



Report  
報告書  
for  
Telesa

Japan Seattle A.I. Innovation Meetup 11.0  
Seattle Innovation Investor Track 2.0  
UW Japanese Collaboration: Intelligence in Data Symposium 2.0  
with Washington State Department of Commerce,  
Consulate General of Japan, and Orrick Herrington & Sutcliffe  
*January 22nd-25th, 2019*

*innovation finders capital*

# Overview

## Japan Delegation (Named Corps + Telecom Service Association) and Canadian Institutional Investors to meetup with WA State Innovators



在シアトル日本国総領事館  
Consulate-General of Japan in Seattle



Corporate Visits to Microsoft & AWS

### Executive Summary

Telecom Service Association of Japan joined the delegation with 5 of its member companies in the telecom industry as well as NTT Holdings. We had 20 delegates from 16 Japanese corporations and organizations. We organized Intelligence in Data Symposium with University of Washington. We collaborated with Greater Seattle Alliance and Japanese Consulate to organize 3.5 days of seminars and meetup events with over 136 one-on-one meetings.



## Overview

# Business Development Track: for Japan Delegation

Day 1: Intelligence in  
Data Symposium



Day 2: WA State Briefing



Day 2: Visit to AWS



Day 2: Innovators Pitch  
& Grand Reception



Day 3: Visit to Microsoft



Day 3: Japan Delegation Pitch



Day 4: IFC presentation & 1on1 meetings



## Overview

# Innovation Investor Track: for Investors from Japan, Seattle & Canada

Day 2: WA Investor Round Table



Day 2: Innovators Pitch & Grand Reception



Day 3: Seattle Innovation Investor  
Track Pitch Session by Investors



Day 4: one-on-one meetings



## Participating Delegations

- RPA Holdings (Japan)
- NTT Holdings (Japan)
- TMX Group (Canada)
- BennetJones (Canada)
- SWAN Venture (Seattle)

Day 1

# Whole Delegation : WA State Dept. of Commerce Briefing



## WA State Briefing

Welcome Remarks:  
Chris Green, Assistant Director,  
Connie Robins, Acting Director,  
WA State Dept. of Commerce

Blake Ilstrup, Partner ,  
Orrick Herrington & Sutcliffe

Melinda Goforth, VP,  
Business Development,  
Greater Seattle Alliance

Connor Dogan,  
Aerospace Business Development,  
WA State Dept. of Commerce

Greetings by Shigenori Miyazaki, Chairman of Telecom Service Association of Japan, representing whole delegation.



Day 1

# UW Japan Collaboration Intelligence in Data Symposium



Alder Auditorium  
University of Washington

Welcome :  
Tom Sato, Managing Partner, IFC

Opening Remarks:  
Dr. Fumio Ohuchi, Dept Material Science &  
Engineering, University of Washington,  
Blake Ilstrup, Partner,  
Orrick Herrington & Sutcliffe

“Overview of UW’s Data Science Institute”  
Dr. Sarah Stone, Executive Director,  
eScience Institute, University of Washington

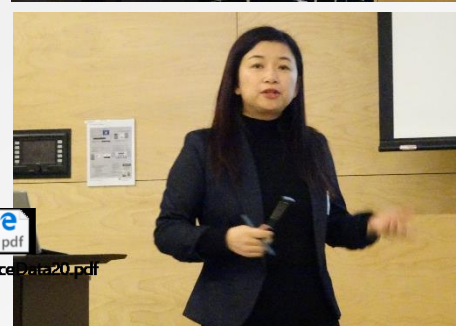
David Beck, Chemical Engineering, University  
of Washington

“ML Model Development and Importance of  
Data” Rajeev Dutt, CEO, DimsionalMechnics

“Evaluating explainable machine learning  
models and insights for human-centered  
applications” Bernease Herman, eScience  
Institute, University of Washington

"Realtime Data in Industrial IoT"  
John Traynor, Senior Vice President,  
FreePoint Technologies Inc.

“A Case Study of Using Self-Organizing Maps  
(SOM)” Luna Huang: Data Visualization for  
Materials Science:



Day 2

# Innovation Investor Track: WA State Investors' Roundtable



Investment Discussion by  
Washington, Japan &  
Canadian keys

Investment Climate in WA State:  
Dr Joseph Williams, ICT Sector Lead  
and Director, Washington State.

TSX-Venture IPO:  
Julia Yang, TMX Group

Participants:  
NTT Holdings, RPA Holdings,  
Nikkei BP, Greater Seattle Alliance,  
Swan Venture Group, and Orrick



Day 2

# Business Development Track: Visit to AWS – Amazon Web Services



AWS Executive  
Briefing Center

**AWS IoT service business  
strategy session for Japan's  
enterprise company delegation**

Amazon/AWS updates  
By Takeyoshi Nakamura,  
Business Development, AWS

AWS Machine Learning  
By David Pearson,  
Sr Manager of Business Development,  
AWS ML Application Services

AWS IoT overview and Wrap up  
(Lunch on)  
David Ford,  
Senior BDM,  
AWS IoT



Day 2

# Grand Reception & Innovators Pitch Event @ Consul General of Japan's Official Residence



Japan Delegation Speech by  
Shigenori Miyazaki  
Chairman, , Kanto Chapter,  
Telecom Service Association of Japan



Blake Ilstrup  
Partner,  
Orrick Herrington & Sutcliffe

## Welcome Speeches

### Washington State Presentation

“Washington State Tech Mission to Tokyo & Osaka 2019” Julie Monahan, ICT Business Development Manager

“Clean Energy and Technology” Brian Young, Governor’s Clean Technology Industry Sector Lead

“Washington State’s Transportation Policy” Charles Knutson, Executive Policy Adviser



Charles Knutson,  
Dept of Commerce



Julie Monahan,  
Dept of Commerce



Brian Young,  
Dept of Commerce



Andrew Crowder  
Dept of Commerce

Day 2

# Innovators Pitch Event @ Consul General of Japan's Official Residence



Rajeev Dutt, CEO,  
Dimensional Mechanics



John Traynor Senior VP,  
FreePoint Technologies Inc.



Don Pickering, CEO, OlisRobotics



Slava Agafonov, CEO, Energsoft



Waqas Nazir, CEO, DigitSec



Greg Adams, CEO, Stabilitas



Chris Jones, CEO, DragonScale



Jeremy Salesin, Principal,  
Photonic Sentry LLC



Angela Zhu, COO, Jethro Mobile



Abhishek Suthan, CEO, Pulselabs.AI



Robin Elenga, CEO, Revel HMI



Benjamin Waters, CEO, Wibotic

Day 3

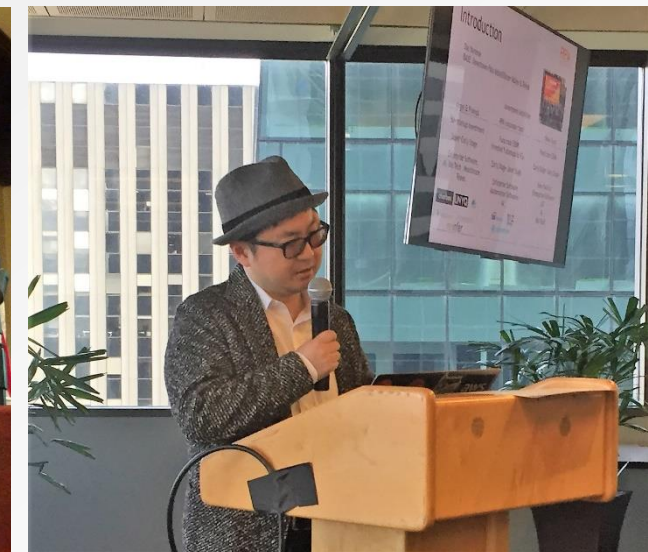
# Innovation Investor Track: VC Pitch to Innovators



Opening Remarks:  
Tom Sato, IFC

Orrick Presentation:  
Blake Ilstrup, Partner, Orrick  
Herrington & Sutcliffe, Seattle

Investor Pitch:  
NTT Holding  
RPA Holdings  
SWAN Venture Group



Day 3

# Business Development Track: Visit to Microsoft Corporation



Japan Delegation visited Microsoft HQ to learn about their AI development and showcases.

Opening, MS History:  
Takashi Futaki,  
Experimental & Industry  
Marketing Lead,  
Central Marketing Organization

Microsoft AI Overview:  
David Carmona,  
GM, AI Marketing

Case Study / Demo with Partner  
Erik Johnson, Slalom



Day 3

# Business Development Track: Reverse Pitch and Networking Sessions



## Japan and Washington Bilateral Trade

This is the main event in which, the largest Japanese corporations pitch to the innovation community of Seattle. 1) What kind of innovation they are looking for, 2) How they would like to work with innovators, and 3) What is their market/distribution channel.

This is a free event for innovators and is for startup community. Over 100 people attended this reverse pitch of Japan Delegation, of which around 65 of them were founders and CEOs.

From Japan we had a Delegation from Telecom Service Association of Japan. Together with regular participants such as NTT Holdings, Nikkei BP, Mitsubishi Corporation, we welcomed new comers such as Daiwa Research Institute, JSR, Vector(News Technology), Pencil, BIZWIND, Accenture/KDDI, and RPA.

Networking session at the end made sure that those startups got to meet and talk to the Japan Delegation for opportunity to talk one-on-one on the following day.

Day 3

# Industry Organization Delegation Telecom Service Association of Japan



## Telecom Industry Association

Presidio Ventures, Inc.  
/ T-GAIA Corporation

transcosmos, inc.

I-O DATA DEVICE, INC.

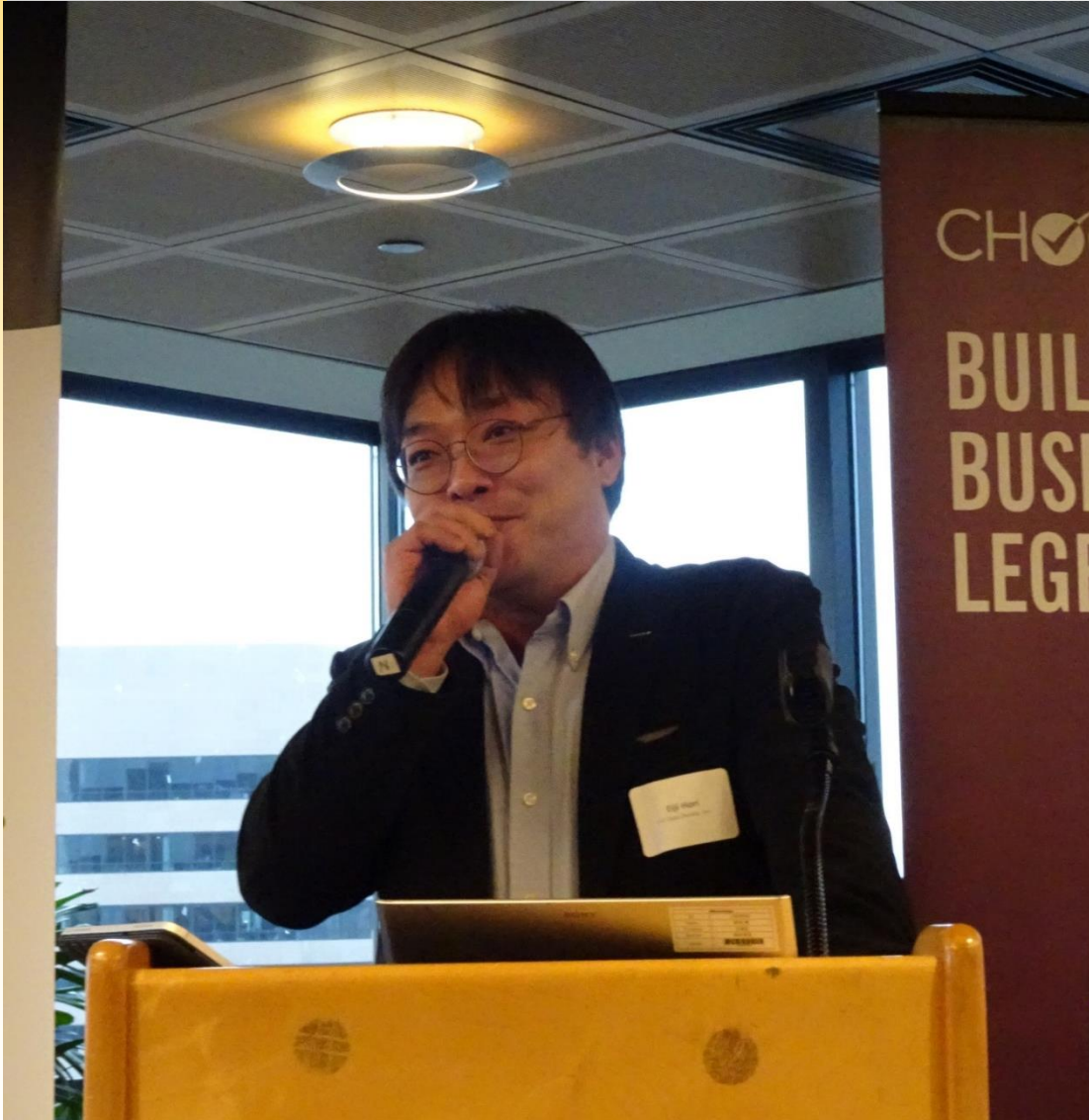
MIROKU JYOHU SERVICE CO., LTD

Japan Delegation Speech by  
Shigenori Miyazaki  
Chairman, , Kanto Chapter,  
Telecom Service Association of Japan



Day 3

# Telecom Service Association Delegation I-O DATA DEVICE



I-O DATA DEVICE, INC.

<http://www.iodata.com/>

**Eiji Hori,**  
Executive Officer & Director of  
Business Development Dept.

Day 3

# Telecom Service Association Delegation Presidio Ventures / T-GAIA Corporation



Presidio Ventures, Inc.  
/ T-GAIA Corporation

<http://presidio-ventures.com/>  
<https://www.t-gaia.co.jp/english/ir/>

**Yuji Greg Goshima**  
Principal / Project General Manager,  
HR Department



Day 3

# Telecom Service Association Delegation transcosmos, inc.



transcosmos, inc.

<https://www.transcosmos.co.jp/english/>

**Hiroshi Iizuka**  
Executive Manager

Day 3

# Telecom Service Association Delegation MJS (MIROKU JYOHO SERVICE)



MIROKU JYOHO  
SERVICE CO., LTD

<https://www.mjs.co.jp/en/irinfor/>

**Hiroshi Kondo**

Manager,  
Product Development and Customer  
Support Department

**Yoshihito Naruse**

Product Development and Customer  
Support Department  
Product Development Department 2  
Advanced Technology Base  
Development Group

Day 3

# Whole Delegation: BBQ Party Sponsored by Orrick



## Jack's BBQ

Orrick always takes the entire Japan Delegation to a unique Texas Style BBQ in SODO district. Jack's BBQ is probably the best authentic Texas BBQ in Seattle.

[Http://www.jacksbbq.com](http://www.jacksbbq.com)



Day 4

# 138 One-on-one Meetings Organized for a full day of Business Development



## Export Deals

**28 Tables and 178 Sessions Organized. Most of Japan Delegation went back with 2-3 good leads.**

One-on-one Session on Friday is the most important part of the event. IFC usually first talks to the Japanese side what kind of innovation they are looking for. Based on these feedback, match making process begins. Some of these are made about a week in advance while others are based on the Networking Session, the day before.

Prior to arrival, IFC distributes a selected Startup List from previous meetups and also registered attendees who have expressed interest in meeting with Japan Delegation. Based on the Select List, IFC organizes the one-on-ones a week before. Additional meetings are scheduled after the Sessions of Innovators Pitch and the Networking. So that both of the Delegation and the Startups enjoy full days worth of meetings.

Sponsor

# Comprehensive Activities Organized by Orrick Herrington & Sutcliffe



## Global Tech Law firm

Orrick is our co-organizer of the event, putting together a very comprehensive programs to help Investors connect with Seattle startup community and Japan delegation.

1. Day 1 PM: Orrick Greetings at UW. (Blake)
2. Day 2 AM: Orrick Greetings at Briefings by WSDoC (Blake)
3. Day 2 AM: Innovation Investor Track at WSDoC (Blake)
4. Day 2 PM: Presentation at CGJ. (Blake)
5. Day 3 AM: Orrick Presentation at Innovation Investor Track. (Blake, Laura and Christina)
6. Day 3 PM: Orrick Presentation at the Pitch Event and Networking. (Blake)
7. Day 3 Evening: Orrick hosts Welcome BBQ Dinner for Japan Delegation. (Blake)
8. Day 4: One-on-One meetings. (Blake)



NEXT

# April 17-19th, 2019 in Seattle

## Japan Seattle AI Innovation Meetup 12.0

### **DAY 1: Wednesday April 17th All Day**

WSDoC Welcome Seminar – Whole Delegation

Investors' Roundtable – Innovation Investor's Track

AWS HQ Visit – Business Development Track

Innovators Pitch Session and Reception at Consul General of Japan's Residence – **Whole Delegation**

### **DAY 2: Thursday, April 18th All Day**

Microsoft HQ Visit - Business Development Track

AM Reverse Pitch - Innovation Investor's Track

PM Reverse Pitch - Business Development Track

Orrick sponsored Dinner – Whole Delegation

### **DAY 3: Friday April 19th All Day – Whole Delegation**

Innovation Finders Capital Presentation

One-on-one sessions

## **Who should come**

- ◆ Delegation
  - ◆ Public Listed Companies and private companies, enjoying revenue of more than \$100 million
  - ◆ CEO, CTO Office, Corporate Planning, Product Development, and R&D
  - ◆ Global Venture Capitalist from Japan, US, Canada, and EU
- ◆ Innovators
  - ◆ Startups, Entrepreneurs and Innovative Small to Large Businesses
  - ◆ Large Platform Providers and Development Services Companies

### **Secret of Successful One-on-one**

Total revenue of our delegation is around \$200 Billion. None of them do business by half measure. If they work with you, soon the numbers go hockey stick. It just does not make sense for them to build up business that is less than \$10 million. They really want to work with you to create a \$100 million product line.

So, how to hack the one-on-one. Simple. Follow the 3 steps, here.

1. On the previous day, there is a meet up where the Japanese mega corps explain exactly what kind of innovations they are looking for and how they would like to do business. Just listen.
2. If you think you got it, go and meet them at the networking session and ask for an one-on-one session.
3. Prepare your pitch geared towards what the Japanese side wants.

Organizer

# Innovation Finders Capital

*We Find Innovation for Japanese Corporations  
We help to develop Global Business for Startups*



Tetsuro 'Tets' Eto  
CEO, Co-Founder and Managing Partner  
There are few people within corporate Japan that understands Innovation better than Tets Eto. From his early days at ASCII and Microsoft, his mission had always been bringing innovation to Japan. As Senior IT Director at Dentsu, the largest Ad Agency in Japan, it was his responsibility to create its IT infrastructure. When Dentsu acquired Aegis Media, he was responsible for global IT integration as part of PMI.



**Innovation Finders  
Capital GP, LLC**

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Tetsuro Eto  
CEO, Co-Founder & Managing Partner

Tom Sato  
Co-Founder & Managing Partner

<http://www.innovation-finders.com>  
[info@innovation-finders.com](mailto:info@innovation-finders.com)

Tom Sato  
Co-Founder and Managing Partner  
In late 80ies, when Bill Gates needed the momentum to make Windows, the Global de facto standard, it was Tom's work to sign up over 20 Japanese PC OEM as the Japanese Windows Product manager. Since then he went to Silicon Valley to start his own E-Commerce startup. Serial entrepreneur and International BizDev expert, he authored "Microsoft War Stories: How to create a De Facto Global Standard"

