

## Announcement of Online Seminar on July 7, 2021 (Wed.)

### “New Business Conference 2021: Sixteen Top-notch Entrepreneurs Tell Their Stories”

**Opinion leaders of various start-up companies talk about actions that might drop hints to new businesses and decision-making background**

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Shinichi Fuki, hereinafter “JAFCO Group”) will hold a special online seminar “New Business Conference 2021: Sixteen Exceptional Entrepreneurs Tell Their Stories” as part of the “&JAFCO Meet up Series” from 13:00 (Japan time) on July 7, 2021.

In this seminar, leading entrepreneurs promoting new businesses in Japan will talk about the background of specific actions and decision-making, on top of organizing processes and methods of new business promotion. The seminar will deliver information that would provide hints for those taking on new business challenges.

## New Business Conference 2021



## Sixteen Top-notch Entrepreneurs Tell Their Stories

2021.07.07 WED 13:00-17:00 @Online

& JAFCO Meet up

In “JAFCO Meet up Series,” we will offer information on the latest trends required for new business creation, the trajectory of people embarking on new business ventures, etc. on a topic basis for corporate personnel looking to take on new challenge or who are already developing new businesses.

While serving as a bridge between big businesses and startup companies and promoting business expansion on both sides, we have come to realize that big businesses have a variety of options, including CVC, acceleration program, and open innovation, for promoting new businesses, and that they are

For more information, please contact  
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experiencing difficulties in making the best choice for their own goals or finding places to go for consultation.

To address these issues, the “New Business Conference 2021” will deliver real opinions of leaders at major companies promoting new businesses, including specific actions taken and their background, deviation from expectations, etc., in each of the following three cases: (i) overview of new business creation and incubation, (ii) acceleration program, and (iii) CVC (corporate venture capital). Such information shall provide hints on making the optimum choice for corporate employees embarking on new challenge or who are already developing new businesses.

### **Seminar Outline**

Date	July 7, 2021 (Wed.) 13:00-17:00 (Door opens at 12:50)
Venue	Zoom Webinar
Entry fee	Free
Organizer	JAFCO Group Co., Ltd., Co-nnect Inc.
Organizing partners	FastGrow (Slogan, Inc.), Strike Company, Ltd.
Application	<a href="https://docs.google.com/forms/d/e/1FAIpQLSfWHPqfMTXLpr09TxNPQ6_Gwb5vZvEBNjwaW7lm-CftfeMAIQ/viewform">https://docs.google.com/forms/d/e/1FAIpQLSfWHPqfMTXLpr09TxNPQ6_Gwb5vZvEBNjwaW7lm-CftfeMAIQ/viewform</a> (Japanese Only)
Seminar website	<a href="https://www.jafco-seminar.info/newbusiness-conference2021-d">https://www.jafco-seminar.info/newbusiness-conference2021-d</a>

Note: The viewing link (URL) for the webinar will be sent to attendees at a later date.

**Program** \*All sessions/speeches are in Japanese.

#### **Plenary session (13:00-13:55): Points for selecting new business creation approach**

Guest speakers explain the overview of new business creation, including available options (including in-house discussions, outsourcing, and investment) for each phase and how to make the best choice.

#### **Session I (14:00-14:55): In-house entrepreneurs and personnel in charge of new business launch talk about the reality of incubation at major companies**

Guest speakers who have experienced everything from identifying agenda for new business development, ideation, to business promotion, share the mindset for new business creation and secrets of successful business promotion.

#### **Session II (15:00-15:55): Success of acceleration program depends on XXX**

Guest speakers discuss why they chose the acceleration program out of a number of options, and issues of new business creation using internal and external resources.

#### **Session III (16:00 – 16:55): Honestly speaking, how is CVC? Real opinions of personnel in charge**

Guest speakers deliver real opinions on why they chose CVC out of a number of options, deviation from expectations before and after establishing CVC, etc.

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### **About JAFCO Group Co., Ltd.**

Since its founding in 1973, JAFCO Group has always worked with leading entrepreneurs. The total commitments of its investment funds in Japan and overseas exceed ¥1 trillion and the cumulative number of portfolio IPOs to date reached over 1,000. In addition to venture investment, we also carry out buyout investment and commit to the creation of innovative technologies and services worldwide. As entrepreneurs' closest partner in bringing their visions to life, we provide support in areas of HR, marketing/ sales, and back-office operations, in addition to providing financing.

Company name: JAFCO Group Co., Ltd.

President & CEO: Shinichi Fuki

Location: 24F Toranomon Hills Mori Tower, 1-23-1 Toranomon, Minato-ku, Tokyo

Established: April 5, 1973

Stock exchange: TSE First Section

No. of employees: 132 (consolidated; as of March 31, 2021)