



SOCIAL CHANGE MAKERS 2020

COHORT #2

DECEMBER 2019 - JUNE 2020



PROGRAM SUMMARY

The Nippon Foundation Social Change Makers, Cohort #2, started in December 2019. The selected 10 Social-Tech Startups of the program had an interesting journey which comprised of sessions at the Nippon Foundation, field trips to Google and Sony (SAP), and online sessions, due to the COVID-19 pandemic.

The startups gained valuable knowledge from 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 domain.

Prior to assigning the mentors to the startups, the mentors joined a 'Mentors Training', that provided best practices and practical tools to become an effective mentor for a startup, and employees. The workshop equipped the participants with powerful tools from the coaching and mentorship world, to enhance their mentorship and coaching skills.

To match the startups with the mentors, the mentors were invited to meet the startups in a casual and friendly way. Each mentor and startup introduced themselves and at the end, the mentors chose their preferred startup to mentor. The gathering ended in a casual and fun dinner.

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

Each startups had also 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. The startups found these sessions very helpful and useful and the feedback was very positive.

The startups enjoyed workshops on lean startup, innovation, business in a multicultural environment, the basics to accounting and legal practices for startups and more. The startups visited Google's new shared space and enjoyed a 3 hours workshop on how to avoid mistakes in within your team and how to build your company's 'instruction manual'. The startups also enjoyed a visit to Sony (SAP) which is Sony's internal startup division. Sony shared how they support and inspire startups in Japan.

The program ended officially in an online demo day, Over 100 participants, from more than 10 countries, joined the event - Investors, VC's, foundations, family offices, partners and guests. Pitching and presenting startup online is not an easy task but the startups did an amazing job.

During the program, the startups developed a sense of 'comradery' 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 and 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.



SOCIAL CHANGE MAKERS IN NUMBERS

10 STARTUPS JOINED

10 MENTORS

17 MODULES

2 FIELD TRIPS
(SONY AND GOOGLE)





AQUILA SYSTEMS CORPORATION

MENTOR: MICK ETOH



George Șerban Rădescu

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STARTUP DESCRIPTION

Medical institutions have accumulated enormous amounts of data. Despite that, efficiency hasn't improved proportionally.

While important, gathering the data in itself is not enough - analysis is required. Even so, analysis without actionable insights is wasteful.

This is where we come in. Using a combination of artificial intelligence and mathematical modeling, Aquila Systems is providing hospitals with a support platform for improving and streamlining scheduling in the operating room. Our customers are hospitals and clinics in Japan specialized in acute care.

人工知能と数理モデルの組み合わせで、アクィラシステムズが手術室をはじめ院内の業務を改善や効率化するためのサポートプラットフォームを提供する。



DREAM DRIVE

MENTOR: YOAV RAMOT



Jared Campion

Andy Cline

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STARTUP DESCRIPTION

At Dream Drive we Convert vans into tiny homes on wheels, and then rent them so that people can explore Japan freely

Our vision is to see help people rediscover amazing places in regional Japan which do not have bullet train access.

The vans are picked up from our depot in Tokyo, we are soon opening a depot in Narita also for international customers



JAPAN WHEELCHAIR RUGBY FEDERATION

MENTOR: MR. YAMAGATA



Taketo AKIMA

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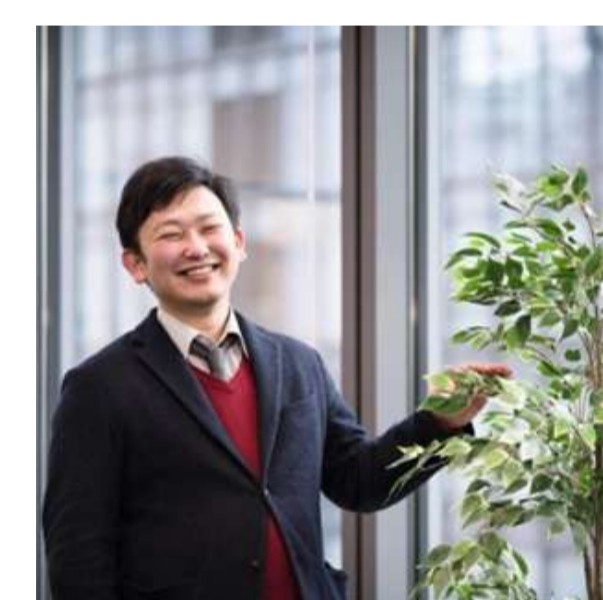
STARTUP DESCRIPTION

Wheelchair Rugby(WR) is a mixed team sport for male and female quadriplegic athletes. A unique sport created by athletes with a disability, it combines elements of rugby, basketball and handball. Players compete in teams of four to carry the ball across the opposing team's goal line. Contact between wheelchairs is permitted, and is in fact an integral part of the sport as players use their chairs to block and hold opponents.

WR is a Paralympic sport, with 26-countries competing in international competition and more than 10 others developing national programs.

KITAIE KITAIE INC.

MENTOR: YOSHINOBU ICHIMURA



Kosuke Kita

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STARTUP DESCRIPTION

Kitaie is a social transformation startup that transforms social systems into what they want by changing the mental structure of individuals and organizations. We solve individual and organizational communication and mental status problems by identifying and healing non-functional beliefs and mental models that suppress individual will. We conduct workshops and training for individuals and corporations, and in the future we will convert them into digital content and AI. By doing so, we aim to create an infrastructure that enables many people to walk their lives based on their own will.

私達株式会社キタイエは、「人類の意識のアップデート」を目指し、人間の意志と豊かな人間関係、そしてそれらに基づく社会変革を支援する、トランステック企業です。法人、個人に対してそれぞれソリューションを持ち、デジタル、リアルの両面から研修・教育プログラムの設計および実施を行っています。



GREEN UTILITY CO., LTD.

MENTOR: SHINICHI KOMATSU



Jonathan Li

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STARTUP DESCRIPTION

Mocha is a portable charging service for all the electricity devices.

It provides power banks in mocha stations all over the country and users can rent power bank from scanning QR code on the mocha stations.

The rented power bank can be returned to different mocha station at any other place.

No worry about running out of your smartphone any more, start use mocha from today!



MYMIZU



Robin Lewis

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MENTOR: MARCEL RASINGER

STARTUP DESCRIPTION

At mymizu, we're on a mission to tackle single-use plastic consumption. The mymizu app provides access to 200,000 water refill points globally where you can refill your water bottle - for free. With mymizu, you can say bye-bye to bottled water; it's good for the wallet, the body and the planet! mymizu also helps people live more sustainable lives by providing creative educational experiences, consultancy services, lifestyle products, and collaborating with companies and local governments for the environment.

mymizuは人々が持続可能なライフスタイルを簡単に、楽しく、実現できる世界を創っていくことをミッションとしています。mymizuアプリは日本国内で6,000箇所以上、世界各地で約20万箇所の無料で給水できる場所（公的水飲み場及び給水パートナーであるカフェ、レストラン、お店、ホテル等）とユーザーを結びつけるプラットフォームです。アプリを利用することで外出中どこにいても気軽に水が補給ができ、環境、身体、お財布にも優しいです！アプリの開発を始め、コンサルティングサービス、教育プログラム、オンラインショップや協同プロジェクトを通し多くの人にサステナビリティや環境保護の重要性について考えてもらうきっかけを作り、新たな社会の波を起こすことに取り組んでいます。



QUANTUM OPERATION INC.

MENTOR: MR. SHINJO



Kazuma Kato

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STARTUP DESCRIPTION

Facing Life and Reducing Pain.

A developer of ultra-high-performance devices. With precise measurement and analysis of vital data, our aim is to utilize them to prevent diabetes, severe pneumonia, and heat stroke.

生命と向き合い、苦痛を減らす
超高機能デバイス開発企業

精密にバイタルデータを測定・解析することで
糖尿病・重症肺炎・熱中症予防に活かすことをめざしています



しっぽコール (SHIPPOCALL)

MENTOR: KOUSUKE KAWAGISHI



Erica Okude
Kasumi Yajima
Erika Ueda
Hiroto Nakai

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STARTUP DESCRIPTION

An assistant device that helps you walk safely at night. Beautifully crafted bag charm records your activity while walking, and assists you when an incident happens. With ShippoCall device and apps, you can take a walk at night with confidence by understanding yourself and knowing your surroundings at ease.

「夜道の不安をなくす」をゴールに、
夜道を歩く大人が安心して被害に遭いにくくなるスマートフォンアプリ&IoTパニック
ボタンサービスを開発しています。



SOGO ENERGY PTE LTD

MENTOR: VINCENT DUPLAN



Jeffrey Char

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STARTUP DESCRIPTION

SOGO Energy is building a distributed utility to provide affordable, reliable, and clean electricity to rural communities in Asia.

We believe that today's energy ventures in emerging markets have the power to create valuable scalable businesses.

However, despite solid business models and fast-growing customer acquisition, they struggle to raise the money they need to sustain such growth.

This is why we created SOGO Energy, a company that invests in these local ventures and partners with them on management, technology and funding.

{tabel}

TABEL

MENTOR: MR. ONODA



Lyie Nitta

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🌐 lyielyie

STARTUP DESCRIPTION

We are TABEL, that is a company work to improve everyone's diet.

We are research on our culture of medicinal herbs, and making healthy teas & condiments with local farmers.

Next, we try to make a service to manage lifestyle naturally, and support to change our daily action with "AI ground-mother".

Update our diet with intimate technology.

PROGRAM CONTENT

MODULE #1	Program Kickoff / プログラムキックオフ
MODULE #2	Lean Startup and Lean Canvas Methodologies / リーンスタートアップとリーンキャンバスの方法論
MODULE #3	Business development / ビジネスデベロップメント
	Unleash Your Innovation Potential / イノベーションの可能性を解き放つ
	Meeting 1:1 with the startups
MODULE #4	Field Trip - Google for Startups
MODULE #5	Measuring Your Social Impact / プロジェクトが社会に与える影響を考える
	Mentors and Startups meetup
MODULE #7	Field Trip to SONYのSAPとは？
MODULE #8	Accounting for entrepreneur スタートアップのための会計知識
MODULE #9	Team Building
MODULE #10	Fundraising: The Whys, What, Hows, Who, and When 資金調達 (4W1H)
	Meeting 1:1 with the startups
MODULE #11	Business in a Multicultural Environment: Think Global from the Start / 世界規模で考えるところから始める
MODULE #12	Been There, Done That
MODULE #13	Marketing (How to Attract End Users) (zoom)
MODULE #14	Business Relations between Startups and Enterprises (zoom)
MODULE #15	Legal Workshop: Getting on the 'Right Side' of the Law リーガルワークショップ (zoom)
MODULE #16	The Importance of Storytelling in Pitching Your Startup ピッチにおけるストーリーテリングの重要性
MODULE #17	Pitch Practice Session: Delivering the Perfect Pitch for Demo Day ピッチプラクティスセッション：デモ・デイで完璧なピッチをするために
MODULE #18	Demo Day

MARKETING AND PR

During the program, ongoing marketing activities took place in order to achieve **3 main goals**:

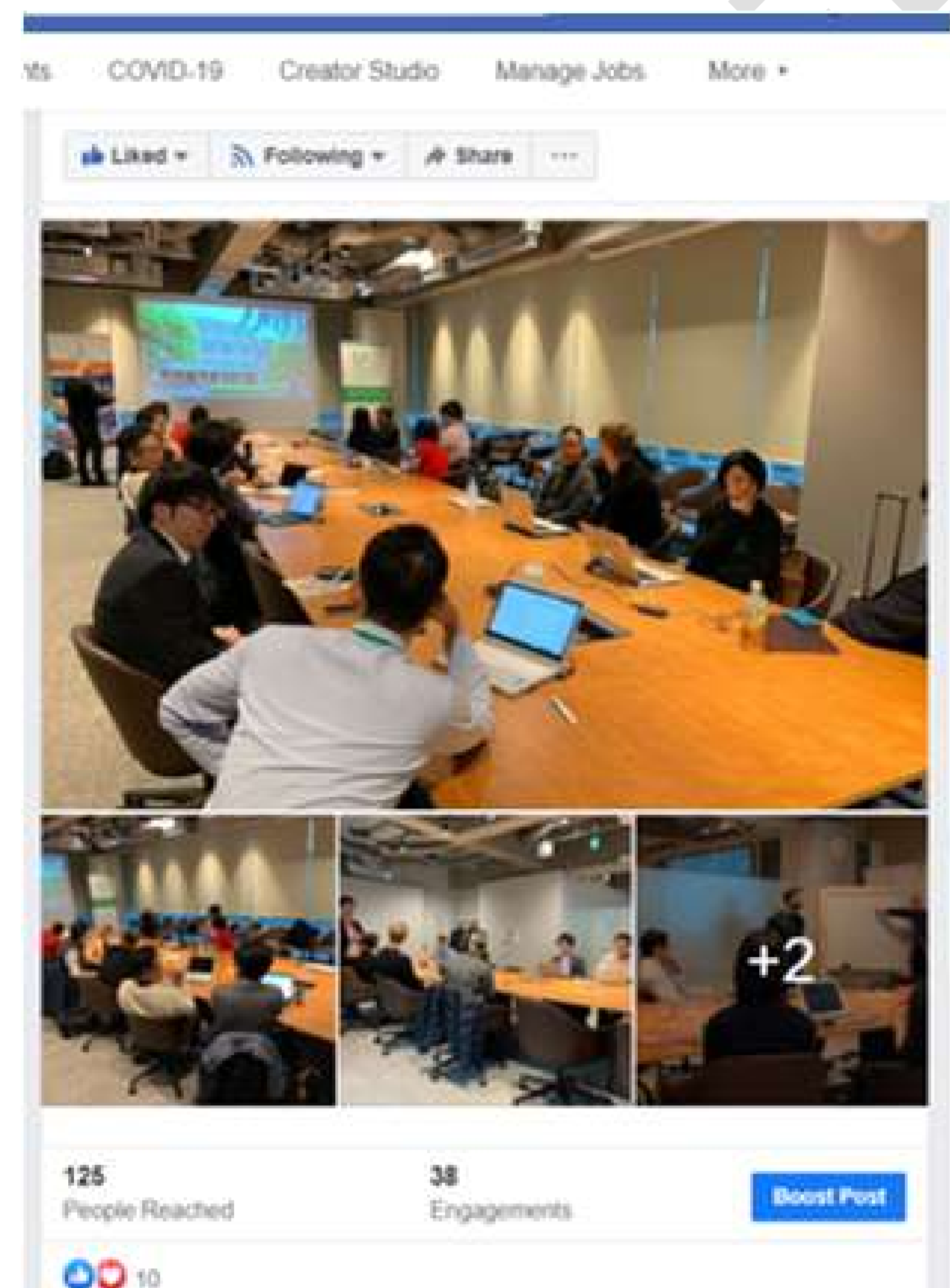
1. Provide the startups with exposure to large relevant communities in Japan, and globally. The exposure was for the startups and their founders, as well as their achievements, such as winning competitions.

In addition, on a weekly basis, each startup was featured in a unique social media post called 'STARtup Of The Week', to ensure each of startups and the founders get exposure.

2. Enhance the exposure of Nippon Foundation Social Change Makers (SCM) program within the communities of founders, startups and researchers in Japan. Constant activities were made with the goal to turn SCM into a known brand name and become the first choice for 'Social Entrepreneurs', when seeking capacity building programs in Japan.

3. Promote Social-Tech and Social Enterprises, as a 'career' option. The rationale is to inspire 'wannabe' entrepreneurs, to make a move towards starting their own social enterprises and seek to generate large scale impact.

During the program, over 32 Facebook post were published to over 20 groups with exposure of ~100,000 audience, EDM's with exposure of 12,000 in each batch as well as constant social media posts.



MEETUPS AND EVENTS

A large scale meetups with over 100 attendees took place during the program, in order to enhance the exposure of NF SCM in the community, promote the program, its startups, and alumni.

Among the meetups and activities:

- WeWork #1: Meetup in WeWork that included an inspiration session from an industry leader, followed by a 'Show and Tell' presentations from startups from the SCM first cohort

- Innovation Leadership Summit: Participated are promoted SCM in Tokyo International Innovation Leadership Summit. The event gathered startups and investors from Japan and the region.

- Yahoo Lodge: Meetup in Yahoo Lodge, to promote SCM for the startup community in Japan, Yahoo community and external guests

- WeWork #2: Meetup related to Social Innovation, and promoted registration to the SCM #2 program

- Field Trip to Google and Sony (SAP): During the program, the cohort had field trips to Google and Sony, on top of the benefits to the SCM participants, it gave a good exposure of the program to relevant communities.



Meetup at WeWork #2



Innovation Leadership Summit



Meetup at WeWork #1



Meetup at Yahoo Lodge



BUILDING ECOSYSTEM

An important part of SCM program and ImpactTech activities in Japan is to build and enhance the ecosystem of organizations that support SCM program and become advocates of Social Entrepreneurship. We are constantly building the ecosystem in ongoing activities that involve identifying relevant organizations and harnessing them to our mission and vision.

Among the latest organizations and activities that ImpactTech team executed in building the ecosystem and creating a thriving community:

- Mitsubishi MRI (Mitsubishi Research Institute): Met MRI management team, involved them in NF SCM and discussing potential collaboration.
- Accenture Japan: Building relations with a focus on activities under the Tokyo municipal innovation arm.
- JETRO: Maintaining the relations both in JETRO Japan, Thailand and in Singapore. Lately we joined their open innovation platform, to facilitate innovation between corporate need and startups
- Millionsteps: Connecting innovation in Japan to overseas funding and partnerships
- Diplomatic Community: Israeli Embassy. The economic science and trade attaché is heavily involved in SCM activities, and creates a bridge to other trade missions in the diplomatic community
- Saga Prefecture: Working with representatives from Saga Prefectural Government, to explore innovation programs
- Toyota Foundation: Submitted a proposal for unique innovation program under Toyota Foundation mandate.

Many more...



Building the NF SCM Alumni



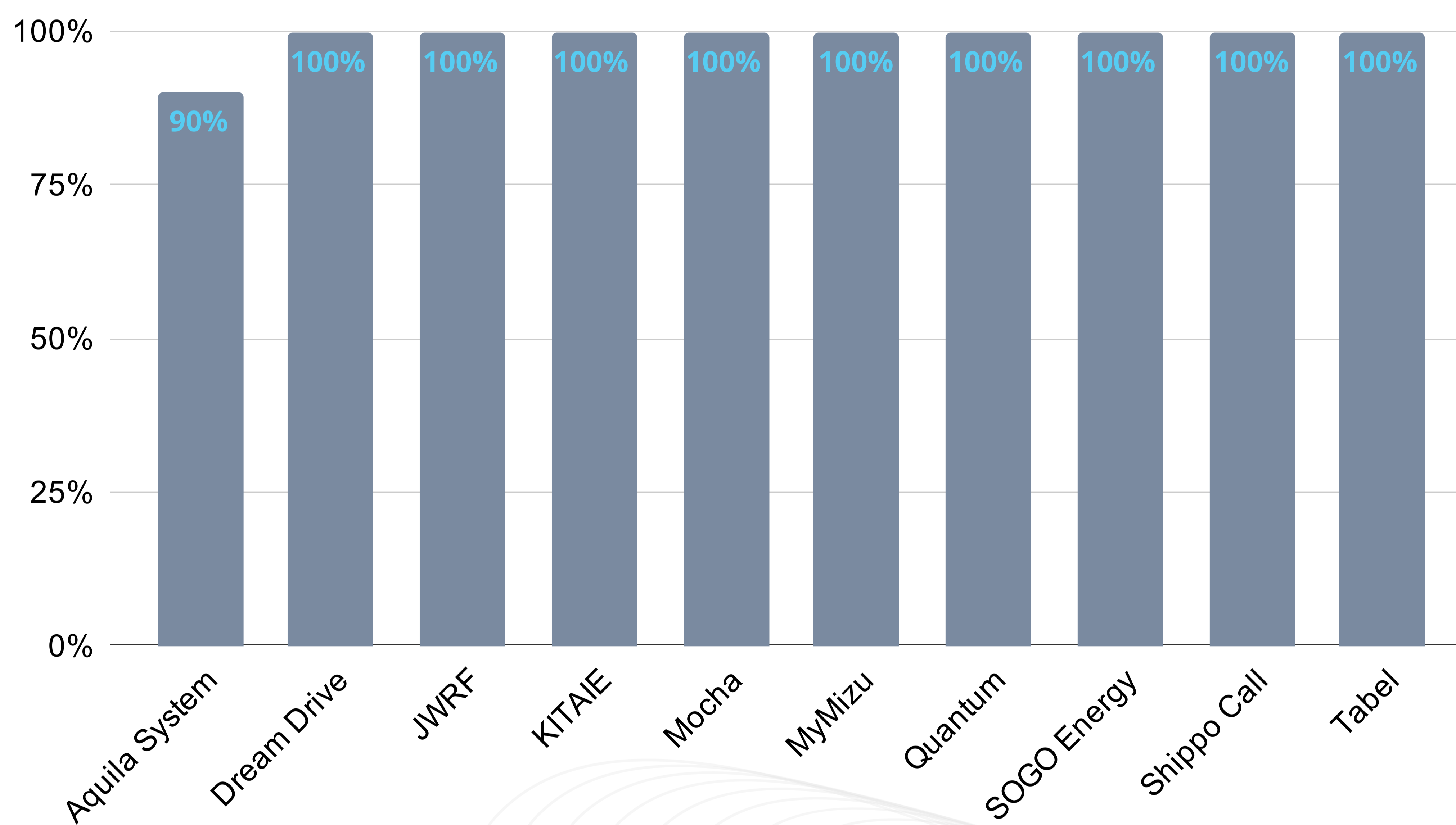
Moderating at the Social Innovation Forum 2019

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







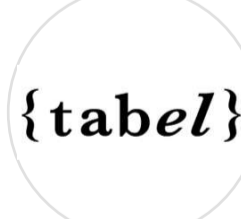




WORKSHOPS FEEDBACK

AVERAGE FEEDBACK (OUT OF 5)



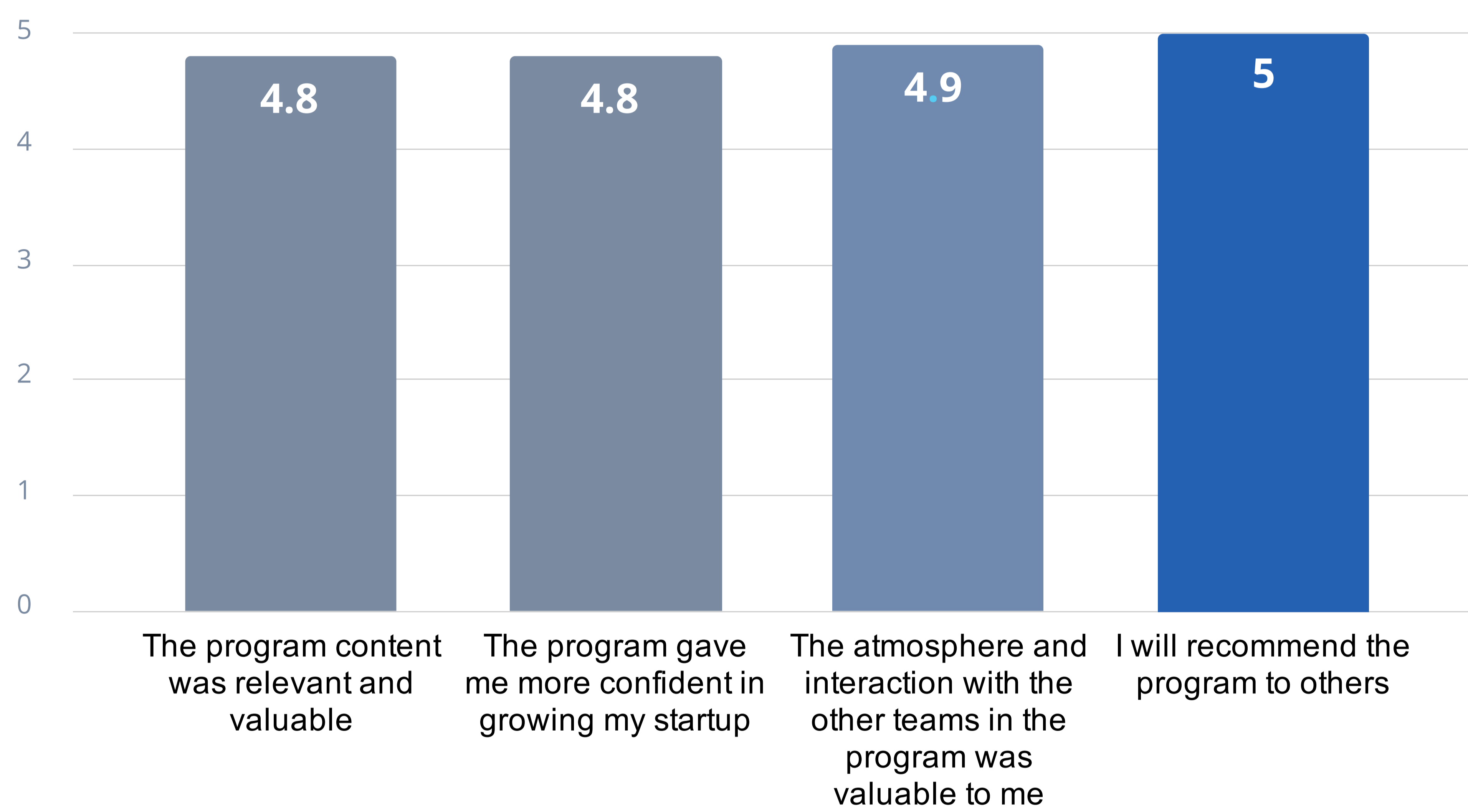
WORKSHOP TESTIMONIALS

Workshop	Comments
Business in multicultural	<p> Getting a glimpse at how the startups are outside of Japan (especially South-East Asia) it was a very interesting learning experience. <i>"Aquila Systems"</i></p> <p> Thank you for great sessions! I am looking forward to check slides. <i>"Quantum"</i></p>
Creativity workshop	<p> I enjoyed the idea of creative constraint. the lack of resources makes you think harder about how to achieve your goal. <i>"Aquila Systems"</i></p> <p> Great session on innovative thinking! <i>"MyMizu"</i></p>
Lean canvas & startup	<p> Thank you! It was good to revisit some of the fundamentals. <i>"MyMizu"</i></p> <p> リーンスタートアップについてよくわかりましたし、gain/painで整理するcanvasはプロジェクトの方向性を整理するに大変助かりました。今後も活用させていただきます。 <i>"Shippo Call"</i></p>
Google visit	<p> チームビルディングで今ちょうど悩んでいたもので、とても良いtipsにあふれていました！早速、25のタフな質問や、本当の自分をさらけ出す時間などを取り入れてみます、 <i>"Tabel"</i></p>
Accounting	<p> Great and important session. Thank you <i>"SOGO"</i></p> <p> I wish I knew some of the information earlier. <i>"Aquila Systems"</i></p>

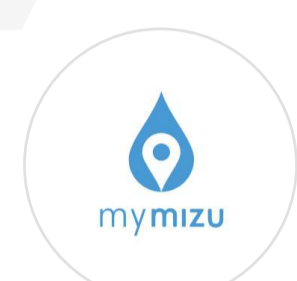
PROGRAM FEEDBACK

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



PROGRAM TESTIMONIALS



I liked how the sessions ranged from very practical things (e.g. Tax/Accounting) to more theoretical and big picture concepts (e.g. Global markets, Innovation, Design Thinking). This combination has been very useful! I also met many wonderful people through the program. Overall, it was a great experience and very valuable for me and my organisation.



Thanks Yoav and Kineret for all your support. Great program. I would like to Increase opportunities to interact with the other companies and really get to know them on both a social as well as professional level would be ideal. Excellent feedback from Yoav was very helpful. Interaction with the other companies and Nippon Foundation was also invaluable.



ピッチの練習をペアでやったりしたのがとても良かったので、相互メンタリングの機会が何回かあっても良い気がしました◎

Thank you so much for everyone! All was amazing.



COVID19 took us all by surprise, remote sessions were very good and solved a lot of problems. I enjoyed the program very much. お疲れさまでした！



May have more communication with members. Good program

REFLECTION AND RECOMMENDATIONS FOR SCM #3

We consolidated a list of areas to add and change for SCM #3. The list was generated based of feedbacks from the startups, ImpacTech and Nippon Foundation.

1. ImpacTech Japan will recruit 'Marketing Manager' and assign a professional PR agency to manage the marketing activities in multiple channels.
2. ImpacTech Japan Head will have the full autonomy to manage the local operation, control the budget, orchestrate the activities and manage the local employees.
3. English language knowledge will be a criterion to join the program, to ensure SCM cohort uses common practice in running and scaling startups.
4. Overseas* trip will be part of the program, to expose the startups to new partnerships and funding opportunities, get to know likeminded founders, and gain 'hands on' experience in global expansion. (*In accordance with the COVID-19 global regulations).
5. Conduct at least 3 community building events.
6. Build an active 'SCM Alumni Community', that bring together past graduates along with the existing cohort. Organize at least one gathering of the entire community, and harness successful graduates as 'big brothers' to the new cohort.
7. Enlarge the pool of mentors and carefully screen them, to ensure they have 'what it takes' to mentor a startup. Mentors screening process will take place alongside the process of recruiting startups.



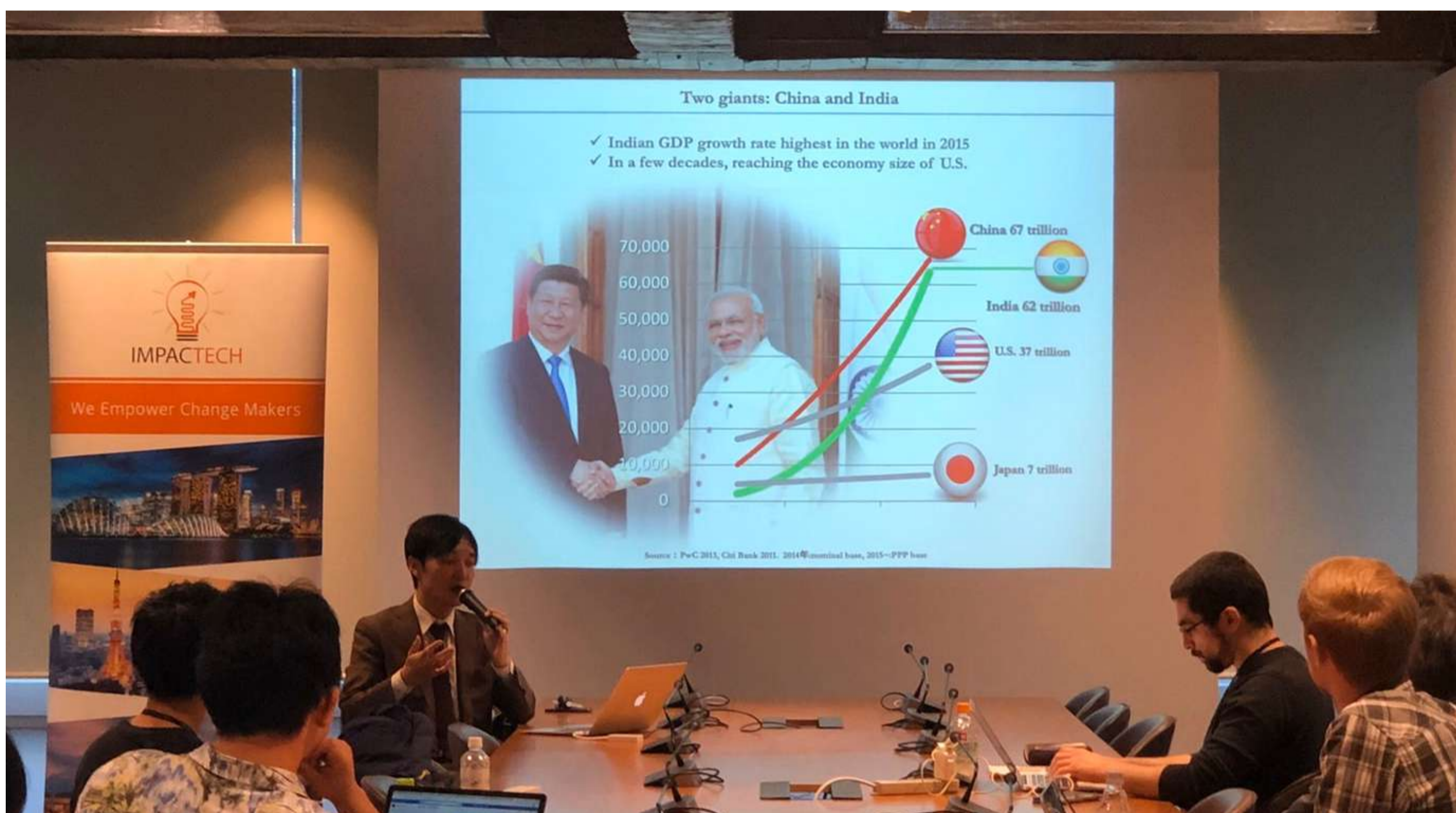
PROGRAM IMAGES



Canvas sharing



Canvas sharing



Business in a Multicultural Environment



Accounting for Startups



Google



Google



ImpactTech Alumni, Visitors from Thailand



Program Kick-off

