

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

Name : Kyoto Startup Ecosystem Promotion Council

Summary of the Ecosystem Building Plan

1. Target and KPI

Characteristics and attractiveness

- Kyoto is well known within the global society, with enterprises and researchers entering its sphere.
- A great deal of resources to launch startup businesses based on culture, such as Art&Craft and contents etc.

○Accumulation of enterprises that use higher technology and researchers who are among the most skilled in the world

- The Prefecture's and the city's support organizations, along with 480 enterprises and private organizations are in Kyoto Research Park. Entrepreneurs and researchers (about 5000) are active within the facility.
- Universities and enterprises in Kyoto have produced 11 Nobel Prize-winning researchers.
- 7 national and public universities and 27 private universities are in Kyoto. There is the most number of students and universities per 100,000 people in Japan within Kyoto.

○Accelerated locations of research and development sections etc. of global enterprises

- R&D bases of Mega venture businesses, such as *LINE*, *Money Forward*, *Sansan*, and *Panasonic design center*.
- *Phoenixi* and *Plug and Play Japan* have entered Kyoto.

○Kyoto Keizai Center as the core, Keihanna science city as a demonstration ground (Accumulation of research institutions etc., over 150 in number)

- Make Kyoto Keizai Center the places that creates new added value.
- Research institutions, national institutions, for examples *Kyocera co.*, *Shimadzu co.*, *Nidec co.*, *International Institute for Advanced Studies*, *Kansai region branch of national diet library*, *Kyoto university* and *Nara institute of science and technology*, are accumulated in Keihanna science city.

○Accumulation of creative industries such as Art&Craft, contents etc. and commercial development

- Applying traditional techniques to high technologies (“*Kiyomizuyaki*”pottery→Ceramic condenser, Sake brewing→Bio technology, A Japanese card game “*hanafuda*”→TV game).
- Interaction through KYOTO STEAM-World cultural interaction festival, Design Week Kyoto, Bit Summit(Game) etc.
- Joint research by Kyoto University and *Toppan printing co.* to apply arts to industries

○Publicity to gather people from all over the world

- Number of foreign guests in 2018 was 4.5 million (an increase of over one million from the previous year) Number of total international conferences is the second in Japan(※). ※Following Tokyo(According to ICCA)

○Evaluation of the city

- Nikkei newspaper SDGs ranking No. 1 (Environmental sustainability), Mori memorial foundation Evaluation of the city No. 1
- USA · Travel&treasure Inc. 「World's Best Cities for Culture」 No. 1(Great evaluation as a central city)

→We will take advantage of these points and build the Kyoto Startup Ecosystem in order to create distinguished enterprises.

Summary of the Ecosystem Building Plan

1. Target and KPI

OTargets to achieve in 5 years

<Building of the Kyoto Startup Ecosystem>

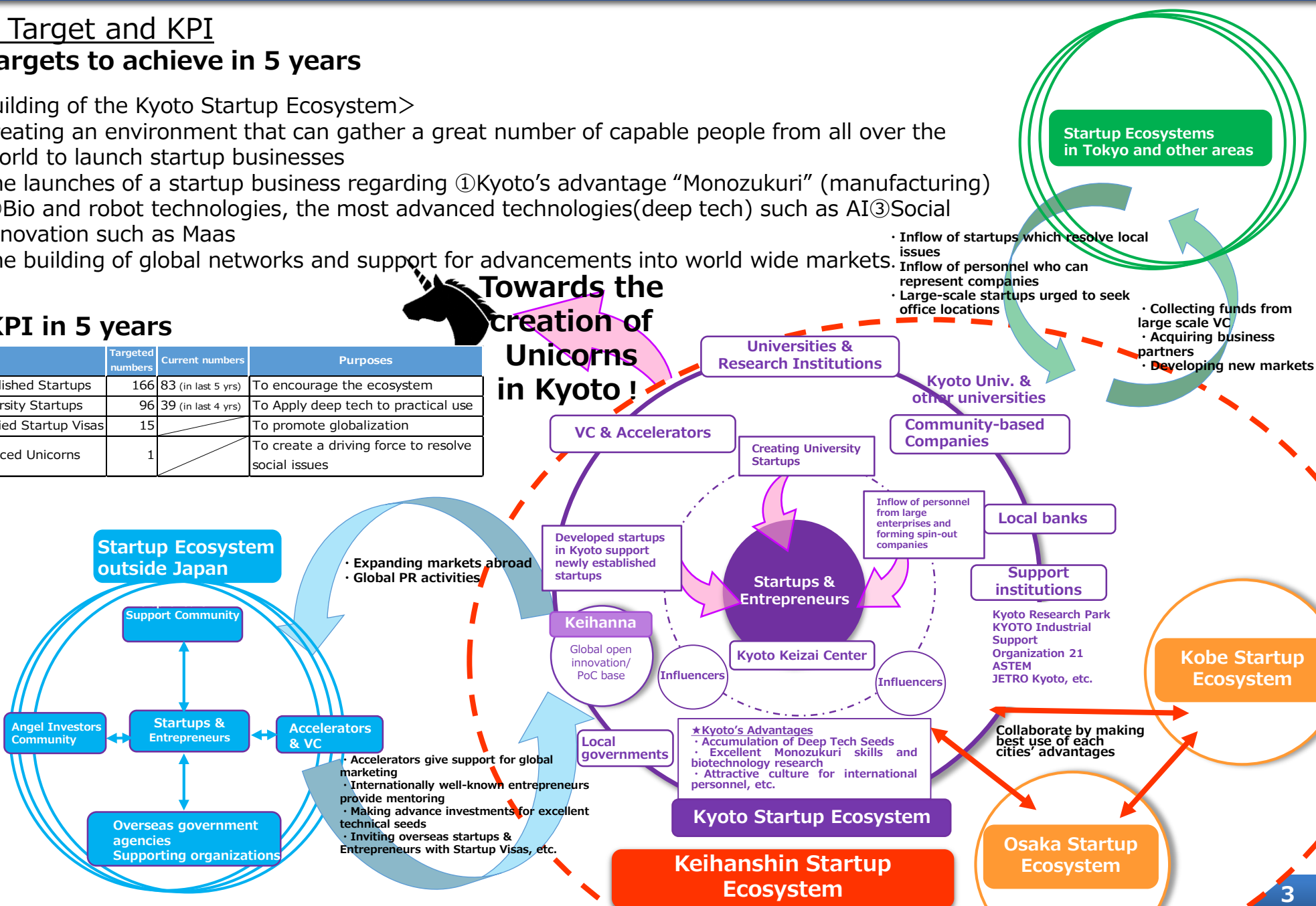
- Creating an environment that can gather a great number of capable people from all over the world to launch startup businesses
- The launches of a startup business regarding ①Kyoto's advantage "Monozukuri" (manufacturing) ②Bio and robot technologies, the most advanced technologies(deep tech) such as AI③Social innovation such as Maas
- The building of global networks and support for advancements into world wide markets.

O KPI in 5 years

	Targeted numbers	Current numbers	Purposes
1. Established Startups	166	83 (in last 5 yrs)	To encourage the ecosystem
2. University Startups	96	39 (in last 4 yrs)	To Apply deep tech to practical use
3. Certified Startup Visas	15		To promote globalization
4. Produced Unicorns	1		To create a driving force to resolve social issues



Towards the creation of Unicorns in Kyoto!



Summary of the Ecosystem Building Plan

2. Organizations and the roles of each organization

Kyoto Startup Ecosystem Promotion Council

Kyoto Keizai Center

Economic organizations

Support for SMEs, large companies, etc



Secretariat

Comprehensive support for startups



Industry support organizations

Provision of technical and management support for startups



Financial institutions

Financial support, Introduction of partner companies etc.



Universities • Research Institutions

Offering of "seeds", technological support, human resource development, etc.



VC • Accelerator

Creation of collaboration opportunities between startup companies and major companies, etc.



↕ Cooperation

↕ Cooperation

↕ Cooperation

↕ Cooperation

Incubation

→ Kyoto University Katsura Venture Plaza, Kyoto Creation Core Kyoto Mikuruma (SMEs)

Kyoto Research Park

→ Promoting entrepreneurship
→ Promotion of open innovation
→ Global support
→ Supplying infrastructure

Keihanna Science City

→ Social substantiation support
→ Creating innovation and hands on support for startups
→ Continued KGAP initiative

Regional major companies

• Mid-sized companies
→ Industry cooperation with startups
→ Support and vitalization for regional companies

Promotion base
Collaboration of
Enterprise

Summary of the Ecosystem Building Plan

3. Leaders of the Ecosystem building

Utilizing the strengths of the ecosystem leaders, Mr. Makino and Mr. Suzuki, (know-how regarding the acceleration program, global networking), the constituent organizations of the Kyoto start-up ecosystem promotion council are applying and implementing these projects.

Kyoto Startup Ecosystem Promotion Council

Influencer

Kyoto University Professor Yamaguchi Eiichi
Specialized in the theory of innovation. Supporting many high-tech venture startups

Kyoto Institute of Technology KYOTO Design Lab Sushi Suzuki
Graduated from Stanford University of mechanical engineering. Actively involved as the Innovation Project Director from Stanford University

taliki Representative Director Nakamura Taka
Built taliki co. while in Kyoto University. Administered a project that over 100 people joined

AIR Representative Director Sumita Kensei
Coordinator for NEDO, MEXT, Tokyo university etc. Started a large number of "venture from university" projects

ONE TEAM

Ecosystem leaders

Acceleration



Monozukuri Ventures Representative Director
Makino Narimasa

- Investing in domestic and US startups in VC, and launching accelerations in Kyoto and Osaka.
- Building "MBC Shisaku Fund" and investing in over 20 enterprises, including those in the US in July, 2017
- Received a special prize from the Kansai Zaikai seminar in February, 2019. Graduated from Kobe University with a master's degree in 2005.

Global



International Telecommunications Union Fundamental technology research institute Representative Director in charge
Suzuki Hiroshi

- Graduated from Tokyo University with a doctorate in science. Engaged in basic, practical researches using organic materials, such as oxide crystal etc.
- Built networking through the conclusion of MOU (Spain, Israel, US, Canada)
- Launched Acceleration Program (KGAP+)

Cooperation

Kyoto Startup Ecosystem Promotion Council

Economic Organization

Support for large and midsize enterprises

Supporting Organizations

Technical support, business support etc.

University

Offering of "seeds", technical support, human resources development etc.

Financial Institutions

Support for collaboration between startups and large enterprises

Administration

Comprehensive support for startups

<Cooperation example>

- Large companies, domestic and foreign startups, and investors can for the first time take part in acceleration programs, pitch meetings, business plan contests etc.
- Creation of mechanisms such as startup forums to attract global investors and entrepreneurs to Kyoto.