



3rd December 2020 : Startup Creativity Challenge(SCC) Edition II

On December 3, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held its annual conference "Startup Creativity Challenge(SCC)" for its members and visitors. It was held with many participants from member companies in both Japan and France.

The second edition of the SCC in 2020, following the first edition held at Station F in Paris in 2019, was broadcast online to the whole world, based on the broadcast in France.

The SCC was created at the initiative of both CEFJ and Sasakawa Foundation, with partner organizations such as CCI Paris Île-de-France and CCI France Japon, as well as sponsors such as Choose Paris Region, JETRO PARIS and the Renault Group, institutions, and 14 organizations as supporters (ALP, CSI Leasing, Eiko, Elokami Production, GLevents, Institut d'Economie et de Stratégie Franco-Japonais, Japon Information, JB & B, Lookyouread, Matrice, Quantum Leap, Sineora, Retout & associates, and Route X).

The following is a report on the prospects for mutual development between France and Japan during 3.5 hours of discussions between the Japanese and French ecosystem players.

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.

2. Event Report

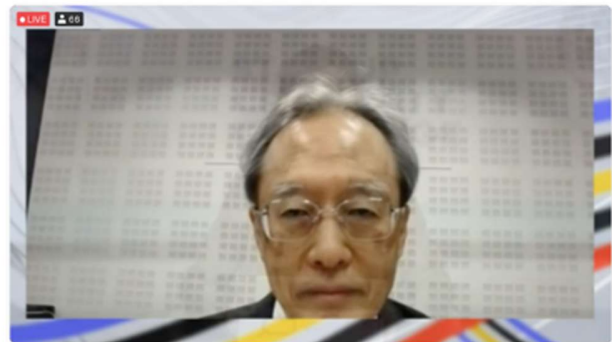
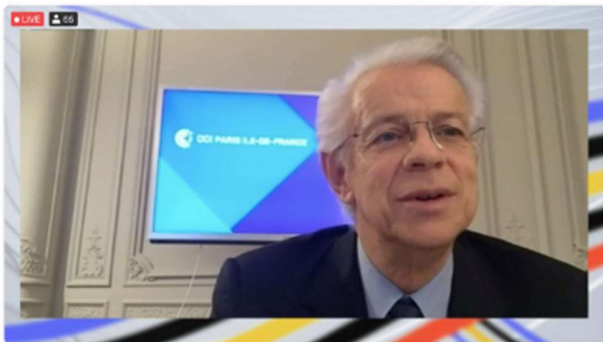
The event, which began at 9:00 a.m. local time in Paris on December 3, 2020, was attended by 174 pre-registered attendees, mostly from French and Japanese CEFJ members, but also from sponsors and partner organizations, as well as many external participants interested in innovation in both countries, who came online. This session was facilitated by Kimiko Imai, CEO of Sineora, a leading proponent of open innovation in large companies, with a focus on Japan and France.

The session was conducted in Japanese, French and English, with some of the sessions running concurrently in French and Japanese.

WELCOME BY:

Didier Kling, Chairman of the CEFJ & CCI Paris Ile-de-France

Ambassador Junichi Ihara, Embassy of Japan in France



In opening remarks, Mr. Kling expressed his expectations for the SCC, which was expected to take place at Station F in Paris this year, as it did in 2019, but was forced to go online due to the corona. However, they will continue to receive support from Station F. Mr. Ihara explained that the transition between the two leaders, Prime Minister Kan and President Macron, was a major factor in the economic partnership between Japan and France, and expressed his hope that this event would give rise to new collaborations.

MESSAGE VIDEOS FROM:

Cedric O, States Secretary in charge of Digital transformation & Electronics communications

Kouichi Munekiyo, Parliamentary Vice-Minister of Economy, Trade and Industry



Mr. O began by introducing the importance of technology and startups as important sectors for both countries, and the rise of the startup ecosystem in France, including the emergence of unicorns and the increase in foreign investment. Mr. Munekiyo introduced J-Startup, a startup support program promoted by the Ministry of Economy, Trade and Industry (METI), which is working to promote the expansion of Japan to the rest of the world and the inflow of foreign companies to Japan, and expressed his intention to overcome the unprecedented crisis through the power of startups.

OPENING ADDRESSES:

Nobuyuki Idei & Anne Lauvergeon, Co-Chairmen SCC

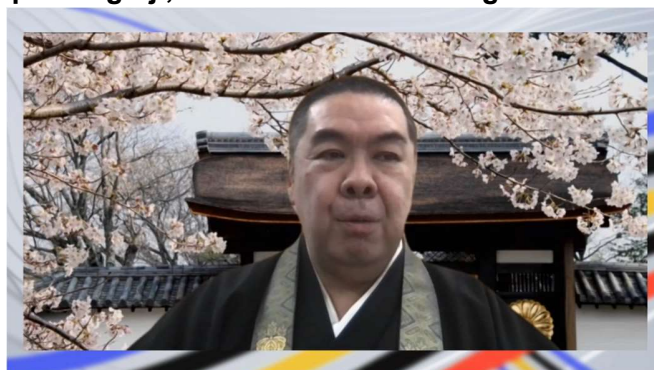


First, Mr. Idei raised the question of why the global digital platforms born in the United States and China was not born in Japan, France and Germany. He noted that creating new companies is not only about entrepreneurs, but also requires government and bureaucracy to work together. He also introduced the "Adventure Village" initiative to promote "adventure" for Japanese venture companies.

Next, Ms. Lauvergeon spoke about the special year 2020. He said that the special year 2020 has affected all business players, but it is also an opportunity to rethink the goal of high growth for the nation. He suggested that we have to do things differently in order to innovate. He expressed his hope that the SCC will be a catalyst for innovation.

KEYNOTE SPEECH: Open to innovation

Master Junei Nakada, Temple Daigo-ji, UNESCO World Heritage



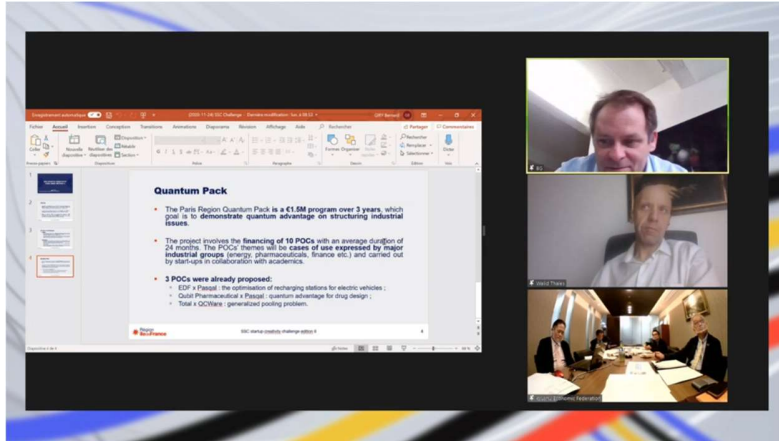
Daigo Temple was founded in the 800s by Kobo Daishi (Kukai) and two other monks and has been attracting visitors ever since it was established as an imperial temple of the Emperor Daigo. Mr. Nakada said that he feels the importance of visiting the old and knowing the new from his conversations with many business and cultural people. He feels that a temple place can open up new possibilities in the future, and expressed his intention to provide a place where people can connect beyond race and nationality.

EXCHANGES :

How public and private sectors collaborate for Innovation & attractiveness?

Bernard Giry, Advisor for Innovation to the President of Region Ile-de-France

Walid Benzarti, Director of Innovation, Thalès



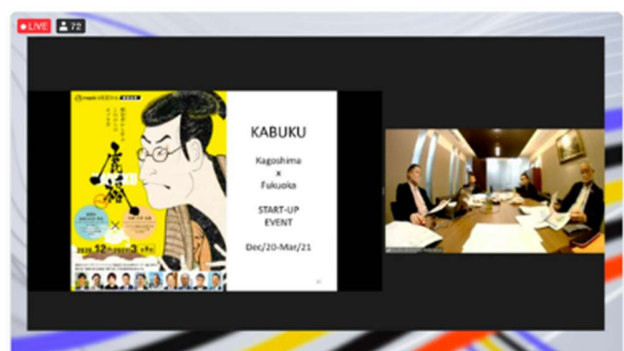
Mr. Giry, an expert in digital innovation, began by describing the economic attractiveness of the Ile-de-France region. The region creates great value through a wealth of support for startups and for key areas of focus. Particularly in the field of AI, "AI Pack" provides financial support to 100 companies every year to increase their competitiveness through AI, "AI Pack" combines AI with areas such as health, industry, and society to break down technological barriers. It leads programs such as "AI Challenge" which provides financial support. The organization also supports the quantum computing sector.

Thales, where Mr. Benzarti roles Director of Innovation, is to help companies shape their business decisions through a wealth of data. He talked about how the company has 84,000 employees worldwide and invests aggressively in R&D to create innovation. They also understand the importance of open innovation and aim to create synergies with other entities where "1 + 1 = 3".

‘Supporting startups in Fukuoka City and Kyushu’

**Tetsuaki Miura, Director, Startup, National Strategic Special Zone Planning & Coordination Dept.
Fukuoka City Government**

**Akira Hirai, Managing Director, Chief Secretary, Tadahiro Tamura, General Manager &
Shinichi Takegami, Associate General Manager, Industrial Promotion Div. Kyushu Economic
Federation**



Fukuoka, the largest city in Kyushu Region, which is located at the western end of Japan, has implemented the following measures to attract foreign startups.

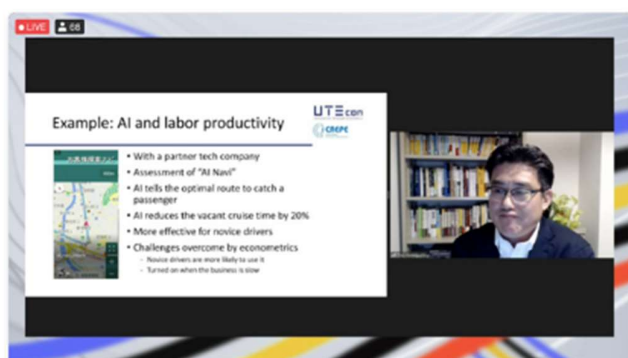
- Startup Visa
- Financial support for office space
- Free consulting services
- Tax incentives
- Incubation
- Financial assistance

The speaker also explained that Fukuoka City has many global networks overseas, especially with Bordeaux in France, both of which are regional cities, and we are working together to create a lot of synergy. In Kyushu, which includes Yamaguchi Prefecture, Kyushu Economic Federation have many programs such as "Startup Go Go Go" and "KVM (Kyushu Yamaguchi Venture Market)".

How a university promotes entrepreneurship and open innovation ?

Daiji Kawaguchi, Professor&Director, Center for research & education in program evaluation, The University of Tokyo

Bruno Rostand, Directeur de l'innovation et de l'entrepreneuriat, University PSL - Paris Sciences & Lettres



Mr. Kawaguchi suggested that as the focus on startups and the need for them in economic development increases in Japan, the value of universities in accelerating government-corporate partnerships is increasing. He then introduced the launch of Center for Research and Education in Policy Evaluation (CREPE) by the University of Tokyo's Faculty of Economics, and University of Tokyo Economic Consulting Inc. by inviting former Amazon Japan members.

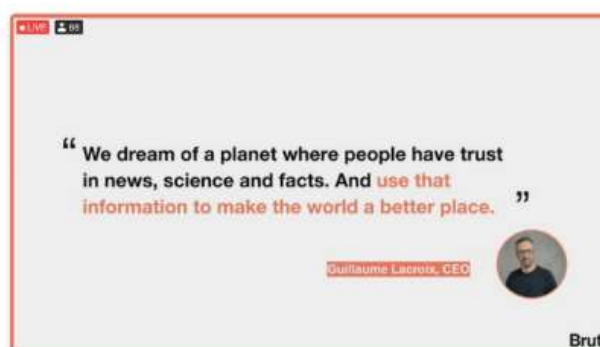
Mr. Rostand, Director of University PSL, one of the top 50 universities in the world, presented examples of technology transfer using the rich research seeds as well as three incubators and co-working spaces at University PSL. There entrepreneurial awareness is growing, especially among students, and several startups have already succeeded in expanding their businesses.

How global corporates answer the open innovation challenges? Matthieu de Chanville, Managing Director, Alliance Ventures (Renault)



Alliance Ventures, the CVC of Renault-Nissan-Mitsubishi Motors Alliance, has high hopes for the creation of startups that will leverage the alliance's global network and expand their services worldwide, according to Mr. de Chanville. As a new initiative to demonstrate its vision for the future, Alliance is also building the first factory in Europe to achieve a circular economy called "Re-Factory" on the outskirts of France. Alliance Ventures is planning to gather startups to participate in this project.

Leader's Speech: Olivier Gonzales, VP, Sales & Business Development - Brut. "How to convince a new market?"



Born in France four years ago, BRUT. has grown into one of the most listened to video media in Europe, targeting young people between the ages of 18-34. BRUT. has become one of the most listened to video media in Europe, focusing on technology, politics, society and life, and delivering a number of messages to the world. In Japan, BRUT. has attracted the attention of many viewers. It is expanding its reach into India and China to reach new BRUT. audiences. It's a good example of expansion for startups in their business.

Pitches:

< Start-up >: Japan: Elix, Inc. INNOPHYS, Tenchijin / France: Nemmès, SubR, UniFAi

< Commentators > : Anne Lauvergeon, Co-Chairman SCC (Former CEO AREVA), Junei Nakada, Temple Daigo-ji & Jean-Baptiste Fauvel, Co-CEO JB&B, Stéphanie Hospital, CEO OneRagtime, Luca Verre, Co-Founder&CEO Prophesee | WEF Technology Pioneer

Problem of drug discovery: time and cost

Developing a new medicine on average takes 10 to 15 years and costs \$2.6 billion

Timeline stages:

- Target discovery (2-3 years)
- Lead discovery (0.5-1 years)
- Lead optimization (1-3 years)
- ADMET/tox (1-2 years)
- Clinical development (5-6 years)
- Post approval (1-2 years)

ELIX

ELIX: Development of an AI-based drug candidate discovery platform

Features

- powerful**: Strong support. Assists movements with up to 20.2 kg of auxiliary force.
- eco-friendly**: Saves energy. No need for electricity! It works with air pressure for an unlimited amount of time.
- lightweight**: Wearable. Product weight of 3.8 kg.
- simple**: Easy to wear. Put it on in 10 seconds. No expert skills are required.
- good value**: Reasonably priced. Made possible for families to purchase.
- water & dust proof**: Protection. Works outdoors or with rain, no problems.

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Innophys: Development of assistive suits to reduce muscle load in factories and nursing homes

Case with Zespri World No1 kiwi fruits producer

Supported to find right fields to grow kiwi fruits in north hemisphere.

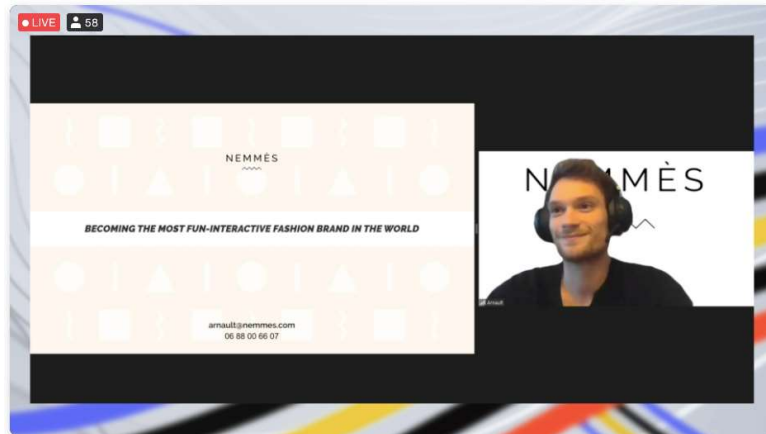
STEP1: Show high risk area to avoid

STEP2: Show low risk area to investigate in detail

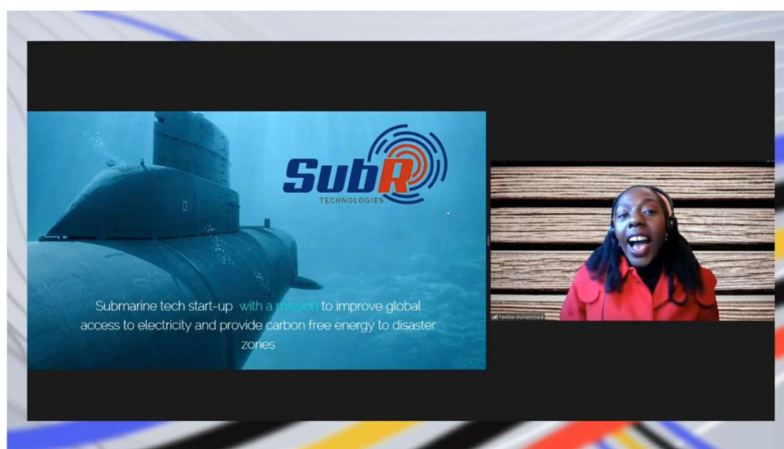
STEP3: Rate fields for Kiwi fruits using a five level ranking system

Tenchijin

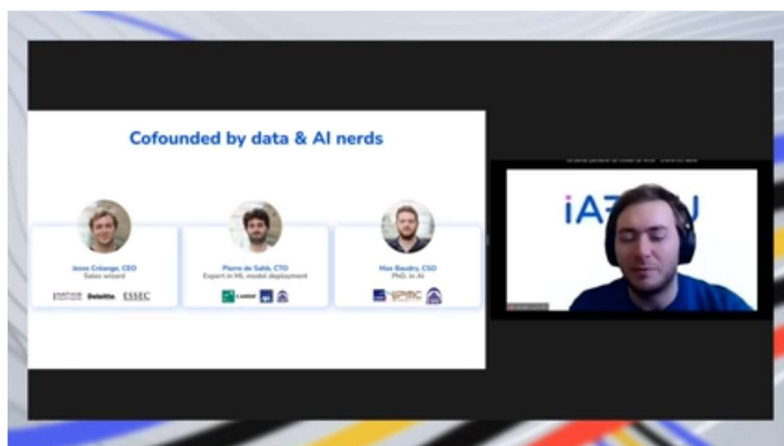
Tenchijin: Using Space Big Data for Land Valuation and Agriculture



NEMMES: A platform to create and offer your own jewelry and accessories online



Sub R Technologies: Developing a device to provide carbon-free power to disaster areas using nuclear power



UNiFAi: A platform to support the efficiency of product sales in e-commerce using AI

Four commentators asked questions about the path of business development, with each startup sharing its perspective. The commentators also gave a lot of encouragement to startups that have great potential to build the future.

CLOSING EXCHANGE: How to support innovation and how to encourage entrepreneurship?

Charles Znaty, President, MEDEF Paris / Vice-President, CEFJ

Lionel Grotto, CEO, Choose Paris Region

leaki Takeda, Director General, JETRO Paris

Pascal Latouche, Expert in open innovation & author, Founder&Chairman, lookyouread



The session was conducted as a four-person opinion exchange program. The session began with a presentation of corporate initiatives in Japan and France. Mr. Takeda talked about the role of Jetro, a government agency, in the development of cooperation between French startups and large Japanese companies. Mr. Znaty spoke about the importance of friendly relations between executives on both sides and the value of lubrication for this. Mr. Grotto shared that the Paris Regional Economic Development Board, which takes a similar position on the French side, is aware of this, and has various programs in place. According to Mr. Latouche, slow decision-makings of large companies are not limited in Japan, but is also true in France. Corona was one of the factors further complicating this decision-making, and talked about how each entity must be open and present a common roadmap for large companies and startups.

ANNOUNCEMENT TO THE EDITION III

20.25 Pierre Kuchly, Vice chairman, CEFJ & Vice Chairman, CPME national



As a closing remark, Mr. Kuchly took the stage. He reported that 15 Weekly Webinars were held prior to the SCC in 2020. It was also announced that the third SCC will be held in 2021 at Daigo Temple in Kyoto. It is expected that the cooperation between the two countries will be further accelerated in preparation for the next SCC.

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!