



24th November 2020 : NEDO's R&D and Entrepreneurship Support

TUESDAY CHALLENGE
NEDO's R&D and Entrepreneurship Support
NEDO の研究開発・起業家支援
Collaboration with a local community: K-NIC STS (Seed-stage Technology-based Startup)
自治体との画期的なパートナーシップ
シードステージ・テクノロジー・スタートアップの誕生

SPEAKERS / 講演者

- **TAKESHI YOSHIDA**
DIRECTOR, INNOVATION PROMOTION/ NEDO
(NEW ENERGY & INDUSTRY TECHNOLOGY DEVELOPMENT ORGANIZATION)
- **YOKO KAMIMURA**
ALLIANCE PROMOTER / K-NIC (KAWASAKI - NEDO INNOVATION CENTER)
- **HIROKI DANNO**
CO-CEO / KNOWLEDGE-PALETTE

FOLLOWED BY Q&A SESSION
KIMIKO IMAI 今井公子 FOUNDER & CEO - SINEORA

WITH PARTICIPATION OF THALES PSL * UTE ccan

WITH PARTNERSHIP OF CHOOSE PARIS REGION JETRO PARIS

SUPPORTED BY CCI PARIS CCI FRANCE JAPON

SCC TEAM
lookyouread JAPON INFUS ELOKAMI SINEORA PATRICE JBB

in English 英語

On November 24, 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. Takeshi Yoshida (Director, Innovation promotion / NEDO)**, **Ms. Yoko Kamimura (Alliance Promoter / K-NIC)**, **Mr. Hiroki Danno (Co-CEO / Knowledge Palette)**. 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, three guests kindly speeched attractively with the title, " **NEDO's R&D and Entrepreneurship Support** ".

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)



(Image Credit: CEFJ)

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 hydride collaboration between large companies and startups and generate innovations.

2. Event Report

The event, which began at 9:30 a.m. local time in Paris on November 24 2020, was held online with attendees mainly from CEFJ member companies in both countries.

What is NEDO ?



- The largest R&D funding agency in Japan
- Established in 1980 to develop alternative energy technology
- Budget: Approx. 160 billion JPY (≒ 1.3 billion Euro)



Source: AP, NPR Web site



New Energy and Industrial Technology Development Organization

Our guest, Mr. Tsuyoshi Yoshida, joined NEDO and worked at Stanford University before being transferred to NEDO's New Delhi office in 2008. NEDO have provided funding and helped build an innovation ecosystem by supporting technology seeds, including startups.

In the innovation ecosystem, he said, startups are deeply focused as important players in solving critical social issues. NEDO also co-fund them with our partners, VCs and large corporations.

Platform for unified support for startups (Plus)
formulated with 9 public agencies



9 public agencies signed an MOU to support startups in July 2020

Barriers for startups

- Each agency has different function and support menu
- Insufficient information sharing and policy coordination between agencies



New Energy and Industrial Technology Development Organization

NEDO provides extensive support for each phase of startups to grow with other governmental organizations. NEDO is also participating in Japan's unique startup branding strategy, "J-Startup," which is designed to accelerate the expansion of startups overseas.

JFY 2020 “Co-Funding Program” for International Joint R&D Projects



国立研究開発法人 新エネルギー・産業技術総合開発機構

He also mentioned that NEDO is accelerating the close collaboration between France and Japan in the R&D sector, most recently in collaboration with the French public investment institute agency Bpi France.

About K-NIC

We provide business opportunities for seed-startups mainly who want to grow in the deep tech sector



Support with acceleration program, Business matching in R&D sector

Support with incubation facilities in Kawasaki City

Follow-up business support with local network in Kawasaki City



Founded in 2019



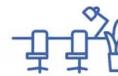
Matching (R&D, Companies VC, IP match)



Startup support



Events (Pitch etc..)

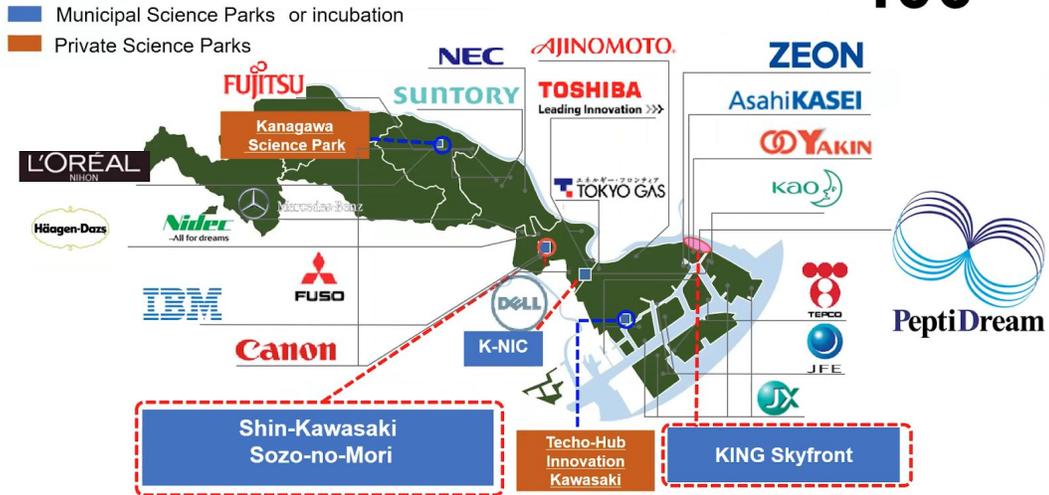


Coworking Space



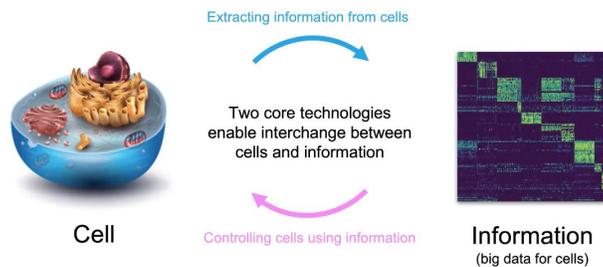
Next, Yoko Kamimura (Alliance Promoter / K-NIC) introduced NEDO's innovation center, K-NIC, located in Kawasaki City, which is located in the same area as NEDO and is able to provide seamless support. Startups were founded and raised a total of 5 billion yen in funding in 2019.

World Leading Enterprises and Science Parks



One of the attractions of Kawasaki is that many large companies have their research institutes in the city. In addition, the city has many science parks such as Shin-Kawasaki Creative Forest and KING Skyfront. It is expected to continue to develop as a hub for deep tech startups in the future.

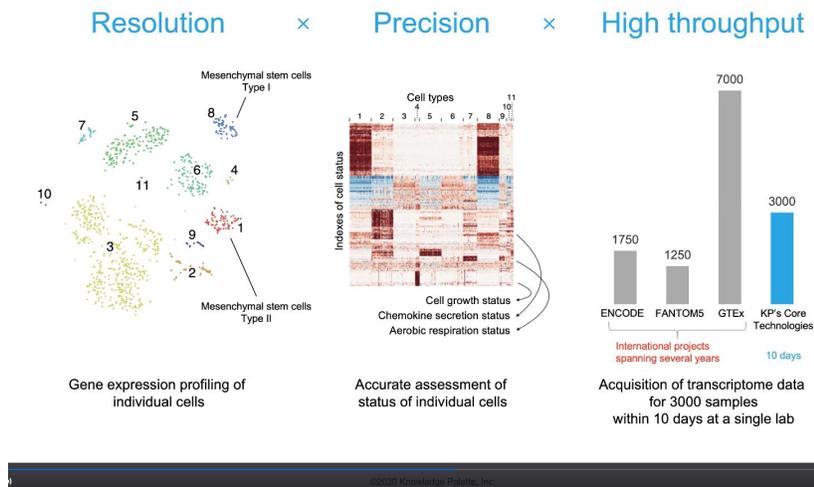
Knowledge Palette's Vision



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Next, we spoke with Hiroki Danino (Co-CEO / Knowledge Palette), a health tech startup that is in the business of improving the quality of regenerative medical cells using new medicines and big data.



The three core technologies of Knowledge Palette, which originated at RIKEN, are shown in the figure above. In particular, the use of information technology to minimize the variability of cells is a key feature of the patented technology. Next, SCC member Mrs. Kimiko Imai led a Q&A session with the three 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: What are the areas where Japan is currently strong and where French ecosystem players should focus their attention?

A1. (Mr. Yoshida) The energy sector is considered to play an important role in achieving the "Carbon Neutral Goal," a guideline for solving energy problems that should be addressed as a nation. Also, the health care sector, such as Knowledge Palette, is an area that deserves a great deal of attention.

Q2. What are your expectations for the collaboration with Bpi France?

A2. (Mr. Yoshida) Apart from the financial aspect, we are preparing measures to actively support inbound entrepreneurs from France in cooperation with Jetro.

Q3: What is Kawasaki City's approach to supporting startups from abroad?

A3. (Ms. Kamimura) KING Skyfront has good access to Haneda Airport and is expected to become an important hub in the future.

Q4. What is your vision for Knowledge Palette to have a global influence?

A4. (Mr. Danano) The influence is limited in Japan, and startups generally have only limited resources. Therefore, we would like to use meaningful initiatives like the SCC as an opportunity to expand overseas.

Lastly, Ms. Noriko Tominaga, General Manager of CEFJ, introduced the Annual Conference "Startup Creativity Challenge (SCC)" scheduled for December 3, 2011.

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!