



# KEIZAI SILICON VALLEY

## US - JAPAN BUSINESS FORUM



## HONORING MR. PHIL LIBIN

Managing Director,  
General Catalyst  
Partners, at Keizai Silicon  
Valley 27<sup>th</sup> Anniversary  
Shinnenkai Reception  
on Friday, January 27 at  
the Palo Alto Hills Golf  
and Country Club.

### By Keizai Staff

This year, we honor Mr. Phil Libin, Managing Director, General Catalyst Partners, Co-founder and former CEO of Evernote with the Keizai Silicon Valley Outstanding Visionary Award for US-Japan Business.

Phil combined Silicon Valley-style innovation with Japanese cultures of long-term growth to deliver outstanding results. Under his leadership, Evernote gained major commitments from Japanese investors, followed a distinctive pattern of international

growth, and achieved great popularity among Japanese users.

We will be performing our traditional Kagamiwari (sake barrel “breaking”) ceremony. The Consul General of Japan, Mr. Jun Yamada is expected to lead this tradition.

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## FROM THE PRESIDENT



Happy New Year to all the Friends of Keizai! I would like to offer my sincere best wishes for a healthy and prosperous 2017.

This year, we will be marking Keizai's 27th anniversary at our Shinnenkai (New Year's Reception) on January 27th. Two years ago at our 25th anniversary you might recall that we changed our name from "Keizai Society" to "Keizai Silicon Valley" in order to better reflect the activities that we have been providing to our business community in recent years. After two years, we are finally getting used to the new name, and it feels like a part of our skin.

Representing our activity as an organization based in Silicon Valley, we had a number of very exciting programs this past year, including:

- The Role of Silicon Valley in Japanese Innovation
- The New Space Industry: Views from the US and Japan
- BioTech Trends: Value Creation and Innovation
- Trends in AgTech
- Other networking events

We hope you were able to attend some of these programs, obtain insightful information, and forge new contacts.

At our Shinnenkai this year, we will be honoring Mr. Phil Libin for his outstanding achievements, vision, and leveraging of US-Japan business. Mr. Libin is known as an enthusiast of Japanese business and culture. I am certain you will enjoy his remarks following his award acceptance.

Finally, I want to express my deep and sincere thanks to the volunteers of Keizai Silicon Valley. These individuals generously donate countless hours to make possible all that Keizai does. I am also proud that the team keeps growing; we currently have approximately 30 professional volunteers.

I look forward to seeing you at the Shinnenkai on January 27th!

**Best wishes,  
Chimmy Shioya  
President, Keizai Silicon Valley**

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### HONOREE: MR. PHIL LIBIN

Phil Libin a managing director at General Catalyst, a venture capital firm with approximately \$3.75 billion under management and offices in Boston, New York, and Silicon Valley.

Before joining General Catalyst, he was co-founder and CEO of Evernote, the popular app that enables people to “remember everything” with searchable notes that never get lost. Prior to joining Evernote, Phil founded CoreStreet, an identity management tech company, and

before that, he was founder and CEO of Engine 5, a leading Boston-based Internet software company. At General Catalyst, Libin is leading the firm’s incipient investments in the field of bots: artificial intelligence software programs that can perform human-like activities via conversational interfaces.

## JANUARY 2017 EVENT DETAILS

### Date and Time

Friday, January 27, 2017

Reception — 5:30 p.m. – 6:30 p.m.

Program — 6:30 p.m. – 9:30 p.m.

Venue Close — 10:00 p.m.

### Location

Palo Alto Hills Golf and Country Club  
3000 Alexis Drive, Palo Alto, CA 94304

### Food

Sushi and hors d’oeuvres, will be served.

### Dress

Business casual

### Ticket Fees

Early Bird Discount for first 60 — \$55  
by Monday, January 9th 11pm PST

Regular Registration — \$75  
by Tuesday, January 24th 11pm PST

Late Registration — \$100  
by Thursday, January 26th noon PST

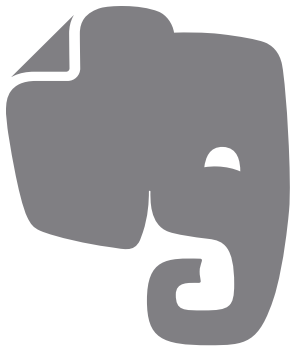
Walk-ins — \$140  
(Subject to room capacity / cash or check only)

### Registration Website

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

# EVERNOTE<sup>1</sup>, TIME MANAGEMENT, AND PRODUCTIVITY

By Joe Quinlan



# EVERNOTE<sup>®</sup>

Keizai's January 27th Shinnenkai will honor Mr. Phil Libin, who served as CEO of Evernote from 2007 to 2015. Many of you may have heard of Evernote, if not through using it yourself, then perhaps seeing, hearing about, or reading that others are using it. Evernote constitutes one of the many attempts by humans to achieve better productivity. The whole field of time management and productivity has had many prominent books, authors, speakers, and software. Two of the most famous authors would be Steven Covey with his books "The Seven Habits of Highly Effective People" and "First Things First", and David Allen with his book "Getting Things Done". Personally, I am a big fan of Steven Covey, like many others. But I have also dabbled in the methods of David Allen and read his books. Many of you may have your other favorite time management authors or methods. I feel that, rather than one single author being the be-all and end-all, actually combining the teachings and theory of Covey, Allen, Evernote, and others can allow one to get a holistic view of time management and arrive at a more satisfying understanding of the challenges therein. In fact, the teachings of David Allen extend quite naturally into Evernote, and I have seen many David Allen fans working to adapt his system to use with Evernote. Specifically, Allen teaches that we need to jot things down for future reference,

in order to free up our minds, relieve stress, and not worry about whether we will remember something that we thought of. Allen argues that it is in fact this worry that burdens our mind and holds us back from being effortlessly productive. Evernote enables this by allowing us to jot down and then later access notes anywhere, across multiple platforms. My personal favorite time management author is Steven Covey, and yet I can see how David Allen (and Evernote) bring something to the table that Covey does not, specifically the Allen concept of "mind like water". When our minds are peaceful and like the still waters of a beautiful pond, it is then that we can be the most creative and productive. Tools like Evernote help us achieve this "mind like water" state, by allowing us to get the clutter of various thoughts and to-dos out of our mind and into our time management system.

I encourage everyone to come to the Shinnenkai 2017 on January 27th and meet the man who ran Evernote for eight years. It is also bound to be a very lucky night, since the number "7" appears often: It is Keizai's 27th Shinnenkai, taking place on January 27th, in the year 2017. See you there! ❀

<sup>1</sup> EVERNOTE, the Evernote Elephant logo and REMEMBER EVERYTHING are trademarks of Evernote Corporation and used under a license.

# THE ROLE OF SILICON VALLEY IN JAPANESE INNOVATION

By Joe Quinlan



Dr. Richard Dasher



Rochelle Kopp



Zak Murase



Aki Ohashi

On Wednesday November 9th, Keizai Silicon Valley took a step back from its more focused topical forums to take a look instead at the overall picture of what role our own Silicon Valley is playing in Japanese innovation. On hand as the panel of commentators were Dr. Richard Dasher of Stanford University, Rochelle Kopp of Japan Intercultural Consulting, Zak Murase of Global Brain Corporation, and Aki Ohashi of Xerox PARC. The event took on the format of a discussion between the panel and the audience, with several knowledgeable speakers from the audience also contributing insightful questions and comments.

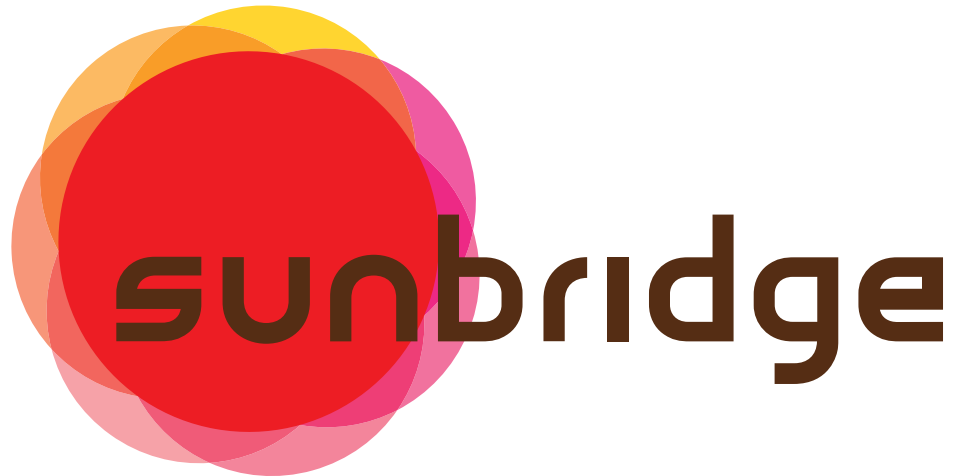
The panel started off by discussing what it is that Japanese employees actually do when stationed in Silicon Valley for several years. A hard look was taken at whether there is actually any long-term benefit to the corporation or the employee from such stints. The panel said in some cases yes, but in many cases no. When looking at Japanese employees, the panel did remark that labor mobility for people under 30 is increasing in Japan, with about one-third of them changing companies before they are 30. After the age of 30, the custom of lifetime employment tends to take hold.

The panel spoke about the difference between invention, which is something that costs you money (scientists, R&D, etc), and innovation, which is something that makes you

money. One inhibitor to innovation is the tendency of the Japanese education system to emphasize conformity. Areas where Japanese companies have made solid progress in recent innovation include materials research and robotics research. A few examples of successful Japanese innovation were given. Aki Ohashi spoke about how JR East railway has implemented many IoT sensors in order to do maintenance more efficiently when needed, as opposed to some arbitrary schedule set at the time of equipment manufacture. Rochelle Kopp emphasized how organizational issues can be an inhibitor to innovation in Japanese companies, as the field of organizational development does not really exist in Japan. This inhibits giving innovative engineers an optimum career path, and it also makes Japanese companies inept at integrating acquisition employees into their organization.

On the Silicon Valley side of the equation, much discussion was focused on what Silicon Valley really is today. Some argued that Silicon Valley has really become Software Valley. Richard Dasher emphasized the very unique character of Silicon Valley, which can make it quite difficult to imitate. Silicon Valley is chaos on the borderline of being out of control. It is like the famous quote from racecar driver Mario Andretti: "If you think you're in control, you're not going fast enough." ❀





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新年明けましておめでとうございます。  
本年もどうぞよろしくお願いいたします。

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