Over the last several years, the technology industry has turned to space as yet another area it can disrupt. Tech titans such as Elon Musk and Jeff Bezos are involved with space launch startups and even Google has purchased a satellite company. With Silicon Valley’s latest focus on the space industry, the forum will discuss the role private industry, Silicon Valley companies and investors are currently playing in the space industry versus other areas in the US. It must also be recognized that the US isn’t the only country with a space industry to disrupt; we will also discuss the Japanese space industry and the possibilities of cooperation between Silicon Valley and Japan in this exciting field.

By Keizai Staff
**SEPTEMBER 2016 EVENT DETAILS**

**Date and Time**
Friday, September 23, 2016
Registration/Networking — 5:30 p.m. – 6:00 p.m.
Program — 6:00 p.m. – 8:00 p.m.
Networking — 8:00 p.m. – 9:00 p.m.

**Location**
Wilson Sonsini Goodrich & Rosati
650 Page Mill Road, Palo Alto, CA 94304

**Food**
Sushi and beverages, will be served.

**Dress**
Business casual

**Ticket Fees**
Early Bird Discount for first 30 — $15
by Tuesday, September 6 (11:00 p.m.)
Regular Registration — $20
by Monday, September 19 (11:00 p.m.)
Late Registration — $35
by Wednesday, September 21 (12:00 p.m.)
Walk-ins — $50
(Subject to room capacity / cash or check only)

**Registration Website**
www.keizai.org

---

**CORPORATE SPONSOR MEMBERS**

**Gold Corp Member:**
Procopio, Cory, Hargreaves & Savitch LLP
SunBridge Corp.
Union Bank
Wilson Sonsini Goodrich & Rosati

**Silver Corp Member:**
Tazan International
Teraoka & Partners LLP
ZL Technologies

**Bronze Corp Member:**
Fukuoka Center For Overseas Commerce in America (FCOCA)
Ito En
JETRO
NEC Networks and System Integration Corporation (NESIC)
NEDO
USAsia Venture Partners
FEATURED PANELISTS

**DR. SEAN CASEY** is the Co-Founder and Managing Director of the Silicon Valley Space Center, a business accelerator for NewSpace entrepreneurs in Silicon Valley. He is a member of the Suborbital Applications Researchers Group of the Commercial Spaceflight Federation and has over two decades of experience as an airborne astronomer. Dr. Casey’s work has been recognized as an example of NASA’s goal for “more efficient and cost effective methodologies to instrument design and construction...”. He served as a Senior Scientist with the NASA/DLR SOFIA program, management and technical lead for SOFIA’s science instrument development program, lead for science instrument integration and commissioning, and science liaison for the review of system level requirements for SOFIA’s final operating capability. He is an author and co-author on several dozen science publications and has a PhD in Astrophysics from the University of Chicago and dual MBAs from the Berkeley Haas and Columbia Schools of Business.

**MR. RAINER STERNFELD** is the CEO and Founder of Planet OS, a cloud-based data solutions company for the geospatial services market. A robotics engineer and product developer by training, Rainer is an experienced entrepreneur focused on data-driven businesses that grow enterprises and designing human interaction with data. Prior to Planet OS, Sternfeld led ABB Group to establish the world’s first nation-wide fast-charging infrastructure for electric cars. For 5 years, he led ABB Business and Corporate Development initiatives in the Baltic region. He also serves on the Board of Directors of the World Ocean Council, is the co-designer of the Statue of Liberty of Estonia and has spent the last 14 years in building and managing new businesses, new products and organizations in startup, corporate, academic and public/NGO environments.

**DR. KOHEI TAYA** is Vice President of the Research Division at IHI Inc. as well as a Venture Associate at Draper Nexus Ventures. He joined IHI in September 2005, starting in the System Design Group of Space Development Department. He was in charge of GX launch vehicle system development as well as LOX/Methane Propulsion system development. Since October 2014, Mr. Taya has been in the Business Development Division of IHI, with one focus being looking for new business opportunities mainly with start-ups. In April 2015 Mr. Taya started work as the IHI Liaison at Draper Nexus Venture, where IHI is a member L.P. Mr. Taya graduated from Georgia Institute of Technology in 2005, with a M.S. in aerospace engineering. He is licensed as a Professional Engineer of Japan (P.E.jp, Aerospace). He was a member of Astrodynamics Technical Committee in the Japan Society for Aeronautical and Space Sciences (JSASS) in 2013 and 2014.

**MODERATOR: MR. PHIL KEYS** is a Marketing Content Manager for Intertrust Technologies, a company specializing in trusted distributed computing. He is also a published columnist for the Nikkei Business Daily (Nikkei Sangyo Shimbun) as well as a Forbes contributor. Mr. Keys was a Silicon Valley correspondent for Nikkei Business Publications for 14 years and has worked in the technology industry both in the US and Japan. He graduated with a B.A. from the University of California Berkeley. ✿
Today Japan is a full-fledged member of the space community, possessing the reliable and well-known H-II rocket. But how did it all get started? The answer is with a unique rocket the size of a pencil, and a man named Hideo Itokawa. He was a genius of aerospace, and during World War II Itokawa designed the Nakajima Ki-43 Hayabusa, nicknamed the “Army Zero” by the Americans. After the war, GHQ prohibited all Japanese aerospace activities until the signing of the San Francisco peace treaty in 1951. Itokawa felt that Japan could not catch up on the development of jet aircraft due to this 6-year shutdown, so he devoted himself to rocketry. And he started very small. It all began in 1955 with a 23 cm horizontally-fired rocket called the “pencil rocket”. The first testing was done in suburban Kokubunji, near Tokyo. The test range was a partially-submerged trench, and the end wall was near the busy Chuo train line. Research assistants would sit atop the wall and stop the launch countdown if a passenger train were approaching. At the time, the Pencil Rocket was the world’s smallest rocket. Itokawa later went on to develop the Baby Rocket and later the 5.4 meter two-stage Kappa Rocket that rose to an altitude of 60 km in 1958. From there it is a steady progression to today’s world-class H-II rocket. But it all began in 1955 in Kokubunji with a rocket the size of a pencil. Itokawa spent decades as a professor at the University of Tokyo, retiring in 1967 and passing away in 1999 at the age of 86. But the aerospace world will always remember his unique Pencil Rocket of 1955.
TRENDS IN BIOTECH: VALUE CREATION & INNOVATION

By Joe Quinlan

On Wednesday, June 15th, Keizai Silicon Valley turned its attention to the biotech side of Silicon Valley, with engaging speakers from this exciting field. Dr. Akiko Futamura of InfiniteBio spoke of the prominent position of immunotherapy and immuno oncology in biotech. On the regulatory side, she pointed out that both presidential candidates are supporting more government involvement in drug pricing. Ken Horne of Symic Bio mentioned that biotech has been an area of opportunity for women, although fewer women have risen to the board level or into the venture capitalist community. Dr. Kazunori Maruyama of Astellas Venture Management explained that his firm is looking at new therapeutics in areas like muscle disease and ophthalmology, but also beyond to next generation vaccines and regenerative medicine.

The speakers brought up the recent incident of Theranos, in which Silicon Valley start-up excitement may have led to improper testing and eventually a calamity for the company. Ken Horne said that the effects of this will be felt in the diagnostics space, and Theranos will be treated as a case study of what not to do. Akiko Futamura said that she is curious to see if the FDA will change regulations on tests (diagnostics) because of Theranos. As for weakness in biotech startups in Japan, the speakers said that good science alone is not enough and that Japan lacks some aspects of the startup ecosystem and skillful startup management. All in all, it was a very stimulating evening of discussion on the latest in biotech.

Additional event photos can be found at — http://keizai.org/photos-videos/
At so many Keizai events, there never seems to be enough networking time. We get some valuable networking time before the forum. Later, the Q&A usually runs over by a bit, and we squeeze in more networking before the time we need to vacate the room, usually by 9pm. The Keizai staff is often left “kicking out” (more like persuading to leave) the last few hangers-on who are enthralled in conversation with their important business contacts. What is the antidote to this deficiency of networking time? Answer: The annual Keizai Summer Networking Picnic, this year held at Sunnyvale’s green and leafy Washington Park on July 31st. An event whose main purpose is networking, the Summer Picnic in the park devotes its entire time to allowing attendees to catch up with each other and chat. This year was no disappointment. Keizai attendees were able to chat and network to their heart’s content, discussing important business and political issues of the day, or perhaps just catching up on developments with each other’s families. The hardworking Keizai staff served up delicious takoyaki, ribs, beer, and wine. Available were favorite beers like Heineken and Coors Light, along with high-quality red and white wine. And many kids enjoyed getting their meal from the somen nagashi. The beautiful Silicon Valley weather did not disappoint; it was another sunny day with moderate temperature. Shateki and other games entertained the kids, while alcohol entertained the adults. Enjoy the colorful photos from the picnic contained in this newsletter!

Additional event photos can be found at — http://keizai.org/photos-videos/
Procopio is dedicated to collaborating with you to develop strategies tailored to your business needs in the global market place. We focus our practice on what matters to you: experienced attorneys delivering practical and cost-effective legal solutions.
Free Business Checking

For more information, contact your Financial Services Branch Manager. To find a branch near you visit https://www.uboc.com/.

San Jose Branch
990 North First Street
San Jose, CA 95112
408-279-7400

Sunnyvale Branch:
495 South Mathilda Avenue
Sunnyvale, CA
Tel: 408-738-4900

Union Bank
Invest in you

---

ZLTECH

Where Information Governance Meets Big Data Analytics

Headquarters
860 N. McCarthy Blvd., Milpitas, CA 95035 U.S.A.
408.240.8989
ZL_info@zltech.com

Global Offices
U.S.A. • Japan • India • Ireland

---

Teraoka & Partners LLP
www.teraokalaw.com
steve@teraokalaw.com

- General Corporate and Business Law
- Business Immigration and Civil Litigation
- Japanese Language Services
- Celebrating 35 Years of Service

San Francisco 415-981-3100
Silicon Valley 800-600-5700
Los Angeles 310-552-2600
Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

proudly supports the

Keizai Silicon Valley

650 Page Mill Road  Palo Alto
California 94304-1050
Tel: 650-493-9300  Fax: 650-493-6811
www.wsgr.com

MOVING YOUR BUSINESS TO JAPAN?
TALK TO JETRO FIRST.

JETRO
JAPAN EXTERNAL TRADE ORGANIZATION
www.jetro.org

Top 10 Most Dynamic City - Newsweek
Top 25 Most Livable City - Monocle
2012 Top Destination - Frommer’s
www.myfukuoka.com

Fukuoka Center for Overseas Commerce in America

US Market Entry
Business Consulting
Business Plan Development
Business Evaluation
Marketing Strategy
Branding/Positioning
Alliance Strategy
Partnership Development
M&A Evaluation and Assistance

www.USAsiaVenturePartners.com
KEIZAI SILICON VALLEY ALL-VOLUNTEER TEAM

Chimmy Shioya  President  chimmy@keizai.org
May Kao  Vice President  may@keizai.org
Enry Arifin  Newsletter/Media Manager  erny@keizai.org
Greg Bennett  Social Media Manager  gregb@keizai.org
Chris Daft  Project Manager  chris@keizai.org
Ayumi Fitisoff  Office Manager  ayumi@keizai.org
Kana Goulding-Hotta  Program Manager  kana@keizai.org
Yayoi Kaneko  Treasurer  yayoi@keizai.org
Phil Keys  Lead Program Manager  phil@keizai.org
Akemi Koda  Program Manager  akemi@keizai.org
Timothy Koide  Program Manager  tim@keizai.org
Ben Li  IT / AV Assistant Mzanager  ben@keizai.org
Yoko Manabe  Public Relations Manager  yoko@keizai.org
Yoshi Manabe  Corporate Sponsorship Manager  yoshi@keizai.org
Hiromi Motojima  Photographer  hiromi@keizai.org
Yuka Nagashima  Program Manager  yuka@keizai.org
Danny Ooi  Program Manager  danny@keizai.org
Joe Quinlan  Content Manager  joe@keizai.org
Gordon Sasamori  Director of IT  gordon@keizai.org
Tak Sato  WebMaster  tak@keizai.org
Sachi Sawamura  Marketing/Program Manager  sachi@keizai.org
Nobuki Takeuchi  Program Manager  nobuki@keizai.org
Greg Tsutaoka  Program Manager  greg@keizai.org
Shota Ushihara  Visual Marketing Comm. Manager  shota@keizai.org
Dean Yonenaga  Alliance Manager  dean@keizai.org
Jun Zhang  Event Manager  jun@keizai.org

Linkedin

KEIZAI SILICON VALLEY LINKEDIN GROUP DISCUSSION AND JOB POSTING

Please join the Linkedin Keizai Silicon Valley Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Silicon Valley Group account. If you have any questions, please contact jobs@keizai.org.

https://www.linkedin.com/groups/1768007