

1<sup>st</sup> Well Aging Society Summit Asia-Japan

## Application Guidebook

Apply by: July. 20, 2018 (12:00 Japan time)

June 2018

Ministry of Economy, Trade and Industry  
NTT DATA INSTITUTE OF MANAGEMENT  
CONSULTING, Inc.

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## I. Event Outline

### **1. Background**

Japan leads the world as a super-aging society, and thus is experiencing various social challenges before many other industrialized nations, especially in the healthcare sector, including increases in medical expenditures, lifestyle-related diseases and dementia, medical disparities, and demand for elderly care and support. Continuous creation and development of new healthcare solutions that can respond to these diverse demands amidst systemic change is necessary in order to ensure quality of life in aging societies.

Over the past few years, the Ministry of Economy, Trade and Industry have held the “Japan Healthcare Business Contest” in order to identify and support ventures which contribute to solving 21<sup>st</sup> century healthcare issues. The event was a big success: unique and effective services able to respond to various aspects of a super-aged society were discovered.

To revitalize investment in the healthcare sector in Japan, from both domestic and foreign investors, the “1<sup>st</sup> Well Aging Society Summit-Asia-Japan” (hereinafter “summit”) will be held as an international conference geared at business matching between venture business and venture investors. The summit seeks to disseminate the qualities of Japan’s services and R&D which contribute to super-aging societies, both for domestic and international markets.

Through this summit, we expect that new and effective health industries will be created from Japan, the most advanced super-aging nation, and that the ability for aging societies to live healthy and fruitful lives will be secured for Japan and the world.

### **2. Objective**

As various needs related to aging society issues accumulate, Japan welcomes global ideas and resources to develop, improve and disseminate new solutions. Japan would like to serve as a global network hub where like-minded people can jointly address the challenges of super aging societies.

### **3. Event Outline**

- Event Name: “1st Well Aging Society Summit Asia-Japan”
- Date: October 9 (Tue), 2018 9:45-20:00 (TBD)
- Location: Nihonbashi Life Science Hub (Muromachi Chiba-gin Mitsui bldg. 8FL)(1-5-5, Nihonbashi-muromachi, Chuo-ku, Tokyo 103-0022),  
Nihonbashi Life Science bldg. (2-3-11, Nihonbashi Honcho, Chuo-ku, Tokyo 103-0022)
- Sponsored / Cosponsored by (TBD): Ministry of Economy, Trade and Industry, Cabinet Secretariat-Headquarters of Healthcare Policy, Ministry of Health, Labor and Welfare, Japan Agency for Medical Research and Development

- Cooperation: Life Science Innovation Network Japan (LINK-J), Aging Japan
- Co-Events:
  - BioJapan (Oct. 10-12, 2018), 45<sup>th</sup> Int. Home Care & Rehabilitation Exhibition (Oct. 10-12, 2018),
  - Digital Health DAYS (Oct. 17-19, 2018) , Japan healthcare Venture Summit 2018 (Ministry of Health) (Oct.10-12, 2018),
  - Japan Healthcare Business Contest2018 (Ministry of Economy, Trade and Industry) (Jan.30, 2019)
  - <Map>
  - Nihonbashi Life Science Hub:
    - [http://www.nihonbashi-lifescience.jp/asset/pdf/NihonbashiLifeScienceHub\\_MAP\\_en.pdf](http://www.nihonbashi-lifescience.jp/asset/pdf/NihonbashiLifeScienceHub_MAP_en.pdf)
    - Nihonbashi Life Science bldg.:
      - [http://www.nihonbashi-ifescience.jp/asset/pdf/NihonbashiLifeScienceBuilding\\_MAP\\_en.pdf](http://www.nihonbashi-ifescience.jp/asset/pdf/NihonbashiLifeScienceBuilding_MAP_en.pdf)

#### 4. **Program (tentative)**

- Keynotes
- Start-up pitches (by themes, described below)
- Panel discussion (by themes, described below)
- Networking reception

## **II. APPLICATION**

We will hold sessions for the following three themes:

1. **Well Aging Society**
2. **Quality Digital Health**
3. **Biotech**

We seek “Venture” (start-up) and “Supporting Organizations” to give presentations at the summit related to the themes of 1) Well Aging Society or 2) Quality Digital Health. Regarding the 3<sup>rd</sup> theme Biotech, we will hold discussion sessions between ventures and investors at the summit. If you have interest in the session “Biotech”, please inquire directly (see section “IV. Inquiry” for contact information).

“Ventures” and “Supporting Organizations” that participate in this summit can attend every session. We are currently not inviting general public visitors to this summit.

## **A. Ventures**

We seek ventures (start-ups) to give speeches regarding either 1) Well Aging Society or 2) Quality Digital Health.

The themes and qualification requirements are as follows:

### **1. Benefits of participating in “1st Well Aging Society Summit Asia-Japan”**

By participating in this summit, you will have an opportunity to disseminate your initiatives both domestically and internationally. You will also have the opportunity to meet with supporting organizations, and to participate in cooperative events and exhibitions, where you may find suitable business partners and business development.

### **2. Theme**

Select either 1) Well Aging Society, or 2) Quality Digital Health as your theme. We will hold contest-styled business presentations at the summit.

#### **1) Well aging society**

##### **[OBJECTIVE]**

- Realization of society that allows each person to live his/her life as he/she see fits and to live healthily and safely.
- Realization of society that allows everyone to spend a respectable aging life maintaining mental and physical balance.
- Realization of care services for the elderly by collaboration in medical, nursing and various business.

##### **[PRODUCT / SERVICES]**

- Services for elderly care and support.
- Services focused on improving elderly QOL.
- Services focused on creating “ageless societies”.
- Services for prevention of dementia and preventative care.
- Medical instruments, Welfare apparatus (Assistive devices).

#### **2) Quality Digital Health**

##### **[OBJECTIVE]**

- To take an organized approach to gathering and analyzing information in order to achieve “meaningful datasets”.
- To utilize digital technology to supplement the limitations of existing healthcare.
- To place high importance on privacy and ethical considerations in order to gather “clean data”, and thereby reduce social concerns regarding digital healthcare.
- To provide evidence-based, credible, new healthcare solutions for precision healthcare.

- To raise awareness and acceptance more widely in academic and professional circles.

[PRODUCT / SERVICES]

- Services that improves quality and productivity in healthcare services and nursing.
- Services for early prediction of disease and prevention of onset.
- Services that improve insurer functions and efficiency.

### 3. Qualification Requirement

- The core business of the venture must be related to the theme selected.
- Applicants should be award-winning companies/teams
- Able to attend “1st Well Aging Society Summit Asia-Japan” (w held Oct. 9, 2018 in Tokyo) (Travel fee and accommodation etc. are not covered)
- Able to present and conduct Q&A in English
- Must be an organization in good social standing, free from anti-social forces.

### 4. How to Apply

[The Deadline for Application] **July 9 (Mon), 2018 at 12:00 JST**

[How to Apply]

Download and complete an application form by clicking [\[FORM A\] Entry Sheet -Venture-\(English\)](#), and send the application to our office by e-mail.

[Send Application Form To]

E-mail: [wass@keieiken.co.jp](mailto:wass@keieiken.co.jp)

\* If the data of the application form exceeds 5MB, please inform the event organizer at the same e-mail address as above.

\* Every applicant will receive confirmation by mail as “Receipt of application form -1st Well Aging Society Summit Asia-Japan-“. If this confirmation is not received in two business days after application, please contact us.

### 5. Criteria for Selection & Examination

Screening will be reviewed by a committee of experts from the following viewpoints:

- Novelty / Technological innovativeness
- Possibility of international business deployment and future prospects
- Impact in solving societal challenges

We do not respond to inquiries and questions regarding screening progress and results.

## 6. Process of Screening

Application documents will be reviewed in order to select ventures to give public presentations at the summit on October 9. Additional review by interview or presentation may be held. At the summit, presentations will be conducted as a contest, and the Grand Prize will be decided after presentations.

### [Document Screening]

Announcement of Result: Early August, 2018 (TBD)

Regardless of the result of the contest, we will send notification of the document screening results to the contact address on your application by e-mail. We will also provide detailed information about the contest at the same time if you pass the document screening.

### [Contest (Public Presentation on the summit)]

Date: Oct 9 (Tue), 2018 10:00 - 18:00 (TIME: TBD)

Location: Nihonbashi Life Science Hub bldg. (Muromachi Chibagin Mitsui bldg. 8FL((1-5-5, Nihonbashi-muromachi, Chuo-ku, Tokyo 103-0022)

Announcement of Result: The result of the contest will be announced on the same day of the contest.

An award ceremony will be held after announcement of the result.

## 7. Important Notice

- Any application submitted after the deadline date will not be accepted for any reason.
- Applications will not be subject to review if they are incomplete, including blank sections in the application form.
- Applications will not be subject to review if submitted in any other format than the official application form provided.
- Any changes to an application after entry is not permissible.
- We will not answer any inquiries about the screening progress and result.
- Final screening and award ceremony will be held publicly. For special know-how and confidential matters, applicants should take due consideration in terms of legal protection and disclosure.
- Expenses for applying to and participating in the summit, such as transportation and accommodation, should be covered by the applicant.

- Opportunities to joint in exhibitions and business pitches at BioJapan2018 and the 45th International Home Care & Rehabilitation Exhibition may exist. You can apply to these events from the same Application Form. Both exhibitions will be held from Oct. 10 to 12, so participants of these events must be able to attend on these dates. Please understand that the number of participants in these events is limited.

## **B. Supporting Organization**

We seek supporting organizations interested in building relationships with ventures (start-ups). Supporting organization may invest in ventures, mentor for legal compliance, support international deployment, or provide field trials.

### **1. Benefits of participating in “1st Well Aging Society Summit Asia-Japan”**

You will have an opportunity to meet ventures both in which matches with you, and you can take advantage of expand your business development.

### **2. Qualification Requirement**

The qualification requirements for supporting organizations are as followings:

- Applicant for Supporting Organizations must be legal entities.
- Experienced in investment or collaboration with ventures.
- Able to attend “1st Well Aging Society Summit Asia-Japan” held Oct. 9, 2018 in Tokyo).
- Presentation and Q&A in English is required
- Must be an organization in good social standing, free from anti-social forces.

### **3. How to Apply**

[The Deadline for Application] **July 9 (Mon), 2018 at 12:00 JST**

[How to Apply]

Download and complete an application form by clicking [\[FORM B\] Entry Sheet -Supporting Organizations-\(English\)](#), and send the application to our office by e-mail.

[Send Application Form To]

E-mail: wass@keieiken.co.jp

\* If the data of the application form exceeds 5MB, please inform the event organizer at same e-mail address as above.

\* Every applicant will receive confirmation by mail as “Receipt of application form -1st Well Aging Society Summit Asia-Japan-“. If you do not received confirmation two business days after application, please contact us.

\* There is no registration fee or any other charge for participation in this summit.

\* Any other expense such as transportation and accommodation should be covered by the applicant.

#### **4. Criteria for Selection & Examination**

Screening will be reviewed by a committee of experts from the following viewpoints:

- Experienced in investment or collaboration with ventures
- Abilities and capabilities to support ventures

Additional review by interview may be held. We do not respond to any inquiries or questions about screening progress and result.

#### **5. Announcement of Result**

Early August 2018 (TBD)

Regardless of the result of the contest, we will send notification of the document screening results to the contact address on your application by e-mail. We will also provide detailed information about the contest at the same time if you pass the document screening.

### **C. Side Event Organizers**

The weeks starting from October 8th and 19th will be JAPAN Healthcare Innovation Weeks. In the JAPAN Healthcare Innovation Weeks, we expect a number of healthcare-related events (hereafter, side events), will be held in Japan.

We seek side event organizers to carry out the contest, business matching, and acceleration program related to activation of the summit and healthcare business. We will mutually advertise events through various media platforms. In addition, we will promote business matching by introducing ventures to participate in your exhibitions and events. We especially seek attractive events around

#### **1. Benefits of participating in the “1st Well Aging Society Summit Asia-Japan”**

As “Venture (start-up)”, “Supporting Organization”, and “Side Event Organizer” mutually advertise events, customer outreach is expected to increase.

#### **2. Qualification Requirement**

The qualification requirement for side event organizers are as follows:

- Must be an organization in good social standing, free from anti-social forces.

#### **3. How to Apply**

[The Deadline for Application] **July 9 (Mon), 2018 at 12:00 JST**

[How to Apply]

Download and complete an application form by clicking [\[FORM C\] Entry Sheet -Cooperative Event-\(English\)](#), and send the application to our office by e-mail.

[Send Application Form To]

E-mail: wass@keieiken.co.jp

\*If the data of the application form exceeds 5MB, please inform us at the same e-mail address as above.

\*All applicants will receive confirmation by mail as “Receipt of application form -1st Well Aging Society Summit Asia-Japan“. If you do not receive confirmation two business days after application, please contact us.

#### **4. Criteria for Selection & Examination**

Screening will be reviewed by committee organized of experts from the following viewpoints:

- The contents, impact, and diffusibility of events in addition of experience

Additional review by interview may be held. We do not respond to inquiries or questions about screening progress and result.

#### **5. Announcement of Result**

[Document Screening]

Announcement of Result: Early in August, 2018 (TBD)

Regardless of the result of the contest, we will send notification of the results of the document screening to the “contact address” on your application by e-mail.

### **III. Benefit of Awards and Participating this Summit**

#### **1. Awards**

Based on the judgment result on the business contest, (public presentation at the summit), we will decide the Grand Award for each theme (“Well Aging Society Summit” and “Quality Digital Health”).

- Grand Award (one applicant / theme)
- Special prize (TBA)

#### **2. Matching Support between Ventures and Supporting Organizations (TBD)**

We will conduct matching support between Ventures and Supporting Companies.

Through the matching support, Ventures are expected to acquire several means of support as follows:

- Investment and funding
- Mentoring for legal compliance
- Supporting international deployment
- Provision for field trials
- Exposure to media and exhibition etc.

### **3. Attending Cooperative Event (TBA)**

Some Ventures who attend the contest (public presentation) will be able to join an exhibition and event at the Cooperative Event and meet with potential business partners at the event.

## **IV. Inquiry**

### **[About Application]**

NTT DATA INSTITUTE OF MANAGEMENT CONSULTING, Inc.  
(Administration Office)  
E-mail: wass@keieiken.co.jp

### **[About Policy Background etc.]**

Ministry of Economy, Trade and Industry  
Healthcare Industries Division  
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