



Global Innovation with **STARTUPS**

Tokyo Metropolitan Government

Global Innovation with STARTUPS

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Toward a Tokyo where challengers are born, grow, and meet their potential.

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.

Global Innovation with STARTUPS Executive Summary

Startups and Tokyo today

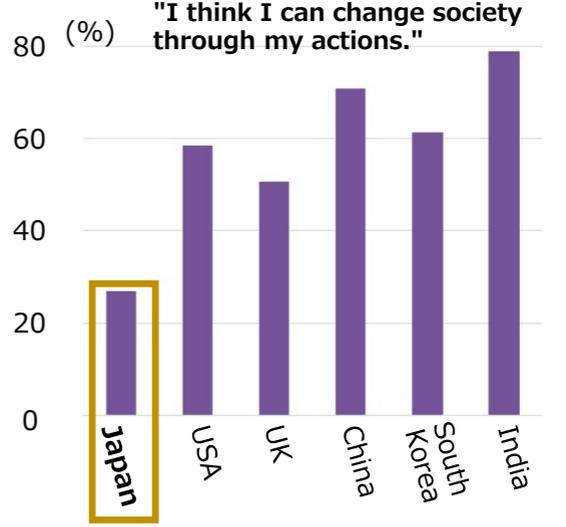
- Startups have been driving global change and growth, and their innovation has contributed to solving social issues.
- Around the world, various stakeholders in each region are collaboratively creating startup ecosystems. (Table A)
- On the other hand, the number of startups in Japan is 120 times less than the US; Japan has fallen to fourth place in the Asian rankings, and the gap in speed of growth is widening. In addition, there is a significant difference in the drive for change and social momentum to support such change.

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

Table A: Global Startup Ecosystem Rankings

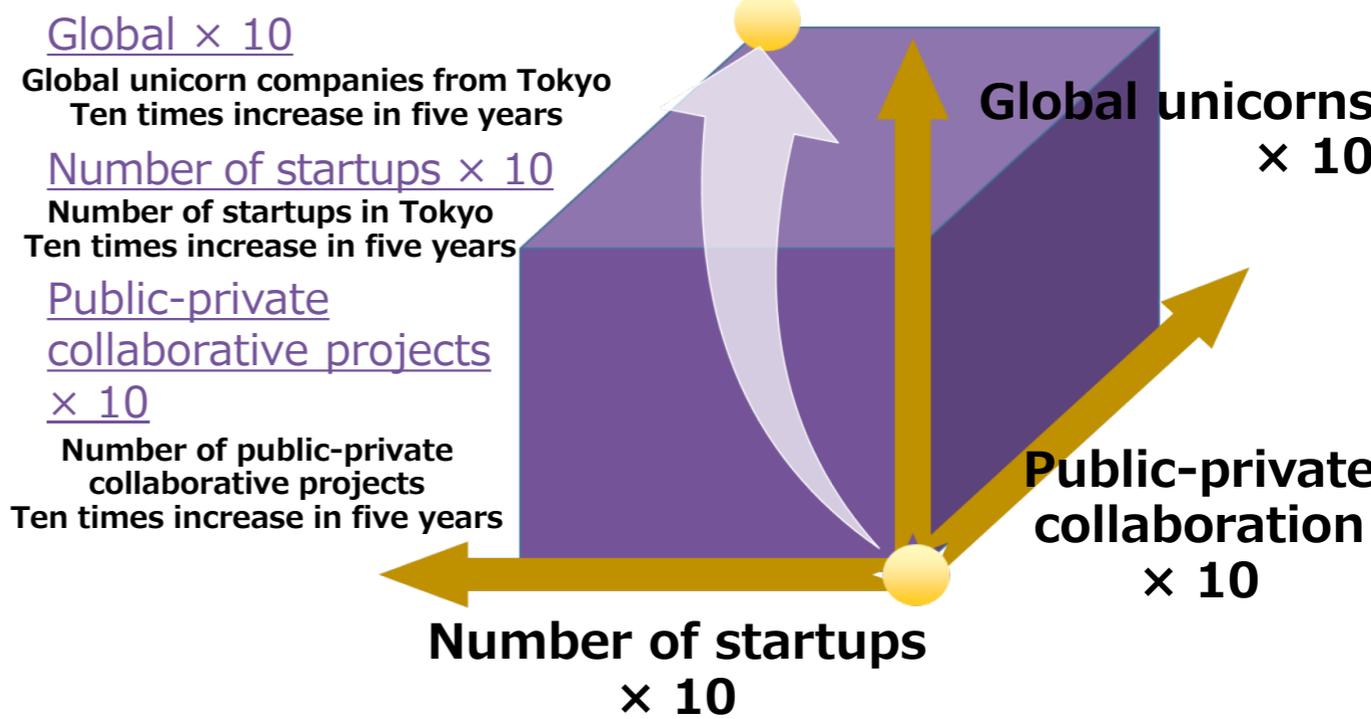
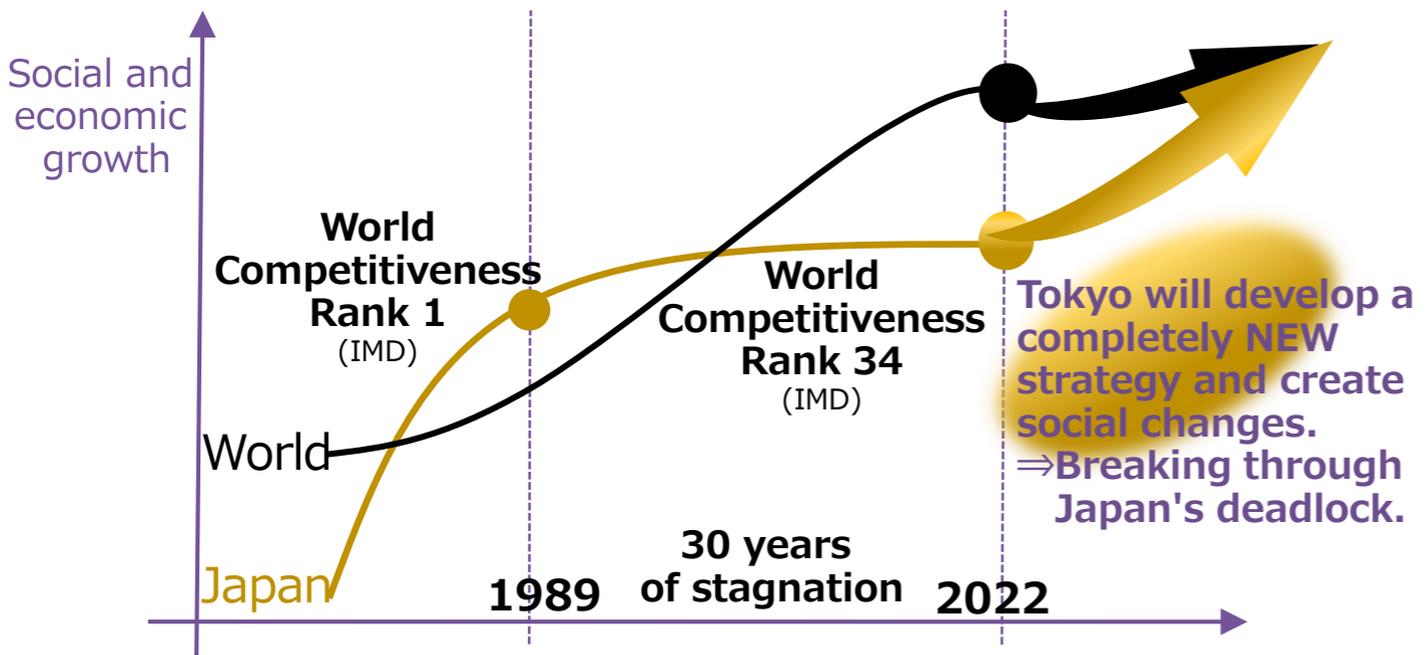
2022	
1	Silicon Valley
2	New York
2	London
4	Boston
5	Beijing
(Asia: 8th Shanghai, 10th Seoul)	
12	Tokyo

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



Develop a next-level startup strategy to shine on the world stage once more

Tokyo's 10 × 10 × 10 Innovation Vision for the next five years



○ Developing a startup strategy

With a “Born Global” mindset, 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 interaction between 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 with creative ideas start their own businesses
 - ✓ Encouraging businesses to take on global markets with overseas VC
- **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 human resources from overseas

II Creating a place where everyone can 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 young people to interact with startups
- **Fostering a global mindset**
 - ✓ Enhancing English language education, study abroad and international networking opportunities

III “One-team” support from all stakeholders

- ✓ Strengthening university partnerships to support the creation of university-launched startups
- ✓ Promoting collaboration and networking with startups at our “external office (Dejima)”
- ✓ 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 to the world
- ✓ Building a common startup database targeting the global market

⇒ Stakeholders will work together to materialize the initiatives, and TMG will reflect these policies in the FY2023 budget and the Future Tokyo Strategy, and implement them. 5

New initiatives aimed at the 10 × 10 × 10 Innovation Vision

Tokyo Innovation Base concept

Gather various domestic and overseas organizations involved in startups and create a hub for providing priority support

(reference image)



Station F, France

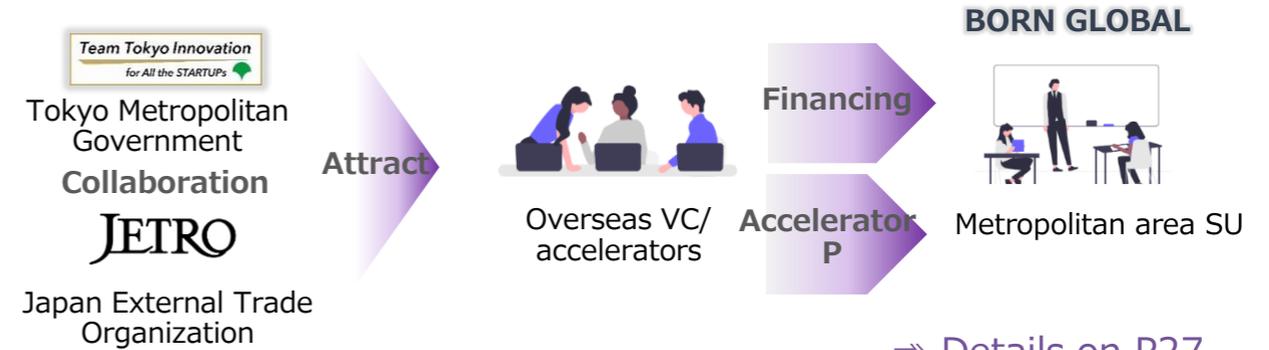
(floor image)

Large-scale event space
Mobility companies/VC, etc.
Biochemical companies/VC, etc.
Finance companies/VC, etc.
Aerospace companies/VC, etc.
Environment/infrastructure companies/VC, etc.
Large-scale exchange space

⇒ Details on P23

Creation of a mechanism to attract overseas VC/accelerators

Attract overseas VC with an extensive track record in supporting global startups
Implement financing and an accelerator program for overseas development



⇒ Details on P27

Exciting experiences that convey the appeal of entrepreneurship

Provide opportunities for high school students to meet entrepreneurs, establish courses at Tokyo Metropolitan University where students can experience real entrepreneurship, and foster the entrepreneur spirit

[Expand the entrepreneurship education course at Tokyo Metropolitan University]



⇒ Details on P38

Bring startups' free ideas to the public sector

Recruit proposals utilizing technology and products of startups implement in the public sector, and greatly expand public procurement



⇒ Details on P29

Startups and Tokyo Today

Startups are driving global change and growth

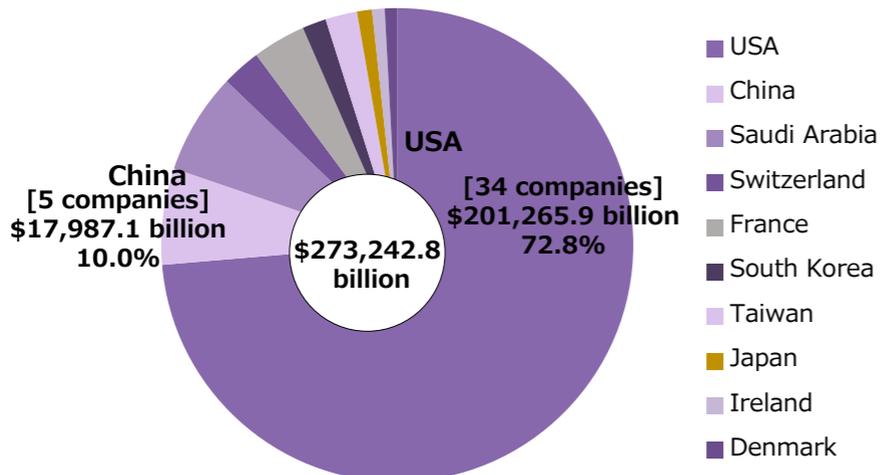
- Most of the top 10 companies in the World Stock Market Capitalization Ranking are startups. (There is only one Japanese company in the top 50)

➤ World Stock Market Capitalization Ranking 2022 (by company)

*startups are yellow

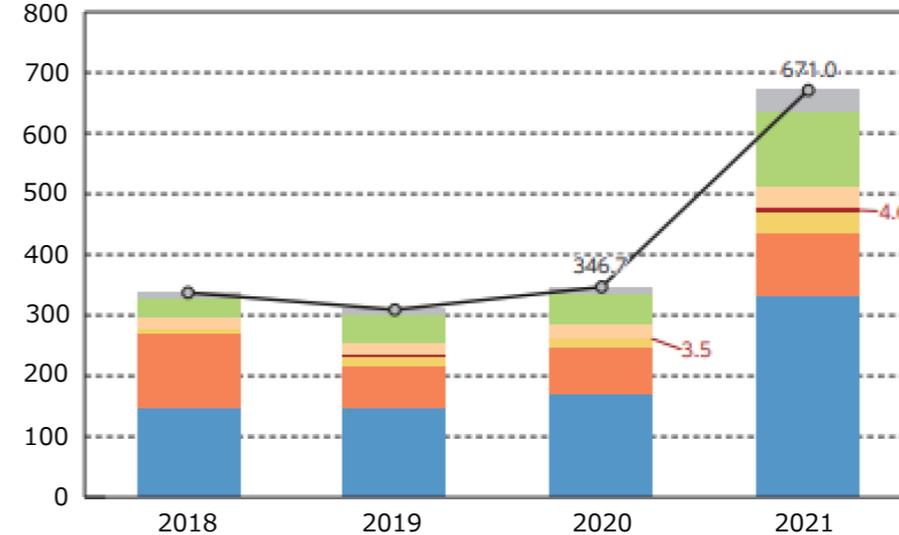
Rank	Company	Country
1	Apple	USA
2	Microsoft	USA
3	Saudi Aramco	Saudi Arabia
4	Alphabet (Google)	USA
5	Amazon.com	USA
6	Tesla	USA
7	Meta Platforms (Facebook)	USA
8	Berkshire Hathaway	USA
9	NVIDIA	USA
10	Taiwan Semiconductor Manufacturing	Taiwan

➤ World Stock Market Capitalization Ranking 2022 (by country)



- Investment by global venture capital (VC) is rapidly increasing. The amount of investment in 2021 almost doubled from \$346.7 billion in 2020 to \$671 billion

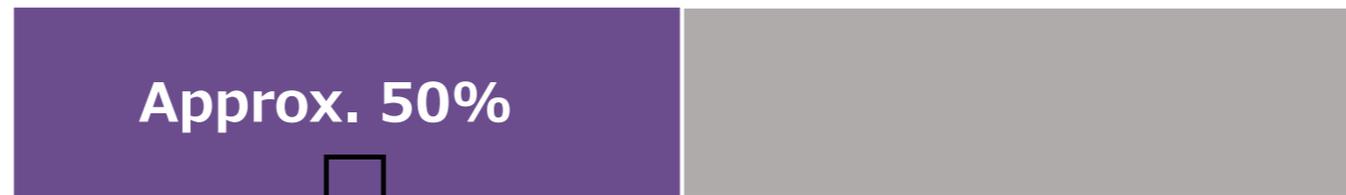
➤ Global VC investment (billion dollars)



Note: Quarterly data was combined by year. Red figures are Japan
 Reference: Compiled from KPMG's Venture Pulse 2021Q4 (January 19, 2022) Original data was by PitchBook.
 *Cited from the Ministry of Economy, Trade and Industry's White Paper on International Economy and Trade 2022

- In the US, half of all new employment is created through high-growth startups

➤ Proportion of new employment in the US created by high-growth startups



Creation of **2.9 million new jobs** annually in the US (annual average 1980-2010)

Source: Compiled from the National Venture Capital Association "Yearbook 2021"

Startup innovation solves social issues

Startups that have grown globally create innovation and solve various social issues.
For example...

Moderna

Biotechnology
Established: 2010



[Innovative drug development]

- ✓ Developed an innovative vaccine for developing immunity by administering mRNA, a blueprint of the protein that makes up the pathogen Working toward use for diseases for which no cure exists
- ✓ In December 2020, Moderna's vaccine for the novel coronavirus was granted approval for emergency use
- ✓ Moderna pursues progress in innovative science and the realization of rapid manufacturing growth

SpaceX

Space development
Established: 2002



[Transforming the space business]

- ✓ In 2020, SpaceX was the first private company to succeed in manned space flight.
- ✓ Aiming to commercialize the space business, they achieved low-cost launch by re-using rockets, etc.
- ✓ Provision of satellite communications service through the high-speed, low latency satellite communications service Starlink, with coverage across the globe

Uber

Mobility technology
Established: 2009



[Revolution in transportation]

- ✓ A technology company that provides mobility platforms, such as ride-sharing and food delivery
- ✓ Uber has connected people in more than 10,000 cities in over 70 countries, helping them with travel
- ✓ Uber promotes zero-emission initiatives such as supporting the introduction of environmental-friendly electric vehicles

Around the world, various stakeholders in each region are creating startup ecosystems

Throughout the world, the competition to create ecosystems that produce startups is intensifying. In France, Dubai, Israel and the US, competitive ecosystems are being created in countries and cities.

In France, challengers from all over the world gather at Station F, building a place for approximately 1,000 startups to live and create a community.



Station F

Dubai is carrying out initiatives such as making it easier for foreign residents to live there through deregulation, and having zero corporate tax or personal income tax in the international free zone.



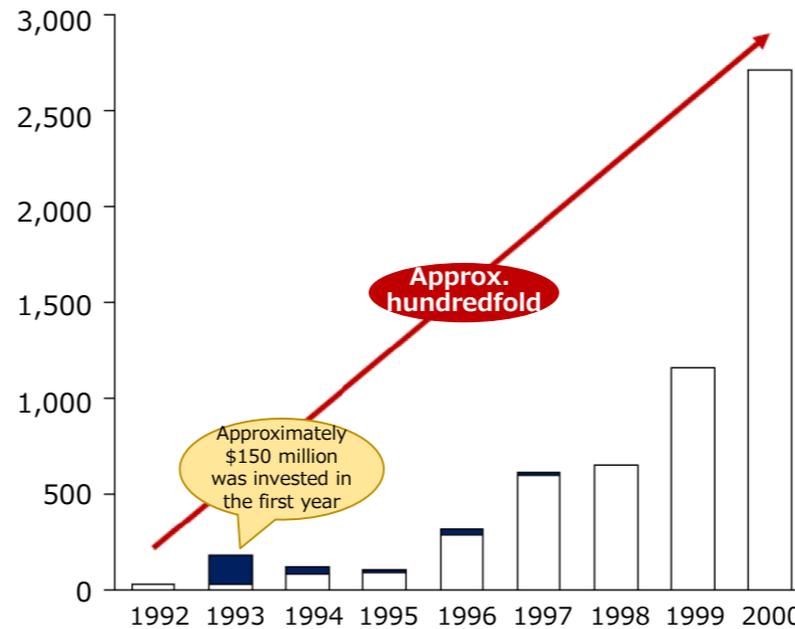
Offices for startups

In Israel, a sovereign wealth fund (Yozma VC) has implemented a program to encourage private VC investment.

Amount of VC investment in startups in Israel

Unit: \$1 million

Private VC Yozma VC



Source: Yozma Program 15-Years perspective

Source: Industrial Structure Council, Ministry of Economy, Trade and Industry
Committee on New Direction of Economic and Industrial Policies (2022/02/16)

In the US, the government is proactively implementing an SBIR system for public procurement.

At NASA, use of the SBIR system has brought approximately 2,000 jobs and economic benefits of more than \$400,000,000.

Economic effects of NASA's contract research expenses through the SBIR system

Amount of investment (1 million)	\$152.8
Employment	2,132 people
Labor income (1 million)	\$149.7
Additional value (1 million)	\$232.3
Effects (1 million)	\$418.8
Tax (1 million)	\$50.6

Source: Compiled from the 2017 Economic Impact Report

NASA Small Business Innovation Research and Small Business Technology Transfer (SBIR/STTR)

The number of startups in Japan are 120 times less than the US, Japan has fallen to fourth place in the Asian rankings

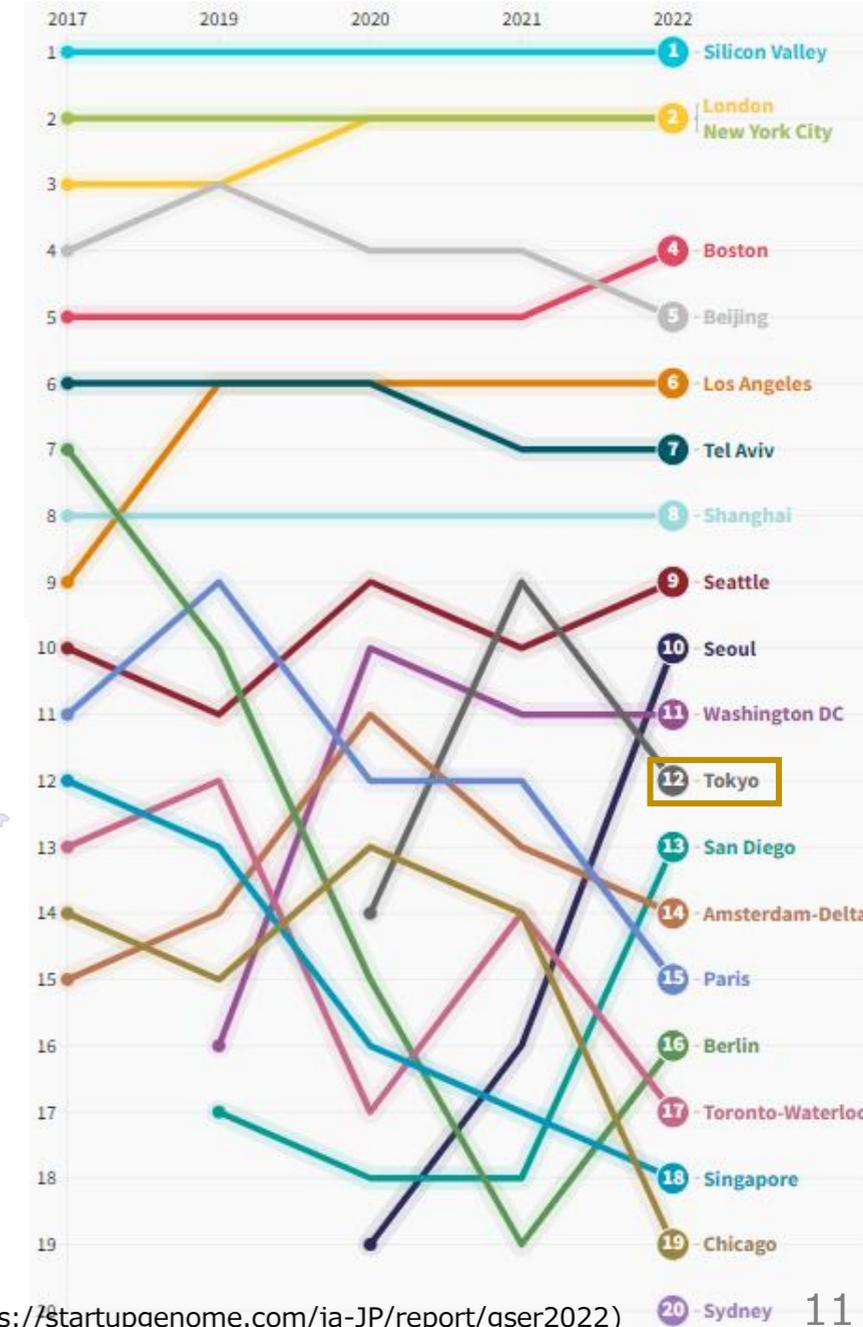
Nevertheless, the number of startups in Tokyo and Japan are growing in recent years. However, looking globally, it is small in both number and size.

In a private survey, the number of startups in Japan was 600 (24th), and 1st was America with 74,301, a figure 120 times that of Japan: a significant difference between the two countries.

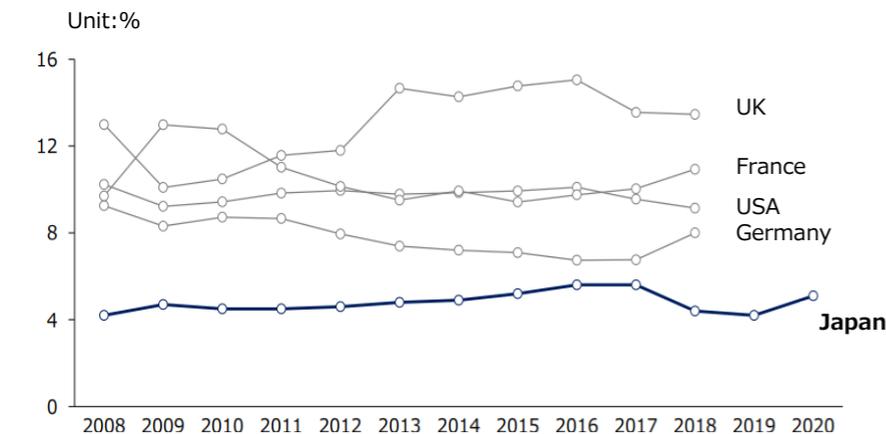
In the Global Startup Ecosystem Rankings, Tokyo was 12th (9th in the previous year), fourth in Asia after Beijing, Shanghai and Seoul.

As the value of Tokyo's startup ecosystem has increased by 52.3%, (\$40.7 billion in 2020→\$62 billion in 2021) the fact that Tokyo has dropped in the rankings means that growth speed is not sufficient.

Global Startup Ecosystem Rankings Startup Genome (2017-2022)



The new business start-up rate continues to be lower than other countries. International comparisons of start-up rate*1



Due to the different nature of statistics by country, figures cannot be simply compared. Resource: Japan, Employment Insurance Business Annual Report (Ministry of Health, Labour and Welfare); USA, "The Business Dynamics Statistics" (United States Census Bureau); UK, Germany, and France, eurostat

From the 4th Industrial Structure Council, Committee on New Direction of Economic and Industrial Policies materials 3

<No. of startups in each country (overseas private survey)>



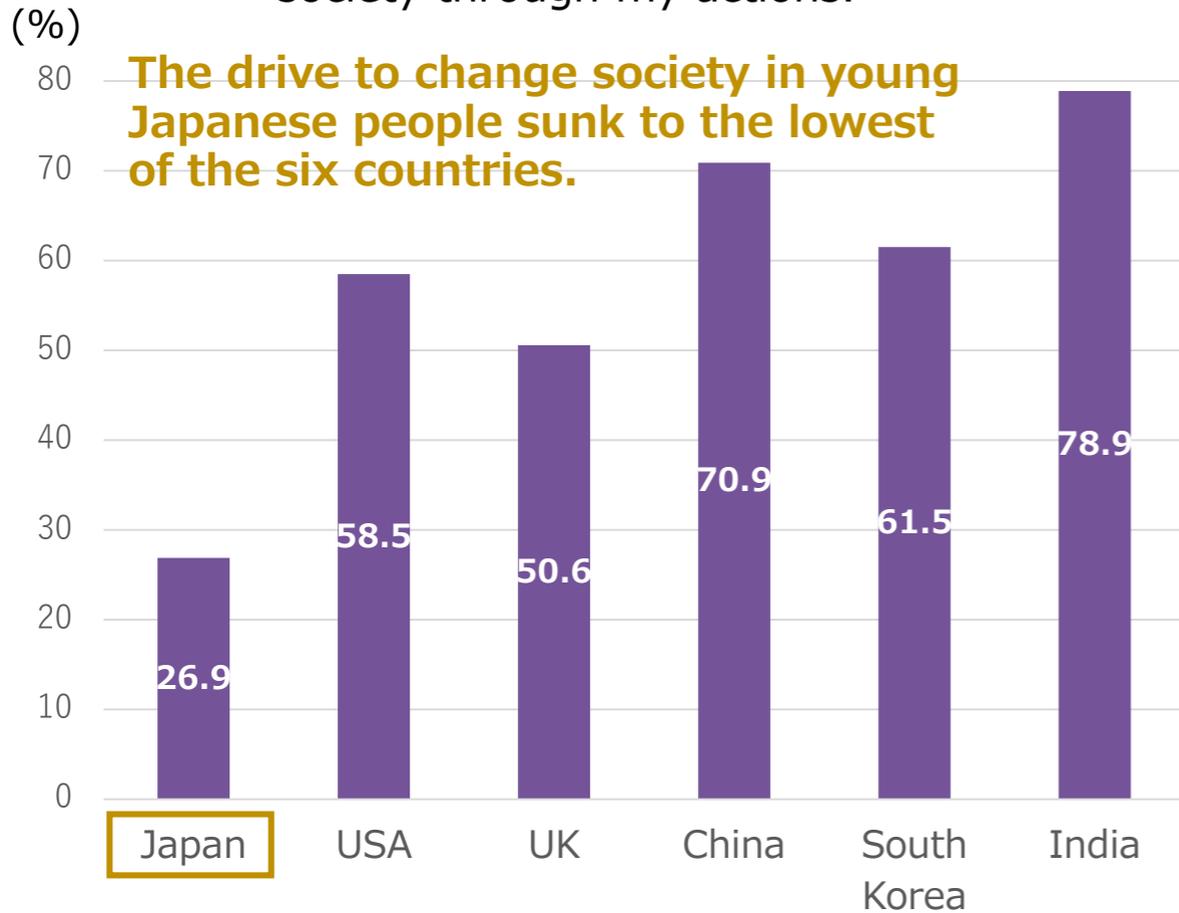
(<https://www.startupranking.com/countries>)

<https://startupgenome.com/ja-JP/report/gser2022>)

There is a big difference in the drive for change and the social momentum to support such change

Compared to other countries, Japan currently has few young people with the willingness and hope of changing the society. There is low drive for change and low social momentum to support such change, and society is not fully encouraging “people who will seriously take challenges.”

Attitude survey targeting 18-year-olds
“I think that I can change my country and society through my actions.”



Social/cultural trends
(Is the society or culture supporting entrepreneurship?)



46th Report on survey targeting 18-year-olds on “Attitudes toward their country and society” (surveyed six countries)
March 24, 2022 Compiled by the Nippon Foundation

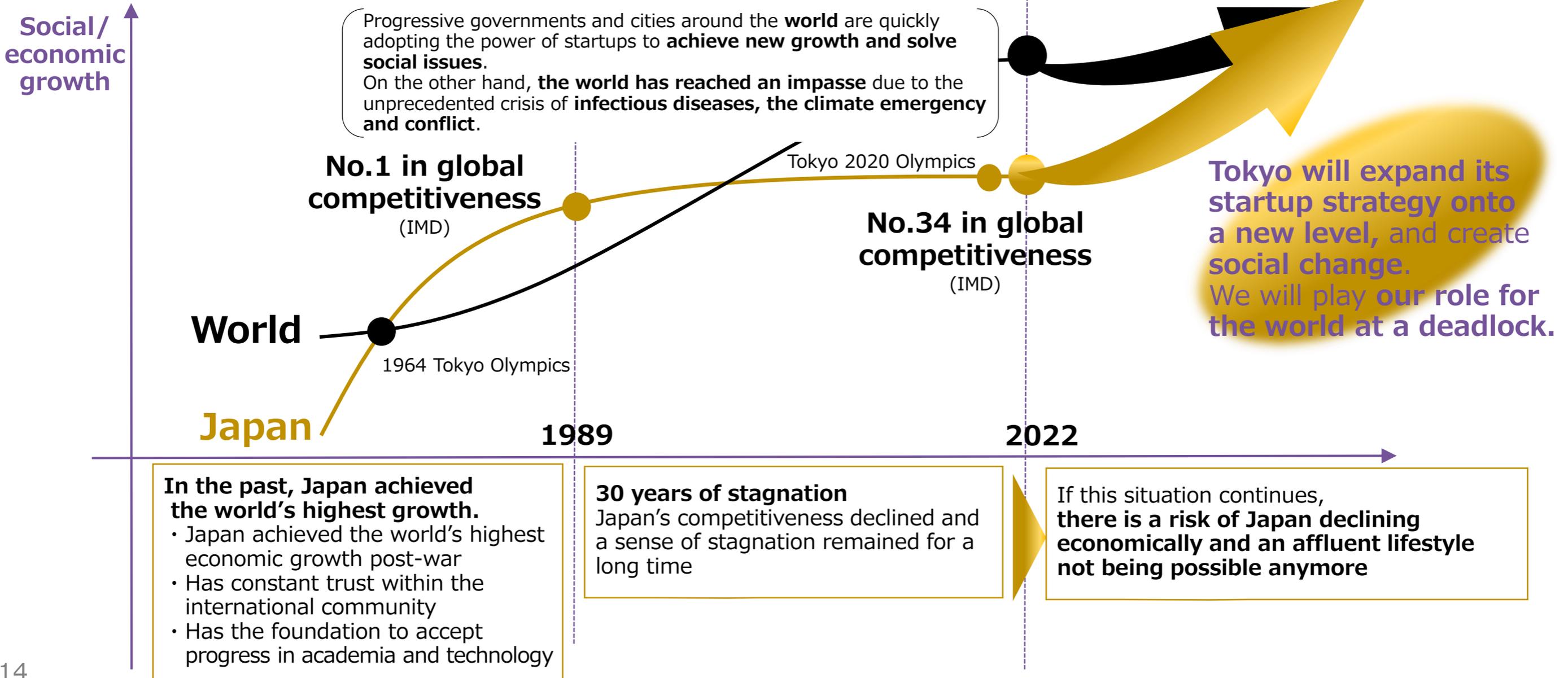
Compiled from the Global Entrepreneurship Monitor 2021/2022 Global Report, February 10, 2022 GEM

The Tokyo strategy focused on the world

Develop a next-level startup strategy to shine on the world stage once more

Japan's competitiveness has dropped from No.1 to No.34 over the past 30 years. If we don't take radical efforts, we will be unable to catch up to the rest of the world.

To shine on the world stage once more, we need to develop a new startup strategy on a different level from before with Tokyo at the center, aiming to create a society in which challengers can have hope and flourish



Tokyo's 10 × 10 × 10 Innovation Vision for the next five years

Global × 10

Have a global focus from business start-up, procure funds from overseas VC, etc. and produce many startups that can enter the global market. Create global innovation from Tokyo.

Benchmark: Increase the number of unicorns from Tokyo by tenfold in five years

Number of startups × 10

Foster an entrepreneurship and create a society that encourages taking challenges in starting your own business from learning focused on thinking with your own head, not being afraid of failure and recognizing diversity.

Create broad innovation that solves local issues.

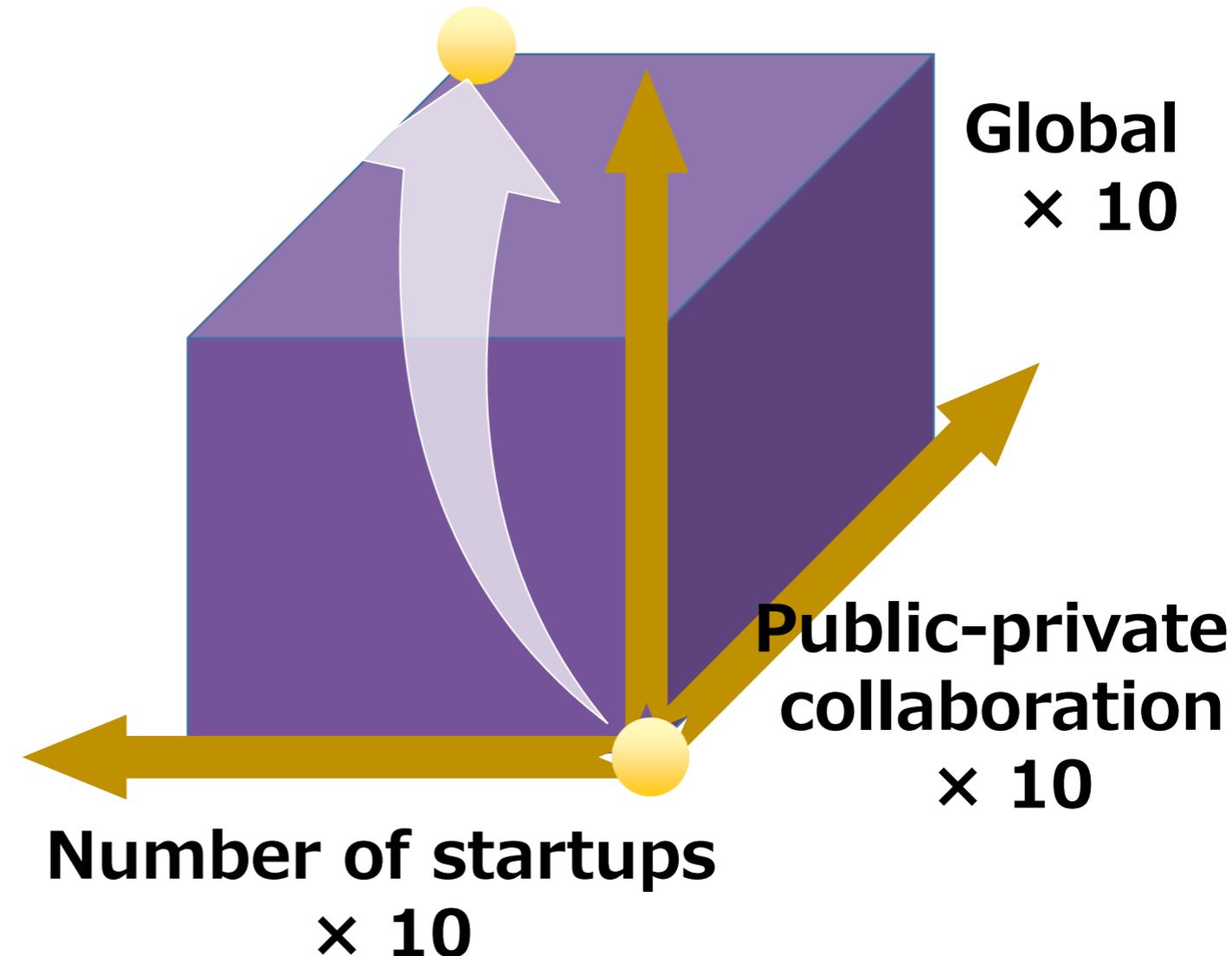
Benchmark: Increase the number of startups in Tokyo by tenfold in five years

Public-private collaborative projects × 10

The public sector embraces the power of startups and their innovation, attracting new growth and solving various social issues.

Startups become partners with the public sector to make the future happen.

Benchmark: Increase the number of public-private collaborative projects in Tokyo by tenfold in five years



With a “Born Global” mindset, bold measures lead to social change

In addition to startups targeting the Japanese domestic market, TMG will aim to produce many startups which can flourish in the global market, and create social change with bold measures from a Born Global mindset.

Born Global

With a focus on the global market, develop policy on a different dimension

Up until now, the majority of startup support was focused on the domestic market, which produced local innovation. On the other hand, the majority of startups worldwide are conscious of market size and have the global market in their sights from the time of business start-up.

Moving forward, we will gather the necessary funding and resources with a focus on the global market, and create a field in which Tokyo can compete globally.

Implement comprehensive initiatives while referring to advanced cases throughout the world

Governments and cities worldwide are carrying out advanced initiatives to contribute to the creation of ecosystems for producing startups.

By comprehensively developing all sorts of initiatives, we will aim for Tokyo to become the most startup-friendly city in the world.

Create social change with non-hierarchical collaboration

Innovation is born from having diverse human resources engage in many free discussions. Creating social change through non-hierarchical collaborations is the standard of advanced cities worldwide.

By collaborating with startups and the various stakeholders surrounding them, go out into the world and pave the way for a new era.

Create an environment in which challengers can flourish

A society that has people with hope and a drive to change society will lead our future.

Promote initiatives that will support challengers, including young people, in turning their gaze to the world with hope and building a future.

Tokyo's strengths: Harnessing the potential for startups to thrive

Cluster of university and research institutions

Knowledge hub of universities and research institutions

Extensive stakeholders

Many stakeholders of startups, such as economic organizations, VC, accelerators, etc.

Networking with diverse people

Diverse range of people of various ages, nationalities and backgrounds live and interact there

Attention from overseas

Much global attention for culture, tourism and the Tokyo 2020 Olympics legacy, can expect future growth

Many companies

Approx. 54% of listed companies in Japan have their headquarters in Tokyo
Many SMEs with advanced technologies



The potential for startups to grow

Huge economic urban area

Tokyo's nominal GDP is approximately 116 trillion yen, equivalent to a major OECD country



Gateway to the world

Advanced urban infrastructure at the foundation of corporate activities, such as rail network and airport access

Diverse geography

Wide fields of implementation outside the wards, such as the forests and ocean of Tama and the island regions

World-leading total market cap of listed shares

Total listed stock on the Tokyo Stock Exchange is approximately 700 trillion yen

Potential fund supply capacity

Approximately 2,000 trillion yen of domestic personal financial assets

Various social issues

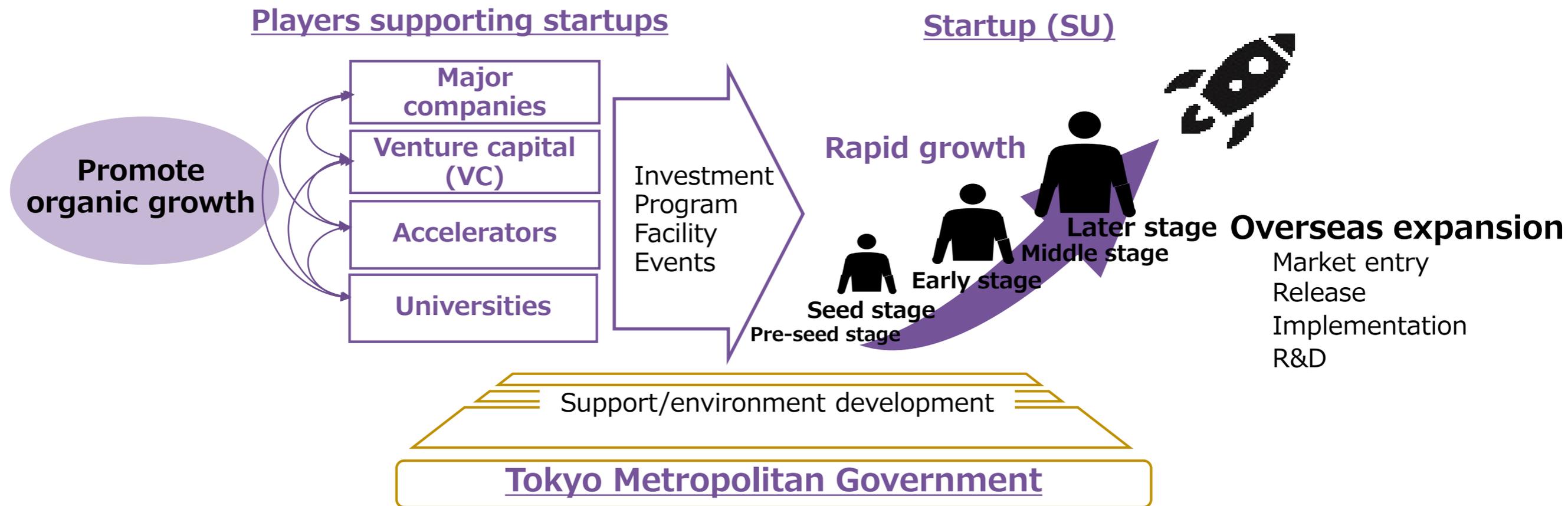
Social issues unique to major cities and diverse policy areas



With various players working together to support startups, we will take on global markets

In Tokyo, various domestic and international players such as accelerators, venture capital and major companies are supporting startups.

“Better leave it to a specialist!” By supporting the activities of these diverse players as they support startups, we will unleash the efforts of startups challenging the world.



⇒ Policy deployment for the startup strategy is described from the next page onwards to share what should be done in collaboration with these players.

Startup strategy to “support challengers”

To achieve the 10 × 10 × 10 Innovation Vision, revolving around 1. “born global,” 2. harnessing Tokyo’s strengths, and 3. collaboration with diverse players, all stakeholders will work together to develop the following initiatives in concrete terms.

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

1. Creating a “place” for innovation
2. Investment that promotes and accelerates growth
3. Expansion of public procurement as the first customer
4. “Redesign” regulations and rules

II Creating a place where everyone can achieve their dreams

1. Fostering entrepreneurship
2. Fostering a global mindset (English language education, study abroad, international networking)

III “One-team” strong support from all stakeholders

1. Achieving strong collaboration with universities
2. Using the combined efforts of stakeholders to support startups collectively

IV Strategic PR with a global mindset

1. City-Tech.Tokyo, etc. Global events
2. One-brand promotion in collaboration with the national government

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

Our Approach

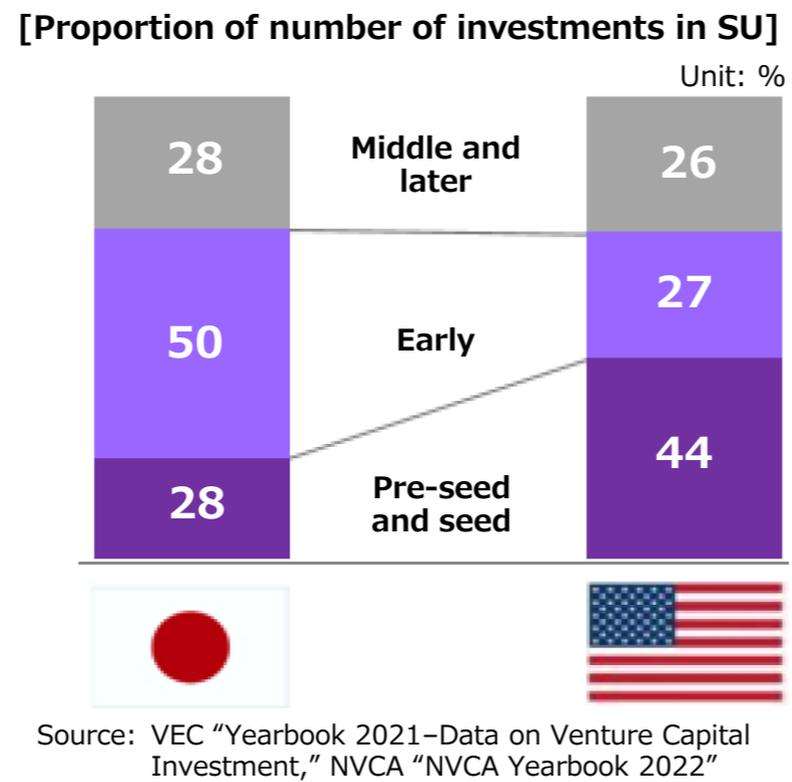
- 1. Creating a “place” for innovation**
- 2. Investment that promotes and accelerates growth**
- 3. Expansion of public procurement as the first customer**
- 4. “Redesign” regulations and rules**

Creating a "place" where startups can meet through public-private partnership

Create a major base where startups before the early stage can solve their problems in one place and expand the scope of startups. Expand and strengthen the collaborative networks of public and private startup support facilities and produce organic collaboration.

Support of startups before the early stage is not sufficient

- In Tokyo, 800 startups are born per year
- Of the startups in Tokyo, 97% are before the early stage with relatively little financial power
- From an investment perspective, the proportion of investment in startups before the early stage, when it is difficult to evaluate its business value, is half of that of America (see figure on the right)
- Various types of support are required by startups (funds, sales channels, regulations, etc.)



All facilities related to startups such as government and private entities are concentrated in the same area, but independent of each other

- 100+ public and private startup support facilities
- 100+ universities
- 1000+ research institutions



There is also the potential for manufacturing with SMEs and research institutions of major companies

- Creation of a "place" for startups before the early stage and those who want to start their own business but are lacking financial power or knowledge, where they can meet and challenge themselves
- Creation of a "place" that can produce innovation and respond to diverse needs through collaboration with various startup stakeholders

Tokyo Innovation Base concept

- **Gather various organizations, etc., related to startups** such as VC, accelerators, major companies, universities, students and government, **both domestic and international, create a major base** that provides **focused support for startups before the early stage**
- and send the startups which were born and grown at the base to private support facilities and the like **to further accelerate growth on a global scale**

Concept

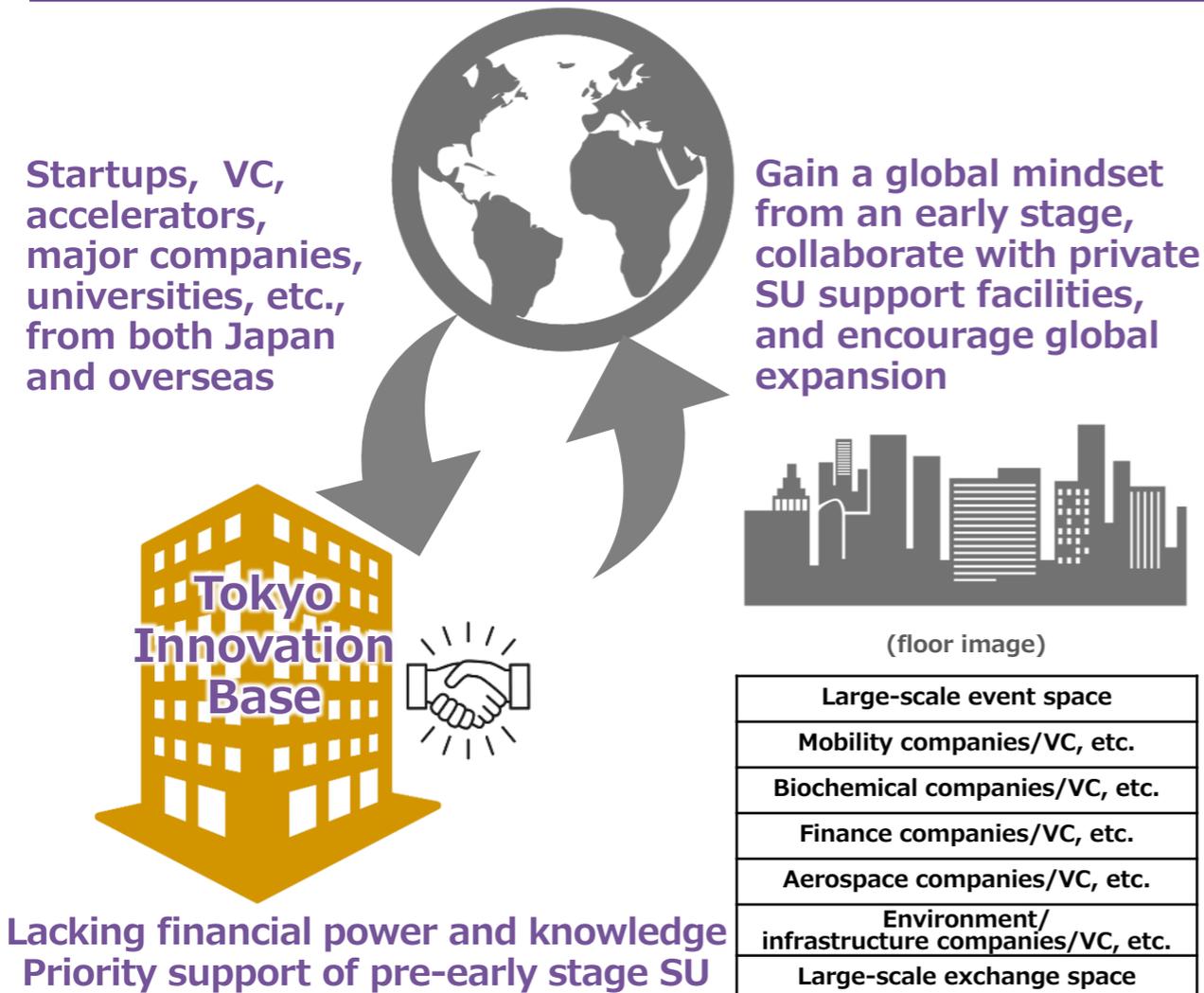
- A large-scale hub that will act as a gateway for Asian startups
- Target pre-early stage SU and SU focused on solving urban issues
⇒ Set a deadline and support
- Provide attractive accelerator programs for SU on a floor-by-floor basis
- Hold regular events not limited to industry or field Create innovation
- While building strong connections with graduate SU, create a system in which children, university students, and working people aiming to start their own business can visit freely, connecting them with SU and those services
- Attract private companies with operational capability from both Japan and overseas

Way forward (proposed)



Station F in France

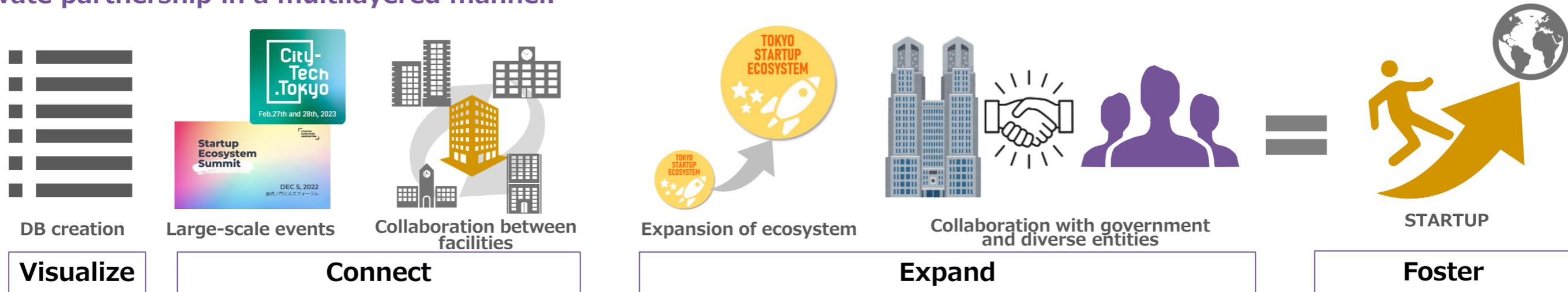
In France, based on the idea that “other SU know the answers to 90% of SU problems,” a major startup support hub called Station F was developed. Has produced many unicorns in a short period of time



Expand, link and foster public and private startup support

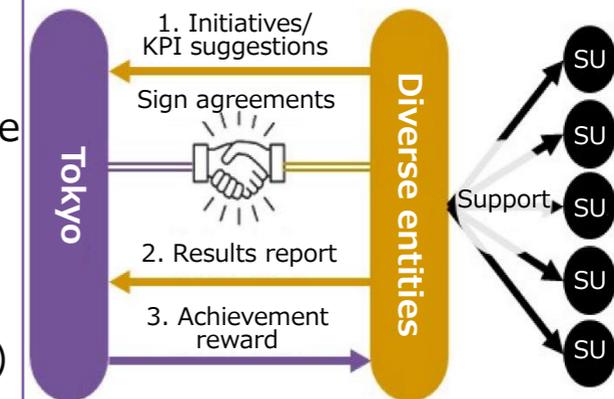
Reinforce collaboration between urban startup/innovation facilities and communities, **seamlessly expanding the support that startups require**

With TMG strongly encouraging initiatives for startup support by diverse entities, **expand support for startups through public-private partnership in a multilayered manner.**



- By creating a **startup DB**, we can **visualize** the activity status of startups. It can be visualized from overseas as well with English text.
- **Connect the existing community** through events such as the **STARTUP ECOSYSTEM SUMMIT** and **City-Tech.Tokyo**.
- **Hold networking events with managers from startup support facilities** and promote information exchange about support. Expand the ecosystem by bringing in participants.
- TMC will increase the number of support entities by signing agreements with domestic and overseas VC, accelerators and major companies, and implementing a **wide range of startup support** that has never been seen before, **fully harnessing the ideas, networks and fields of private enterprises**. (priority support for initiatives under themes such as HTT and Femtech) (Startup support development projects by diverse entities)
- Promote collaboration with new technology of major companies and SME manufacturing companies, creating new business.

Startup support development by diverse entities

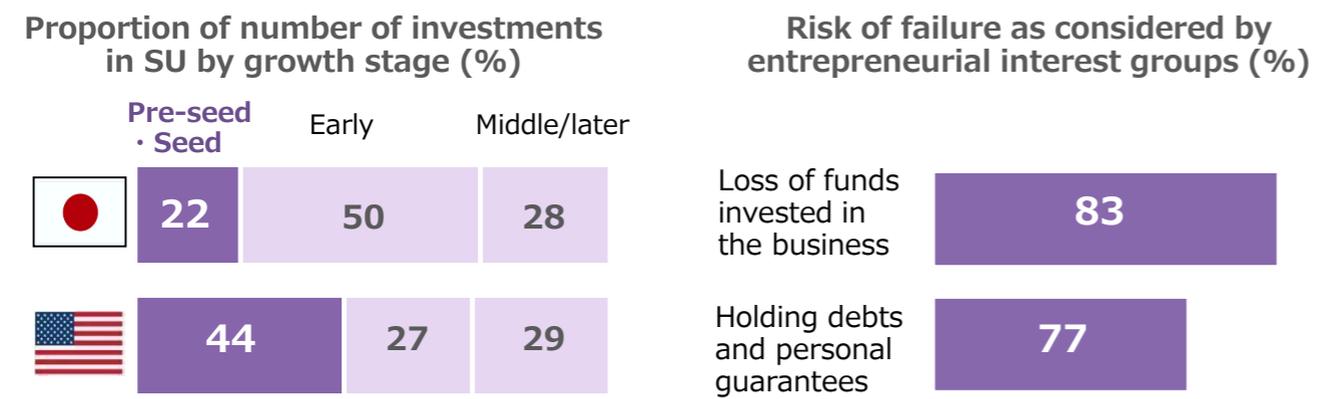


Challenges for investment funds for the “challenges” and “scaling up”

- In order to achieve “Startups × 10” and “Global unicorns × 10” for startups, it is essential to have funds to encourage “taking challenges” that will produce many entrepreneurs, and funds to support “scaling up” through global expansion.
- Although the amount of investment in SU is increasing overall, the supply of risk money is not sufficient.

1. Sufficient risk money is not reaching SU before the seed stage

For SU to aim for commercialization, the materialization of technology and ideas is necessary. In Japan, fund supply in this sort of initial period is not sufficient, causing a situation in which entrepreneurs are hesitating.



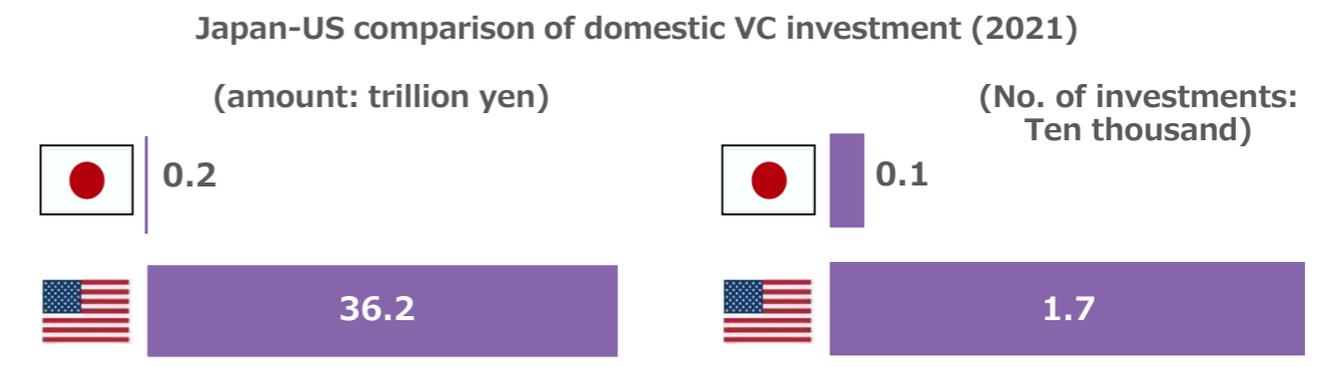
*Based on VEC “Yearbook 2021–Data on Venture Capital Investment,” NVCA “NVCA Yearbook 2022”

*Compiled based on Industrial Structure Council materials

Develop an environment in which everyone can take challenges without being afraid of failure by lowering hurdles for fund procurement in the initial stage.

2. The fund procurement environment for SU aiming for global expansion is weak

For startups to aim for global expansion - in other words, the “Born Global” mindset - large-scale fund procurement is necessary. The size of investment into Japanese SU is overwhelmingly small compared to overseas.



*Compiled based on Council of New Form of Capitalism Realization materials

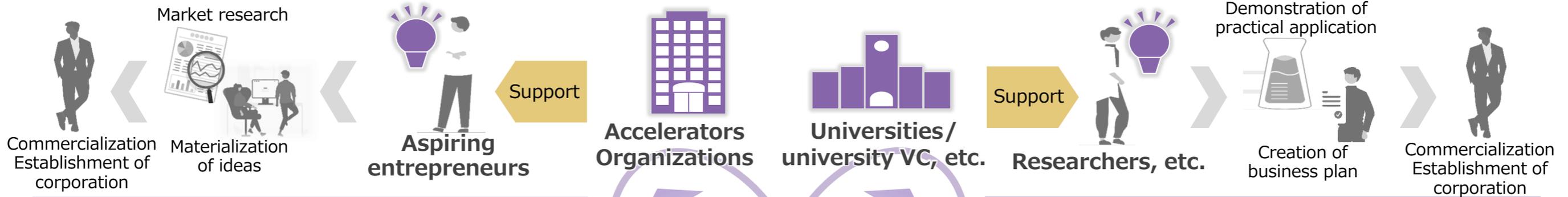
Develop a fund procurement environment focused on the global market in collaboration with both domestic and overseas players.

Create a new framework for fund provision for SU in the initial stage

Collaborate with organizations related to startup support, and create a new framework to support activity funds for startups before the seed stage. Combined with provision of funds, harness the knowledge and networks of each support organization, and support various initiatives for SU aiming for commercialization.

Support young people with creative ideas

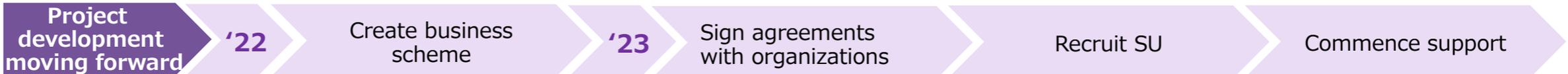
Support researchers with the seeds of excellent research



- 1. Broad scouting of people who want to link their ambitions and ideas to business start-up**
 - Select from participants in TMG events as well
- 2. Achieving a business model with refined ideas**
 - Adopt a new perspective by bouncing ideas off others
 - Identify issues through workshops, etc.
- 3. For promising cases, support expenses for commercialization**
 - Costs required for market research and analysis
 - Costs required for technical demonstrations (PoC)
 - Labor and equipment costs required for technology development, etc.

- 1. Dig out the “gemstones” of SU launched at universities**
 - Encourage university researchers with excellent seeds
 - Connect university technology to entrepreneurship
- 2. Broad support of operating costs aimed at commercialization**
 - Experiment equipment/material cost for technical demonstrations (PoC)
 - Costs for obtaining intellectual property rights
 - Staff labor cost
- 3. Mentoring focused on management support**
 - Refining business plans
 - Introducing business partners and human resources, etc.

Tokyo Metropolitan Government
 Team Tokyo Innovation
 for All the STARTUPS
 Creation of a support framework
 Fund support



Two new approaches of encouraging businesses to take on global markets

Promote SU growth by further enhancing fund supply from university VC, etc.

Team Tokyo Innovation
for All the STARTUPS

Tokyo

Investment

University VC funds/domestic VC funds

Financing

Tokyo SU, etc.

GROWTH

LP investment for funds managed by domestic VC, including university VC

Fund support for Tokyo SU such as university SU through scouting and discovering by VC

Project development moving forward

'23

GP recruitment/selection

Investment in each VC fund

Discovering/investment in SU

Create a mechanism to attract overseas VC/accelerators and achieve global expansion

Team Tokyo Innovation
for All the STARTUPS

Tokyo

Collaboration

JETRO
Japan External Trade Organization

Attract

Overseas VC/accelerators

Financing

Accelerators P

BORN GLOBAL

Tokyo SU, etc.

Collaborate with JETRO and the national government to support the nationwide expansion of overseas accelerators and VC

Overseas VC select the SU they will support, carrying out fund support and accelerator programs

Project development moving forward

'23

Coordinate with JETRO and the national government

Decide on who to invite

SU selection
Development of accelerator P

Commence support

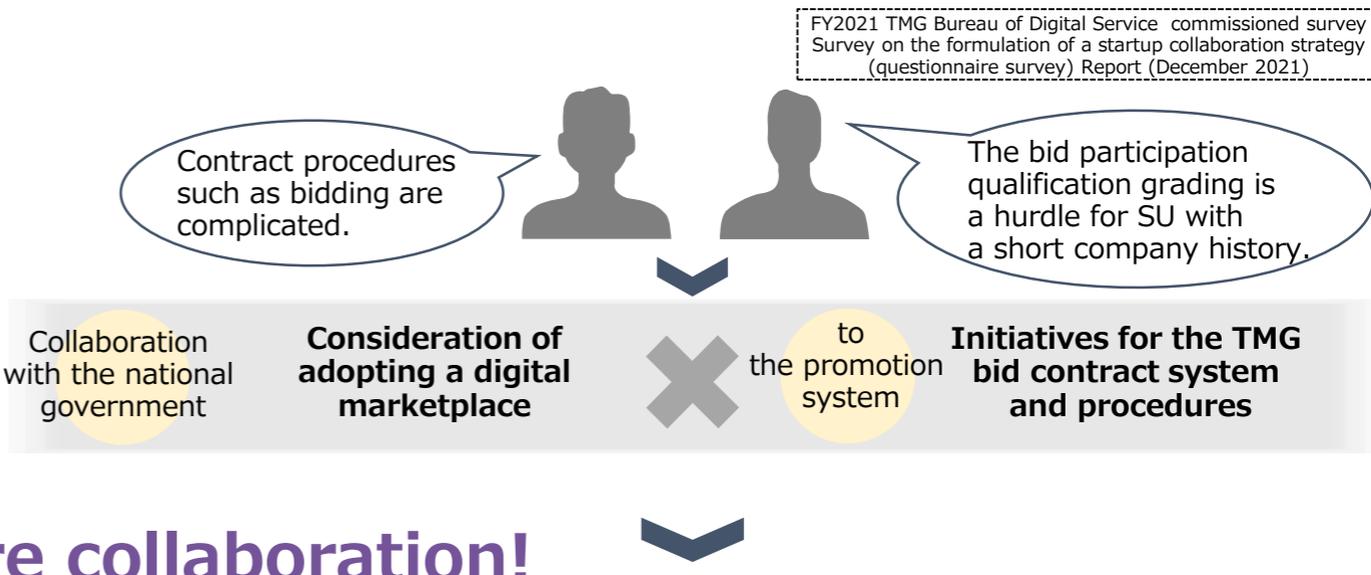
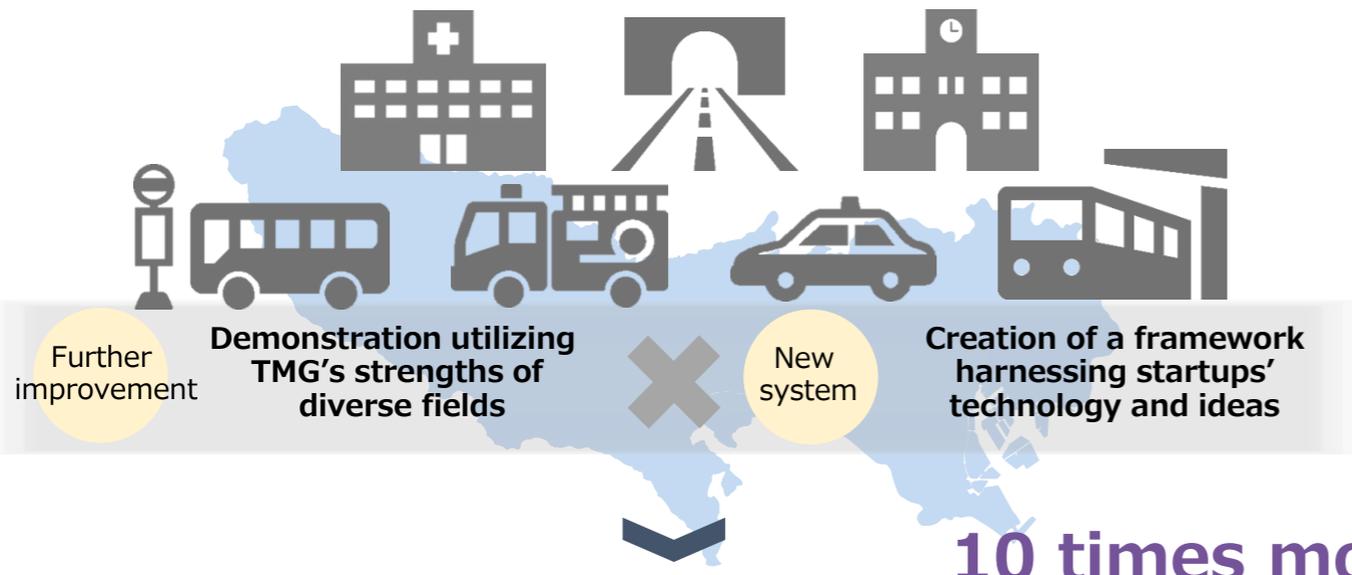
The public sector will be startups' first customer.

Through public procurement, we anticipate effects such as improved credibility and reliability for the contractor. Up until now, TMG advanced initiatives that increased reliability in the new product or service by providing metropolitan government sites as a demonstration field.

However, these efforts were only carried out in parts, and a survey targeted at startups had feedback that "the bidding procedure is complicated" and "the experience requirement was difficult, making it hard for startups to enter the market." In response to these voices, while utilizing the strengths of its diversity of sites, TMG will create a positive cycle of social change through public procurement by being a "first customer," increasing reliability in new products and services and creating new markets.

Boldly expanding the field for startups

Promoting startup entry into public procurement



FY2021 TMG Bureau of Digital Service commissioned survey Survey on the formulation of a startup collaboration strategy (questionnaire survey) Report (December 2021)

Improved startup credibility, creation of new markets, improved services for residents

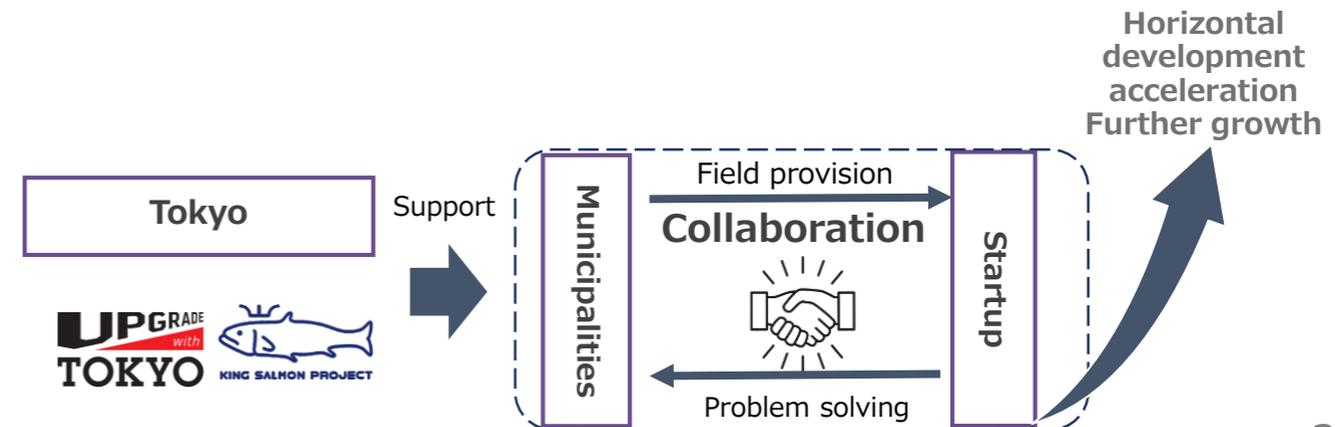
Boldly expanding the field for startups

Creation of a new framework harnessing startups' technology and ideas

- ❑ As a new collaboration framework, create a framework that recruits proposals utilizing startups' technology and products to solve social issues.
- ❑ Not limited to previous achievements, TMG will work to materialize excellent proposals of technology or products through dialogue with startups, leading to project implementation.

Significant expansion of contact between startups and government sites

- ❑ TMG will expand the government fields provided to startups, and through encouraging collaboration with the site, new efforts utilizing the startup's proposals will be implemented.
- ❑ TMG will promote the expansion of demonstration fields and introduction in municipalities through expansion to sites in municipalities as well.
- ❑ TMG will further promote target projects within the agency, such as expanding the catalog for products for which private contracts for policy purposes are possible.



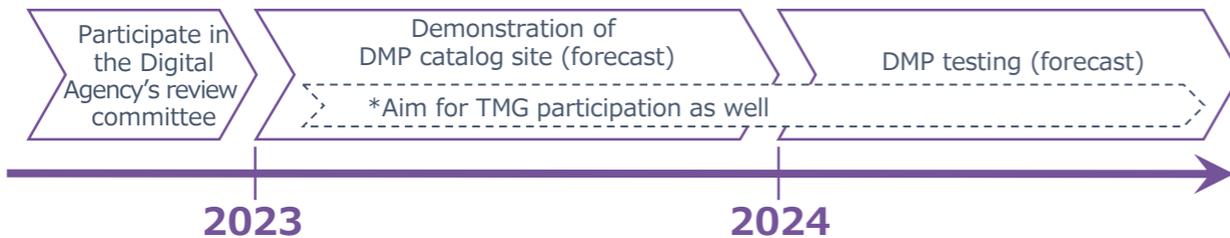
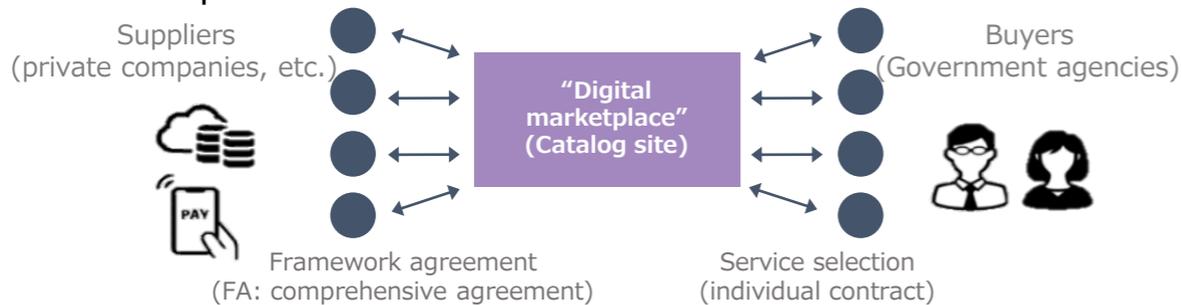
Promoting startup entry into public procurement

Participation in the digital marketplace in collaboration with the national government

- Participate in the investigation into the introduction of a digital marketplace (DMP)* in the Digital Agency, and promote startups' new entry into public procurement, in addition to the prompt and flexible realization of IT procurement by the government and municipalities.

*DMP is

- Private companies register their services on the catalog site based on certain requirements (sign a comprehensive agreement). The government agency compares these and selects one, thus completing procurement in a fast and transparent manner.

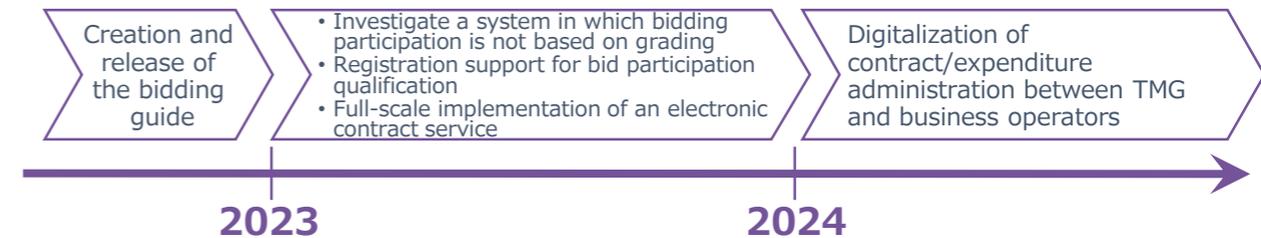


Initiatives for the TMG bid contract system and procedures

- For startups recognized as having excellent technology and products, consider creating a system in which they can participate in bids ordered by TMG, regardless of their bid participation qualification grade.



- As well as creating an easy-to-understand bid contract guide, TMG will carry out registration support for the bid participation qualification for startups that will receive subsidies, etc.
- Promote digitalization of contracts and expenditure administration to reduce the burden of procedures related to contracts and billing.



A "redesign" of the regulations and rules tailored to startups

Rulemaking-type proposals (redesign of regulations)

- In the past, TMG has proposed to the national government and achieved much deregulation, such as establishing a one-stop center in Tokyo for business start-up and projects to promote foreign nationals starting new businesses. Moving forward, in order to develop the most business-friendly environment in the world, TMG will make proposals to the national government for various system reforms and the establishment of special measures for regulations that are a barrier to carrying out business, such as the patent system for promoting university-launched startups.
- In addition, to ensure that startups can play an active role, in addition to deregulation, TMG will make proposals for rulemaking in new business domains to the national government and carry out a redesign of regulations and rules, as it is necessary to create rules (regulatory clarity) for grey zone areas in which there is no clarification of interpretation of the law. Through these proposals for rulemaking-type regulatory reform that will support the commencement of new businesses in Japan and business start-up in new areas, TMG will support the creation of innovative services.

**Produce entrepreneurs
in Japan
Redesign of regulations**

Support measures utilizing special zones 1

Promote rulemaking in consideration of startup needs

With an understanding of the needs of startups, **conduct interviews and accompanied support**, and consider proposals looking to the future.

**Rule redesign
selected from
global entrepreneurs**

Support measures utilizing special zones 2

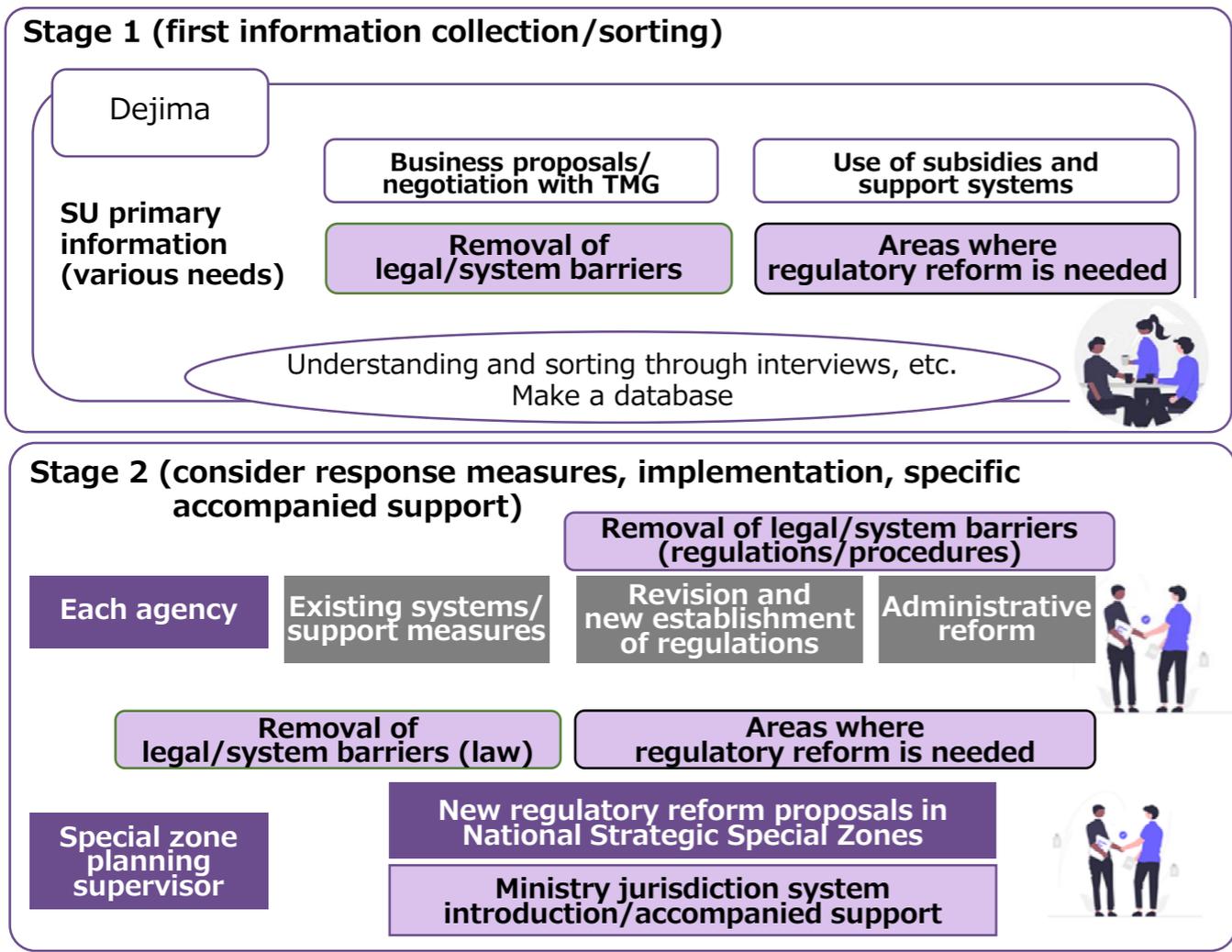
Rulemaking to attract highly skilled human resources from overseas

Aiming for an increase in the number of startups launched from Tokyo and acceleration of global expansion, TMG will advance discussions on **special zone proposals to relax visa requirements for foreign highly-skilled human resources**.

Promote rulemaking in consideration of startup needs

Carry out accompanied support, leading to regulatory reform proposals

Image of accompanied support/needs collection



Mechanism for accompanied support/needs collection

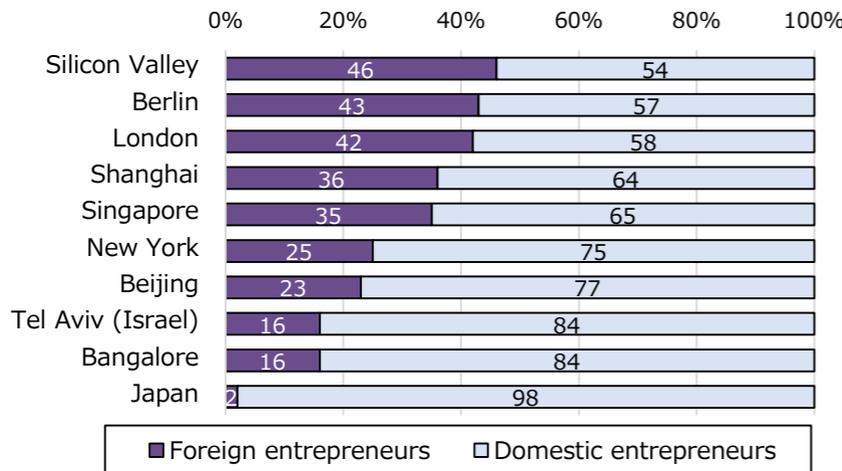
- Stage 1**
- At a place for a one-team office such as Dejima, Team Tokyo Innovation learns about the needs of startups, and considers response based on the content of their needs.
 - Connect the needs to each bureau and department, and sort out cases that will be dealt with at each responsible bureau and department and that will need regulatory reforms due to barriers such as laws.
- Stage 2**
- The competent department takes responsibility for investigation and response.
 - If necessary, introduce the ministry jurisdiction system (regulatory sandbox system, grey zone system, etc.).
 - Consider new regulatory proposals (redesign of regulations and rules) through rulemaking and new regulatory reform proposals in National Strategic Special Zones.
 - Team Tokyo Innovation supports the overall process.

Redesign of regulations to be chosen by foreign highly-skilled human resources

Support the global expansion of foreign entrepreneurs and startups to increase the number of startups from Tokyo who are active globally
 Aim to propose a relaxation of visa requirements for foreign highly-skilled human resources **within the year**.

Propose deregulation for visas to attract foreign highly-skilled human resources and the business start-up support system

Proportion of foreign entrepreneurs of the entire entrepreneur population



- The proportion of foreign entrepreneurs in Silicon Valley is just under half.
- For Asia, Singapore is 35% and Beijing is 23%. **Japan has only 2%.**
- **It is necessary to promote entrepreneurship in Japan through foreign highly-skilled human resources.**

Source: Cited from “Figures for Silicon Valley-Bangalore” Global Startup Ecosystem Report 2017 (Startup Genome)
 [Japanese figures] Compiled based on “Summary of Statistics of Foreign Residents in Japan” (Immigration Services Agency, Ministry of Justice) and Employment Insurance Business Annual Report (Ministry of Health, Labour and Welfare)

Comparison of business start-up funds/conditions, etc.

Within Japan

- Average fund procurement at the time of business start-up in Japan is 10 million yen
- Of that, **an average of 2.82 million yen is self funded (*1) or the most common amount is 1-5 million yen, at 36.8% (*2)**

Foreign entrepreneurs

- Requirements to obtain a Business Management visa
 1. Has an office
 2. At least two full-time employees or funds of **at least 5 million yen**

Source: *1 Research Institute, Japan Finance Corporation “FY2021 Survey on the Status of New Business Start-up”
 *2 Tokyo Chamber of Commerce and Industry “Survey on the Status of Business Start-up and Startups” report

Compared to Japanese entrepreneurs, foreign entrepreneurs have higher hurdles in terms of requirements for preparation time and capital.

3 directions

- Relaxation of visa requirements so that highly-skilled foreign human resources, such as those who have graduated from overseas top-class universities, can search for a business chance in Japan.
- Relaxation of visa requirements to remove barriers that are blocking highly-skilled professionals from coming to Japan, such as continuous employment for their spouse.
- Relaxation of requirements for (special zone visa) projects to promote foreign nationals starting new businesses

Develop domestic startups, support global expansion

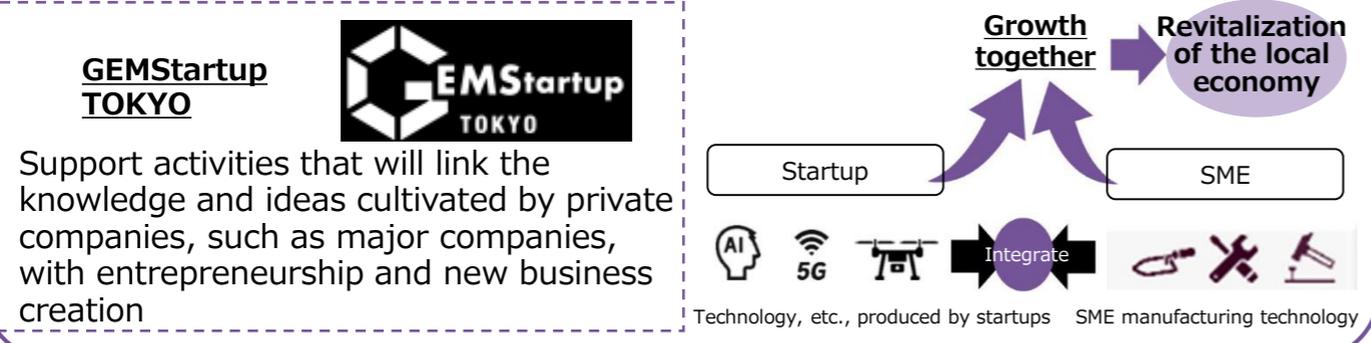
Invite foreign highly-skilled human resources and foreign entrepreneurs to Tokyo, creating innovation through collaboration with urban companies and personnel.
 Promote the globalization of domestic companies by employing highly-skilled human resources from overseas.

[Column] Solve Tokyo's issues through startup activities and realize a bright future

Startups quickly perceive state-of-the-art needs and produce new technologies and business models. The power of startups is that they can be harnessed in solving various issues such as the climate emergency, leading to creating a bright future for Tokyo.

Connecting to the revitalization of industries as a whole in Tokyo

The new technologies and services produced by startups inspire companies and stimulate the industry. TMG will dig out research resources such as major companies and promote collaboration between SME manufacturing companies and startups.



Realizing a sustainable society through technological innovation

As startups bring new technology innovation such as climate tech and web3.0 and aim for the realization of a sustainable society using that technology, TMG will support these initiatives.

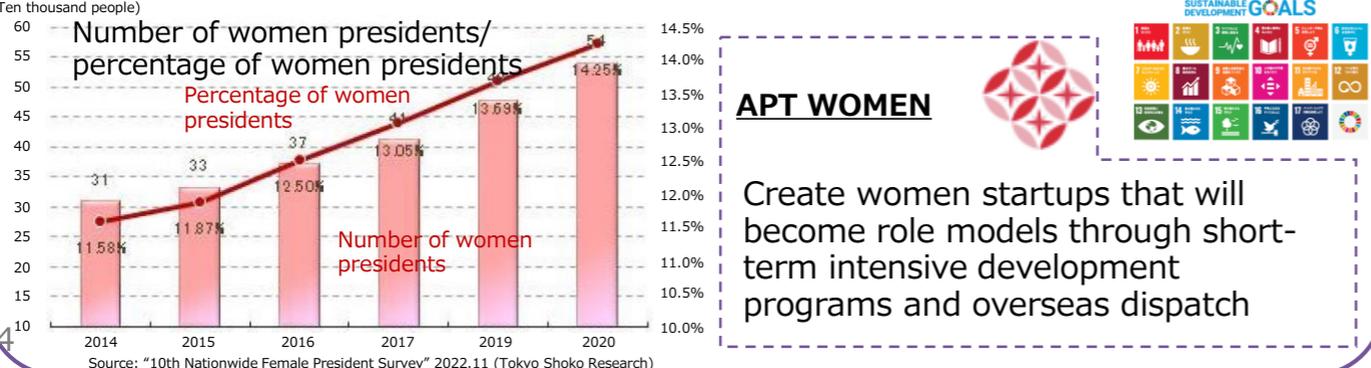
Promote innovation through technology support and R&D at the Tokyo Metropolitan Industrial Technology Research Institute, which is a research and testing institute established by TMG.

Moving forward, implement support for business matching and the like for startups in green areas and other fields with growth potential.

Utilize the deep ecosystem framework implemented by the Startup Ecosystem Tokyo Consortium.

Promote the active participation of women and improve diversity

In recent years, there has been an increase in women entrepreneurs, and startups are playing a role in shifting the mindset to a society where women can thrive. TMG is strongly advocating for improved diversity including women and the realization of SDGs.



Enhance the appeal of Tama/islands

The Tama area has many SME and universities/research institutions, and the unique characteristics of the island region can be a place for implementation. TMG will promote startup activities in the Tama/island regions, which will increase in the region's appeal.

Total support of business start-up in the Tama area

Startup Hub Tokyo Tama

Establishment of a state-of-the-art research and testing environment and cultivation of professional talent

Tokyo Metropolitan University Minami Osawa campus

Hino campus

Support ideas promoting the island region

II Creating a place where everyone can achieve their dreams

Our Approach

1. Fostering entrepreneurship
2. Fostering a global mindset (English language education, study abroad, international networking)

Creating a society where challengers can thrive

Awareness of the current situation

- As globalization continues and social issues become more complex, it is essential that personnel who will become the leaders of startups gain the **ability to take challenges for various issues with multiple perspectives and to collaborate** with people with diverse backgrounds and opinions.
- **"Entrepreneurship" is a skill needed in all personnel who will support society in future, regardless of being in the public or private sector.** To foster this spirit, it is important to collaborate with other people and carry out trial and error and **achieve "education in which people learn from discussion,"** not just producing the correct answer.
- On the other hand, the awareness of "not being afraid of differences with others, and **embracing your individuality**" and "**challenging new things** even if there is a bit of risk involved" in Japan **is lower than in other countries.**

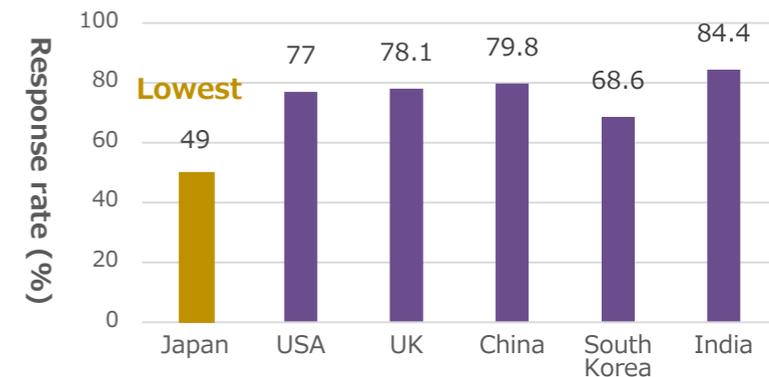
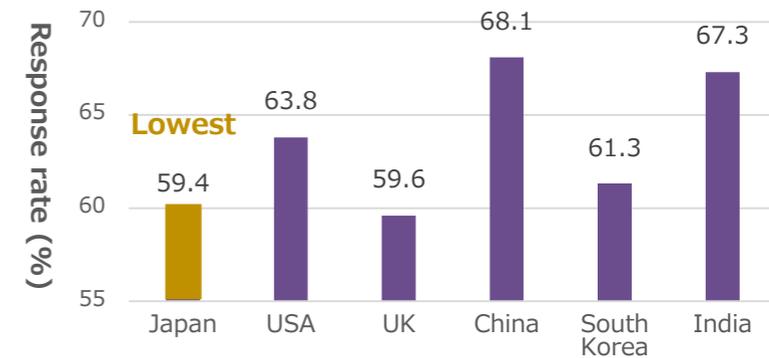
The direction that we should pursue

- Develop an environment in which we can **respect each person's individuality, have an opinion different to others, and take challenges without being afraid of failure.**
- Aim to **foster an entrepreneur spirit** through **approaches at many learning stages** from elementary school to graduate school.
 - ⇒ Develop an environment in which it is easy to produce startups, **from young people to middle-aged and senior citizens, and upgrade society as a whole**

<Approach to policy development>

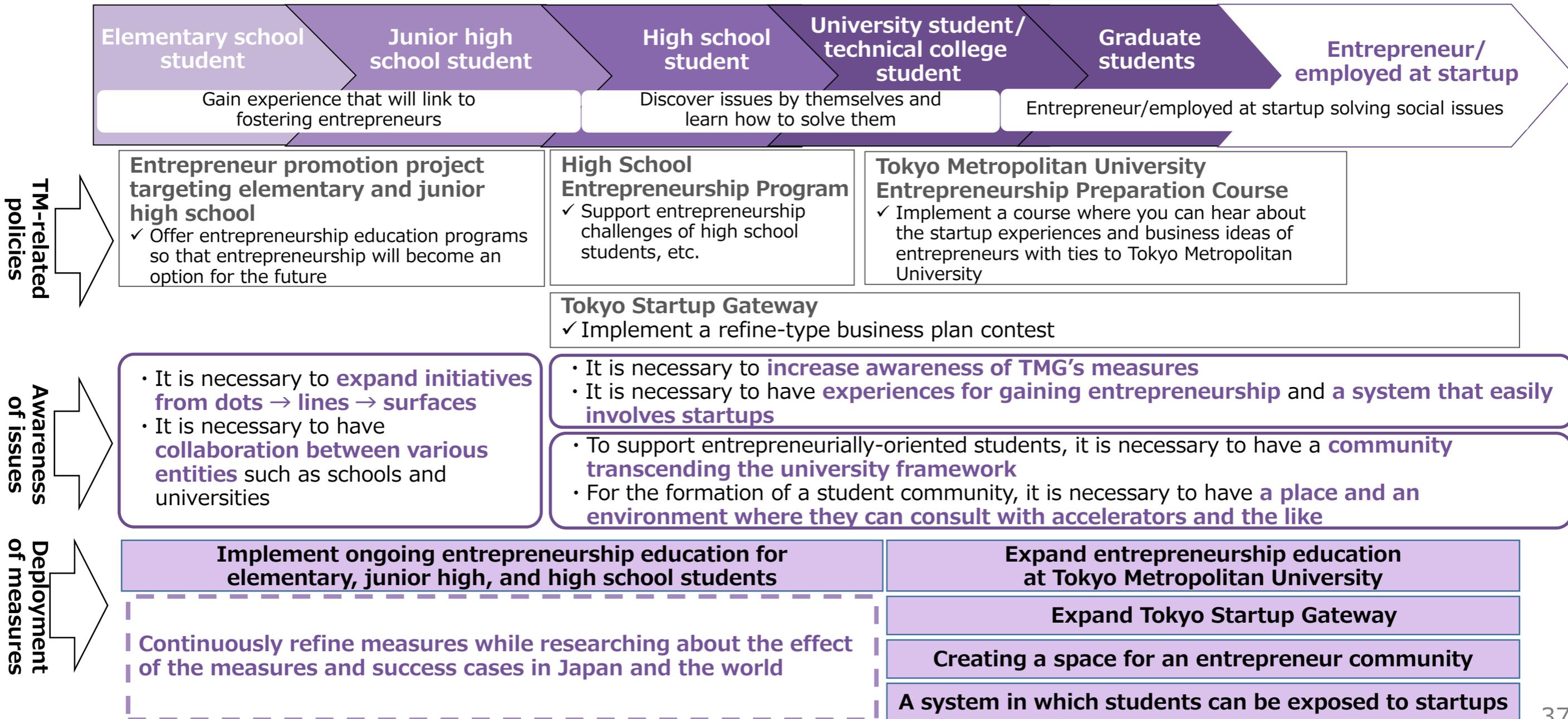
- ☞ Promote education that fosters entrepreneurs from elementary school to university
- ☞ Create a flow of putting ideas into shape, making them a reality, and growing them
- ☞ Create interaction for students and young people with startups

Low rate of not being afraid of their differences and embracing their individuality



(Materials) 46th report on survey targeting 18-year-olds on "attitudes toward their country and society (six countries surveyed) report" (March 2022) Nippon Foundation

Overview of fostering entrepreneurship



Promote education that fosters entrepreneurs from elementary school to university

Implement ongoing entrepreneurship education for elementary, junior high, and high school students

- Development of a system for ongoing entrepreneurship education in elementary, junior high, and high schools.
 - Consideration/implementation of ongoing entrepreneurship education in collaboration with schools and sharing/dissemination of advanced cases.
 - To convey the appeal of entrepreneurship to all high school students, promote various initiatives such as classes where you can meet entrepreneurs and content that can be learned in an enjoyable way
- Foster momentum to cultivate entrepreneurship in children in the community and society as a whole
 - Expand education courses utilizing the resources of schools, government, and companies, such as events and field trips



(image)
Entrepreneurship
education at schools



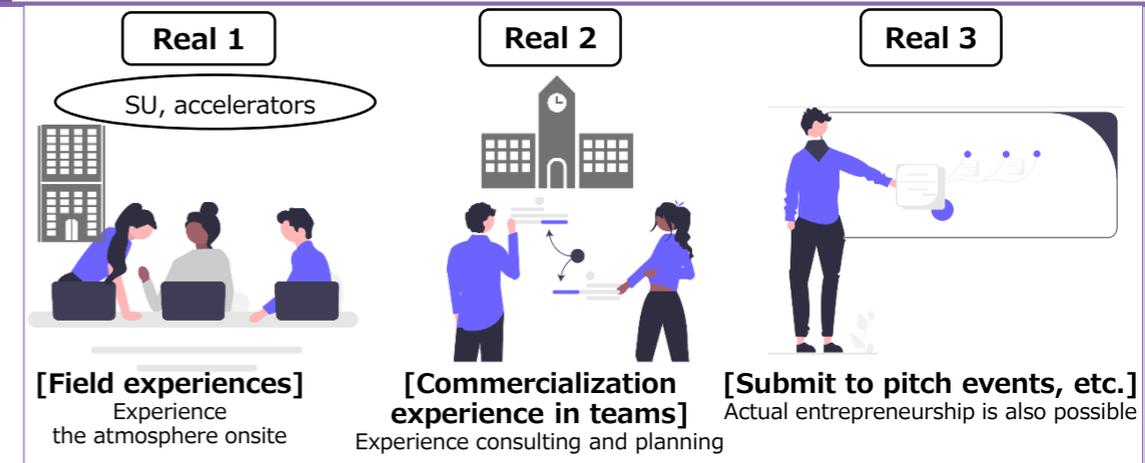
(image)
Field trip to SU



(Proposed sites for trip)
CIC TOKYO

Expand entrepreneurship education at Tokyo Metropolitan University

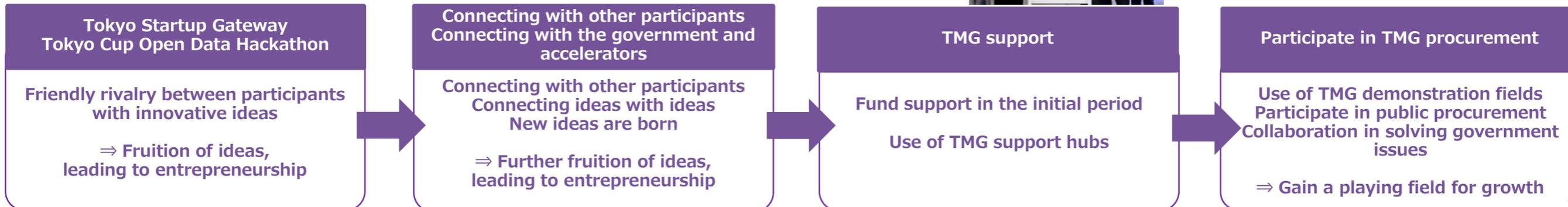
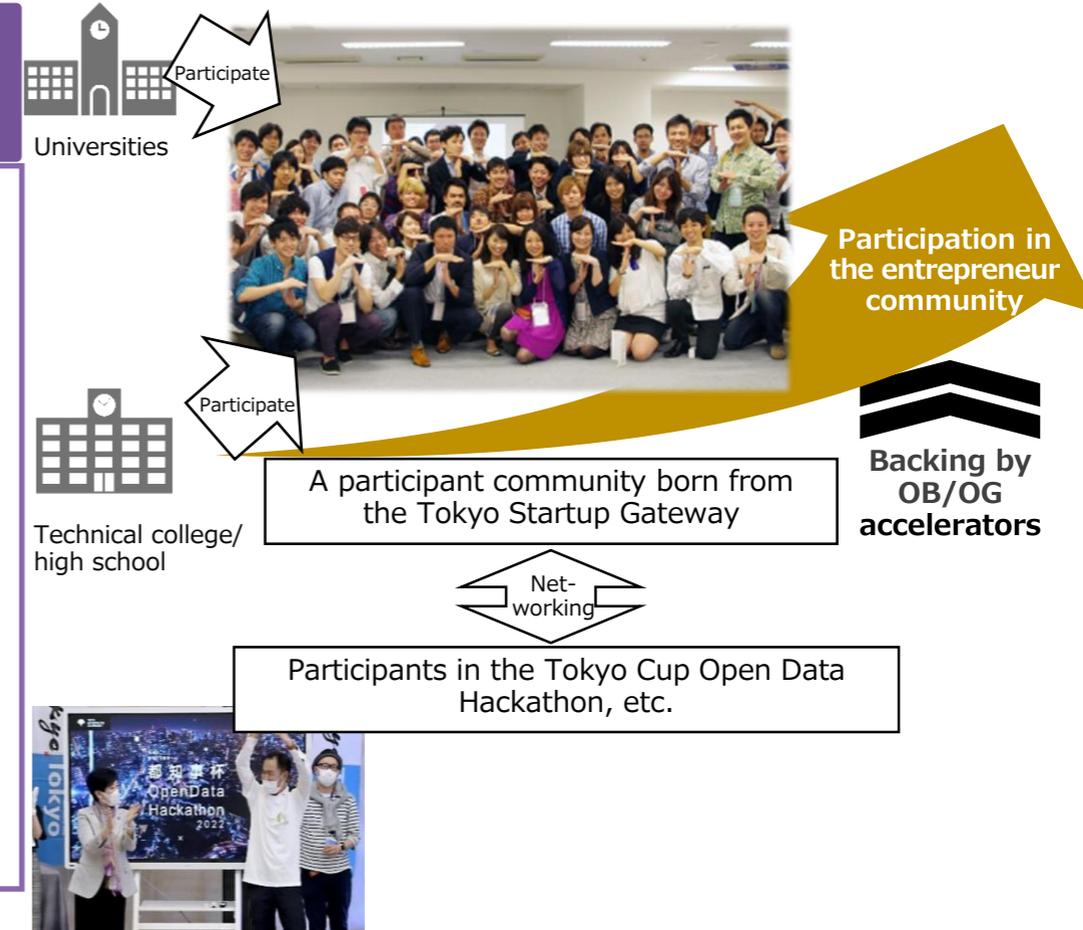
- Establish a new course (with recognition of credits) aimed at fostering an entrepreneurial spirit through successful experiences of solving real social issues with each other within the startup process.
- Roll out to other universities in Tokyo
- Experience the three "real"s
 - 1) Can experience being onsite at a startup**
 - As well as directly hearing about experiences from accelerators and startups, they can also participate in events and internships to experience the workplace atmosphere and culture
 - 2) Can access startup support services from real government**
 - With the theme of solving social issues, students can create groups and experience planning for commercialization
 - Experience commercialization through use of TMG business start-up support services and consulting with experts such as accelerators
 - 3) Present ideas to real investors, and potentially become a real entrepreneur**
 - Participate in business plan contests and pitch events, take challenges such as presenting ideas to investors, and you can potentially actually start up your business



Create a flow of putting ideas into shape, making them a reality, and growing them

Expand the refine-type business plan contest Tokyo Startup Gateway as the gateway for young people wanting to become entrepreneurs

- To **expand the number of participants, actively approach** young people with an interest in creating things from university and graduate school, as well as **technical college**.
 - Collaborate with **startup support organizations** and **new measures, strengthening the function as a gateway for young people** with an interest in entrepreneurship
- Participants **create a mechanism for advancing to the next stage** (connecting with participating OB/OG and accelerators).
 - **Creation of a networking platform** with past participants and **strengthening of the support system** such as a certification system
- Expand to connections including participants in digital service contests for administrative issues **such as the Governor of Tokyo Cup Open Data Hackathon**

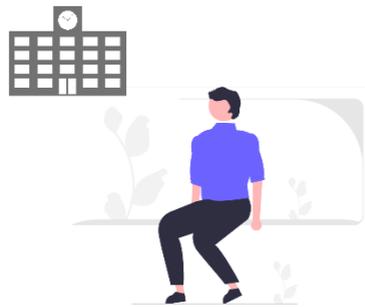


Create interaction for students and young people with startups

Creating a space for an entrepreneur community

- Students with an interest in entrepreneurship can freely access government, accelerators, startups, etc., creating a place where they can freely gather information and receive advice
- Hold events from time to time such as lectures by entrepreneurs to stimulate interaction between students and formulate communities
- Mainly target students without seniors close to them who are entrepreneurs or are employed at startups, and also target students from high school and technical colleges

Students without seniors close to them who are entrepreneurs or work at startups



Visit

A place that you can freely access anytime

Forming an entrepreneur community



Support

Government/SU/VC/accelerators

- Can consult about any kind of worry or problem anytime
- Hold events from time to time



Universities producing many startups

Participate

Laboratory, seminars entrepreneur department, clubs, etc.

A system in which students can be exposed to startups

- Government collaborates with general incorporated foundations supporting startups to create opportunities for internships, part-time jobs, and volunteering at startups, and consider/implement the hosting of joint recruitment events with startups



(Image) Hosting of joint recruitment events with startups

Promote interaction with students and young people

- Collaborate with universities and universities who participate in regular round-table discussions and hold workshops for the training of entrepreneurs who can support Tokyo
- Promote interaction between students and startups including startups comprised of alumni, and utilize student ideas in government measures based on opinion exchanges



(image) Workshop for fostering entrepreneurs

Regular round-table discussions with universities

Collaboration



[9th regular round-table discussion]

<Key opinions>

- Entrepreneurship is not just necessary for business, but also for social change
- Get universities involved, have them voluntarily create a model that develops business



[Column] Entrepreneur events launched this year!

Startup career fair (January)

A career fair will be held for those with an interest in a career in startups, such as university students and employees at major companies, and startups seeking new employees, thus promoting employment at startups.

Date : January 27 (Fri.) and 28 (Sat.), 2023
Location : Toranomon Hills Forum

Participants: • Those with an interest in a startup career (Approx. 3,000 people)
• Startups interested in recruiting human resources (Approx. 150 companies)

(image)



Workshop for students (February)

Promote interaction between students and startups and support Tokyo's future
To link to entrepreneur training and promote data utilization, a workshop with the theme of data utilization will be held mid-February

Theme: Startups producing innovation and breakthroughs (Tentative) Data utilization in companies and entrepreneur training

Participants: • Startups carrying out business using data
• Students (approx. 30)

Program: • Explanation from startups about the status of data utilization
• Opinion exchange between startup companies and students
• Presentation of business ideas, etc., by students

(image)



Fostering a global mindset to be active in the world

To achieve startup growth, it is essential to be active globally in ways such as global expansion of business and collaboration with global companies and talent

We will train personnel with a challenge-taking mindset and who are always thinking and acting from a global perspective, switching from inward-oriented policies and not being limited by frameworks such as “Japan” or “overseas.”

Implementation through startup events

- Provide **an environment for using practical English** at startup-related events
- Hold **round-table discussions and workshops in English at TMG-sponsored events** such as networking events and career fairs
- Implement **initiatives for fostering a global mindset** at Tokyo Startup Gateway and programs supporting the global expansion of startups
- Hold **accelerator programs for students** in collaboration with overseas VC, etc.

Training personnel who can be active globally

Further enhance English learning and **develop a hybrid environment** to foster an international sense.

- Expand the **Tokyo Global Gateway**, including the Tama region, as a **world where you can fully experience a global world away from the everyday**, with a townscape based on a foreign country
- Promote interaction between **public high school students deployed overseas** and overseas high school students
- Implement **overseas networking events online such as “virtual study abroad”** targeted at public high school students
- Improve the **sending/acceptance program for exchange students** between Tokyo Metropolitan University and overseas universities



TOKYO GLOBAL GATEWAY

Staff learn themselves about advanced cases overseas

Staff proactively travel to study advanced cases in various countries such as Silicon Valley and Berlin to learn about advanced cases of education linking to the cultivation of entrepreneurship and a global mindset, leading to them also developing a global mindset.

- France
 - At Mission French Tech, the government’s startup policy organization, there are 70 members in total, consisting of its core members and **staff belonging to each government agency**, who promote **initiatives as a unified team**
- Singapore
 - Government and startups have come together to **collaborate in design thinking** and are promoting DX and solving social issues.



French Tech Central



Cafe design in Singapore

III “One-team” strong support from all stakeholders

Our Approach

- 1. Achieving strong collaboration with universities**
- 2. Using the combined efforts of stakeholders to support startups collectively**

Strengthen collaboration with universities

Tokyo has many universities which are knowledge bases, and collaboration with these universities is extremely important for the creation and cultivation of startups.

TMG is currently collaborating with university stakeholders in various frameworks, and we will further strengthen relationships, including this mutual collaboration.

Startup Ecosystem Tokyo Consortium

With the aim of establishing Tokyo as a global hub city for the startup ecosystem, the consortium comprises of the metropolitan government, municipalities, economic organizations, companies, and universities (there are currently 21 participating universities)

- Strengthen collaboration with all member universities by implementing the below practical initiatives as consortium projects
 - Creation of an information platform to promote matching between consortium members
 - Select startups focused on global expansion with rapid growth expected in the future, provide intensive support, and encourage growth to unicorn level (deep ecosystem)
 - Publish figures describing Tokyo's startup ecosystem on a dashboard, etc. (information dissemination both domestically and internationally)
 - Hold events inviting overseas VC and the like (startup overseas expansion/fund procurement support)

Regular round-table discussions with universities



To be established by TMG and metropolitan universities for the purpose of carrying out free opinion exchange about solving issues in Tokyo (there are currently 27 participating universities)

- In July 2022, an **opinion exchange/networking session on the topic of promoting university-launched startups** was held. Utilizing this opportunity, **Team Tokyo Innovation built relationships directly with each university, and implemented opinion exchange** from time to time

Startup Ecosystem Formation Support Project GTIE (Greater Tokyo Innovation Ecosystem)

As a platform to "nurture University Startups that can change the world", Tokyo University, Waseda University and the Tokyo Institute of Technology are active as the managing organizations (there are currently 13 participating universities)

- By **participating as the overseeing municipality**, TMG will support activities such as entrepreneur activity support and fostering entrepreneur talent, as well as **carry out ongoing opinion exchange** about policies for startups
- Broad rollout at universities in the Tokyo area

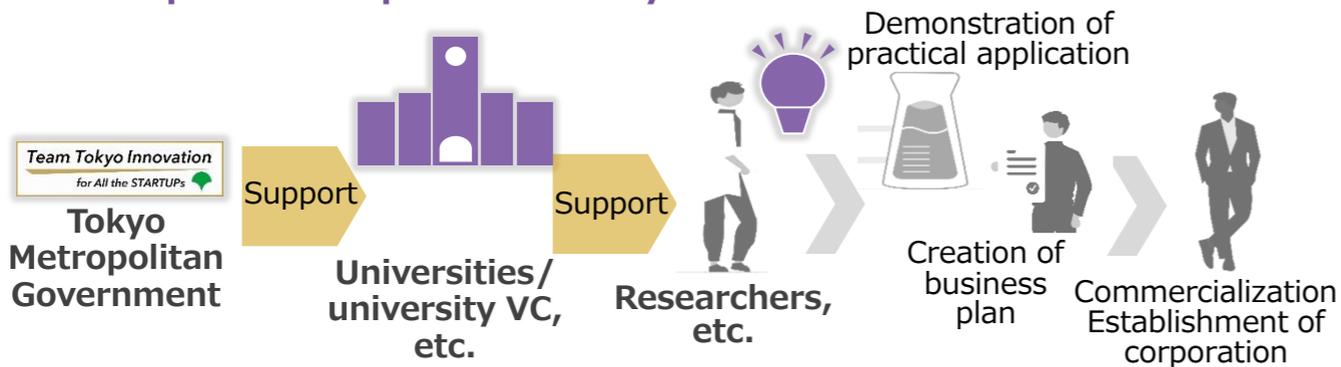
Collaborate with universities to strengthen support

To take full advantage of the accumulation of knowledge in Tokyo, enhance fund support for university-launched startups and strengthen support for initiatives aimed at fostering entrepreneurship.

Enhance fund support

○ Support for university-launched startups in the initial period

- Create a **framework for carrying out support such as TMG fund support for universities and university VC supporting entrepreneurship of university researchers and the like**



○ Startup support in the growth period in collaboration with university VC

- Implement fund support for SU in Tokyo aiming for global expansion by having **TMG carry out LP investment for funds managed by university VC**



Create opportunities for students to interact with startups

○ Hold student workshops utilizing a university-collaboration system

- Hold workshops with a theme of data utilization, **create networking opportunities for students from each university with startups**, leading to the promotion of data utilization and training of entrepreneurs

Career selection support for students

○ Hold startup career fairs and joint recruitment events

- **Provide opportunities for the promotion of employment at startups** by having those interested in a career in startups and startups with an interest in recruiting employees to gather in one place (held in January 2023)
- Collaborate with general incorporated foundations supporting startups to **create opportunities for part-time jobs and volunteering** at startups, and consider/implement the **hosting of joint recruitment events with startups**

TMG has established a team at Dejima for daily interaction

TMG has formed the cross-departmental Tokyo Team Innovation group to thoroughly advance collaboration with startups. We have also established and are stationed at Dejima, the private startup interaction hub. As a metropolitan government office that can be accessed anytime, we deepen our relationship with startups through daily interaction and respond to various problems in one place.



Key opinions from economic organizations and startup stakeholders

We carried out opinion exchange about issues and requests faced by startups with parties such as economic organizations and startup stakeholders

Space creation

In creating a space, it is necessary to have a main attraction of "who is there." Universities and companies have few chances to network, so **creation of a space for the seeds of startups is important**. Also, it is rare to have a government agency at the network hub, which would have **significant benefits if procedures could be completed there**.

Investment

Technology development requires large funds. Investment by TMG is effective as a catalyst.

It is important to support startups from the idea stage before business start-up and to **expand the range of startups**.

First customer

There are many voices calling for fund procurement and expansion of sales channels, so **public procurement should be promoted**. **Using the media for PR during these occasions will lead to credibility**.

Rules and regulations

For the business operator, it's not clear whether the barrier is the national government or municipality. **It is important to have a function that identifies vague issues**.

Having administrative procedures and communication infrastructure **not be able to be completed in English is an issue**.

Entrepreneurship

These days, there are many people who want to solve social issues. **There are also people conscious of business start-up from when they are in high school**.

Global mindset

In order to have Tokyo-launched startups moving to the global market, **it is essential to have managers with global experience**.

University collaboration

Tokyo's strength is that it has many universities. On the other hand, having so many makes it difficult. We **need to consider** how we can **connect universities with each other**. There is innovation transcending university departments, and methods of collaborating within the same department at other universities.

Global events

We need to **strengthen collaboration with global cities and attract those from overseas**.



Understand the various needs from domestic and international startups and VC

At Dejima, we are participating in events and carrying out consultation services, and receiving many problems and opinions from startups.

Through this, we have an understanding of the various needs that we must respond to moving forward.

Space creation

It is desirable to **establish and use a hub for interaction with startups and overseas accelerators.**
Instead of just seeing the positives, it is necessary to take relations back with us.

Investment

The current situation is that **cutting-edge researchers are disadvantaged financially.**
We think that it would be a good idea to bring out Japan's distinctive characteristics and invest efforts into deep tech.

First customer

We want TMG to also consider using our services.
Having it used in government would be good PR for future business expansion.

Rules and regulations

We want to carry out investment activities in Japan but feel that there are challenges in the system and living environment.
Also, **the three-month tourist visa is too short.**

Entrepreneurship

Overseas companies aren't afraid of failure. They look at why the company failed. If they succeed the next time, they are respected.

University collaboration

In Israel, there are acceleration hubs in nearly all universities.
An ecosystem is launched around the university.

Unified support

Sharing of engineers' knowledge is needed to increase the number of startups

Global events

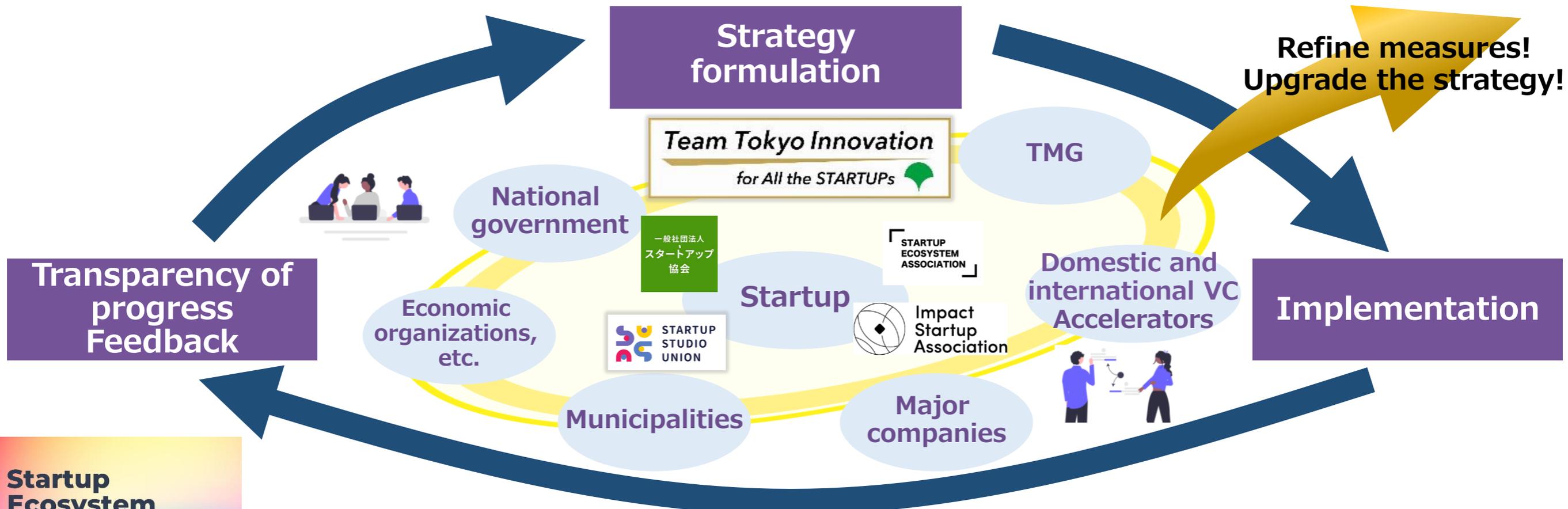
We want to collaborate with TMG. First, **we want to exhibit at City-Tech.Tokyo to promote ourselves.**

Single brand promotion

While listening to the voices of overseas startups and utilizing the special zone system, **it would be a good idea to promote the initiatives themselves to attract talent from abroad.**

All stakeholders come together to develop the startup strategy

To realize the 10 × 10 × 10 Innovation Vision, it is necessary for various players to join forces and promote the initiatives. This strategy defines the broad direction and specific initiatives to quickly share what needs to be done. We will deepen communication with startup support stakeholders and implement initiatives while setting targets to create a cycle for upgrading the strategy through feedback. To kick off the process, we will hold a Startup Ecosystem Summit.



2022.12.5 Host Startup Ecosystem Summit!

Startup Ecosystem Summit
powered by TOKYO METROPOLITAN GOVERNMENT

DEC 5, 2022@虎ノ門ヒルズフォーラム

IV Strategic PR for the world

Our Approach

1. Global events such as City-Tech.Tokyo
2. One-brand promotion in collaboration with the national government

Host City-Tech.Tokyo to encourage startups to take challenges

An event for the realization of a sustainable society with the open innovation of startups
TMG hosts City-Tech.Tokyo for the first time!



Event overview



Date: February 27-28, 2023

- Main location : Tokyo International Forum (hybrid type of both in-person and online)
- Assumed participants: Startups, companies, cities, VC/investors, universities, media, etc.
- Program : Keynote speech, sessions, pitch contest, booth exhibitions, business meetings

Held at the same time as the international conference G-NETS, which invites top officials from major cities overseas. With the theme of "Sustainable High City Tech Tokyo," the event will create and disseminate sustainability using high technology

[Main speakers]

Ben Horowitz
(Investor General Partner at Andreessen Horowitz)

Ulrike Schaede
(Professor at UC San Diego, author of Creating Ambidextrous Organizations)

Main themes



(Infrastructure, social foundation, environment, lifestyle and culture) × City-Tech

KPI

10,000 participants

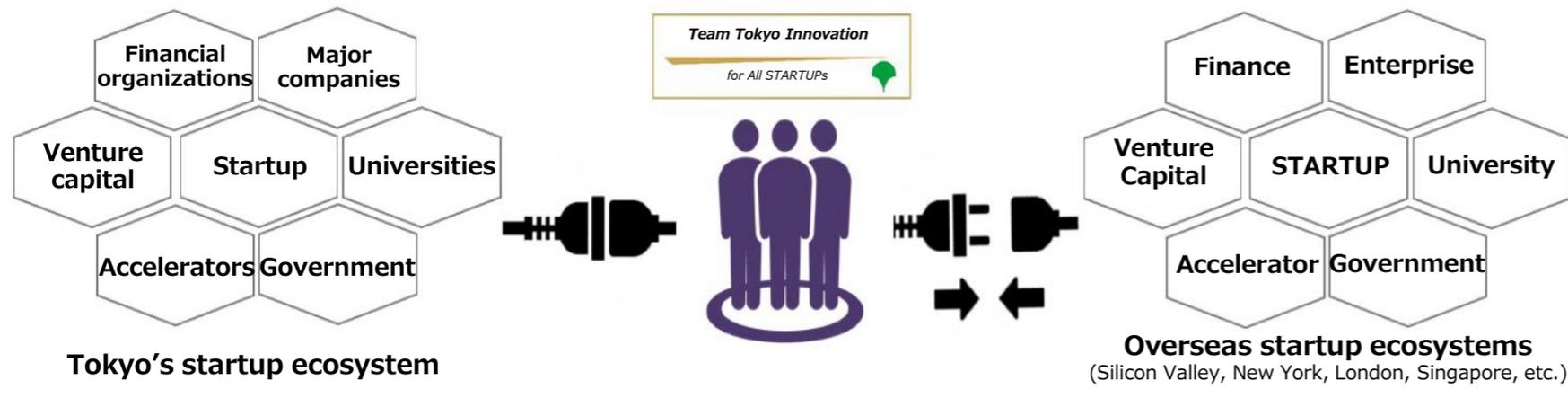
10,000 participants

30 countries
100 cities

Participants from 100 cities in 30 countries

Utilize overseas global events to connect with other ecosystems

In addition to dissemination and interaction within Japan, we will utilize key global events held overseas to promote Tokyo's startups and directly network with overseas players, thus connecting and collaborating with overseas ecosystems.



Smart City Expo World Congress 2022
Participation at (Barcelona, Spain, Nov. 15–17, 2022)



- Promoted Tokyo's seriousness in collaborating with startups at various sessions during the event
- Tokyo startups also participated in the event, attracting the attention of various overseas players

[Column] Adopt successful examples from foreign countries and strategically communicate with a global perspective

Viva Technology, Europe's largest tech event, was held in France from June 15-18 2022, with people coming from all over the world. As well as promoting open innovation with major companies and startups, there was also content to be enjoyed by children and young people. By actively adopting successful cases from overseas such as this, we can utilize strategic communication with a global perspective.



Communicate to the world about an All-Japan collaboration with the government

If activities with a global perspective are conveyed separately by city, it will get buried within information from other countries. The majority of foreign countries are using their country's brand to expand their startup strategy, so Japan also needs to use an All-Japan approach to its initiatives.

The capital Tokyo will collaborate with the national government, as well as collaborate further with all Japanese cities, to communicate as one Japan to the world.

Use the Japan brand

- Use Japan's name to communicate Tokyo's initiatives and appeal to the world

Startup measures communicated by various countries tend to use the country name at the front as a brand.



- At City-Tech.Tokyo, promote Japanese startups and Japan's initiatives to other countries, such as participation of J-Startup companies selected by the national government



Develop integrated measures

- Participate in the study on introducing a Digital Marketplace with the Digital Agency, and promote new entry into public procurement for startups collaborating with the government and municipalities
- Make a catalog of startup products and services selected by the national government and TMG, making it is easy to use for both parties
- Of the regulations that are barriers to startups, analyze, verify and request proposals for those pertaining to national legislation

Centralize startup information

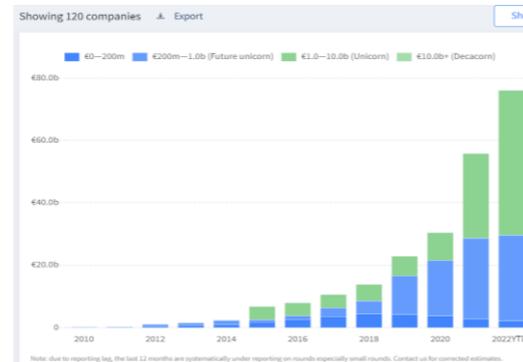
- Centralize startup information (including the national government) and communicate this strongly, targeting overseas VC (=> details on the next page)

Communicate a centralized startup information database to the world

In Japan, a common database for understanding the overall status of startups has not been developed, so there are many cases in which, despite having interest in Japan, overseas VC are unable to access sufficient information, and do not end up investing.

In order to communicate to the world, we will develop a centralized database in English with information related to startups in Japan, and promote initiatives as a unified Japan.

- In France, startup information is listed on a centralized dashboard
- Information is listed in English, so it is easy to understand for foreign countries as well



Overseas VC

Has interest in Japan and Japanese startups. However, they don't know much about Japanese startups, so there are many cases when interest does not lead to actual investment.

(from interviews with startup stakeholders)

Targeting overseas VC, develop a centralized database in English with information related to startups in Japan. Collaborate with the national government and private database development operators to create a platform that will connect us globally.

Startups supported by the national government

J-Startup Company

J-Startup



Startups supported by TMG



Private DB

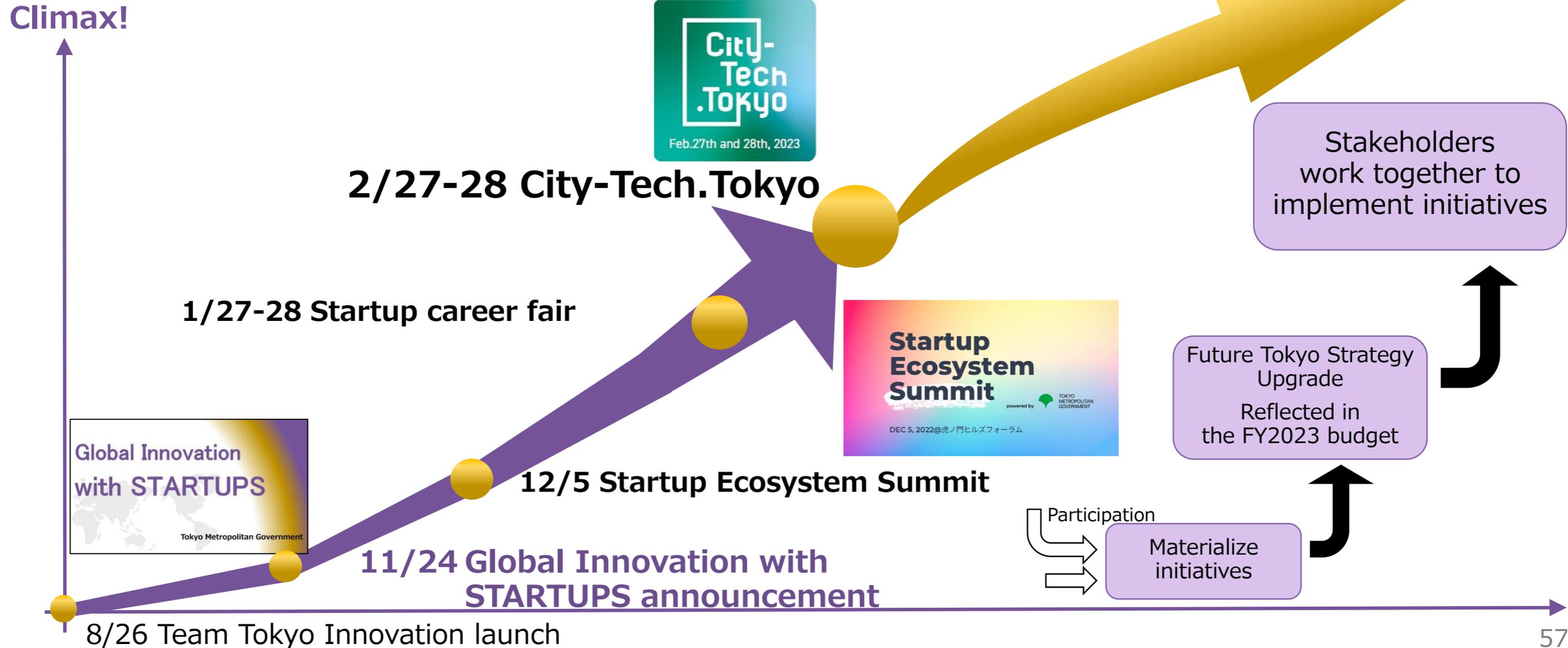


Source: INITIAL homepage

Source: From the La French Tech homepage

Develop initiatives that promote startups in waves

After launching Team Tokyo Innovation, this strategy was developed, and the 10 × 10 × 10 Innovation Vision and what should be done to make it a reality were clarified. Moving forward, we will develop initiatives in waves, such as the Startup Ecosystem Summit and City-Tech.Tokyo. In addition, we will reflect these policies in the updated FY2023 budget and the Future Tokyo Strategy, and work together with all stakeholders to implement them.



Global Innovation with STARTUPS

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Feedback about this strategy can be made here. The proportion of those who want to take challenges for new things, even if there is some risk, is low

About the colors used in the strategy

This strategy is based on the colors **Edo purple** and **gold**.

Edo purple is a hue widely loved among people, which used the Murasaki grass roots that grew wild in Musashino for dye in Edo. It is used in the flag for Tokyo and is a much-loved traditional color.

Gold is a color that is reminiscent of the Olympic legacy. As well as the glorious excitement of the tournament, many innovative initiatives aimed at realizing a sustainable society, such as medals created from urban mining, will be continued and developed as a legacy.

Tokyo, where tradition and innovation intersect;
Tokyo, the world's most startup friendly city,
will continue to promote startups.