



KEIZAI

SILICON VALLEY

US - JAPAN BUSINESS FORUM

Newsletter – Issue No. 282 – January 2020



30th Anniversary Shinnenkai

January 24th, 2020

5:30 pm - 9:30 pm

Palo Alto Golf and Country Club

30th Anniversary Shinnenkai

Join us in celebrating Keizai Silicon Valley's 2020 Shinnenkai (New Year's Reception) on Friday, January 24 at the Palo Alto Hills Golf and Country Club.

This year we are going to have two guests of honor. Mr. Kaname Hayashi, founder and CEO of GROOVE X, Inc., will receive the Keizai Silicon Valley Outstanding Innovation Award. Mr. Hayashi will also give a demonstration of the new companion robot, LOVOT.

We are also presenting Mr. Guy Kawasaki with the Keizai Silicon Valley Distinguished Achievement Award. Aside from giving the keynote speech, Mr. Kawasaki will participate in a fireside chat with Professor Richard Dasher.

We will also be performing our traditional Kagamiwari (sake barrel "breaking") ceremony. The Consul General of Japan, Mr. Tomochika Uyama, is expected to lead this tradition.

Friday, January 24th, 2020

5:30 – 6:45 p.m. Reception

6:45 – 9:30 p.m. Program

10:00 p.m. Venue Close

Early bird (before Sunday, January 5th 11pm PST): \$70 (60 seats limited)

Regular Registration (before Sunday, January 19th 11pm PST): \$90

Late Registration (before Wednesday, January 22nd noon PST): \$120

Walk-in: \$150

Food and beverages will be served.

Location: Palo Alto Hills Golf and Country Club

3000 Alexis Drive, Palo Alto, CA 94304

Registration at keizai.org



Kaname Hayashi, CEO of GROOVE X, Inc.

Kaname Hayashi Founder and CEO of GROOVE X, Inc., which produces the LOVOT next generation family-type robot that touches people's hearts and inspires affection, winning "BEST ROBOT" of THE VERGE AWARDS at CES among other awards in 2019.

Innovating in venture financing, he raised funds of 1.4 billion yen for GROOVE X in 2016, the largest domestic seed round in Japan, using a technique of convertible equity for the first time in that country. He

went on to successfully raise 4.35 billion yen series A in 2017, and 3 billion yen series B in 2019. Overall, the funding contributed to a rise in Japan venture finance.

In 2011 he was selected as the first generation of SoftBank Academia, which aims to identify and foster potential successors to lead the SoftBank Group. Catching the eye of SoftBank Founder and CEO Masayoshi Son, he joined the company's new "Pepper" project in 2012. He led the project team from 2012 to 2015, being responsible for developing and launching the first model to the market.

He started his career at Toyota Corporation in 1998, working as an aerodynamics engineer, contributing to development of the first LEXUS supercar "LFA" and Toyota's Formula One racing cars at Formula One team "Toyota Motorsport GmbH(TMG)" in Germany. He received his master's degree from Tokyo Metropolitan Institute of Technology. He was born in Aichi, Japan.



Guy Kawasaki, Silicon Valley Evangelist

Guy Kawasaki is a marketing specialist, author, and Silicon Valley venture capitalist. Currently, he is the chief evangelist of Canva, an online graphic design tool. He is a brand ambassador for Mercedes-Benz and an executive fellow of the Haas School of Business (UC Berkeley).

He was the chief evangelist originally responsible for marketing their Macintosh computer line in 1984. He popularized the word evangelist in marketing the Macintosh as an "Apple evangelist" and the concepts of evangelism marketing and technology evangelism/platform evangelism in general.

In late 1990's, Guy started an angel investor matchmaking service called Garage.com with two other founders. Version 2.0 of Garage.com was an investment bank for helping entrepreneurs raise money from venture capitalists. Today, version 3.0 of Garage.com is called Garage Technology Ventures; it is a venture capital firm and makes direct investments in early-stage technology companies.

Throughout his career, he started multiple companies including ACIUS, a Macintosh database company, Alltop, an aggregator and organizer of RSS feeds topics.

Guy sat on the Wikimedia Foundation Board of Trustees, the non-profit operating entity of Wikipedia. In 2015 Guy was appointed to the board of trustees of the Wikimedia Foundation where he contributed to help democratize knowledge.

Guy was born in Honolulu, Hawaii in 1954. At Iolani High School, among other formative education, he learned the art of writing, especially, the importance of editing and subsequently he has written The Art of the Start 2.0, The Art of Social Media, Enchantment, and twelve other books.

Guy has a BA from Stanford University and an MBA from UCLA. While attending UCLA, he worked for a fine-jewelry manufacturer. Through this experience, he learned how to sell, and this skill was vital to his career. He also has an honorary doctorate from Babson College.

There Was a Time Before the Internet

and Guy Kawasaki made it joyful

By Joe Quinlan



Guy Kawasaki

The internet has made computers amazingly powerful and interesting, but recently I get the feeling social media may be harming us more than helping us. Sometimes social media seems to exaggerate the political divisions in America and just make everyone angry at each other. Young people may not have any memory of this, but there was an age prior to the internet when computing was cool and fun.

Especially Apple computers. Guy Kawasaki helped make computers fun. I remember when Guy was a

regular columnist for Macworld magazine. Back in those days, Apple Macintosh computers were

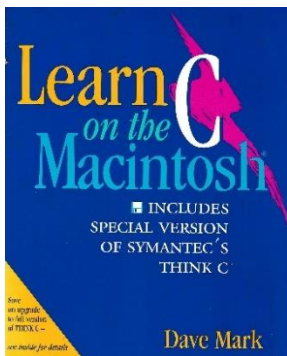
particularly fun and easy to use. This was back in the early 90's, just prior to the arrival of the internet. I was working in the Nihonbashi neighborhood of Tokyo in those



days. After work I would go over to the Nihonbashi branch of Maruzen book store to get the latest copy of Macworld. The Mac was so neat and cool to use that I bought a book called "Learn C on the Macintosh" and taught myself that computer language. And I would read Guy Kawasaki's column at the back of the magazine to find out what insanely great things could be done with the Macintosh. Before the internet,

there was AppleTalk. Over dial-up modems it was dirt slow compared to today's internet, but for the time it was really sweet.

Sometimes it feels like it would be nice to go back to that joyous time, before social media sullied us and glued so many young people to their



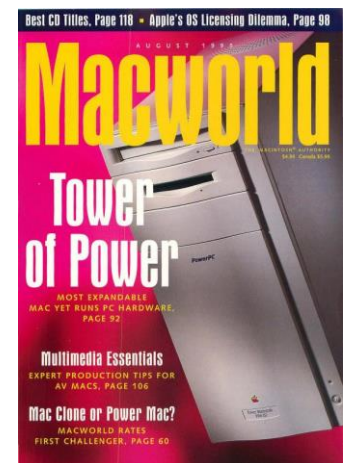
smartphone screens. Somehow computing and technology have lost that sense of innocence.

Maybe what we need to cure the ills of social media is to get back to that time, when computing

was joyous and nothing but beneficial. When I see a picture of Guy Kawasaki, like in the announcement of this year's Shinnenkai, I think back to those joyous days of innocence in computing. Maybe Guy can help us cope with the turbulent world of today's high tech by letting us re-capture some of that innocence. Come to this year's Shinnenkai and find out what Guy has to say.



Macintosh LC III (1993)



Event Recap: Market Trends of Industrial Robots (November 12, 2019)

By Joe Quinlan

Keizai Silicon Valley's November forum delved into the topic of Robotics, with a broad range of knowledge from the Industry: two venture capitalists, a technical entrepreneur, and a lawyer from the high tech industry. Moderator and Keizai Program Manager Christiana Xu led off the evening with a brief history of robotics, including that the first industrial robot was implemented by General Motors in 1961 for spot welding. Currently the Asian robotics market is more than twice that of the US and Europe combined.

Samir Menon of Dexterity continued the evening by explaining his company's emphasis on robots that can operate more like humans, in non-structured environments. Specifically, Samir said opportunity exists for robots that can work with humans, rather than replace humans. For example, the problem of repetitive stress injuries could be greatly alleviated by robots that can perform heavy lifting in a factory



or warehouse environment. This ability of humans and robots to work safely together is an area that needs further development. Despite all the media hype, the issue is not robots replacing humans, but rather robots assisting humans in the tasks that are dangerous or unpleasant.

The evening then turned to two venture capitalists, Toshiya Otani of TransLink Capital and Nuno Gonçalves Pedro of Strive Capital. Toshi explained that his firm's unique place in venture capital is that they are quite international, with offices in the US and

throughout Asia. Toshi said that many venture capital firms tend to be much less international than the companies they are funding, which might have a CEO in California and programmers in Russia or Israel for example. Nuno brought in an out-of-the-box perspective, remarking that our current physical world does not match the new digital world. For example, the cabin of a typical automobile is not the type of cabin one would design for purely autonomous vehicles. Nuno said that for his firm the key to success in robotics is to look not simply at the robotics technology, but rather the total solution that is enabled by the robotics. One example would be an autonomous farm.

Joe Melnik of Jones Day then brought in the legal perspective with an emphasis on how start-up companies and their partners should protect their intellectual property. Joe stated that the key to a legal strategy is to incentivize the type of behavior that you want, combining the use of trade secrets, patents, and copyright. One important early step is to file a provisional patent, which forms a record with the government of what technology a company possessed at a certain point in time.

The evening then turned to a fruitful and provocative group discussion. The venture capital commentators emphasized that a hot technology alone cannot drive a successful startup. More

important is to make sure that there is a market for the technology, and the people within the company who can drive the business forward.

“Technology looking for a market” does not work; there can be really interesting technology that has no market. Perhaps 90% of startups fail because they try to rely on technology alone. Also, there is an inherent tension between VC’s and startups in that VC’s want fast growth, whereas startups often need time to develop the market for their technology. Here, Toshi Otani

mentioned that there are other paths to funding for startups other than venture capital. VC money, which may only last 12 to 24 months, is not necessarily the right solution for all startups. To a startup, it may seem like the VC firms are only interested in explosive growth, but the VC firms would stress that they too are businesses who need to make a profit within a defined timeframe.



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