

Part 2 of the Popular Conference with over 89% Satisfaction Ratings
— Leaders creating innovative services/ products share hints for incubating ideas —

**“New Business Conference 2021 - Success or Failure?
Behind the Scenes of New Business Creation by Large Companies”**
To be held online on Dec. 15, 2021 (Wed.) 12:00-18:00

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Shinichi Fuki, hereinafter “JAFCO”) will hold the second special seminar of the “&JAFCO Meet up Series” online seminars titled “New Business Conference 2021 - Success or Failure? Behind the Scenes of New Business Creation by Large Companies” from 12:00 to 18:00 (Japan time) on Wednesday, December 15, 2021.

In this seminar with the theme “Idea Incubation,” speakers who have incubated innovative ideas talk about the background of conceiving ideas for services/ products and tips on creating a business from nothing.

The banner for the New Business Conference 2021 features a light gray background with the title "New Business Conference 2021" in a large, dark font. Below the title, a row of logos for participating companies is displayed: Calbee (with the tagline "振りだそう、自然の力。"), Co-nnect Inc., FUJIFILM, IDEO, Kawasaki (with the tagline "Powering your potential"), and LayerX. A second row of logos includes muRata (with the tagline "INNOVATOR IN ELECTRONICS"), MOONX, NJC (with the tagline "making IT the best key"), PERSOL, RECRUIT, ビザスク, and wework. At the bottom, a dark blue section contains the text "Success or Failure ? Behind the Scenes of New Business Creation by Large Companies" in white. To the left of this section, a yellow circle contains the text "Event report will be given free to participants only". At the bottom right, the date and time "2021.12.15 WED 12:00-18:00 @Online" are listed next to the JAFCO logo.

New Business Conference 2021

振りだそう、自然の力。
Calbee

Co-nnect Inc.

FUJIFILM

IDEO

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Powering your potential

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PERSOL

RECRUIT

ビザスク

wework

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Success or Failure ? Behind the Scenes of New Business Creation by Large Companies

2021.12.15 WED 12:00-18:00 @Online **JAFCO**

In line with the spread of the COVID-19 pandemic, digitalization has progressed rapidly in various industries, changing the societal environment for companies. As competition intensifies, it is becoming vital for large companies to create new businesses. On the other hand, due to a number of options for new business promotion, including CVC, acceleration program, and open innovation, large companies are experiencing difficulties in making the best choice for their own goals or finding places to go for consultation.

JAFCO, which invests in both startups and buyout deals, launched the “& JAFCO Meet up Series” of online seminars aimed at providing hints for next actions, based on its desire to support not only entrepreneurs, but also people with high aspirations taking on new business challenges or addressing management issues head on.

The first special seminar of the Series “New Business Conference 2021 - Sixteen Top-notch Entrepreneurs Tell Their Stories” held in July 2021 had over 1,000 participants and achieved satisfaction ratings of over 89%. Through the seminar, JAFCO not only provided information but also new business creation support by connecting seminar participants with JAFCO-backed startups.

To further accelerate new business creation, JAFCO will hold the second special seminar “New Business Conference 2021 - Success or Failure? Behind the Scenes of New Business Creation by Large Companies.” Generation of business ideas may be based on vision, strength, trend, etc. and each method has its own difficulties and advantages. With the concept of “explicit knowledge (framework)” and “experience (practical leaning),” this seminar consists of five sessions based on the ideation method to demonstrate the processes and hardships that our forerunners faced to incubate new business ideas.

Participants are encouraged to take part in as many sessions as possible as the seminar provides an opportunity to deepen the understanding of different approaches as well as the approach currently being taken by each participant.

Seminar Outline

Date	December 15, 2021 (Wed.) 12:00-18:00
Venue	Zoom Webinar
Entry fee	Free
Organizer	JAFCO Group Co., Ltd., Co-nnect Inc.
Organizing partners	Hypex Corporation.
Seminar website	https://jafco-seminar.com/e
Application	https://docs.google.com/forms/d/e/1FAIpQLSd_3Bpt4IP9qipHH3rhqb_pYCiLuBZcbuW0ljipkGdVu4hhRLg/viewform (Japanese Only)

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

Program

Introduction (12:00-12:05)

Session 1 (12:05-12:55) : New business creation mindset

For new business creation, an idea is very important, but a mindset that acknowledges uncertainty and the environment that nurtures such mindset are more important. In this session, global design consulting firm IDEO gives a presentation on factors essential for creating new businesses while exercising creativity, followed by a discussion between IDEO and its client Nippon Jimuki on the details of how employees' mindset and actions were changed.

Session 2-1 (13:00-13:55): “Search for future issues” approach

An idea creation approach based on assumed lifestyles of future customers/ users and focusing on new problems and needs that arise therein.

Session 2-2 (14:00-14:55): “Trend analysis” approach

An idea creation approach with a focus on solving issues that arise from global macro movement/ sweeping trends (ex. decreasing birthrate and aging population, decarbonization).

Session 2-3 (15:00-15:55): “Strength application” approach

An idea creation approach that takes advantage of assets that represent company strengths (ex. technology, sales channels, customer base).

Session 2-4 (16:00-16:55): “Vision-oriented” approach

An idea creation approach with a focus on realizing a vision of changing the world, shaping one's desire, etc.

Session 3 (17:00-17:55): Practical method of turning ideas into new ventures

For those having trouble generating and brushing up business ideas, Mr. Ryo Tanaka of VisasQ is invited to provide hints on “how to incubate ideas into new ventures.”

CLOSING (17:55-18:00)

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	Shinichi Fuki
Head Office	24F Toranomom Hills Mori Tower, 1-23-1 Toranomom, Minato-ku, Tokyo
Establishment	April 5, 1973
Paid-in Capital	¥33,251 million
Stock Listing	Tokyo Stock Exchange, First Section
No. of Employees	132 (consolidated) (as of September 30, 2021)