

JAFCO to Host an Online Event of 2,000 People on July 21

New Business Conference “OFFROAD”

One of Japan's Largest Conferences on Internal Corporate Ventures

July 21, 2022 (Thurs.) 12:30 - 17:15 (Archived streaming available)

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo, President&CEO: Keisuke Miyoshi, hereinafter “JAFCO”) will hold the New Business Conference “OFFROAD,” one of the largest conferences in Japan on internal ventures created within large companies, on Thursday, July 21, 2022 from 12:30.

Following the first session of the New Business Conference in July 2021, the second session held in December attracted more than 2,000 people. The theme for the third session to be held on July 21 is “Common Sense in New Business Creation.”

We will share the "practical knowledge" of people at large companies who continue to take on challenges while confronting the "common sense" in existing businesses.

Large companies that are now in the mainstream were once startups traveling “offroad.” JAFCO has continued to "take on challenges" together with not only entrepreneurs but also people involved in new businesses and people who continue to deal directly with management issues.

Based on our desire to “encourage high aspirations of those who are heading towards the future,” we regularly hold the New Business Conference to provide hints that lead to the attendees’ next action.

Many of those in charge of new business development may be groping to create new values without experiencing success. The more challenging the goal, the more likely our common sense will become an obstacle to the business creation.

Our aim is to provide hints for changing the future by reviewing "common sense" that is taken for granted in existing businesses, such as common sense that has become part of corporate culture, common sense that is considered a business development theory, common sense in predicting market and consumer trends, etc.

Outline of the Third Session

Date	July 21, 2022 (Thurs.) 12:30 -17:15
Venue	Online
Capacity	2,000 people
Registration fee	Free
Organizer	JAFCO Group Co., Ltd., Co-nnect Inc. WeWork Japan
Organizing partners	hypex Corporation, kenma Inc.
Website	https://jafco-seminar.com/2022-s (Japanese only)

Note: The viewing link (URL) for the session will be sent to attendees on the previous day.

Program**Opening remarks (12:30-12:35)****OPENING (12:35-13:05) : Doubt common sense; clues to new markets lie there**

Clues to new market creation are hidden in the current norm and common sense. Many unicorn companies such as Uber and Airbnb, which have now become commonplace, were initially ridiculed for their preposterous business models. In the opening session, Partner Saka will share the importance of questioning common sense from the perspective of startup investment.

SESSION 1 (13:05-13:45) : Common sense for new business-1 "Start from "zero" allies within the company

When embarking on new business creation, it is almost 100% unlikely that the necessary systems and organizational structures are in place. The future success depends greatly on the ability to move forward by considering "a lack of systems and organization is an opportunity to build from scratch." How were the organization and systems for a new business built from scratch? How did a company become involved in the new business? The two founders of "MIRAI Business Division (Hakuhodo)" and "Biostock (NTT East)" will talk about the difficulties they faced when setting up their organizations and how they overcame them.

SESSION 2 (13:55-14:35) : Common sense for new business-2 "Unattractive" businesses are the ones that should be pursued.

There are many cases where people give up on creating new businesses because they lack attractive ideas or because those around them do not understand the appeal of their ideas. In the face of such a wall of "common sense," should one give up on the business or continue to pursue it?

The two speakers, who still continue such questioning in the field, will talk in detail about the mindset to keep making their businesses attractive and how to refine their businesses based on his experience of

four consecutive business pivots.

SESSION 3 (14:45-15:25) : Common sense for new business-2 “Respond to Trends” - The "TikTok selling" mechanism

When planning a new business, it is necessary to keep up with changes in the world. Regardless of industry or profession, one must always be trend conscious. In particular, it will be necessary to learn the trends of Generation Z, the mainstream that will drive public opinion in the coming era. One of the platforms to which Generation Z is paying the most attention is TikTok. By abandoning the stereotype of TikTok as a social media for young people and expanding one's ideas on how to incorporate TikTok into in-house marketing, we will be able to develop even more new business ideas. We will hear more about the latest trends and marketing techniques of TikTok from the platform's marketing manager.

SESSION 4 (15:35-16:15) : Common sense for new business-4 “Users don’t know the answers, they don’t speak up”

Listen to, observe, and imagine users. There are various ways to grasp the needs of the market. However, there is no end to the effort required to discover needs that we ourselves are unaware of. Is there a way to discover the needs buried in the market? What actions are required to convince ourselves that "this is the need"? In this session, the two speakers who continue to explore the new needs of customers will talk in detail about how to face the users and how to identify their needs.

SESSION 5 (16:25-17:05) : Common sense for new business-5 “Loose connections allow open innovation to sprout”

“Loose connections” have been attracting attention in the fields of social networking and business matching in recent years. In line with an increase in opportunities to create new business ideas and develop partners and customers through casual interaction, an increasing number of businesses have started to offer contacts with a diverse range of people. Since 2018, WeWork has been a pioneer in providing a place for interaction for various business operators, from startups to large corporations, and local government officials. In this session, WeWork tenants will talk about the possibilities for open innovation created by a place for "loose connections," including case studies

Closing remarks (17:05-17:15)

About JAFCO Group Co., Ltd.

Since its founding in 1973, JAFCO Group has always worked with leading-edge entrepreneurs. The total commitments of its investment funds in Japan and overseas have exceeded ¥1 trillion and the cumulative number of portfolio IPOs to date has reached over 1,000. In addition to venture

investment, JAFCO Group also carries out buyout investment and commit to the creations of innovative technologies and services worldwide. As entrepreneurs' closest partner in bringing their visions to life, JAFCO provides support in areas of HR, marketing/ sales, and back-office operations, in addition to providing financing.

Company name	JAFCO Group Co., Ltd.
President & CEO	Keisuke Miyoshi
Head Office	24F Toranomon Hills Mori Tower, 1-23-1 Toranomon, Minato-ku, Tokyo
Establishment	April 5, 1973
Paid-in Capital	¥33,251 million
Stock Listing	Tokyo Stock Exchange, Prime Market
No. of Employees	135 (consolidated) (as of March 31, 2022)