Aiming to resolve global food and environmental issues under the philosophy of “making humans and the globe healthy”

euglena Co., Ltd.

President
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➤ Business Vision
euglena Co., Ltd. seeks to resolve global food and environmental issues through the development and sale of highly nutritious foods utilizing the euglena microalgae and through water purification projects and the development of biofuels using euglena.

➤ Business Outline
euglena Co., Ltd., a venture company originated at the University of Tokyo, achieved large-scale outdoor cultivation of euglena for the first time in the world in December 2005. Euglena combines characteristics of flora and fauna and with 59 nutrients necessary for human health, including vitamins, minerals, amino acids, DHA and other unsaturated fatty acids and develops and sells various foods and cosmetics derived from euglena. The company plans to provide a wider range of products, from medicine, feedstuffs and fertilizer to aviation fuel, and use its business to improve public and environmental health. The company also serves as a successful model for a university-launched and R&D-oriented venture company and embodies the idea of open innovation in collaboration with research institutions and large companies throughout the commercialization process, from R&D to the cultivation of sales channels.

➤ Developments and Motivation for Starting the Business
During a visit to Bangladesh as a university freshman, President Izumo found that people were able to obtain rice and corn from several aid initiatives but that children were malnourished due to a diet poor in vitamins, minerals and calcium, etc. found in meat, fish and fruit.

Committed to solving this issue, Mr. Izumo transferred to the Faculty of Agriculture as a junior, where he met future co-founder Kengo Suzuki, who had been studying euglena. The two believed that if it could be cultured on a large scale, it would solve a variety of challenges. They decided to start a euglena-oriented business for the future.

Mr. Izumo believed that he needed experience in fundraising and financial management and took a job at Mitsubishi Bank Ltd. after graduation. He continued studying euglena while working for the bank, which he left to establish euglena Co., Ltd. in August 2005 at the age of 25.
Euglena has characteristics of both fauna, with autonomous mobility and flora with photosynthetic growth - using sunlight and CO₂. It contains various nutrients also found in meat, vegetables, and fruit. Therefore, “Ishigaki Euglena,” a product composed of powdered euglena, and can be served in delicious, well-balanced food and drinks.
Aiming to be a world leading company in the field of medical care, nursing care, welfare and daily life assistance that support a society of healthy longevity

Cyberdyne Inc.
Representative Director and President
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Business Vision
With the philosophy that “Science and technology carry significance only if they are useful for people and society,” Cyberdyne Inc. has taken on the challenge of achieving the transformation of society and industry by simultaneously promoting the development of innovative technologies for resolving social challenges faced by people and society, the creation of new industries through the process of solving such challenges, and the cultivation of human resources to pioneer the future.

Business Outline
Cyberdyne Inc. is a future-pioneering company that has been simultaneously promoting the resolution of various social challenges, development of businesses in the field of Cybernics from fundamental research and development to practical use under an integral business scheme, and market development through the creation of innovation and new industries, by way of fully utilizing the innovative technological domain of Cybernics (an integrated technology of human, robot and information systems, including brain and neuroscience, behavioral science, robot engineering, IT, system integration technology, exercise physiology, psychology, social science, ethics, law, etc.). Cyberdyne Inc. was established in June 2004, with the aim of globally developing technologies in Cybernics helpful for people and society. Its business broadly covers technologies to assist people, ranging from those in the medical, welfare and nursing care fields to those for operational assistance at production sites and disaster rescue work, in addition to entertainment application. The company started a full-fledged rental and sales business of Robot Suit HAL® for Well-being 2010 and acquired ISO/DIS13482 for personal care robots for the first time in the world in 2013 (in cooperation with NEDO and METI). Furthermore, the company has conducted clinical research, tests and trials on HAL® for Medical Use both domestically and internationally (with support from the Funding Program for World-Leading Innovation R&D on Science and Technology (FIRST) by the Cabinet Office, MHLW and NEDO). Its worldwide accomplishments include acquisition of Europe-wide approval for the world’s first robot therapy machine and further acquisition of a certificate for public workers’ compensation insurance coverage in Germany in 2013, and completion of clinical trials in Japan and the filing of an application to the US FDA in 2014. The company has developed various product lines, such as HAL® for the lower limbs (for medical use and for welfare use), HAL® for the lower back (for nursing care assistance and for physical assistance), and next-generation cleaning/transport robots, and has thus been developing its business at a remarkable pace.

In March 2014, Cyberdyne Inc. was listed on the TSE Mothers market through the introduction of shares with multiple voting rights for the first time in Japan, which will enable the company to rapidly achieve its visions with strong leadership.
Striving for friendly and harmonious coexistence of people and robots

Diawa House Industry Co., Ltd.
Chairman and CEO
Takeo Higuchi
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- Vision for Business Collaboration with Cyberdyne Inc.
  By integrating the robot business of Cyberdyne Inc., which is a world leading company in the field of human assist Cybernics, and the management resources that Daiwa House Industry has accumulated (houses, commercial facilities, medical and nursing care facilities, etc.), we are endeavoring to mitigate the shortage of medical staff and nursing care providers all over the world and to ensure a spiritually affluent life for physically disabled and elderly people through supporting their their independent mobility.

- Outline of Business Collaboration
  In February 2007, Daiwa House Industry formed a business tie-up on the robotics business with Cyberdyne Inc. and underwrote the shares of Cyberdyne upon its capital increase through third-party allocation. Thereafter, Daiwa House Industry contributed a total of approximately four billion yen by December 2010, with which the construction of the Cyberdyne Tsukuba R&D Center began (designed and constructed by Daiwa House Industry). The contributions were also used as working capital and for R&D activities for the commercialization of the Robot Suit HAL®. In October 2008, the production system was developed with the completion of the center and Daiwa House Industry began selling the Robot Suit HAL® for Well-being as the exclusive distributor in Japan.

  Daiwa House Industry has also offered personnel cooperation by dispatching its staff mainly from the accounting, quality assurance, distribution and management departments and outside directors to Cyberdyne Inc., thus having fully supported this new business from the start-up, through the IPO and to date.

- Developments and Background of Business Collaboration
  Daiwa House Industry established the Silver Age Institute specialized in the construction of medical and nursing care facilities in 1989, and has constructed a total of over 6,000 facilities nationwide. Based on the past achievements, the company has conducted research and development on houses and robots in anticipation of a coming aging society with fewer children. While promoting R&D on robots, the company came to know Professor Yoshiyuki Sankai of the Graduate School of Tsukuba University in 2006. Then, Professor Sankai visited Chairman and CEO Takeo Higuchi to ask for assistance for his research and development of the Robot Suit HAL® and commercial production thereof. Touched by Professor Sankai’s eagerness to be of help to the world through his studies, Chairman Higuchi, who was known for his conviction that business must be useful for society, made a snap decision to offer contributions, which led to the business collaboration between Daiwa House Industry and Cyberdyne Inc. the following year.
Make everything “SIMPLE”; aiming to provide a credit card payment service that is easy to use, enabling smaller businesses to adopt smart payment solution

Coiney Inc.

Founder and Chief Executive Officer
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Company Vision
Coiney Inc. aims to realize a cashless society by providing an innovative credit card payment solution that is easy to adopt and use, by simply connecting its proprietary card reader to the audio jack of a smartphone or tablet. Establishing new payment standards and business practices suitable for the age of smartphones is creating an environment where sole proprietors and smaller businesses can enjoy the benefits of credit card acceptance like large retailers.

Business Overview
Coiney provides an innovative credit card payment solution that is easy to use with your smartphone and tablet, targeting mobile businesses for which credit card payment solution were not feasible (such as catering businesses, onsite repair businesses, and more) and smaller businesses that were hesitant to introduce legacy credit card payment terminals. Transaction information is stored as electronic data, so, merchants are freed from paperwork and can check payment status from any devices. Thus, they can respond to consumer demand for credit card payments and can also manage their accounting effectively in the same time. The solution, which also provides services responding to foreign tourists’ needs of credit card payments, has contributed to revitalizing the Japanese economy and has brought significant innovation to the credit card market.

Coiney Inc. aims to ensure both simple payment and full compliance with international security standards.

The company has dared to change the existing framework, aiming to establish new payment standard and business practices suited for the age of smartphones.

Background for Starting the Business
Samata, Founder and CEO, participated in the establishment of the Japanese local entity of PayPal Inc. from 2009. Through her experience at PayPal, she recognized that the situation faced by merchants was very complicated not only for online payments but also for actual face-to-face payment practices and this made it difficult to introduce credit card payment systems. At the same time, Japanese startups had done very little innovation on the market, while smartphone credit card payment services had achieved rapid growth in the U.S. To address a sense of crisis that Japan would be left behind in the field, she left PayPal Japan in 2011 and founded Coiney Inc. in 2012, with the aim of creating a cashless society through providing a simpler and more flexible credit card payment solution.
Aiming to create a key, locally-originated, next-generation industry by commercializing spider silk with a strength equal to 340 times that of steel

Spiber Inc.
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➢ Business Vision
Proteins, which have remarkable properties and which can be produced with little energy without depending on oil, have the potential to be key materials in next-generation industry. Spiber Inc. will pave the way for a new age wherein proteins can be fully utilized as materials, and create key, next-generation industry, thereby providing solutions to various challenges to the environment, energy, safety and security, which are the basis of human society, and help in achieving a sustainable society.

➢ Business Outline
Spider silk, considered to be the toughest fiber in the world, has previously unheard-of properties with 340 times the strength of steel. Proteins have been used as key materials by organisms for 3.8 billion years and have fulfilled the most innovative function in organisms, i.e., evolution. Taking advantage of the mechanism of proteins under which numerous materials with remarkable functions can be created through a combination of only 20 types of amino acids, the company creates innovative eco-friendly extremely low-cost materials with previously unheard-of properties that can be produced on a tailor-made and on-demand basis. This will drastically change the concept of manufacturing that is now merely based on existing materials. The company conducts cutting-edge, cross-sectoral research and development, from the clarification of the mechanism of how proteins fulfill their extraordinary functions to the development of molecular designs of new materials and mass-production processes, aimed at paving the way for a new age wherein human beings can freely utilize proteins as raw materials, and thereby promoting an end to our mass-production, mass-consumption, and mass-disposal economy.

➢ Developments and Motivation for Starting the Business
Founder and Representative Sekiyama entered the Faculty of Environment and Information Studies, Keio University in 2001; Belonged to the Masaru Tomita Lab, which is an advanced bio research laboratory, in September 2001; Since 2002, engaged in research activities at the Institute for Advanced Biosciences, Keio University, located in Tsuruoka city, Yamagata; Started research on synthesis of spider silk in September 2004; Established Spiber Inc. in September 2007 and assumed the office of representative director and president (now serving as the representative executive officer)
Providing new working styles suitable for the 21st century where all individuals, including freelance workers, women, elderly people and young people, can work happily

CrowdWorks Inc.

Representative Director and President
Koichi Yoshida

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➤ Business Vision
Under the mission of providing new working styles suitable for the 21st century, CrowdWorks Inc. has been operating its business to vitalize the power of individuals nationwide to the maximum extent possible and contribute to the creation of a new society and the happy lives of individuals.

➤ Business Outline
CrowdWorks is the service provided by CrowdWorks Inc. which directly links individuals and companies all over the world via the Internet and enables them to offer and receive employment. The company provides a mechanism which links 250,000 individual workers and over 44,000 companies all over Japan. This service covers a wide range of jobs, from design and program development to easy data entry work that can be performed in ten minutes or so, i.e. after lulling a child to sleep. Among women registrants, who account for 50 percent of all registered workers, those in their late twenties to their mid-thirties are the largest in number and this service is used by such women with job experience who are now in the child-rearing years as a means to balance child-rearing and working at home. Furthermore, 21,000 elderly people have registered with the service. Those who have reached the mandatory retirement age are engaging in work in which they can utilize their skills and experience.
The service is also attracting the attention of local governments as an effective measure for the revitalization of local economies. The company actively offers cooperation for supporting local companies and encouraging young people to stay and establish themselves in local communities in collaboration with local governments, such as in Gifu prefecture, Nichinan city in Miyazaki and Minami-soma city in Fukushima.

➤ Developments and Motivation for Starting the Business
Founder Yoshida decided to found this organization upon noticing the rapid changes forecast for the demographics of the working population, including the fact that the percentage of full-time workers will drop to below 50% in 2015, people’s tendency to increasingly value their family life after the Great East Japan Earthquake and changes in young people’s willingness to study at local schools and find jobs at local companies. He established CrowdWorks Inc. in November 2011 with the aim of creating a new platform linking companies with people who can perform work anywhere the Internet is available.
Nippon Venture Awards

The Nippon Venture Awards program is organized by the Venture Business Creation Council, aiming to recognize and honor outstanding entrepreneurs and venture businesses for their creation of impressive new business, which act as role models for the public, particularly young people, and to communicate the significance of bold challenges and societal appraisal for entrepreneurs in general to the public, particularly people intending to become entrepreneurs, thereby significantly raising the public awareness of business start-ups.

In the first Nippon Venture Awards program, the committee comprised of experts examined a total of 153 registered candidates and selected one winner for the Prime Minister’s Award, two for the METI Minister’s Awards, and two for the Special Jury Awards.

![Pie chart showing the number of years after start-up (number of companies applied): 11 years or more: 27, 5 years or less: 81, 6 to 10 years or less: 45.]

![Pie chart showing the breakdown by business type (number of companies applied): Biotechnology: 2, Agriculture: 2, Energy: 3, Real estate: 5, Wholesale and retail sale: 7, Manufacturing: 32, IT/services: 101.]

Venture Business Creation Council

The Venture Business Creation Council is a flexible cooperative body consisting of companies, individuals, organizations, etc. that agree with its objective to create a virtuous cycle which allows for the continuous creation of venture businesses. The council promotes voluntary activities and communication between members. The council was established on September 24, 2014, with the Ministry of Economy, Trade and Industry serving as the secretariat.

Entrepreneurs/Venture businesses

Investors/Supporters (VC, financial institutions, etc.)

Funding/Managerial assistance

Business partnership/Capital alliance

Entrepreneurial education

Open innovation

Existing companies/Economic associations

Universities/Government organizations

Creation of new business

Awards for venture businesses

Policy recommendation