



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM



THE NEW SPACE INDUSTRY: VIEWS FROM THE US AND JAPAN

SEPTEMBER 23, 2016 FRIDAY EVENING
@ WILSON SONSINI GOODRICH & ROSATI

By Keizai Staff

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.

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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

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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. ❀

THE PENCIL ROCKET

By Joe Quinlan



The Pencil Rocket at the Museum of Nature and Science in Tokyo.

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. ❀



Dr. Akiko Futamura



Mr. Ken Horne



Dr. Kazunori Maruyama



Moderator: Dr. Danny Ooi

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/>

KEIZAI SUMMER NETWORKING 2016

By Joe Quinlan



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/>





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