

HJ ACCELERATOR

***-HUB FOR JAPANESE START-
UPS WORLDWIDE***

**KEIO UNIVERSITY
NATSUKA KONISHI**

Recent Japanese
Startups

Present situation of Japanese startup

What are the needs of Japanese startup

WHATS “HJ
ACCELERATOR”

Company’s Operation

Why Hong Kong

HJ ACCELERATOR’S FUTURE

WHY ACCELERATOR

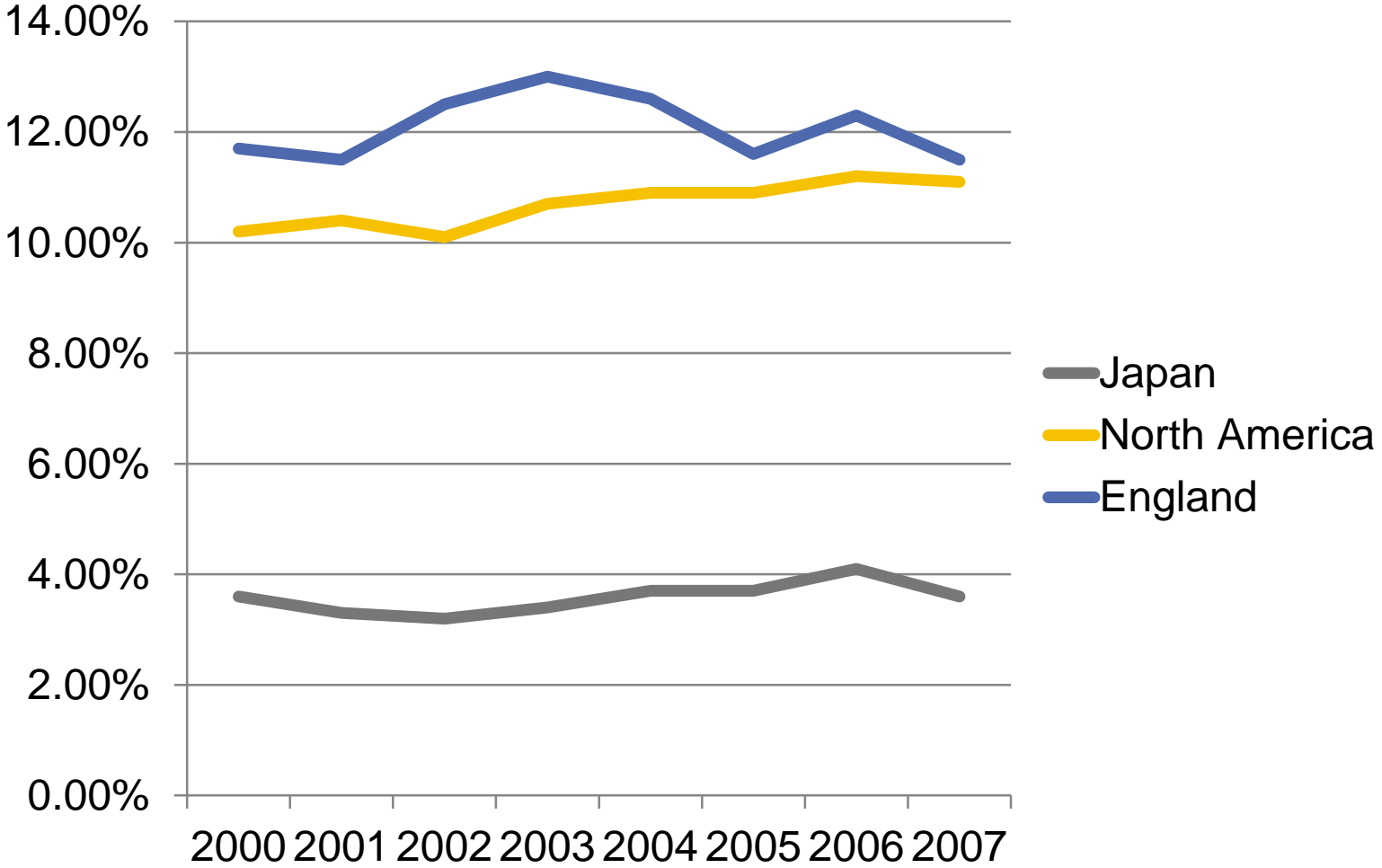
**What's the present situation of
Japanese startup?**

PRESENT SITUATION OF JAPANESE STARTUP

(1) Japan is having difficulties of starting business.

Graph 1:

Percentage of startup rates



Graph 1 Data: 中小企業白書(2011)

PRESENT SITUATION OF JAPANESE STARTUP

Japanese People's awareness, knowledge, experience, and opportunity of startup are very low compare to other developed countries.

	JAPAN	Other Developed Countries
Awareness of Start up activities.	14%	30.9%
Experience, knowledge, and ability of Start up	9%	38.3%
Opportunity to do Startup	6.4%	32.1%

Data: Ministry of Economy, Trade and Industry 2014

PRESENT SITUATION OF JAPANESE STARTUP

(2) Japanese market is not big compare to world population.

Among world wide, people who speaks Japanese is about

20%

English is about:

25%

Mandarin is about:

20%

Data: List 25.com

**What are the needs of Japanese
Startup?**

THE NEEDS OF JAPANESE STARTUP

Japanese Startups need the environment where they can have...

1. Connections with Business Specialists

2. Connections with world wide companies

3. Connections with Foreign Startups



HJ ACCELERATOR



WHAT'S HJ ACCELERATOR?

How to operate the company?

WHAT'S HJ ACCELERATOR?

Company that accelerate your innovative idea to world wide sustainable start up company

JPN Accelerator
HK Accelerator



Sponsor Companies

SoftBank

AEON

CATHAY PACIFIC

Etc.



HJ ACCELERATOR

- ✓ Business Specialists
- ✓ Startup Specialists
- ✓ Events
- ✓ 6 months program



Seed Funding



Business Advisor



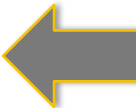
Connections



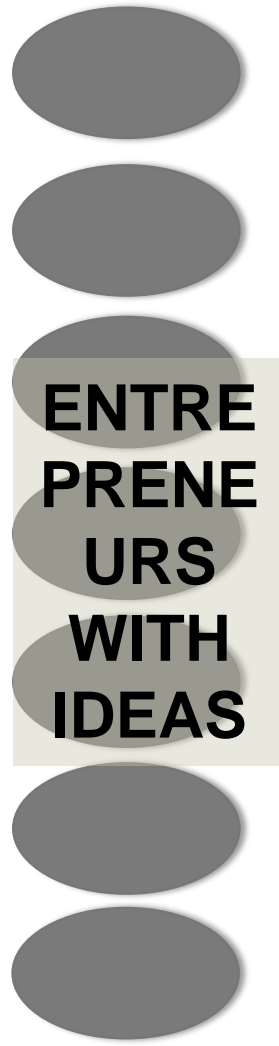
Get a contract



5% equity



Opportunity to find innovative startup for their companies.



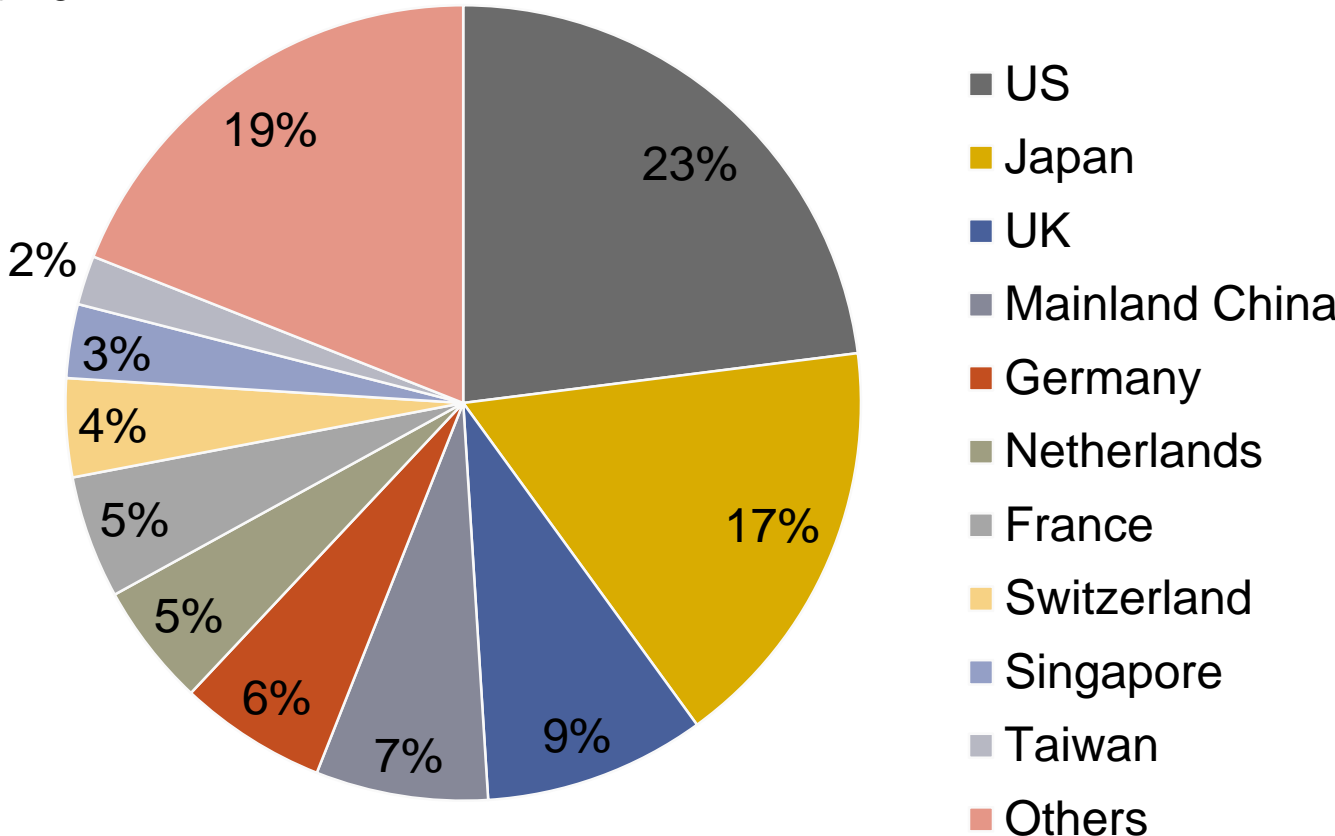
Why Hong Kong?

WHY HONG KONG IS THE BEST PARTNER FOR JOINT VENTURE

(1) In Hong Kong, you could meet with world wide regional head quarters.

Regional Head Quarters in Hong Kong

Graph 3



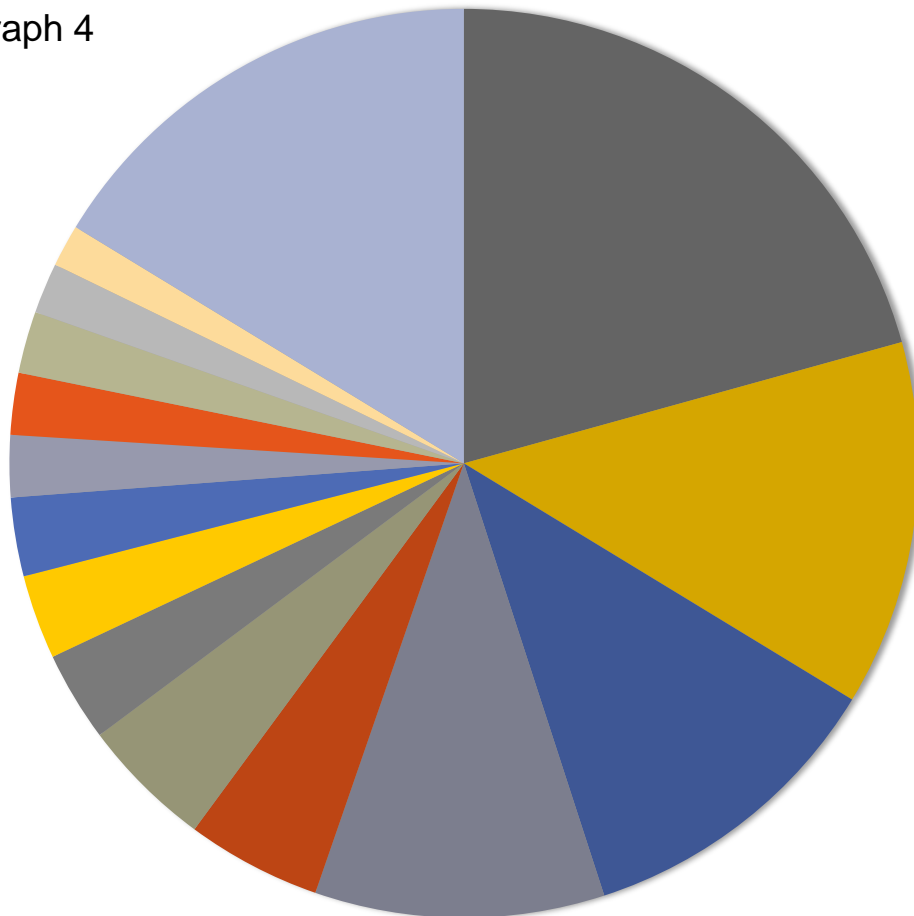
Graph 3 Data: 香港政府統計局

WHY HONG KONG IS THE BEST PARTNER FOR JOINT VENTURE

(2) New startups could compete and share their ideas with locals and foreigners.

Origins of Foreign Startup Founders

Graph 4



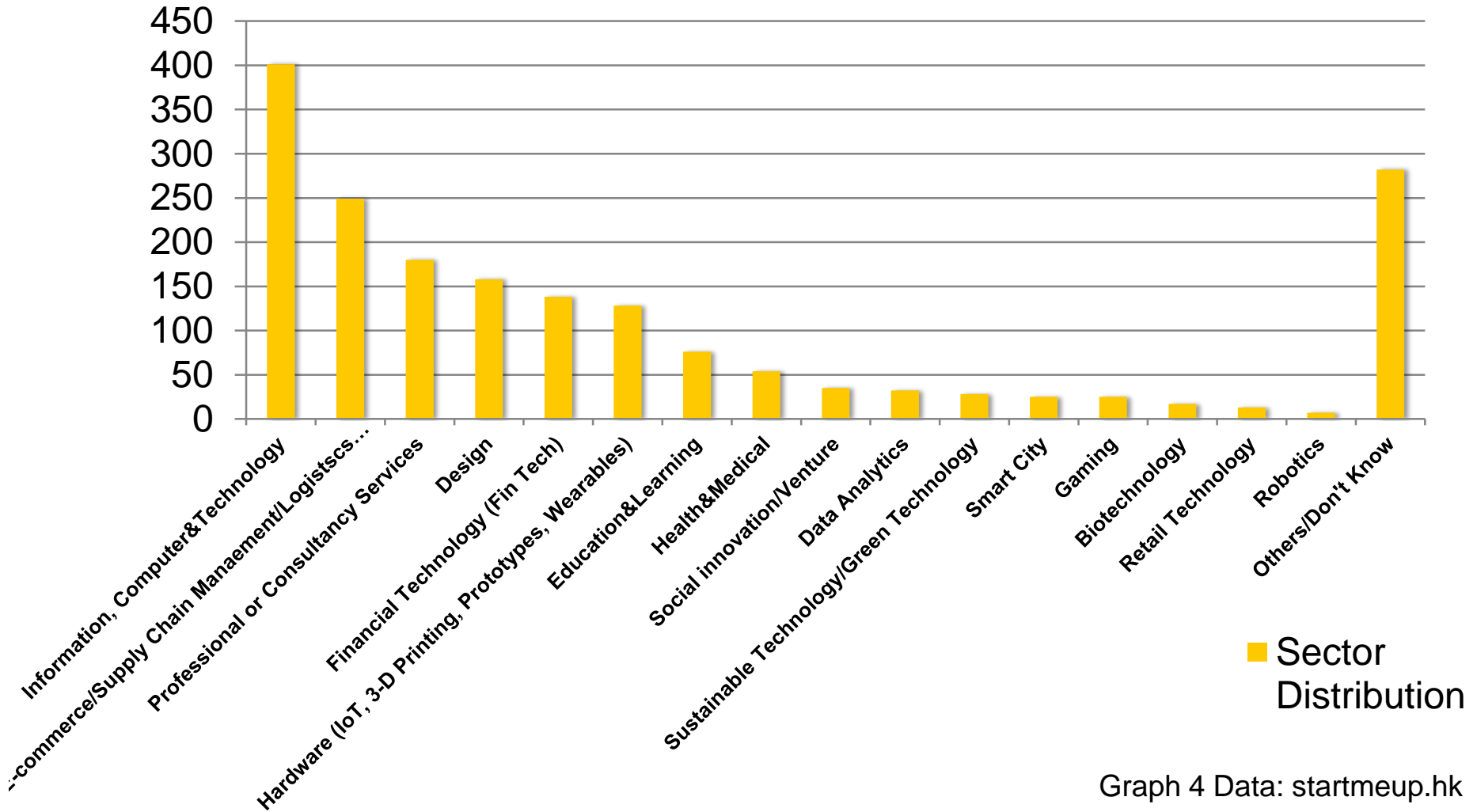
- United States
- United Kingdom
- Mainland China
- France
- Austrasia
- Germany
- Canada
- Netherlands
- Singapore
- India
- Italy
- Japan
- Taiwan
- Korea
- Other countries/territores

Graph 4 Data: startmeup.hk

WHY HONG KONG IS THE BEST PARTNER FOR JOINT VENTURE

(3) Hong Kong has the base for varieties of startups.

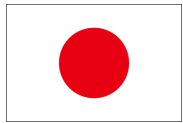
Graph 5 Sector Distribution



Graph 4 Data: startmeup.hk

HJ ACCELERATOR'S FUTURE

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Japan Accelerator



Hong Kong Accelerator

Japanese Business Specialists

Connection with foreign country's head quarters



Japanese start up ideas, technology, and human resources



Connection with foreign start up founders

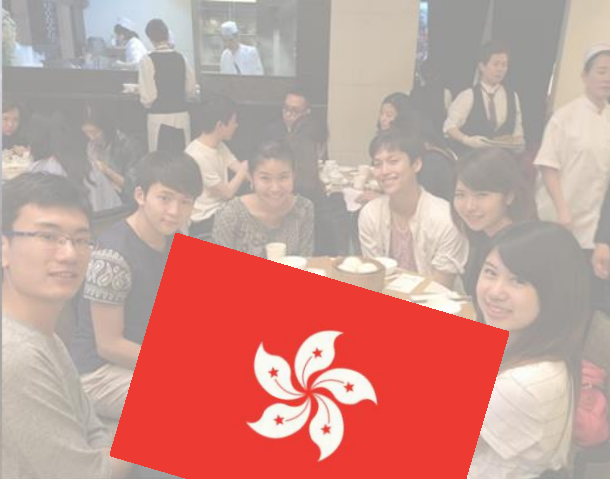


Japanese companies' connection



Hong Kong's startup base

**HJ ACCELERAOTR WII BE....
Joint venture that will be a HUB of JAPANESE startups and
INCREASE JAPANESE STARTUPS IN WORLD WIDE .**



LET'S START BUISNESS IN HONG KONG TOGETHER!

