

## 260th Business Plan Presentations Held on September 10 2024

### YOXO BOX

#### 1. VFR Inc. President Mr. Kazuhei Yomogida, Presenter Mr. Naoki Haga, CFO

Established in March 2020 Capital stock: USD \$ 1,000,000

VFR Inc. was founded as a spinout from Sony's VAIO in 2020. With a view to implementing drones, robotics, and other such technologies, it is engaged in development support, procurement optimization, consigned manufacturing, MRO (maintenance, repair, and operations), and other components of supply chains as a whole. The rise in risks to economic security are driving needs for the reconstruction of supply chains. In response to these needs, VFR is developing business with globally active startup firms headquartered in the United States, Europe, Israel, Singapore, and other places. It is also working in open innovation programs with startups and business companies, and promoting project differentiation by hybridizing technologies.

**【Re-Cap】** VFR has a fine record of achievement in production of drones for industrial use in Japan and has the top share of the manufacture of the same. Mr. Haga said that, going forward, they intended to emphasize the fields of disaster prevention, defense, and disaster reduction, and also had IPO in mind further in the future. At the meeting, he said that the company was seeking assistance in various aspects, because it wanted to pursue agenda such as capital/business tie-ups and investment, the construction of supply chain networks with the manufacturers of parts and modules as well as processing firms, and studies with research and development institutes on the commercialization of R&D results.



#### 2. Vizo, Inc. President Mr. Ho Huy Cuong

Established in July 2017 Capital stock: USD \$ 124,000

Vizo, Inc. is engaged in support for AI introduction, new development, and provision of original AI solutions. Vizo is a venture firm that offers products and services specialized in AI image recognition technology. Twenty years ago, its representative director began to participate in a five-year project for research of AI technology at the National Institute of Informatics. Based on the experience and knowledge he gained through this project, he heightened his expertise in the areas of image recognition AI and AI for autonomous vehicles.

The company's key strength is its provision of superior products and solutions through extensive use of global AI human resources. At present, it sells more than 20 types of image recognition AI products that are in use by more than 400 locations. Its main target markets are AI to make factories more efficient, AI for effective marketing in the retail industry, and AI for medical treatment and long-term (nursing-type) care. In these fields, its technology is making a vital contribution to the improvement of operational efficiency and services. For the future, it is taking aim at an expansion of partnerships and attaching importance to continued growth along with its customers. By these means, it is aspiring to provide optimal AI solutions to more companies and organizations, and to assist the advancement of society as a whole.

**【Re-Cap】** Vizo's forte is "edge AI," and it regards the provision of composite (hybrid) variations and solutions as a key capability. The domestic market for AI is projected to expand and reach five trillion yen in 2030. From now on, there is likely to be a sharp increase in investment in AI. The company's vision includes IPO further down the road.



#### 3. Todo o nada Co., Ltd. President Mr. Yasuyuki Matsumoto, Presenter Mr. Tatsuya Shiraishi, Director

Established in December 2019 Capital stock: USD \$ 58,000

Todo o nada Co., Ltd. develops and operates Qlipper, a service for measuring the effects of PR. This service quantifies the effects of media exposure and supports the optimization of corporate PR strategy. It collects and analyzes data in real time and displays the results visually. This, in turn, makes it possible to grasp the results of PR activities in terms that are easy to understand. Going forward, the company's main goals are the addition of more advanced analytical functions applying AI technology, partnership with major media, and support for making corporate PR activities more effective.

**【Re-Cap】** The U.S. PR market amounted to about 1.4 trillion yen in 2023, and about 30 percent of it was reportedly occupied by the cost of press releases by small and medium enterprises (SMEs). In Japan, the PR market came to about 150 million yen, and the majority consisted of the cost of press releases by large enterprises; SMEs generally lack the financial margin for them and resign themselves to doing without them. Mr. Shiraishi said the company is going to offer PR and digital marketing services that will enable all companies to issue effective press releases that are grounded in solid analysis and available at low cost. He added that Japan's PR market was in a "blue ocean" condition and still had plenty of potential for growth.



**《Impressions》** We received applications for participation in this last meeting until right before it was held. I could sense the high degree of interest among all who attended. 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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