






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

**Hyogo Kobe Startup Ecosystem Consortium**

# Summary of the Ecosystem Building Plan

## 1. Target and KPI

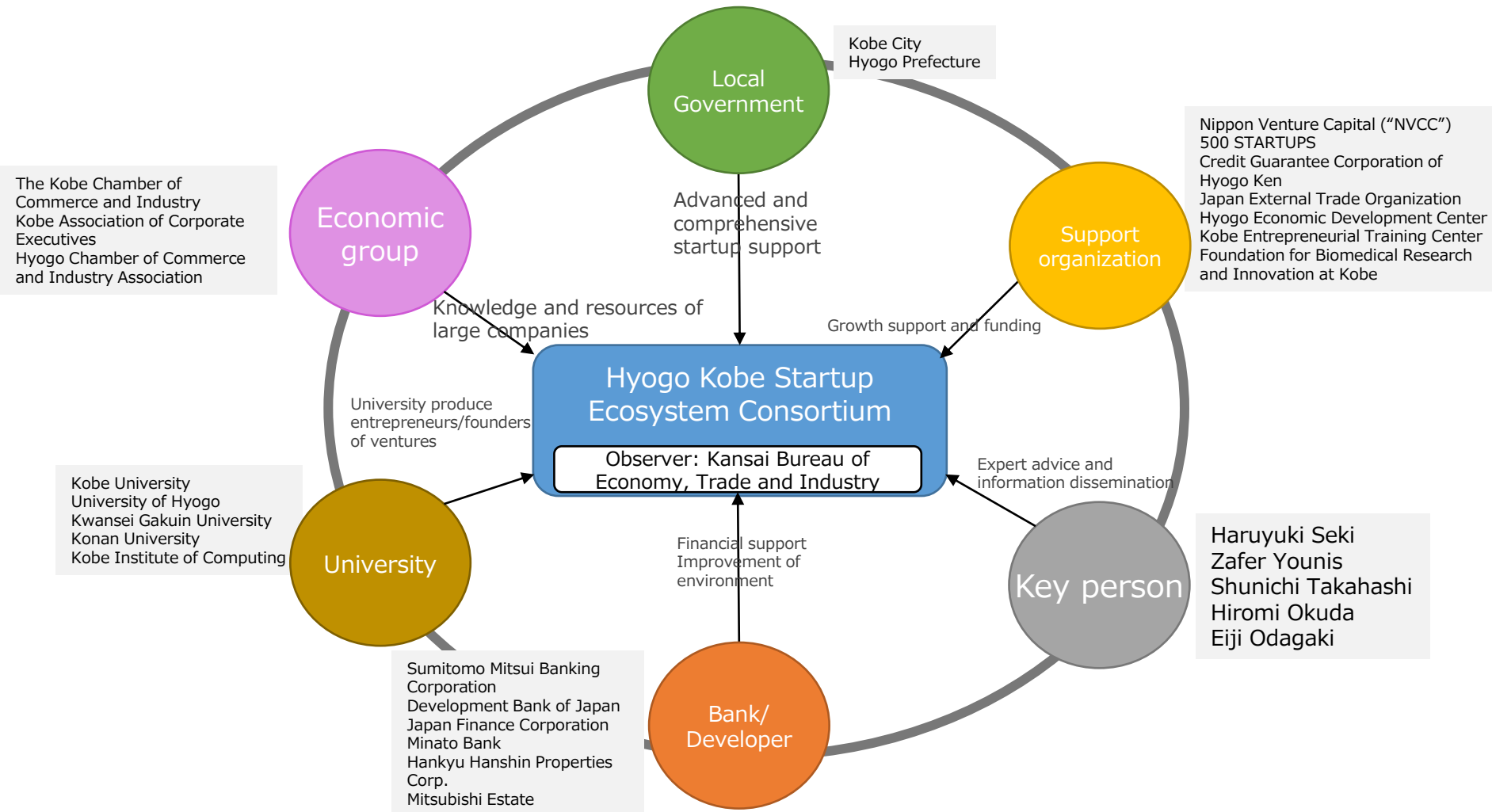
Expand Hyogo/Kobe ecosystem by building the environment that is easy to start new businesses and increase the diversity of the ecosystem by actively attracting university-launched start-ups and overseas entrepreneurs.

KPI	Target (2020~2024)		Current status
Number of start-ups established in Hyogo	<u>76</u>		2015~2019 <b>38 Companies</b>
Number of university-launched start-ups in Hyogo	<u>18</u> ※Annual average: 3.6		FY 2015~2018 <b>7 Companies</b> ※Annual average : 1.8
Number of start-up VISA granted in Hyogo	<u>15</u> ※estimate 3×5year		<b>0</b> Granted ※Started from April 2019
Number of Unicorns with a valuation of over 100 bln yen in Hyogo	<u>1</u>		• Unicorn startup 0 • NEXT Unicorn startup 2010~2019 <b>1</b>
Number of NEXT unicorns with a valuation of over 10 bln yen in Hyogo	<u>2</u>		• Start-ups fundraised over 1bln yen 2010~2019 <b>2</b>

# Summary of the Ecosystem Building Plan

## 2. Organizations and Roles of each organizations

Resource mobilization through members of Hyogo Kobe Startup Ecosystem Consortium and 360-degree support to create an ecosystem that can compete in the world



# I. Summary of the Ecosystem Building Plan

## 3. Leaders of the Ecosystem Building



**Toshiyuki Yamamoto**  
*Founder*  
Chatwork Co., Ltd.

In 2000, while studying at the Faculty of Commerce of Chuo University, Mr. Yamamoto went to study abroad in Los Angeles, where he founded EC Studio Co., Ltd. (renamed “Chatwork” in 2012). He has published two books so far and both became bestsellers in Amazon general book ranking.

In 2012, US subsidiary of Chatwork was established in the Silicon Valley. He himself led the company and lived in the Silicon Valley for 5 years. In 2018, he handed over the CEO position to his brother and co-founder, and the company was listed with *Mothers – Market of the High-Growth and Emerging Stocks* of the Tokyo Stock Exchange with a valuation of over 55bln yen in 2019. The same year, he started a new service called “MyCSO” and a YouTube channel for business called “Strategy Channel” through which he shares his experience and expertise.



**Eiji Odagaki**  
*Chairman & CEO*  
NOVITA Inc.

Started several IT-related businesses, including Novita Inc. (est. 2006).

Mr. Odagaki strongly believes that if both parties have a common understanding of the problem, it is possible to resolve the issue and ensure the sustainability and success of the business. He started collaborating with major advertisement agencies at the very beginning of the online advertising era, and now provides recruitment and training support services. He also has diverse experience in finding and securing skilled personnel in various fields.

Mr. Odagaki engages in various activities spanning a wide range of fields. For instance, he operates a French bakery in the Denenchofu district in Tokyo, runs entrepreneur and IT personnel development programs together with numerous colleges and high schools, and offers career development support for working mothers.

In 2018, he was also selected as the leader in charge of bringing IT companies to the Toyooka City in Hyogo Prefecture.



**Takayuki Sakai, PhD**  
*Deputy Director & Professor*  
Industry-Government-Academia  
Collaboration Division  
Kobe University

Joined Mitsubishi Motors Corporation in 1993. After working at Tokushima, Cornell and Ritsumeikan Universities, he assumed his current position as a professor at Kobe University. He also serves as the President of Kobe University Innovation Corporation. During the course of his career, he also worked for various Technology Licensing Organizations, namely as the Director of Kansai TLO Co. Ltd. (now TLO Kyoto) and the President of Techno Network Shikoku Co. Ltd.

Mr. Sakai established a method of operation known as the *Collaborative TLO Model for Universities*, which is well-suited to meet the corporate needs. He played a leading role in industry-academia collaboration and discovery of more than 2,700 university inventions, licensing 147 patents to companies, and launching 18 products.



**Shigenori Tanabe**  
*Public Relations Officer*  
Kobe City Government

In 2015, launched the Kobe City startup development support and ecosystem building project. The same year, he visited San Francisco with Mr. Kizo Hisamoto, Mayor of Kobe, which led to a partnership agreement with a world-renowned seed investment and venture capital firm *500Startups*. In 2016, the city has started a joint startup acceleration program with this company.

In 2017, Mr. Tanabe launched *Urban Innovation KOBE* – the first project in Japan to promote joint development between startup companies and a local government. In November 2019, he oversaw the negotiations with UNOPS, which led to the establishment of a Global Innovation Center in Kobe.

He became the Public Relations Officer of the Kobe City Government in April 2020, and he would like to use his experience to further spread the information about Kobe throughout Japan and across the globe.