



13th Oct. 2020 : 5 keys for a successful commercial launch in Japan



STARTUP CREATIVITY CHALLENGE

COMITÉ D'ÉCHANGES FRANCO JAPONAIS

FONDATION FRANCO JAPONAISE SASAKAWA

TUESDAY CHALLENGE

5 keys for a successful commercial launch in Japan
日本で新規事業を成功に導くための5つの鍵

ROUND TABLE DISCUSSION
guided by
Mrs Kimiko IMAI 今井公子氏
Founder & CEO - Sineora

- **MR. STEPHANE ZADOUNAÏSKY**
FOUNDER / NEXT LEVEL
WHAT ARE FRENCH STARTUPS FORCES AND WEAKNESSES ON JAPANESE MARKET ?
日本市場におけるフランスのスタートアップの強味と弱点とは？
- **MR. XAVIER BASSET**
FOUNDER & CEO / HOOMANO
HOW HOOMANO WORKS WITH THEIR JAPANESE PARTNERS.
HOOMANOが日本のパートナー企業とどのようにビジネス展開しているのか？

Tuesday
13th Oct.
2020
2020年10月13日
(火)
At 9.30 am
午前9時半～
ONLINE
オンライン
in English
英語

In partnership with

JETRO Paris

SINEORA

MATRICE

日仏経済戦略研究所
Institut Français de Stratégie Franco-Japonaise

On October 13, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar "Tuesday Challenge" for its members and visitors. It was held with many participants from member companies in both Japan and France.

As a guest, we had the opportunity to meet with **Mr. Stephane Zadounaïsky** (Founder / Next Level) , **Mr. Xavier Basset** (Founder & CEO / Hoomano). And as moderator, **Mrs. Kimiko Imai** (Founder & CEO / Sineora) facilitated the talk session. She is one of the board members of Startup Creativity Challenge(SCC).

At this time, two guests kindly speeched attractively with the title, " 5 keys for a successful commercial launch in Japan " .

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

2. Event Report

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment.

CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)

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Recently CEFJ has launched a new innovation program, “**Startups Creativity Challenge (SCC)**”. It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France’s largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hyride collaboration between large companies and startups and generate innovations.

2. Event Report



Stéphane Zadounaïsky 氏 (Founder / Next Level) / **Xavier Basset 氏** (Founder & CEO / Hoomano)

The event, which began at 9:30 a.m. local time in Paris on October 13th 2020, was held online with attendees mainly from CEFJ member companies in both countries.

Our first speaker was Mr. Stéphane Zadounaïsky, founder of [Next Level](#), a company founded in 2010 that provides a wide range of sales and marketing support services in Japan and Korea.

Based on his experience supporting foreign tech companies and startups, he gave us his top five tips for starting a successful business in Japan.

1. Toujours plus de details (Always provide examples)
2. Gestion de son partenaire: contrôle et soutien (managing your partner with control and support)
3. Un marche tres gregaire: "Si c'est bon pour lui c'est bon pour moi (user reviews and recommendations of influencers and experts).
4. Concurrence: avoir les yeux dessus et s'adapte (adapt to local usage)
5. Penser long terme (thinking in the long term)

He also introduced tips for Japan's unique market, such as the difference in UI between the map apps Apple Maps and Google Maps, and the success of the iPhone in the mobile phone market, using specific examples.

Next, Mr. Xavier Basset, CEO of Hoomano, a company that leverages a strong partnership between Japan and France to provide solutions for social robots, kindly talk about his business in Japan.

He has been working with Mr. Stéphane Zadounaïsky for 10 years as partner. He provided feedback on Zadounaïsky's topic, saying that there are three key:

1. Build strong relationships with partners and communities in Japan and abroad
2. Always keep learning. What is done and what is not done
3. Remember to celebrate

With regard to the second one in particular, he said that in these days of smartphone penetration, it is unlikely that a robot that only has the functions that smartphones have will get much attention. In addition, he presented an example of his strategies that has developed a successful product strategy and developed services that can be integrated with smartphones.

He emphasized the importance of "celebrating" partners in order to measure success, and said it is important to build long term relationships with them.

Next, SCC member Mrs. Kimiko Imai led a Q&A session with the two guests. Mrs. Kimiko Imai is the CEO of Sineora, a company that promotes open innovation in large companies, with a focus on Japan and France.

Q1. Why did you choose the Japanese market?

A1. In the first place, we don't think it is necessary to be concerned only about our own market. If there are good services and products, the Japanese market is very attractive. In the case of partnerships with large corporations, in the United States, if you don't produce results in the short term (three months), the partnership will dissolve quickly, but in Japan, it is possible to build relationships to some extent over the medium to long term. In this context, building a community is very important.

Q2. How did you localize your B to C business in Japan?

A2. The design and marketing of the package was solved by getting tips from the local community.

For example, we got meaningful feedback on the name of the brand.

I think it's very important to rely on people who are familiar with the place to get their input on local operations.

Q3. Which is the better way to expand your services overseas, setting up a local subsidiary or making use of connections with partners?

A3. We think it is more efficient to get services tailored to the local situation through connections with partners. Jetro can help us set up a branch in Japan, but we also need legal experts, recruiters, accountants, etc. Next Level can provide them in a comprehensive way.

Many other questions were asked by the attendees, and the event was very exciting.

Written by [RouteX Inc.](#)



Our Mission: To the World without Information Asymmetry

RouteX is a young and dynamic startup deeply committed to innovate startup ecosystems around the world. CEFJ supports its spirits!