



# KEIZAI SILICON VALLEY

## US - JAPAN BUSINESS FORUM



# THE ROLE OF SILICON VALLEY IN JAPANESE INNOVATION

NOVEMBER 9, 2016 WEDNESDAY EVENING  
@ WILSON SONSINI GOODRICH & ROSATI

### By Keizai Staff

Silicon Valley has been studied by the world as the epicenter of innovation. Japanese corporations have been visiting Silicon Valley consistently. What purposes do these trips serve Japan's innovation ecosystem? Why do established corporations and VC firms from Japan establish a footprint here? How have their views of innovation and interactions with Silicon Valley changed over the

years? How successful have they been in importing the Silicon Valley way back to Japan? What have we learned from their presence? Join us as we explore these and other questions in a moderated conversation among the panelists and with the audience.

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## OCTOBER 2016 EVENT DETAILS

### Date and Time

Wednesday, November 9, 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 Wednesday, October 19 (11:00 p.m.)

Regular Registration — \$20  
by Friday, November 4 (11:00 p.m.)

Late Registration — \$35  
by Monday, November 7 (12:00 p.m.)

Walk-ins — \$50  
(Subject to room capacity / cash or check only)

### Registration Website

[www.keizai.org](http://www.keizai.org)

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## FEATURED PANELISTS



**DR. RICHARD DASHER** has directed the US-Asia Technology Management Center since 1994. He also served concurrently as Executive Director of the Center for Integrated Systems (now renamed as the Stanford SystemX Alliance) 1998 – 2015. He holds Consulting

Professor appointments in the Departments of Electrical Engineering (technology management) and East Asian Studies (Japanese business). From 2004, Dr. Dasher became the first non-Japanese person to join the governance of a Japanese national university, serving on the Board of Directors of Tohoku University and continuing on their Management Council through 2010. He is on advisory boards for government research institutions, S&T funding programs, startup companies, and accelerators in Japan, S. Korea, China, and Thailand, as well as in Silicon Valley.



**ROCHELLE KOPP** works to help clients increase profitability and employee engagement through improved communication and working relationships in multicultural environments. She is currently focused on helping Japanese companies be more successful in their global

operations, supporting effective human resource management practices, organization development, and cross-cultural training and teambuilding. She also works frequently with American firms that have Japanese customers, joint venture partners, and suppliers. Rochelle is the author of *The Rice-Paper Ceiling: Breaking Through Japanese Corporate Culture*, *The Lowdown: Business Etiquette Japan*, the upcoming *Creating Engaged Employees in Japan* and *Valley Speak: Deciphering the Jargon of Silicon Valley*, and over twenty-five books in Japanese.



**ZAK MURASE** is the Silicon Valley Office Representative for Global Brain, a venture capital firm headquartered in Japan, specialized in early stage investments in the U.S. and Asia. Prior to joining Global Brain in

2013, Zak spent 19 years with Sony - 4 years in Japan and 15 years in the US. Zak started his Sony career as a software engineer, and held various positions including product management, marketing, and business development for new products and business initiatives within the company. Zak was born and raised in Tokyo. Graduated from Keio University's Shonan Fujisawa Campus in 1994.



**AKI OHASHI** is PARC's Director of Business Development responsible for developing and managing client relationships in the Japanese market. He is involved in all aspects of setting up projects with our Japanese partners: from

the initial introductory meeting and defining of project deliverables and resources, to contracting and IP term definition. Aki works with all of PARC's corporate clients in Japan including Fujitsu, Dai Nippon Printing Co., Ltd., and NEC Corporation, as well as our Japanese university partners and governmental organizations. Prior to joining PARC, Aki was a Partner with the Venture Capital Investment Division of ngi group, inc. (formerly Netage, Inc.) in Japan, where he led investments in, and served on the boards of, Internet-related startups in both the U.S. and Japan. Before ngi group, he served as the COO of Tilefile, KK, a Netage-funded Internet startup in Japan.



**YUKA NAGASHIMA** is the Entrepreneur in Residence at Astia, a global organization, which connects high growth startups led by women and gender-inclusive teams to capital and networks necessary for their success. Originally from Japan, Yuka Nagashima co-

founded 2 startups in Hawaii, directed the State of Hawaii's innovation policy, led their incubation centers and mentored businesses. Now residing in Silicon Valley, she fills in as interim CEO/COO for startups, and advises companies trying to establish their business in the US through her consulting firm, Paideia Enterprises. She is the author of "The Innovation Framework Forward" a strategic plan for how to develop an innovation ecosystem outside of Silicon Valley. She is a program manager at Keizai Silicon Valley. ❀



# CREATING YOUR OWN SILICON VALLEY

By Joe Quinlan



By JCRemix - Shibuya District at Night

One of the themes of our next forum "The Role of Silicon Valley in Japanese Innovation" is how successful Japan has been in importing Silicon Valley back to Japan. One area of Tokyo that comes to mind is Shibuya, which briefly had the popular nickname "Bit Valley" starting in the late 90's. (Shibuya literally translates as "bitter valley", shortened to the binary "bit".) But many parts of the world seem to struggle in creating their own synthetic Silicon Valley, as opposed to the original organic Silicon Valley. The "Bit Valley" fad seems to have mostly faded, and other parts of the world see a similar phenomenon. The State of New York has spent millions trying to create a technology corridor in the area of Albany, with mixed success. A lot of money was invested in the G450C organization at SUNY Albany, which promoted the

larger 450mm wafers. But development of 450mm technology seems to have temporarily (or perhaps permanently) stalled. Illinois has made a similar effort in the area of the Chicago suburb of Naperville, and the nearby Fermilab National Accelerator Laboratory, where the top quark was discovered in 1995.

I would argue that it is difficult for government to create synthetic Silicon Valley's. I think they need to arise naturally. General government policy can create an environment favorable to entrepreneurship, but targeting a specific geographical area is rarely successful. Government should create the overall environment and then let the Silicon Valley's sprout up organically. ✿

## THE NEW SPACE INDUSTRY: VIEWS FROM THE US AND JAPAN

By Joe Quinlan



Dr. Sean Casey



Rainer Sternfeld



Kohei Taya



Neil Keys

On Friday, September 23rd Keizai Silicon Valley welcomed three speakers in the exciting field of the new space industry. A common theme throughout the evening was that the conspicuous area of rocket launch is only 2% of the total space industry market. Much of the evening was focused on delving into the other 98% of the market and what opportunities exist there.

Eric Anderson, President of And One Technologies, led off the speakers by highlighting the billionaires who have invested in space (Jeff Bezos, Richard Branson, etc), and distinguishing them from the rest of the business. Cubesats (bread-loaf sized satellites) are an inexpensive way for space companies to get their technology aloft. Technologies like this are lowering the barriers to entry into the space business, so that no matter how deeply companies like Google are involved in space business, they will always face oncoming competition. Traditionally, government has been the driver of space business, but this is changing.

Sean Casey, Managing Director of the Silicon Valley Space Center, explained that the companies SpaceX and OneWeb have received a large amount of funding. As for the billionaires investing in launch technologies, they are saying that re-usability is their key issue. Sean said that overall we are in the very early stages of space entrepreneurship. In the area of launch, there are some small companies getting into the area of small satellite launch. In terms of government funding, the initiative has been pushed down from the federal level to the state level, with even states like Kentucky funding its own space initiative centered around the

University of Kentucky. As for key issues going forward, Sean said that in the area of data the three key parameters will be spatial resolution (pixel size), temporal resolution (fly-by frequency), and spectral resolution (optical data, infrared data, etc). Companies will also face many decisions related to what to do in-house versus what to outsource.

Kohei Taya, Vice President at IHI, explained that his company is launching cubesats from the Japanese module of the International Space Station. In the US, IHI partners with the investment firm Draper Nexus to invest in space start-ups. One interesting space start-up is Astroscale, whose business is to capture and de-orbit space debris. Just as air traffic control today is much more sophisticated than the 1930's, so will de-orbiting of space debris and end-of-lived satellites need to develop to a much higher level of sophistication in the coming decades. In fact, some companies are looking into re-purposing older satellite equipment, rather than de-orbiting it.

During the Q&A session, several interesting points were brought up. The speakers viewed the US as continuing to be the leader in space business, primarily because risk capital is much easier to obtain here, especially in Silicon Valley. One advantage of small satellites is that they can be much more targeted to the needs of the customer, as compared to large satellites like Landsat, which necessarily become a compromise of the needs of multiple customers. Finally, it was mentioned that there is a company working on anti-matter as a power source. Perhaps the days of Star Trek are not that far off. ☸





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