged, businesses for at-home nursing-type care, and businesses for at-home care-giving; related management consultation; and proxy performance of headquarters duties

— The profit rates of its facilities for the aged, nursing-type care businesses, and businesses for at-home care-giving are at least twice as high as the average in this business.

— Going forward, the company intends to develop business as a franchise headquarters.

2) Development of a matching system based on a scheme for safe sharing of health care data

—The company has obtained research funds from the New Energy and Industrial Technology Development Organization (NEDO; 1.5 billion yen for a program of joint research over the years 2017-19) and is researching a system for automatic allotment of emergency calls applying AI and based on technology for safe sharing of medical data.

—Based on the aforementioned technology, the company is developing an optimized system for smooth discharge from hospitals. The system suggests to hospitals discharge destinations that are suitable for the condition of the patients being discharged, through data matching.

—At present, the company is in the middle of developing a platform titled “100-Year Life Memo” that is centered around the health care data of users. It is intended to match the users with all sorts of products and services, not only in the area of health, but also in those of real estate, food delivery, and life services.

【Re-Cap】 The main issues currently facing the aging society are as follows. 1) Many aged persons are under pressure for early discharge from hospitals. By 2025, the acute stage is going to be decreased to nine days on average. It will be particularly hard to find institutions to accept patients in the medium- or low-income group. 2) The gap between the supply and demand for medical care facilities would not close even if the number of rooms increases to a level on a par with that in the leading such facilities. 3) There is a serious shortage of local carers to support people with a high dependency on medical care. The Consortium for Senior Research advocates the formation of the “Town Hospital Dr. Iwao Model,” in which entire communities are involved in caring for their aged, by attending various services in not only health care but also real estate and other areas.

**2. Blue Farm Inc. President Mr. Daisuke Aoki, Presenter Mr. Yusuke Fujita, Director**

Established in July 2021 Capital stock: USD \$ 20,000

Blue Farm Inc. contributes to the promotion of corporate sustainability by actualizing the environmental value of tea plantations. The company introduces sensors and applications into organic tea plantations located in mountainous areas, and collects data concerning soil and fertilizer.

The data provide footing for calculation of the amount of decrease in greenhouse gas (GHG) emissions and quantification of the degree of contribution to the environment surrounding the tea plantation.

Moreover, the increase in the reliability of the data brought by the use of blockchain technology enables companies using Blue Farm tea to indicate their sustainability measures in specific terms. Through its tea, they can achieve more effective sustainability measures.

【Re-Cap】 Over the last 10 years, the tea industry in mountainous districts has shrunk by about half, and the majority of tea growers are over 60 years old. The industry is therefore in a state of crisis, with its subsistence in jeopardy. The use of organic cultivation methods on these plantations made it possible to cut their CO2 emissions by about 40 percent. Companies using Blue Farm tea are permitted to file their environmental benefit with the CDP*, and this is linked to an increase in their corporate value. Higher CDP scores make it easier for listed companies to obtain investments from the Government Pension Investment Fund (GPIF) and other institutional investors. Mr. Fujita said that there was almost no increase in cost, because companies could make the switch without a change in their purchasing expenditures for ordinary tea. (*CDP is an acronym for the Carbon Disclosure Project, an international organization supporting the disclosure of information on environmental impact.)

**3. MentaRest Inc. President Mr. Kohei Iino**

Established in September 2021 Capital stock: USD \$ 74,070

Specializing in prevention of mental illness, MentaRest Inc. provides counseling services using avatars on Metaverse.

For the future, it plans to conduct proving tests in collaboration with university institutions and companies while raising funds.

【Re-Cap】 When people feel out of sorts in everyday life, it may be sign of mental health issues. These issues are common problems that could affect anyone. The number of people with a mental illness continues to increase, and the related socioeconomic loss reportedly tops about 11.2 trillion yen. Because of the immensity of this loss, many companies attach importance to prevention of mental illness. Under the conventional approach, there is a large gap between companies and employees. It is more effective to provide counseling by psychologists specialized in this area. To lower the feeling of resistance to counseling, the employees create VR avatars resembling themselves for use on Metaverse. Mr. Iino said that tests

show this makes it easier for them to disclose their true selves. He also said that his goal was to become the No. 1 supplier of services for prevention of mental illness in Japan by 2027, and to begin providing services worldwide by 2030.

**【Message from President Masatoshi Go】**

Starting this month, *Kanakei*, a monthly economic journal published in Kanagawa Prefecture that cooperates with MINERVA, is going to include information on the MINERVA Business Plan Presentations. We fervently hope that this will spread recognition of our activities among more people and lead to even a little increase in support for small and medium enterprises and startups. *Kanakei* is also going to interview the representatives of companies making presentations.

We are preparing to hand out copies of *Kanakei* beginning next month, and urge you to make active use of them.



NPO Venture Support Mechanism MINERVA
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