



KEIZAI

SILICON VALLEY

US - JAPAN BUSINESS FORUM

Newsletter – Issue No. 279 – July 2019

2019 08 04

Keizai Hawaiian Party

Face Painting by Limelight Faces
Dance Demo by Genki Dance School
Suikawari
Somen-Nagashi | Takoyaki
Hawaiian BBQ | Onigiri
Beer | Wine | Juice



2019 Summer Networking – Event Details

Come join us at our annual summer networking in the park. This year our event is going to be held at Serra Park in Sunnyvale. A babbling brook runs through this 11.5 acre, Mark Twain era-themed park. It is well shaded with spacious picnic sites, children's play area and tennis courts. This event is ideal for both networking and catching up with old acquaintances or making new friends. The park's green open field also offers your family members, significant others and friends a place to enjoy outdoor activities.

Food includes Hawaiian BBQ, Takoyaki, Somen Nagashi (Flowing Japanese Bamboo Noodles), Onigiri, dessert, soft drinks, and alcoholic beverages. Activities and games include dance by Genki Crew Dance School, face painting by Limelight Faces and suika wari.

Sunday, August 4th, 2019

1:00 pm – 5:00 pm

\$25, \$10 (7–12 years old): Early Bird Discount for first 50 tickets or by Thu, July 18 (11pm)

\$35, \$10 (7–12 years old): Regular Registration by Wednesday, July 31 (11pm)

\$55, \$10 (7–12 years old): Late Registration by Friday, August 2 (Noon)

\$75, \$30 (7–12 years old): Walk-ins (Space is limited and may not be available)

All food and entertainment are subject to change without prior notice.

Location: Serra Park

Hollenbeck Ave and The Dalles Ave, Sunnyvale, CA, Picnic Area #4

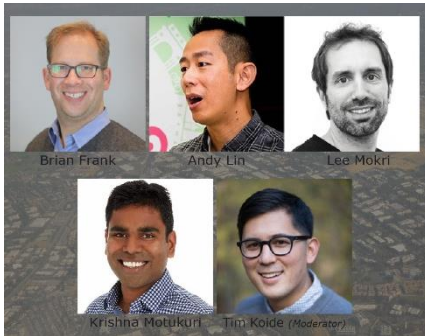
Registration at keizai.org



Takoyaki Team at the 2018 Summer Networking

Event Recap: “Automated Food”

By Joe Quinlan



For our June forum, Keizai Silicon Valley focused on the creative topic of automated food. Obtaining and eating healthy food is not necessarily an intuitive area for high tech, but as this forum demonstrated, there are some innovative activities taking place in this field.

Speaker Andy Lin is the founder and CEO of Yo-Kai Express, which provides machines that deliver fresh ramen. Andy pointed out that recently automated delivery machines are incorporating increasing levels of AI.

Another advantage is that automated food delivery machines can increase safety, since there is less reliance on employees washing their hands. Also, an automated machine has a much smaller footprint than a full kitchen preparing ramen. This makes it possible to quickly create small company cafeterias.

Krishna Motokuri is the CEO of Zippin, which is an innovator in automated stores. Krishna brought up something which we all know; check-out lines are a drag. No one likes them. The Zippin technology allows customers to simply take what they want and walk out of the store. Cameras and sensors do the rest, and automatically charge the customer's cell phone. This system also has benefits for real-time inventory tracking and market research on what products customers look at but do not buy. The system incorporates technology so that customers' faces are not captured.

Lee Mokri of Byte Technology explained his company's technology for using automated refrigerators to sell fresh food in the workplace. Byte provides a glass-front refrigerator from which company employees can choose their fresh food. A big selling point of Byte is to take the food to the workplace, rather than force workers to go out to stores. Your credit card (or other payment method) unlocks the Byte refrigerator. You select what you want. And then the machine re-inventories itself after closing and charges you for what you have taken.

Finally, venture capitalist Brian Frank of FTW Ventures spoke about how the current food supply system is stressed, at both the national and global level. On top of this food companies don't tend to spend as much on R&D as their counterparts in other industries. This creates a situation that cries out for innovation.

Much of the evening was devoted to discussion among the panelists. Some of the more interesting comments were:

- Yo-Kai Express has a proprietary technology for un-freezing food in 45 seconds.
- Brian Frank pointed out that organic food in the 50's was called "food".
- Recently we have all heard of the problem of food deserts. Automated food can help solve this problem, especially in getting fresh food to consumers via the Byte fridge.
- Food packaging is likely to become so biodegradable that it will be edible.
- 30% of food in the US gets thrown away. Technology needs to solve this problem.

Near the end of the discussion, Brian Frank made the interesting observation that in the future people will no longer go to stores just to get stuff off a shelf, since that will be possible in many other ways (online shopping, etc). So going to a store will need to become more experiential. Going to a store needs to become enjoyable again.



Stay cool! 10 ways to beat the heat this summer

By Marlinda Galapon

1. Sip on some mugicha

Cold mugicha (barley tea) is a traditional summer drink in Japan, sometimes replacing water altogether. Easy to make, low in sugar, rich in vitamins and antioxidants, and is even attributed to [improving blood circulation](#), it's not hard to see why this tea is a favorite.

2. Get a hydro flask

A Hydro Flask bottle is great for when you're going to be outside for long periods of time. It does an excellent job at keeping water cold all day long, and drinking cold water throughout the day can help to bring your body temperature down.

3. Go outside during the hottest parts of the day

It sounds counterintuitive at first, but why sit at home with your air conditioner on, and driving up the cost of your bill? Meeting friends for lunch at a nearby cafe, going shopping, or visiting an artsy museum are all great ways to get out of the house and save money on your electricity bill, while having fun.

4. Make foods that don't require use of the oven or stove

Firing the oven on a hot day can be unbearable, and who wants to eat hot soup when cold soups are more refreshing in warm weather? Opt for lighter dinners that are easier to metabolize. Try this [ahi tuna avocado toast](#), or this [honey-miso salad bowl](#). The possibilities are endless. More recipes can be found [here](#).

5. Enjoy some shaved ice

Make popsicles, slushies, frozen fruit, frozen yogurt, and other frozen treats to help you cool down. There are also many dessert places popping up everywhere, making for a great place to cool down and catch up with friends.

6. Get a portable fan

There are plenty of small battery operated fans, or even fans that you can connect to your phone, to help keep you cool as you go about your day.

7. Spray peppermint on your skin

Peppermint is known for its cooling properties, thanks to a substance called menthol. A peppermint spray is easy to make. All you need to do is pour 3-5 drops of peppermint essential oil and 2 oz. water into a 2 oz. spray bottle. Shake, and spray on your neck, arms, chest or feet. Instant cool!

8. Wear light and breathable clothing

Materials such as cotton or linen is best when it's scorching outside, as these materials let the air flow freely through. Light colors that reflect the heat and loose-fitting will also help to keep you cooler. Be sure to still apply sunscreen, as the thin clothing won't provide adequate protection from the sun's harmful rays.

9. Ice foot baths before bed

Your feet are pretty sensitive to temperature- ever wake up and find that your feet are sticking out of the covers? That was your body's way of regulating your temperature. On nights when it's too hot, or at any time of day really, you can cool down the body by dunking your feet in cold water, giving you instant relief from the heat

10. Get a house plant, or two, or twenty

Not only do they purify the air and make for beautiful decor, they can also make a room feel cooler. Plants absorb heat, and release oxygen and cool moisture into the air, via the transpiration process. Some plants to consider: aloe vera, bamboo palm, ficus tree and boston fern.

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