Global Innovation with STARTUPS

Tokyo Metropolitan Government

Foreword

In every era, challengers stand at the mantle of change.

Be it in the arts, community, sports, or academia,
they are the ones who transform society.

They advance society, using creativity to disrupt convention,
giving way to new ideas and bold progress.
Without them, society loses its vitality.

Startups are the challengers in business,
generating revolutionary ideas and services with innovative technologies.

Startups are great contributors to cities,
taking on social problems, creating jobs and revitalizing the economy.

We, Tokyo, want to become their arena.
Supporting startups from all over the world to take stage, and homegrown talent to flourish.

We, Tokyo, want to become their safety net.
Raising startups to challenge again and again, even in the face of failure.

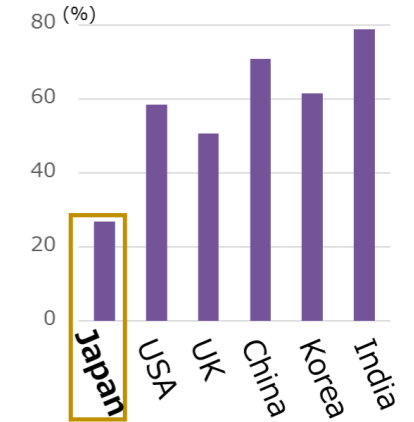Tokyo: a city at the forefront. Where challengers are born, grow, and meet their potential.

November 2022 Team Tokyo Innovation

Global Innovation with Startups   Executive Summary

Startups and Tokyo Today

- Startups have been driving global change and growth, and their innovation has contributed to solve social issues.

- Around the world, various stakeholders in each region collaboratively creating startup ecosystems.(Table A)

- In Japan, self-confidence in young generation is lower than other developed countries, even many of them are interested in social isseus. (Graph B)

- Therefore, this time, TMG is announcing a new startups strategy with the aim of sharing a view on what we need to do with stakeholders; indicating a broad direction with specific initiatives.

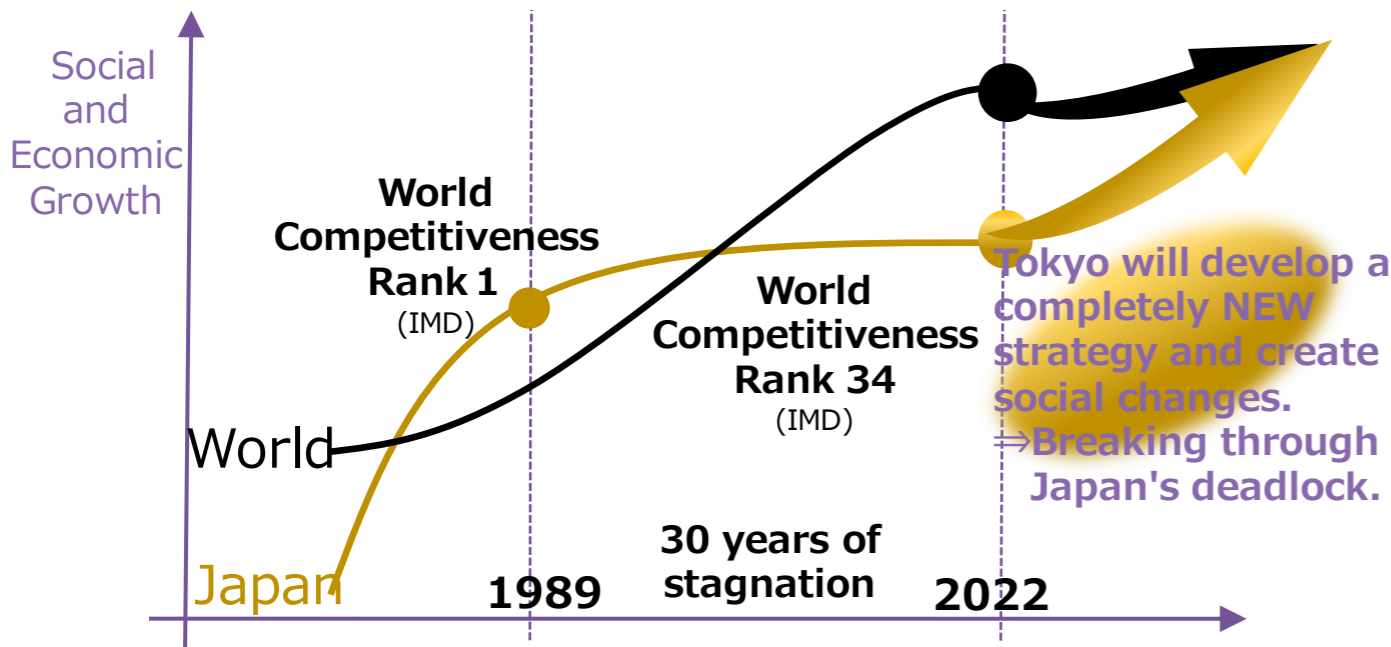| Ranking	2022
1	Silicon Valley
2	New York
2	London
4	Boston
5	Beijing
(8th Shanghai、10th Seoul)	
1 2	**Tokyo**

Table A:
Global Startup Ecosystem Report

Graph B: Questionnaire to 18-year-olds
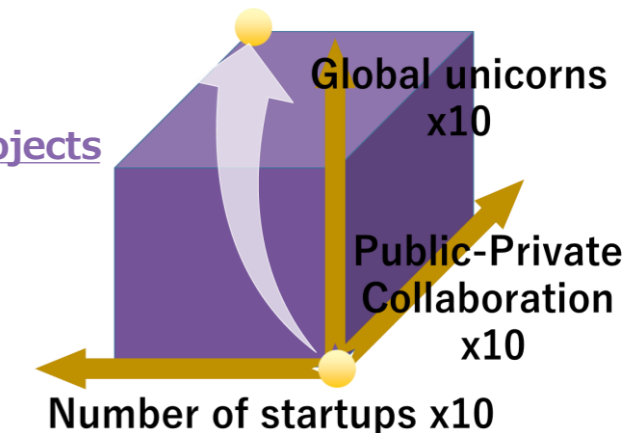**"I think I can change society through my actions."**

Brand-new startup strategy toward better Tokyo

Social and Economic Growth

World Competitiveness Rank 1 (IMD)

World Competitiveness Rank 34 (IMD)

World

Japan

1989

30 years of stagnation

2022

Tokyo will develop a completely NEW strategy and create social changes.
⇒Breaking through Japan's deadlock.

Tokyo's Innovation Vision for the Next Five Years

We are aiming for a ten times increase in the number of:

1)Global unicorn companies from Tokyo

2)Startups

3) Public-private collaborative projects

Global unicorns x10

Public-Private Collaboration x10

Number of startups x10

Developing a startup strategy

| **With a "Born Global" mind,** Bold measures lead to social change | **Tokyo's Strengths:** Harnessing the Potential for Startups to thrive | **With various players** working together, we will take on global markets |

\<Our Approach\>

I Making Tokyo the world's most startup-friendly city

➢ **Creating a "place" for innovation**
- ✓ Develop the "Tokyo Innovation Base" concept for the exchange of domestic and international challengers
- ✓ Collaborate with diverse entities to strengthen startup support in a multilayered manner

➢ **Bold investments for "challenges" and "scaling up"**
- ✓ Providing comprehensive support to help young people start their own businesses
- ✓ Encouraging business to take on global markets with overseas VCs

➢ **Public sector becomes the "first customer"**
- ✓ Boldly expanding the field for startups in Tokyo（×10）
- ✓ Promoting entry into public procurement through digital marketplaces, etc.

➢ **"Redesign" regulations and rules**
- ✓ Promoting deregulation, rulemaking and business support that are tailored to the needs of startups
- ✓ Utilizing the special zone system to deregulate and attract highly skilled personnel from overseas

II Foundation for everyone to achieve their dreams

➢ **Creating a society where challengers can thrive**
- ✓ Developing entrepreneurship education programs for primary and secondary education, in cooperation with economic organizations, etc.
- ✓ New entrepreneurship education course at Tokyo Metropolitan University
- ✓ Expanding "Tokyo Startup Gateway" to give shape to many ideas
- ✓ Create opportunities for students and youth to interact with startups

➢ **Fostering a global mindset**
- ✓ Enhancing English language education as well as study abroad, and international exchange opportunities

III "One-team" support from all stakeholders

- ✓ Strengthening university partnerships to support the creation of university-launched startups
- ✓ Promoting collaboration and exchanges with startups at our *"external office"*
- ✓ Uniting stakeholders to create ecosystems – Dec 2022 summit

IV Strategic PR for the world

- ✓ Hosting Tokyo's first global event "City-Tech.Tokyo" in Feb 2023
- ✓ All-Japan collaboration to disseminate information
- ✓ Building a common startup database targeting the global market

⇒   TMG will reflect these policies in the FY2023 budget and the Future Tokyo Strategy, and implement them.