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SILICON VALLEY
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ELECTRIFICATION OF AIR TRANSPORTATION

MAY 12, 2021
5 – 6:30 PM PDT

MAY 13, 2021
9 – 10:30 AM JST

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Being Innovative in “with Corona” Era

June 30, 2021 5 – 6 PM PDT
July 01, 2021 9 – 10 AM JST



ELECTRIFICATION OF AIR TRANSPORTATION

May 12, 2021 5-6:30 pm



Fred Borda



Shigeru Takano



Yasutada Tanabe



Phil Keys
(Moderator)

LIVE WEBINAR

Fred **Borda**

Co-Founder & COO, Aerial Innovation: Fred Borda is Co-founder and COO of Aerial innovation, a Silicon Valley strategy consulting firm based on the advancement of commercial drones and new air mobility in Japan and the U.S. Fred has been working with Japan's technology sector for over 20 years, advising large telecommunications and IT R&D organizations on technology and strategy. He has led and grown businesses in operating roles, including starting the Japan practice for a Silicon Valley technology trend research and consulting firm and leading it for over 15 years. Fred began his career at a prominent Japanese marketing research and strategy consulting firm in Tokyo.

Shigeru **Takano**

Executive Advisor, ANA Strategic Research Institute: Shigeru Takano joined the ANA Strategic Research Institute in 2019. Prior to joining ANA, Takano worked for the Ministry of Land, Infrastructure, Transport and Tourism and engaged in various activities, mainly in aviation safety and international air transport, including as a Member of the Air Navigation Commission of International Civil Aviation Organization and Okinawa Development Agency. He received the Flight Safety Foundation-Boeing Aviation Safety Lifetime Achievement Award in 2019. Takano graduated from Engineering Faculty of Tokyo University in March 1983 with a Bachelor's Degree in Mechanical Engineering.

Yasutada **Tanabe**

Sr. Researcher and Leader of High-Speed Rotorcraft Research, JAXA: Dr. Yasutada Tanabe joined the Aeronautical Technology Directorate at JAXA in 2006. His major research fields are helicopter aerodynamic design, noise reduction using active devices, and multi-disciplinary comprehensive fluid/structure coupling analysis. He is the leader of the High-Speed Rotorcraft Research section in JAXA. He is also interested in the complex aerodynamics around multiple-rotor drones. Prior to joining JAXA, he worked for Kawada Industries in research and development of unmanned helicopters, small UAVs and robotics. He graduated from Kyushu University in Japan in Aerodynamics.

Phil **Keys**

Sr. Manager, Marketing Communications, Intertrust Technologies. Columnist, Nikkei Sangyo Newspaper: Phil works in Marketing Communications at Intertrust Technologies, a Silicon Valley software company specializing in trusted distributed computing. He is also one of the writers of the Shinpu (New Wind) Silicon Valley column in the Nikkei Sangyo Newspaper. Prior to Intertrust, Phil spent over 13 years as a US correspondent for Nikkei Business Publications covering the technology industry in Silicon Valley as well as in consulting and marketing positions in both the U.S. and Japan. A graduate of the University of California at Berkeley, Phil also attended International Christian University in Tokyo.

Electrification of Air Transportation

Phil Keys, Sr. Mgr. Marketing Communications,
Intertrust Technologies
Columnist, Nikkei Sangyo Shimbun
May 12th, 2021

Making what once seemed fantasy real



“Electrical banana
Is gonna be a sudden craze
Electrical banana
Is bound to be the very next phase”
Donovan, “Mellow Yellow”

Electric Aircraft Startup Archer to Go Public at Multibillion Dollar Valuation via SPAC – Sources



IPO Edge

February 4, 2021 · 2 min read

GOEV 3.98% | BLMK -6.52% | RMD -4.33% | DINEU 54.8% | +2



UPS Buying Electric Cargo Copters For Speedier, Greener Deliveries



Alan O'Brien, Senior Staff

Transportation

UPS is buying electric cargo copters to speed up deliveries.



Autonomous Flight Secures £5M As Part Of £25M Series A

UK

Published on April 30, 2021



Finnair Plans for Electric Fleet



Feature

France Moves to Ban Short-Haul Flights, Paving Way Toward Cleaner Aviation

By Sara Pratt, Michael Ratts, and Goldbach Wilson/Philly
April 10, 2021, 4:03 AM EDT Updated on April 10, 2021, 5:30 AM EDT



Rolls-Royce, Tecnam, & Widerøe To Deliver An All-Electric Passenger Aircraft In 2026

AVIATION

Why Not Turn Airports Into Giant Solar Farms?

Airports have vast swaths of empty land and rooftops. But it's not so easy as just covering everything with solar panels.



COURTESY OF DENVER INTERNATIONAL AIRPORT

Keizai Silicon Valley Next event

Title: Being Innovative in “with Corona” Era

In this Webinar, we will share “do”s and “don’t”s for companies from legal perspective about people returning to the office. With the understanding of underlying legal conditions, our panelists will discuss their ideas about ways to collaborate and continue to be innovative in “with Corona” era.

Date and Time: June 30th, Wednesday
5PM PST / 9 AM Japan time