

262th Business Plan Presentations Held on November 12 2024**YOXO BOX****1. Medisense Co.,Ltd. President Dr. Norihisa Kimura****Presenter Mr. Kazuki Asada , Director, Mr. Masayuki Wada, Director CTO**

Established in August 2024 Capital stock: USD \$ 3,000

Medisense applies smart devices to medical care and develops products with the objective of early diagnosis of diseases. It is targeting products for medical use that will be covered by the national health insurance program. As its first products, it is developing an application to monitor sleep using a smart device, and a solution for diagnosis of Parkinson's disease and dementia.

【Re-Cap】 Medisense was established less than three months ago. Its vision is to make extensive use of the latest technology to reduce the non-essential burden on physicians and patients, and aim for medical care that makes them happier. At present, its solution for diagnosis of Parkinson's disease and dementia is at the stage of clinical studies. Mr. Kimura, the company's president, has special competence in the field of sleep. In counseling for insomnia in countries other than Japan, physicians practice cognitive behavioral therapy that removes the causes of insomnia. In Japan, however, such therapy is not practiced, and treatment is confined to a medical interview and prescription of sleeping medicine. Medisense would like to see physicians make diagnoses after getting a firm grasp of sleeping situation. The two said that the company has a shortage of resources as it was founded with only three people, none of whom is a business professional, and that they earnestly needed the help of others.

**2. Chicken Power Inc. President Mr. Atsushi Hatano**

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

Chicken Power creates opportunities for former white-collar employees who have reached the age of mandatory retirement and graduated from the corporate life (senior human resources) to take approaches to management issues faced by small and medium enterprises (SMEs). It provides senior HRs with "new connections and fulfillment," and SMEs with "services offering excellent cost performance (expertise and wisdom backed by 40 years of experience)" unavailable in-house. Chicken Power concludes two fixed-term outsourcing contracts with the senior HRs and SME. In accordance with these contracts, it builds a setup based on a flexible arrangement in line with the wishes of both sides, and incorporation by the SME of the knowledge of senior HRs, who have been active on the front lines of business, without imposing a management responsibility on them.

The company's agenda going forward are: (1) further construction of ties with channels (corporate groups and professionals) for access to SME executives in Kanagawa Prefecture and the Tama district of Tokyo, and (2) further reinforcement of the ranks of senior HRs (currently numbering 60) in order to heighten HR strength and the rate of matching with the individual needs of each company.

【Re-Cap】 Mr. Hatano, Chicken Power's president, has long years of experience in overseas business, and keenly felt the difference between Japan and other countries in respect of corporate work styles. "I definitely want to see companies put the capabilities of spirited senior HRs to use," he said.

**3. QON Inc. President Mr. Takashi Takeda**

Established in April 2000 Capital stock: USD \$ 1,224,670

QON is a company that engages in the building and operation of online communities linking companies and local governments with residents, and in related consultation.

Ever since its founding in 1996, QON has handled the construction of a cumulative total of more than 250 fan communities for companies and local governments. With perfect command of data science using several types of patented technology, including international patents, it supports the forging of ties with residents, solution of issues, and sustainable advancement.

【Re-Cap】 QON has a number of "tie technologies" that are indispensable for organizing communities, and a mechanism for activating them. AI is used to forecast and facilitate optimal growth scenarios for the objectives of the particular community. In addition, AI matches users with each other, and the communities have an autonomous vitality. The system can now go back in time and review reasons for becoming fans, make scientific analyses of points of empathy among fans, and find the keys to recruiting new fans from the views of existing ones. It achieves a community vitality that is completely full-auto, with no human intervention. The company makes it possible for anyone to run a community both simply and at a cost lower than it has been so far.



《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.