

June 23, 2014

Future Design Center Incorporated Association
TX Entrepreneur Partners General Incorporated Association
Division of University Corporate Relations – The University of Tokyo
Mitsui Fudosan Co., Ltd.

Asian Entrepreneurship Award 2014 – 53* Entrepreneurs from 12 Countries and Economies to Pitch their Business Plans in Japan at Asia's Largest International Business Competition

Three-day event at Kashiwa-no-ha Open Innovation Lab ahead of July grand opening

Future Design Center, TX Entrepreneur Partners, the University of Tokyo's Division of University Corporate Relations, and Mitsui Fudosan Co., Ltd., are pleased to announce the Asian Entrepreneurship Award 2014 (AEA 2014). The event will be from Sunday, July 13, through Tuesday, July 15, 2014. The main venue for this international business competition for Asian startups will be Kashiwa-no-ha Conference Center and KOIL in Kashiwa-no-ha Smart City - A New Vision for the Cities of Tomorrow -, whose grand opening is also in July.

AEA aims to nurture entrepreneurialism in Asia while establishing Kashiwa-no-ha Smart City, the fruit of cutting-edge urban planning to foster new industries, as a major hub of global innovation. For AEA's third year, 18 companies have been nominated. They are competing their business plans aiming to conquer social economic issues at Kashiwa-no-ha Smart City.

AEA originated in Japan in 2012 as a contest for young entrepreneurs transforming the world from Asia. It aims to contribute to society by fostering advanced technologies and ideas that create new industries and resolve global issues. Its mission is to bring together entrepreneurs with ideas and technologies and accelerate innovation through competition. The nominees for this year's awards all seek to resolve social and economic issues by leveraging their technological and R&D capabilities.

AEA started accepting applications from this April, selecting nominees for their innovativeness, strong economic and social impact potential, and implementation feasibility. During the event, nominees will benefit from mentoring by professionals who support venture companies, and from discussing with peers and experts while networking. On the final day, entrepreneurs will present their business plans in front of the judging panel and the general audience, with award-winners being announced. Prize at AEA 2014 will be total 4.8 million yen, including the 3 million yen for First place, and other prizes like two years rent-free at KOIL. KOIL is a membership facility shared working space in which entrepreneurs, creative professionals, engineers, researchers, and people from other walks of life form collaborative projects.

The First Prize winner at AEA 2013 was CONNEXX SYSTEMS Corporation from Japan, for its energy storage system. The previous First Prize winner was Clearbridge BioMedics Pte Ltd from Singapore, for developing next-generation cancer diagnostic tests that utilizes cutting-edge microfluidics technology. Other award recipients have included Terra Motors Corporation from Japan, which became the leader in the domestic electric motorcycle market just two years after starting business. Another, also from Japan, has been Axelspace Corporation, which developed the world's first commercial micro-satellite. AEA looks for the 2014 nominees to progress in their businesses through this event.

*The number of people indicated in the title is subject to change.



At AEA, all presentations and Q&A sessions including the Final sessions will be in English. (Photo is from AEA 2013)



AEA 2013 saw Hisashi Tsukamoto (third from right) accept First Prize on behalf of CONNEXX SYSTEMS Corporation .

General Information

- Name: Asian Entrepreneurship Award 2014 (AEA 2014)
- Dates: July 13 (Sun) – 15 (Tue), 2014
- Venue: Kashiwa-no-ha Gate Square (Kashiwa-no-ha Open Innovation Lab (KOIL) and Kashiwa-no-ha Conference Center (KCC))
- Language: English (some programs will be in Japanese or with simultaneous Japanese-English interpretation)
- Admission: Free
- Website: <http://www.fdc.or.jp/aea2014/en/>
- Host: Future Design Center Incorporated Association,
- Co-Hosts: TX Entrepreneur Partners General Incorporated Association, Division of University Corporate Relations – The University of Tokyo and Mitsui Fudosan Co., Ltd.

Qualification for Entry

Each member of the Nominating Committee nominates one company from respective countries and economies that meets the following requirements (in principle):

1. Five years old or younger
2. Not listed on public stock exchange
3. Technology startup

Note: See attachments for more information on entrants and members of the Nominating Committee. Four Japanese startups were nominated in a preliminary contest that ended on May 11, 2014

Award Procedures

- The entrant companies present their business plans in the semi-final and final sessions held on July 14 and 15, respectively.
- In the semi-finals, entrants deliver 10-minute presentations on their businesses. The top six go to the finals.
- In the finals, six companies deliver 15-minute presentations. An impartial judging panel chooses award winners.

Judging Criteria

1. Innovativeness / economic and social impact of the business (potential of the business to change the world, scalability of the business)
2. Implementation feasibility of innovation (competitive advantages, management team, overall consistency of the business strategies, communication skills including presentation itself)

Awards

First Prize:	3 million yen	Second Prize:	1 million yen	Third Prize:	500,000 yen
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- Free tenancy for two years at KOIL Park
- JAL Bonus Miles (50,000 miles for two people as first prize, 40,000 for two people as second prize, and 30,000 for two people as third prize)
- Laptop computers courtesy of Hewlett-Packard Japan, Ltd. (three for first prize, two for second prize, and one for third prize)

- Intel Prize: Invitation to APEC Accelerator Network Summit 2014
 - Prize awarded to one person of the top-placing team among the entrants from Japan.
 - APEC Accelerator Network Summit 2014 is an Asian entrepreneur competition sponsored by Intel Corporation, to be held in Taiwan in August 2014.
 - Shui On Group Prize¹:
 - Right to use InnoSpace² as an operational base for entering the Chinese market (six months, free use for up to two persons)
 - Free KIC and InnoSpace business-matching sessions
 - Free support services for incorporation of business, recruiting, legal consultation, etc.
 - Return air ticket for two persons of the winning team between their home country and Shanghai, China
- *1. Awarded to the top-placing entrant whose business deals with IT or IT-related clean technology
- *2. InnoSpace is an incubation facility located in the Knowledge and Information Community (KIC) complex in Shanghai.
- Japan New Business Conferences Chairman's Prize: 300,000 yen

Please note that all prizes are subject to change.

About the Host

Future Design Center Incorporated Association (FDC)

Website: <http://www.fdc.or.jp/>

Future Design Center (FDC) is a think tank that brings together the most advanced talent and technologies from Japan and around the world to address a variety of issues, including the environment and resources, food supply, medical care, and education, and provides state-of-the-art models for practical and concrete solutions to these problems.

Entrepreneurs with foresight, ambition, and the ability to implement these new solutions are critical in the fields related to the FDC mission. FDC hosts the Asian Entrepreneur Award in order to support entrepreneurs from across Asia who are taking on the challenges of this type of innovation and promote the creation of new industry.

About the Co-Hosts

TX Entrepreneur Partners General Incorporated Association

Website: <http://www.tepweb.jp/e/>

TX Entrepreneur Partners (TEP) is a startup support organization for the activities of entrepreneurs that mainly operates along the Tsukuba Express rail line. TEP collaborates with local universities, research institutions, government entities, private enterprises, and individuals to build the network to support sustainable Eco-system. The organization co-hosts Asian Entrepreneurship Award to provide entrepreneurs with the opportunity to broaden their perspectives beyond their own countries or economies and take a wider view including all of Asia and the world, while also fostering the environment needed to nurture entrepreneurship in the area along the Tsukuba Express rail line.

Division of University Corporate Relations – The University of Tokyo

Website: <http://www.ducr.u-tokyo.ac.jp/en/>

The University of Tokyo's Division of University Corporate Relations aims to ensure that the results of the original research conducted at the University of Tokyo are practically applied in society and to promote innovation with strong impact by providing support for the entire intellectual property process from its discovery, evaluation, management and application through the starting of businesses and commercialization. In the area of support for business startups and university-originated ventures, the division implements a wide range of activities; in addition to incubation projects and a program that nurtures and trains student entrepreneurs, the division is also involved in funding business startups through University of Tokyo Edge Capital Co., Ltd. By co-sponsoring the Asian Entrepreneurship Award, the division is focused on further fostering a culture of entrepreneurship with a global perspective.

Mitsui Fudosan Co., Ltd.

Website: <http://www.kashiwanoha-smartcity.com/>

Mitsui Fudosan Co., Ltd. is currently implementing an urban development project at the Kashiwa-no-ha Campus district based on its "Smart City" concept of urban living focusing on co-existing with nature, health and longevity, and the creation of new industry. The company's initiatives have included the opening of Kashiwa-no-ha Open Innovation Lab on April 14 this year as a new vehicle for fostering interaction between enterprises and individuals to create new industries. Co-hosting the Asian Entrepreneurship Award is a key aspect of Mitsui Fudosan's urban planning with a focus on the creation of new industry.

A project is currently underway to build a complex in front of Kashiwa-no-ha Campus station, with plans to house creative office space surrounded by lush greenery and an innovation base equipped with venture-support infrastructure and services. This project is scheduled for completion in the spring of 2014. Co-hosting the Asian Entrepreneurship Award is a key aspect of Mitsui Fudosan's urban planning with a focus on the creation of new industry.

Attachment (1) Asian Entrepreneurship Award 2014 – Program

July 13 (Sun)

Venue: Kashiwa-no-ha Open Innovation Lab (KOIL), Kashiwa-no-ha Conference Center (KCC)

***Only the panel discussion from 13:10 and mentoring session from 15:00 are open for the public.**

10:00	Orientation Shigeo Kagami, Nomination Committee Chairman for AEA 2014, Professor at The University of Tokyo and General Manager of Office of Science Entrepreneurship and Enterprise Development
10:30	Introduction to the Kashiwa-no-ha Open Innovation Lab Kei Kato, Project Leader of Venture Co-creation Department, Mitsui Fudosan Co., Ltd.
11:00	Guide Tour of Kashiwa-no-ha Gate Square
11:45	Lunch
13:10	Panel Discussion by Overseas Nomination Committee
14:30	Break
15:00	Mentoring session (10-minute presentations by entrants + 15-minute mentoring sessions)
17:00	Break and relocation
17:30	Welcoming Party (For invitation only)
19:30	Close

July 14 (Mon) – Venue: Kashiwa-no-ha Conference Center (KCC)

10:00	Special Presentation 1: William H. Saito, CEO of InTecur
10:50	Break
11:00	Special Presentation 2: Kenji Sudo, Co-founder & CEO of KAIZEN platform Inc.
11:50	Lunch
14:15	Semi-Final Entrants divide into four groups, with each company giving a 10-minute presentation, followed by a 10-minute Q&A session
16:25	Break and relocation
18:30 – 20:30	Networking Dinner (For invitation only)
20:30	Close

July 15 (Tue) – Venue: Kashiwa-no-ha Conference Center (KCC)

10:00	Poster Sessions Entrants will promote their products, technologies, and businesses directly to attendees
10:35	Special Presentation 3: Kaori Sasaki, Founder & CEO of ewoman, Inc., and Founder & CEO of UNICUL International, Inc.
11:30	Announcement of Finalists*
12:00	Break
13:30	Final Six semi-final winners will give a 15-minute presentation, followed by a 10-minute Q&A session
16:35	Break
18:30	Farewell Reception and Awards Announcement For invitation only; the organizers will post winner names on the following website at around 20:00 on that day (http://www.fdc.or.jp/aea2014/)

* Session with simultaneous interpretation in Japanese and English. All other programs will be in English only.

Attachment (2) Asian Entrepreneurship Awards 2014 – List of Entrants

No	Company Name Business	Representative
		Country/Economy
1	AgIC, Inc.	Shinya SHIMIZU
	Provides solutions for making circuit boards more accessible	Japan
2	AK Surya PowerMagic Pvt. Ltd.	Karthic RAVINDRANATH
	Develops sustainable irrigation solution	India
3	Bach Khoa Ha Noi Investment and Technology Development One Member Limited Company	Nguyen Trung DUNG
	Researches and develops energy-saving glass	Vietnam
4	CV Wohlstand Indonesia	Ardiansah FEBRIANTOKO
	Sells sweetener for diabetic patients	Indonesia
5	EDP Corporation	Naoji FUJIMORI
	Produces and sells large single crystal diamond	Japan
6	Eigooo Inc.	Peter ROTHENBERG
	Provides tools, motivation and confidence in English learning	Japan
7	Extreme Vision Ltd.	Chan Kit CHAN
	Develops surveillance system of the future	China
8	GISSCO CO., LTD.	Jessada WANNASIN
	Develops semi-solid metal die casting	Thailand
9	Kyoto Materials Co., Ltd.	Masato YAMASHITA
	Utilizes knowledge gained from research of materials science	Japan
10	MobiusBobs Inc.	James SHEN
	Builds network of knowledge around the world	Taiwan
11	Optical Sensing Ltd.	Matthew LAM
	Provides Distributed Temperature Sensing (DTS) system	Hong Kong
12	Phovel	JeongSoo KIM
	Develops “TO-can” package method for optical devices	South Korea
13	RAD Green Solutions Inc.	Ivan LIM
	Develops a technology producing more heat using less fuel	Philippines
14	Shanghai CamRay Photonics Co., Ltd.	Yan ZHANG
	Researches and produces X-ray generators and X-ray image system	China
15	T.Ware Pte. Ltd.	James TEH
	Provides interactive healing digital media (touch)	Singapore
16	Wifinity Technology Pvt. Ltd.	Jay KRISHNAN
	Designs space of IoT (Internet of Things)	India
17	Wuxi Hisky Medical Technologies Co., Ltd.	Jinhua SHAO
	Develops the world's first image-guided non-invasive liver fibrosis diagnostic system	China
18	YTODAY SDN. BHD.	Tan Yee MEI
	Provides online platform between young people and government agencies	Malaysia

Attachment (3) Asian Entrepreneurship Awards 2014 – Nominating Committee Members

Chairman: Shigeo KAGAMI, Nomination Committee Chairman for AEA 2014

Professor at The University of Tokyo and General Manager of Office of Science Entrepreneurship and Enterprise Development, Japan

The names of Nominating Committee members are listed below in alphabetical order of the nominated companies.

1.	Katsuya Hasegawa Project Professor, The University of Tokyo (Nominated: AgIC, Inc.)
2.	Suresh Kumar Kumaralingam General Manager, PSG-Science & Technology Entrepreneurial Park (PSG-STEP) PSG College of Technology (Nominated: AK Surya PowerMagic Pvt. Ltd.)
3.	Thuy Thu Nguyen Assoc. Professor, Dean of Faculty of Business Administration, Foreign Trade University, Vietnam (Nominated: Bach Khoa Ha Noi Investment and Technology Development One Member Limited Company)
4.	Totok Hari Wibowo The Coordinating Ministry for Economic Affairs of the Republic of Indonesia (Nominated: CV Wohlstand Indonesia)
5.	Masaru Murai Executive Advisor, TX Entrepreneur Partners General Incorporated Association (Nominated: EDP Corporation)
6.	Kengo Ito Chief Accelerator, MOVIDA JAPAN Inc. (Nominated: Eigooo Inc.)
7.	Guan Huang Acting Director, Academic & Entrepreneur Department of Youth League of PKU (Nominated: Extreme Vision Ltd.)
8.	Nattakrit Wu Committee Member, IMBA-Thamassat Business School (Nominated: GISSCO CO., LTD.)
9.	Makoto Sarata Assistant manager of New Enterprise Promotion Div. Advanced Scientific Technology & Management Research Institute of KYOTO (Nominated: Kyoto Materials Co., Ltd.)
10.	Jyh-Fu Don Jeng Associate Professor, National Chengchi University (Nominated: MobiusBobs Inc.)
11.	Allen Yeung Vice President, Hong Kong Science & Technology Parks Corporation (Nominated: Optical Sensing Ltd.)
12.	Gyewan Moon Full Professor, School of Business Administration, Kyungpook National University (Nominated: Phovel)
13.	Antonio Mendoza Del Carmen Program Director, Ateneo de Manila University Graduate School of Business (Nominated: RAD Green Solutions Inc.)
14.	Richard Tan General Manager-Knowledge Community Development, Shui On Development Limited Chief Executive, Shanghai TusPark (KIC) Management Company (Nominated: Shanghai CamRay Photonics Co., Ltd.)
15.	Gary Leslie Rubin Professor, National University of Singapore (Nominated: T.Ware Pte. Ltd.)

16.	Siva Ramamoorthy COO, NS Raghavan Centre for Entrepreneurial Learning (Nominated: Wifinity Technology Pvt. Ltd.)
17.	Xiaoxiao Yu Lecturer, Students' affairs office of Tsinghua University (Nominated: Wuxi Hisky Medical Technologies Co., Ltd.)
18.	Ahmed Razman Abdul Latiff Director, Non-Thesis Programme, Putra Business School, Universiti Putra Malaysia (Nominated: YTODAY SDN. BHD.)

Attachment (4) – AEA 2013 Award Winner Profiles

The second Asian Entrepreneurship Award was in May 2013. Twenty nominated venture companies from 12 countries and economies in Asia presented business plans to around 630 individuals at the Kashiwa-no-ha Campus district in Kashiwa City, Chiba Prefecture. The list of AEA 2013 winners follows.

First Prize	CONNEXX SYSTEMS CORPORATION (Japan) Representative: Hisashi Tsukamoto, Ph.D., President For energy storage system manufacturing Prize: 3 million yen
Second Prize	AyoxxA (Singapore) Representative: Andreas Schmidt, CEO For commercializing protein analysis technology Gauss Lasers Technology Co., Ltd (China) Representative: Shian Zhou, General Manager For developing ultrashort pulse fiber lasers TaraFresh (Thailand) Representative: Boonying Buranawattanachok, CEO For developing and selling water purification systems Prize: The above three entities received an equal share of the second and third prize awards, which totaled 2 million yen
Chiba Prefecture Governor's Prize	CONNEXX SYSTEMS CORPORATION (Japan) Representative: Hisashi Tsukamoto, Ph.D., President For energy storage system manufacturing Prize: Free tenancy for three years at Tokatsu Techno Plaza ^{*1}
Intel Prize	CONNEXX SYSTEMS CORPORATION (Japan) Representative: Hisashi Tsukamoto, Ph.D., President For energy storage system manufacturing Prize: Entry to the Intel Asia Pacific Challenge ^{*2}
Shui On Prize	Rayark Inc. (Taiwan) Representative: Shih Chun Chang, Vice President, Marketing & Communication For game development Prize: Including business support in Shanghai and free use of facilities at InnoSpace ^{*3} for 6 months
New Business Conferences President Prize	Piktochart Sdn Bhd (Malaysia) Representative: Ai Ching Goh, CEO For supplying infographic production applications Prize: 300,000 yen

^{*1} Tokatsu Techno Plaza is an incubation facility in the Kashiwa-no-ha Campus area in Kashiwa City, Chiba Prefecture.

^{*2} Intel Asia Pacific Challenge is a contest for Asian entrepreneurs sponsored by Intel Corporation.

^{*3} InnoSpace is an incubation facility installed in Shanghai by the Knowledge & Innovation Community (KIC).