



# SOCIAL CHANGE MAKERS 2021

Cohort #4 - "Beyond The Distance"

MAR- JULY 2021



# PROGRAM SUMMARY

The Nippon Foundation Social Change Makers, Cohort #4, started in March 2021 under Japan's third state of emergency, with limited face-to-face gatherings and many Zoom and online gatherings. The selected 12 Social Impact Startups of the program had an interesting journey comprised of sessions at CIC innovation center, Tokyo. Due to the state of emergency, most PR events designed by the startups were postponed or canceled; however, after negotiations, the demo day and workshops were delivered in a hybrid setting. The startups gained valuable knowledge from the workshop sessions with domain experts in various business aspects and 1:1 mentoring sessions with mentors (business coaches), who were carefully assigned to the startups or chosen according to their progress, needs, and target.

To match the startups with the mentors, because of covid 19, we could not arrange face-to-face meetings; however, we shared the pitch deck of each startup with the mentors, and two mentors were assigned to each startup according to the mentors' preferences and line of expertise. The mentors were invited to meet the startups in a casual and friendly face-to-face gathering. Each mentor and startup introduced themselves, and at the end, the mentors chose their preferred startup to mentor.

During the program, each startup had 1:1 mentoring sessions with Yoav, ImpactTech founder. During these sessions, each startup shared its challenges and achievements and discussed new ways for growth and expansion. Each startup also had 1:1 pitch practice before the demo day to ensure the pitch presentation, flow, and pitch deck are ready to be shared with the demo day participants. The startups found these sessions very helpful and valuable, and the feedback was very positive.

The startups enjoyed various workshops such as lean startup, design, legal, storytelling in a multicultural environment, basics of accounting, business registration and fundraising practices for startups. The startups had an online program that included a comprehensive lecture schedule by succeeding entrepreneurs and potential investors.

The program ended officially with a hybrid demo day, with over 170 participants from various backgrounds such as Investors, VCs, foundations, family offices, partners, and guests. Pitching and presenting startups online and face to face is not an easy task, but the startups did a fantastic job.

Throughout the program, the startups developed a sense of 'comradery' where they assisted each other, supported each other in their challenges, and together celebrated achievements.

All the teams went through a significant change towards maximizing their impact and business potential. A substantial part focused on creating sustainable and robust business models to generate rapid financial stability and solid growth.

Two startups registered their business during the program, and the program covered travel expenses for three startups. More than half the startups developed a successful investment pitch.

Initially, the response was very positive from SIIF. The startups heavily invested their time with SIIF, which showed positive interest in investment, but due to the "sudden financial restructure," SIIF was once again unable to support. During the entire program, SIIF has invested in a total of 3 companies since 2019

# SOCIAL CHANGE MAKERS 4TH COHORT IN NUMBERS

**12** START UPS JOINED

**12** MENTORS

**17** MODULES

**3** PR  
EVENTS





# Comobi

**MENTOR: David W. Fingerote**  
**MENTOR: Hironori Ishizaki**




**Guillaume MATHIEU**  
**Ron David BEN ARZI**

gm@comobi.io  
rba@comobi.io  
+81-80-5498-9567  
Line: gmathieu1980  
ronbena



## STARTUP DESCRIPTION

Comobi is developing a service to help parents of children aged 3 to 7 to easily and meaningfully engage their children through books and real world activities tailored to their developmental needs.



# Creative Tokyo

**MENTOR: Taisuke Alex Odajima**  
**MENTOR: Hironori Ishizaki**  
**MENTOR: Jun Sato**  
**MENTOR: Sophie Meralli**  
**MENTOR: Takashi Fujimura**

**Mike Doan**  
**Hitomi Abiko**  
**Carl Doan**  
**Teresa Fong**

mike@skydea.co  
hitomi@skydea.co  
carl@skydea.co  
teresa@skydea.co

Mike Doan – mobilemiked  
Hitomi Abiko – hitominku2  
Carl Doan – sushii\_x  
Teresa Fong – treefong

## STARTUP DESCRIPTION

Creative Tokyo is a hub for creatives to connect with like-minded others and gain resources to further their careers, one of which is a mentorship program that lets career changers learn design through social impact opportunities.

クリエイティブな仕事をしている人同士で繋がり、社会貢献を通じてキャリアアップできるメンターシップを提供する、クリエイティブのためのコミュニティ



## Easpe

MENTOR: Takashi Fujimura  
 MENTOR: Reimu Sugita  
 MENTOR: Tim Romeo



**Tomohiro Hiratsuka**

✉ [tomohiro.hiratsuka@easpe.jp](mailto:tomohiro.hiratsuka@easpe.jp)

🌐 Line: hedgehog36

### STARTUP DESCRIPTION

We are creating software which make intervention for children with autism much simpler and more effective. Easpe monitoring system is automating routine tasks and enhance therapist workflow by technology.

株式会社Easpeでは障害児通所施設向けのモニタリングシステムを開発しています。施設運営におけるルーチンワークを自動化し、より本質的な療育・家族支援にフォーカスできるようテクノロジーでサポートしています。



## Enjoi Diversity & Innovation

MENTOR: Karl Burrow  
 MENTOR: Sophie Meralli  
 MENTOR: Pat Ryan



**Dr. Jackie F. Steele**

✉ [jfs@en-joi.com](mailto:jfs@en-joi.com)

### STARTUP DESCRIPTION

Enjoi is a Japan-based, global-facing edu-tech company specializing in D&I. We offer executive learning to leaders committed to building diversity, equity, and innovation into the heart and DNA of business strategies, corporate policies, and people systems. We support wise leaders in curating diverse talent mobilization, innovative competitive edge, and inclusive culture, all by design.



# eSmiley

MENTOR: Taisuke Alex Odajima



**Osamu Yazawa**



osamu.yazawa@esmiley.co.jp



Line: yzw036

## STARTUP DESCRIPTION

eSmiley, Inc. is a company that creates a system to solve various social issues with the power of business. Currently, we are developing educational programs for SDGs that utilizes "picture books" and "workshops" together with non-profit organizations.

株式会社イースマイリーは、様々な社会課題をビジネスの力で解決する仕組みをつくっている会社です。現在は、非営利団体とパートナーシップを組み、“絵本”と“ワークショップ”を用いた、SDGsの教育プログラムの開発をしています。

# ichi commons

## ICHI Commons



**Takahiro Fushimi**

伏見崇宏



Takahiro.fushimi@ichicommons.com

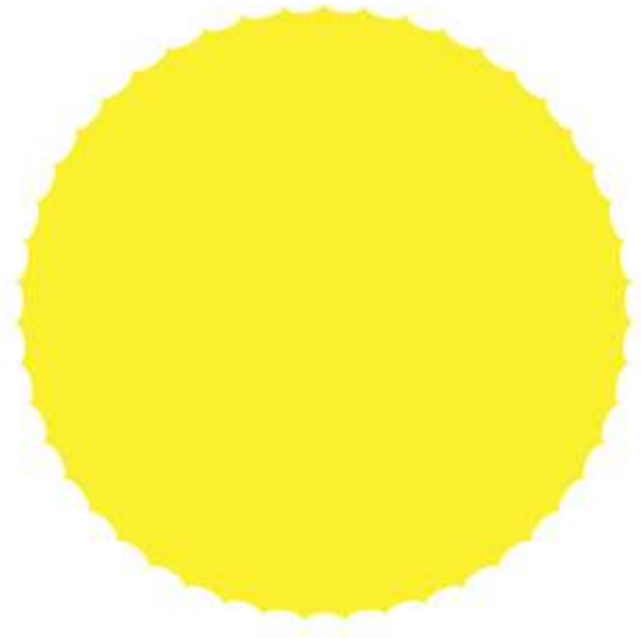


Line: takahirof

## STARTUP DESCRIPTION

Purpose driven individuals and organizations together based on location/societal solutions/sdgs to bridge the information, collaboration and engagement gaps in the market.


ICHI COMMONS株式会社は、社会課題解決に取り組む個人及び組織をロケーション、解決策、SDGsを軸に連携ソリューションを提供し、社会における情報、コラボレーション、エンゲージメントの分断の解消を目的とするソーシャルベンチャーです。



ココホレジャパン

# Kokohore

**MENTOR: Takashi Fujimura**



**Katsutoshi Asai**

090-2245-0472

asai@kkhr.jp

Line: katsutosick1974

## STARTUP DESCRIPTION


Rediscovering the value of small rural jobs that would be considered "worthless" in a society that prioritizes economic rationality, and for promoting succession. It provide both online and offline services to municipalities and other organizations on a subscription model.

経済合理性優先の社会では「価値がない」とされてしまうような地方の小さな仕事の価値を再発見し、承継を促進するプラットフォーム。市町村等に対し、サブスクリプションモデルで、オンライン／オフライン双方のサービスを提供する。



# Mamoru


**MENTOR: Robert Heldt**  
**MENTOR: Takashi Fujimura**  
**MENTOR: Tim Romeo**  
**MENTOR: Ken Mishima**



**Philip Nguyen**

+070-7490-6558  
025-788-1283

philip@gochiso.jp

Line: 

## STARTUP DESCRIPTION

Mamoru Experiences is an online marketplace for sustainability-focused online experiences and tours.

Mamoru Experiences は、サステイナブルツーリズムやバーチャル体験のオンラインマーケットプレイスです。



nekolab

## Japan Workation (nekolab)

MENTOR: Pat Ryan  
 MENTOR: Robert Heldt  
 MENTOR: Taisuke Alex Odajima  
 MENTOR: Tim Romeo



**Ema Tanaka**

**Jordy Theiller**

ema@travelr.me

inscr@meow.fr

LINE TigrouMeow

alohaema33

### STARTUP DESCRIPTION

We are a platform matching innovative local projects with creative minds. On one side, there are people looking for a creative outlet and wanting to make an impact. On the other side, there are local areas and businesses in need of new ideas to boost their charm. We connect them both and facilitate collaboration.



SIVENTH

## SIVENTH

MENTOR: Karl Burrow



**Caven Cade Mitchell**

**Bryan DeMont**

**Johnathan McCaskill**

**Bella Dutki**

caven@siventh.com

bryan@siventh.com

Johnathan@siventh.com

bella@siventh.com

cavencademitchell

hachirev

jskill74

bellamurungidutki

### STARTUP DESCRIPTION

For underserved communities lacking resources, and for companies interested in corporate social responsibility or sustainability, SIVENTH builds bespoke software focused on solving social issues. As SIVENTH focuses on solving social issues through technology, we have begun development of our two core products which we believe will make significant impact; A sustainability simulation platform that improves sustainability of product development, and a Corporate Social Responsibility as A Service (CSRAAS) platform which aides corporate clients in their CSR goals.

SIVENTHは、社会問題の影響を受けている人たちと、企業の社会的責任（CSR）や持続可能性（サステナビリティ）に関心のある法人のお客様のために、社会問題解決に焦点を置いたソフトウェア開発をしています。





SO  
LIT!

# SOLIT

MENTOR: Sophie Meralli  
MENTOR: Reimu Sugita



**Misaki Tanaka**  
田中美咲

✉ solit.japan@gmail.com

🌐 Line:misakitanaka826

## STARTUP DESCRIPTION

SOLIT is All-Inclusive fashion service. Focuses on the issues in the value chain in the fashion and few choices for disabilities. Our solution is inclusive fashion products created with social minorities and specialists.

SOLIT(そりっと)はオールインクルーシブファッションサービスです。ファッションにおけるバリューチェーンの課題と障害者にとって衣服選択肢が少なすぎるという課題に焦点を当て、課題当事者



# Support4Good

MENTOR: Robert Heldt  
MENTOR: David W. Fingerote  
MENTOR: Jun Sato



**Andy Cline**  
**Kenjiro Ono**

✉ andy@support4good.com

✉ kenjiro@support4good.com  
✉ ono.kenjirou@gmail.com

🌐 Line: andycline1  
kenjiroono

## STARTUP DESCRIPTION

An online destination where shopping creates positive change, Support4Good aims to bring together the unique resources of nonprofits and conscious businesses to enable a conscious shopping experience that generates positive revenue flow for all parties while providing a meaningful shopping experience for end users.

ショッピングが前向きな変化を生み出すオンラインの目的地であるSupport4Goodは、非営利団体と意識的なビジネスの独自のリソースを組み合わせ、エンドユーザーに有意義なショッピング体験を提供しながら、すべての関係者に前向きな収益フローを生み出す意識的なショッピング体験を可能にすることを目指しています。

# SCM#4 CORE MENTORS

\*Strictly confidential. Disclosure to third-parties is prohibited.

Among our supporters, we welcomed 12 domain experts as core mentors for the SCM#4. We asked preferences to best match the mentors' interests and focus areas as well as needs of startups. The matches can be found in previous pages in the startup information section.



## Karl Burrow

Karlestone Capital  
President

Mentor Lecturer

Karl is a President of Karlestone Capital, a Tokyo based management, strategy & innovation consulting, & Venture Capital for startups. He is also an innovation training workshop designer, design thinking training facilitator. He has taught Inclusive & Social Innovation Business at several Japanese Universities and Japanese companies as well as overseas lectures on social innovation business models. Also worked with the Saga prefectural Government for social economic development in Arita.

An innovation catalyst for Business Model Innovation & Design for creating a blueprint & road-map for exponential growth, Digital Transformation, Customer Experience, Blockchain, Blue Ocean Strategy, Scenario Planning, Strategic Facilitation, Design Thinking, JTBD (Jobs-To-Be-Done)



## David W. Fingerote

BEO (KAPLAN)  
Academic Director

Mentor

Originally from Southern California, David is an international educator and edtech consultant focused on increasing and improving the integration of technology and education.

He has worked with students and educators, administrators, curriculum designers, corporate trainers, bootcamp facilitators, assessment designers, and startup founders.

He strives to provide support in recognizing the complexities of collaboration within startup teams and between startups and their users and customers.



## Takashi Fujimura

SVP Tokyo  
Representative Director

Mentor

While in university, Takashi supported establishing NPO bank's national network ar ASEED JAPAN. After joining Japan IBM, he was in charge of mega-banks and other financial institutions as part of Solution Sales department.

In 2011, Takashi joined SVP Tokyo as Partner, and since then he operates in Japan Association for Refugees as Lead Partner.

In 2012, he supported Teach For Japan as part of pro-bono project at Japan IBM.



## Robert Heldt

Custom Media  
CEO/Co-Founder

Mentor

Robert founded Custom Media, an award-winning, integrated digital marketing and strategic communications agency in Tokyo in 2008. He regularly advises global brands on their market entry and expansion strategies for Japan. He has a passion for high-quality creative work and delivering strategic marketing solutions with a results-driven approach.

Robert has an MBA from McGill University and a certificate in Digital Transformation Platform Strategies from MIT Sloan. He recently launched www.GoConnect.jp a digital marketplace platform to support local businesses in Japan that were economically hit the hardest by Covid-19. He is also the founder of Impact Influencers, an innovative influencer marketing platform that brings together socially responsible businesses and key influencers.



## Hironori Ishizaki

ALES Global, LLC  
CEO

Mentor

Hironori graduated from the faculty of letters, University of Tokyo (French Literature Major). He continued his study at Sorbonne University at Paris, European Academy (Completed Diplomat).

He later joined Corporate Catalyst India, a major accounting firm in India, and worked as a general manager of Japan Desk in Delhi for 3 years, and was appointed as a JETRO official adviser in the West India region.

He then proceeded his career in Singapore VC fund Rebright Partners, which invests in Asian tech companies, and was responsible for Japan base.

He established ALES Global in April 2019 and working as an agent for start up across the world that produce cutting-edge innovations, and as an advisor to global funds.

He has been managing various target funds, and is successful in U.S. CPA Exam.



## Sophie Meralli

Tokyo Women in VC  
Co-Founder

Mentor Lecturer

Sophie Meralli is a venture investor based in Tokyo, focusing on AI, FinTech, SaaS and Crypto growth-stage startups. She is also the co-founder of Tokyo Women in VC, a community promoting women empowerment in venture capital and related fields. Originally from France, Sophie has worked in Paris, Tokyo and Boston and has expertise in finance, innovation and technology. She holds an MBA from MIT Sloan and Masters in Accounting and Finance from LSE.



## Ken Mishima

Google

Mentor Lecturer

Ken entered into online business when eBay entered into Japanese market with cross-border business. Currently working at a glocal company to accelerate mobile business for large local companies.

Prior to this, he was working for a local travel giant to manage online strategy for their multi-billion dollars business. Prior to the tenure at the local firm, he was responsible for a market entry of an online corporate travel player, HRS, as a managing director & president.

His passion is extended to supporting growth for local startups, and serving also as an external board of director to some of the companies.

He graduated from UNSW, and born in Fukushima Pref Fun factor: Dining/Cooking



## Taisuke Alex Odajima

EDGE OF INNOVATION  
CEO

Mentor

As a business incubation expert, Alex Odajima has engaged in the creation of numerous start-ups and business divisions of large companies. Through his company EDGE of Innovation, he is actively working on building bridges between Japanese and other countries' innovation ecosystems. Currently working with embassies and other government entities of over 20 countries to support various government initiatives on innovation. Providing mentorship for many global startup programs such as Canadian Technology Accelerator or German Startup Accelerator to help foreign startups to enter the Japanese market. As a selecting committee member of the Japanese Ministry of Economy (METI)'s J-Startup program or startup strategy advisor of the Shibuya city, Alex is also involved in many innovation initiatives of the Japanese government.



## Tim Romero

Google  
Head of Google for Startups Japan

Mentor Lecturer

Tim is Head of Google for Startups Japan and host of the Disrupting Japan podcast.

He is deeply involved in Japan's startup community as an investor, founder, author and educator, and he has founded several startups in Japan over the past 25 years.

He has also taught entrepreneurship and corporate innovation at NYU's Tokyo campus and worked with TEPCO and other Japanese enterprises on startup engagement and innovation strategy.



## Pat Ryan

Ireland Japan Chamber of Commerce  
Director

Mentor

Originally from Cork, Ireland, Pat has worked at ALPS Electronic Co. both in Japan and Ireland, supporting product launches and more.

While in ALPS, he started his own outsourcing business which later merged with a similar-sized outsourcing company Abtran.

As COO / CEO helped grow Abtran with 3 other founders from 10 employees to 2000+ employee by 2015 and Abtran became Ireland's largest indigenous BPO provider to Government, Utilities and Financial Services.

He is also Angel Investor in early-stage startups in Ireland, US, and Japan.

He is intermediate level in Japanese.



## Reimu Sugita

JMDC Inc.  
MD, COO

Mentor

Reimu has more than 5 years professional firm experience as a consultant with strong focus on healthcare industry.

He retains proven track records in top-tier strategic consulting firm with broad experience of Japanese/global pharmaceutical and hospital projects.

As an ophthalmologist, has clinical perspective as well as business perspective and can incorporate both on solving issues in healthcare industry



## Jun Sato

Re-bit board member, System Coach®

Mentor

After working for an IT venture, Jun worked in RCF of several sectors formed for the 2011 Tohoku earthquake restoration. During that time, he was also involved in Japan Association of New Public, which were joined by 100+ social businesses in Japan.

He currently works as a freelancer, facilitating systemic changes in society through collective impacts.

# SCM#4 PROGRAM CONTENT

Module	Contents
1	<b>Program Kickoff</b> /ImpactTech
2	<b>Unleash Your Innovation Potential</b> /Yoav Elgrichi, ImpactTech
3-1	<b>Lean Startup and Lean Canvas Methodologie</b> /Yoav Elgrichi, ImpactTech
3-2	<b>Useful terminology in business</b> /Yoav Elgrichi, ImpactTech
4-1	<b>What is PR? - PR benefits during the program</b> /Takashi Masuda, PR Times
4-2	<b>Is your business registered yet? - Best options</b> /Yuya Kato, SIF
5	<b>Social innovation market impact and team</b> /Karl Burrow, Karl Consulting
6	<b>Marketing development in the current ecosystem</b> /Ken Mishima, Google
	<b>Startups×Mentors Introductory Meetup</b>
7	<b>Accounting for entrepreneurs</b> /Naoko Sato, AKIA TAX Consultants
	<b>1:1 Meeting with ImpactTech Team #1</b> /ImpactTech
8	<b>Legal Workshop: Contracts, NDAs, and more</b> /Catherine O'Connell, Catherine O'Connell Law
9	<b>Campaigning and Digital Market Strategies</b> /Robert Heldt, Custom Media
10	<b>Design Workshop</b> /Raphael Hodé
11	<b>Le Wagon Workshop</b> /Le Wagon
12-1	<b>Business relations between startups and enterprises</b> /Keijiro Yamagata, Scale Out
12-2	<b>Fundraising in Japan: 4W1H</b> /Masato Iino, Scale Out
13-1	<b>Impact investing and VC's point of view -1</b> /Sophie Meralli, Tokyo Women
13-2	<b>Impact investing and VC's point of view -2</b> /Yuya Kato, SIF
14	<b>Think global from the start</b> /JETRO
15	<b>Product-Market-Fit and Pricing Strategies</b> /Tim Romeo, Google
	<b>1:1 Meeting with ImpactTech Team #2</b> /ImpactTech
16	<b>The Art of Storytelling</b> /ImpactTech
17	<b>Pitch practice session: Delivering the Perfect Pitch</b> /ImpactTech
	<b>DEMO DAY</b>
	<b>GRADUATION</b>

In addition to the regular sessions, we had 2 special sessions below.

- **Entrepreneurship and networking by Paul Chapmand & Jason Ball**
- **Patent and IP by the Patent Office**

# MARKETING AND PR

Due to the current Covid 19 pandemic, this year's PR events were modified to support public safety. The events budgeted for 2020 were repurposed so that start-ups were able to host small events to present their forum, whilst maintaining social distancing.

Even though the program had social limitations, it was still able to support effective marketing activities that provided the start-ups a valuable connection with both relevant communities in Japan and globally. The exposure highlighted the start-ups achievements while also promoting their cause.

The activities were still made with the final aim to reinforce the positive impact the SCM brand has in being the first choice for 'Social Entrepreneurs', when seeking to build programs in Japan.

The activities included

1. Demo day with Venture Cafe
2. Promoting the campaign on social media
3. Collaborated with a variety of VC's
4. Having an online venture café with over 240 registrations.



PRTIMES.JP  
人や地球に優しいお店とつながる新しい地図アプリ「mamoru (まもる)」のサービスを開始

We also supported all our startups for digital exposure through social media and online groups, with a special focus on news concerning their achievements and informational posts.

We were able to reach, just on Facebook, for the period of the SCM#4, more than 6,000 organic users with our posts (34 during the programs), and engage actively with at least 1000 people globally, interested in the activities of the startups of the program. The total reach for the digital activities during the program, considering all the platforms and online groups, was above 100,000 users.

We shared articles featuring startups from the SCM#4 from PRtime, one of the top PR platform in Japan, to guarantee maximum exposure for the activities and achievements of the startups in the program.



PRTIMES.JP  
コロナ禍における人脈形成・案件獲得を支援する「Creative Tokyo」がサービスを拡充  
株式会社SKYDEAのプレスリリース (2021年6月18日 08時40分) コロナ禍における人脈形成・案...



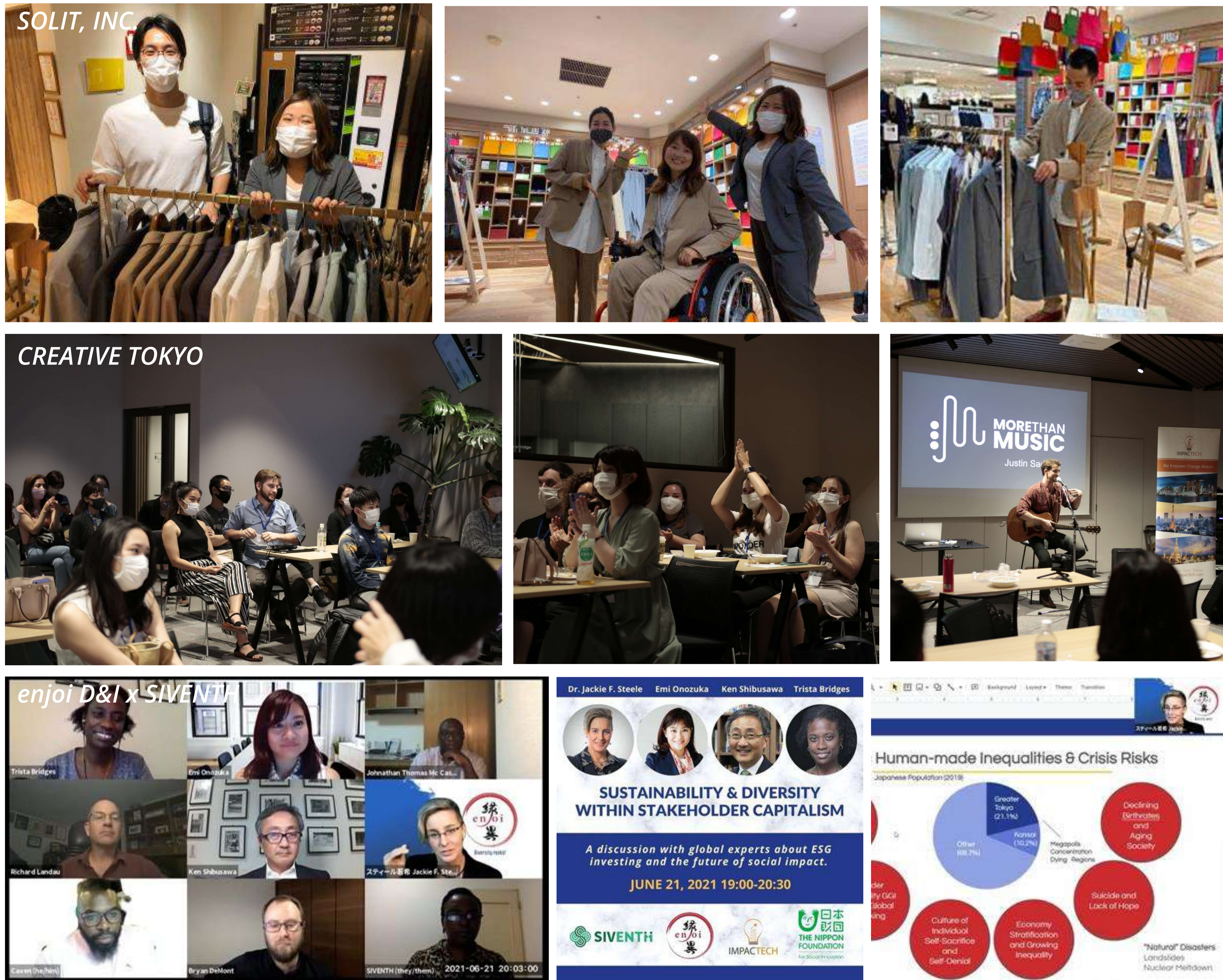
PRTIMES.JP  
インクルーシブデザインプロダクトを集めたマルシェ「Hello everyone! - Inclusive Design Products Marche -」を開催します!

As this program took place during the COVID-19 pandemic, we needed to allocate most of the marketing and PR efforts on Digital platforms, like social media and online networking. We were able to reach 9,448 potential candidates globally through digital campaigns during the application period, leading to 1,354 pageviews on the SCM#4 page on the ImpactTech site.



**SOCIAL  
CHANGE  
MAKERS**  
by the Nippon Foundation and Impactech

# STARTUPS PR EVENTS



Due to the COVID-19 restrictions, some startups had to cancel their PR event. This time, 4 of the SCM#4 startup, SOLIT, Inc., SIVENTH and enjoi D&I, and Creative Tokyo, were able to successfully organize their events.

SOLIT, Inc. organized a try-on event for their inclusive apparel products. They were most affected by the state of emergency as they experienced a large number of cancellations. Despite the circumstances, 80% of the visitors purchased their products, which demonstrates the effectiveness of the event.

SIVENTH and enjoi Diversity & Innovation collaboratively held an online lecture/panel discussion event with guest speakers and experts. Each speaker presented their unique takes on hot topics revolving around sustainability and diversity. Overall, they had more than 50 participants joined in, making this event a success.

Creative Tokyo orchestrated a pitch event for creatives, and all of the 30 people signed up had joined on-site @CIC. In addition to pitch sessions by creatives, they invited musicians to play music on live, successfully representing their diverse community and creativity from various aspects.

# STARTUPS PR EVENTS

## SIVENTH x enjoi D&I

### Sustainability and Diversity within Stakeholder Capitalism



On June 21st, 2021, **SIVENTH** and **enjoi Diversity & Innovation** hosted a panel discussion on the theme of “Sustainability and Diversity within Stakeholder Capitalism”.

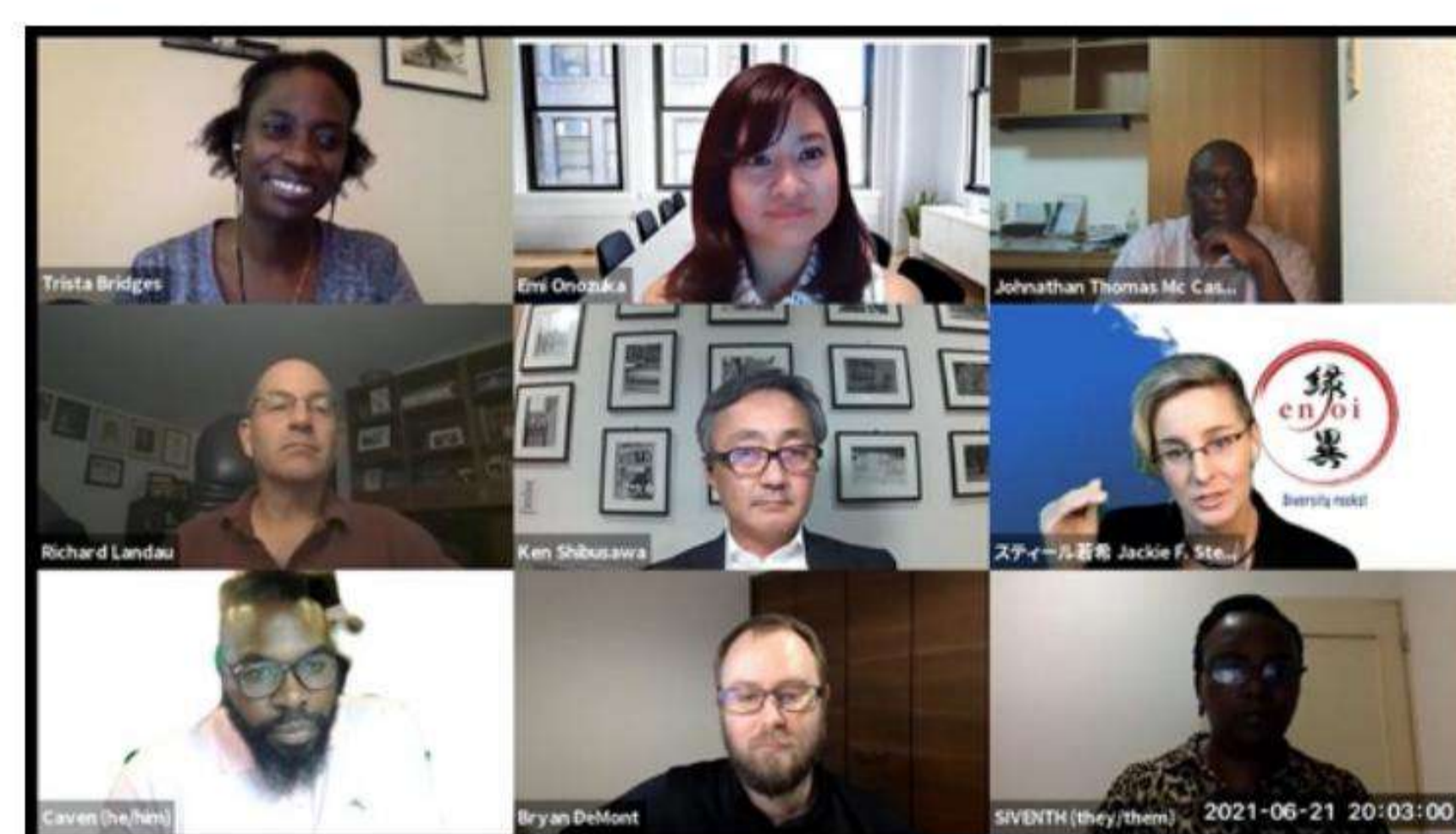
**Trista Bridges** (Co-founder of Read the Air) guided the participants in a moderated panel discussion and set the tone of the discussion by highlighting how sustainability has exploded in the business community in recent years. She raised questions to guide participants on how these two broad topics intersect and what they might mean for the future of a more sustainable and inclusive form of stakeholder capitalism.

Speaking at the event was **Ken Shibusawa**, a CEO of Shibusawa and Company, a strong advocate for stakeholder capitalism and **Emi Onozuka**, the COO of Japan Catalyst, leading the way for impact-driven ESG Investing in Japan. Shibusawa gave a short presentation on the origins of stakeholder capitalism in Japan. This raised insights for how to evolve forward our view of corporate responsibility in light of sustainable development goals and ESG investing. Emi Onozuka's presentation was on investor expectations about diversity in companies. These included the areas of diversity on boards, in the executive level, and line roles, through implementation of effective diversity strategies through top management commitments, programs, and role models.



**Dr. Jackie Steele** joined the panel discussion to complement the insights made by Ken Shibusawa and Eimi Onozuka. She spoke about the need for ecosystem designs that build out diversity-positive practices and cultures and the necessary foundations of equity and psychological safety in order for sustainable innovation to result from the push around diverse global talent integration into Japanese companies.

Finally, panelists discussed the fact that much of the discussion of ESG investing in Japan has focused on the Environmental side compliance, with little standardized approaches guiding the definitions on the Social and Governance sides of these frameworks. Further international guidelines, as well as the Japanese standards and definitions around ESG investing must invite broader democratic debate and critical thinking to ensure that clear definitions,



The panel discussion was followed by breakout rooms where participants joined rooms of their choice led by either SIVENTH and enjoi. In the breakout rooms, SIVENTH and enjoi had the opportunity of discussing their visions and offerings in detail with their audiences. All in all, it was a well-attended and very fruitful event. **We are grateful for the support of ImpactTech and Nippon Foundation for contributing to the success of our event.**

**Livestream Event Video:** <https://www.youtube.com/watch?v=Vc5B7jOyT1g>

# STARTUPS PR EVENTS

## Creative Tokyo

### Portfolio Presentation Practice Night



On Friday, June 25, Creative Tokyo held the first event where aspiring and growing designers showcased their portfolio to a diverse audience.

Thanks to the pandemic, there has been a rapid increase in the number of career switchers. As the largest international design community in Tokyo, we personally saw this change. At every event, we had new designers joining and seeking mentorship. In order to help them grow further, we realized they needed to learn how to tell a story and deliver their designs effectively.



Thanks to the support of ImpactTech Japan, The Nippon Foundation, and CIC Tokyo, we were able to have a night dedicated to designers wanting to improve their presentation skills. To make this more memorable, we had More Than Music's Robert Wilson and Josiah Hawley swoon us while we dined on handmade pumpkin pie and more from the Pink Cow.

The combination of pure dedication from designers and musicians alike, music as well as food highlighted what Creative Tokyo strives to do, which is connecting creatives with peers and projects.

# STARTUPS PR EVENTS

## SOLIT, Inc.

Subject : June 15, 2021 Post- PR Event Report

### Activity Report

- Number of reservations for fitting: 5  
(Before the emergency declaration was extended: 25)
- Total number of visitors: 19  
(Prior to the extension of the state of emergency, about 50 people made reservations using the reservation form.)
- Number of direct purchasers: 4
- Total purchase amount: 47,700 yen (average = 11,925 yen)
- Purchase rate: 80
- Letters sent to those who could not attend the event due to the state of emergency and to existing supporters: 200 people

80% of the visitors were people with physical disabilities, and we received a lot of feedback that they had never experienced this type of clothing before and wanted it.

Most of the people who made reservations for the event had visited our website, had the intention to purchase, and came to the store to experience the size and feel of the clothes they wanted to buy.

There were also several visitors who said they wanted to know the face and thoughts of us, such as what kind of people run the site, which made me think that we should communicate not only the products themselves but also the values and philosophy of the company in the future.

We also learned that there is a custom of criticizing newcomers in the field of welfare related products. While understanding the customs and trends of the existing industry, We would like to maintain a good sense of distance without being swallowed up by them or being separated from them. In addition to attracting customers and raising awareness, this fitting event was also a great opportunity for SOLIT to reconsider its behavior as a company and brand, and how it should be.



We also sent thanks letters and postcards to those who participated in the event and to those who could not attend due to a sudden schedule change, so that we could follow up with them to increase engagement even if they could not attend.

As a result, we were able to build relationships with wheelchair influencers who shared the event with us, and we were able to do an Insta-Live together.

We're thankful for the support of Impactech and Nippon Foundation in achieving this event.



# BUILDING ECOSYSTEM

The fundamental aspect of the SCM program and the ImpacTech cohort in Japan is to support and strengthen the network of organizations that support the SCM program and become proponents of Social Entrepreneurship. We are continuing to enhance the established community through recognizing relevant organizations and embracing them to our journey and purpose.

The most recent and exciting collaborations to take place for SCM3 that the ImpacTech Japan team developed in building a thriving social community are:

CIC provided space for in-person sessions, co-working membership benefits, and numerous collaboration opportunities for startups

In collaboration with Le Wagon, we were able to host an open-session with their community

PR Times gave free PR access to the start ups

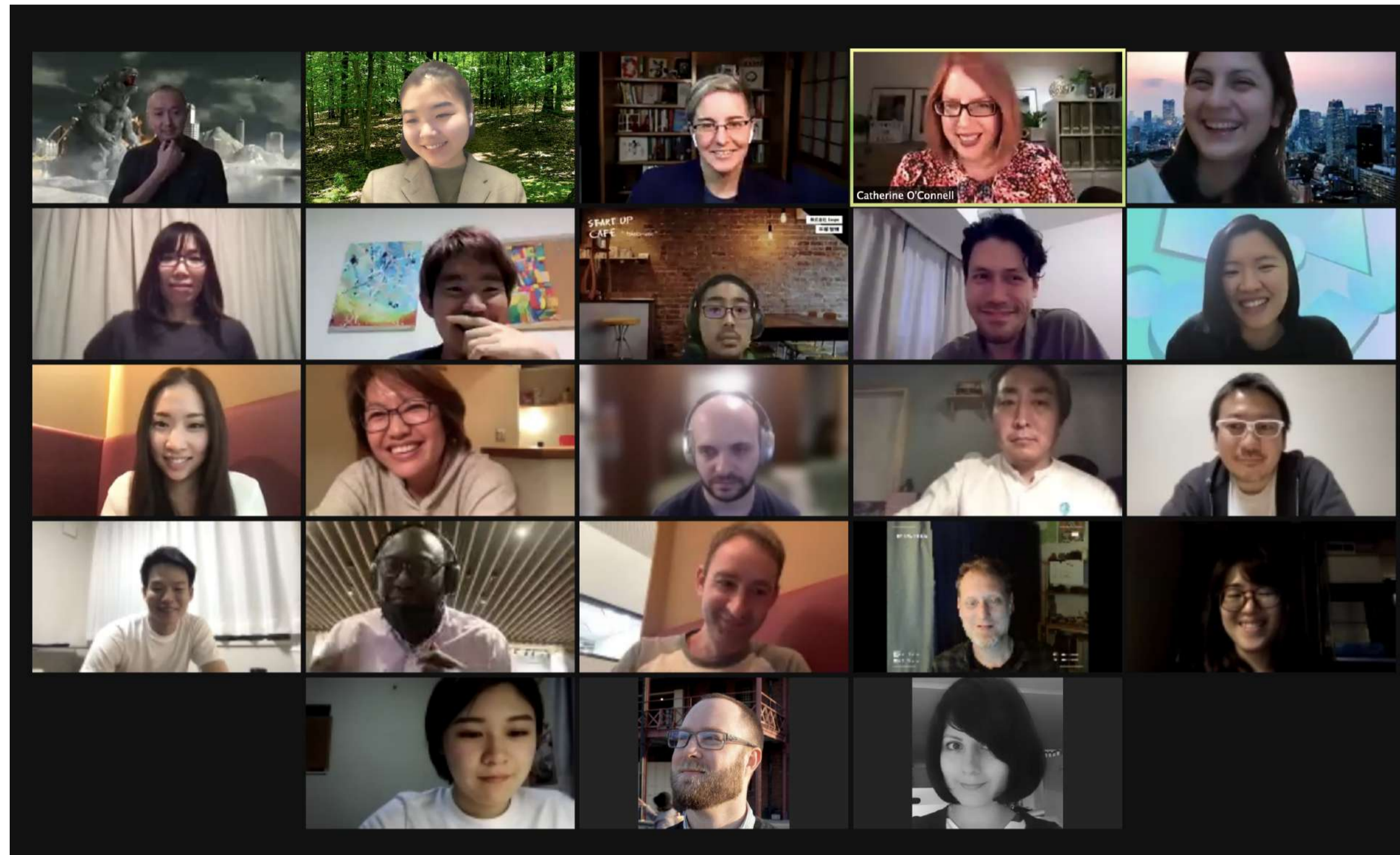
Venture Café added the SCM program to their very well-established community giving the start-ups a chance to pitch at a Venture Café online and offline event (including Demo Day), which attracted both a large local and international audience, successfully blending backgrounds and cultures.

Edge of Innovation on introducing and collaborating the programs to QWS

Collaboration with Catherine O'Connell Law for a legal workshop session and a free legal consultation for the SCM#4 startups



# COMMENTS FROM CATHERINE O'CONNELL LAW



SCM#4 Legal Workshop

For SCM#4, ImpactTech collaborated with Catherine O'Connell Law to provide startups with comprehensive support through legal workshop and free legal consultation benefits. Here we've asked the Ms. Catherine O'Connell some key questions to get a holistic view of how this collaboration impacted her business and her hopes for the future social innovations to come.

## 1. What are the advantages of introducing Catherine O'Connell Law ("COL") into the SCM program?

- a. We got insights into the pain points for businesses starting out in Japan and this helps inform us about how we as a law firm and legal advisors can better deliver our legal advisory products/advice to start ups
- b. We had the opportunity to level up our presentation skills on-line, to a large audience and develop an understanding and empathy for delivery of information to people who, for the most part, were hearing about "legal stuff" for the first time
- c. We got the chance to break down the legal points into smaller pieces and use easier to understand language pitched for first-timers, and
- d. We got to do a deep dive with some of the companies after the presentation, for those who needed extra coaching so that gave us more opportunity to impart our knowledge and help those who weren't able to challenge themselves to ask questions in the main session, or who had specific questions about their particular situation.

## 2. What kinds of activities did COL take part in?

- a. We prepared and presented a deck of legal tips for startups, approaching from a new style of legal presentation where we took a step back and first went into a more philosophical basis to start a business in Japan (why, where, who) and link that initial stage to how it impacts legal decisions in the long run (which company structure to choose, investment structure, agreements etc.). We did this rather than simply present a laundry list of pure legal topics. We think this hit the right tone for the cohort members.
- b. We provided 60 minute follow up coaching sessions 1:1 with the company representatives in the Cohorts. We thought more would take up this opportunity but only around four did, however those who did were winners at the end in the pitch presentations so we were pleased and proud to see this.

## 3. What are the positive Impacts of communicating with the SCM4 cohort?

- a. As above, a positive impact for us was to the insights into the challenges for start-ups and how we can deliver better more tailored legal services and products especially for startups
- b. We have not yet but will plan to ask for testimonials from the participants who sought out the extra coaching so that we can have their feedback to share with other startups so they get to know how we can help startups
- c. We were inspired with the group selected, their amazing joyful ideas and look forward to watching them on their journey, and as they do that, be proud to have been a small part of their initial steps

## 4. What are your wishes for the future social innovation of Japan?

I wish that social innovation in Japan be bright and powerful in the future and that more and more companies take this path. I also wish for larger companies to see the essential value in working with startup companies that have the ideas but lack the funding to make a change in the world. So, if there is more of this big brother-little sister, big sister-little brother kind of future for social innovation in Japan that would be terrific.

# PARTICIPATION RATE & OVERVIEW

Overall participation rate in the program was very high. Although many sessions had to be switched to online, many startups took advantage of the situation and joined the session with their team members.

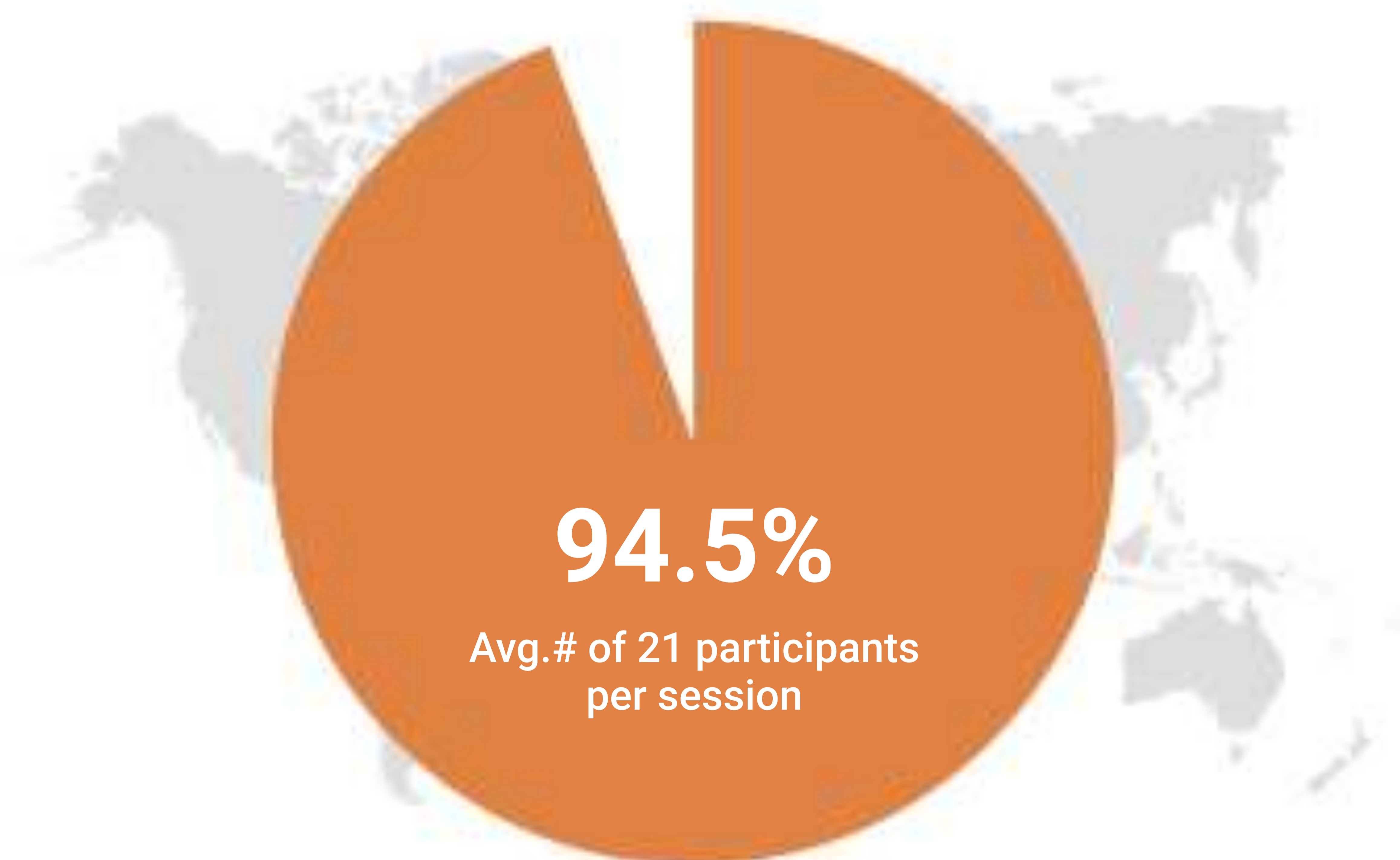
Although the collaboration and interactions between startups were limited online, Break Out room features contributed to facilitating the free-flow conversation between startups after sessions.

Overall rating of this program was high despite the limitations. Startups that are based outside of Tokyo faced challenges when it comes to collaborating with the other startups, and lack of communication was inevitable especially between English-speaking participants and Japanese-speaking participants due to finite opportunities to mingle in-person.

In the next cohort, we will strive to improve the situation by finding alternative ways to enhance communications online under the pandemic restrictions.

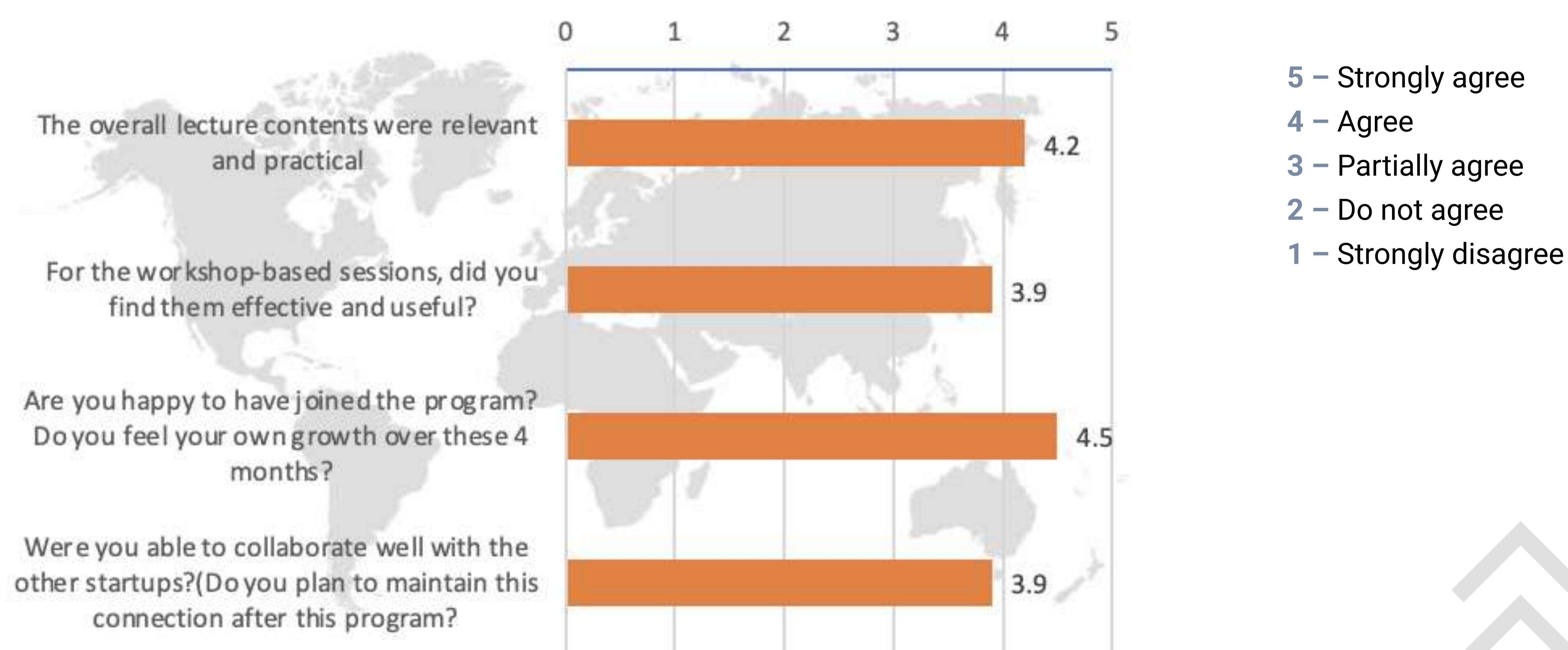
## PARTICIPATION STATS

### OVERALL PARTICIPATION RATE







# PROGRAM FEEDBACK

The startups were requested to provide feedback on several aspects of the overall program. For each question the startups had to grade from 1 to 5 :



## AVERAGE FEEDBACK (OUT OF 5)

### WORKSHOP TESTIMONIALS

Workshop	Comments from startups
Legal Workshop By Catherine O'Connell	The presentation was really well put together and interesting, not what i originally expected for a workshop labeled for "legal". it was well organized and easy to understand and also helped ask questions that was relevant to early stage startups. very helpful and interesting.
Design Workshop by Raphael Hode	 The "make it first, strategize later" message which is clearly opposite to what is taught about letting the market tell you what to build. A refreshing perspective.
Fundraising in Japan and collaborating with corporations by Scale Out	 When we think about partnerships, it is very easy to fall in the trap of think that partnerships are granted, but the canvas shows clearly that partnerships have also to be designed in a way that pain / needs of the target partner are well adressed and creates value for both parties.
PMF and Pricing Strategies by Tim Romeo	 The explanation, its segmentation and categorization for both theoretical and practical elements of the presentation was very insightful informative and easy to understand. The heartfelt candid answers to the questions were wonderful. Thank you Tim.
The Art of Storytelling by Yoav Elgrichi	 All the concepts that Yoav covered about pitching and storytelling were very helpful for us to prepare for our pitch day! What components to include, where we should spend more time on, etc. Always love Yoav's clear & enthusiastic presentation.

# SCM#4 Token Package For Mentors

For the mentors who had supported the SCM#4 program, we presented the following options to show a token of our gratitude. Each mentor has received the equivalent amount to their contribution in the form of their choice.

Roughly 80% of the mentors chose donations, while the others chose to receive the honorarium in cash.

## - Options presented -

1. Donations
2. Customized sustainable gift box
3. Selection of gift cards from sustainable brands
4. Bank transfer (Receive in cash)

## - Donation Destinations -

1. Table for Two
2. Save the Children
3. Plan International
4. NPO Katariba
5. Small homeless animal shelters
6. Trees for the Future

## - Gift Box Selections-

1. Food for Thoughts (Fair-trade goods and snacks)
2. Feels like Home (Organic fabric goods by sustainable brands)
3. Ecological Living (ecological lifestyle goods)

## MENTOR FEEDBACK

Overall, we've received warm and positive feedback on this experiment from the mentors. Followings are some of the actual comments.

- Thank you for the opportunity! I enjoyed working with the startups and will continue to support them where possible :)
- It was a real pleasure to participate and I look forward to doing so again. Please let me know if I can be of service otherwise as well. Thank you for the opportunity.
- みじかい間でしたが、多くの起業家と出会う機会を頂きありがとうございました。

# PROGRAM TESTIMONIALS

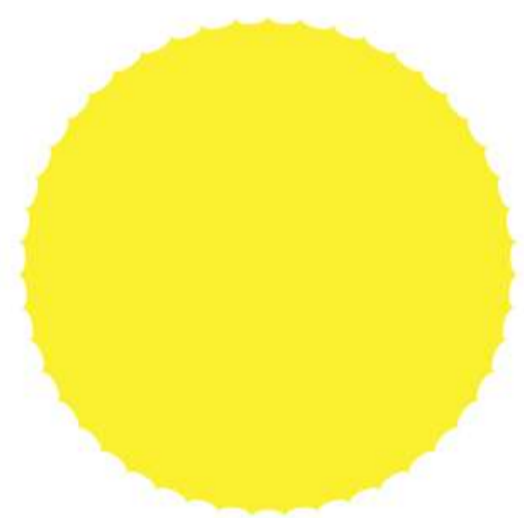


CREATIVE  
TOKYO

After joining the SCM program, we quickly realized that it wasn't a very sustainable model (helping NPO for free), and the SCM accelerator program really helped us change that into the new platform that we are building.

As we went through the program, it really helped us understand that what we wanted to do originally didn't make sense or didn't work.

Thanks to the mentorship, people we were able to talk to, and I think we are much more confident now in what we have versus where we started.



ココロジャパン

英語に真面目に取り組む機会になりました。これからも継続したいと思います。ありがとうございました。



nekolab

What I preferred is Yoav's sessions! It was short, straightforward, packed with advices and dynamic. I would have loved to have sessions with him every week. He also kicks butts when required and that's good.



comobi

I mostly enjoyed the courses and great presentations. Each time there was some learning to be done. Of course meeting with other startups was good too, but unfortunately, except with 2 or 3 which we will surely keep strong connections and even collaboration in future, the Covid situation made the interactions with other startups difficult to establish / maintain.



What was most valuable was the applied opportunity to have high-level conversations and discussion through REAL-TIME zoom calls with my caring mentors. I should have started that much earlier, but I was still learning a lot at first as a new CEO. But those calls with Sophie and Pat were really valuable. I hope to keep in conversation with them.

# PROGRAM AWARDS AND VOTES



In such testing and unpredictable times, it was extremely positive to see SCM#4 had a graduation presentation of over 170 in attendance, which is the largest turnout of viewers for the graduation since the start of the ImpactTech Japan program commencement in 2019. SCM#4 is a testament to the continual development and success of the program and the fundamental cause of Impacttech as a universal building block for social change and the positive growth of society.

All starts-ups during SCM#4 were unique and contributed significantly to the program. However, the stand-out performers were awarded financial contributions to their company's endeavors.

At the final graduation event, viewers of the program could vote regarding four critical areas of social change.

1. Sustainability and Social Services
2. Best Performance
3. Education, Healthcare and Aging Society
4. Challenger (challenging, complex social dynamics)

At the graduation presentation, the vote count chose to award,

Solit (Sustainability and Social Services) ¥ 500,000  
 Creative Tokyo (Best Performance) ¥ 250,000  
 Comobi (Education, Healthcare and Aging Society) ¥ 500,000  
 Siventh (Challenging, complex social dynamics) ¥ 150,000

The awards presented are a testament to the outstanding performance of these start-ups and the positive and sustainable change they are having and will continue to have.



# PROGRAM IMAGES

