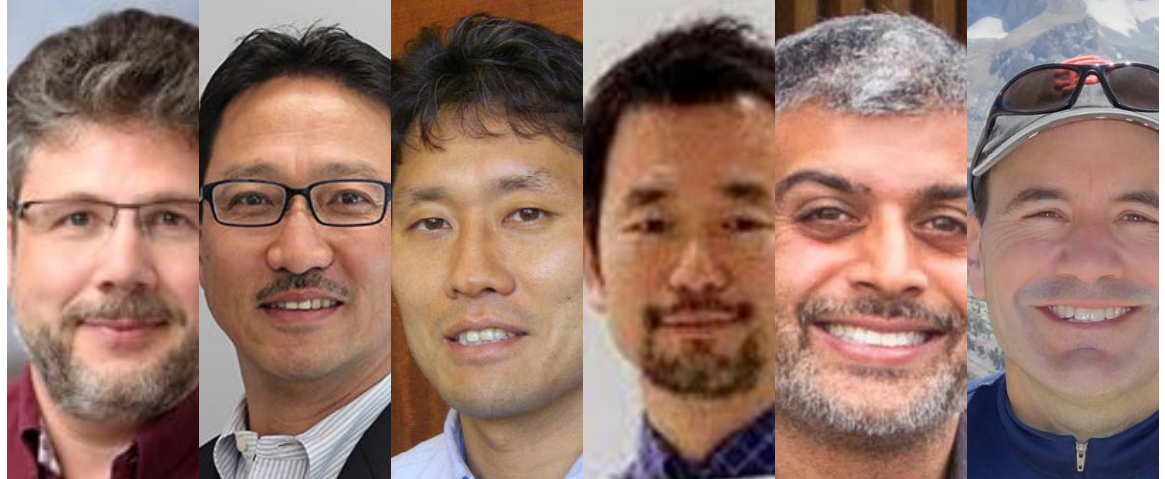




# KEIZAI SILICON VALLEY

## US - JAPAN BUSINESS FORUM



## **JAPANESE CORPORATE STRATEGIES IN SILICON VALLEY: WHAT DO THE LOCALS THINK?** APRIL 27TH, 2017 THURSDAY EVENING @ WILSON SONSINI GOODRICH & ROSATI

### **By Keizai Staff**

Japanese corporations in Silicon Valley have often struggled to become driving forces for innovation due to several persistent constraints: headquarter bureaucracies, siloed business units, a lack of decision-making authority, discontinuous HR systems, and geographical and psychological distance. Now however, Japanese corporations are developing Silicon Valley strategies to address these "pain points" in new ways. What are these emerging approaches to innovation and are they more than a continuation of Corporate Venture

Capital? Who has true decision-making authority? Is the focus on established businesses or on reaching beyond core domains and expertise? Through an open panel discussion, the audience will be introduced to some of the latest Japanese corporate strategies for harnessing innovation and feedback from local players representing the Silicon Valley innovation ecosystem.

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continued from page 1

## FEATURED PANELISTS



### ALEX BLANTER

Alex Blanter is a Partner with PwC and an experienced innovation consultant. He spent the last 25 years in the Silicon Valley, first in various product development and engineering management roles and for the last 15 years consulting to US and international enterprises on the topics of innovation, technological and business disruptions, digital transformation, and the Silicon Valley ecosystem. Most recently he has been engaged with a number of Japanese companies trying to set up innovation centers in the Valley, developing and piloting Internet of Things solutions and platforms, and creating components and products for automotive, industrial, and high tech applications. Alex is a frequent speaker and a panelist at industry events both in US and abroad.



### EITA KITANI

Eita Kitani has been engaged in new business development in Mitsubishi Corporation for over 15 years. He was in charge of managing Nanotech Partners, a nanotechnology venture fund, followed by smart community projects in Corporate Strategy and Research Dept. In 2011, he was transferred to Silicon Valley to investigate technologies and business models with potential applications to the wide range of businesses that the company covered. After a 2-year transfer to the North America HQ in New York, where he was engaged in development of the regional strategy, he has returned to Silicon Valley last year, to promote the "M-Lab" concept.



### DON STARK

Don Stark received his BSEE from MIT and MS and Ph.D. EE degrees from Stanford University, all in Electrical Engineering. After graduation, he joined the Semiconductor Research and Development Department, Toshiba Corporation, Kawasaki, Japan, where he designed DRAMs and high speed chip interfaces. After returning to the United States, he worked on a variety of technologies, including memory interfaces at Rambus, 10G Ethernet at Aeluros (now part of Broadcom), and mobile television at Telegent (now part of Spreadtrum). After a stint as a consulting professor at Stanford, he joined Google Inc. in 2011, where he is currently a Principal Hardware Engineer working on technologies for smartphones and data centers.



### NICK SUGIMOTO

Nick Sugimoto is the CEO of Honda R&D Innovations, Inc. ([www.hondasvl.com](http://www.hondasvl.com)), the global open innovation hub of Honda based in Mountain View, California. Nick oversees Honda's advanced information technology projects in Silicon Valley, as well as, strategic partnership programs. Previously, Nick led the corporate venture capital program at Honda where he invested in a number of innovative startup companies and built strategic partnerships. Prior to joining Honda, Nick was a successful entrepreneur leading a series of technology venture companies in both the US and Japan. Nick received his engineering degree from the University of Tokyo and MBA from Haas School of Business at UC Berkeley.



### TEPPEI TSUTSUI

Teppei Tsutsui is Managing Director of GREE VR Capital, LLC, and runs the GVR Fund, a \$15M VR/AR-focused fund GREE launched in April 2016 with other strategic investors as LPs. Beside this, Teppei also leads seed investments in the non-gaming verticals

for GREE. Prior to these roles, Teppei has led multiple strategic investments on behalf of GREE both in San Francisco and Tokyo. Before joining GREE, he had +10 years of investment and operational experiences at Morgan Stanley and Mitsubishi Corporation.

chronic pain at Kyoto University and Harvard Medical School. He currently determines patentability and grants biotechnology and pharmaceutical patents as a primary examiner at the United States Patent and Trademark Office. He also runs Anioplex, LLC, which consults on business development and strategy, research design, data dissemination, and fundraising for startups, global corporations, venture capital firms, and universities. Additionally, he advises the SPARK translational medicine program at Stanford University and studies law at Santa Clara University. His goal is to promote multilevel innovation and crystallize basic science to products that improve humanity. ✿



### MODERATOR: DEVANG THAKOR

Devang Thakor received his Ph.D. in Biomedical Engineering from UCLA and then developed gene therapy, stem cell, and biomaterial technologies for spinal cord injury and

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# INTERNATIONAL INNOVATION

**By Joe Quinlan**

For years it seems that Japan has struggled with innovation as compared to the US, and even as compared to China. But maybe this comparison to China is not all that valid. When a technology market is young and protected, many domestic technologies arise. Later they are replaced by stronger international competitors. We have seen this in Japan. Let's take a brief walk down memory lane. Remember Ichitaro, Mixi, and i-mode? Despite all the touting of the Japanese market as unique, MS Word has replaced Ichitaro, Facebook has replaced Mixi, and iOS has replaced i-mode. China on the other hand would seem to have a strong internet presence. You might say that QQ, Taobao, Tmall, and Sohu are the Chinese versions of Twitter, Ebay, Amazon, and Yahoo. But will this last? Many of these Chinese sites seem to thrive because they are more compliant with the censorship of China's Great Firewall. Remove the Great Firewall, and these Chinese sites might see a fate similar to Ichitaro, Mixi, and i-mode.

Keizai's April forum focuses on Japanese corporations' (emerging) approaches to Silicon Valley. How is Japan doing with strategies to incorporate the innovative activities in the Silicon Valley into new business development efforts? Come and find out! ☘

## APRIL 2017 EVENT DETAILS

### Date and Time

Thursday, April 27, 2017

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, April 12th, 2017 (11:00 p.m.)

Regular Registration — \$20  
by Sunday April 23rd, 2017 (11:00 p.m.)

Late Registration — \$35  
by Tuesday, April 25th, 2017 (12:00 p.m.)

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

### Registration Website

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



## KEIZAI SILICON VALLEY – 27<sup>TH</sup> ANNIVERSARY SHINNENKAI 2017



### By Joe Quinlan

On a gentle and clear January evening high above Silicon Valley at the elegant Palo Alto Hills Country Club, Keizai Silicon Valley held its 27th annual Shinnenkai. Taking the opportunity to network and socialize with key business contacts, the sell-out crowd enjoyed drinks and hors d'oeuvres, a fascinating talk and fireside chat with honoree Phil Libin, and the always fun door prize drawings.

This year Keizai Silicon Valley was pleased to honor Mr. Phil Libin with the Keizai Silicon Valley Outstanding Visionary Award for US-Japan Business. In addition to being the co-founder and former CEO of Evernote, Phil is also known for his fondness of many aspects of Japanese business culture. He started out by remarking at how much attention to detail the Japanese show in their everyday work. As an example, he mentioned how even the onigiri at Japanese 7-11 stores are meticulously wrapped. The initial major investors in Evernote were largely

Japanese companies, headed by Docomo Capital, and Phil remarked at the longevity of Japanese businesses, stating that the majority of 100-year-old companies in the world are Japanese companies. Finally, Phil stated that he is drawn to the sense of responsibility that exists in Japanese business. When he works with the Japanese, he feels he does not need to be so guarded against being cheated. Japanese companies have a strong sense of their place in the world and how it affects the larger picture (the environment, society, etc). This sense of responsibility is not perfect, but it is stronger than in other cultures.

This year's fireside chat included ample time for many questions from the audience. Phil mentioned a few intriguing points during the Q&A:

- He likes Japan because he tends to see it as a country of nerds. There are people in Japan who are fascinated with their own little part of the universe. Phil used insect fighting as a somewhat



humorous example.

- When asked about the downsides of Japanese business culture, Phil observed that the investment climate is not great, and related to this, the definition of failure is not what it should be. In Silicon Valley there is more of a sense that a failure can be a learning experience.
- By contrast, Phil sees Silicon Valley as too narrow-minded, in that Silicon Valley entrepreneurs tend to think that 99% of the great ideas are formed in the 50-mile radius of Silicon Valley. Phil highly doubts that this is the case, and he thinks the tech world needs to look in all parts of the world for new ideas, not just locally.
- Phil highly doubts that companies like Google and Facebook have a strangle-hold on future innovation due to their large databases. He thinks there is plenty of opportunity for other innovators, and the barriers to entry are far lower than they are purported to be.
- Phil told a brief story of how he and his co-founders came up with Evernote. This group had

done some start-ups before, but this time they wanted to create something that they themselves would actually feel the benefit of. They hit upon developing a productivity tool, since at the time Microsoft Office was feeling somewhat old, and Evernote had the advantage of being native to the mobile device (as opposed to the desktop).

All in all, it was another great Shinnenkai, with gentle weather, full attendance, and the captivating character of Phil Libin being highlights. We hope to see you all at the Keizai events throughout 2017.

Additional event photos can be found at:

**<http://keizai.org/photos-videos/>**





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Prize: Amazon Echo and Smart Home Starter Kit  
Winner: Sayaka Inoue (ConnectMyEV)



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Prize: Golf for two @ PAHGCC  
Winner: Hiroko Otsu (Entrepreneur & Management)





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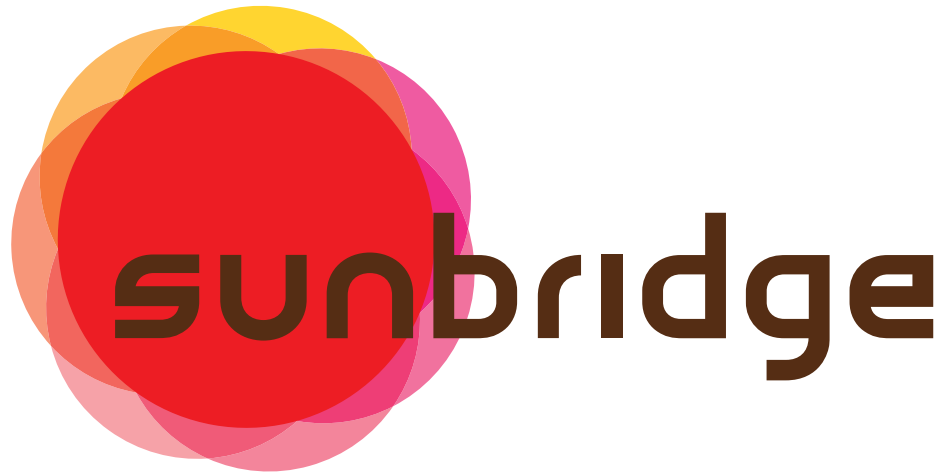
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新年明けましておめでとうございます。  
本年もどうぞよろしくお願いいたします。

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