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

Osaka Startup Ecosystem Consortium
To globally bolster Osaka’s presence as one of the two major centers of Japan, our city strives to fulfill a role in propelling the country’s growth. Hence, we are committed to advance initiatives for startup support and innovation creation.

The Umekita area is home to various activity-oriented facilities and exchange facilities; and it also exhibits renowned features such as entrepreneurship education coordinated by universities, overseas acceleration programs, and other innovative developments. These all complement Osaka as one of the top urban destinations in Japan that genuinely integrates global startups.

With the aim of converting Osaka into a world-class startup ecosystem, our resources and potential capabilities were effectively applied on this occasion. This resulted in the formation of the Osaka Startup Ecosystem Consortium, which was jointly established by government bodies, universities, and the business community.

To implement a startup-friendly environment, All-of-Osaka is engaged to realize a more dynamic society by constructing a robust ecosystem.

Moreover, the Osaka-Kansai World Expo will be held in the year of 2025. The exposition under the theme “Designing Future Society for Our Lives” will also showcase the “People’s Living Lab” concept to a worldwide audience. To maximize the impacts of this prestigious occurrence, we will exert our best abilities to attract “People-Goods-Investments-Technologies” from around the world.

To attain the objective of becoming an “Unparalleled Global Startup City Osaka,” it is imperative to optimally utilize all available resources and opportunities; as well as generate new startups that contribute to ongoing growth by pioneering new innovations and technologies.

Here in Osaka, we earnestly look forward to welcoming the finest entrepreneurs from all over the globe.

<table>
<thead>
<tr>
<th>Target ( \cdot ) KPI (Items)</th>
<th>Target (FY 2020 – FY 2024)</th>
<th>Current State</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Startups Launched</td>
<td>300</td>
<td>150 (Past 5 Years)</td>
</tr>
<tr>
<td>2 Startups Launched in University</td>
<td>100</td>
<td>36 (Past 4 Years)</td>
</tr>
<tr>
<td>3 Foreign Entrepreneurs Attracted</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>4 Startup VISAs Authorized</td>
<td>30 (6/Year)</td>
<td>3/Year</td>
</tr>
<tr>
<td>5 Unicorn Startups Fostered</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>6 Startups that Amass over 500 million Yen in Capital</td>
<td>≥ 75</td>
<td>50</td>
</tr>
<tr>
<td>7 Startups that will excel with the opportunities introduced by the World Expo</td>
<td>50</td>
<td>–</td>
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</tbody>
</table>
2. Organizations and Roles of each organizations
To spearhead with the public-private co-created Osaka Startup Ecosystem Consortium

- **Economic Organization**
  - Kansai Economic Federation
  - KANSAI Association of Corporate Executives
  - The Osaka Chamber of Commerce and Industry

- **Municipalities**
  - Osaka Prefecture
  - Osaka City & Sakai
  - INPIT
  - NEDO
  - JETRO
  - S-Cube
  - Deloitte Tohmatsu Venture Support

- **Support Institute**

- **Universities & Research Institutes**
  - University of Osaka
  - Osaka Prefecture University
  - Osaka City University
  - Osaka Institute of Technology
  - Kindai University
  - Kansai University
  - Ritsumeikan University

- **Financial Institute**
  - Senshu Ikeda Bank / Mizuho Bank / Sumitomo Mitsui Banking Corporation
  - MUFG Bank / Resona Bank / Kansai Mirai Bank / Sumitomo Mitsui Trust Bank

- **Developers etc.**
  - ORIX Real Estate Corporation
  - Knowledge Capital
  - Hankyu Hanshin Properties

- **Key Person**
  - AZUMA Hironobu
    - The Japan Research Institute
  - OKA Takahiro
    - Japan Startup Support Association
  - TANAKA Kunihiro
    - SAKURA Internet
  - TANII Hitoshi
    - Synergy Marketing
  - NAKANO Tomoya
    - i-plug
  - YOSHIKAWA Masaaki
    - Human Hub Japan

**Support Programs**
- **For Pre-startup ~ Early Stages**
  - Public-centric Support Programs
  - Entrepreneurship Support; Pitch Events; Open Innovation etc.

- **For Middle ~ Late Stages**
  - Private-centric Support Programs
  - Funding by Large Enterprises and Investments; Support by Economic Organizations; Overseas Accelerator Programs etc.

**Startup Support Facility**
- Co-established by Public-Private. In recent years, growing trend of private-established facilities that are subsidized by public programs (Public: OIH; Private: GVH#5, wework etc.)
Summary of the Ecosystem Building Plan

3. Leader of the Ecosystem building
Globally influential leaders who are passionate about Osaka

Osaka Startup Ecosystem Consortium (Representative : TATENO Jyunzo)

Human Hub Japan
President YOSHIKAWA Masaaki
- Previous posts include serving as Director General for the City of Osaka’s Economic Strategy Bureau; Advisor for the Japan Startup Support Association; and advisor for various ventures etc.
- Extensive experience planning & managing cross-organizational & problem-based projects; ventures; and corporate management.
- Working in Developing a Co-creation Environment that crosses the border of title, organization and nationality.
- Selected one of 88 local innovators by Forbes Japan in 2017.

i-plug
CEO NAKANO Tomoya
- At Intelligence (Current Persol Career), he gained experience operating corporate recruitment advertisements; and the comprehensive work involved with recruitment and training.
- Founded i-plug after setting sight on a direct recruiting tool that could prevent mismatch between students and employers.
- Being enthusiastic to support younger entrepreneurs, he acts as representative director of some startup communities in Osaka.

TANII Hitoshi
Synergy Marketing Executive Chairman
- After working at NTT, he founded the partnership DNS, and would later sell DNS to found Infocast.
- In the same year, he also founded Index Digital.
- He later founded Synergy Marketing, and would lead domestic shares in the cloud CRM system market.
- He acts as Representative Director of EO Osaka and leads some acceleration programs as well as being an angel investor.

TANAKA Kunihiro
SAKURA internet CEO
- Founded SAKURA internet while he was still at school, and offered free server rental services. He would later found SAKURA internet Inc. as the CEO.
- In 2005 when the company was listed he would become the 4th youngest CEO on the Tokyo Stock Exchange Mothers Index.
- In addition to offering startups the spacious open space at the company’s Osaka headquarters for free, he serves as an outside director and a mentor for many startup communities, startups and listed companies.

OKA Takehiro
Japan Startup Support Association CEO
- His background dates back to his student years and include fields spanning records rentals; toys & miscellaneous goods wholesale; console game agency; cosmetics, and more.
- Backed with his abundance of exposure to these fields, he founded the Japan Startup Support Association.
- As of right now, he offers venture support exclusive to startups.

AZUMA Hironobu
The Japan Research Institute Principal
- Since joining the Japan Research Institute as a fresh graduate, he has participated in many projects from new industry creation support, to industry incubation, startup support, smart city promotion support, and more.
- He has penned countless papers and articles; and also give speeches on smart city and venture support.

TAKAGISHI Chikara
Hankyu Hanshin Properties Corp. Senior General Manager, Urban Management Division
- He has been involved in countless urban redevelopment projects working as part of Hankyu Railways, including Grand Front Osaka.
- He first began startup support around the Osaka, Umeda area in 2010. By 2014 he became involved with the establishment & operations of the startup support facility GVH#5, and would later devote to forming CVC and investments.
- In 2019 he successfully attracted the globally renowned acceleration program “Startupbootcamp Scale Osaka” to Osaka.

KITAOKA Yasuo
Deputy Director / Professor Osaka University Co-creation Bureau, Office for Industry-University Co-creation and University Advancement
- Entered Matsushita Electric Industrial (current Panasonic) in 1991. Completed graduate studies at Osaka University Division of Engineering, and became a Professor at the school’s Graduate School of Engineering Frontier Research Center in 2006.
- Since 2015 he has been promoting school-wide venture creation and support for fostering entrepreneurs as efforts towards building Osaka University’s innovation ecosystem.

Collaboration
- Umekita 2nd Phase Promotion Council
- Startup Communities
- Municipalities
- Economic Realm
- Developers
- Financial Institutions
- Global Network
- Universities and Research Institutions
- Overseas Accelerators (Startupbootcamp)