

<Entrepreneurship in Asian High-Tech Industries>

Social needs matching platform on behalf of Social Empowerment

Part 3 of 3

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How did I find this business model?



Journey to look for a business model



Real voice to know the needs and solutions

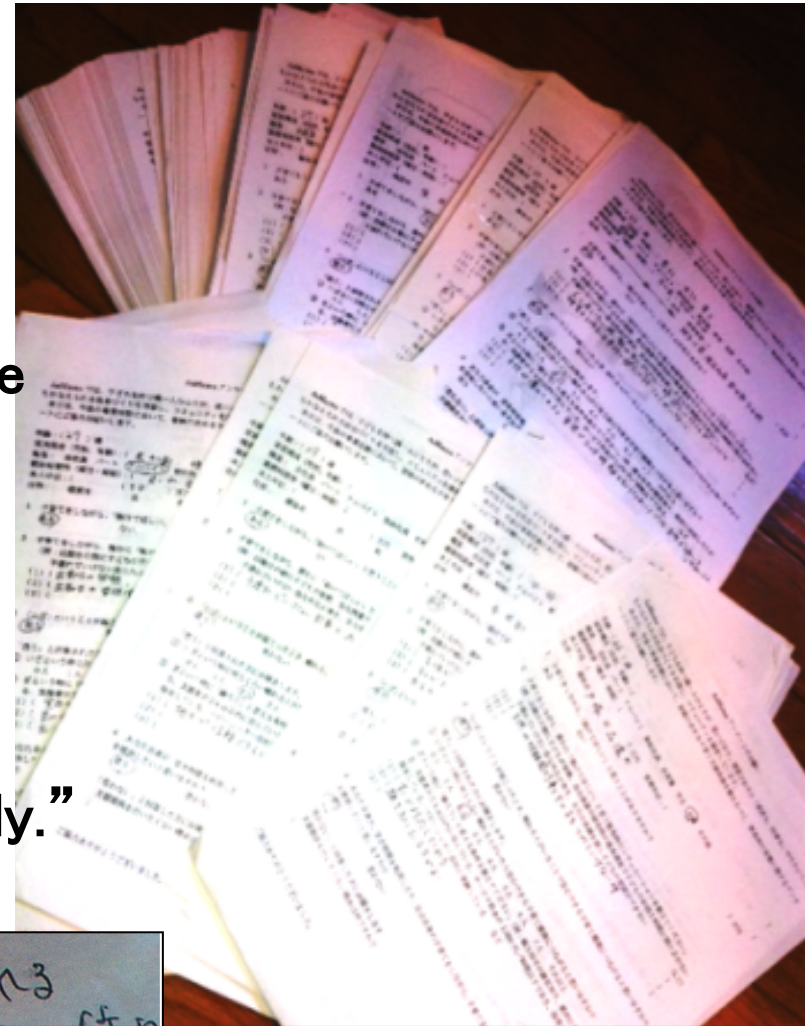
Why not count on anyone,
when you need them?

Reason1:

“I don't want my son to spend time
with someone unfamiliar to him”.

Reason2:

“I don't want to be a burden
on my friends. I want to find
someone who can support us easily.”



(顔見知り)
(急な対応でもしてくれる)
(近く (2km) 以内)

1) (緊急時に対応してもらいたい)
2) (日常的に子供も分かる人を知りたい)
3) (距離が近い)

Realizing Targeting customer and their needs

User(Person)

- Parents and Child(ren) who needs support

- Age of child is 1-12
- Low to middle level income
\$3mil.+\$1mil.for a kid
- Not high information literacy
- Includes single parents.



Partner(Company)

- Companies

- which have facilities and places to gather local families.
i.e. Shopping Center, Housing Center

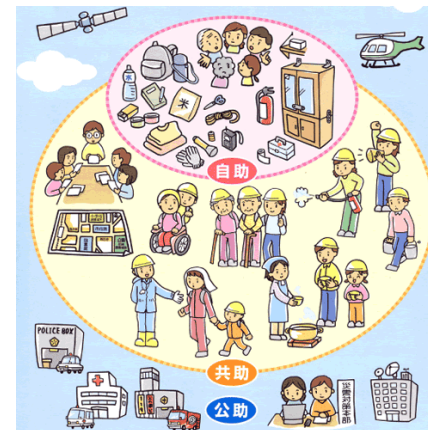


- Major Companies

- which have services and products for babies, kids, and families.
i.e. Food, Apparel, Housing, Health, and Occupation companies,

- People who want to support

- who have time and child-rearing related experience.
- who wants to gain self esteem and a have a rewarding experience.
- who are not interested in working full-time.



- Companies

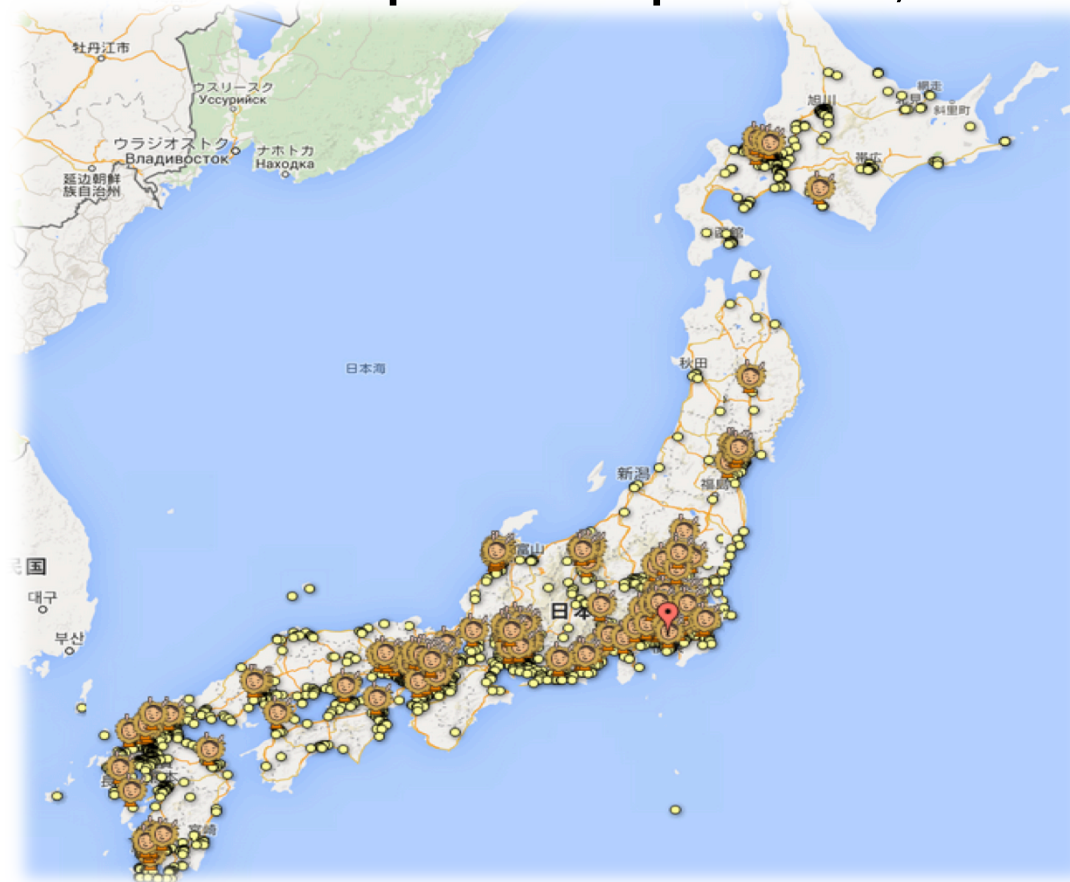
- which want comfortable and satisfaction life-support for their community.
i.e. Real estate agent, After-school, school, human relations sector

Goals for expansion!



Making a network of 10,000 Mama-supporters

Direct economic impact expected, 500 mil. USD.



Independence, life enrichment for each of us
by using this support or by giving support.

To achieve social empowerment

Partnership with government



Collective impact by sharing economic associations

To achieve social impact, realized equity finance

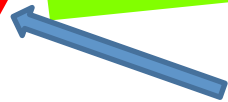
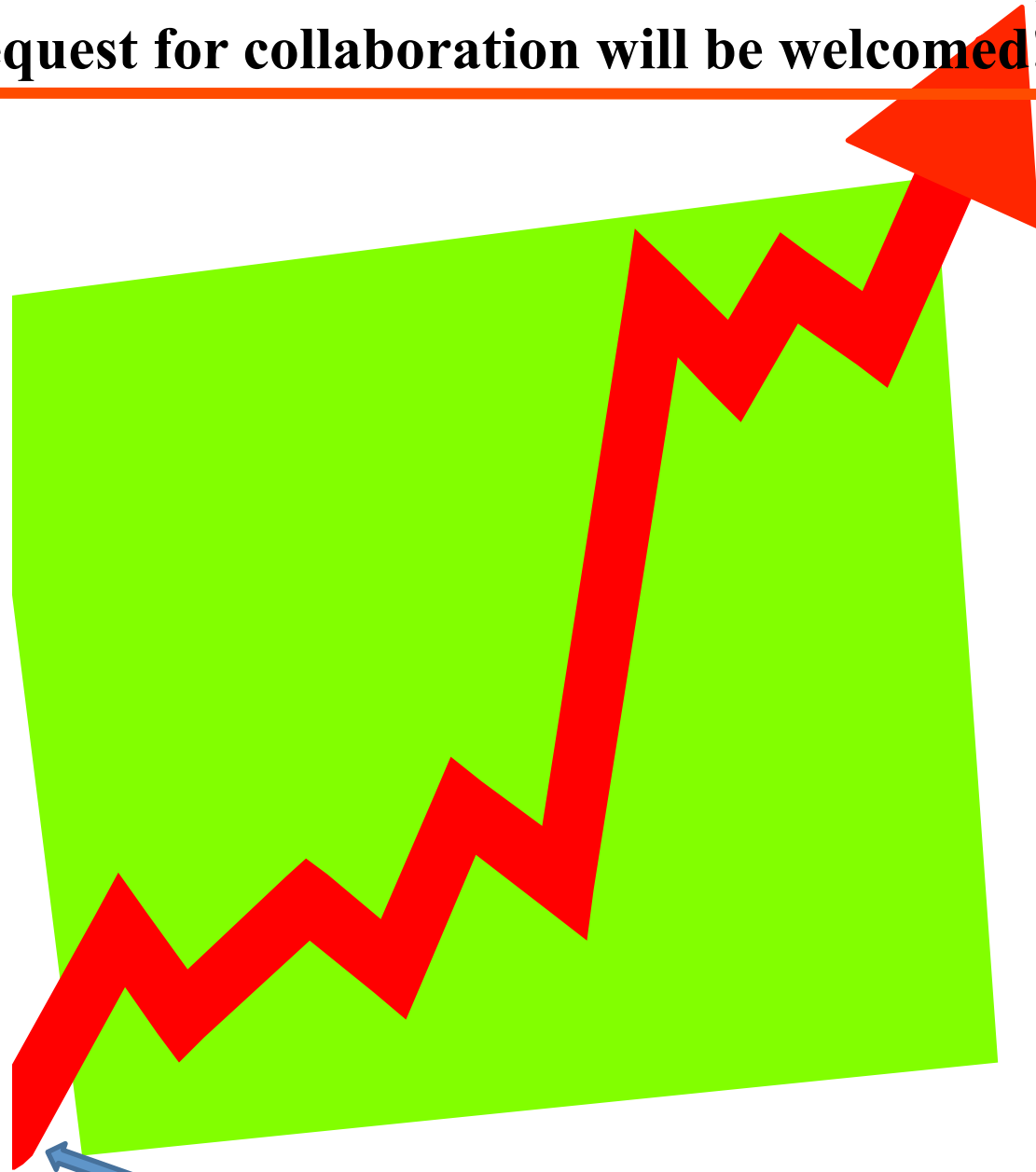
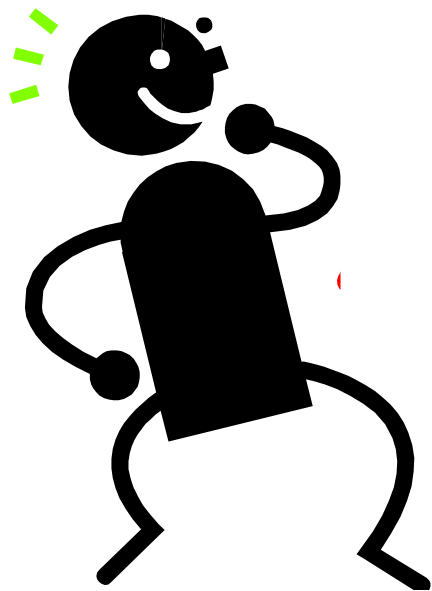


Within 5 years



Challenges will continue to other fields, and to other countries

Any advice, request for collaboration will be welcomed!



AsMama is still around here....