

258h Business Plan Presentations Held on JUNE 11 2024**YOXO BOX**

Owing to circumstances at one of the presenting companies, the first and third companies changed places in the order of presentations.

1. MoonGate Co.,Ltd. President Ms. Aira Takemoto

Established in October 2004 Capital stock: USD \$ 50,000

【Mission】 To revitalize companies by changing speech

【Principal Businesses】 Holding of seminars aimed at improvement of in-house communication for managers and executives, and sales seminars for salespersons.

【New Businesses】 Seminar for Oral Transmission of Ambition, a program for diffusion of the corporate philosophy among managers.

【Feature】 Oral transmission is a technique used to diffuse the corporate philosophy and values throughout the company, like the transmission of traditional culture to the present. The program subjects may be exemplified by communication techniques that induce subordinates to open their hearts, skills for saying what should be said without committing harassment, and speaking capabilities for exercise of power of influence inside and outside the company. Around the end of the eight-month program, managers acquire the know-how needed for higher sales and profits, through the cessation of quitting and increase in the number of proactive employees with initiative.

【Developer】 MoonGate's developer and representative director, Aira Takemoto, polished her verbal skills in her work as a newscaster for 25 years. Through her training of executives at listed companies and small & medium enterprises, she has contributed to their achievement of many results, including increases in profits and sales by hundreds of millions of yen, and a rise in the employee retention rate. Her book *Don't Look into the Other Person's Eyes When Talking Online* has ranked No. 1 on the best-seller list at major bookstores.

【What's next】 MoonGate is planning to fill out its contents while more closely targeting business successors, the presidents of venture firms, etc.

【Re-Cap】 At present, many people do not have good skills of oral transmission because they have never learned such skills in school. Perhaps more than anyone else, managers have many opportunities to speak to others. According to Ms. Takemoto, precisely because oral transmission by managers has a great influence, they need training in it. With such training, anyone can improve. She asserted that, to attain growth, companies absolutely must have skills in the following three areas: presentation, communication, and management. For this fiscal year, she said she is aiming for an increase in the number of trainees to 100.

**2. Flicfit Inc. President Mr. Hirohito Hirohashi**

Established in May 2006 Capital stock: USD \$ 3,150,120

Flicfit develops insole-type wearable devices mounted with pressure sensors, acceleration sensors, and gyro sensors.

These IoT devices make it possible to measure human action and posture merely by being inserted into ordinary shoes.

Flicfit has released numerous applications including analysis of gait and running, fitness support, sports analysis, change in the action of aged people, and assessment of the risk of dementia and frailty. It is cultivating the market for wearable devices to follow smart watches and smart rings.

【Re-Cap】 Flicfit's statement is "empowerment of the world by instilling shoes with intelligence and reforming human action." Its initial core targets are men in their 40s or 50s who already have smart watches or rings, and people who want to resolve issues in areas such as fitness. Mr. Hirohashi said he was going to turn measurement of data from running and riding road bikes into an application. He added that he had in mind a business model like the one for Nintendo's family computer, and that proving tests with major firms were currently under way.

**3. APEX Co., Ltd. President Mr. Yusuke Shimoto**

Established in April 2021 Capital stock: USD \$ 100,000

APEX uses drones and sensors to collect 3D information required in civil engineering and construction projects, and automatically analyzes them with an original cloud platform. It can also handle building information modeling and construction information modeling (BIM/CIM) now required as a general rule by the Ministry of Land, Infrastructure, Transport, and Tourism. It enables clients to execute projects on lower budgets, cut costs, and shorten project periods. For clients making measurements using drones, it has built a setup enabling analysis of data from actual measurements at one spot.

【Re-Cap】 Going forward, 3D data will become the type of data attracting the most attention. The SIMPLE-POINT platform, through which clients can request analysis of digital data, makes it possible to resolve issues in the construction market. Application fields for use of 3D data include infrastructure management, ship management, response to disasters, real estate, and plant management. The market for 3D modeling has recorded about 4.4-fold growth over the last 10 years, and is forecast to come to 2.52 trillion yen in 2030. APEX is now active mainly in the Japanese market, but Mr. Shimoto said it could shift to overseas markets at any time.



《Impressions》 This meeting attracted many participants to the venue, and there was a lively exchange of views in the reception after it.

The companies which made presentations this time were bringing about innovations in different fields and striving to create new markets. We are looking forward to their future activities. If you are interested in presenting, we would appreciate it if you could contact us as soon as possible.

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