



MakiChalle2023

- Challenge Business Competition 2023 in Makinohara -

Action Plan



牧之原市



Greetings

The Makinohara City Challenge Business Competition "MakiChalle" is an epoch-making event that solicits business plans from all over the world to collaborate with businesses in Makinohara City. At the first makiChalle, which was held last year, we received applications for business plans from 91 companies, including 10 overseas companies. The MakiChalle Grand Prize went to Ukrainian startup S.Lab, and the second prize went to Osaka-based Food Medic. Including these two companies, seven of the 10 companies selected as finalists plan to expand into Makinohara City by establishing new companies in the city to collaborate with local businesses that participated in the sponsorship. The opening of the shared office "Makinohara Incubation Center" is also scheduled to serve as a receptacle for companies expanding into the market, and based on the results of last fiscal year, which exceeded expectations, we have decided to hold the 2nd Challenge Business Competition in Makinohara "MakiChalle 2023" this year. Makinohara City competes for first and second place in tea production in Japan. In addition to agriculture, industrial shipments of automobile-related factories also amount to 1 trillion yen. On the Shizunami Coast of the surfing mecca, the Makinohara Plateau has tea plantations that stretch to the horizon. From Mt. Fuji Shizuoka Airport, windows are open to the whole country and the world. Although it is a small city with a population of 43,000, it can be said that it has attractive regional resources that can be proud of the world. In recent years, "open innovation," has been attracting attention. It's a method of combining mainly listed companies' own management resources with ideas, know-how, and technologies from outside such as universities and startups, and utilizing them for the development of new businesses and products. "Maki Chare" can be said to be an attempt at "open innovation" for the entire region of Makinohara City.

This year as well, in addition to widely disseminating the characteristics of Makinohara, we will recruit ambitious startups from all over the country and around the world who want to expand their business from Makinohara City to whole Japan and Asia through collaboration with existing industries and tourism. For the applicants, in addition to the top prize of 1 million yen and other generous prize money, there is a possibility that collaboration with local companies will actually lead to business expansion. This is an opportunity for companies in the city to take on the challenge of new business development through open innovation. We will do our utmost again this year so that this event will produce results that will enhance the vitality of the economy and society of Makinohara City. We look forward to the participation of many companies.

June 2023



The Video Message from the Mayor
https://www.youtube.com/watch?v=_h7ErjdJI40

Kikuo Sugimoto,
The Mayor of Makinohara City





Overview of MakiChalle

We are looking for business plans from startups nationwide and around the world that utilize the local resources (industry and tourism) of Makinohara City to develop their own businesses together with the community.



- A business plan that includes a "proposal" to collaborate with existing companies (including the government) in Makinohara City.
- The nature of the acceleration program, which aims at open innovation throughout the region.
- We welcome plans that contribute to the development of local industry and tourism through the growth of your own business, and that will spread from the region to the whole country and from Asia to the world.



MakiChalle Steps

Application: Expected to receive a total of 100 applicants (previous year's results: 81 domestic companies + 10 overseas companies)

Screening: 20 semi-finalists will be selected by screening the documents

Closed Pitch: Narrowed down to 10 finalists

The 20 semi-finalists will provide pitches to judges only and get some advices from judges.

Open Pitch: Selection of Grand Prize, Second Prize, Mayor's Special Award, etc.

The 10 finalists will pitch online from anywhere in the world. Anyone can watch the pitches from anywhere.

Awards Ceremony: Announcement and Awarding of the Prizes

Held at the Makinohara General Theater "EIRA". We hope all 10 finalists join the ceremony.



Prize money for MakiChalle 2023 and Support from Makinohara City

- MakiChalle Grand Prize ¥1,000,000 (€7,000)
- MakiChalle Second Prize ¥300,000 (€210)
- Mayor's Special Award: ¥100,000 (€70)
- Sponsor Special Award* ¥50,000-¥100,000 (€35- €70)
- Audience Award* ¥50,000 yen (€ 35)

* Sponsoring Company Special Award and Audience Award may overlap with other prizes or awards.



- Makinohara City will support the realization of collaboration between the 20 semi-finalists and companies in the city.
- When expanding into the region by establishing a new company with a collaborating company, Makinohara City will subsidize part of the usage fee for the "Makinohara Incubation Center" (opened in July 2023, the above figure is expected to be completed).

Sponsors

Arahata Garden Corporation

Oguri farm Corporation

Enotek Corporation

Hamamatsu Iwata Shinkin Bank

ITO EN, LTD.

Kasahara Corporation

Kosei-Kougyo Co., Ltd.

LIFE SERVICE Co., Ltd,

Mitora Management Attorney

Mizuno Construction Co., Ltd.

m2labo.inc.

Sato judicial scrivener office

Sagara Bussan Corporation

Shimada Kakegawa Shinkin Bank

Shizuoka Bank

Suzuki Construction Co., Ltd.

Suzuki Motor Corporation

Takayanagi Tea Manufacture Co., Ltd.

Toen gas youzai Corporation.

Yoshito Denawa Tax & Accounting

Organizer: Makinohara City

Cooperation: Makinohara City Chamber of Commerce and Industry

Planning and management: CF Startups, Inc.

last year's poster

— 牧之原市 —
チャレンジビジネスコンテスト
Challenge Business Contest

オープンビッチ審査 牧之原市の未来を見届けよう。 受賞者発表&表彰式

5歳 オンライン参加 無料
18歳以上 世界各国10社
前91社のスタートアップ企業から厳選されたファイナリスト10社の中から勝ったビッチをオンラインで!

10.20 木 15:00~17:30
URL <https://us06web.zoom.us/j/94216663819>

審査によって選ばれた
大賞 準大賞 各特別賞 総額賞
リアル&YouTube生配信!

10.28 金 15:00~17:00 (開演14:30~)
会場 牧之原市市民会館センター111号

賞金 賞状アロー
大賞 100,000円
準大賞 50,000円
各特別賞 5~10万円

賞状アロー
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詳しくは[まき野チャレ](#)で検索
まき野チャレ

主催 牧之原市
協力 牧之原市農工商会 牧之原市商工会 牧之原市商工会
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Last year's winners

Name of Award:	Company Name (Region)	Prize Money
Grand Prize	S. Lab (Ukraine)	¥ 1,000,000
Second Prize	FoodMedic Co., Ltd. (Osaka City, Osaka)	¥ 300,000
Mayor's Special Award	Benners Co., Ltd. (Fukuoka City, Fukuoka Prefecture)	¥ 100,000
Shimada Kakegawa Shinkin Bank Award	Toiro Co., Ltd. (Ichikawa City, Chiba Prefecture)	¥ 100,000
SUZUKI Award	Plaza Create Co., Ltd. (Chuo-ku, Tokyo)	¥ 100,000
HAINAN Award	Avex Entertainment Inc. (Minato-ku, Tokyo)	¥ 100,000
Enotech Award	Restille Corporation (Chiyoda-ku, Tokyo)	¥ 50,000
Audience Award ^(overlapped)	Benners Co., Ltd. (Fukuoka City, Fukuoka Prefecture)	¥ 50,000
Finalist	GREENOVATOR (MYANMAR)	–
Finalist	Keyware Solutions Co., Ltd. (Setagaya-ku, Tokyo)	–
Finalist	Robo Study Co., Ltd. (Hamamatsu City, Shizuoka Prefecture)	–



MakiChalle 2023 Schedule

Schedule	Project	Summary
May1 – Jun30, 2023	Makinohara City's Sponsorship Participation Period	
Jun 1, 2023	MakiChalle 2023 Application Acceptance Opens	
Jun 1 – Aug15, 2023	Application period for participating startups	
Aug16 – Sep15, 2023	Document screening	
Sep 20, 2023	Semi-finalist announcement	
Sep 21 – Oct 8, 2023	Closed Pitch Judging Committee	Completely Online
Oct 10, 2023	Finalist Announcement	
Oct 17, 2023	Open Pitch Judging Committee	Completely online
Oct 27, 2023	Awards Announcement and Ceremony	Venue: EIRA (Makinohara General Theater)



Application procedure as a startup

Step1 Apply from the application form on the special website of MakiChalle (register an overview of the company and business)

<https://form.run/@MakiChalle2023-en>



Step2 Follow the instructions in the email from the secretariat and Submit a "Business Plan with Collaboration Proposals"



Submission of a business plan after application

A "Business Plan Including Collaboration Proposals" must be prepared in one of the following four ways.

- A business plan which includes collaboration proposals to specific companies (one or more) in the region which participate as the sponsoring companies of this event.
- A business plan which includes collaboration proposals to specific industrial fields in Makinohara City (e.g., tea farmers, tea industry, fisheries, fisheries, beverage manufacturing, automobile manufacturing industry, auto parts processing industry, restaurant industry, hairdressing industry, IT-related business, energy-related business, other service industry, etc.)
- A business plan which includes proposals to utilize or collaborate with Makinohara City's tourism resources (tourist facilities, accommodations, restaurants, transportation, etc.)
- A business plan which includes proposals for administrative measures of Makinohara City

*** This year's sponsoring companies will be announced by June 30.**

* addition, judges from financial institutions are scheduled to participate.



Judges



Kikuo Sugimoto

Mayor of Makinohara City
1975 Appointed to Haibara Town (now Makinohara City) He served as General Manager of Makinohara City in 2012 and Deputy Mayor of Makinohara City from 2013 to 2017. In 2017, he won the mayoral election of Makinohara City. Re-elected in 2021. He is currently in his second term. During this time, he worked on social infrastructure development such as the installation of optical fibers throughout the city, the establishment of Mt. Fuji Shizuoka Airport, the creation of large-scale farmland development, and the widening of firefighting operations. His motto is "Don't think about why you can't do it, think about why you can."



Yoshito Denawa

Founder and CEO of CF Startups Inc. (Certified Public Accountant / Tax Accountant)
Born in Haibara Town (now Makinohara City) in 1961. After graduating from the Faculty of Economics at Keio University in 1983, he engaged in listed consulting at Showa Ota Audit Corporation (currently EY Shin Japan LLC) before establishing D Brain Securities Co., Ltd. in 1997. He leads the market with a market share of more than 90% as the lead manager of the green sheet of the securities market for companies preparing to be listed. 141 companies raised 11 billion yen. He also entered the listing underwriting business and served as the lead underwriter of 14 companies as a securities company specializing in IPOs, but resigned as the representative of the company in 2010 due to the sharp decline in IPOs after the Lehman shock and the slump in green sheets. In 2015, "equity investment crowdfunding" (hereinafter referred to as "ECF") was institutionalized to replace the green sheet system due to a revision of the law, so DAN Venture Capital Co., Ltd. (currently CF Startups Co., Ltd.) was established again. From 2017 to March 2022, 19 companies raised 370 million yen through ECF. In 2018, he took over the Izunawa Accounting Office in Makinohara City, which his father founded in 1971.



Toshio Enokida

Enotek Corporation CEO
Born in 1951 in Makinohara City, Shizuoka Prefecture.
In 1969, he joined Enokida Iron Works (now Enotek Corporation). In 1986, he became the representative director of Enokida Co., Ltd. In 1993, he became the representative director of Enotek Co., Ltd. (current position). Enotek Co., Ltd. has grown into a global company with the development of custom-made blade polishing machines with excellent planning and development capabilities and cutting-edge technology. In 2023, he became the chairman of the Makinohara City Chamber of Commerce and Industry (current position).



Satoko Khono

Representative of ARUN LLC
Representative Director of ARUN Seed
Graduated from International Christian University and London School of Political Science and Economics. After working at the Asian Rural Institute, he has been involved in Cambodia's reconstruction and development support through the work of NGOs (Share = Citizens Association for International Health Cooperation), JICA, and the World Bank since 1995. After meeting a Cambodian social entrepreneur, he opened his eyes to social finance and was convinced of its necessity and potential, and established ARUN in 2009. He is working to build a global social investment platform that originated in Japan. Winner of the International Category Award at the 3rd Nikkei Social Initiative Awards. In 2016, she was selected as one of the "Forbes Japan's 55 Women in the World Japan "You'll find out in 60 minutes!" SDGs Super Introduction" (2019 Technical Review).



Hidehito Khono

Kono Patent Office, Chief Patent Attorney.
Completed the master's program in information systems at Ritsumeikan University, completed the Master of Intellectual Property Law at the Franklin Pierslaw Center in the United States, completed the Intellectual Property Summer Seminar at the School of Law, Tsinghua University, China, and completed the AI Course at the Computer Science and AI Research Institute (MIT).
In addition to AI, IoT, FinTech, and business model patents, he specializes in prosecution and infringement of U.S. and Chinese patents. He is the author of "Software Patents in the World (co-authored)", "Introduction to FinTech Patents", "Introduction to AI/IoT Patents 2.0", and "Blockchain 3.0 (co-authored)".



Kohei Takachi

Founder and CEO of EXPACT Corporation
Representative Director, Venture Investment Development Study Association
Born in 1984. After graduating from university, he joined Shizuoka Bank. After that, he provided venture support and various consulting services at Deloitte Touche Tohmatsu LLC. Founded EXPACT Inc. in July 2018. We have supported ventures and startups in raising funds, and have obtained more than 800 million yen in subsidies, and the cumulative amount of funding has exceeded 1.8 billion yen. He also works as the CFO of the startup he supports.
The Venture Investment Development Study Group has been sponsoring and supporting entrepreneurship-related events in Shizuoka Prefecture since the launch of Startup Weekend Shizuoka. Most recently, he launched Founder's Circle, which supports entrepreneurship development.

Judging Criteria



- Affinity with local industry and tourism, contribution to local economy and society
- Business novelty (innovation) or competitive advantage
- Market size and growth potential
- Profitability and sustainability of business models
- Management team achievements and skills
- Assumed Business Risks



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