

# Summary of the Ecosystem Building Plan

## 1. Target and KPI

NEXT SOCIETY : Vision and goals

Today's economies are dramatically changing, triggered by the accelerated rise of new technologies. Digitization and new business models have revolutionized many industries, and automotive will be no exception.

We, the Chubu region, has been known as the center of automobile industries. Aichi has been one of the wealthiest prefectures in Japan for a long time. On the other hand, the number of startups was lower than in other large cities.

However, we see the upcoming change as an opportunity and build a thriving deep-tech startup ecosystem by taking advantage of the well established technological hub.

We, Aichi-Nagoya Startup Ecosystem consortium, will develop rich multiple, locally centered social networks to enable the growth of the ecosystem. As a result, the Chube region will lead to job growth and economic development in Japan and attract innovative startups all over the world.

### Four Missions and Six KPIs

#### Foster Aspiring Future Entrepreneurs

**10,000** educated individuals  
with entrepreneurship training

#### Build Strong Global Networks

**400** new transactions  
with foreign startups

#### Promote Open Innovation for Social Implementation

**300** startups in the Chubu region  
(200 startups in Aichi)

**1,000** new business generated with  
industry-university-government collaboration

#### Attract VC Firms to Invest in Startups

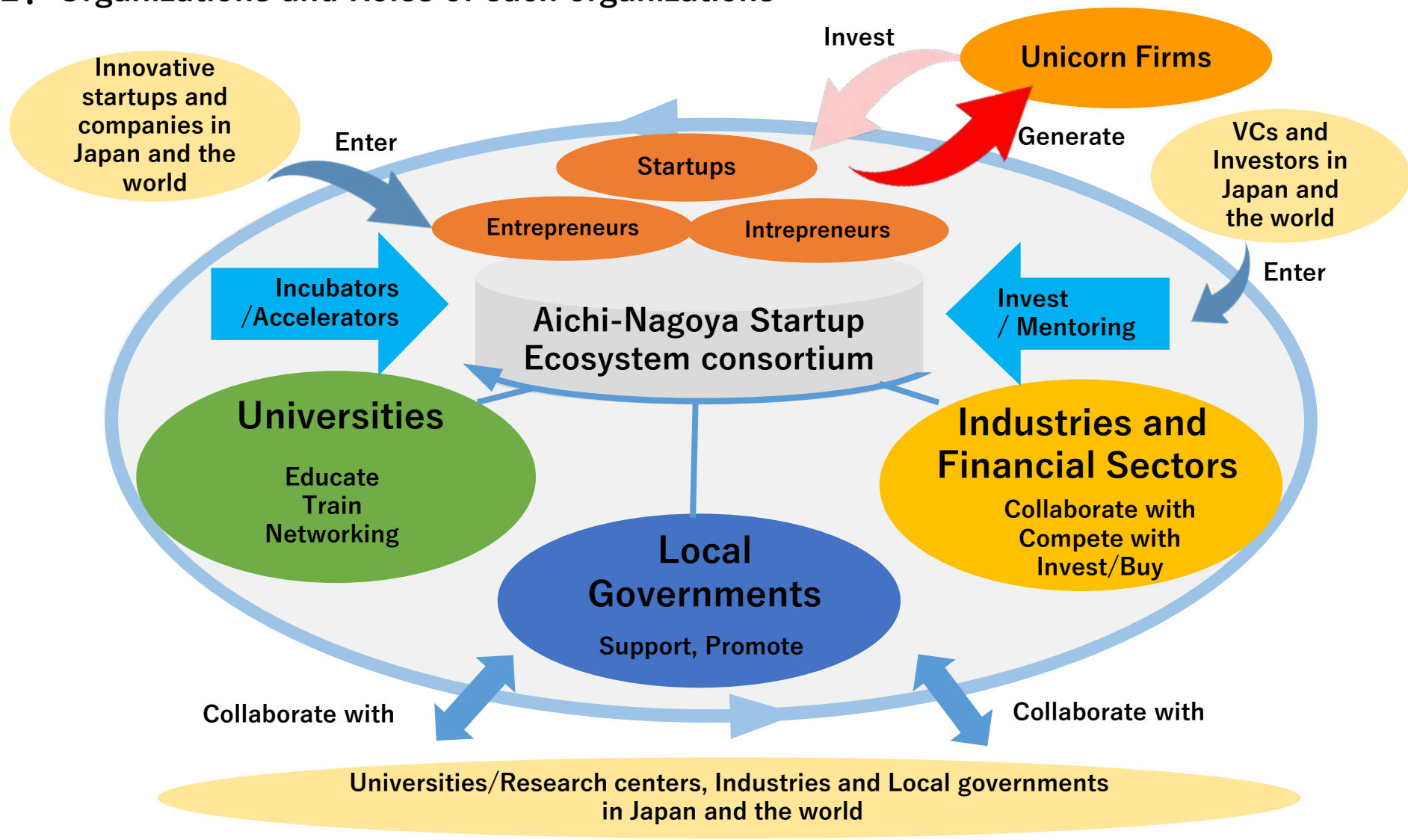
**10** high-growth startups  
(over 10 billion yen annual sales)

**5** companies achieve unicorn status  
in ten years

Note: Each KPI shows a total number for five years.

# Summary of the Ecosystem Building Plan

## 2. Organizations and Roles of each organizations



The consortium shares set of attitudes, values, goals, and practices that turn the **Aichi-Nagoya Startup Ecosystem** into a unique place that is difficult to reproduce

## 3. Leaders of the Ecosystem building

### Our Leaders



Government		Universities	Industries			Investors	Entrepreneurs
City of Nagoya	Aichi Prefecture	Nagoya University	Central Japan Economic Federation	Nagoya Chamber of Commerce & Industry	Chubu New Business Conference	MTG Ventures	Miraiproject Corporation
Mayor	Governor	President	Chairman	Chairman	Chairman	President	CEO
KAWAMURA Takashi	OMURA Hideaki	MATSUO Seiichi	TOYODA Tetsuro	YAMAMOTO Ado	HIBINO Mikihiko	FUJITA Go	MAKINO Takahiro

The heads of all domains work together to build the startup ecosystem