

*<Entrepreneurship in Asian High-Tech Industries>*

## **Social needs matching platform on behalf of Social Empowerment**

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# Previous dream

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# Today's topics

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## 0. Self-Introduction

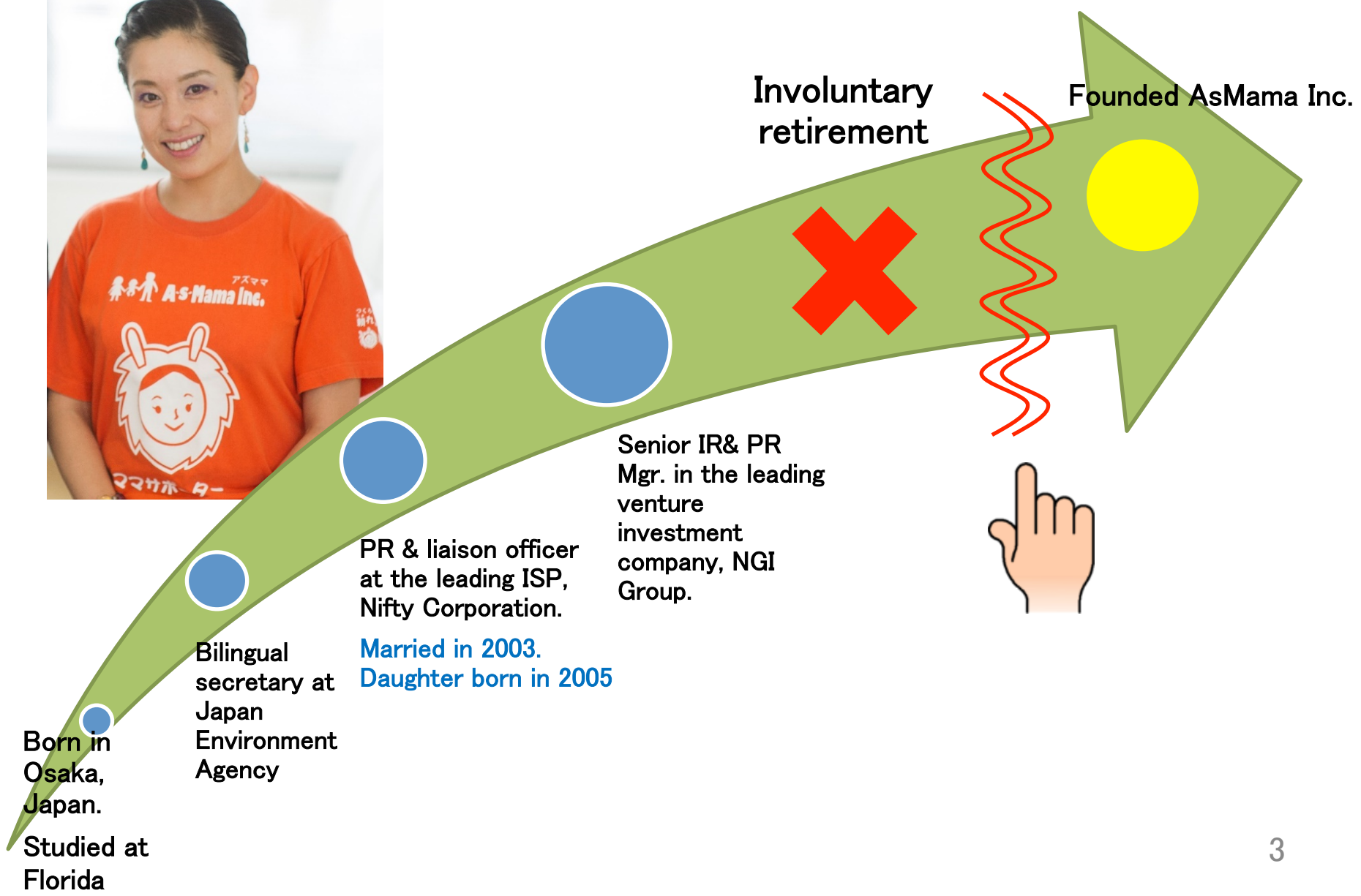
1. Why I started AsMama, covering topics

2. What does AsMama do?

3. Future plans



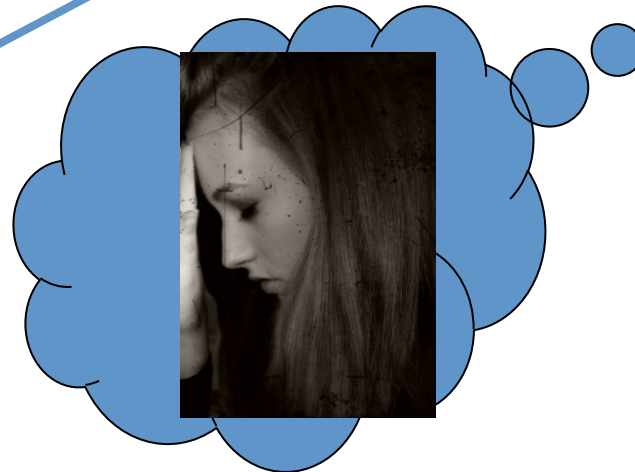
# Self-introduction



# Scene at the Vocational training school



At school

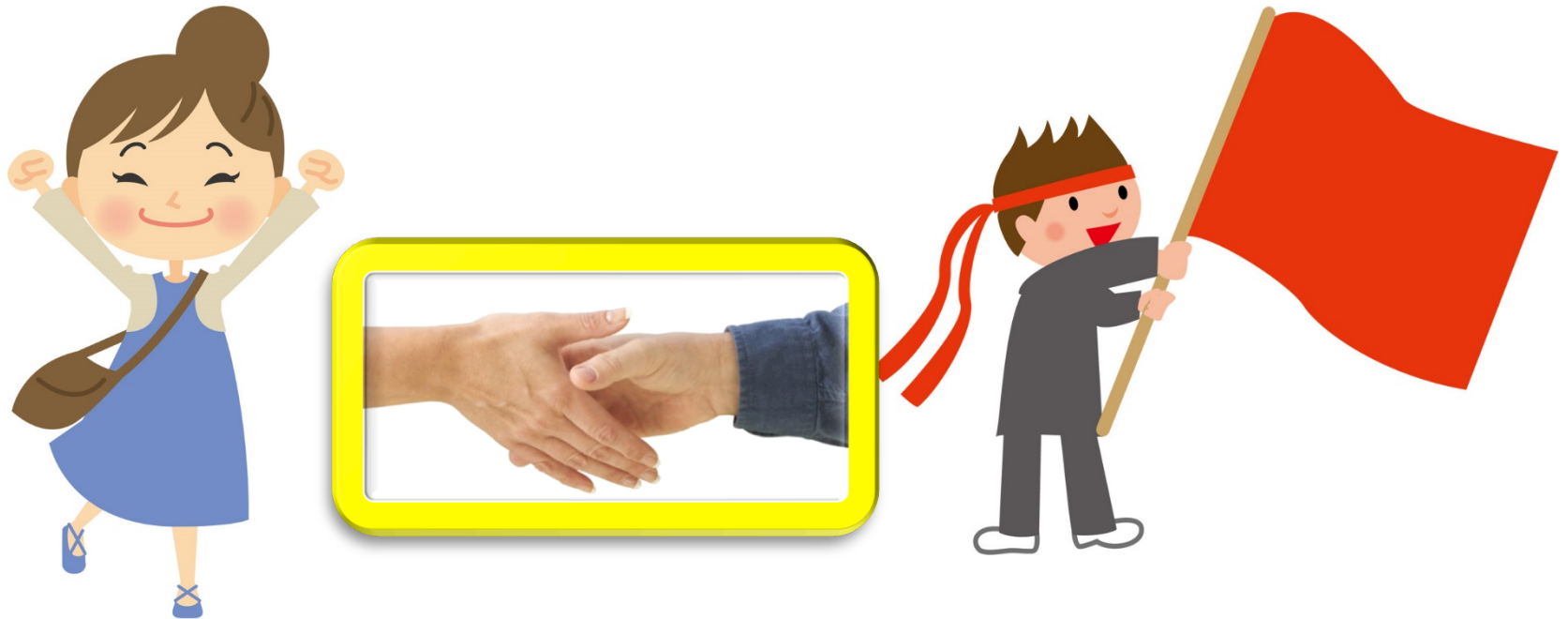


Society

## Initial Plan

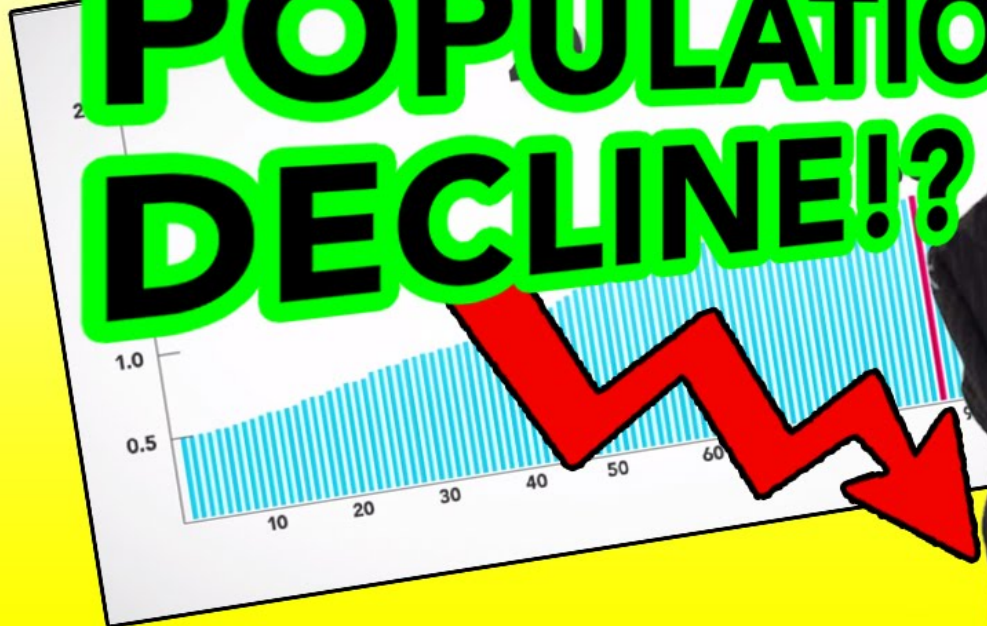
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Who needs support?

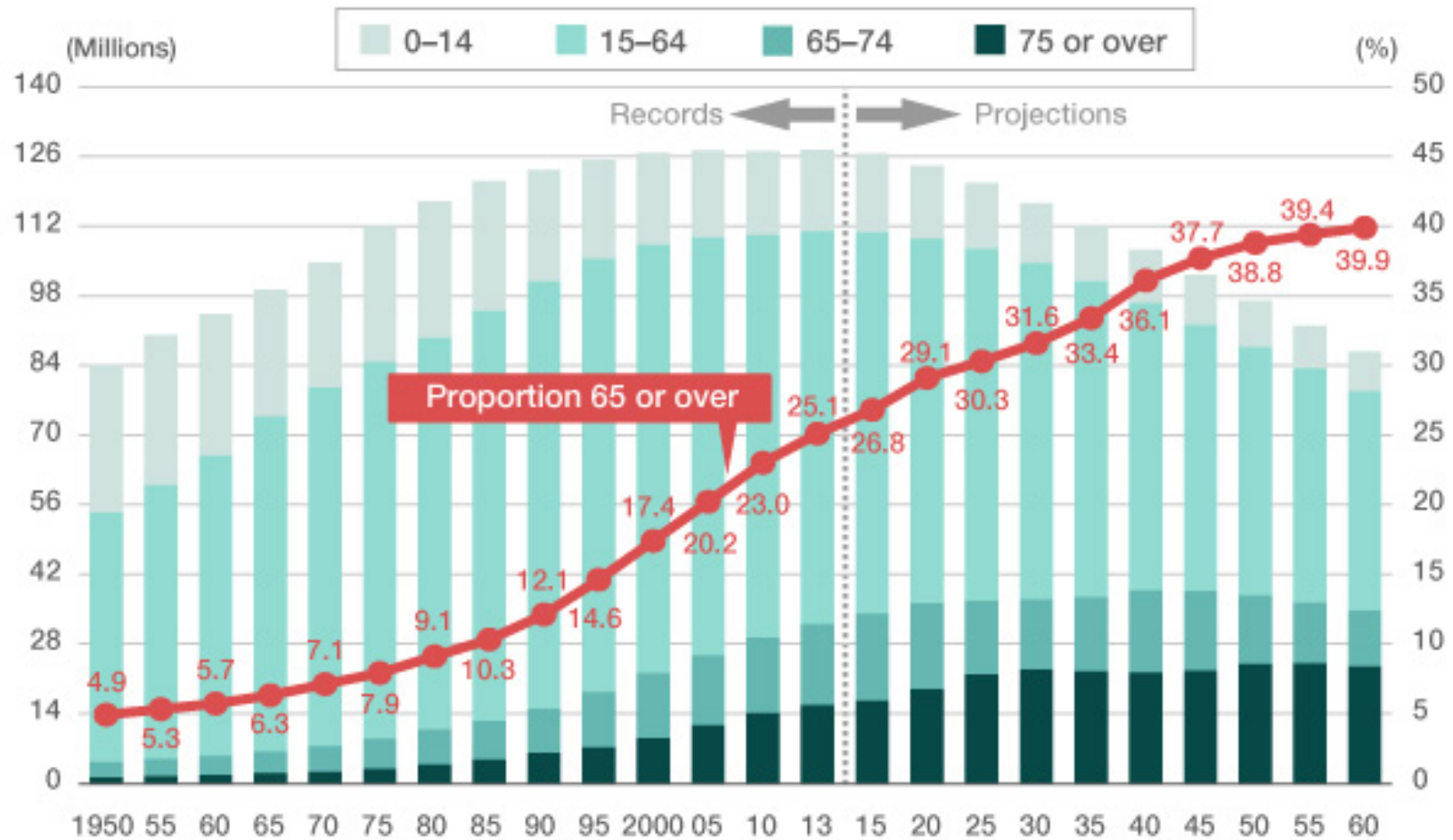


Who can give support?

# JAPAN'S POPULATION DECLINE!?



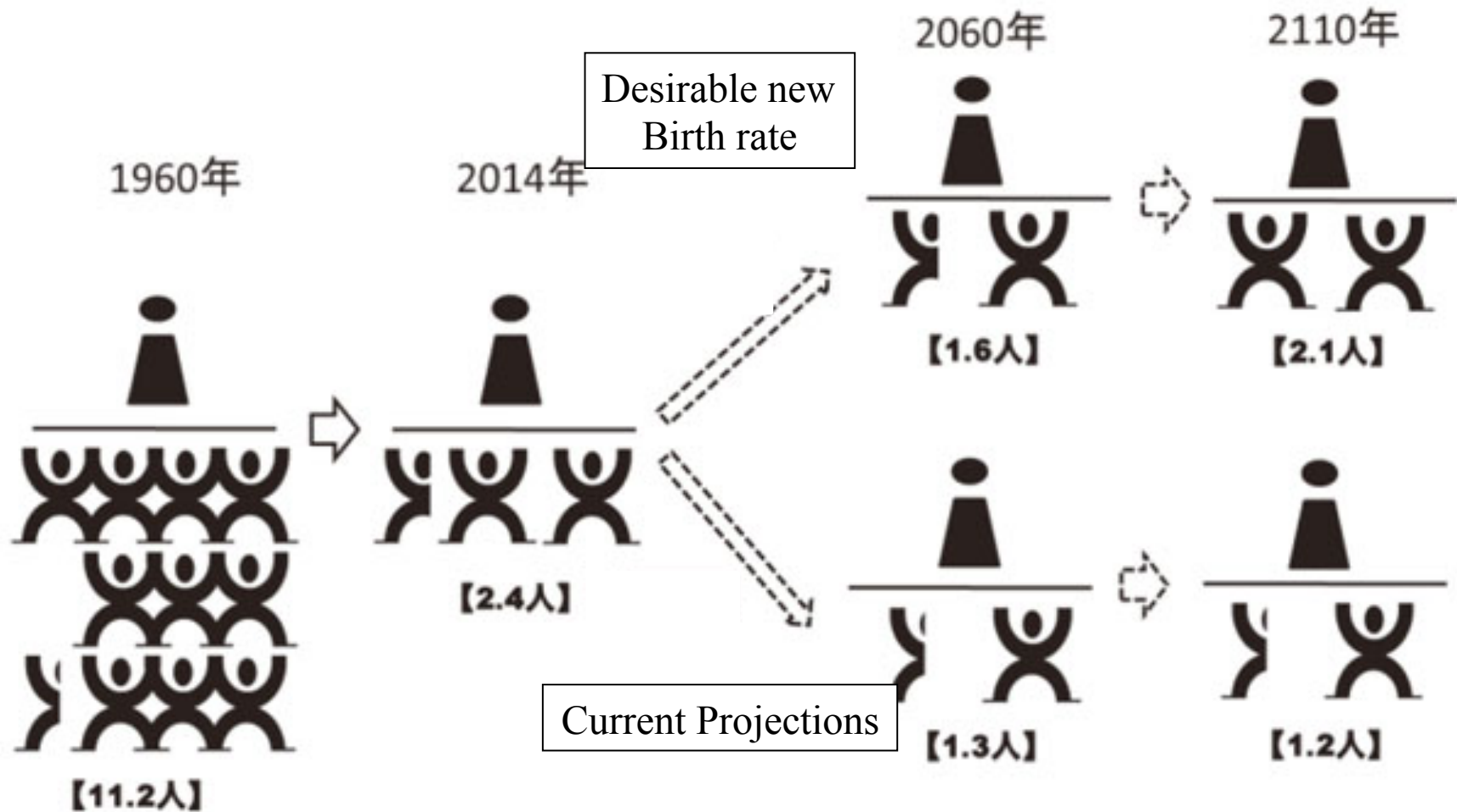
# Japan's Demographics



Created by Nippon.com based on data from *Kokusei chōsa* (National Census) and *Jinkō suikei* (Population Estimate) published by the Ministry of Internal Affairs and Communications and *Nihon no shōrai suikei jinkō* (Population Projections for Japan) published by the National

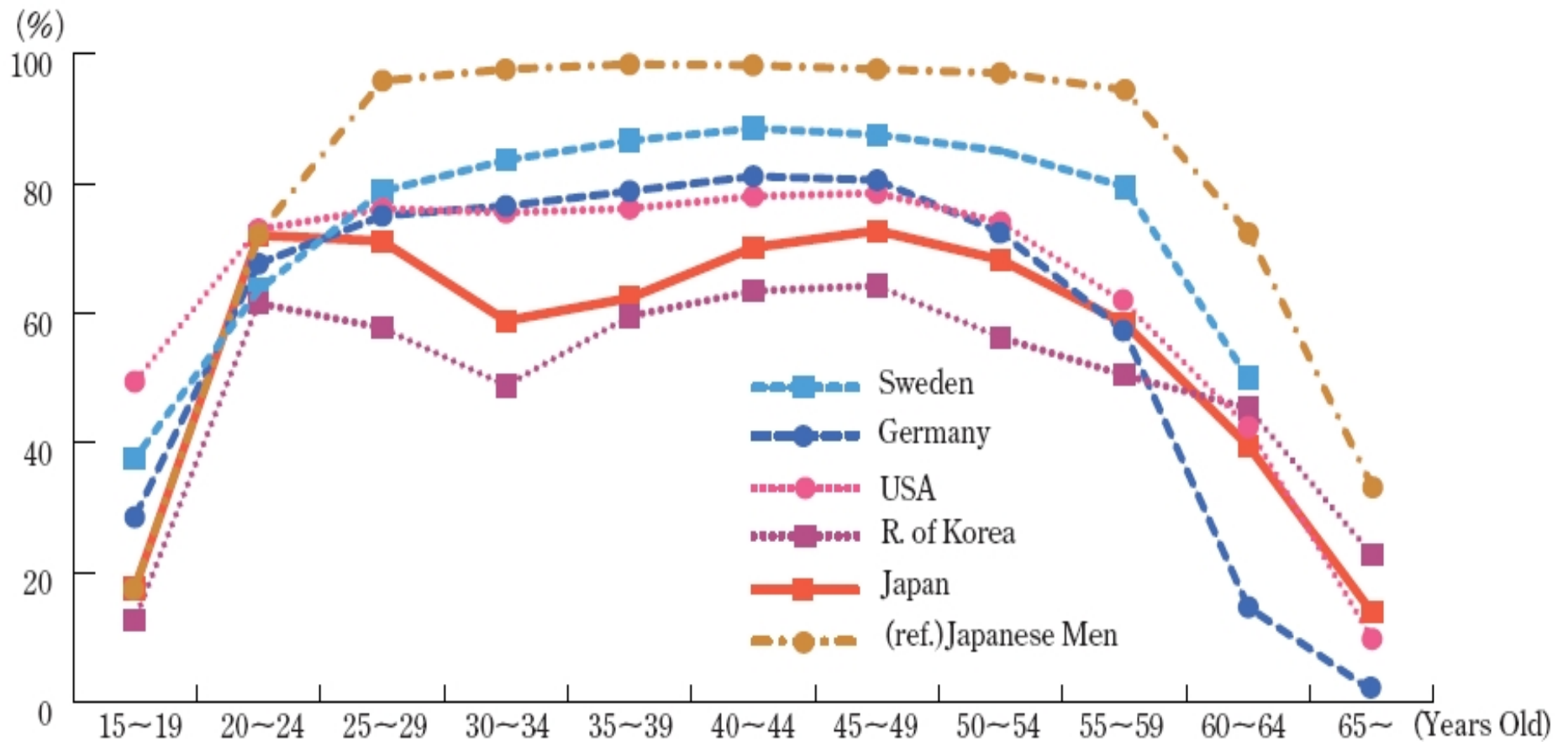


# Comparison of the elderly population and working-age population



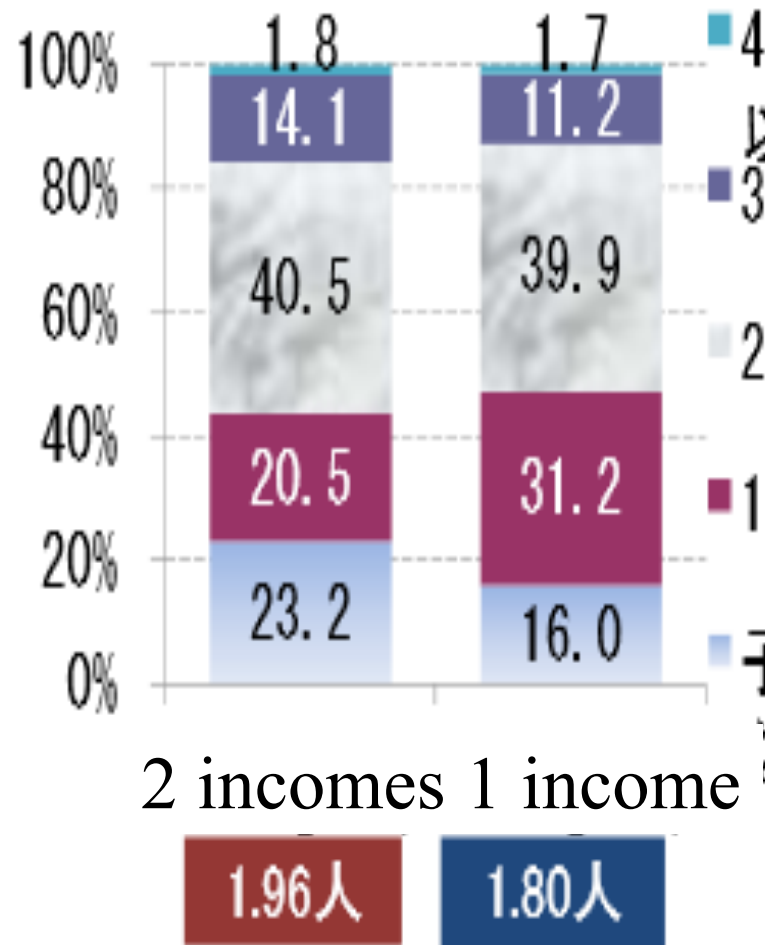
Source: the cabinet Office of Japan

# Women's labor force participation rate by the age bracket



Source: USA, Japan, Germany: ILO "Yearbook of Labor Statistics 2002"

# Comparison of birth rate between single and dual income



## Do Japanese women not like working?

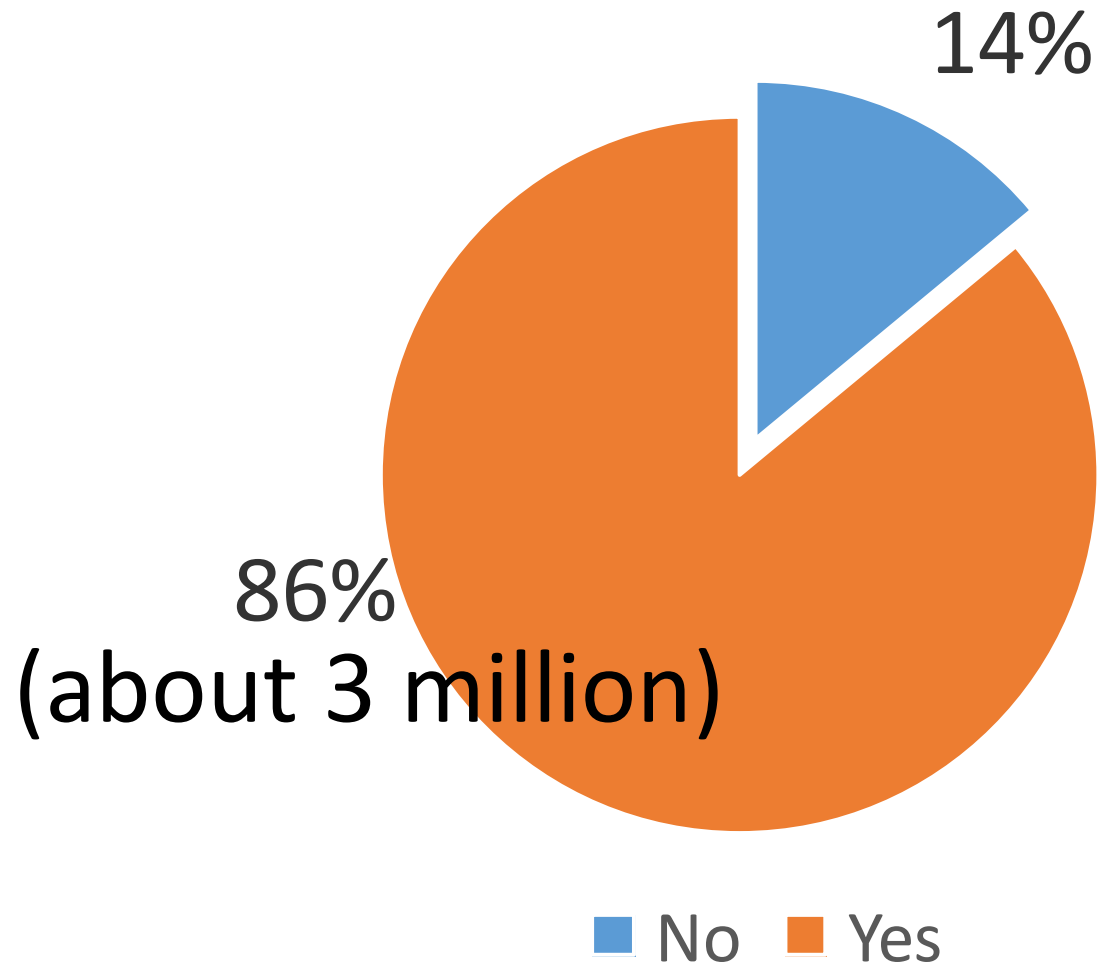
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## Impact of potential women's workforce

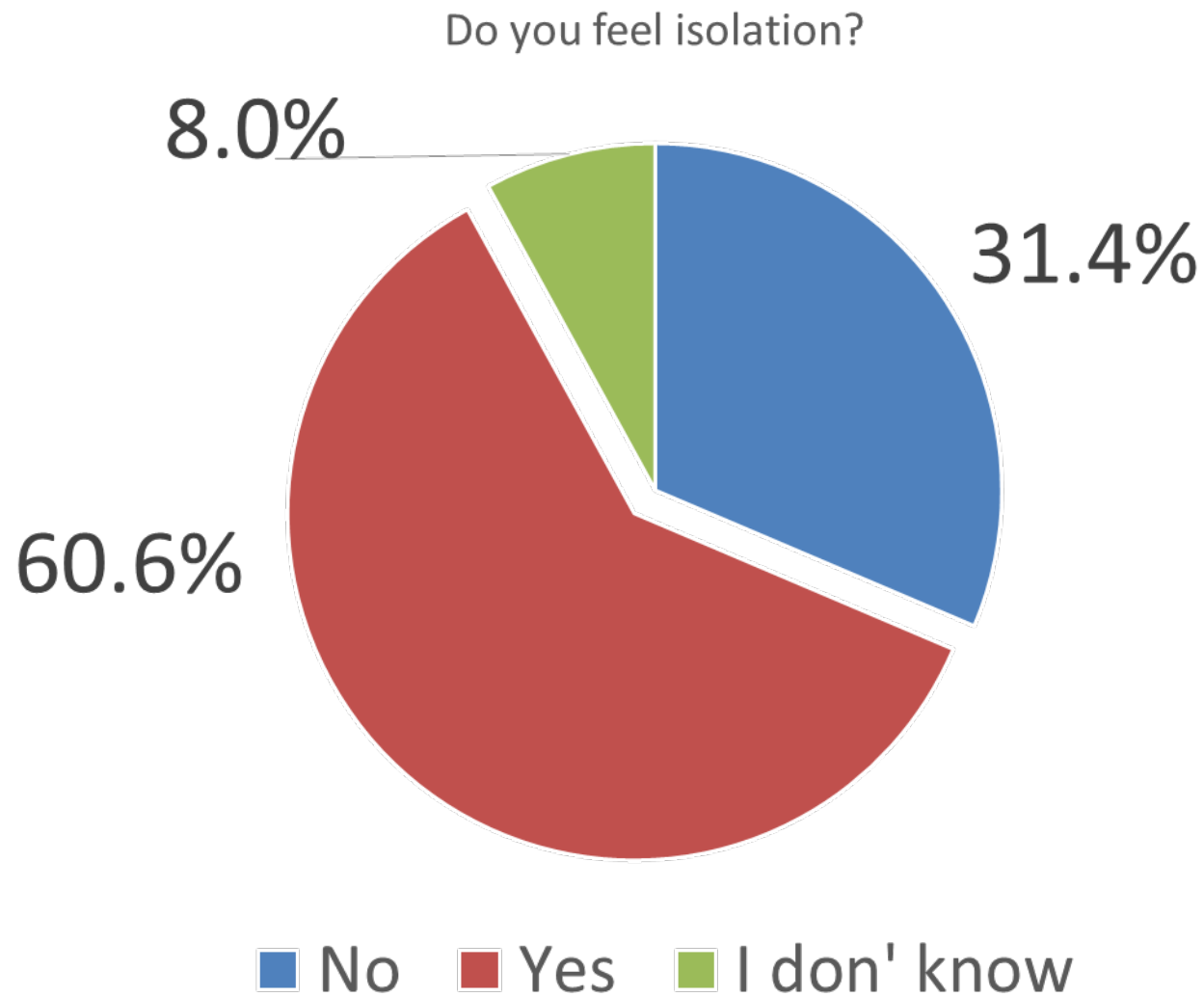
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Do you want to keep working after child birth?



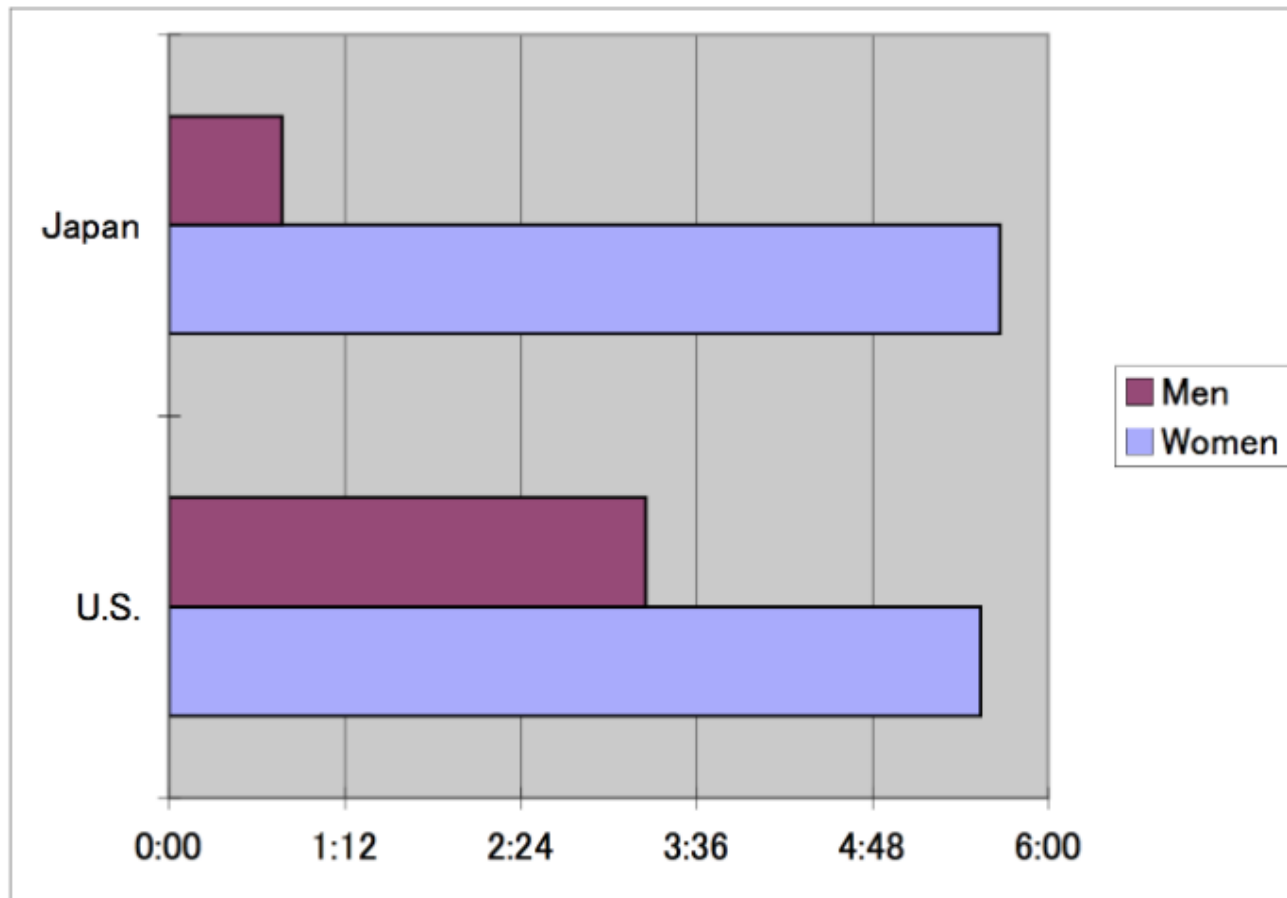
## The number one cause of child abuse is isolation

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# Men's housework and childcare hours per day

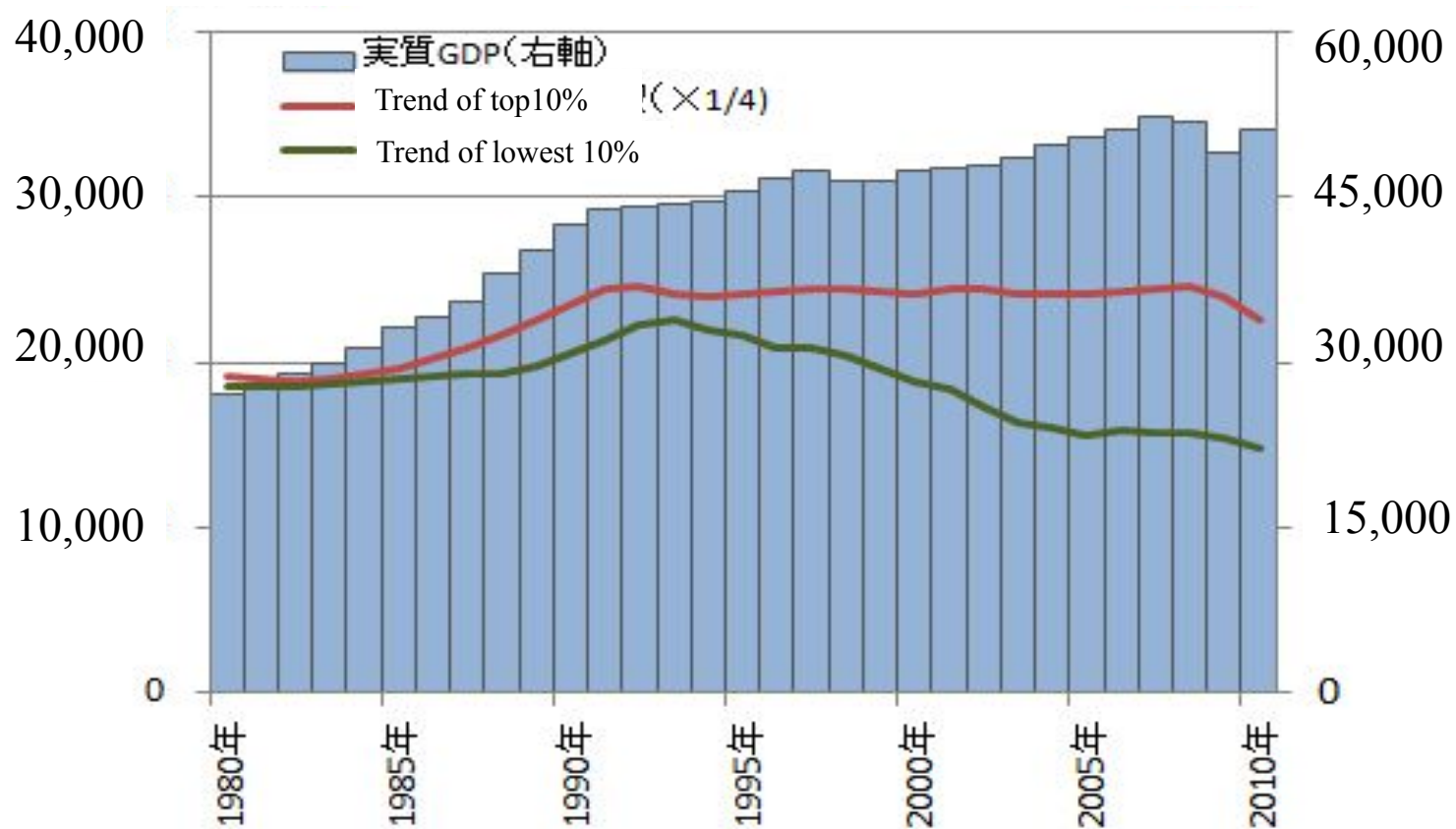
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# Trend of economy and salary

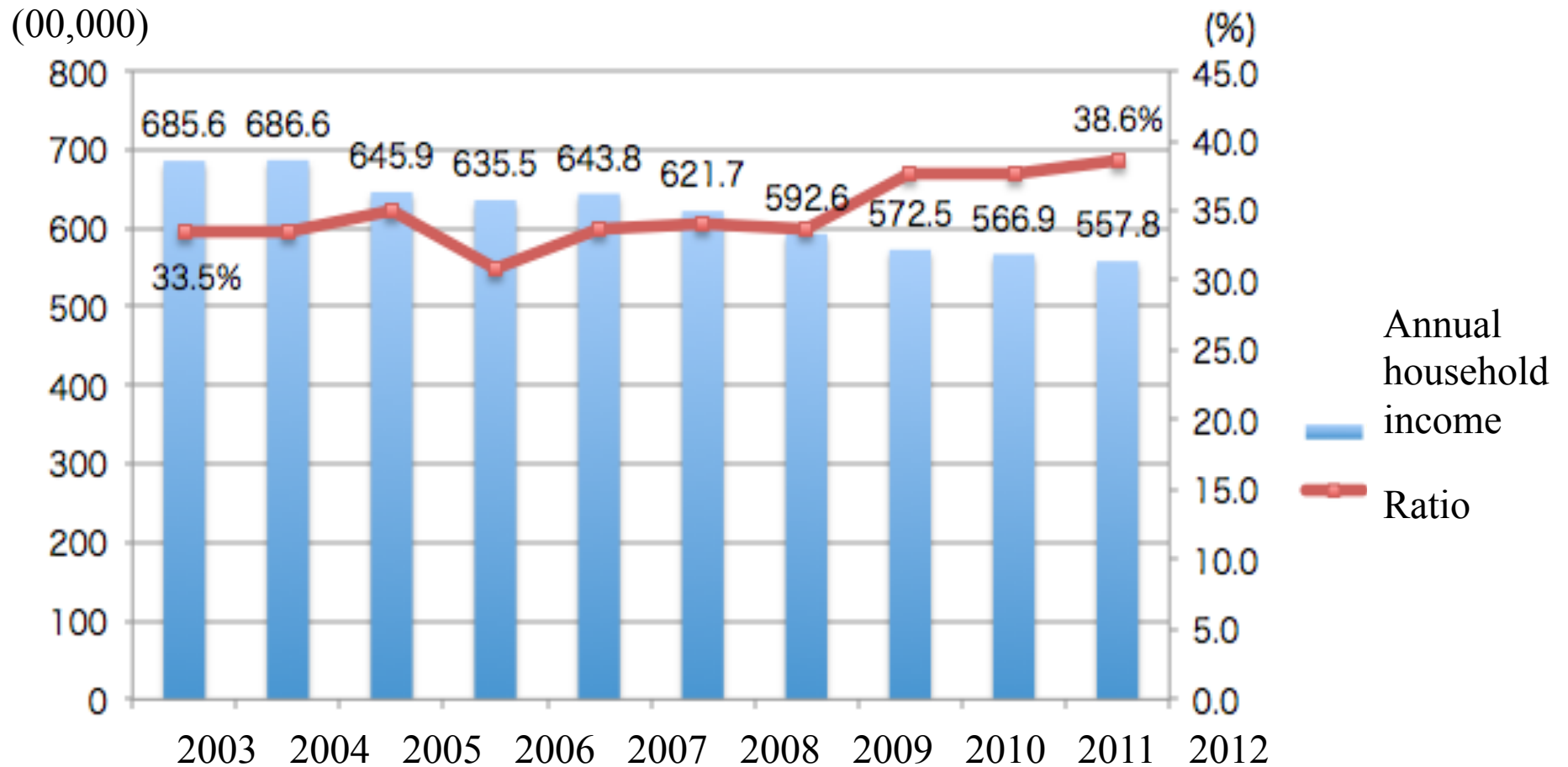
Annual Income ( \$ )

GDP ( B \$ )





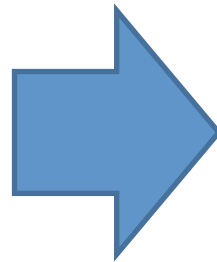
## Comparison of educational cost and annual salary



## Trauma in being an idealistic woman

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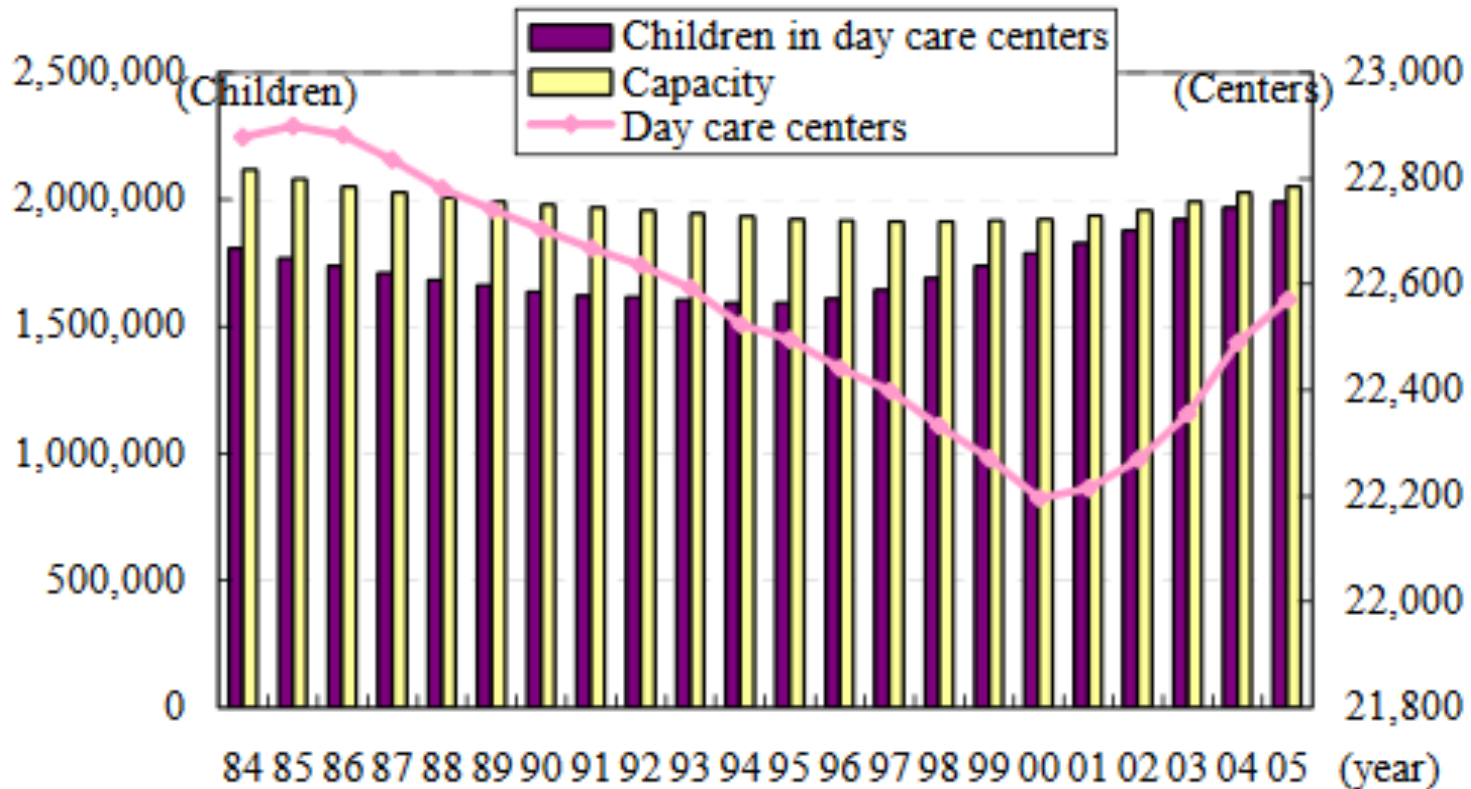
Perfect as both a wife and mother



1970

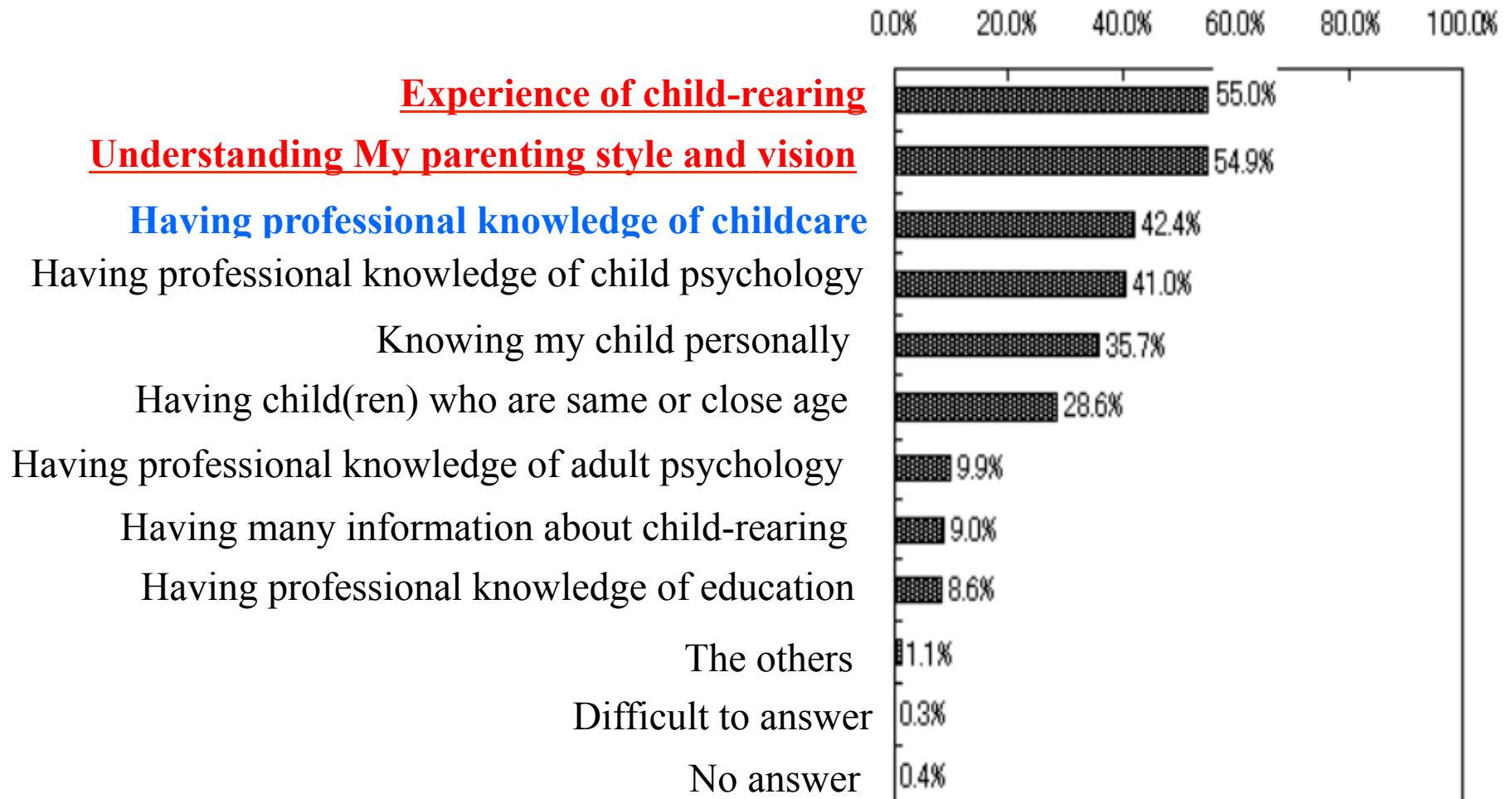
2016

# The lack of childcare support

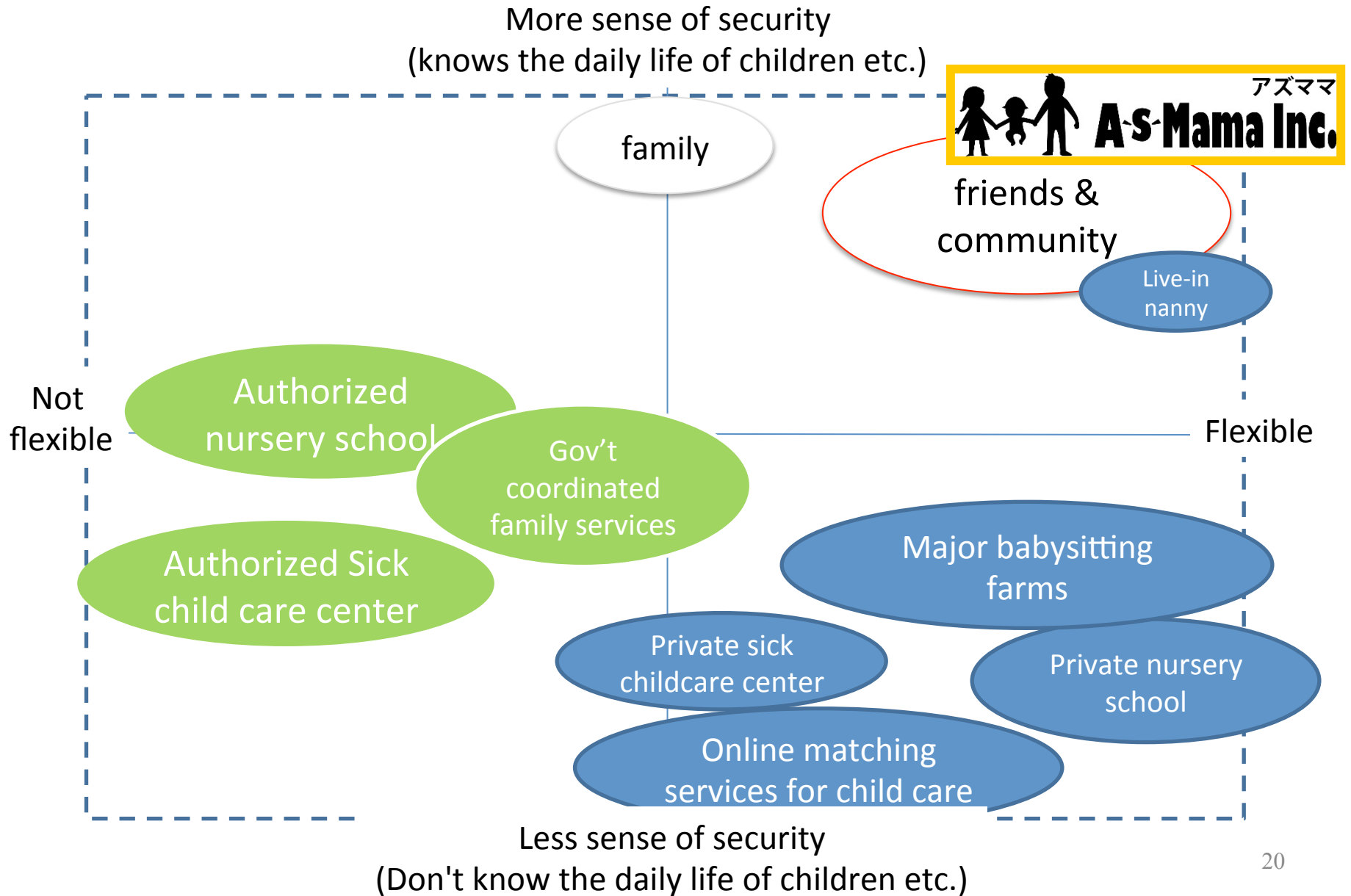


Potential waiting list children are 860 thousands, after school children are 400 thousands.

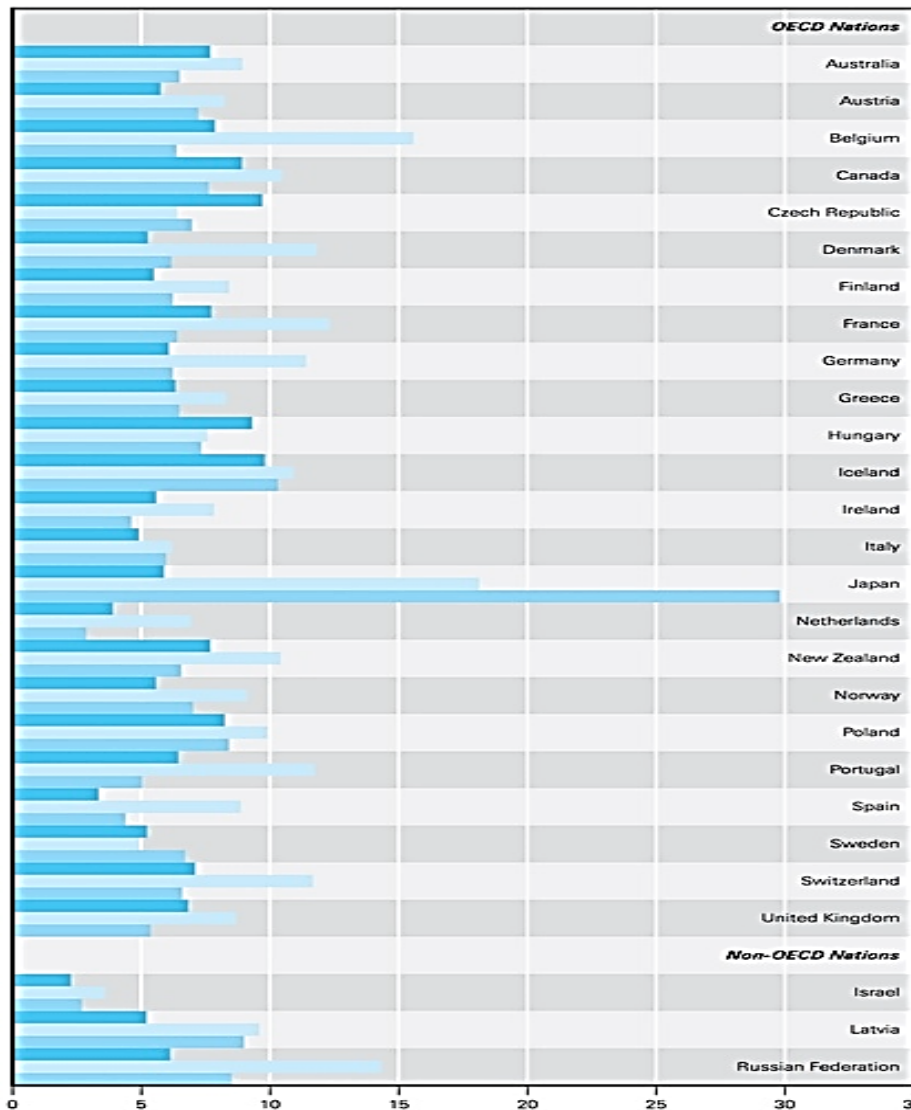
# Essential parental needs for child care services



# Position map about temporal childcare service in Japan



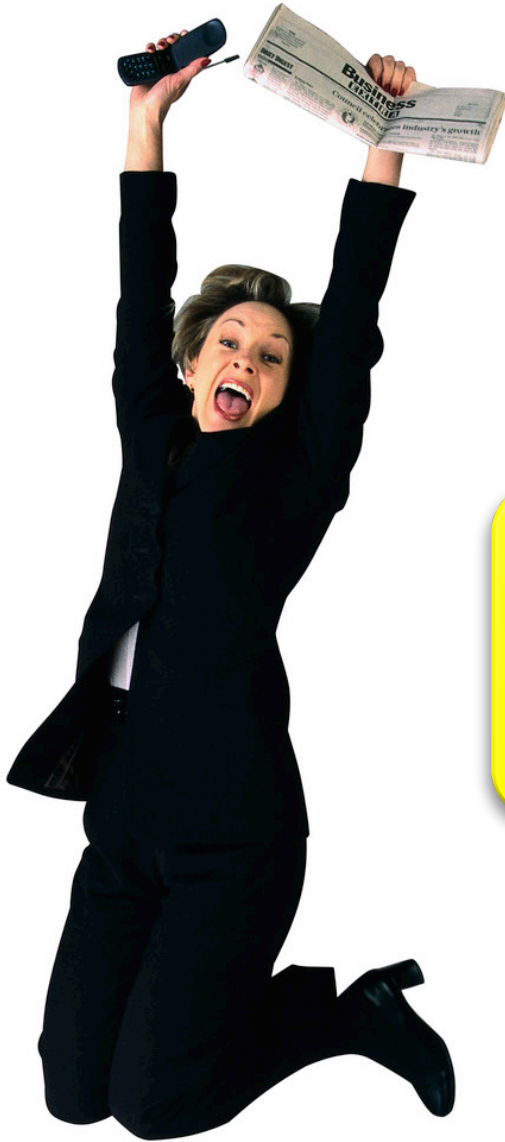
# Percentage of 15 year-olds agreeing with specific negative statements about personal well-being



30% of Japanese 15 year-olds feel lonely

The solution must be .....

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## Business Overview of AsMama

### IN-PERSON EVENTS



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### TECHNOLOGY (KOSODATE-SHARE)



Sense of security and chemistry  
derived from face-to-face relations

Immediacy and convenience  
of the online service



# Significant Strengths & Core competencies 1, “Mama-supporters”

<Role of Mama-supporters>

Communicate/  
Deliver message



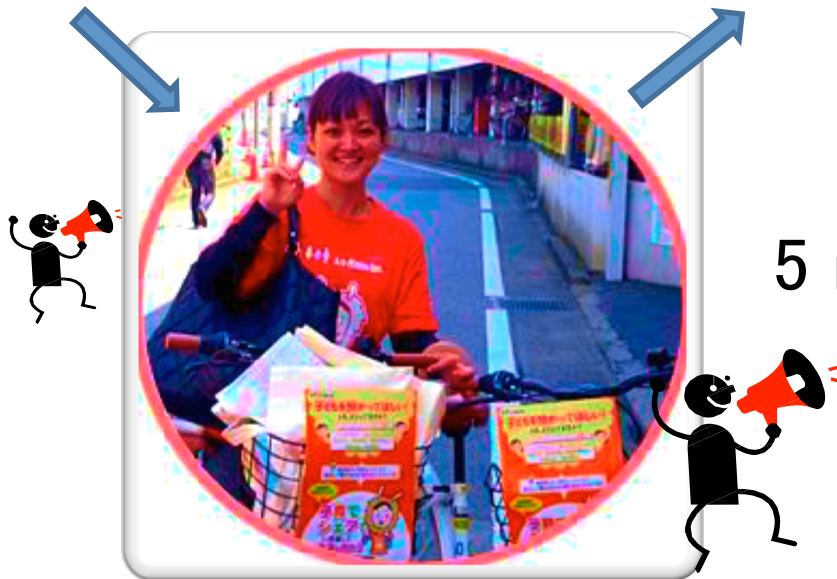
Seminar of partner company's product

Connect with  
Kosodate-share



Through interaction event

To be relied on  
and give support



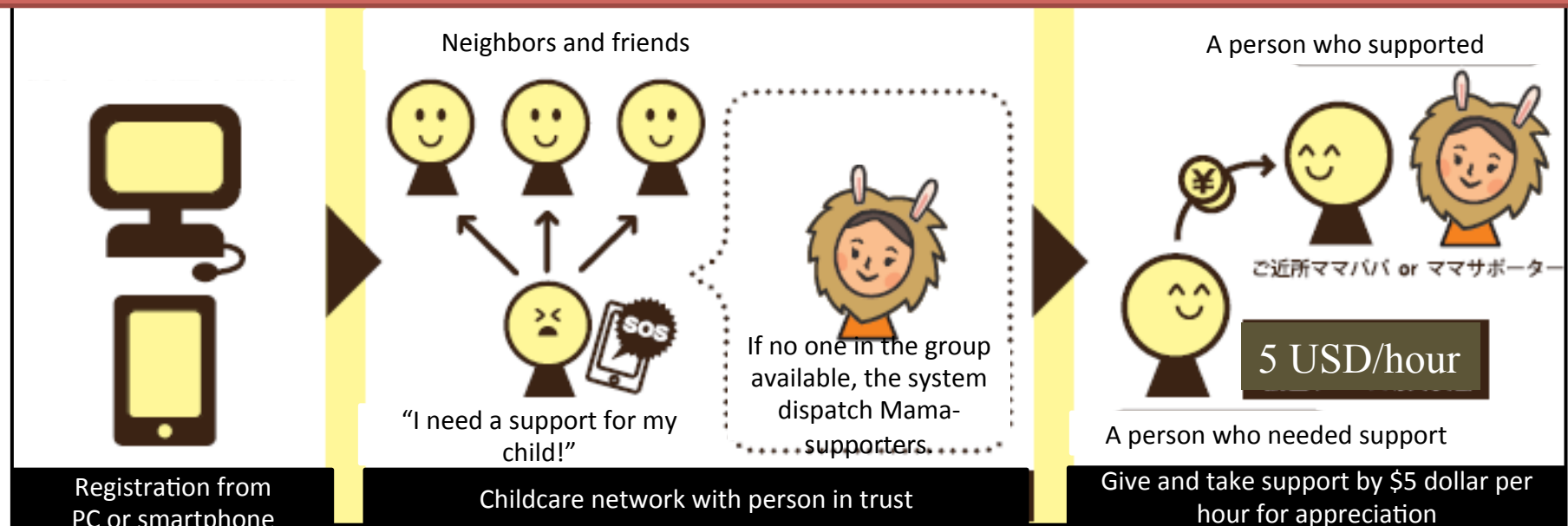
5 million face-to-face publicity

# Significant Strengths & Core competencies 2, 1 coin mutual support system, “Kosodate(Childcare)-share”

- ✓ Registration free. Commission free.
- ✓ The first case in Japan, up to \$500,000 in liability insurance, in case of accident.
- ✓ Set a rule to give 5 dollars per hour to the person who gives a support, directly by cash or credit card

Registration : 37,204, Matching cases : 9,404, Matching rate:84%

(Apr. 2016)



(AsMama pays insurance and commission fee for credit.)