



# SOCIAL CHANGE MAKERS 2020

Social Change Makers #3 - "Beyond The Distance"

SEPTEMBER- DECEMBER 2020



# PROGRAM SUMMARY

The Nippon Foundation Social Change Makers, Cohort #3, started in September 2020 under heavy covid restrictions and protocols, with limited face to face gatherings and many Zoom and online gatherings. The selected 11 Social Impact Startups of the program had an interesting journey which comprised of sessions at the Nippon Foundation and Shibaurahouse, innovative PR events, demo day recordings revised by NHK, workshops and online sessions.

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, according to their progress, needs and target.

To match the startups with the mentors, because of covid 19, we could not arrange a face to face meetings, however we shared the pitch deck of each startup with the mentors and two mentors were assigned to each startups 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.

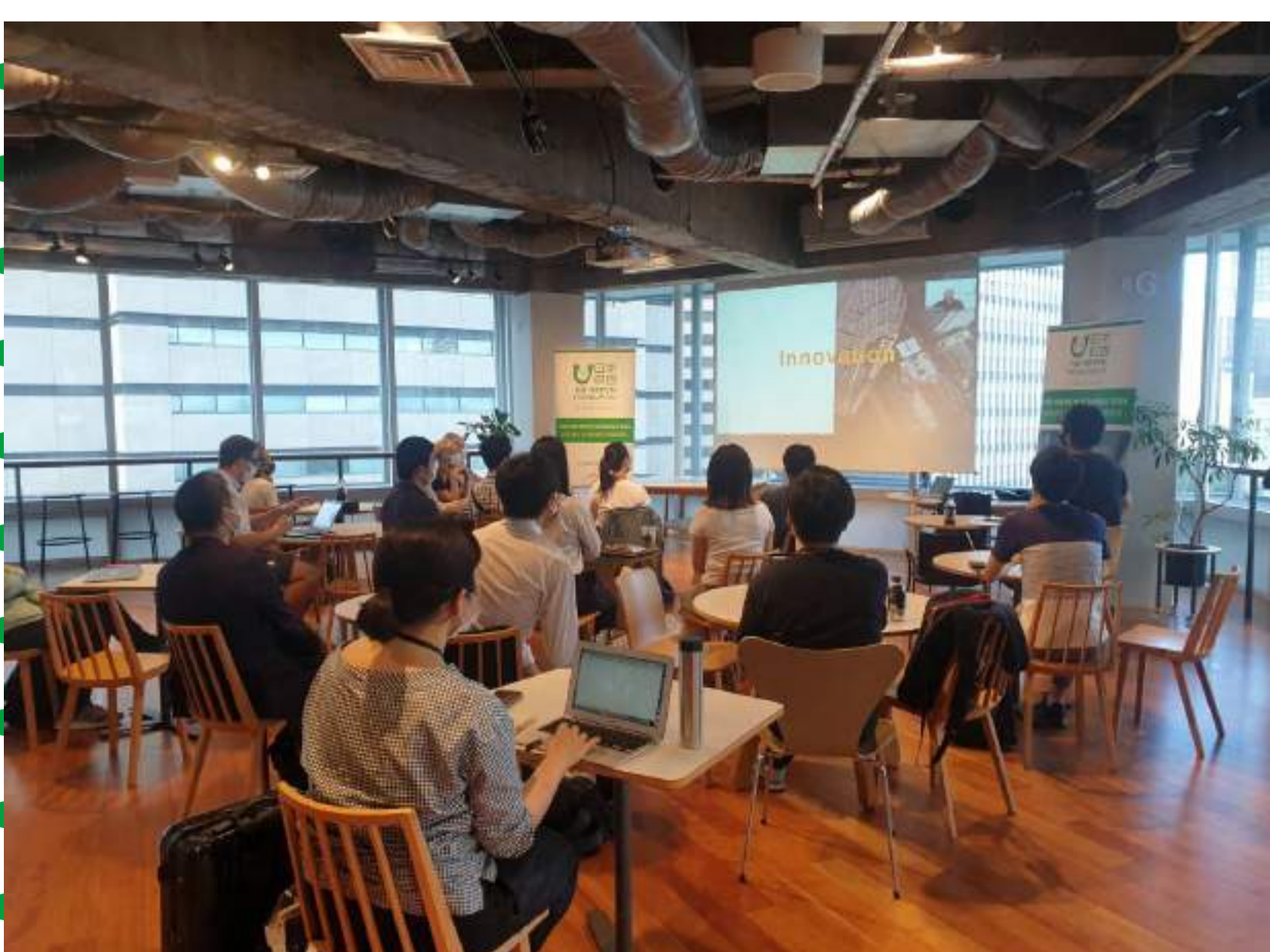
During the program, each startup had 1:1 mentoring sessions with Yoav, ImpacTech founder. During these sessions, each startup shared their challenges, achievements, and discussed new ways for growth and expansion.

As the pitch day was for the Social Innovation forum, each startups also had 1:1 pitch practice prior to the demo day, to ensure the pitch presentation, the flow and pitch deck is ready to be shared in-front of the demo day participants and high quality for NHK recordings. The startups found these sessions very helpful and useful and the feedback was very positive and motivations were high. As SCM3 startups were very young at entry stage, everyone could see their growth at the final presentation.

The startups enjoyed workshops on lean startup, innovation, business in a multicultural environment, design and marketing, the basics to accounting and more. This cohort we emphasized on collaboration between startups. The startups had a fixed budget and were divided into 4 groups in regards to their backgrounds and specialization. Each group had to design and execute a special social innovation Event PR by the end of the program.

The program ended officially with a graduation party and a small certificate ceremony. Pitching and presenting startup with Covid protocols is not an easy task but the startups did an amazing job. During the program, the startups developed a sense of family, and comrades where they assisted one each other, supported each other in their challenges and together celebrated achievements.

All the teams went through a significant change towards maximizing their impact during 2020 tough times and networking regulations and limits and tired their best to increase their business potential. A major part of the program focused on creating strong and sustainable business models that will generate rapid financial stability and solid growth while helping the positive social impact of each entrepreneur by escalating and shaping their growth in the best way possible in the current situation.



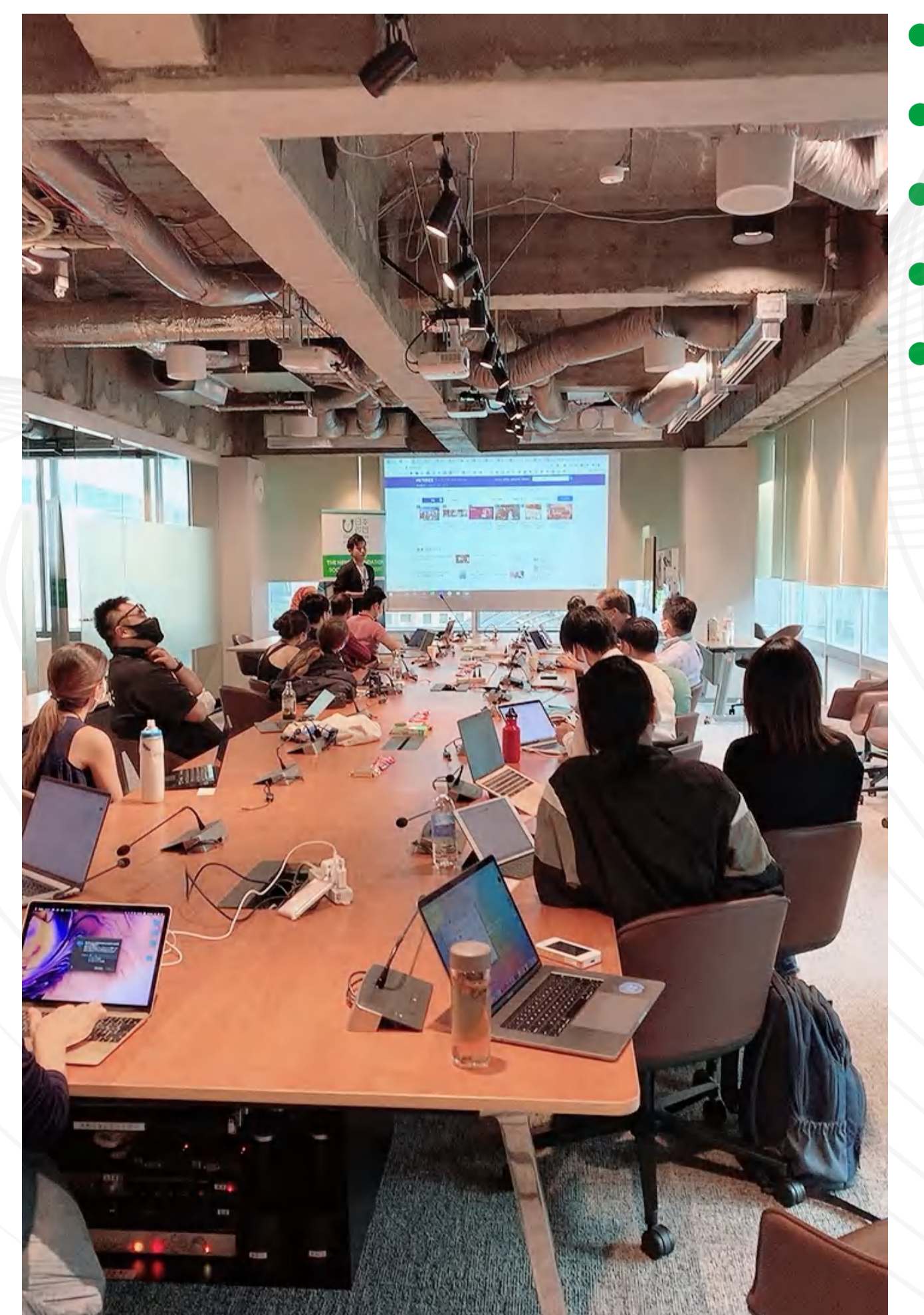
# SOCIAL CHANGE MAKERS IN NUMBERS

**11** START UPS JOINED

**14** MENTORS

**18** MODULES

**3** PR EVENTS





# ATTA INCORPORATED

MENTOR: ALESSIO GAROFALO  
MENTOR: TIM ROMERO  
MENTOR: RITA MONTEIRO



**Yoshihisa Haruyama**

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## STARTUP DESCRIPTION

founded in march 2018, the company is expanding its business in the travel and retail domains based on the mission of "making life more convenient with technology.

(2018年3月創業、“テクノロジーで生活をもっと便利に”をミッションを基に  
トラベルとリテール領域で事業展開。)

business as of january 2021: (2021年1月時点の事業:)

- travel search service using big data and ai, "atta" (ビッグデータとaiを使った「お得意型」旅行検索サービス, "atta")
- easy to start mobile ordering, "smartorder" (簡単にモバイルオーダーをはじめられる "smartorder")
- virtual convenience store service that delivers products in 30 minutes, "smartmart", (30分で商品をお届けするバーチャルコンビニサービス "smartmart")



# CRUST JAPAN

MENTOR: HIRONORI ISHIZAKI  
MENTOR: RITA MONTEIRO



**Travin Singh  
Jim Huang**

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## STARTUP DESCRIPTION

Based on a belief in a more circular economy, CRUST Group is a food tech start-up that valorises food waste & loss into beverages for food service and retail partners.

Surplus ingredients like bread and fruit peels are reincarnated into products via two brands – CRUST, a line of sustainable craft beers and CROP, a line of health-focused and functional non-alcoholic beverages made from fruit and vegetable waste and loss.

CRUST Group's mission is to empower businesses in food service and retail to upcycle their food waste and loss, reducing global food waste by 1% by 2030. You can find out more information on our website. #saveacrust



# DISCOVER DEEP JAPAN

**MENTOR: KEN MISHIMA**  
**MENTOR: EMI TAKEMURA**



**Seira Yun**

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## STARTUP DESCRIPTION

Discover Deep Japan (DDJ) is a small social start-up on a big mission to create a more inclusive world. Many people, on the basis of factors outside of their control are excluded systemically, socially, culturally, religiously and economically. We hope to get rid of these exclusionary practices through social media marketing, one post at a time. How? We partner with small Japanese towns and provide quality digital promotional content. The content is multilingual, inclusive and encompasses the voices and experiences of our diverse team, made up of migrants and refugees supported by talented Japanese staff.

DDJ's hope is that through engagement and partnership with local communities, we can enact positive change. By embedding diverse teams in small towns and providing quality, professional services, we aim to shift negative perspectives and deepen an understanding of people from diverse backgrounds. We use digital marketing content and consulting services to not only meet our client's goals but to make Japan's products, communities and companies more inclusive and accessible for all.

EKOLOKAL

# EKOLOKAL

**MENTOR: KARL BURROW**  
**MENTOR: TAKAYUKI MAMABE**



**Hélène Quéguiner**  
**Noriko Shindo**

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## STARTUP DESCRIPTION

Our mission is to empower people to make impactful decisions for their health, their local community and the planet.

We will do so by creating an app that allows people to identify sustainable local businesses in their area. We also aim to create a sustainable-living movement in Japan by raising awareness about environmental issues and impactful solutions that address them.

私たちは、ユーザー、ローカルコミュニティ、そして地球のために一人一人ができることをより簡単にすることをミッションとして掲げています。位置情報に基づいたモバイルアプリで、近場のサステイナブルなビジネスやお店を見つけやすくします。さらには、日本発のサステイナブル・ライフスタイルを引き起こすため、環境問題やそれに対する有効的な解決策を発信することで、より多くの人に、より効果的な行動をとってもらえるよう尽力します



# HELTE CO. LTD

MENTOR: HIRONORI ISHIZAKI  
MENTOR: MASSAHIRO TSUKAO

## STARTUP DESCRIPTION

Global APP allows Japanese seniors and people learning Japanese to have online conversations in Japanese. Maximize data stored in APP for cross-over recruitment, and healthcare by AI analysis.

We have 8 members of full time with unique & qualified background for our business models such as crossover recruitment business, health care, welfare and of course IT industry. Four of our team hold MBA, and have strong experiences with business from their previous companies. We also have around 20 shareholders who also have various kind of backgrounds, like serial entrepreneurs, consultants, CEO on the stock market, VC, doctors, and so on. Their expertise are also different from healthcare to IT, and from Japan to France. I try my best to embrace and integrate different point of view and way of thinking into the team.

We find two issues, which are social isolation of the seniors, and an inadequate learning environment for foreign workers coming to Japan. The percentage of retired Japanese seniors who feel isolated and less connected to others is the highest in the OECD. On the other hand, it is not uncommon for foreign workers with inadequate Japanese language skills and understanding of Japanese culture. We developed an IT platform that enables seniors and students to interact online, and analyze data from matching and conversation by AI in order to expand business model to recruitment, and prevention of dementia

## obi Health OBI HEALTH INC.

MENTOR: ERIKO SUZUKI  
MENTOR: TAKAYUKI MAMABE  
MENTOR: REIMU SUGITA

## STARTUP DESCRIPTION

Obi health develops health care services, including preconception care, to help women avoid giving up on pregnancy due to illness or age.

obihealth

は女性が病気や年齢を理由に妊娠を諦めなくて済むように、プレコンセプションケアを含むヘルスケアサービスを開発しています。



### Manabu Goto

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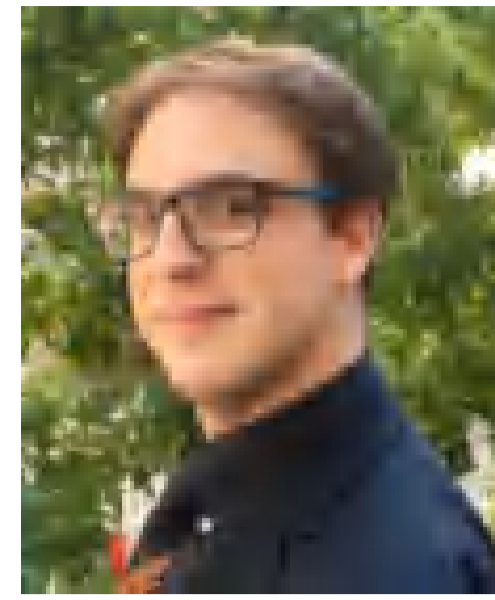
# ODAIBA

**MENTOR: EMI TAKEMURA**  
**MENTOR: ALESSIO GAROFALO**

## STARTUP DESCRIPTION

At Odaiba we are working on making the studying experience more collaborative and social, both offline, but more importantly online. our goal is to keep students focused and engaged, and feel that they are part of a group, a class, same as they would do offline - all the while reducing the workload to teachers.

To reach our goal we start from a group work-first approach, and then add in elements from research in education, management, and psychology to achieve engagement and efficiency. as a result, we are providing a platform for online collaborative learning, with integrated whiteboard, voice call, and session management, and a dashboard for teachers from where to manage their lesson and follow the progress of their students in real time.



**Paulo D'Alberti**

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# TABLECROSS INC. BYFOOD

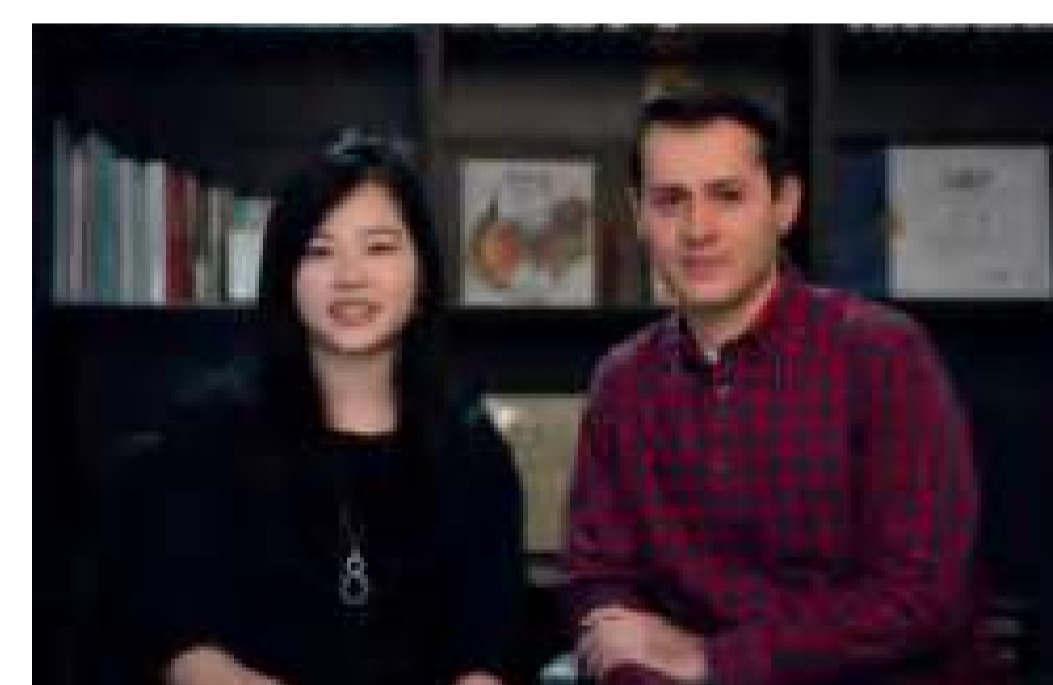
**MENTOR: KARL BURROW**  
**MENTOR: KEN MISHIMA**  
**MENTOR: MASSAHIRO TSUKAO**

## STARTUP DESCRIPTION

ByFood.com is Japan's one-stop platform for foodie travelers. Here, you can book food experiences like cooking classes and food tours, make easy restaurant reservations without using Japanese, read about Japanese food trends and culture, and watch videos featuring Japanese chefs and craftspeople.

ByFood makes Japan's food scene accessible to anyone, dissolving the language barrier and providing everything foodie travelers need to have a fulfilling (and filling) trip to Japan. And if you don't find what you're looking for on the platform, our VIP Gourmet Concierge will create the perfect food experience that's tailor-made for you.

By sharing Japanese food culture with the world, byFood strives to bring locals and travelers together, help small businesses, and celebrate authentic Japanese cuisine. Combining hands-on food experiences with our extensive and comprehensive articles and videos, we hope to encourage adventurous eating and savvy traveling in Japan..



**Kaoru Joho**

**Serkan Toso**

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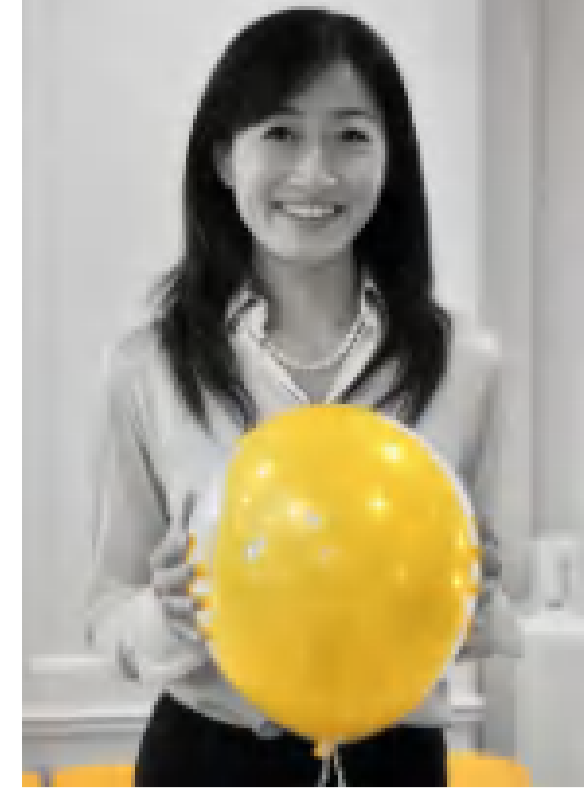
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# TPO INC.

**MENTOR: VINCENT DUPLAN**

**MENTOR: OANA CIHEREAN**



**Mariko Magnan**



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## STARTUP DESCRIPTION

We are Japan's first corporate concierge company, providing private life support for workers. Our service aims to enrich individuals work lives, which then will support corporate growth. We help create a work environment where diverse workers can work at their best, balancing work and life in the face of their own challenges and circumstances. We provide support to improve the qwl (quality of work life) of employees.

The concierge provides consultations on all aspects of daily life, including childcare, nursing care, healthcare, self-improvement, and personal life issues, through face-to-face consultations with on-site concierge, or through our on-line platform. through this platform, we provide solutions to life hassles and life events. The solutions are provided through TPO's expert network.

The goal is to help employees free themselves from daily tasks and problems they may be facing, so that they can work in a better state of mind and body, with improved wellbeing, learning new things and interacting with others.

This service has been introduced by more than 30 companies including Dentsu, NTT Data, Mitsubishi Estate, Mitsui Fudosan, and Nomura Real Estate as a corporate welfare program or shared service for office buildings, and supports the "wellbeing" of workers. With the diversification of work styles, we have also started developing and providing online live programs in addition to our existing concierge services. Specifically, these include self-care and learning to help maintain physical and mental health while working from home, support for balancing work, child-rearing and proposals for new lifestyles. Through live streaming, participants are exposed to new human connections. Our goal is to become a digital platform for workers, where they are all heard, supported, and connected.



# WEMORI

**MENTOR: TAKAYUKI MAMABE**

## STARTUP DESCRIPTION



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**Alex J. Siggers**

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We are currently working with a staff of four, many experienced advisors, and many volunteers from around the world. In December of 2020, we launched the beta version of weMORI, an app that makes forest conservation easy from the palm of your hand.

The app allows users to make donations to various tropical forest conservation projects and provides tips on how to live an eco-friendly lifestyle. It also explains the importance of each project in terms of biodiversity. The app's functions and UIUX are being improved on a daily basis, and a function to visualize the contribution level of donations is being implemented.

As for fundraising, we are applying for grants to funds and foundations that provide grants to organizations like ours that are doing environmental conservation. We are also beginning to search for companies to sign sponsorship agreements with.

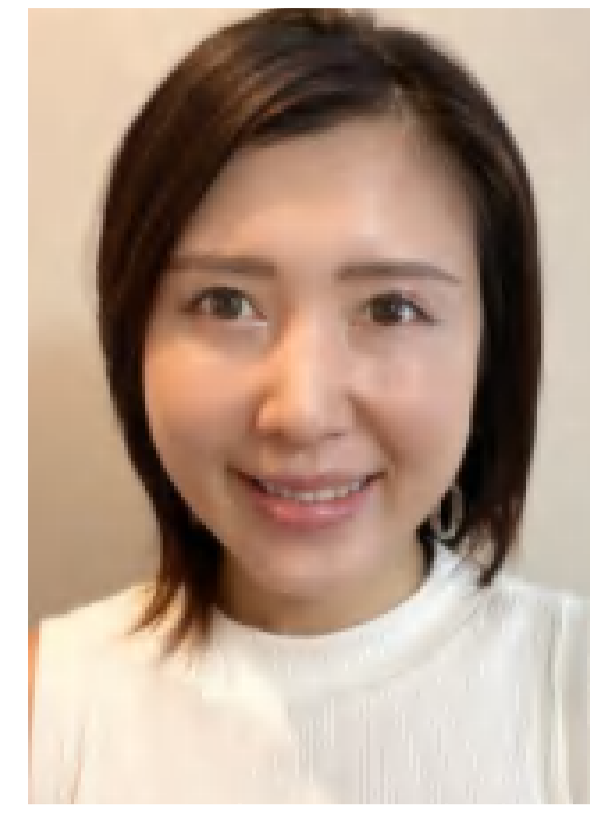
In order to build a movement for forest conservation, we are trying to communicate with users through a blog called weLOG. We are also operating a social networking service to build a movement for forest conservation.





# YURURI LLC (合同会社ゆるり)

MENTOR: VINCENT DUPLAN  
MENTOR: REIMU SUGITA



**Yukari Aramaki**

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## STARTUP DESCRIPTION

Our mission is to bring the narration by the visually impaired to the world, to help them get paid what they deserve as professionals.

As a company, we will work together with them, taking care of the sales and administrative work on their behalf.



# PROGRAM CONTENT

MODULE #1	Program Kickoff / プログラムキックオフ
MODULE #2	Unleash Your Innovation Potential / イノベーションの可能性を解き放つ
MODULE #3	Lean Startup and Lean Canvas Methodologies / リンスタートアップとリーンキャンパスの方法論
MODULE #4	What is PR and how to use your PR benefits during the program!!!/PRとは何かプログラム期間いかにPRの特典を活用するか!
MODULE #5	Social innovation market impact and team development/ソーシャルイノベーション市場への影響とチームの発展
MODULE #6	MARKETING DEVELOPMENT IN THE CURRENT ECO SYSTEM /現在のエコシステムにおける事業開発
MODULE #7	MEETING 1:1 WITH THE STARTUPS (IMPACTECH MANAGEMENT)/各スタートアップとの個別面談 (IMPACTECH マネージメント)
MODULE #8	LE WAGON WORKSHOP/LE WAGONワークショップ
MODULE #9	DESIGN WORKSHOP/デザインワークショップ
MODULE #10	BUSINESS RELATIONS BETWEEN STARTUPS AND ENTERPRISES/スタートアップと起業家のビジネス関係
MODULE #11	FUNDRAISING: THE WHYS, WHAT, HOWS, WHO, AND WHEN 資金調達 (4W1H)
MODULE #12	THE ART OF STORYTELLING/ストーリーテリングの芸術
MODULE #13	PITCH PRACTICE SESSION: DELIVERING THE PERFECT PITCH/ピッチ練習会：完璧なピッチにしましょう
	MEETING 1:1 WITH THE STARTUPS/各スタートアップとの個別面談
MODULE #14	FUNDRAISING, IMPACT INVESTING AND VCS POINT OF VIEW/資金調達、インパクト投資、VCの観点
MODULE #15	PRODUCT-MARKET-FIT AND PRICING STRATEGIES/プロダクトマーケットフィットと価格戦略
MODULE #16	THINK GLOBAL FROM THE START/スタートからグローバルに考える
	SCM ALUMNI MEETUP (EVENT #2)/ソーシャルチェンジメーカー卒業生とのミートアップ (第二回イベント)
MODULE #17	ACCOUNTING FOR ENTREPRENEUR スタートアップのための会計知識 ZOOM
	TERMINOLOGY SESSION BY IMPACTECH
MODULE #18	LEGAL WORKSHOP: BEYOND THE DISTANCE (ZOOM)

# MARKETING AND PR

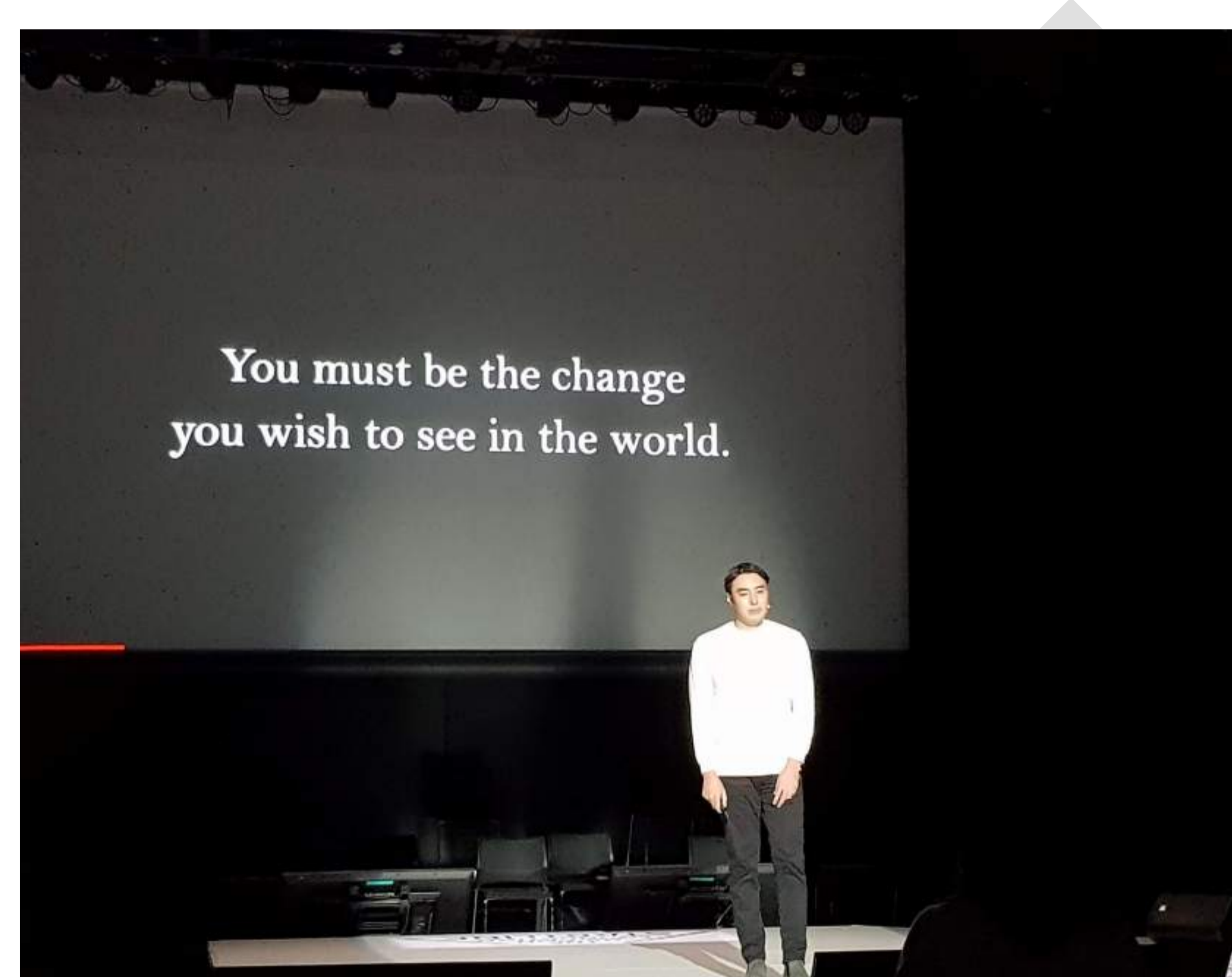
Due to the current Covid 19 pandemic, this year's PR events were modified to support public safety. The events budgeted for 2020 were repurposed so that start-ups were able to host small events to present their forum, whilst maintaining social distancing.

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 NHK, Startline
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.



# PR AND EVENTS



Pitch Day @ Nippon Foundation Social Innovation Forum 2020/ピッチデイ@日本財団ソーシャルイノベーションフォーラム2020

Each startup will have 5 minutes to pitch to a specially invited audience of partners, investors, ImpacTech community members, supporters, stake holders, the press, fellow startups and more.

これまでの取り組みをみんなに見てもらおう一大イベント、“BIG DAY”です。それぞれのスタートアップ企業には5分間のピッチを行う時間が与えられます。聴衆は、この日のために招待されたパートナー、投資家、ImpacTechコミュニティメンバー、サポーター、ステークホルダー、プレス、同期生たちです。



Ekolokal and WeMori held a panel discussion and networking event at Fabcafe, Shibuya, sponsored by Impactech and Nippon Foundation. The goal of the event was to inspire participants to take individual actions to tackle social and environmental issues. Guest speakers were Angela Ortiz from Place To Grow, Isao Sakai from Fridays For Future Japan, Joanna Arai from WeMori and Noriko Shindo for Ekolokal. The panel discussion “Inspiring Social Change Through Individual Action”, was moderated by Kelsie Stewart the CCO of Fabcafe and was translated in to Japanese by William Yuta Wells.

Ekolokal and WeMori are extremely thankful to ImpacTech and Nippon Foundation for having the opportunity to inspire attendees to take individual actions to address social and environmental issues with this event.





## Turning Food Loss Into a Sustainable Fine Dining Experience

On December 9, 2020, byFood.com, Japan's one-stop food platform, held a unique culinary event with Crust Japan to spark a conversation about food waste in Japan.

Despite the Japanese concept of "mottainai," which conveys a feeling of remorse due to waste, food loss in Japan is still a rampant issue with about 6.5 million tons of food being tossed out every year. This is about one bowl of food per person every day, according to a report by MAFF.

To demonstrate how food scraps can be given a second life, byFood challenged Chef Suzuki, the owner-chef of Yasaito, to give a live cooking show using ingredients that would otherwise be discarded. The end result was an elegant and sustainable meal using produce that is deemed unsellable, such as tough daikon radish, carrot and potato skins, and pineapple rinds—provided by Sunrise Co., Ltd. and Kagome Co., Ltd.

Through this experience, byFood aims to educate and bring awareness to the issue of food waste and promote sustainable eating. As a CSV (Creating Shared Value) business, supporting the United Nation's SDGs, particularly zero hunger, is part of the company's mission. It is byFood's hope that this can become a regular event, bookable on byFood.com, as part of an ongoing conversation about sustainability.





# obi Health

Discover Deep Japan and obi Health's collaborative event was a success!

Late last month, DDJ in partnership with obi Health held a PR event in Nihonbashi to raise awareness of minority and women's issues in Japan. The event, sponsored by ImpacTech was a great success and all proceeds raised went to charity group, BLUE FOR JAPAN.

On the 28th November, in Nihonbashi Tokyo, Discover Deep Japan (DDJ) with obi Health Inc. hosted a charity event sponsored by ImpacTech and Nippon Foundation. The event theme was 'to provide an opportunity for all to reconsider what "diversity" means today and how to create a society where everyone can live with dignity. The event lasted a total of 3 hours and attendees were given a complimentary lunch, whilst maintaining social distancing.

The event began with a conversation starter: 'what does diversity mean?'. Both companies then hosted a collaborative panel discussion. DDJ asked participants, 'what is an inclusive society and what steps are necessary to achieve inclusivity?', while obi Health discussed the need for diverse beauty standards in Japan. Following the discussions, both companies hosted a charity auction with 10 donated products from various companies, including Uniqlo.

In total, the auction raised more than 100,000 JPY to be donated to Japanese non-profit organization, BLUE FOR JAPAN.

Although there were concerns about the current COVID-19 situation, necessary measures were taken and every attendee's safety was ensured. Thanks to all involved the event was a great success.

DDJ is proud to have had the opportunity to speak about the need for greater diversity and inclusive practices, especially in today's current society. Lastly, DDJ would like to express appreciation to both ImpacTech and Nippon Foundation for supporting our event and PR efforts.



# 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:

Le Wagon were able to advise the cohort on how to develop programming and prototypes

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 event, which attracted both a large local and international audience, successfully blending backgrounds and cultures.

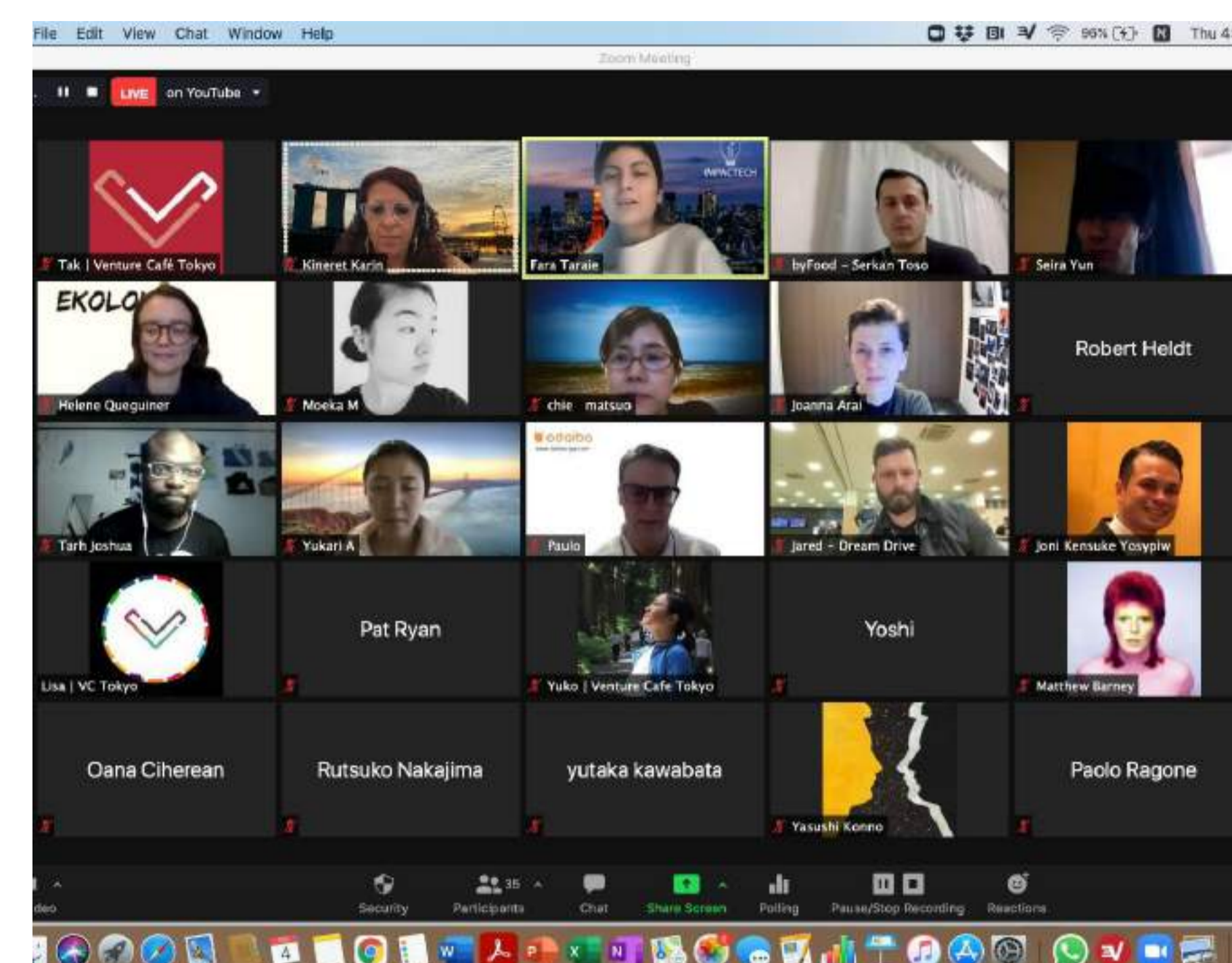
Edge of Innovation on introducing and collaborating the programs to QWS

Shibaura helped organise events whilst building relationships with the start ups

Sagawa Peace Foundation may contact ImpacTech for future programs  
ImpacTech Japan became a member of FEW

Made a partnership with Root X start-ups

Looking to the future ImpacTech has also started to build a relationship with SPV in order to assist with mentoring future cohorts.



VENTURE CAFÉ オンラインイベント

## Social Change Makers PITCH NIGHT

THURSDAY 4 FEB, 2021 17:00-18:30  
ONLINE-ONLY EVENT

2021年2月4日木曜日 17時~18時半  
オンライン限定開催

**Join Us!!**  
詳細、参加登録は上記リンクから

IMPACTECH THE NIPPON FOUNDATION VENTURE CAFE TOKYO

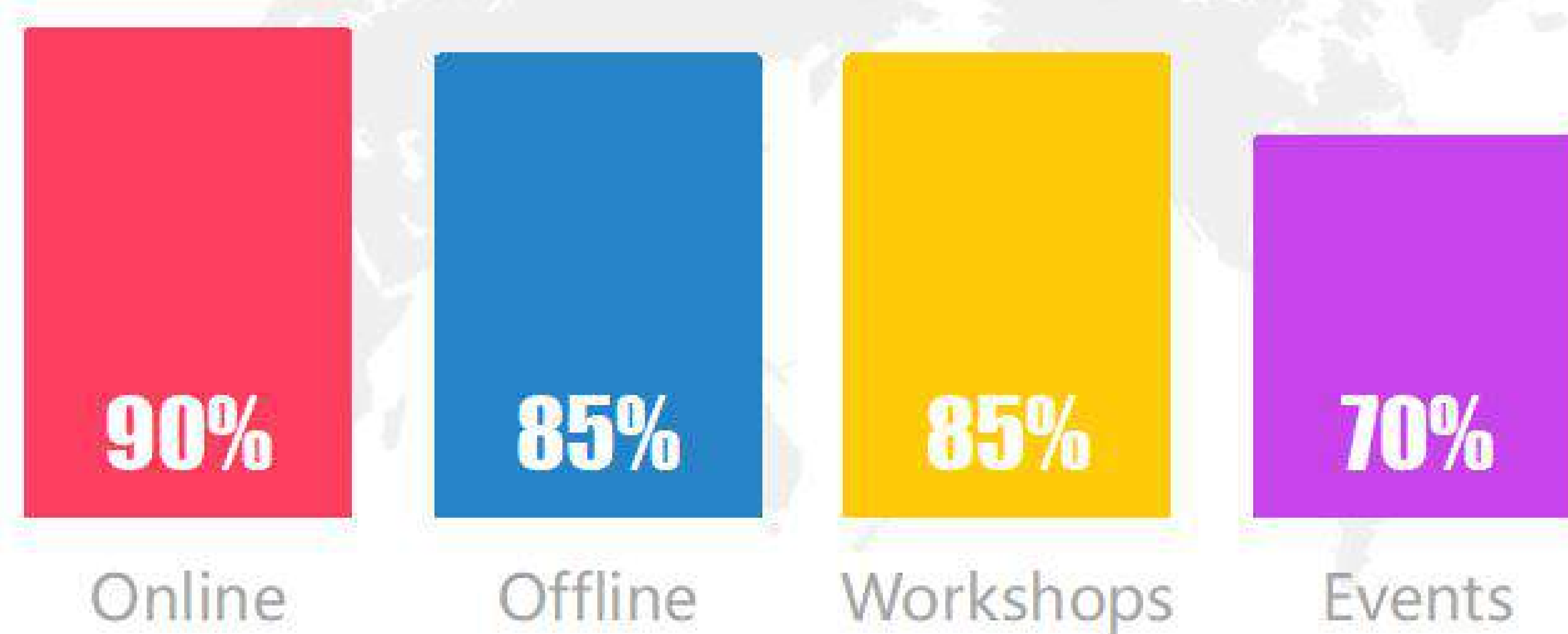
# PARTICIPATION

Overall participation level in the program was very high. Throughout the program, the startups emphasized that the program material was relevant and effective for them.

We see that the participation is a key element to maximize the program's impact and the startups success. The program created a real sense of comradery among those involved, hence it became a place to get advice, share ideas, brainstorm and all in a friendly and none judgmental environment.

## PARTICIPATION STATS

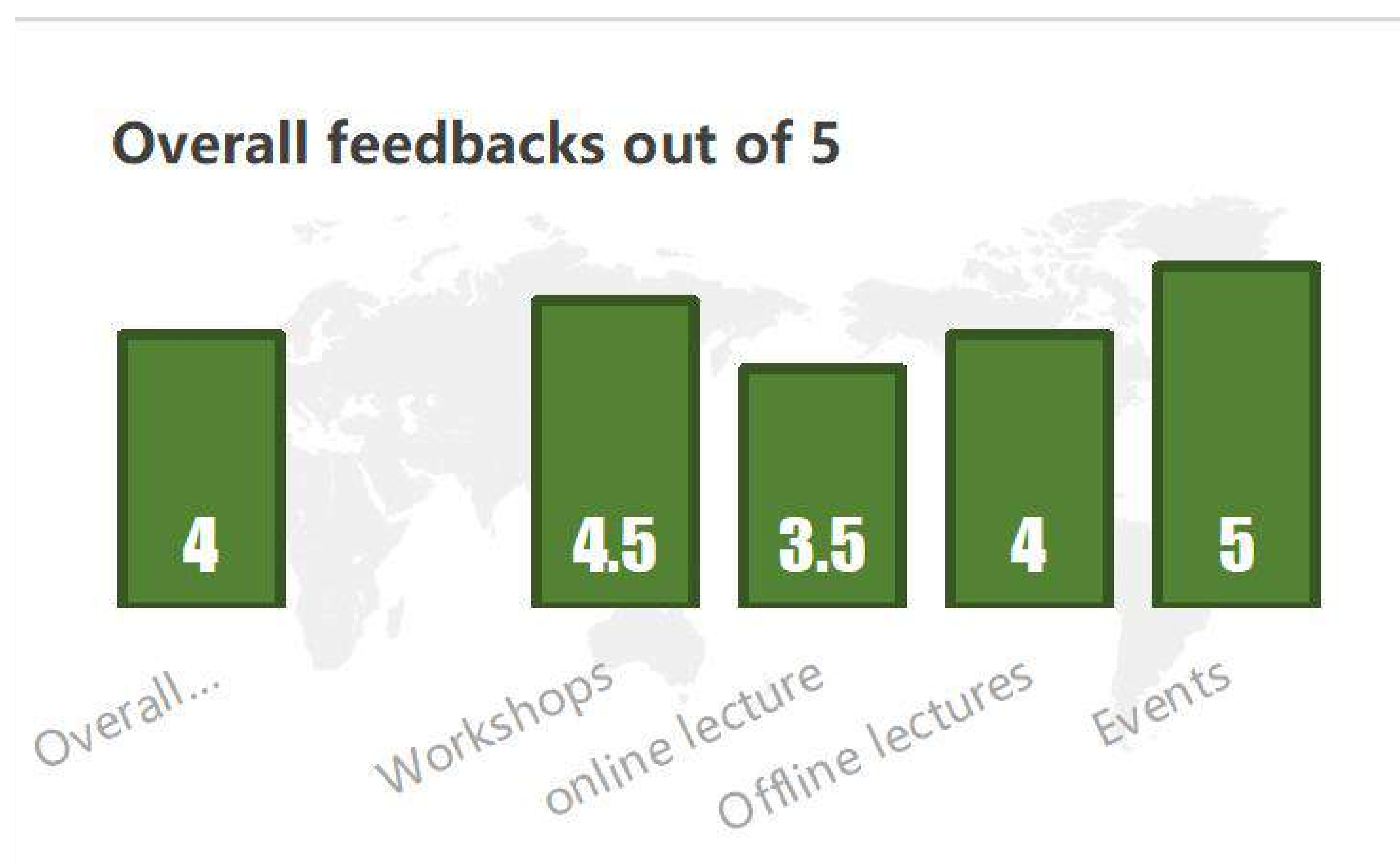
### Overall participation





# 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:



- 5 – Strongly agree
- 4 – Agree
- 3 – Partially agree
- 2 – Do not agree
- 1 – Strongly disagree

AVERAGE FEEDBACK (OUT OF 5)

## WORKSHOP TESTIMONIALS

Workshop	Comments
Unleash Your Innovation Potential	 The workshop was well-organized ワークショップの出来は良かった。
What is PR and how to use your PR benefits during the program	 I was not familiar with the concept of public relations, but I have a better understanding after the session. It was informative and easy to understand.
Social Innovation And Team Building	 it was a very informative and a hands on session with many useful examples and frameworks to apply to our own start up. Obviously the timing was a little off, but even with the delay I found that we had a good session and were able to take away a lot of information and tools. Thank you Karl, Fara and Moeka.
Marketing development in the current eco system / 現在のエコシステムにおける事業開発	 Great workshop and teacher! Very practical! Love what Le Wagon are doing!
Accounting	 Having not much experience in establishing a corporation, it was a good opportunity to practise again, because it is a field that I am not very good at leaving everything to the adviser tax accountant. The part of thinking in the annual format schedule was very helpful.

# SCM#3 Token Package For Mentors

for the mentors who had supported the SCM#3 program, we had decided to add the following new options on top of the conventional cash transfer, so as to show a token of our gratitude. Each mentor has received the equivalent amount to their contribution in the form of their choice.

- Options Presented -

- |                       |   |
|-----------------------|---|
| 1. Donation           | 1. Food For Thoughts (Main: Fair-Trade Goods And Snacks)              |
| 2. Table For Two      | 2. Feels Like Home (Main: Organic Fabric Goods By Sustainable Brands) |
| 3. One Tree Planted   | 3. Ecological Living (Main: Ecological Lifestyle Goods)               |
| 4. Save The Children  |   |
| 5. Plan International |   |
| 6. NPO Katariba       |   |
| 7. NPO Colabo         |   |

1. Collection Of Gift Cards From Sustainable Brands
2. Cash Transfer

Here Are Examples Of Sustainable Products Included In The Gift Box.

- Stasher Container Bags
- Alabama Sawyer Wooden Compost Bin
- Neal's Yard Organic Herbal Tea
- LARQ Self-Cleaning Water Bottles
- Vegan Food Wraps
- Fair Trade Chocolate Set Etc...

<Ref: Gift Cards Set/ Brands>

People Tree Fair Trade Chocolate Set Is Added To Each Gift Card Set.

- The Little Market (The USA)



## MENTOR FEEDBACK

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

- It was a great experience and I am please to have supported the teams as well as looking forward to future collaboration.
- Thank you so much for this wonderful gesture! I also learned a lot from your program and hope it was useful to your cohort as well.
- Thanks for giving the unique opportunity to discuss with startups.
- Thanks a lot impactech and Fara for this amazing opportunity. I have decided to donate all the contribution to two of your suggested entities. Having the possibility to help others is a privilege, thanks for the supportive environment.
- Thank you all. This was a pleasant surprise. I didn't know it included this option. (npo colabo) count me in for the next round!
- 本日ギフト受領いたしました。すごい素敵なものばかりで開封しながらワクワクしました！また手書きの丁寧なお手紙までありがとうございます！
- 本当に素敵なギフトありがとうございます。拝受致しました。Impact Techさんの諸々素晴らしい取り組みに勇気づけられました

# PROGRAM TESTIMONIALS



The benefits of the program were for us twofold: The people we have met and the content of the workshops. In terms of content, there was a wide variety, but we have especially appreciated the one targeted at startups at the very beginning of their journey, such as the ones regarding incorporation, fundraising, or design thinking. What was more valuable were the connections we made with Siif, the mentors and the other start ups. Having a way to reach potential investors through a connection can catapult our company, and mentors can offer a way to prepare for that (and other aspects of our company) appropriately. What might not stand up at first sight is the connection to the other start ups, but having colleagues from varied industries at varied stages in their development actually helped us gaining a lot of insight and help.

## obi Health

Yoav said to me, "You are the leader, be strong". It gave me a realization that changed me a lot and I will never forget these words.



We have grown as a business during this period by innovating with other ingredients and branch to functional drinks. We also had a lot of mentor support to help us on market strategy in Japan. The PR event was the highlight of our success point to showcase what we can do with food loss and achieve SDG 2 and 13.



Through my participation in this program, I was able to gain the courage to change the business that I have built over the past four years, and was also able to identify what is necessary (and what is currently lacking) for the change to be made. Through the weekly workshops, I was able to look at my business from a zero base. Also, through the interactions with the mentors, I gained many insights that I could not have gained by thinking alone. Unfortunately, I was not able to reach a firm idea of "this is the way to go" during this period, but perhaps there is no right answer, and the only way is to keep challenging myself. It was also beneficial to involve my team members during this program, where I was able to have profound discussions and new creative ideas coming out from deep reflections.

# PROGRAM TESTIMONIALS

 EKOLOKAL

When we joined the program, we were at the very beginning of our journey. Through the program, we have grown from an idea to having a registered company KK, starting a user community and launching a prototype of our concept through our website (<https://ekolokal.co>). The structure and pace of the program - especially the pitch day - gave us some great milestones to work towards. Through the program we were connected to great mentors such as Karl Burrow and Christian Schmitz who have helped us to refine our business model. We also had the chance to connect with many passionate fellow entrepreneurs. Currently, we are in the process of testing our business model to confirm traction and gather user feedback. We are very grateful for all the support we received from ImpactTech and Nippon Foundation throughout the program and beyond



I was able to meet lots of unique entrepreneurs who have similar issues I face, challenges as entrepreneurs and fear we all go through, over nationalities, not only with Japanese people. This is what I have achieved from SCM3 the most. It is kind of hard to share what we really feel sometime unless you are an entrepreneur. Our salary is not guaranteed, and if we do not bring the result on the table today, company might not exist tomorrow. Risk is our best buddy basically which is apparently so stressful to us even if it is fun. During the program, all strategic lectures helped me a lot acquire zoom out and zoom in thinking methods and review our strategies in the company again, because we sometime stick with some fixed ideas while being blind, and tend to remain inflexible with erroneous notions. So, SCM3 lecturers stretched my perspectives towards new idea.

 atta

the most important point of growth in scm was that i received a lecture on innovation, and was able to change my perspective of the existing convenience store business by 180 degrees. (scmにて最も成長した点は、イノベーションのレクチャーを受け、既存のコンビニビジネスの視点を180度変えて、)  
this is the point where i devised the smartmart business based on this idea and proceeded to commercialize it.  
(このアイデアをもとにsmartmartのビジネスを考案し、事業化を進めた点。)

# PROGRAM IMAGES

