



# SOCIAL CHANGE MAKERS 2021-2022

Cohort #5 - "Beyond The Distance"

OCT 2021 - FEB 2022



# PROGRAM SUMMARY

The Nippon Foundation Social Change Makers, Cohort #5, started in October 2021. For this cohort, we were able to keep the ratio of in-person and online sessions to about 1:1. However, face-to-face gatherings and networking events with SCM alumni had to be canceled due to the COVID-19 restrictions.

The selected 13 Social Startups (of which was an auditing startup) of the program had an interesting journey comprised of sessions at CIC innovation center, Tokyo. Due to the state of emergency, some 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 an average of 2 to 3 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 100 participants (of over 50 in-person guests, and 50 online viewers) from various backgrounds such as Investors, VCs, foundations, family offices, partners, and guests. We had to limit the number of in-person guests due to concerns raised for Omicron variant spread, but we had a good turnout both onsite and online after all.

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, and it's reflected in the post-program feedback.

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.

# SOCIAL CHANGE MAKERS 5TH COHORT IN NUMBERS



**13** START UPS JOINED

**15** MENTORS

**22** MODULES

**3** PR  
EVENTS





An-Nahal

## An-Nahal Inc.

MENTOR: Alex Odajima, Rutsuko Tanaka



**Yu Shinagawa**

/FOUNDER

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### STARTUP DESCRIPTION

「多様な人材が協働する社会を作る」をビジョンに多文化の側面から企業のダイバーシティ&インクルージョン推進を支援する。留学生へのメンタリングを通じたリーダーシップ育成プログラムMILEを展開。

With the vision of "Celebrate our differences with collaboration," An-Nahal supports the promotion of diversity and inclusion in companies from a multicultural perspective. An-Nahal has developed MILE, a leadership development program through mentoring for international students.



## Aranea Ltd.

MENTOR: Jennifer Perez, Toshibumi Iinuma



**Alexander Fellner**

/CO-FOUNDER, CEO

✉ [alex@aranea.co.jp](mailto:alex@aranea.co.jp)



**Ken Nyukai**

/CO-FOUNDER, CTO

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### STARTUP DESCRIPTION

With our Aranea fermentation process technology, our customers can upcycle beverage byproducts into a new drink or into superfood.

アラネア発酵技術より飲料副産物をアップサイクルします。弊社のお客様が副産物を飲料またはスーパーフードとしての再利用が可能になります。



## ELLA

MENTOR: Takashi Fujimura,  
David W. Fingerote, Ankita Jain, Robert Heldt



**Bruno Abrioux(Takano)**  
/CO-FOUNDER



**Eric Wiel**  
/CO-FOUNDER

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🌐 LINE ID: line\_bruno

### STARTUP DESCRIPTION

ELLA which stands for E.nhanced L.earning L.level A.lgorithm is a simple yet powerful Adaptive Learning-as-a-Service API solution. Based on remote learners' score trends analysis, ELLA outputs level adjustment recommendations to eLearning / mLearning solutions in order to help personalize students' learning flow.

ELLAは「Adaptive Learning-as-a-Service」のEdTech APIツールで、学習者のパフォーマンスに基づいて学習レベルの調整を推奨することで、リモート教育ソリューションをよりスマートにすることができます。



## FireTech

MENTOR: Takashi Fujimura



**Leo Watanabe**  
/FOUNDER

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🌐 LINE ID: leo\_watanabe

### STARTUP DESCRIPTION

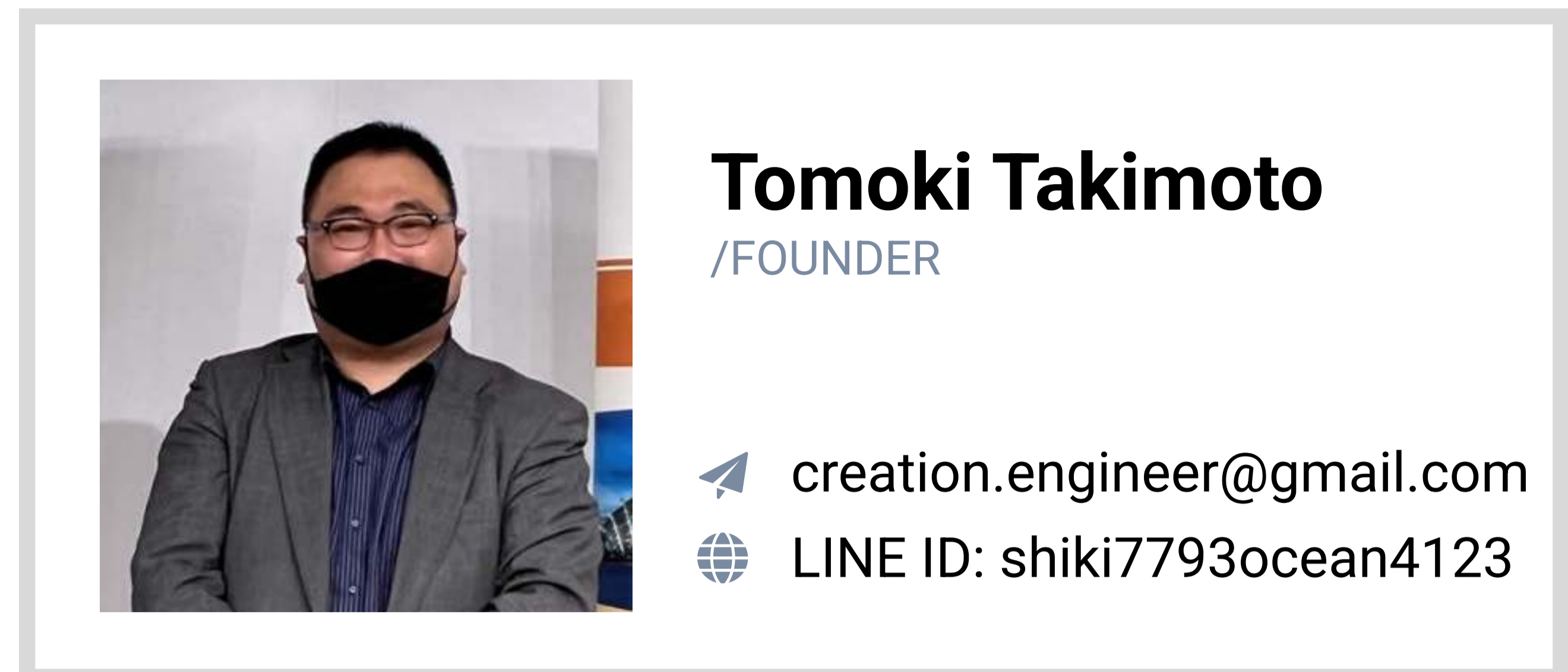
消防点検にかかるコストを専用アプリで激減させ、点検費用を半分にするサービス「防点丸」の開発運用をしています。

We are developing and operating a service called "Bouten-maru," a dedicated application that drastically reduces the cost of fire inspections and cuts the cost of inspections in half.



## FutureQuest Inc.

MENTOR: Toshibumi Inuma,  
Rutsuko Tanaka



### STARTUP DESCRIPTION

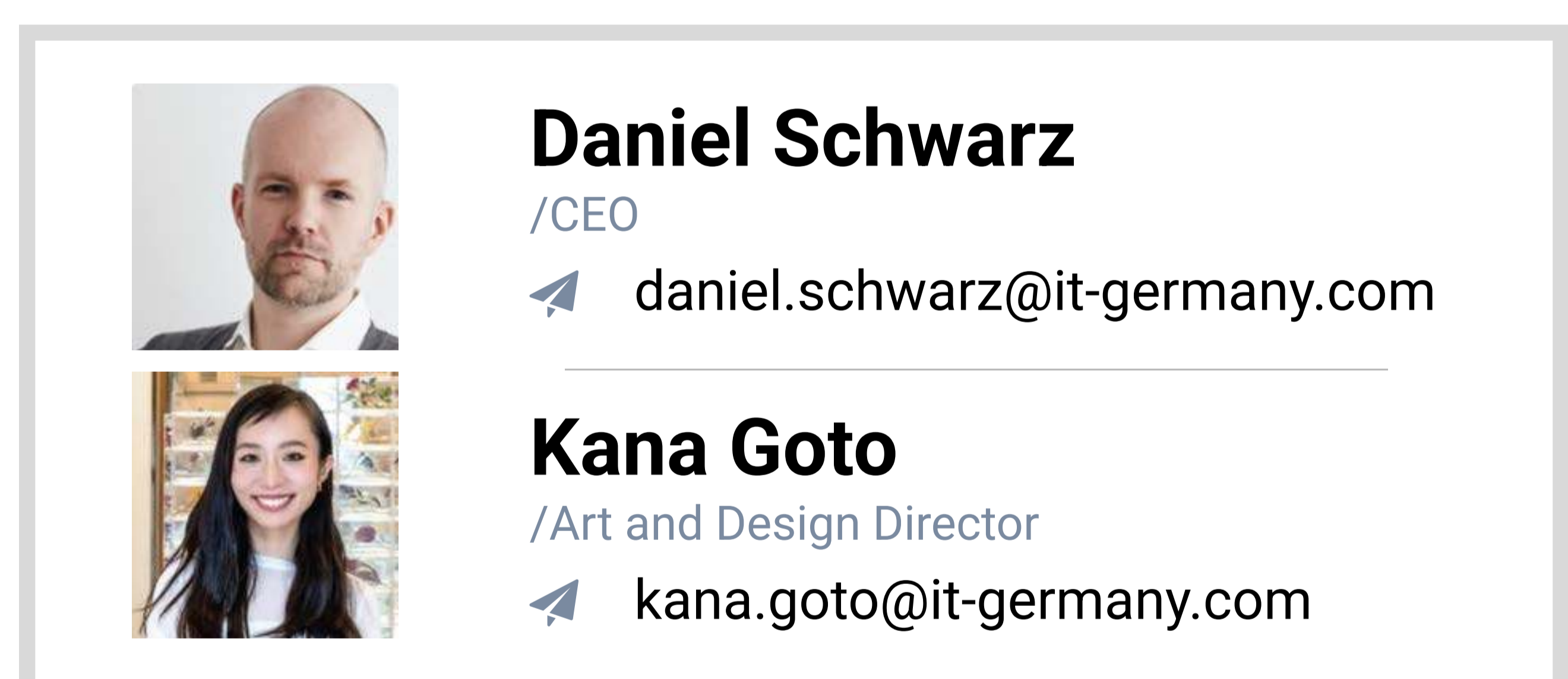
FQ is radio communication company for ocean people. We are developing common communication platform between the boat, the vessel and the MASS.

FQは海上通信事業会社です。小型船舶、大型船そして自律船がコミュニケーションできる共通プラットフォームを作っています。



## ITD-GBS Tokyo

MENTOR: Hironori Ishizaki, Yuko Nakahata  
Robert Heldt



### STARTUP DESCRIPTION

ITD-GBS TOKYO is a startup company established in 2018 in Tokyo with a mission of "Realizing safer, more secure, and efficient work environment for Japanese Society with cutting-edge technology."

We build bridges - sustainable IT solutions that translate legally compliant into what is technically and personally feasible - optimized for your company.

ITD-GBS TOKYOは、2018年に「日本社会に安心安全で自由なワークスタイルを、最先端のIT技術で、実現する。」をミッションに掲げ、東京に設立されたスタートアップカンパニーです。私たちは、法に準拠したものを技術的及び個人的にも実現可能なものに変換し、持続可能なITソリューションを各企業ごとに最適化したブリッジを構築致します。



## LoMarsh Inc.

MENTOR: Yuki Kusano, Rutsuko Tanaka,  
Yuko Nakahata, Hironori Ishizaki

### STARTUP DESCRIPTION

LoMarsh aims to become a hub for connection between academia and business by coordinating the implementation of research findings in the world of business. In pursuit of its mission; "Support workers to be able to work with good wellbeing and peace in mind", LoMarsh is currently working on the launch of a new one-stop consultation service for infectious diseases and nursing care.

アカデミアとビジネスをつなぐハブとして、研究知見の企業実践を伴走・支援する株式会社ロマーシュ。ミッションとして掲げる「働きたい人が、健康に安心して働ける」社会の実現に向け、現在感染症対策と介護に特化したワンストップ相談窓口の新事業起ち上げに取り組んでいる。



**Asako Tokunaga**  
/FOUNDER

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LOOVIC  
AUGMENTED REALITY

## LOOVIC Inc.

MENTOR: Toshibumi Inuma, Yuko Nakahata,  
Takashi Fujimura, Pat Ryan

### STARTUP DESCRIPTION

誰でも移動の判断で困ることなくどこへでも移動できる、スマホ地図を用いないスマートガイドサービスです。空間の記憶なく、景色に集中することができるため、時間のロス無くスムーズに目的地まで正確に導いてくれます。

This is a smart guide service that does not use a smartphone map, allowing anyone to move anywhere without having to worry about moving decisions. With no memory of space, you can concentrate on the scenery, which leads you smoothly and accurately to your destination without loss of time.



**Toru Yamanaka**  
/FOUNDER

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# MATCHHAT

## MatchHat

MENTOR: Robert Heldt, Alex Odajima,  
Yuki Kusano



### Soraya Umekawa

/CEO

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### Sheenan Tenepre

/Lead Technopreneur

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#### STARTUP DESCRIPTION

MatchHat is a global web platform for creatives to help them find collaborators for their passion projects including social impact projects.

Collaborations can happen across continents and amongst creatives from different fields (eg. Arts & Sciences).

MatchHatは様々なクリエイターがお互いのプロジェクトを支援しあう、グローバルなオンラインコミュニティです。

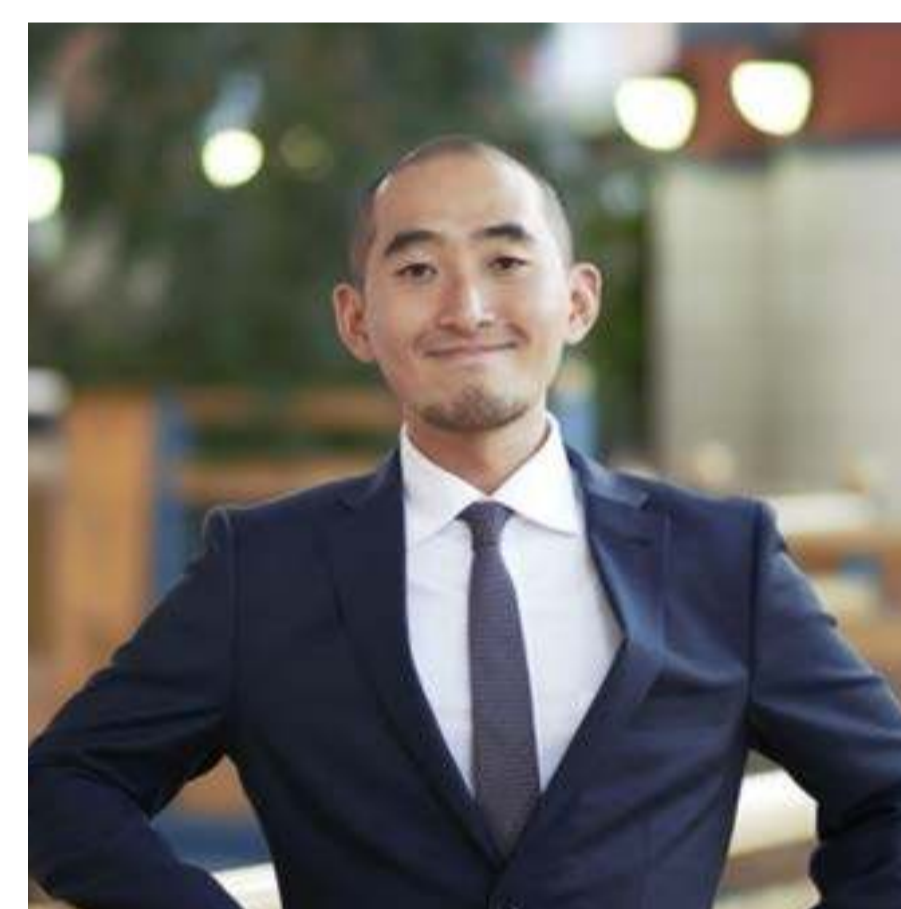
アーティスト、エンジニア、デザイナー、ライター、フィルムディレクターなど、多様な分野から集まったクリエイターと自由にコラボレーションできる場です。



## MIRAling

## MIRAling

MENTOR: David W. Fingerote, Robert Heldt  
Alex Odajima



### K Ikegami

/FOUNDER

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#### STARTUP DESCRIPTION

「世界を変える優れたリーダー・イノベーターで社会を満たし、輝く未来を今、この瞬間に、創造する」をビジョンに掲げる2021年2月創業のリーダー学習企業。中高生・大学生がオンラインでチームを組み、リアルな社会課題・ビジネス課題に濃密に取り組む、実践的・体系的チェンジ・リーダー養成プログラム「TOPPA」等を手掛ける。学校へのプログラム実施も含め、過去半年強で累計500名以上の学生にリーダー学習の機会を提供。

MIRAling is a leader-learning institution with the vision of "filling society with outstanding leaders and innovators who will change the world and create a bright future, right now, at this moment". We provide TOPPA, a practical and systematic change leader training program where junior high, high school, and university students form teams online to work intensively on real social and business issues. We have provided leadership learning opportunities to a cumulative total of more than 500 students in the past six months.





## Noetic Digital

MENTOR: Paul Chapman, Jennifer Perez  
Robert Heldt



**George Reed**  
/FOUNDER

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### STARTUP DESCRIPTION

Noetic Digital is a B2B SaaS/consulting service, building Conversational Insight Automation. We help Market Research Firms reduce delivery times and generate more engaged responses, at a much lower cost; with the ultimate aim being to build an artificially intelligent sociologist.

マーケットリサーチ会社のコスト削減と効率化を図ることにより、独立した一次調査を実施することを支援します(会話型マーケティングリサーチの自動化を構築する)。



## PJP Eye Ltd.

MENTOR: Ankita Jain, Toshibumi Inuma,  
Masaru Nagura



**Inketsu Okina**

/Co-Founder, Chief Intelligence Officer



**June Oyama**

/CFO, CPA

✉ inketsu@pjpeye.tokyo  
🌐 LINE ID: InketsuOkina

### STARTUP DESCRIPTION

PJP Eyeはサステナブルなエネルギーソリューションを世界に届ける会社です。植物由来のカーボンバッテリー、カンブリアンを量産し、電動自転車やストレージに導入済みです。レアメタルフリー、10倍急速充電性、耐熱性、20年以上の長寿命性、暴発の危険性がないなどの特徴を持っております。

PJP Eye is a sustainable energy solution company that mass produces a patented organic carbon battery called "Cambrian". Cambrian is a rare metal-free sustainable battery that uses our patented plant-derived carbon.

Since there is no risk of the explosion, it can charge 20 times faster, and it has a life of 20 years or more. It has been integrated into e-bikes and storage including portable power stations and storages for renewable energy.



# WELgee

MENTOR: Yuichi Takatsuka



**Sayaka Kankolongo Watanabe**

/Founder

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**Saki Watanabe**

/Chief Administrative Officer

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## STARTUP DESCRIPTION

国を逃れる人の数が世界で増え続ける中で、難民は日本にも来ています。NPO法人WELgeeは、日本にきた難民の若者たちと共に未来を築く非営利団体です。













難民認定率がG7で最も低い日本にて、難民として認定される以外のオルタナティブパスを当事者と共に作り出します。1人ひとりへの丁寧な伴走を強みにしたキャリアプログラム「JobCopass」では、就労を通じた在留資格の安定化を目指しつつ、難民人材の経験やスキルを、日本企業のダイバーシティ推進・イノベーション創出に活かしてゆく方法を展開しています。

As the number of people escaping his/her own country is growing in the world, refugees are also arriving to Japan. WELgee is a nonprofit organization that builds the future together with young refugees. In our career program "JobCopass," We discover their individual talents and legally acquire a more stable VISA with private companies. This opens doors to many people until the day their countries find peace and they can return back as next leaders bridging home and Japan.

# SCM#5 CORE MENTORS

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

Among our supporters, we welcomed 15 domain experts as core mentors for the SCM#5. 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. (Profiles shown below except for Mr. Paul Chapman)

				
<p><b>David W. Fingerote</b> BEO (KAPLAN) Academic Director</p> <p>Mentor</p>	<p><b>Takashi Fujimura</b> SVP Tokyo Representative Director</p> <p>Mentor Lecturer</p>	<p><b>Robert Heldt</b> Custom Media CEO/Co-Founder</p> <p>Mentor</p>	<p><b>Toshibumi Iinuma</b> Starbucks Coffee Japan Digital Strategy HQ</p> <p>Mentor</p>	<p><b>Hironori Ishizaki</b> ALES Global, LLC CEO</p> <p>Mentor</p>
<p>Originally from Southern California, David is an international educator and edtech consultant focused on increasing and improving the integration of technology and education.</p> <p>He has worked with students and educators, administrators, curriculum designers, corporate trainers, bootcamp facilitators, assessment designers, and startup founders.</p> <p>He strives to provide support in recognizing the complexities of collaboration within startup teams and between startups and their users and customers.</p>	<p>While in university, Takashi supported establishing NPO bank's national network at ASEED JAPAN. After joining IBM, he was in charge of mega-banks and other financial institutions as part of Solution Sales department.</p> <p>In 2011, Takashi joined SVP Tokyo as Partner, and since then he operates in Japan Association for Refugees as Lead Partner.</p> <p>In 2012, he supported Teach For Japan as part of pro-bono project at Japan IBM.</p>	<p>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.</p> <p>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.</p>	<p>After earning an MBA in Europe, he joined Washa Inc. as a start-up member, providing electricity to un electrified areas in Africa, and contributed to business expansion as CMO.</p> <p>Later, he joined Starbucks Coffee Japan as a Corporate Planning Manager, where he developed mid-term business plans and strategies, and launched new businesses from scratch using DX.</p> <p>From 2021, as the new business scaled up, he was transferred to the Digital Strategy Division to lead the business and plant the seeds for the new business.</p>	<p>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 Diploma).</p> <p>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.</p> <p>He then proceeded his career in Singapore VC fund Rebright Partners, which invests in Asian tech companies, and was responsible for Japan base.</p> <p>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 US, CPA Exam.</p>
				
<p><b>Ankita Jain</b> Healios K.K. Senior Business Development Associate</p> <p>Mentor</p>	<p><b>Yuki Kusano</b> Fish Family Foundation Japan Japan Program Manager</p> <p>Mentor</p>	<p><b>Masaru Nagura</b> CIC Tokyo General Manager (Sales &amp; Marketing)</p> <p>Mentor</p>	<p><b>Yuko Nakahata</b> Entrepreneur</p> <p>Mentor</p>	<p><b>Taisuke Alex Odajima</b> EDGE OF INNOVATION CEO</p> <p>Mentor</p>
<p>Ankita Jain is a serial social entrepreneur &amp; a biotech professional, originally from India &amp; currently based in Tokyo.</p> <p>She is an avid advocate of "equal opportunity by quality education" &amp; has been actively working towards development of projects both in Japan &amp; India to enhance opportunities for young talent.</p> <p>She serves as remote mentor for UNLEASH: SDGs Innovation Lab &amp; Startup Lady Japan.</p> <p>She specializes in business strategy &amp; entrepreneurship support.</p>	<p>Yuki Kusano graduated from International Christian University in 2010 with a one-year study at the Department of Women's Studies, University of California, Irvine.</p> <p>After leaving early from the Graduate School of Humanities and Sociology, University of Tokyo, she worked for an import company of women's sexual health related goods writing online columns and newsletters on sexual and reproductive health and rights and sex education. Later, making use of her major, she moved to a non-profit organization, All Japan Women's Shelter Network, where she became the coordinator of a 24/7 telephone counseling service. As an activist, she has been a speaker at the UN Commission on the Status of Women and other conferences on women's human rights both in Japan and abroad. Currently, she is working as the Japan Program Manager for the Fish Family Foundation based in Boston, USA, as it opened the Japan Office in 2019, providing executive leadership programs for women in Japan.</p>	<p>After joining the Ministry of Education, Culture, Sports, Science and Technology (MEXT) in 2011, he was involved in university-launched venture policies, industry-academia collaboration policies, entrepreneurship education policies, and nuclear regulations, and planned and developed EDGE, an entrepreneurship education program, and SUCCESS, a JST-funded program. Later, he studied at the Massachusetts Institute of Technology. After returning to Japan, he worked at a management consulting firm and venture capital firm before joining CIC Tokyo in May 2020.</p> <p>He holds a BS in Physics from Keio University, a Ph.D. in Nuclear Engineering and Management from the University of Tokyo, and an M.S. in System Design and Management Program from Massachusetts Institute of Technology.</p>	<p>Yuko is an entrepreneur and a Board member at the JPX listed company.</p> <p>She has 19 years of experience in Corporate Management at above C-suite level.</p> <p>She had worked for a sales promotion-focused venture company that had IPO in 2002. In the same year, she became a subsidiary's CEO. In 2005, she started her own company and exited with M&amp;A in 2010.</p> <p>Then she moved to Hong Kong and joined MNC. After leading business development projects in Bangladesh, Indonesia, Cambodia, and China include corporate registrations she moved back to Japan in 2017 to manage 11 companies in the organization. In 2018, she became a board at a listed company and resigned from the full-time job to focus on an MBA dissertation.</p> <p>In 2021 June, she established SustainaSeed.</p>	<p>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.</p>
				
<p><b>Jennifer Perez</b> Osix ra daichi Inc. Corporate Planning</p> <p>Mentor</p>	<p><b>Pat Ryan</b> Ireland Japan Chamber of Commerce Director</p> <p>Mentor</p>	<p><b>Yuichi Takatsuka</b> Visa and Beyond by Takatsuka Office Administrative Scrivener</p> <p>Mentor</p>	<p><b>Rutsuko Tanaka</b> I'm in, Inc. CEO</p> <p>Mentor Lecturer</p>	
<p>Jennifer is a venture capitalist at Future Food Fund, a CVC established by Osix ra daichi Inc. to invest in early-stage food tech to stimulate innovation for a better food future.</p> <p>She is responsible for investment sourcing and deal diligence and leads global investment including post-investment synergy creation, as well as business acceleration support. Her experience working as a member of Osix ra daichi's corporate planning team, as well as a venture capitalist at Future Food Fund, gives her deep insight into both the consumer and business side of the food industry.</p> <p>Her expertise particularly with pre-seed to series A startups is leveraged as she evaluates companies for investment and product adoption.</p> <p>Jennifer is passionate about innovative ingredients including "better-for-you" packaged goods, and new food technology that can have a positive impact in Japan and on a global scale.</p>	<p>Originally from Cork, Ireland, Pat has worked at ALPS Electronic Co. both in Japan and Ireland, supporting product launches and more.</p> <p>While in ALPS, he started his own outsourcing business which later merged with a similar-sized outsourcing company Abtran.</p> <p>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.</p> <p>He is also Angel Investor in early-stage startups in Ireland, US, and Japan.</p> <p>He is intermediate level in Japanese.</p>	<p>Based on over 14 years of experience living in Australia, working for the Ministry of Foreign Affairs of Japan and the Delegation of Foreign Governments to Japan, and his desire to solve issues in local communities as a social entrepreneur, he supports the activities of his clients as an "international administrative scrivener" who connects foreigners and Japanese through immigration procedures (visa applications), business start-up support, and various types of permit applications.</p> <p>Registered as an administrative scrivener (administrative scrivener for applications filed with the Tokyo Regional Immigration Bureau) in 2019. He has worked as a clerk at the Ministry of Foreign Affairs of Japan (Embassy of Japan in Australia, Oceania Division of the Ministry of Foreign Affairs of Japan, Consulate-General of Japan in Perth), a staff member of the Delegation of a foreign government to Japan, a secretary to a politician, a concierge at an overseas hotel, and an apprentice at an Italian restaurant.</p>	<p>Rutsuko has over 10 years experience of providing PR consultations for Japanese companies and not-for-profit organizations across various sizes.</p> <p>She is also a nationally certified career consultant, system coach and facilitator.</p> <p>In April 2021, she launched 'I'm In Inc', a boutique communications agency focused on recruiting PR, onboarding support and facilitations/training for startups&amp;SMCs.</p> <p>She holds a Masters in Social Work degree from New York University and BA from Sophia University.</p>	

# SCM#5 PROGRAM CONTENTS

Date	Module	Contents (honorific titles omitted)
Oct 1	1	<b>16:00-18:30 Program Kickoff</b>
Oct 6	2-1	<b>16:00-17:00 Innovation + Ideation</b> /Yoav Elgrichi, ImpacTech
	2-2	<b>17:00-18:00 Business Terminology</b> /Yoav Elgrichi, ImpacTech
Oct 13	3	<b>16:00-18:00 Theory of Change</b> /Takashi Fujimura, SVP
Oct 16	S	<b>13:00-15:00 Social Model Map Workshop</b> /The Nippon Foundation
Oct 20	4-1	<b>16:00-17:30 Social Business &amp; Sustainability: Trends and Opportunities through the lens of mymizu</b> /Robin Lewis, mymizu, Social Innovations Japan
	4-2	<b>18:00-19:00 Team Building</b> /ImpacTech
Oct 27	5	<b>17:30-19:30 Fundraising for Social Startups</b> /Reiji Yamanaka, KIBOW Foundation
Oct 28	6	<b>16:00-18:00 Lean Startup and Lean Canvas Methodologies</b> /Yoav Elgrichi, ImpacTech
Nov 10	7-1	<b>16:00-18:00 PR 101 for Startups</b> /Rutsuko Tanaka, I'm in, Inc.
	7-2	<b>18:00-19:00 PR strategies and benefits during the program</b> /Takashi Masuda, PR Times
<b>Startups X Mentors Introduction</b>		
Nov 17	8	<b>16:00-18:00 Marketing Strategies</b> /Keiko Koda, AsMama
		<b>1:1 Meeting with ImpacTech Team #1</b>
Nov 24	9	<b>16:00-18:00 Campaigning and Digital Market Strategies</b> /Robert Heldt, Custom Media
Dec 1	10	<b>15:00-17:00 Legal Workshop: Contracts, NDAs, and more</b> /Catherine O'Connell, Catherine O'Connell Law
Dec 8	11	<b>16:00-19:00 How to Extend Your Business Globally</b> /Ronald Weissman, Fariza Abidova, Yoav Elgrichi
Dec 9	12	<b>19:00-21:00 UX/UI Design Workshop</b> /Le Wagon
Dec 15	13	<b>16:00-19:00 Design Workshop</b> /Raphael Hodé, freelance strategic designer
Jan 19	14	<b>16:00-18:00 How to Hustle as a Social Enterprise</b> /Paul Chapman, MoneyTree
Jan 20	15	<b>16:00-19:00 Product Design and Development</b> /Enora Rogers, Enora Rogers Inc.
Jan 26	16	<b>16:00-19:00 Collaboration with Corporations</b> /Keijiro Yamagata, Scale Out <b>(16:00-19:00) Fundraising in Japan: 4W1H</b> /Masato Iino, Scale Out
Feb 2	17	<b>16:00-19:00 Product-Market-Fit and Pricing Strategies</b> /Tim Romeo, Google for Startups Japan
Feb 9	18	<b>16:00-17:30 Accounting for Entrepreneurs</b> /Naoko Sato, AKIA TAX Consultants
		<b>1:1 Meeting with ImpacTech Team #2</b>
Feb 16	19	<b>16:00-17:30 The Art of Storytelling</b> /ImpacTech
TBD	20	<b>Pitch practice session</b> /ImpacTech
TBD	21	<b>DEMO DAY</b> <b>GRADUATION</b>

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

- **Social Model Workshop by The Nippon Foundation**
- **SCM alumni session (by HERALBONY) @CIC Tokyo**

# 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 2021-2022 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 PR with CityLab Tokyo
2. SCM#5 campaign on social media
3. Collaboration with a variety of VC's
4. Having an Peatix registration (online attendees) of over 95 people for demo day

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#5, more than 7,000 organic users with our posts (1 content posted every week), 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#5 from PR Times, one of the top PR platform in Japan, to guarantee maximum exposure for the activities and achievements of the startups in the program.

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 about 9,500 potential candidates globally through digital campaigns during the application period, leading to 1,323 page views on the SCM#5 page on the ImpacTech website.

The screenshot shows a Facebook event page for "Social Change Makers #5 LIVE PITCH NIGHT". The event is scheduled for Friday, February 25, 2022, from 17:30 to 20:30 JST, and is an online event streamed on Zoom. The page includes a QR code, a description in English and Japanese, a list of participating startups (e.g., An-Nahal Inc., Aranea Ltd., ELLA, FireTech, FutureQuest, Inc., ITD-GBS Tokyo, LoMarsh Inc., LOOVIC Inc., MatchHat, MIRAling, Noetic Digital OU, PJP Eye, WELgee), and a list of attendees (Kyoko Harada, Shige, Astin' Bazarova, Deep Nguyen, Schyler Cole). The event is marked as "Event is FINISHED" and "FULL".

The screenshot shows a Facebook post from ImpacTech Japan dated July 13, 2021. The post is in Japanese and promotes the 5th Social Change Makers competition. It mentions a prize of up to 1 million yen and fundraising opportunities. The post includes a link to the event page and a QR code for registration. Below the text is a graphic with the text "READY TO CREATE SOCIAL CHANGE?" and a lightbulb icon, along with logos for Social Change Makers, The Nippon Foundation, and ImpacTech.