



KEIZAI SILICON VALLEY

US - JAPAN BUSINESS FORUM

Newsletter – Issue No. 295 – March 2024

GABA NorCal

The Future of Mobility More than Meets the AI

March 12, 2024

Procopio
Palo Alto, CA

The Future of Mobility

More than Meets the AI

The mobility disruption may have stalled during COVID-19, but is now back in full force. Who are the new winners and the (perhaps surprising) losers? Please join us to share ideas, meet new people and expand your network. This event is held in partnership with [GABA](#) and is kindly sponsored by [Procopio](#).

After a pause in 2020/21, the mobility change-makers are back, but the world has changed. Join a panel of Silicon Valley veterans with a broad representation of mobility sectors to answer the following questions:

- Electric Vehicle adoption seems to have stalled recently – Is our unreliable charging network to blame? Will the adoption of Tesla’s NACS plugs by most US automakers resolve the issue or create new ones? What are the ultimate prospects for the EV newcomers, and do these entrants pose an existential threat to the existing OEMs? Is the self-driving vehicle dead (at least, for now)?
- What other innovations, driven by AI, can we look forward to in the automobile? In last-mile travel, micro-mobility solutions seem to be consolidating – who will survive? Is delivery still a growth opportunity? What about car sharing? Travel by air (for either delivery or personal transport) has been marketed as the “holy grail” of mobility – promising speed, efficiency, and affordability. Will we see this vision implemented in our lifetimes?

Tuesday, March 12, 2024

- Door opens & Check-in: 6:00 – 6:30 (PT)
- Program: 6:30 – 8:00 pm
- Networking: 8:00 – 8:30 pm

Fees

- Early bird (until Wednesday, January 10th 11pm PT): \$75
- Regular registration (until Friday, January 19th 11 pm PT): \$120
- Late registration (until Wednesday, January 24th noon PT): \$175
- Walk-in: \$200

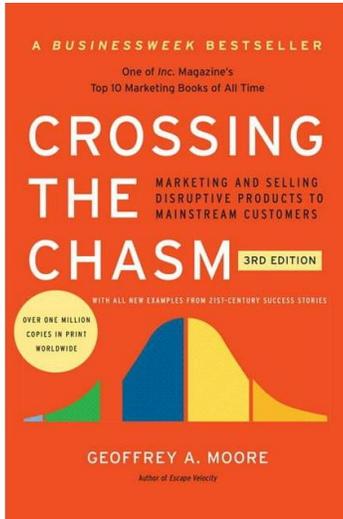
Venue

Procopio
3000 El Camino Real
5 Palo Alto Sq Ste 400
Palo Alto, CA 94306

Mobility – Crossing the Chasm

By Joe Quinlan

In recent months we have seen stories of unsold EV's sitting on the lots of GM and Ford dealers, a San Francisco revolt against self-driving cars, and strikes by Uber drivers. It seems that mobility has reached that classic chasm point defined by Geoffrey Moore in his 1991 book *Crossing the Chasm*. The early adopters have all bought their EV's, and now it time to see if EV's can cross the chasm into the mainstream market. Self-driving cars have proven their concept to a certain extent, but now it is time to see who will win the debate between a recent spate of self-driving accidents versus overall statistics that point to self-driving vehicles being safer than human drivers. Geoffrey Moore recommended focusing on one group of customers at a time, using each group as a base for marketing to the next group. For EV's this initial group might be focusing on the warmer parts of America, since using the heater in an EV dramatically decreases its range. For self-driving cars, it is interesting that they chose the most challenging type of driving (city driving) for their prototype testing. A focus on the easiest type of driving, like the highway, might be the customer-type that allows it to cross the chasm. At our March 12th Forum, Keizai Silicon Valley and the German American Business Association of Northern California will be exploring of these technologies. We hope to see you there.



34th Anniversary Shinnenkai

On a beautiful Friday evening in January, Keizai Silicon Valley held its annual Shinnenkai at the Palo Alto Hills Golf and Country Club, with spectacular views of Silicon Valley on the entrance side and corresponding views of the Santa Cruz mountains on the back patio where the delicious food was



Yoky Matsuoka

served, including prime rib, pasta, fresh pizza, and a cash bar serving delicious wines. The highlight of the evening was a fireside chat with technology executive Yoky Matsuoka, conducted by Keizai volunteer Phil Keys. Yoky gave the impression of a person who is constantly in motion and an over-achiever who finds happiness in having a very active and productive life. She has tried many different things throughout her career, but it all started with her coming to the US at the age of 16 to make an attempt at being a professional tennis player. Injury forced her to change plans, so she came up with the idea of making a robot who could play tennis. Over time Yoky changed her mission to one of building technology that helps people

be who they want to be. Nonetheless, Yoky still makes time for playing tennis each week, which gives her joy and relieves stress. A woman of many talents and multiple activities, Yoky sees balancing all the different aspects of her life as one of her greatest challenges.

In the following marketing pages, take a look at some photos from the event.

Lots of time for networking...



*Deputy Consul General
Kishimori welcomes the
attendees to the
Shinnenkai*



*Yoky Matsuoka
receives her lifetime
achievement award for
“combining the best of
both worlds”*

*Moderator
Phil Keys
interviews
Yoky*





Break open the sake!



Your Keizai all-volunteer staff

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Contact Mari Takahashi (mari@keizai.org)



**Keizai Silicon Valley
US-Japan
Business Forum**

contact@keizai.org

<http://www.keizai.org>

KEIZAI SILICON VALLEY ALL-VOLUNTEER TEAM

Chimmy Shioya	President	chimmy@keizai.org
May Kao	Vice President	may@keizai.org
Sachiko Bussey	Office/Event Assistant	sachiko@keizai.org
Jiyoung Choi	Program Manager	jiyoung@keizai.org
Ayumi Mukai	Office Manager	ayumi@keizai.org
Yayoi Kaneko	Treasurer	yayoi@keizai.org
Phil Keys	Lead Program Manager	phill@keizai.org
Akemi Koda	Program Manager	akemi@keizai.org
Timothy Koide	Program Manager	tim@keizai.org
Yui Komuro	Program Manager	yui@keizai.org
Carol Leung	Event Manager	carol@keizai.org
Fernando Lorenzo	Program Manager	fernando@keizai.org
Sheena Makhecha	Corporate Relations Manager	sheena@keizai.org
Marcelo Martins	WebMaster	marcelo@keizai.org
Yuka Nagashima	Program Manager	yuka@keizai.org
Danny Ooi	Program Manager	danny@keizai.org
Joe Quinlan	Content Manager	joe@keizai.org
Diana Sankovic	Program Manager	diana@keizai.org
Gordon Sasamori	Director of IT	gordon@keizai.org
Kenneth Sasamori	Business Analyst	ken@keizai.org
Sachi Sawamura	Marketing/Program Manager	sachi@keizai.org
Hitomi Smith	Program Manager	hitomi@keizai.org
Chieko Stuck	Accountant	chieko@keizai.org
Mari Takahashi	Corporate Relations Manager	mari@keizai.org
Nobuki Takeuchi	Program Manager	nobuki@keizai.org
Christiana Xu	Program Manager	christiana@keizai.org
Kaori Yoshida	Program Manager	kaori@keizai.org



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Please join the LinkedIn Keizai Silicon Valley Group and participate in group discussions. You can also share and discuss jobs with the members by clicking the Jobs tab after creating a Keizai Silicon Valley Group account. If you have any questions, please contact jobs@keizai.org.

<https://www.linkedin.com/groups/1768007>