## Summary of the Ecosystem Building Plan

1. Goals and KPIs of the ecosystem formation

# Startup Frontier HOKKAIDO

Number of startups in Hokkaido that raise funds



FY2024:
40 companies per year

(2018: 23 companies per year)

Amount of funds raised by startups in Hokkaido



FY2024: 10 billion yen per year

(2018: 3.4 billion yen per year)

Funding size of startups in Hokkaido



A total of **5** billion yen by FY2024

(1 billion yen as of 2018)

Number of startup visas issued in Hokkaido



A total of 40 cases by FY2024

(starts in November 2019)

Number of startups from universities in Hokkaido



A total of 150 companies by FY2024

(a total of 75 companies in 2018)

## Sapporo/Hokkaido Startup Ecosystem Promotion Council 2024 Vision

An ecosystem that can be challenged for any number of times



Establishment of a city with global human resources



Support for visualizing R&D seeds



Growth support for the Agri/Food/Green-Tech sectors



Finding and attracting managerial talent



Develop options where space startups can become active



Realizing a city where ideas can be tested easily



Develop abundant funding options based on the stage



Active social implementation and promotion of open innovation



Enhancement of private sector supporters



## Summary of the Ecosystem Building Plan

#### 2. Organizations and Roles of each organizations

## Government and local government

- Deregulation and provision of demonstration fields for the introduction of advanced services
- Implementation of a government type of open innovation through collaboration with startups
- Human resource development of specialists, such as professionals who specialize in startups
- Implement entrepreneurship education for the young generation
- · Sapporo · Ebetsu · Obihiro · Hakodate

## Business and economic organizations

- Provision of resources to speed up hypothesis verification
- Provision of collaboration opportunities with many different private partners
- Scale support utilizing corporate sales and sales channels
- Providing scale support partners and demonstration fields for startups in primary industry
- Sapporo Chamber of Commerce
- Hokkaido Association of Corporate Executives
- Hokkaido Economic Federation

### Universities and researchers

- Revealing hidden research seeds and supporting social implementations
- Attracting and finding top-quality managerial talent
- Providing entrepreneurship education and community building in cooperation with universities in Hokkaido
- Construction of a rapid GAP funding support scheme for university-launched startups that are in the seed stage
- · Sapporo City University · Hokkaido University
- Future University Hakodate Hokkaido Research Institute



# Utilize Hokkaido resources or Hokkaido-based startups Supporting global scale

## Supporting organizations

- Fund formation supporting startups in the primary and space industries
- Incorporation of domestic and international investors

Financial institutions, VCs, and investors

- Development of a financing environment that supports companies in the seed period (Debt/Equity)
- Dispatch of managerial talents to R&D-type startups
- Development of financing environment development and exit support according to the stage
- · Sapporo Stock Exchange · Sapporo Founders Fund
- Japan Finance Corporation Development Bank of Japan
- · Hokuyo Bank · Hokkaido Bank · Hokkaido Venture Capital

- Accelerators that are specialized in fields that utilize Hokkaido assets, including its primary industries
- Program enticement

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- Interests in startups that use Hokkaido assets, including its primary industries
- Attract VCs, CVCs, and companies
- Establishment of a support system for startups to reach a global scale
- Construction of a support menu that connects researchers and entrepreneurs to the global community
- Sapporo Al Lab Sapporo Area Regional Data Utilization Organization Sapporo Industrial Promotion Foundation
- SAPPORO BI LAB National Institute of Advanced Industrial Science and Technology Hokkaido Center D2Garage
- New Energy and Industrial Technology Development Organization
- · Organization for Small & Medium Enterprises and Regional Innovation Hokkaido Main Office
- $\cdot \ Japan \ External \ Trade \ Organization \ Hokkaido \ Trade \ Information \ Center \cdot Food \ Valley \ Tokachi \ Promotion \ Council$
- · NoMaps Executive Committee · Hokkaido Information and Communication Technology Association
- Northern Advancement Center for Science & Technology



## Advisory organizations

- Summary of national startup support options and information sharing
- Promote the utilization of startup visas
- Hokkaido Bureau of Economy, Trade and Industry of the Ministry of Economy, Trade and Industry
- Ministry of Internal Affairs and Communications Hokkaido Bureau of Telecommunications

## Summary of the Ecosystem Building Plan

#### 3. Leaders of the Ecosystem

Universities and research institutions

## Taku Nakahara

Nitobe College Fellow, Hokkaido University



Joined as the founding member of a life science startup in the United States in collaboration with a Japanese pharmaceutical company. Leading of industry-academia collaborations, mega company-startup collaborations, in-house entrepreneurship projects, startup investments, etc.

Private sector and entrepreneurs

## Takuya Irisawa

Representative of Ecomott



Founded an IoT/Al startup "Ecomott" in 2007. Listed on the SSE Ambitious in 2017, and listed on TSE Mothers in 2018. Representative of "STARS", a startup support organization.

#### Financial institutions and VCs

## Toshifumi Murata

Representative of Sapporo Funders Fund



Started his business while studying at graduate school and founded several IT startups. One of them was listed in 2002, from which he then exited. Formed the Sapporo Founders Fund in 2017, which is a group of angel investors that have invested in six startups up to now.

## Government / Municipality

## Masaaki Abe

Sapporo City Economics and Tourism Bureau



Has established extensive networks with private companies as the section head responsible for NoMaps and Startup City Sapporo.

He has a wealth of experience in tourism and finance and is a key player in supporting startups in Sapporo.

## Supporting organizations

## Takeshi Hirose

Secretary-General of NoMaps



Joined a private think tank after working for a private company. Has been involved in local revitalization projects for local governments in Hokkaido for 10 years.

Participated in the launching of NoMaps in 2016 and plays the role of a business coordinator. Has been in his current position since April 2017.

## Supporting organizations

### Kyohei Fujima

STARTUP CITY SAPPORO Secretariat

Moved to Digital Garage after working in the sales planning department at Hokkaido Shimbun Press.
Launched a seed accelerator program Open Network
Lab HOKKAIDO in 2018. Currently focuses on open innovation projects for private companies and startups.



#### Mina Akasaka

Open Network Lab HOKKAIDO Secretariat

Was assigned to Digital Garage from Hokkaido Shimbun Press in 2018. From 2019, led a seed accelerator program "Open Network Lab HOKKAIDO" at D2Garage. Has fostered 10 startups so far.

