

# STARTUP PR EVENTS



Due to the COVID-19 restrictions, some startups faced difficulties in conducting and promoting their PR event. However, half of the startups (6 startups) were able to collaborate and managed to host their events.

MatchHat, ELLA, Noetic Digital, and WELgee organized Social Impact CreateAthon, a hybrid workshop that brought together creatives in various fields to discuss social issues and solve some of them in an innovative way. Not only in-person attendees, but online attendees were able to fully engage in the activities as they had a separate program prepared for both groups. For onsite event, they invited an Iranian refugee singer to perform music from her country.

An-Nahal, LoMarsh, and MIRAling held an online workshop, which is targeted to corporate employees to raise awareness in Diversity & Inclusion. Their event was initially planned to be held in-person, but they had to switch it to online due to increased concerns for COVID-19 variant. In the session, topics regarding Health Management and Foreign Human Resources were discussed. They incorporated tools such as Mural and Graphic Recording to enhance the online collaboration experience of their participants.

In addition to the PR events above, FireTech and ITD-GBS presented and promoted their products at the Venture Café Thursday Gathering. The event itself struggled with little turnouts due to the ongoing situation, but they managed to attract some visiting guests.



## MatchHat x ELLA x Noetic Digital x WELgee

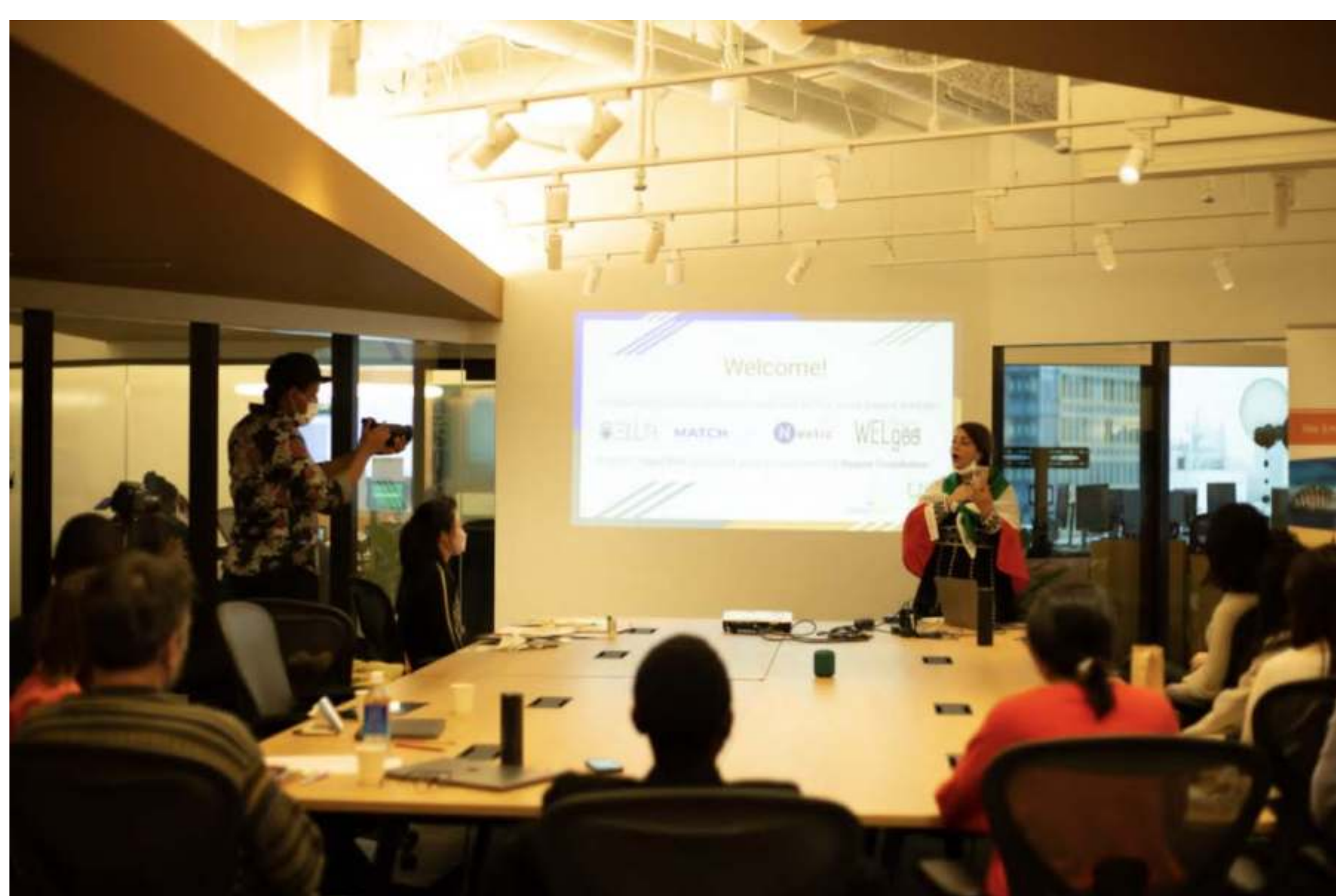
### Social Impact CreateAthon in support of Refugees

In an effort to raise awareness around the plight of refugees, on February 19th at CIC Toranomon Hills Tokyo, four startups including NGO WELgee organized an online and in-person CreateAthon (creative hackathon) where artists, educators, refugees collaborated and produced a wide range of projects ranging from the storyboard of a gaming app to educate students about the refugee crisis from a personal perspective, projection mapping content showing migration, and manga art about surviving migration and isolation.

The participants of the on-line edition have debated among other things how to better communicate on the topic of refugees, specifically focusing on removing stereotypes attached to refugees, by using both physical and digital media in a collaborative, blended way.



We also had an Iranian musician sing beautiful songs in Persian.



This event is part of the ImpactTech program sponsored by Nippon Foundation which focuses on social entrepreneurship.

We believe that this CreateAthon has planted seeds for future collaboration and all the participants appreciated moments of serendipity and meaningful discussions around the plight of refugees, the cause of crises and the root of the corruption that leads to many people being forced to flee their homes.



## STARTUP PR EVENTS

One powerful point raised by those who had experienced life as a refugee, was their desire to not only find a safe country to stay in temporarily, but to return home and help the friends and family they have left behind.

The attendees also learned first hand what it's like to have your dreams shattered but still find the strength to adapt and survive.

In 2021, 11,919 persons applied for refugee status in Japan and 47 were granted refugee status.

There were many questions raised about how refugees are granted refugee status in Japan and how we can educate youths about what it's like to survive as a refugee.

The four startups are ELLA (EdTech tool to improve remote learner engagement), MatchHat (helps creators find collaborators for their passion projects), Noetic (crowdsourced insights SaaS), and WELgee (support refugees integrate in Japan including career development).



Left: George Reed from Noetic, Saki Watanabe from WELgee, Soraya Umewaka from MatchHat, Nhi Duong from ELLA

Photo Credit: David Schneider

Venue: CIC Toranomom Hills

### CreatAthon on-line edition



### Call to action

If you want to support WELgee, please do xyz.

<https://www.welgee.jp/join-us/donation>



## An-Nahal x LoMarsh x MIRAling

On February 14, 2022, An-Nahal, LoMarsh, and MIRAling held an online workshop for the department of human resources, corporate planning, and diversity promotion entitled "Strategy Meeting for Everyone - Let's Think About Your Company's Diversity and Inclusion Promotion Policies".



### Event Information

At this event, we held an interactive workshop to discuss measures to promote diversity and inclusion in the organization, after providing input on (1) utilization of foreign human resources and (2) health management (balancing work and nursing care) under the theme of "diversity and inclusion in the company."

### Details of the event

Date: Monday, February 14, 2022, 16:00-18:30

Location: Online

16:10-16:20 Introduction (MIRAling)

16:20-16:40 Input presentation

1) Utilization of foreign human resources (An-Nahal)

2) Health management (balancing work and nursing care) (LoMarsh)

16:40-17:00 Workshop 1: Stakeholder mapping

17:00-17:10 Workshop 2: Brainstorming

17:10-17:40 Workshop 3: Concept Visualization

17:40-18:00 Presentations by each group

17:40-18:00 Feedback (An-Nahal, LoMarsh)

17:50-18:00 Summary (Umi Matsuda, GRARECO)

18:00-18:30 Networking session

### Participants

The workshop was divided into two groups: foreign human resources and health management.

- Tools used on the day

In the workshop, we used a collaboration tool called mural (<https://www.mural.co/>) for stakeholder mapping, brainstorming, and concept visualization. Some participants may have been using Mural for the first time, but they became able to use it smoothly without any trouble.

### Session contents

- Foreign Human Resources

By comparing the DEIB to a party, we were able to explain it in a way that was easy to understand for those who had never heard of it before. Although foreign human resources face a variety of challenges, people don't find other issues very often due to language anxiety. We introduced important points for foreign human resources to be active in the workplace.



• Health Management

First, he explained the simple definition of health management and how the investment for health management will return. Next, data related to nursing care and leaving their job was introduced in the form of a quiz. Finally, personas were set up to illustrate the process of quitting their job, which was used as a hint to think about it during the workshop.



Workshop

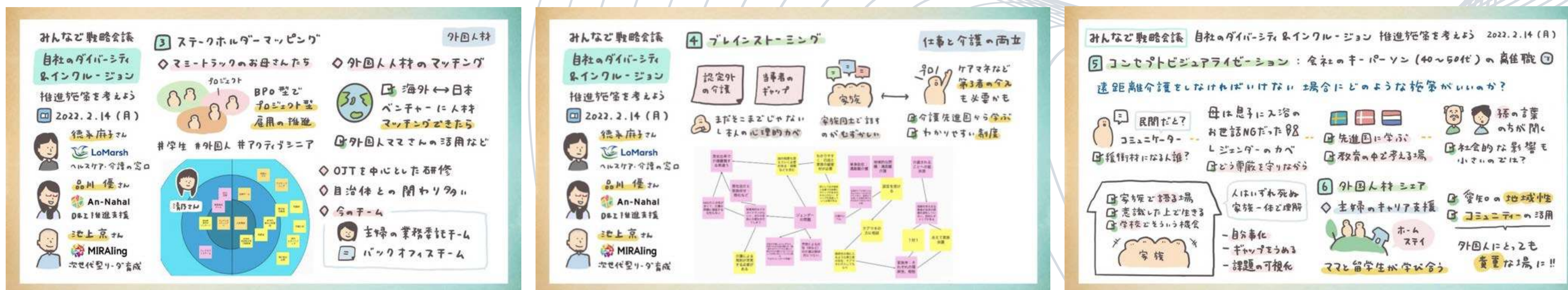
- 1) Stakeholder mapping: Stakeholders were divided into internal and external, and the strength of the relationship with the people involved was expressed by distance.
- 2) Brainstorming: The participants were free to come up with ideas for measures to address the issues identified in the mapping.
- 3) Concept visualization: The participants visualized the measures they came up with using easy-to-understand diagrams and photos. At that time, the participants were asked to sort out the targets, stakeholders, contents of the measures, and the value they could provide.

• Foreign Human Resources

We came up with measures that would help foreign students develop their careers by creating contact points with the local community and promoting understanding of Japanese culture and customs through language exchange and community interaction between the mothers of the Mommy Truck and foreign students.

• Health Management

We identified issues based on the participants' experiences in workplaces and their actual experiences as caregivers. In particular, we recognized the need for others to intervene because the gap between the caregiven people's perception and the actual situation, and the relationship between family members are problems. They also agreed that it is important to gain knowledge early on and to provide opportunities for discussion.



• Corporations

On the day of the seminar, COUEN (<https://couen.jp/>) took photos and videos, and Umi Matsuda (<https://lit.link/marinmatsuda>) did graphic recording. The graphic recording helped to organize the content of the seminar and made it easier to understand.



# BUILDING ECOSYSTEM

The fundamental aspect of the SCM program and the ImpactTech 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 SCM#5 that the ImpactTech 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

Collaboration in demo day with CityLab to bring together

PR Times gave free PR access to the start ups

Special sessions by SCM alumni Heraldony(SCM#1) and mymizu(SCM#2)

Collaboration with Catherine O'Connell Law for a legal workshop session and a free legal consultation for the SCM#5 startups

Collaboration with Raphael Hodé for a design workshop session and a free design consultation for the SCM#5 startups



↑ Special session with the SCM#1 alumni, Heraldony



↑ Special session with the SCM#2 alumni, mymizu



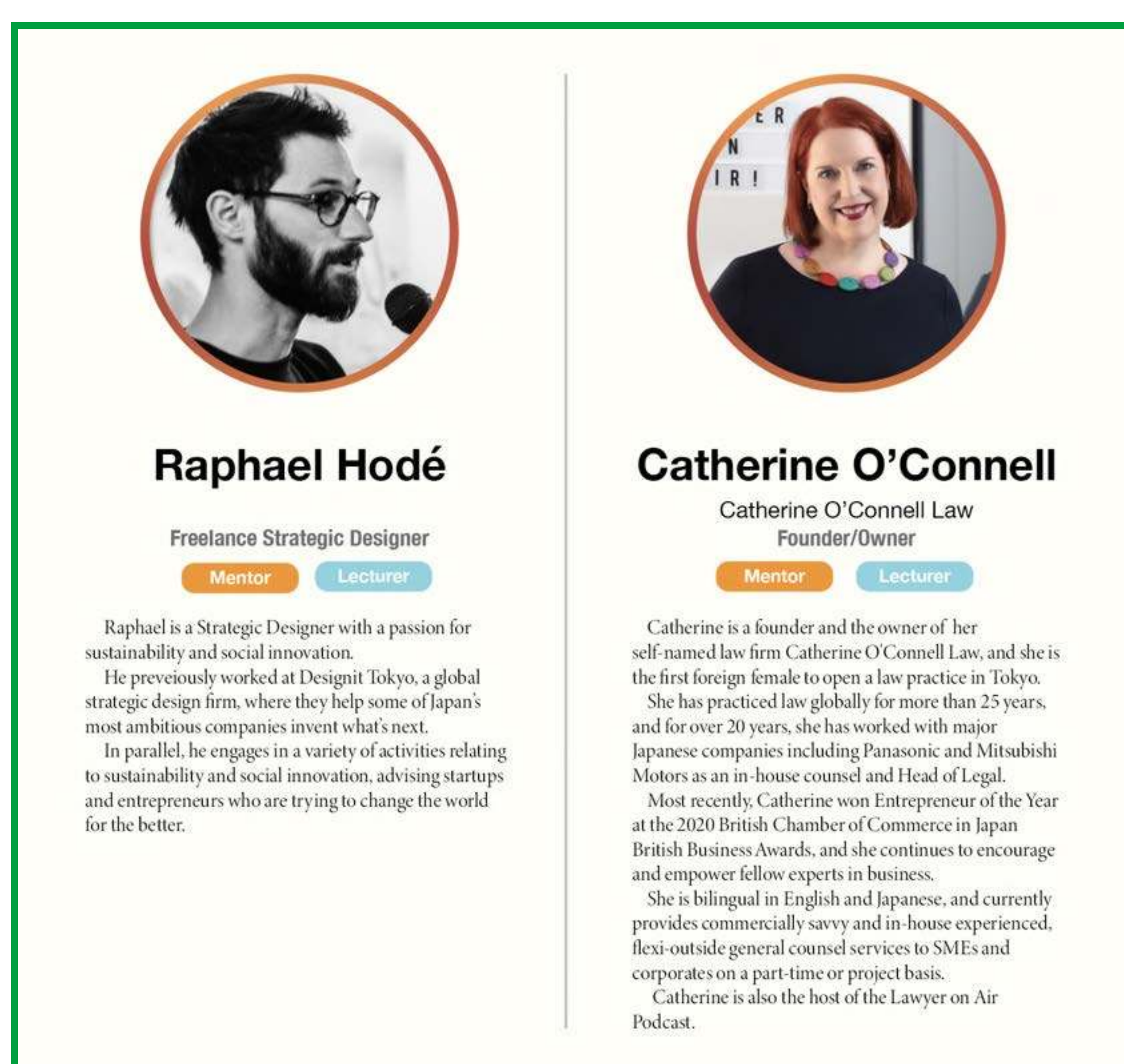
# SCM#5 PROGRAM BENEFITS

As continued from the previous cohorts, we provided startups with attractive benefits package including access to CIC co-working space, PR Times SCM plan, and free consultations.

In addition to the benefits provided in SCM#4, we few more benefits are added this time to compensate the limitation that startups faced under the COVID-19 regulations.



- Cash prizes of up to 1 million yen at the Demo Day
- The Nippon Foundation resources
- Access to CIC co-working space during the program
- AWS net services credits
- PR Times SCM benefits
- Sponsored PR events
- Wantedly recruiting services
- Free 1-hour legal consultation
- Free design consultations
- 1-on-1 Business reviews



## Specialized Consultation

Continued from SCM#4, we invited Ms. Catherine O'Connell from Catherine O'Connell Law to hold a legal workshop as well as providing 1-hour legal consultation to the startups.

Additionally, as we saw the startups' needs for design guidance in the last cohort, we invited Mr. Raphael Hodé, a long-time supporter of SCM and the lecturer for the design workshop, to give startups an individual design consultation by request.



# PARTICIPATION RATE & OVERVIEW

Overall participation rate in the program was very high as previous cohorts. We were able to hold more in-person sessions than last time, and the average ratio of online to in-person sessions was 1:1 for this cohort.

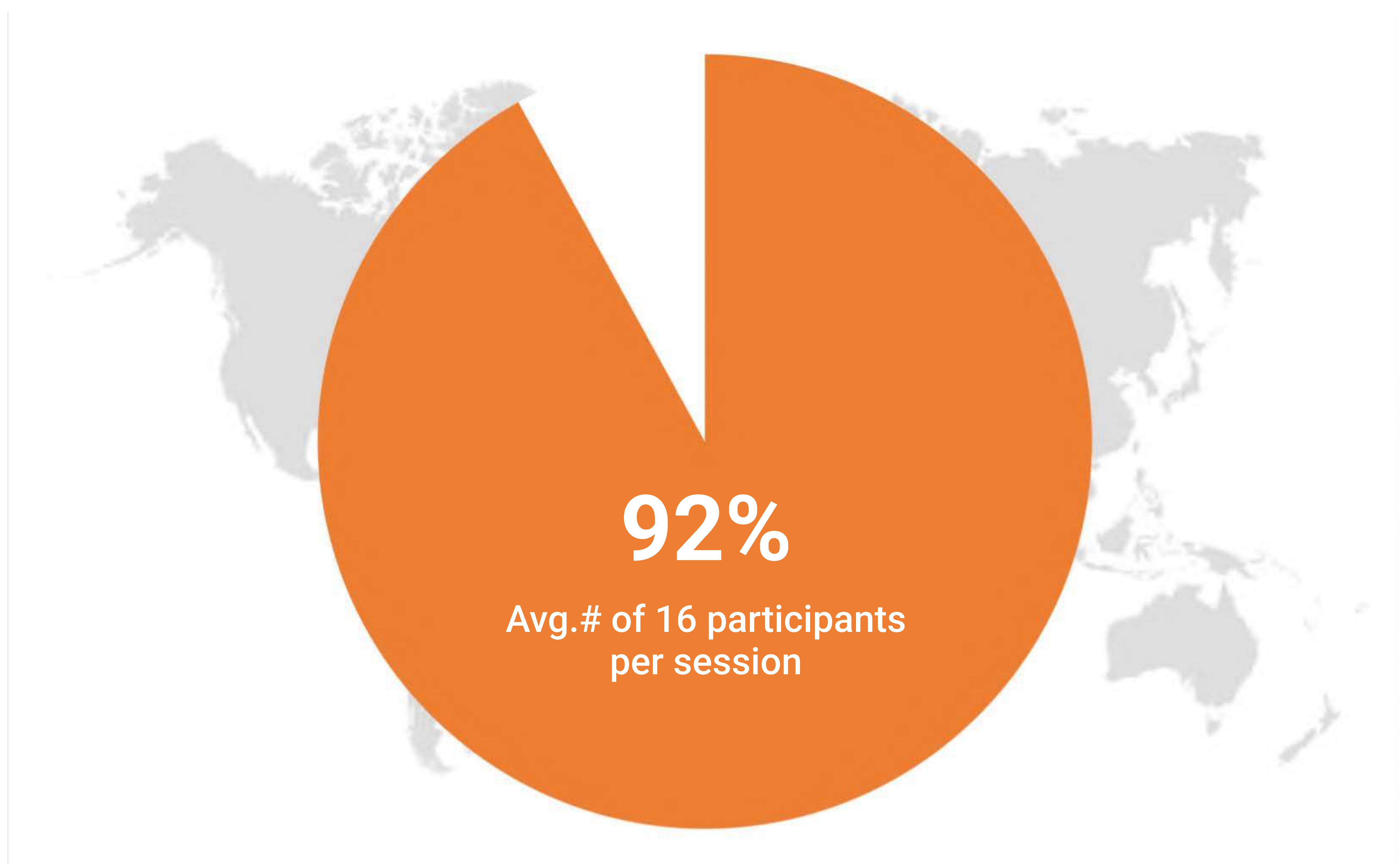
Although networking opportunities were limited due to the COVID-19 related restrictions and outbreak of its variants, more collaborations and interactions happened thanks to increased number of in-person sessions.

As we carefully examined the geographic location of the startups in the interviewing process, we were able to select startups that are based within outskirts of Tokyo. One of the selected startups was based in Kyushu area, but they ardently attended most of the in-person sessions.

According to the survey, startups rated 0.3 points higher (4.2 as opposed to 3.9) than last cohort in questions regarding the workshop and the collaboration with other startups, which could also be attributed to the higher proportion of in-person sessions.

## PARTICIPATION STATS

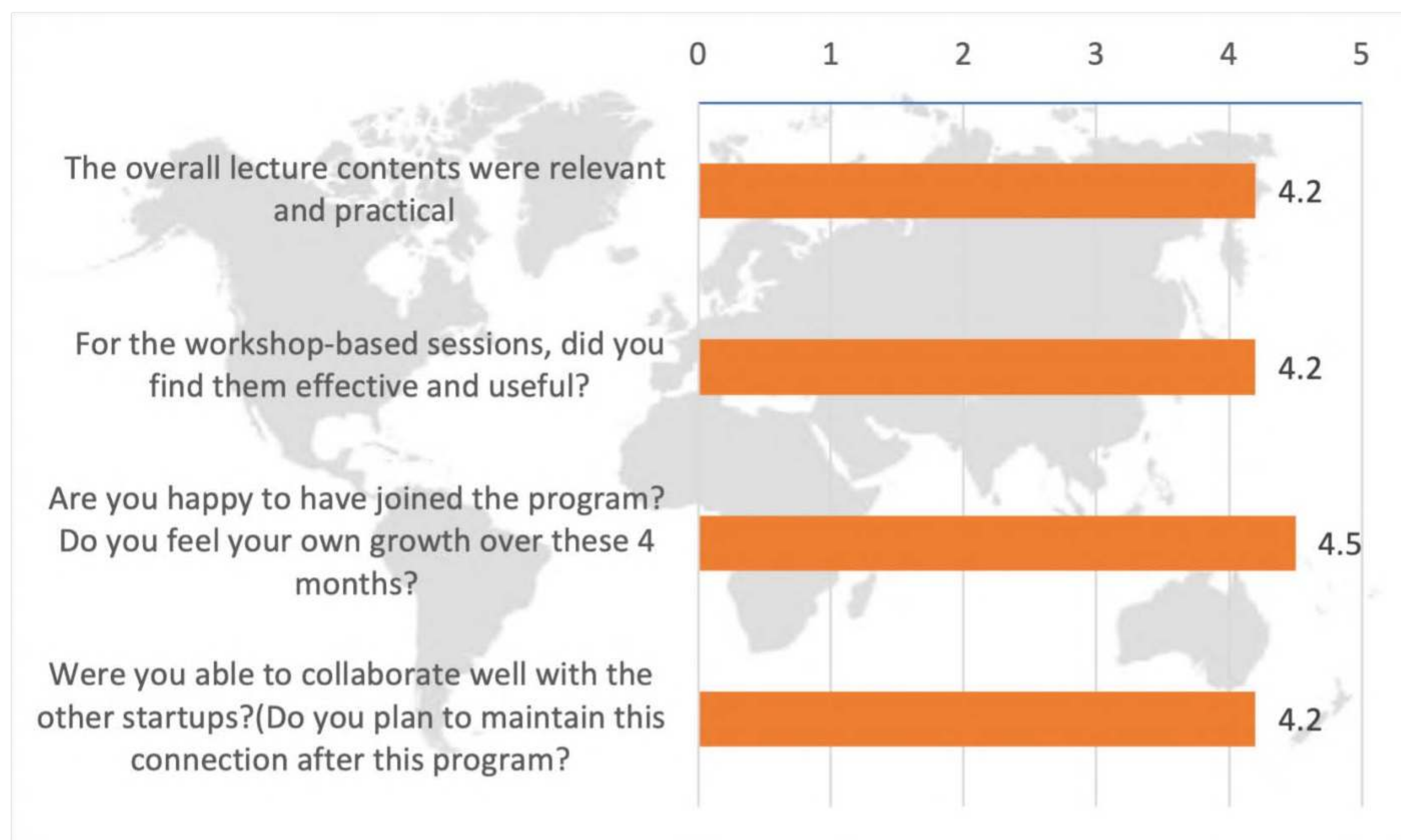
### OVERALL PARTICIPATION RATE





# 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 :



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

## AVERAGE FEEDBACK (OUT OF 5)

## WORKSHOP TESTIMONIALS

Workshop	Comments from startups
Theory Of Change By Takashi Fujimura	 <p>Theory of Change 自体、初めて学んだ分野でした。Bad Cycle と Good Cycle からの根本的な原因を探ること、課題ツリーを上流から考えてみる、下流から遡って考えてみる、という点が今現在行っていることに対して、必要な要素であり、さらに強化できたので、今回のセッションは有意義なものとなりました。</p>
Design Workshop by Raphael Hode	 <p>I loved the big picture overview of design, and it should translate to your product/service. Feedback session was super constructive too and relevant for startups. Thank you Raphael!</p>
Fundraising in Japan and collaborating with corporations by Scale Out	 <p>非営利法人向けにもインパクト投資をしているような財団について話を聞くことができよかったです。個人的には、株式会社の資金調達の方法、そもそもの株式の仕組みについて無知だったので、新しく知ることばかりでとてもワクワクしながら聞かせて頂きました。</p>
How to Hustle as a Social Enterprise by Paul Chapman (MoneyTree)	 <p>There was a lot of detailed information that I'd never heard before. I liked Paul's fundraising strategy and emphasis on the challenges of entrepreneurship. I knew the major points of MoneyTree's story, but it was good to hear about some of the early challenges.</p>
社会課題解決と経済価値創出を両立するための事業モデルとマーケティング戦略 by Keiko Koda	 <p>I learned the distinguish between beneficiaries and customers in the business for social value, which is very relevant to the situation of ELLA. The questions in each marketing step and how to validate the market needs were also very useful.</p>



# SCM#5 TOKEN PACKAGE FOR MENTORS

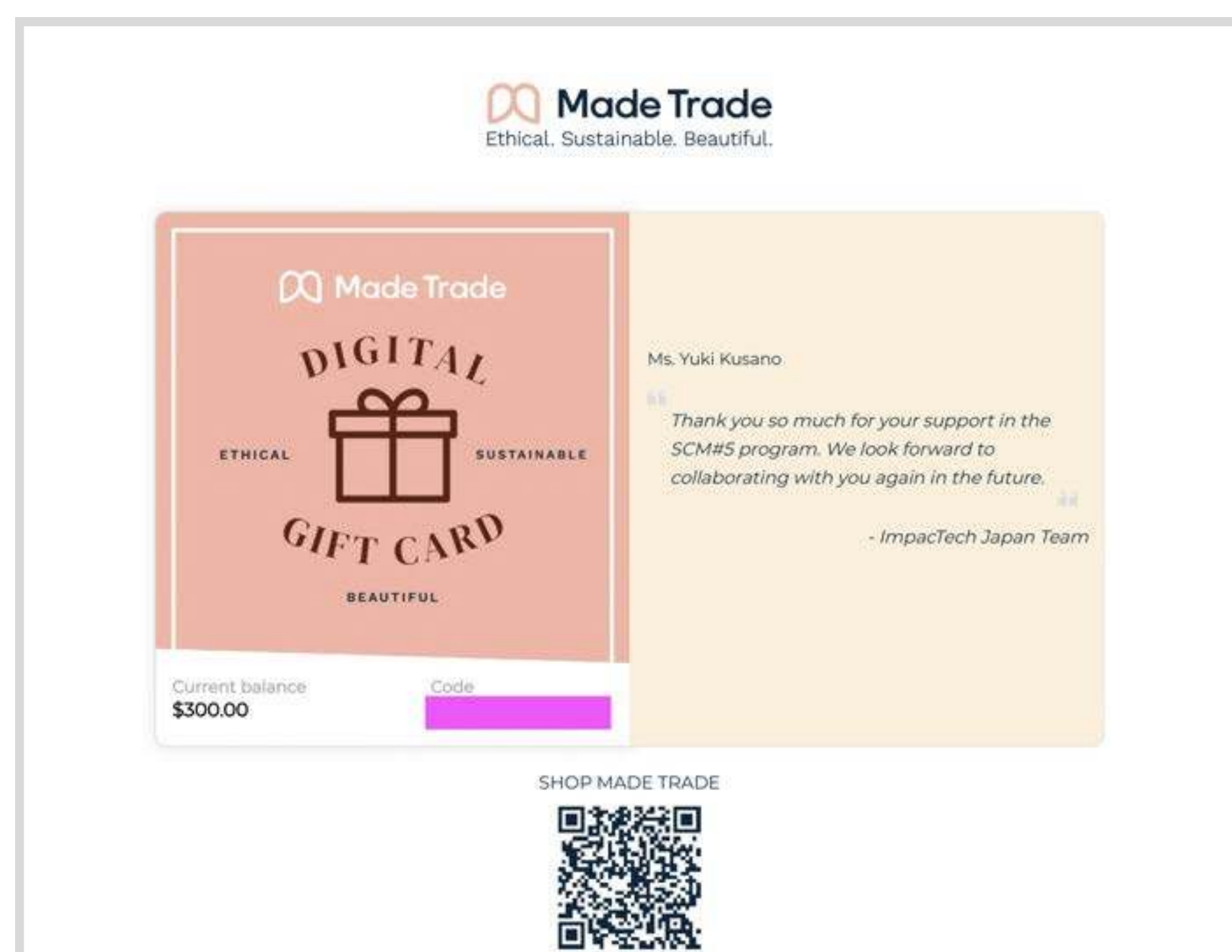
For the mentors who had supported the SCM#5 program, we presented the following options to show a token of our gratitude. Each mentor has received the equivalent amount to their contribution in the form of their choice.

One of the mentors chose Gift Card, while all the others chose to receive the honorarium in cash via bank transfer.

## - Options presented -

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

For the mentor who chose to receive their honorarium as a gift card set, we purchased a digital gift card for Made Trade, one of the largest sustainable online store. Additionally, we've sent a box of fairtrade chocolates to show our gratitude.



## MENTOR FEEDBACKS

This time, we asked mentors about their mentorship experience to examine the growth of the startups and impact of the mentorship. Below is some of their responses.

- I actively worked with ELLA to make improvements for their Business Plan & Stakeholder Mapping. The team has lot of potential to grow not just in education vertical but also penetrating in healthcare & finance verticals. PJPEye is a great initiative with their solid team. I believe their team is their one of the biggest asset, which will take them long way. (Ms. Ankita Jain - mentored ELLA & PJP Eye)
- Matchhat had very concrete growth plan, quite clear vision about the company itself and business operation. Difficult to tell if their business will get enough tractions but they know what they need to do. As for Miraing, they were more on a concept building phase. We spent more time on clarifying the core concept and tried to develop business plan. (Alex Odajima - mentored MatchHat & MIRAling)
- FutureQuest: ピッチ資料の構成をまとめさせていただきました。テクニカルなテーマなので、専門家でなくても理解できること、投資家がどこをみているのか、また資料が独り歩きしても伝わる構成をお伝えしました。Loovic: 上記同様、資料の構成や、投資家との付き合い方、クラウドファンディングなどお手伝いさせていただきました。Aranea: スターバックスに対しての提案をスターバックスの戦略を踏まえた提案資料にさせていただきました。(Toshibumi linuma - mentored FutureQuest, LOOVIC, and Aranea)



# PROGRAM TESTIMONIALS



スタートアップとの繋がりやImpacTechメンバー、日本財団の方、メンターなど今後の成長に必要なつながりが生まれたこと、自身のスタートアップをどのように成長させたいのかを他スタートアップの取り組みをみて考える機会となり良かったです。とても貴重な機会でした！この経験を成長に繋げられるように頑張ります。



In three words: international, intercultural, interdisciplinary. So it was a group from such different backgrounds, with such different start-ups but all with the mission to change society to a better place. Thank you guys for everything. It was such a great experience.



バイリンガルプログラムでとても有意義で、かつ素晴らしい方と良い出逢いことができました。Fara san, Moeka san運営ご苦労様でした。どうもありがとうございました！



聴講メンバーにもかわらず、融通をきかせながら、いろんな機会を頂いたこと本当に感謝しています。特に、このプログラムを通じてできた繋がりは、これからも自分たちの活動を続けていく上で大切な繋がりが多く、これからも大事にしていきたいと思います。ありがとうございました。



We were privileged to work with very good mentors who could guide us in very relevant manner. I would like to thank all the ImpacTech Team and Nippon Foundation Team for supporting us during this program. I feel that we could learn a lot and this program gave us new ideas / directions.



Would love to stay connected with the SCM entrepreneurs from this cohort as well as other cohorts. We are very grateful to ImpacTech and Nippon Foundation for putting together this fabulous program to help startups reach our next milestone. We are very grateful for your support and how you are contributing to the startup ecosystem. Thank you so much!



# PROGRAM AWARDS AND VOTES



Despite the difficulties under the COVID-19 restriction, we're extremely grateful for having been able to host the final pitch event of over 50 in-person guests and over 40 online viewers in attendance. Since there was a limit to the number of guests to be invited, and they were carefully selected based on their connection to the social businesses and possible impact to the startups.

All startups during SCM#5 were unique and contributed significantly to the program. However, the stand-out performers were awarded financial contributions to their company's endeavors.



This time, in order to keep the final result as fair as possible, we decided to only allow the in-person guests to vote during the break after each pitch group.

Guests were asked to vote via Google Form, and their names were collected to avoid voting irregularities.

After all the pitches were done, votes from in-person guests including the undisclosed group of special judges were calculated.



The awards also reflected the efforts those startups made during the program, such as PR event collaboration and session attendance rate.

Awards are given to below startups:

- 1st Prize** (¥ 1,000,000): Aranea Ltd.
- 2nd Prize** (¥ 800,000): Noetic Digital
- 3rd Prize** (¥ 600,000): FireTech
- 4th Prize** (¥ 200,000): LOOVIC Inc.

All the startups received votes from the guests, and many of them seemed to have made meaningful connection with the invited guests during the networking section afterwards.





# PROGRAM IMAGES

