

Innovation Capital

# Kyoto

# 京都



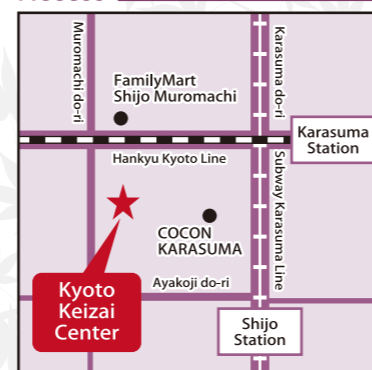
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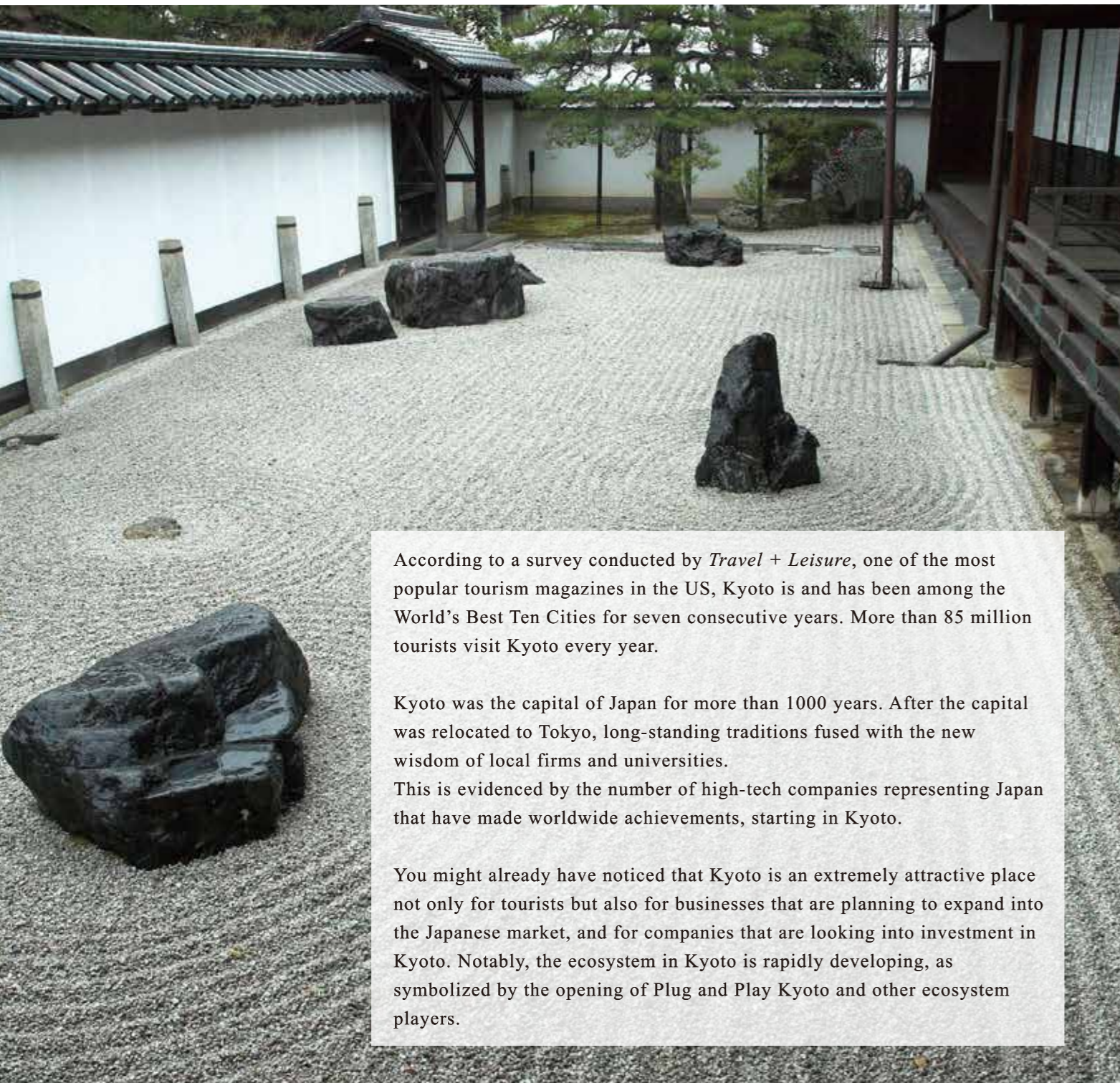
## Access



# Welcome

What kind of image do you have of Kyoto?

Many people's image of Kyoto is one of an ancient capital of Japan that is now an international tourist destination with a large number of temples and shrines, including world heritage sites. However, Kyoto is not only a capital of history and tourism, but a capital of innovation.



According to a survey conducted by *Travel + Leisure*, one of the most popular tourism magazines in the US, Kyoto is and has been among the World's Best Ten Cities for seven consecutive years. More than 85 million tourists visit Kyoto every year.

Kyoto was the capital of Japan for more than 1000 years. After the capital was relocated to Tokyo, long-standing traditions fused with the new wisdom of local firms and universities.

This is evidenced by the number of high-tech companies representing Japan that have made worldwide achievements, starting in Kyoto.

You might already have noticed that Kyoto is an extremely attractive place not only for tourists but also for businesses that are planning to expand into the Japanese market, and for companies that are looking into investment in Kyoto. Notably, the ecosystem in Kyoto is rapidly developing, as symbolized by the opening of Plug and Play Kyoto and other ecosystem players.

tourist destination with a large number of temples and shrines, including world heritage sites.

## Index

- ◆ Welcome 1
- ◆ Three Strength 3
- ◆ Eco System 5
- ◆ Universities 7
- ◆ Global Player 9
- ◆ Tourism and Name Recognition 11
- ◆ Infrastructure 12
- ◆ Ecosystem Player
  - \* Plug and Play Kyoto 13
  - \* Phoenixi 14
  - \* Monozukuri Ventures 15
  - \* Keihanna Research Complex 16
- ◆ R&D 17
- ◆ Voice
  - \* Stroly / BERTRAND 18
  - \* tmsuk / HACARUS 19
- ◆ Support
  - \* Startup Visa Supporting Program 20
  - \* Services with hospitality 21
- ◆ Event 22



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# Three Strengths

**Kyoto has three strengths: "Tradition", "Wisdom", and "Innovation".**

Kyoto is far ahead of other cities in terms of its three strengths — Tradition, Wisdom, and Innovation — and continues, through the city's unique structural interrelationships, to create new value that is admired around the world.

The people of Kyoto have nurtured their culture, lifestyle, and spirit for over 1200 years. Traditional craftsmanship and spirit had a significant role in producing Kyoto's unique and innovative products in combination with "knowledge" from Kyoto's high-ranking universities. This triangle of three strengths has maintained the right balance over time, and is further strengthened by the participation of supporting players such as accelerators and venture capital.

## Tradition

Kyoto was the center of politics and culture in Japan for more than 1000 years, and still remains the cultural center of Japanese, and a major treasure-trove of Japanese traditional industries. The skills and spirit of Japanese craftsmanship have continued to be passed down to this day.

Tradition

Wisdom

Innovation

## Wisdom

Twenty-eight Japanese have been awarded Nobel Prizes (as of fiscal year 2024), including fifteen researchers related to Kyoto. Not only Kyoto University but 44 other universities are located in Kyoto, and the whole of the city is like a campus where Japanese wisdom is accumulated.

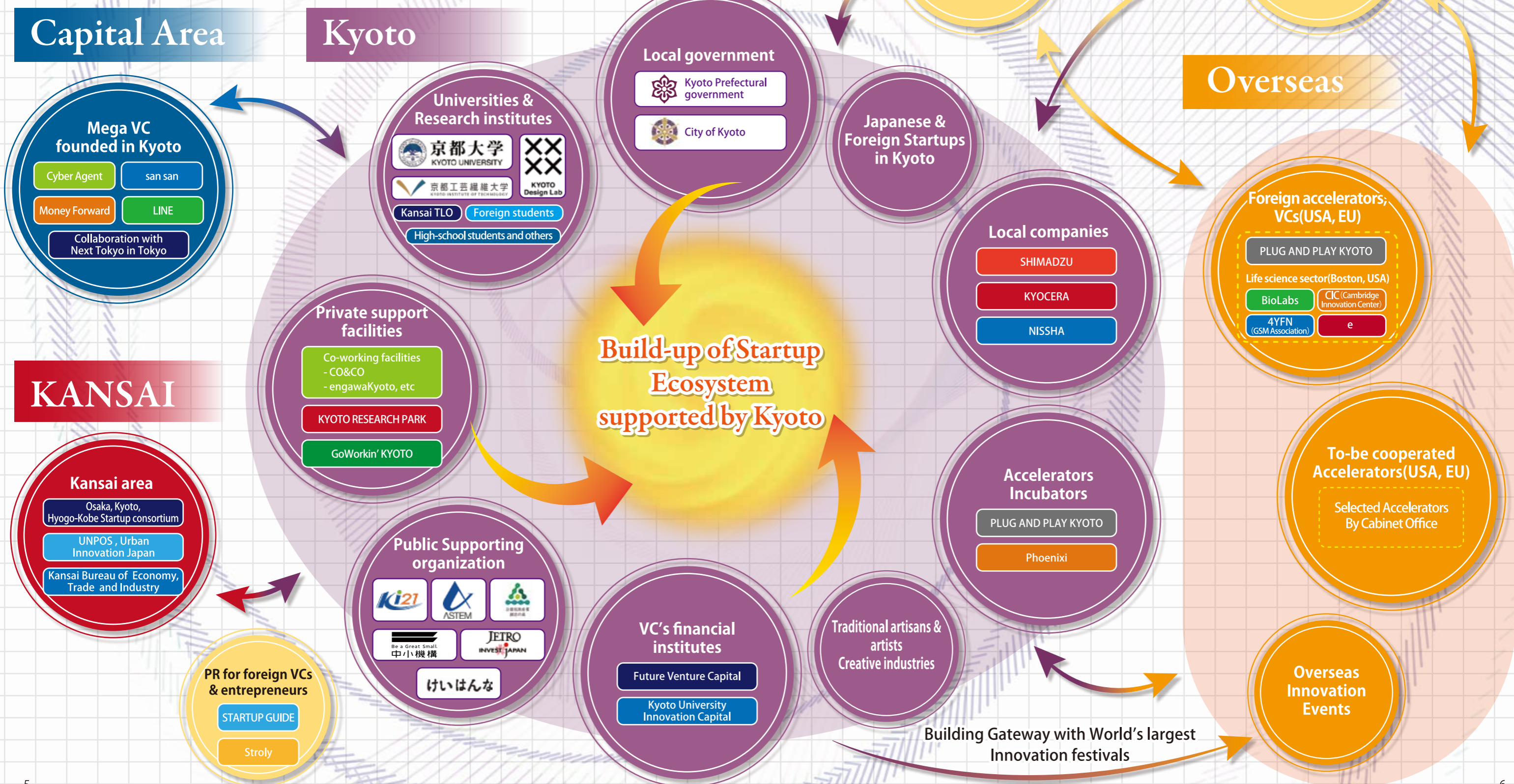
## Innovation

While Kyoto is a city with tradition, it has also introduced new things ahead of other cities, and imaginatively upgraded its innovations. Several global firms have started in Kyoto, and made worldwide achievements by upgrading traditional techniques into high-tech industries.



# Eco system Vision of the future

Kyoto's ecosystem is developing rapidly and Industry-government-academia players are organically getting connected. They are getting relationship with those who from abroad. In October 2019, for example, the City of Kyoto has signed an MOU with Biolabs, a shared lab operating company as well as a leading player in the Boston ecosystem. Moreover, in order to build a startup ecosystem, alliances not only in Kyoto but also in Keihanshin area are being promoted throughout the Kansai region.



## Capital Area

## Kyoto

## Overseas

## KANSAI

**Build-up of Startup Ecosystem supported by Kyoto**

Building Gateway with World's largest Innovation festivals

# Universities CITY of ACADEMIA

Kyoto is also the nation's college capital. One out of ten people in the city is a university student, which is the highest ratio in Japan. In addition to Kyoto University, which has produced many Nobel Prize laureates, Kyoto is home to a number of other high-level universities including Doshisha University, Ritsumeikan University, and Kyoto Institute of Technology, all of which provide incubation facilities to support startup companies. Kyoto University ranked number 1 for the ratio of increase in the number of university-originated ventures from 2016 to 2018. In the words of Mr. Akira Yoshino, 2019 Nobel Laureate and Honorary Fellow of Asahi Kasei Corporation, Kyoto has the basis to give birth to startups having the potential to become unicorns like GAFA. Of all places in Japan, Kyoto has the most similar features to Silicon Valley. This city clears all the conditions for creating innovation, such as the presence of local VCs, prominent universities that produce first-rate researchers and savants, and so on". (interview article in *Nikkei* on October 17, 2019)

"There are five conditions(\*) that caused innovation in Silicon Valley, and actually Kyoto has all of them."

Hon. Fellow Akira Yoshino of Asahi Kasei Co..

Interview with Governor Nishiwaki in the PR magazine of Kyoto Prefectural Government.

\* He mentioned on the following five conditions at the interview: (1) Wisdom, (2) Money, (3) Place where people talk and drink together, (4) Making new idea into illustration or visual images, and (5) Distance from the capital

## Each Universities offer various startup incubation programs



**Kyoto Uni.**

- Global Technology Entrepreneurship Program
- Entrepreneurship club @Kyoto Uni.
- ECC-iCAP





**Kyoto Institute of Technology**

- KYOTO Design Lab
- KYOTO Design Lab
- KS: Kyoto Startup Summer School



**Doshisha Uni.**

- D-egg

**Ritsumeikan Uni.**

- BKC Incubator
- EDGE+R (Program for the Cultivation of Innovation Architect) @Ritsumeikan



**Japan No.1**

Ratio of **universities to population** **10.02%**

One out of ten people in Kyoto City is a university student

Source: Fiscal Year 2019 Basic School Survey, number of Schools and Studens by City of Kyoto

38 colleges & Universities  
About 140,000 students  
About 9,000 students from overseas



**Japan No.1**

**Nobel Prize laureates** **15/28** related to Kyoto



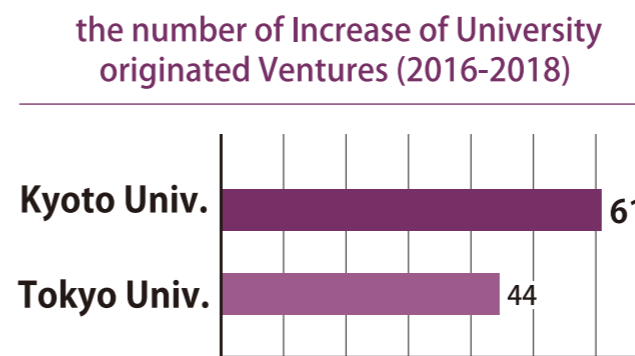
More than half of the 28 Japanese Nobel Prize laureates are related to Kyoto.

Prof. Yamanaka  
For iPS-Cell discovery

Prof. Honjo  
Cancer immunotherapy

Sr.Fellow Tanaka @ Shimadzu Corp.  
mass spectrometry of Biopolymer

**No.1 = KYOTO University** at ratio of increasing number of university originated ventures in 2016-2018  
**No.1 = Tokyo University** Total Number of Ventures in 2016-2018



Source: METI Survey in 2018/ Implementation of University originated Ventures etc.

College	2016	2017	2018
Tokyo Univ.	227	268	271
Kyoto Univ.	103	154	164

Source: data from the references of Kyoto City government, HPs from Univ.

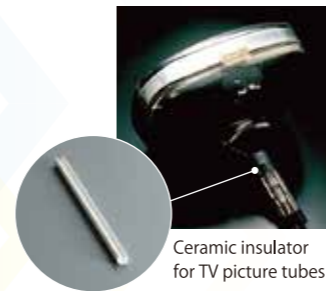
# Global Player

Global companies that started have been nourished by the

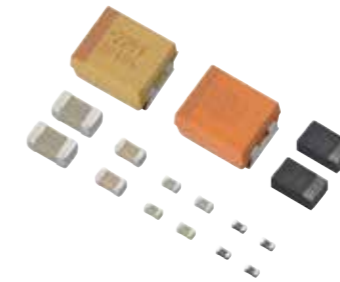
in Kyoto have, at their source, traditional industries which history and culture of Kyoto



The pottery industry called “Kyo-yaki” and “Kiyomizu-yaki” developed in Kyoto, which used to be the capital of Japan for a long time. Pottery has not only been used in commodities and art works, but has also been applied to diverse areas for its hardness, heat resistance, corrosion resistance, and high electric insulation qualities. Typical examples of applying pottery technology are ceramic capacitors and other electronic components. Kyocera and many other global electronic manufacturers are based in Kyoto, with this traditional pottery technology at their source.



Ceramic insulator for TV picture tubes



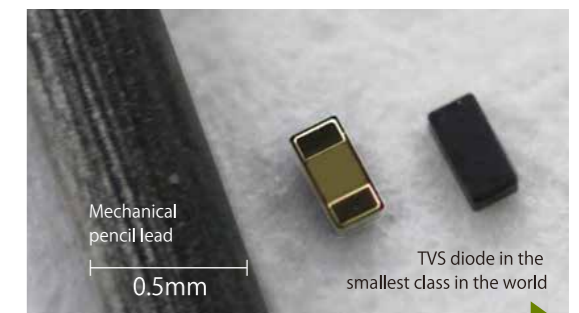
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## Kiyomizu-yaki Ceramics

## Ceramic Condensers



Methods for dyeing the Japanese kimono with patterns, evolved from hand-painted “yuzen” to stencil dyeing, and then to mechanical dyeing, gradually expanding the scale of production. The technology of printing cloth with ink has been applied to printing diverse materials in different combinations. These printing technologies are also used in high-tech industries, including printed boards for electronic equipment and for more advanced semiconductor substrates. ROHM and other global manufacturers are headquartered in Kyoto.



Mechanical pencil lead  
0.5mm

TVS diode in the smallest class in the world

## Fabric Printing

## Semiconductor, Printed Circuit Boards



The Fushimi area in southern Kyoto City is known as one of the major sake-producing centers in Japan. Approximately 20 major sake producers are located in this area, including Gekkeikan and Takara Shuzo. Japanese sake is made primarily from rice, rice malt and water, and requires advanced fermentation technology. The fermentation technology for sake production has led to advanced biotechnology. Takara Bio, a research & development company in biotechnology, was formed as the bio business division of Takara Shuzo.



## Sake Alcohol Brewing

## Biotechnology



Nintendo has been leading in video game world, but its history started when the company produced and marketed “Hanafuda”, a Japanese traditional card game in 1889. Nintendo is also known for producing playing cards for the first time in Japan. In the 1980s, Nintendo became a household name around the world for the success of “GAME & WATCH” and “Family Computer (Nintendo Entertainment System)”. It created new entertainment by introducing electronic technology as the basis for the production of toys.



©1980 Nintendo



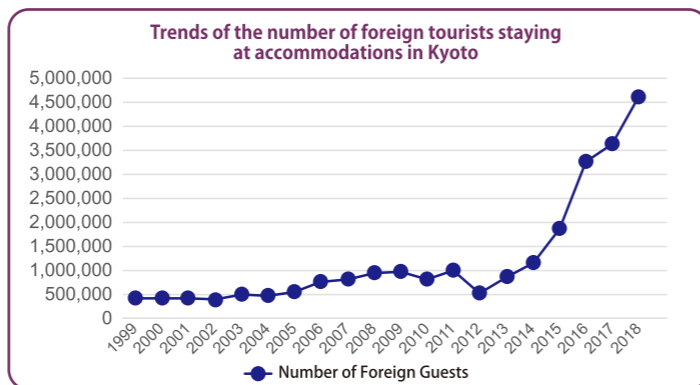
## Playing Cards

## Computer Games

# Tourism and Name Recognition

## City in a geographically compact area, surrounded by rich natural environment

Because of its uniqueness as a place where tradition and modernity coexist, Kyoto is famous as a tourist destination and is recently getting more and more visitors from abroad. In 2018, the number of foreign tourists staying in Kyoto increased by 1 million to 4.5 million compared with the previous year. Kyoto has a global reputation. Besides, more than 300 international conferences, including STS (The Science and Technology in Society) Forum, are held in Kyoto every year, and the number of the international conference in Kyoto ranks second only after the one in Tokyo, according to ICAA. STS Forum provides an opportunity that not only scholars and researchers, including Nobel laureates but also policymakers and business leaders from all over the world, meet and discuss science and technology issues in the 21st century. Recently, it is getting popular to stay longer in Kyoto prefecture and visit the countryside areas of Kyoto by the Sea (Amanohashidate and cluster of fishermen's houses) and Kyoto in the Forests (Kayabuki no Sato, a village of traditional farm houses, designated as an Important Cultural Property), and enjoy eating the local foods, experiencing the local culture, and mingling with the local people.



# Infrastructure

## Ideal environment for driving innovations "Kyoto Innovation Belt"

Kyoto has an accumulation of wisdom that represents Japan, and therefore is an extremely attractive city for private companies, because it offers potentially intensive impetus to the creation of new industries and new businesses, leveraging intellectual property that universities own. To realize this impetus, industry-government-academia organizations in Kyoto have collaborated to establish an all-Kyoto system to back up innovations. In particular, in the southern part of Kyoto prefecture, ranging from Kyoto City to the Kansai Cultural and Academic Research City ("Keihanna Science City"), many research facilities and organizations that support SMEs and startup businesses are located, along with a large number of global companies. Proactive initiatives are in progress to link this area as a "Kyoto Innovation Belt" for the revitalization of the local economy through industry-government-academia collaboration.

**Kyoto Innovation Belt**

- Kyoto Sangyo University
- Kyoto Institute of Technology
- Kyoto Prefectural University
- Ritsumeikan University, Kinugasa Campus
- Doshisha University, Imadegawa Campus
- Kyoto University, Yoshida Campus
- Creation Core Kyoto Mikuruma
- Kyoto Keizai Center
- Kyoto Prefectural University of Medicine
- Kyoto University, Katsura Campus
- Kyoto Research Park
- Ryukoku University
- Katsura Innovation Park
- Rakunan Shinto
- Kyoto Phoenix Park
- Kyoto University, Uji Campus
- Rakunan Shinto
- Kyodai Katsura Venture Plaza
- Doshisha University, Kyotanabe Campus
- Kyoto Prefectural University, Seika Campus
- Advanced Chemical Technology Center in Kyoto
- Keihanna Science City
- Experimental Farm, Kyoto University
- Keihanna Open Innovation Center @ Kyoto
- Kyoto Phoenix Park

## Ecosystem Player Plug and Play Kyoto



### Company Introduction

Plug and Play is the ultimate innovation platform, bringing together the best startups, investors, and the world's largest corporations. Headquartered in Silicon Valley, we have built accelerator programs, corporate innovation services, and an in-house VC to make technological advancement progress faster than ever before. Plug and Play Kyoto opened in July 2019 as the second branch in Japan following the Tokyo office.

### What We Do

Our mission is “to make innovation open to anyone, anywhere.” Located in the CBD near Shijo Karasuma, we host acceleration programs with 8 major corporate partners twice a year, as well as various pitch events and talks. Last year, we selected 15 startups in the hard tech and healthcare industries for our first batch, and we expect to start our second batch in summer 2020.

### Why Kyoto?

We believe bringing international startups to Kyoto is something really beneficial to both Japanese corporates and the startups -- a synergy between the unique culture of Japan and groundbreaking ideas from overseas. Kyoto has a high standard of advanced manufacturing, groundbreaking studies from renowned universities, and time-tested beauty of the cityscape, all of which stimulate startups to refine their business ideas.

### Kyoto as a Startup Destination

In partnership with Kyoto City, we are committed to making Kyoto one of the world's leading startup ecosystems. About half of the startups selected for our programs came from overseas. As we foster co-creation between international startups and large corporations through our programs, we aim to create a globally open startup ecosystem here in Kyoto that will lead the way to the next era.



## Ecosystem Player Phoenixi



Photo : Yurika Kono

### About us

Phoenixi sees social issues as business opportunities. Hence, we support new business enterprises and start-ups that will pave the way for their solution. In June 2019, Phoenixi launched *toberu*, a residential incubator as a base for implementing our program, to support ventures across industries. Employees of corporate sponsors and participants selected through our screening process bring their business ideas to solve social issues, and aim for commercialization while living and working together for 4 months. We accept an entry of startups coming from overseas for our program. We aim to build an ecosystem for businesses that pursue both profit and social impact at the same time by supporting startups throughout the launch process while providing a diverse environment that facilitates innovation. This is the first initiative of its kind in Japan that aims to create a virtuous cycle which promotes the creation of unicorns and ESG investment to contribute for the SDGs.

### Introducing Our Incubation Program

At *toberu*, we provide comprehensive incubation program that startups need, including an access to a variety of knowledge and resources, shared time and space with colleagues from different industries, professional support from successful entrepreneurs and mentors, and networking with investors. The final Showcase, which is held at the end of the four-month program, provides an important forum for entrepreneurs to network with corporate sponsors and domestic and foreign investors. This fiscal year, we plan to establish a support fund for entrepreneurs that participated in our program.

### Why Kyoto?

Kyoto is a city where historical companies thriving into the future and startup companies creating innovative ideas coexist, where Japan's knowledge and finest minds come together. It is an ancient city, an entrepreneurial city, and a global city. There is a spirit of entrepreneurship that encourages you to “give it a go” and a culture that allows the pursuit of originality. Kyoto is a special place where there is just the right amount of tension that nurtures innovation in the extraordinary space where people of various ages, occupations, and nationalities intermingle.

### Comments on the Kyoto ecosystem

We hope that the versatility of Kyoto helps to create a synergistic effect, and that the entire city becomes an ecosystem where entrepreneurs and new businesses are nurtured through loose-knit social networks.



Photo : Yurika Kono



## Ecosystem Player **Monozukuri Ventures**



### Company Introduction

Monozukuri Ventures (MZV) is a venture capital firm established in 2015 that invests in hardware, IoT, and advanced manufacturing. Currently, we are active mainly in Kyoto and New York. MZV is characterized by having two divisions: venture investment and prototyping consultation to support business seeds to reach the prototyping stage. We have invested in 27 startups in Japan and the US (13 in Japan and 14 in the United States, as of February 2020). For these investee startups, we provide support to increase corporate value, such as introducing potential partner companies and investors. Through prototyping consultation and partnerships with Japanese small and medium-sized enterprises, we have supported more than 60 prototype projects, some of which have advanced to the mass production stage.

### Reasons for operating in Kyoto

There are three reasons why we operate in Kyoto.

First, there are many universities and students. The number of universities and students per 100,000 people is the highest in Japan, so new ideas and innovations are born easily. Kyoto University is famous for producing the top number of Nobel Prize laureates in Japan. We regard the accumulation of state-of-the-art technology in Kyoto as a great advantage.

Second, the world's leading manufacturing companies such as Nintendo, Shimadzu, and Omron are located in Kyoto. Like startups, large companies also aim to create innovation, and there are many cases of successful collaboration between startups and large companies.

Third, Kyoto has a long history of manufacturing, which has been supported by many traditional industries and small and medium-sized enterprises for decades. "Kyoto Shisaku Net Group", established in 2001, is a group of more than 50 diverse small and medium-sized manufacturers that provides prototyping services mainly for large companies. The group believes that providing the same kind of prototyping services to startups can help them to overcome the "mass production barrier" and support their growth. With that philosophy in mind, the group established Makers Boot Camp, the predecessor of MZV, in 2015. Kyoto Shisaku Net Group

### Features of Kyoto's ecosystem

One of the characteristics of Kyoto's ecosystem is that the Kyoto Prefecture government and Kyoto City government actively back up industry-government-academia collaboration and create ventures based on strong cooperation that leverages the strengths of Kyoto mentioned above. Compared to other prefectures, Kyoto's entrepreneur development programs and support for the commercialization of university research seeds through industry-academia collaboration are notable.

We believe that the spirit of "Monozukuri", reflected in our company's name, is the most attractive thing that Kyoto offers. Kyoto has a long history of producing new technologies based on the different values, thoughts, and cultures of students, researchers, foreigners, and others. We think that Kyoto is the place where such mixing across different fields is most likely to occur. We would like to connect startups around the world with Japanese companies based on this spirit of "Monozukuri".



## Ecosystem Player **Keihanna Research Complex**



### Company Introduction

Advanced Telecommunications Research Institute International (ATR) is one of core institutes in Keihanna Science City, where consist of not only more than 140 research facilities both from public and private, including universities and culture facilities, but also residential district in the green Keihanna hills stretching over Kyoto, Osaka and Nara prefectures. ATR has steadily achieved world-class results in neuroscience, robotics, wireless communications and life science since its establishment in 1986. Besides, leading an initiative of ecosystem creation in the science city is ATR's vital mission in recent years, as well as its own business developments based on cutting-edge research outcomes.

### Introduction of acceleration programs and other support for startups

ATR launched "KGAP+ (Keihanna Global Acceleration Program Plus)" in 2019. The distinctiveness are the goal and diversity. Startups from home and abroad pursue to accomplish a PoC/pilot test in collaboration with major companies/organizations and pursue business globally. Startups are stimulated by each other, as overseas startups learn Japanese business custom and Japanese have a global mindset. The startups can access to key organizations of ecosystem in Israel, Barcelona, New York City, Canada, Hong Kong and India, thanks to strong relationships ATR has built. ATR also organizes "KOSAINN (Keihanna Open Global Service Platform for Accelerated Co-Innovation)", which enables a startup to join a major company's project for the purpose to solve the company's issue.

### Reasons for operating in Kyoto

Kyoto is a world-famous sightseeing city with a history of over a thousand years, however it has a different aspect: producing innovators. Nintendo, Kyocera, Omron, Rohm and Shimadzu were a startup. An ecosystem certainly has existed there since long ago. In the south of Kyoto Prefecture, this culture, academia, industrial R&D, cutting-edge technologies and open-minded residents as well as global network are organically linked and the Keihanna ecosystem is created.



# R&D Base for IT Companies & Startups

More and more IT companies like LINE, Cyber Agent, and Sansan Innovation Lab, which was created by renovating a traditional Kyo-Machiya house, are deciding to locate their offices and R&D/design centers in Kyoto. For these and many other companies, Kyoto's abundance of university students and other global talent, along with the city's global reputation as an attractive place to live, make it easier to recruit bilingual/multilingual staff.



## Sansan Innovation lab

Operation base for AI engineers at the renovated traditional Japanese house in Oct. 2018




MONEY FORWARD opened  
**Development basis**  
in Kyoto city center in Feb. 2019



**LINE KYOTO**  
at the 3rd main Basis for  
Technical development was set up in June 2018



# Voice Companies active in Kyoto

**VOICE**

## Stroly

Stroly is a Kyoto-based startup established in 2016 that provides an online platform for illustrated maps powered with GPS location information. Machi Takahashi, the founder, is a very active female entrepreneur. She attended the SXSW Conference in the US as the only Japanese finalist at the SXSW Pitch event in 2019. Stroly connects the entire world from Kyoto using the keywords "Let's share how the world looks."

Stroly started from the commercialization of technology originally owned by the Advanced Telecommunications Research Institute International (ATR) in Keihanna. The company's head office was initially set up in the Keihanna Open Innovation Center (KICK) and later moved to an area closer to Kyoto Station. ATR is unique not only in its high technical capabilities but also in its global connections. Around 20% of the researchers at ATR come from abroad. This, and the fact that Ms. Takahashi graduated from school in the US, means that Stroly has naturally been a global startup from the beginning. The company employs many foreign engineers and collaborates with creators in more than 50 countries to create illustrated maps. Stroly has participated in a number of overseas pitch events and acceleration programs including Web Summit in Lisbon.

One of the advantages of being located in Kyoto is the city's affinity for tourism, which is highly compatible with Stroly's business. Since Stroly can collect tourist data and logs using GPS, the company collaborates with the municipal governments in Kyoto and other cities on projects to decentralize tourism. The company also has a close relationship with the Kyoto Prefecture government, which provided Stroly with assistance when the company was just getting started.




## BERTRAND

Thomas Bertrand, originally from France, started the Bento&co online shop from a tiny house in Kyoto in November 2008. Starting small with help from friends and a stock of 30,000 yen (about 300 USD) in his living room, the Bento&co story began.

In March 2012, Bento&co moved their operations to the heart of downtown Kyoto and with it they opened a beautiful brick and mortar flagship boutique.



Thanks to years of experience handling parcels, Thomas Bertrand also launched a new shipping service to help businesses and make international shipping easier: Ship&co. Ship&co provides a SAAS and an API for sellers and warehouses to manage their shipment process. If most users are businesses based in Japan, some of them are in Europe, Singapore or North America.

Thomas's company finds huge advantages to being based in Kyoto. The Kyoto brand attracts much attention when marketing or recruiting, and the city's compact size makes it easy to access information on lawyers, accountants, and other partners in the community, which is very important for startups.

More importantly, the business environment in Kyoto means shorter commute times, fewer meetings, and less pressure, which allows the company to stay focused on the things that are most important for a startup; doing what they need to for their customers and to grow their users base. This is right in line with Kyoto's historical philosophy of craftsmanship, which says you must stay focused if you really want to develop something innovative. Indeed, time flows differently in Kyoto.




# Voice Companies active in Kyoto

**VOICE**

## tmsuk

tmsuk Co., Ltd. is a manufacturer of AI/IoT enabled robotics technologies. Originally from Fukuoka, the company established an R&D center for AI/IoT in the Nishijin area of Kyoto in 2017.

tmsuk chose Kyoto for its new location to better serve the company's many clients in the Kansai area. While walking around Nishijin, which is famous for Nishijin fabric, tmsuk's CEO discovered a traditional fabric manufacturing space, into which tmsuk ultimately moved. Nishijin fabric itself has survived by adopting machinery, and this fits with tmsuk's philosophy of automation using robots. tmsuk's Kyoto office now functions as the company's main contact office. The central location offers excellent access for more and more scholars and companies with whom tmsuk collaborates, which has led to global joint studies. The rich variety of academia in Kyoto contributes in a big way to tmsuk's R&D activities. Another advantage of Kyoto is that the local authorities are very cooperative. tmsuk's technologies are very innovative, and that sometimes requires regulatory assistance. Keihanna Science City, designated as a national strategic special zone, makes it easier for tmsuk to launch new technologies.



HACARUS's CEO and Founder Kenshin Fujiwara together with CMO Adrian Sosna

### AI products and services for the industrial and medical fields



## HACARUS

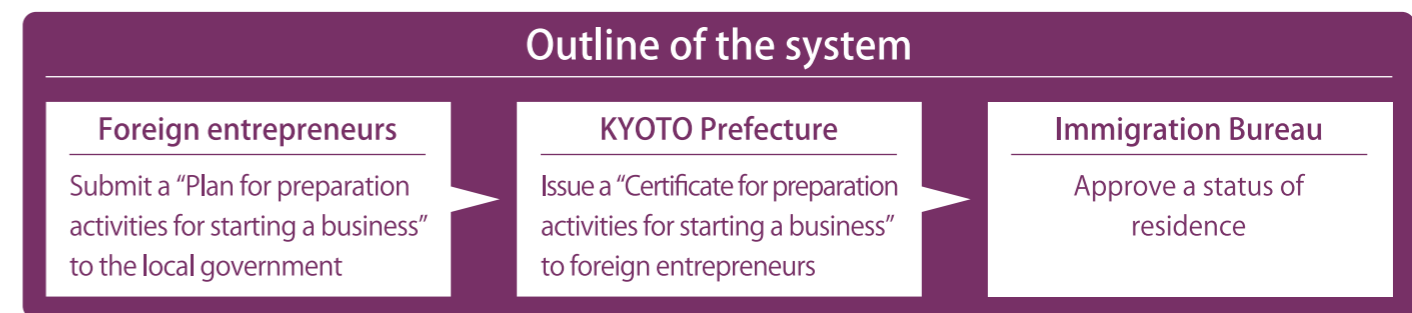
HACARUS INC, a startup established in Kyoto in 2014, offers breakthrough AI solutions based on sparse modeling technology for the medical and manufacturing industries. The company was selected as an AI 100 startup by CB Insights in 2020.

HACARUS decided to base the company in Kyoto because Kyoto offers excellent access to ample young talent from rich academia and large companies such as Nintendo, Omron and Kyocera among others. As HACARUS works locally and across Japan, being located in the Kansai area is an advantage. The local startup ecosystem has been growing rapidly. Big corporates now recognize the necessity to tie up with startups for innovation, so more opportunities are open to young entrepreneurs. What is unique about Kyoto is that it has an innovative mindset while still preserving its own tradition and culture. When you look at the large companies in Kyoto, you find that they maintain their core expertise while driving growth by refining their technology and expanding applications in other sectors. Thanks to Kyoto's global reputation as a tourist destination, HACARUS is proud to offer its employees superb work-life balance. This gives HACARUS an advantage when hiring, which is one of the major difficulties for startups.

# Support Startup Visa Supporting Program

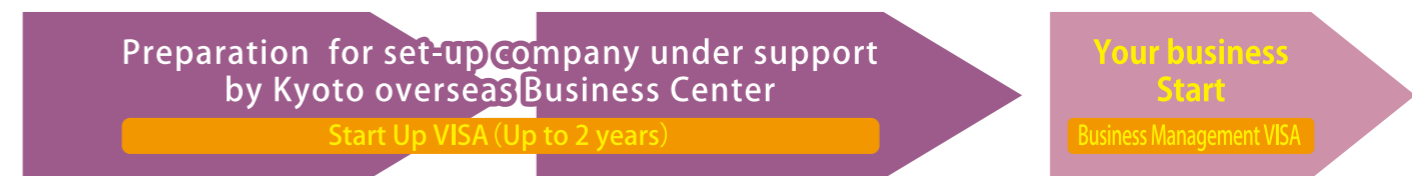
The Japanese government introduced a "Startup Visa" system to encourage foreign entrepreneurs to start a business in Japan. Normally, foreign entrepreneurs can start a business in Japan only after obtaining a status of residence under the category of "business manager", which requires first securing an office in Japan. However, the "Startup Visa" allows foreign entrepreneurs to stay in Japan for up to two years to prepare for starting a business, before securing an office and meeting other requirements. The "Startup Visa" system is available in municipalities that have applied through the Ministry of Economy, Trade and Industry (METI). The system was introduced in Kyoto in spring 2020.

In Kyoto, foreign entrepreneurs can contact the Kyoto Overseas Business Center, run by Kyoto Prefecture, Kyoto City, JETRO Kyoto, the Kyoto Chamber of Commerce and Industry, and other affiliated organizations, for visa support and other assistance.



## New Support system

※Previously, foreign entrepreneurs had to acquire Business management Visa to set up new business in Japan.



## Support Program by Kyoto Overseas Business Center

- Hands-on support by specialists
- Information on support programs, incentives and events to meet the needs of entrepreneurs
- Support for living in Japan in general



- Judicial scrivener & public notary
- External Experts  
Entrepreneurship and management
- Other specialists by Fields  
Life science, Social business and so on

## Consultation Service

- Legal & Administration
  - Strategy & Management
  - Human Resources
  - Tax
  - Industries
- etc...

**Inquiry: Japan External Trade Organization KYOTO ( JETRO KYOTO )**  
Address : RM308, 78, Kankoboko-cho, Shijo-dori, Muromachi-higashi-iru, Shimogyo-ku, Kyoto 600-8009, Japan  
TEL : 81-(0)75-341-1021 E-MAIL : KYO-startup@jetro.go.jp



URL : <https://www.linkedin.com/company/startup-capital-kyoto/>



URL : <https://www.facebook.com/startupcapitalkyoto/>

## Support Services with hospitality

Please contact JETRO Kyoto (KYO-startup@jetro.go.jp) for more information.

### Incentive

#### Subsidy

- **Office Establishment Subsidy**  
Subsidizing 10% of invested fixed assets \*1 \*2
- **Employment Subsidy**  
100,000 Yen to 500,000 Yen \*2

\*1 Fixed asset excluding land

\*2 In Kyoto City, Rate and Unit price are subject to change

#### Tax

- **Preferential Tax Treatment**  
“Real estate acquisition tax”  
maximum 50% reduction  
(for expanding factories in Promotion Areas or new establishment)

## Business Projects that foreign entrepreneurs can use

#### General support

- **KYOTO STARTUP ECOSYSTEM**  
<https://kyotostartup.jp/en/about-en/>  
【Administrative office of Kyoto Startup Ecosystem Promotion Council, Kyoto Wisdom Industry Creation Center】
- **KGAP+**  
**(Keihanna Global Acceleration Program Plus)**  
<https://keihanna-rc.jp/en/>  
【Keihanna Research Complex project】
- **Foreign entrepreneur support by STC3**  
(Science, Technology & Culture Commercialization Community) 【ASTEM】

#### Government support

- **Kyoto city Venture purchasing system**  
【Kyoto municipal government, ASTEM】
- **Kyoto Prefecture New Product and Service Sales Promotion Support Scheme (Challenge-Buy)**  
<https://www.pref.kyoto.jp/sangyo-sien/charenjibai.html>  
(Japanese) 【Kyoto prefectural government】

#### Social implementation support

- **Technology development project to solve social issues by next-generation industry and university-originated ventures**  
【Kyoto municipal government】
- **Proof-of-concept support using Keihanna Open Innovation Center (KICK) and other facilities in Kyoto Prefecture**  
【Kyoto prefectural government】

#### Organized tour

- **Industrial tour**  
(Kyoto Startup Ecosystem Promotion Project)  
【Kyoto municipal government】

#### Financing support

- **Kyoto grants and subsidies portal**  
<https://shindan-kyoto.com/shien-navi/>
- **Kyoto Prefecture's preferential system for the location of enterprises**  
<https://www.kyotofuyouchibank.com/special/> (Japanese)  
【Kyoto prefectural government】
- **Kyoto City's support for business location**  
<https://kyo-working.city.kyoto.lg.jp/support/> (Japanese)  
【Kyoto municipal government】
- **KYOTO STARTUP ECOSYSTEM**  
<https://kyotostartup.jp/support/> (Japanese)  
【Administrative office of Kyoto Startup Ecosystem Promotion Council, Kyoto Wisdom Industry Creation Center】
- **Financial support by Kyoto city Startup Support Fund**  
<https://www.city.kyoto.lg.jp/sankan/page/0000275652.html> (Japanese)  
【Kyoto municipal government, Kyoto Shinkin Bank, Kyoto Chuo Shinkin bank, KRP, FVC, and so on】
- **Financial support by Kyoto University's venture fund**  
<https://miyakocapital.com/>  
【Miyako Capital Co. Ltd., Nippon Venture Capital Co. Ltd.】
- **Kyoto Economic Gardening Support Program, Business Forest & Industry-Academia Forest Promotion Project**  
<https://www.ki21.jp/subsidy/>  
【Kyoto prefectural government, Kyoto Industrial Support Organization 21】
- **Next-generation regional industry promotion**  
<https://www.ki21.jp/subsidy/>  
【Kyoto prefectural government, Kyoto Industrial Support Organization 21】

## Event Information

### HVC (Healthcare Venture Conference)

HVC KYOTO is providing a key component of business planning for domestic and global healthcare startups, “Global Market Insight”. Most healthcare companies are seeking business opportunities in their domestic market due to language or regulatory limitations, but their competitors are coming from the global market with robust power of product development to create innovative products. Startups have to compete with, or eventually be acquired by global big companies as an exit strategy to promote their product. To let startups obtain “real voices” from the global market, HVC KYOTO made alliances with global healthcare companies, professional advisors, mentors, and trainers in the translational research and business planning. Our uniqueness and strength are providing training and an opportunity to pitch in “English” in front of “Global Companies”. We welcome presenters from startups to the podium, as well as partners from pharmaceuticals, biotechs, medtechs, and venture capitals from everywhere in the world as a part of the “Healthcare Innovation Ecosystem” at an exclusive place as a window between Japan and the global market, KYOTO.

**HVC KYOTO**  
Venue : Kyoto Research Park



Website:  
<https://www.krp.co.jp/hvckyoto/>

### Kyoto Design Lab

Kyoto Startup Summer School, hosted by the KYOTO Design Lab at the Kyoto Institute of Technology, is Japan's most intense entrepreneurship summer school conducted entirely in English. The two-week program is taught and facilitated by established entrepreneurs, practitioners, and academics to provide hands-on learning experiences on a broad range of startup topics such as Design Thinking, Lean Startup, Fundraising, Marketing, Product Development,

**KS<sup>3</sup> Kyoto Startup Summer School**

Pitching (presentation for startups), and more. In addition, there are social programs such as mixers with local entrepreneurs, visits to local startups, and joint meetups with organizations in the Kyoto ecosystem. In the last four years, over 120 participants from 40+ countries joined KS<sup>3</sup> creating a truly global community. The impact of the earlier programs is starting to show with past participants not only founding companies but joining startups and being active members of the startup ecosystem.



Website:  
<https://www.kyotostartupschool.org/>

### KIEC

Kyoto International Entrepreneur Community (KIEC) is an open platform for international entrepreneurs, or who want to become one of those, or who want to contribute to entrepreneurship ecosystem in Kyoto. Our activities is based on meetup events that are held once in every 2 months. We also operate collaborative events with multiple other international organizations mainly in Kansai area.



We are aiming to provide opportunities for:

- Information exchange
- Network building
- Problem solving
- Pitches

to activate sustainable and supportive environment for all the international entrepreneurs in Kyoto.



Website:  
<https://www.facebook.com/Kyoto-International-Entrepreneur-Community-305072086792193>