

Beyond Limits. Unlock Our Potential. The World-Class Startup Ecosystem Building Plan (Summary)

Collaboration between Osaka, Kyoto and Kobe

I . Collaboration between Osaka, Kyoto and Kobe

The Osaka-Kyoto-Kobe Consortium aims to scale up specific initiatives while allocating duties among its member regions according to both their common and respective characteristics through mutual collaboration.

Objectives of the formation of the Osaka-Kyoto-Kobe Consortium

Each member region of the Osaka-Kyoto-Kobe Consortium has striven to enhance its respective ecosystem. In Kansai, Expo 2025 Osaka, Kansai, Japan will be held under the theme “Designing Future Society for Our Lives.” The formation of new ecosystems for building and developing startups taking advantage of the talent, new technologies and funds coming together from around the world in preparation for this big event will contribute immensely to the invigoration of Kansai and the development of Japan.

The three regions have the common characteristic of having many startups in bio healthcare, manufacturing and IT. Meanwhile, Osaka is characterized by an abundance of major companies, funds and human resources, and Kyoto is rich in its traditional industries and culture inherited in a long history as well as research seeds in universities and support for prototyping and commercialization, while Kobe is a pioneer in field tests and the promotion of public procurement.

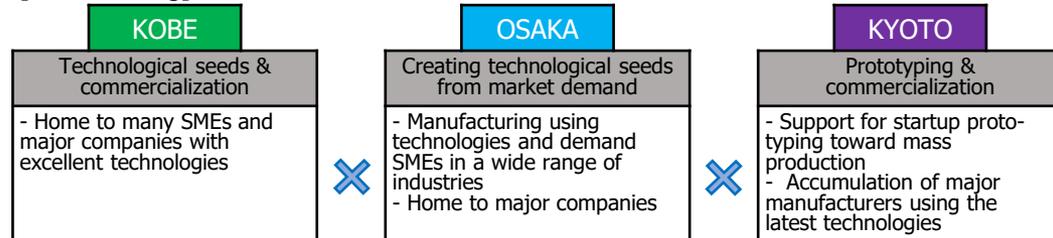
Collaboration between Osaka, Kyoto and Kobe in supporting startups while capitalizing on their common and respective characteristics in the local business environment, which can be drastically improved through the collaboration, is expected to create synergy and lead to the development of Kansai and a successful Expo 2025 Osaka, Kansai, Japan. In consideration of these expected benefits, we have decided to collaborate in submitting an application.

Duty allocation in collaboration using the three regions' common and respective advantages (example)

[Bio healthcare]



[Manufacturing]



[Information technology]



Collaboration between Osaka, Kyoto and Kobe will help to further boost the strengths of the three member regions, enhance the ecosystem of Kansai, and provide effective support for startups.

Government aid will enable us to promote our initiative more effectively and overcome Kansai's weaknesses by attracting major venture capital and other measures, leading to further development of startups and promotion of globalization.

II. Grand Design of the Osaka-Kyoto-Kobe Startup Ecosystem in the Economy and Society

- Startups are the driving forces with their innovative technologies creating future societies to revitalize the economy and solve social issues.
- Implement initiatives that take advantage of the strengths of the regional collaboration and government support.
 - 2025 Osaka / Kansai Expo: Preparing for attractive demonstration and implementation fields.
 - Life science field: Empowering competitive edge. Starting with the creation of best practices that leverage our cutting-edge techs and talents. Establishing an ecosystem that enables to build smoother pipeline of products and services to ensure promptness and continuity.
 - Achievement of the SDGs
 - Realization of the future society

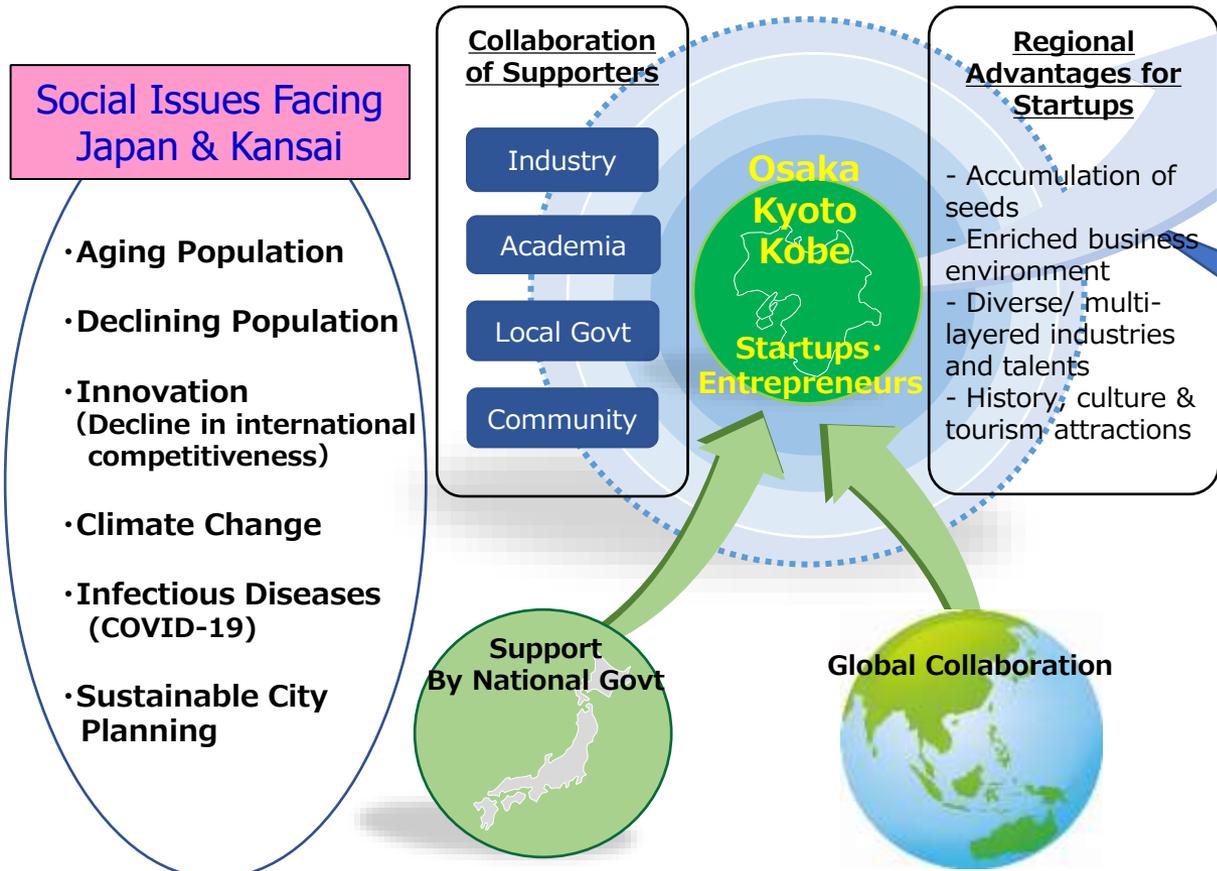
Aiming to become one of the world's leading global hub cities by taking advantage of this region's strengths and opportunities in areas such as life sciences

Through Business
 • Achieving SDGs
 • Realizing Future Tech and Society (Creating Unicorns)

2025 OSAKA / KANSAI EXPO
 (DESIGNING FUTURE SOCIETY FOR OUR LIVES)

Acceleration as Global Startup Hub City

- Collaboration with major enterprises
- Commercialization of tech seeds from academia
- Higher level of global recognition
- Further advancement of VC / Financial Institution into the region
- Development into Smart City / Super City planning



**Beyond Limits. Unlock Our Potential.
The World-Class Startup Ecosystem
Building Plan**

Osaka Startup Ecosystem Consortium

Summary of the Ecosystem Building Plan

1. Target and KPI

To globally bolster Osaka's presence as one of the two major centers of Japan, our city strives to fulfill a role in propelling the country's growth. Hence, we are committed to advance initiatives for startup support and innovation creation.

The Umekita area is home to various activity-oriented facilities and exchange facilities; and it also exhibits renowned features such as entrepreneurship education coordinated by universities, overseas acceleration programs, and other innovative developments. These all complement Osaka as one of the top urban destinations in Japan that genuinely integrates global startups.

With the aim of converting Osaka into a world-class startup ecosystem, our resources and potential capabilities were effectively applied on this occasion. This resulted in the formation of the Osaka Startup Ecosystem Consortium, which was jointly established by government bodies, universities, and the business community.

To implement a startup-friendly environment, All-of-Osaka is engaged to realize a more dynamic society by constructing a robust ecosystem.

Moreover, the Osaka-Kansai World Expo will be held in the year of 2025. The exposition under the theme "Designing Future Society for Our Lives" will also showcase the "People's Living Lab" concept to a worldwide audience. To maximize the impacts of this prestigious occurrence, we will exert our best abilities to attract "People-Goods-Investments-Technologies" from around the world.

To attain the objective of becoming an "Unparalleled Global Startup City Osaka," it is imperative to optimally utilize all available resources and opportunities; as well as generate new startups that contribute to ongoing growth by pioneering new innovations and technologies.

Here in Osaka, we earnestly look forward to welcoming the finest entrepreneurs from all over the globe.

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**Governor
of Osaka Prefecture
YOSHIMURA Hirofumi**



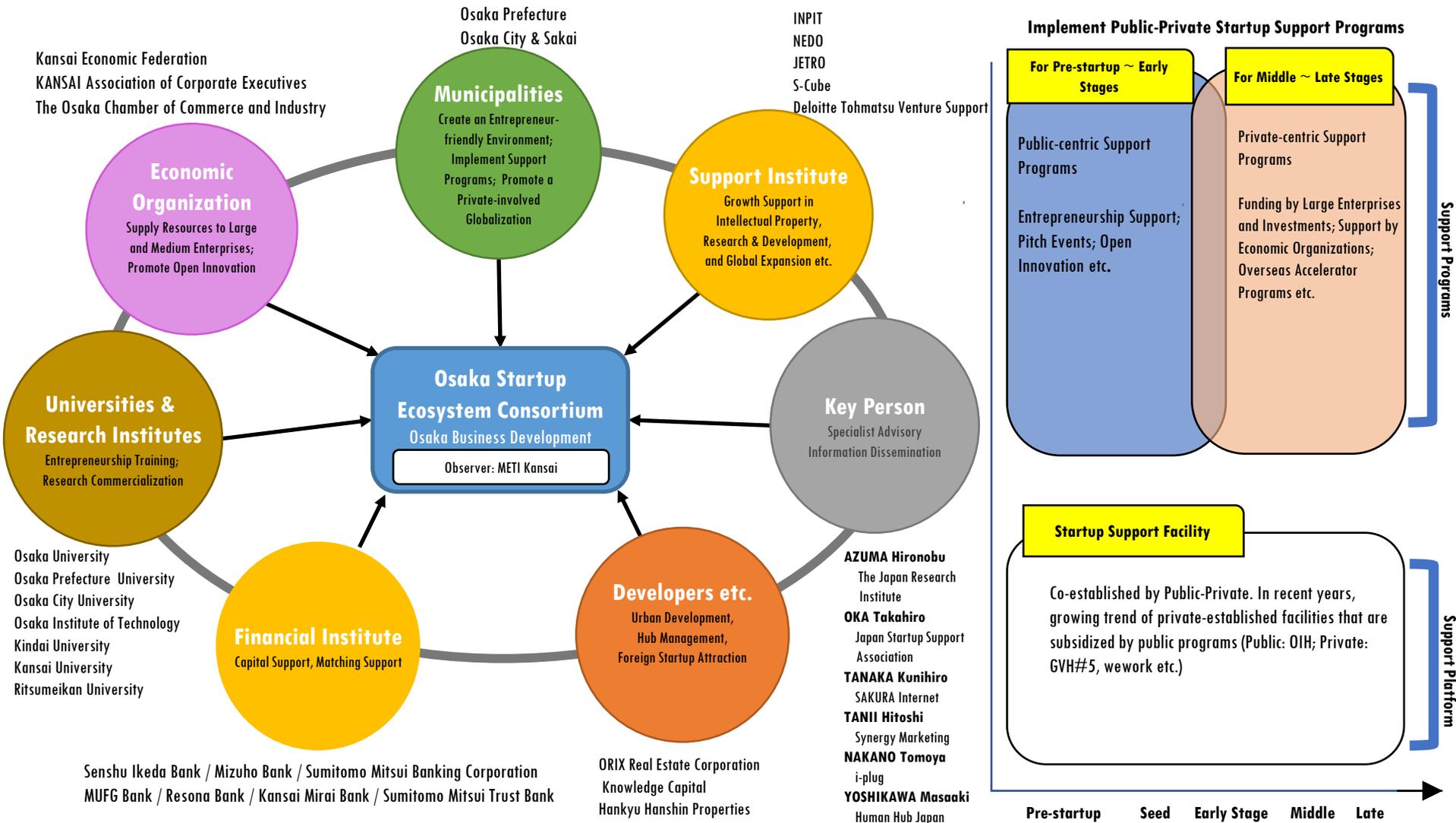
**Mayor
of Osaka City
MATSUI Ichiro**

	Target・KPI (Items)	Target (FY 2020 – FY 2024)	Current State
1	Startups Launched	300	150 (Past 5 Years)
2	Startups Launched in University	100	36 (Past 4 Years)
3	Foreign Entrepreneurs Attracted	20	
	Startup VISAs Authorized	30 (6/Year)	3/Year
4	Unicorn Startups Fostered	3	0
5	Startups that Amass over 500 million Yen in Capital	≥ 75	50
6	Startups that will excel with the opportunities introduced by the World Expo	50	–

Summary of the Ecosystem Building Plan

2. Organizations and Roles of each organizations

To spearhead with the public-private co-created Osaka Startup Ecosystem Consortium



Summary of the Ecosystem Building Plan

3. Leader of the Ecosystem building

Globally influential leaders who are passionate about Osaka

Osaka Startup Ecosystem Consortium (Representative : TATENO Jyunzo)



Human Hub Japan President YOSHIKAWA Masaaki

- Previous posts include serving as Director General for the City of Osaka's Economic Strategy Bureau; Advisor for the Japan Startup Support Association; and advisor for various ventures etc.
- Extensive experience planning & managing cross-organizational & problem-based projects; ventures; and corporate management.
- Working in Developing a Co-creation Environment that crosses the border of title, organization and nationality.
- Selected one of 88 local innovators by Forbes Japan in 2017.



i-plugin CEO NAKANO Tomoya

- At Intelligence (Current Persol Career), he gained experience operating corporate recruitment advertisements; and the comprehensive work involved with recruitment and training.
- Founded i-plugin after setting sight on a direct recruiting tool that could prevent mismatch between students and employers.
- Being enthusiastic to support younger entrepreneurs, he acts as representative director of some startup communities in Osaka.



TANII Hitoshi Synergy Marketing Executive Chairman

- After working at NTT, he founded the partnership DNS, and would later sell DNS to found Infocast.
- In the same year, he also founded Index Digital.
- He later founded Synergy Marketing, and would lead domestic shares in the cloud CRM system market.
- He acts as Representative Director of EO Osaka and leads some acceleration programs as well as being an angel investor.



TANAKA Kunihiro SAKURA internet CEO

- Founded SAKURA internet while he was still at school, and offered free server rental services. He would later found SAKURA internet Inc. as the CEO.
- In 2005 when the company was listed he would become the 4th youngest CEO on the Tokyo Stock Exchange Mothers Index.
- In addition to offering startups the spacious open space at the company's Osaka headquarter for free, he serves as an outside director and a mentor for many startup communities, startups and listed companies.



OKA Takahiro Japan Startup Support Association CEO

- His background dates back to his student years and include fields spanning records rentals; toys & miscellaneous goods wholesale; console game agency; cosmetics, and more.
- Backed with his abundance of exposure to these fields, he founded the Japan Startup Support Association.
- As of right now, he offers venture support exclusive to startups.



AZUMA Hironobu The Japan Research Institute Principal

- Since joining the Japan Research Institute as a fresh graduate, he has participated in many projects from new industry creation support, to industry incubation, startup support, smart city promotion support, and more.
- He has penned countless papers and articles; and also give speeches on smart city and venture support.



TAKAGISHI Chikara Hankyu Hanshin Properties Corp. Senior General Manager, Urban Management Division

- He has been involved in countless urban redevelopment projects working as part of Hankyu Railways, including Grand Front Osaka.
- He first began startup support around the Osaka, Umeda area in 2010. By 2014 he became involved with the establishment & operations of the startup support facility GVH#5, and would later devote to forming CVC and investments.
- In 2019 he successfully attracted the globally renowned acceleration program "Startupbootcamp Scale Osaka" to Osaka.



KITAOKA Yasuo Deputy Director / Professor Osaka University Co-creation Bureau, Office for Industry-University Co-creation and University Advancement

- Entered Matsushita Electric Industrial (current Panasonic) in 1991. Completed graduate studies at Osaka University Division of Engineering, and became a Professor at the school's Graduate School of Engineering Frontier Research Center in 2006.
- Since 2015 he has been promoting school-wide venture creation and support for fostering entrepreneurs as efforts towards building Osaka University's innovation ecosystem.

Collaboration

Umekita 2nd Phase Promotion Council

Universities and Research Institutions

Overseas Accelerators (Startupbootcamp)

Startup Communities

Municipalities

Economic Realm

Developers

Financial Institutions

Global Network